

URBANISATION

Trends, Challenges and Opportunities

**Nestle Breakfast Discussion
World Economic Forum Annual Meeting
Davos, 2012**

**Presented by:
Ms Sangeeta Prasad, CEO
Mahindra World City Developers Ltd.**

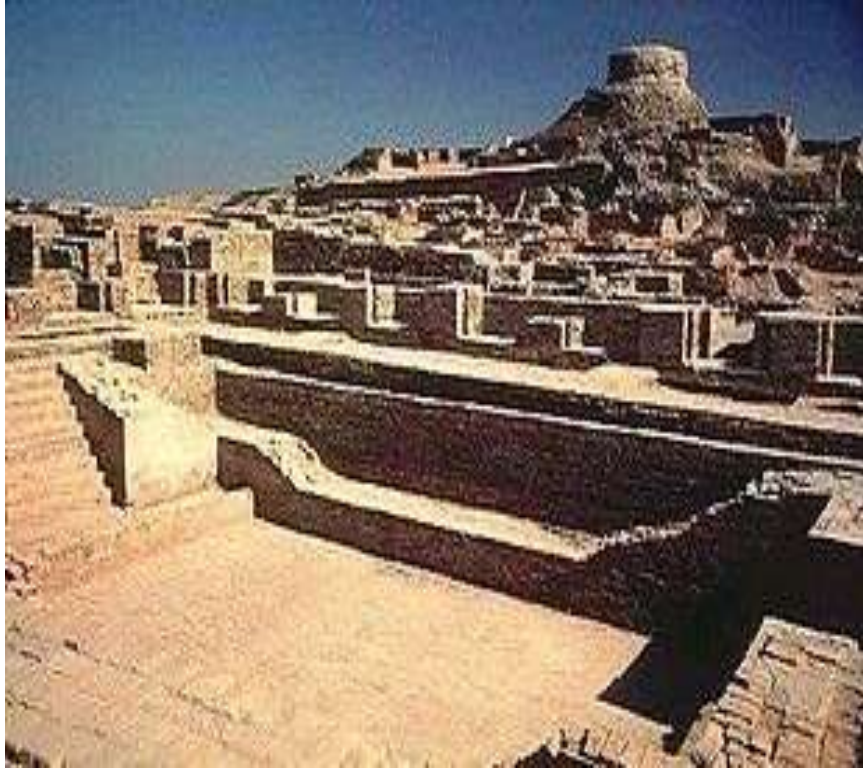
January 27th, 2012



YESTERDAY...



YESTERDAY...



Images: Indus Valley Civilization

YESTERDAY...

KEY MESSAGES...

Thoughtfulness

Governance

Sense of Community

Trade and Commerce

Intelligent and Sensitive use of
resources

TODAY...

Thank God men cannot fly, and lay waste the sky as well as the earth.
~Henry David Thoreau(slide)

