

MUNICIPAL CORPORATION OF GREATER MUMBAI

DISASTER MANAGEMENT UNIT

TATPAR MUMBAI 2010

TATPAR MUMBAI – ALERT MUMBAI

Disaster Management Exhibition

Background:

Mumbai the Maximum City. A city of dreams, the commercial capital of the country. Yet the challenges here are many. The city's infrastructure is striving hard to cope with the pressures of overcrowding, slums, garbage and disasters-both manmade and natural. Floods, bomb blasts, terrorist attacks have clearly reiterated vulnerability of the city to disasters. On the other hand various stakeholders such as Government agencies, NGOs, business organizations and academic institutions are undertaking various initiatives for better disaster prevention, mitigation, preparedness and disaster management. However there is a dire need to coordinate all these efforts and bring them on a common platform leading to collective action for disaster preparedness. Also the same efforts need to reach out to the citizens who can accordingly avail the services in times of disaster.

Keeping this vision in mind, Municipal Corporation of Greater Mumbai (MCGM) in partnership with Disaster Management Cell of NMIMS, Life Supporters Institute of Health Sciences, United Way of Mumbai, Aeronautical Society of India, Civil Defense, Mumbai Police, MARG Group, and other prominent government and non-governmental organizations working in the field of Disaster preparedness/ Management is organizing "TATPAR MUMBAI 2010", Mega-Exhibition on Disaster Management on February 26- 27, 2010 at Andheri Sports Complex. will provide a platform to exhibitors to inform, educate and advertise their products/ services/ solutions/ plans/ programmes to large group of citizens, potential users, opinion

leaders & decision makers in the field of disaster management.

Objectives of the exhibition:

- Create cross boundary awareness towards the various initiatives and latest technologies and advancements in the field of disaster management.
- Orienting the Mumbaikars about the efforts being undertaken by governmental agencies, NGOs, business organizations and academic institutions in prevention, mitigation & preparedness and post disaster relief, rehabilitation & crisis management on a single platform
- Systematic and holistic coverage of issues in protecting the Nation and specifically the city of Mumbai

About the Exhibition:

Various stakeholders such as Government agencies, NGOs, business organizations and academic institutions will showcase information on their products, programs or services for Emergency Preparedness. This will include various things such as; Emergency Response Equipment, Safety Equipment, Early Warning Systems, Fire Prevention & Control, Security Services, Civil Defence, Environmental Hazardous Control, Search and Rescue Tools, Air Rescue Operations, Communication & Technology, Emergency Medical Services and Response Kits, Risk Management Tools, Insurance products, Disaster Management Academic Modules, Organizations involved in Disaster Relief & Assistance, GIS, Information technology and other related areas.

Target Groups for the Exhibition:

Citizens: The primary targets of the exhibition are the citizens of Mumbai. The information and schedule with regards the exhibition will be made available well in advance by means of mass-media.

Advanced Locality Management Groups (ALMs)/ Citizens Groups/NGOs: There is a dire need of local citizens who can act as First Responders in times of disasters. Mobilising ALMs, Citizen Groups and NGOs for the will entail a positive impact in terms of spreading awareness.

Schools and Colleges: In an endeavour to channelize the Youth Power in the city particularly in times of disaster, it is inevitable to make them aware about various endeavours and initiatives carried out in the field of disasters. To mobilise the youth power institutions such as University of Mumbai, NSS etc will be engaged. By means of interactive activities such as poster competitions, quiz competitions etc. students will be made aware of the issues with regards disasters.

Business Organisations: Business Organisations and their employees will become aware of the various initiatives in the field of disasters.

Possible Avenues for sponsorship for Corporates:

- Corporates make a donation! contribution.
- Corporates buy a stall space and exhibit products! solutions relevant to disaster preparedness! management.

Type	Amount	Features
Platinum	Rs. 10 lakhs (minimum one sponsor)	<ul style="list-style-type: none"> • Prominent banner at the entrance of the venue of the exhibition • Prominent display on conference website • Prominent stall location • Prominent slot for digital advertisement on LED screens • Space for one senior person to share the dais with the CM during the inauguration of the exhibition • Prominent display of the logo on the backdrop of

Gold	Rs. 5 lakhs (minimum 3 sponsors)	<ul style="list-style-type: none"> • Good display of banner at the exhibition venue • Good display on exhibition website • Good stall location • Good Advertisement space on the program brochure (back inner page)
Silver	Rs. 3 lakhs (minimum 1 sponsor)	<ul style="list-style-type: none"> • Simple display of the banner at the exhibition venue • Simple display on exhibition website • Simple stall location
Bronze	Variable	<p>Sponsors for specific items</p> <ul style="list-style-type: none"> • Snacks and water • Mementoes etc. ` <p>And! Or</p> <p>Buy a Stall in the exhibition @ Rs. 1 Lac and exhibit your products related to disaster preparedness! management!</p>

Methodology: United Way of Mumbai has been appointed as the official Charity Partner of this event. Thus, all the donations/ contributions shall be made in favour of "United Way of Mumbai". All donations made for this event will be eligible for tax exemption under section 80 G.

The success of the exhibition will ensure a greater impact on Mumbai city for better disaster preparedness and Management. In this context, we look forward for your support in making city of Mumbai safer and better place to live in.