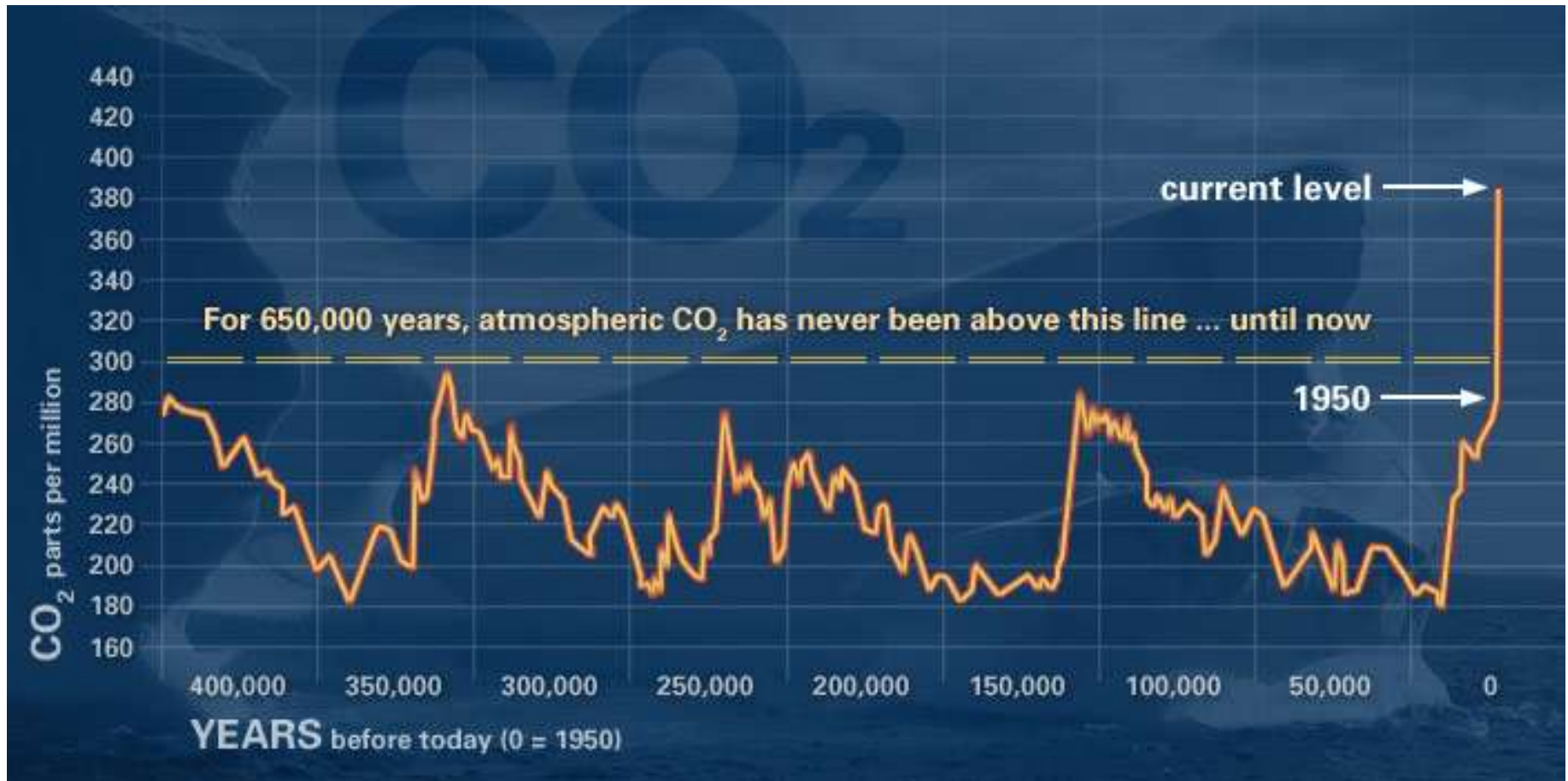


IMAGES of CHANGE



The retreat of Pedersen Glacier, Alaska. Left: summer 1917. Right: summer 2005.

IMAGES of CHANGE



This graph, based on the comparison of atmospheric samples contained in ice cores and more recent direct measurements, provides evidence that atmospheric CO₂ has increased since the Industrial Revolution. (Source: [NOAA](#))

THE WATER LINES

Are we Ready?

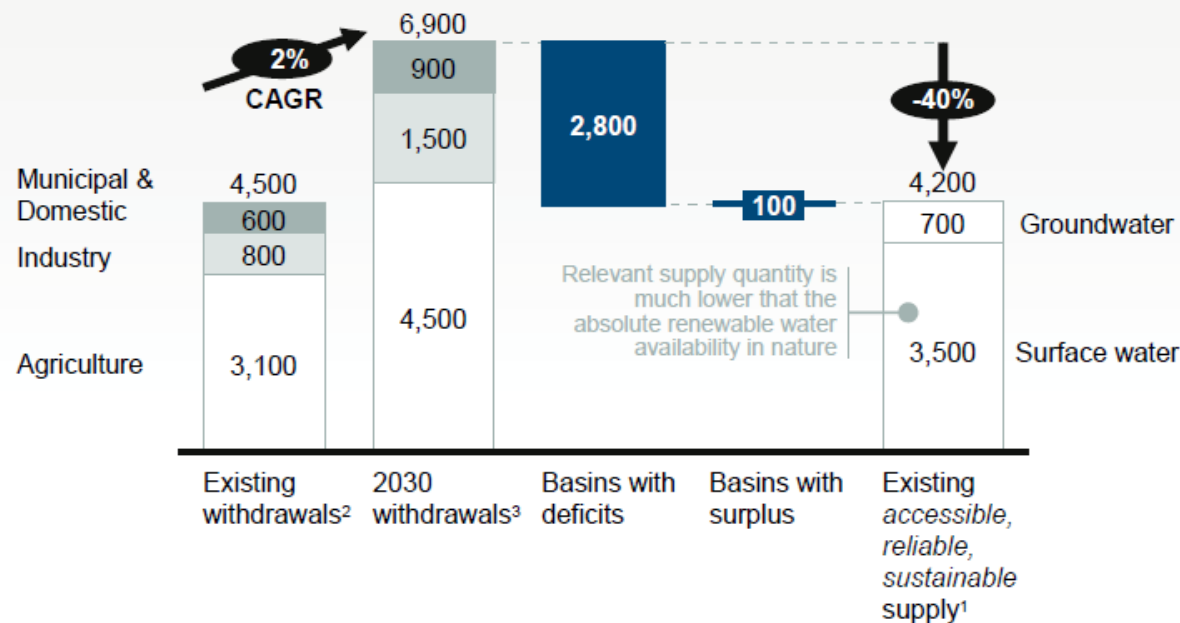


By the year 2020, water demand will exceed supply by 470 trillion gallons

THE WATER LINES

Aggregated global gap between existing accessible, reliable supply¹ and 2030 water withdrawals, assuming no efficiency gains

Billion m³, 154 basins/regions



¹ Existing supply which can be provided at 90% reliability, based on historical hydrology and infrastructure investments scheduled through 2010; net of environmental requirements

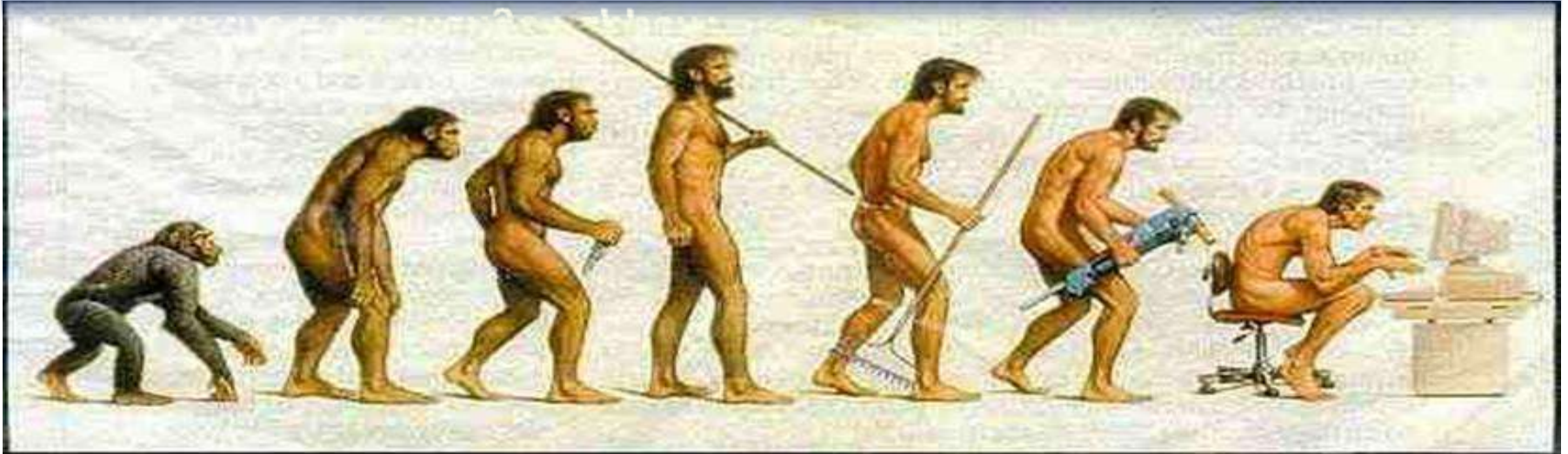
² Based on 2010 agricultural production analyses from IFPRI

³ Based on GDP, population projections and agricultural production projections from IFPRI; considers no water productivity gains between 2005-2030

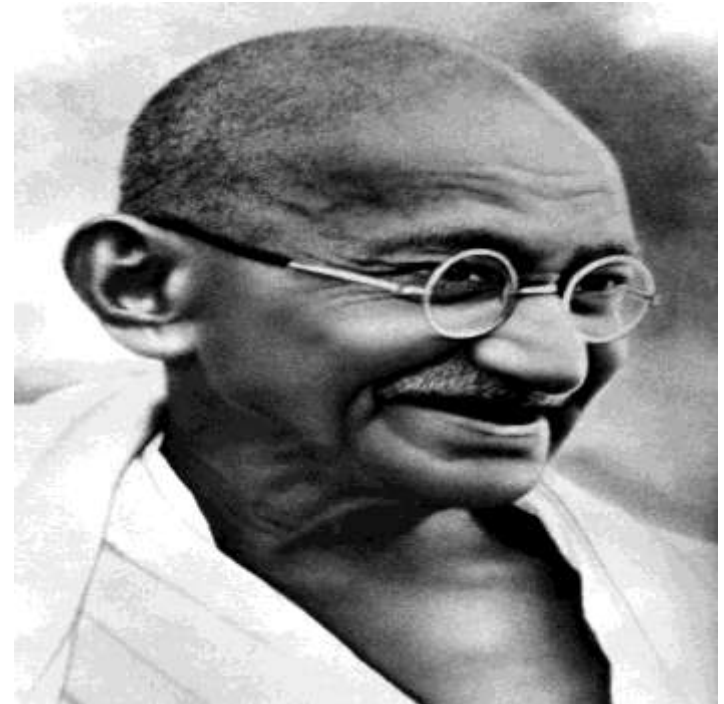
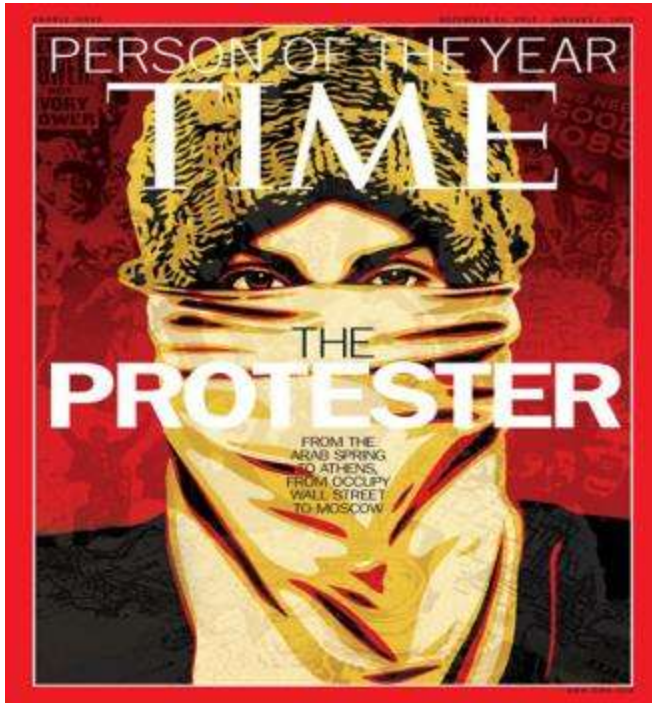
SOURCE: Water 2030 Global Water Supply and Demand model; agricultural production based on IFPRI IMPACT-WATER base case

THE POWER of TEN

When will the next change happen?



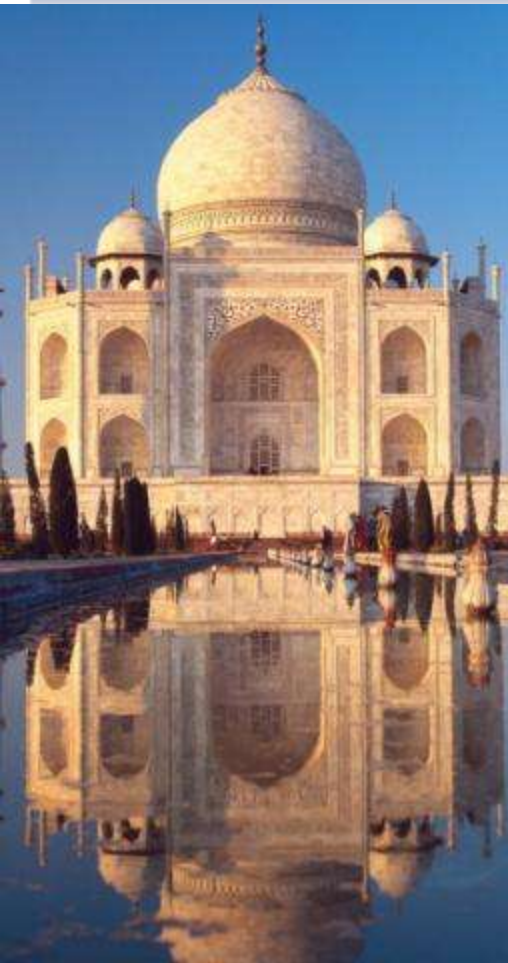
THE POWER of ONE



Talisman - "Recall the face of the poorest and the weakest man whom you may have seen, and ask yourself, if the step you contemplate is going to be of any use to him. Will it lead to swaraj for the hungry and spiritually starving millions? Then you will find your doubts and your self melt away."

THE SHIFT

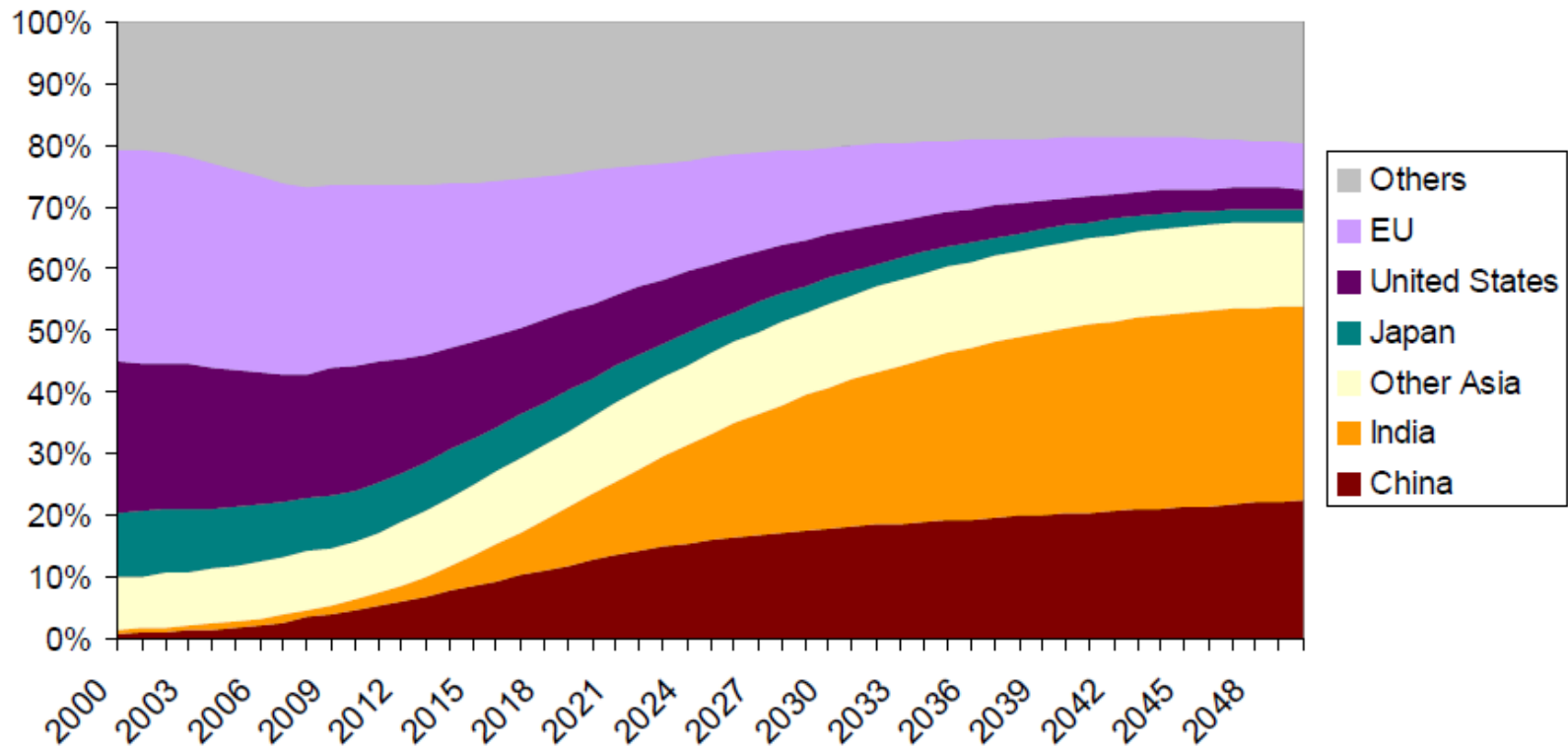
AXIS IS TILTING...



THE SHIFT

The Consumption Shift

Shares of Global Middle Class Consumption, 2000-2050

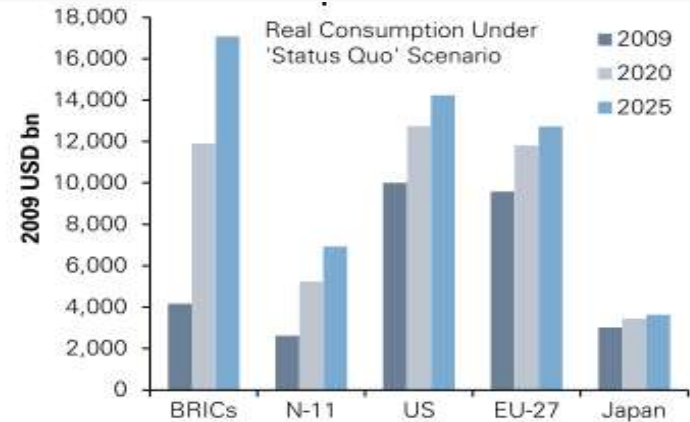
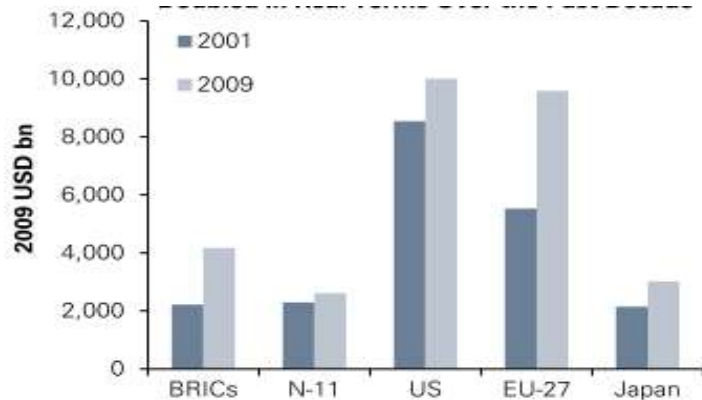


Source OECD Development Centre - 2010

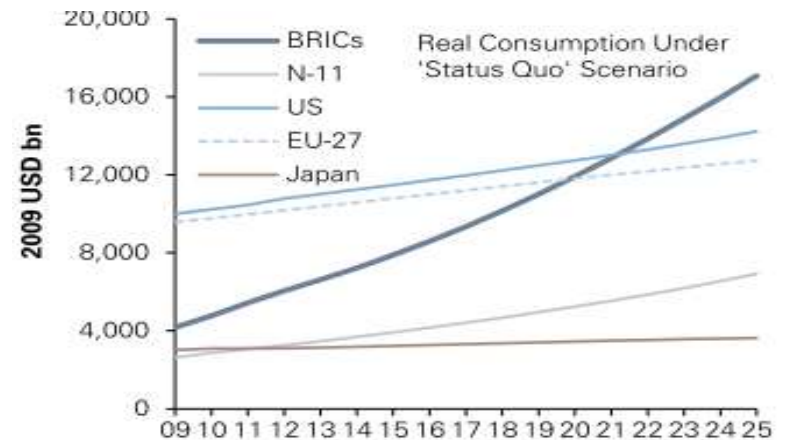
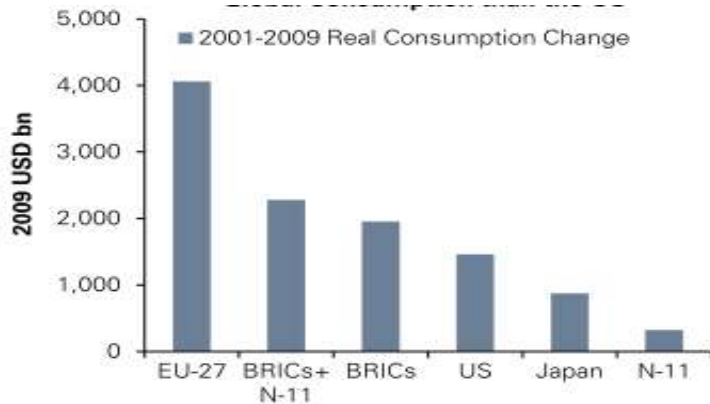
THE SHIFT

The Consumption Opportunity

the consumption opportunity



BRICs Consumer Could Overtake the US Consumer by 2022



Source: IMF, national sources, GS Global ECS Research

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Urbanisation Today...

1.5 billion people live in *600 mega cities— 22 percent of global population

\$30 trillion of GDP in 2007—more than half of global GDP

485 million households with an average per capita GDP of \$ 20,000

The top 100 cities generated \$21 trillion of GDP in 2007-38% of global total

Urbanisation Tomorrow...

2.0 billion people will live in these cities in 2025- 25% of global population

\$64 trillion of GDP in 2025, nearly 60% of global total

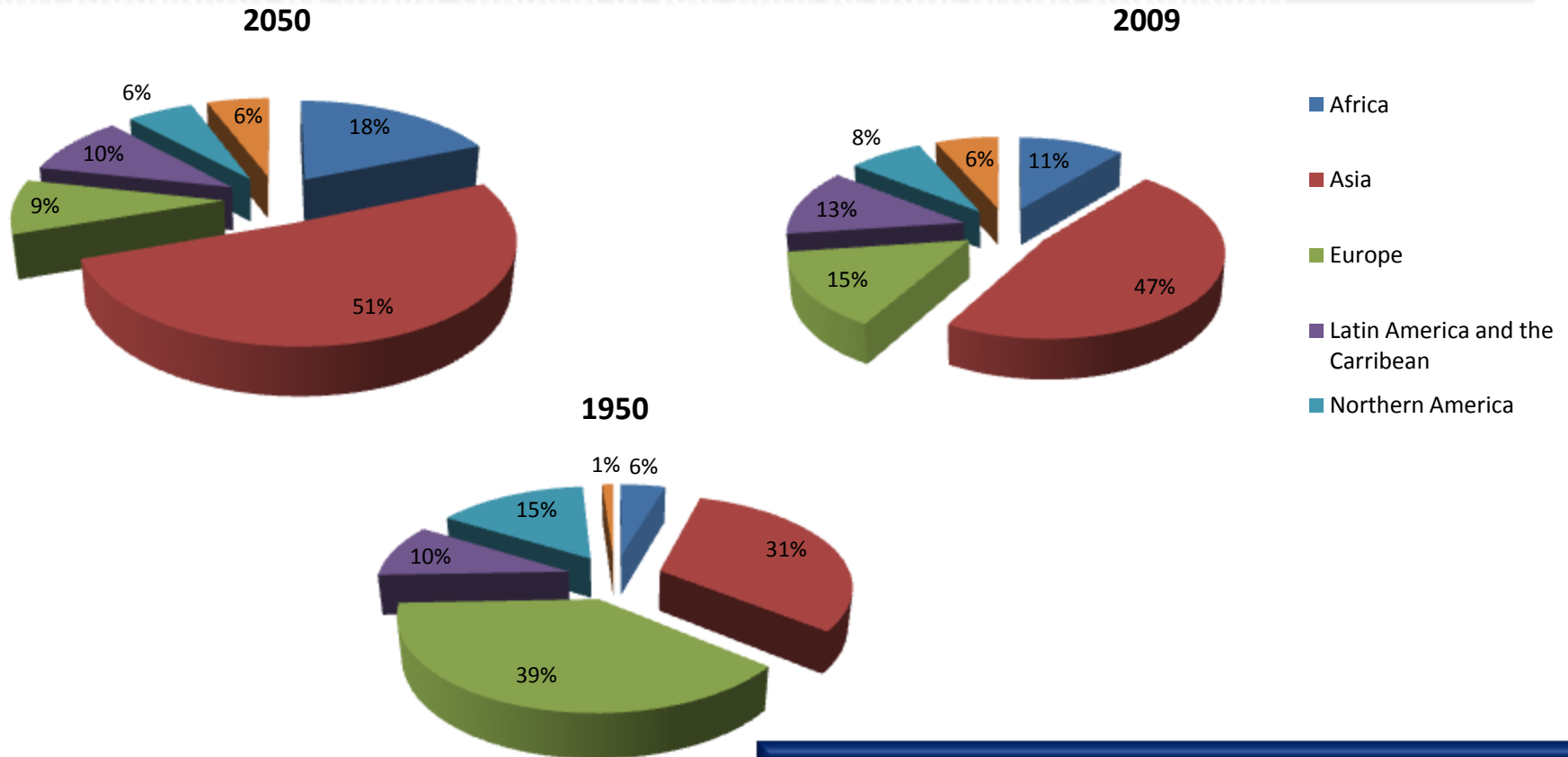
735 million households will live in these cities with average per capita GDP of \$32,000

Of which 235 million households will have income above \$20,000 per annum

* 600 mega cities are the top 600 cities by contribution to global GDP growth from 2007 to 2025.

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Urban population by major regions in per cent of total urban population



The size of pies is roughly proportional to the total urban population of the world in 1950, 2009 and 2050

Source: United Nations, Department of Economic and Social Affairs, Population Division: *World Urbanization Prospects, the 2009 Revision*. New York, 2010

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The India Challenge...2030



Total **population** of **1.5 bn**



560 million living in **cities**



Power consumption of **760 GW**



377 mn vehicles on road

Source: McKinsey Global Institute

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The need of the hour...New Urban Centres



I conceive that the land belongs to a vast family of which many are dead, few are living, and countless numbers are still unborn

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The need of the hour...A joint and a strengthened ecosystem



URBANISATION

The Stakeholders' Concern...

From Gucci Capitalism to Responsible Capitalism

Thoughtful, Flexible and proactive master planning

Inclusive and Heterogeneous Communities

Embedded Technology for networking, transportation, security

Location : Away but not far from the next centre

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The Stakeholders' Concern...

Proactive Governance: Land rules and regulations

Health, safety and security

Service Providers: Develop a social milieu

An Ecosystem: Loving, Living and Lively

Resilience, Patience and Perseverance

URBANISATION...THE MAHINDRA WAY

A Responsible Development Model



Mahindra World City is a business eco-system, carefully linked and integrated to function with efficiency. The City has been planned with its vision rooted in future, and provides a holistic environment to integrate Business and Living.

URBANISATION...THE MAHINDRA WAY

Planned for the future



MWC chose Master Planners who not only came up with a well planned city but have also incorporated the flexibility to house the changing dynamics of the future

URBANISATION...THE MAHINDRA WAY

A successful PPP model



Mahindra World Cities have been developed in a Public Private Partnership with the State Governments. This Partnership with the Government helps in establishing a high level of credibility and trust to investors and eases the approval processes.

URBANISATION...THE MAHINDRA WAY

Holistic Development



- *Responsible land acquisition process*
- *Care for the local community*
- *Sharing resources*
- *Sustainable Practices*

URBANISATION...THE MAHINDRA WAY

Where Life Springs...

**The colors of the rainbow so pretty in the sky
Are also on the faces of people going by
I see friends shaking hands saying how do you do
They're really saying I love you.**

**I hear babies crying, I watch them grow
They'll learn much more than I'll never know
And I think to myself what a wonderful world
Yes I think to myself what a wonderful world**

(Excerpts from The World Song by Louis Armstrong)

