



adani



McCANN
WORLDGROUP

Transforming

Dharavi

Adani's Lifeline to a Million Dreams

WHAT ARE WE PRESENTING TODAY?

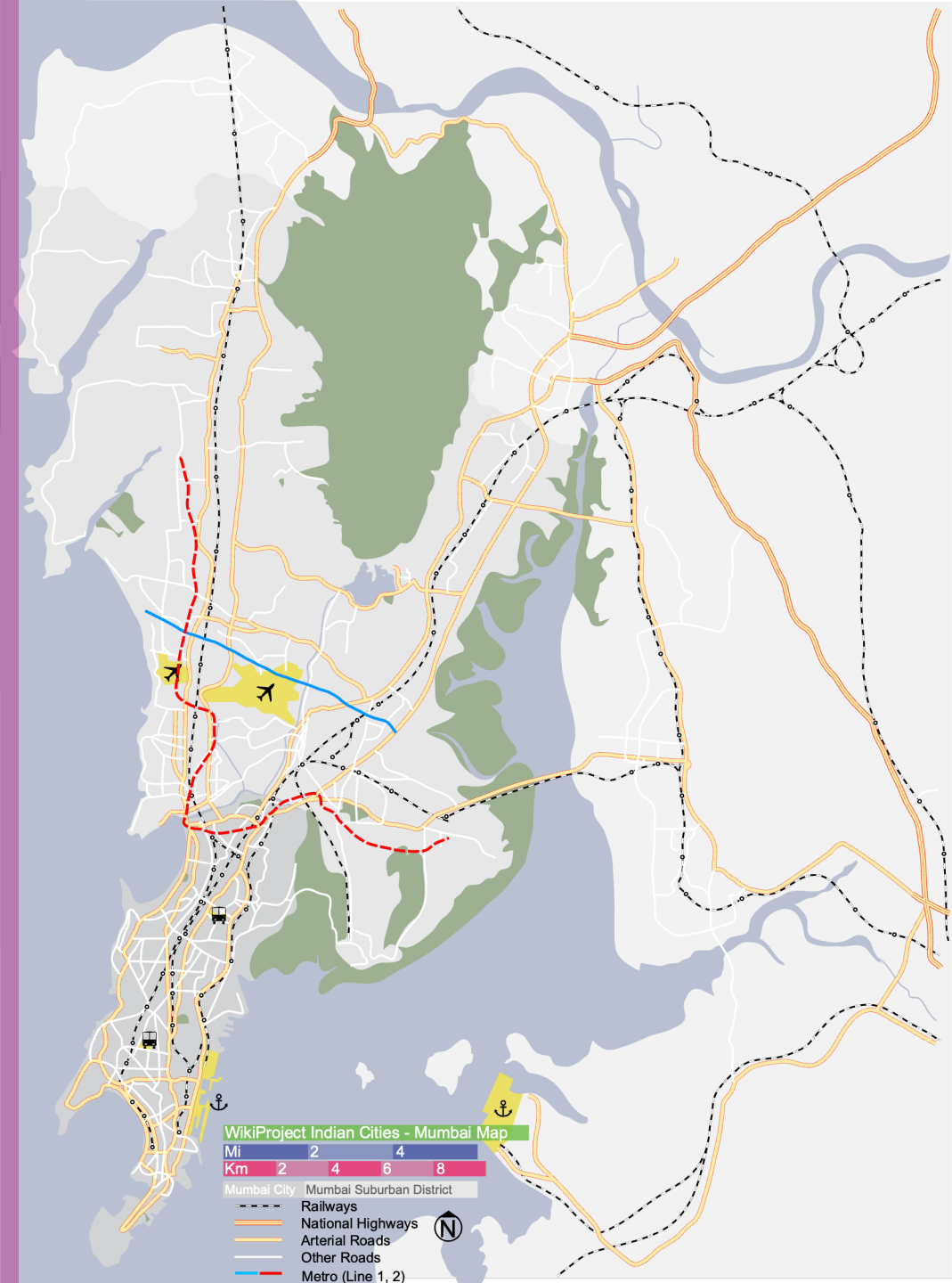


Background

World's largest slum redevelopment scheme for around **one million people** who live in the labyrinthine slum that has over **75,000 cheek-by-jowl structures** or shanties.

Expected cost is **\$2.4 billion in construction.**

From \$1 billion, Dharavi's economy could touch a whopping **\$4 billion per annum post redevelopment.**





Dharavi

- a unique ecosystem
- an unrecognised shadow world
- a cultural melting pot
- an unabashed business hub

HOW DO WE PLAN TO FACILITATE ADANI GROUP'S VISION TO UNITE DHARAVI TOWARDS PROGRESS AND CHANGE

1 Create a neutral voice that echoes the need for change

2 Build Trust & Support for Adani

3 Counter & Manage any possible negativity with agility

4 Create a People's Movement within Dharavi

5 Create Awareness & Confidence for Relocation

6 Create a Positive Sentiment around Change



UNDERSTANDING DHARAVI



**The STARK CONTRAST
between
Dharavi
Vs.
the rest of
today's India
is concerning.**



*While India is beginning to see a positive movement towards sanitation, cleanliness and public health through govt. schemes like **Swachh Bharat Mission** and **Jal Jeevan Mission**.*

Families in Dharavi lack basic dignity of life due to poor access to clean toilets or safe drinking water.

*India's healthcare and medical facilities are developing and getting stronger. **Pradhan Mantri Jan Arogya Yojna** is trying to reach remote corners of India.*

Yet, families in Dharavi are still struggling to secure basic medical facilities or even emergency healthcare services.





*Not just urban but even rural India enjoys several schemes for finance and banking such as **Jan Dhan Yojana** to help the underprivileged get bank accounts and loans*

Dharavi's economy struggles because it has nearly zero access to bank benefits and can't get any kind of loan or credit.

In a nation witnessing unprecedented growth in education in rural and urban areas.

Dharavi lacks access to quality education, and educational infrastructure across all levels.



While **Mumbai** is transforming itself into an international city

MUMBAI IS A DEVELOPING CITY OF DREAMS

Public Transport Enhancements /New Infrastructure, Mumbai Metro, New Bridges are working towards improving the quality of life for ALL MUMBAIKARS

MUMBAI IS POISED TO PARTNER INDIA'S GROWTH STORY

India's first undersea twin tunnels as part of the Mumbai Coastal Road Project, first electric double decker bus, most expensive luxury real estate in India etc are going to push PROGRESS FOR MUMBAI



Dharavi is still struggling for it's fundamental RIGHT TO LIFE.

Observation

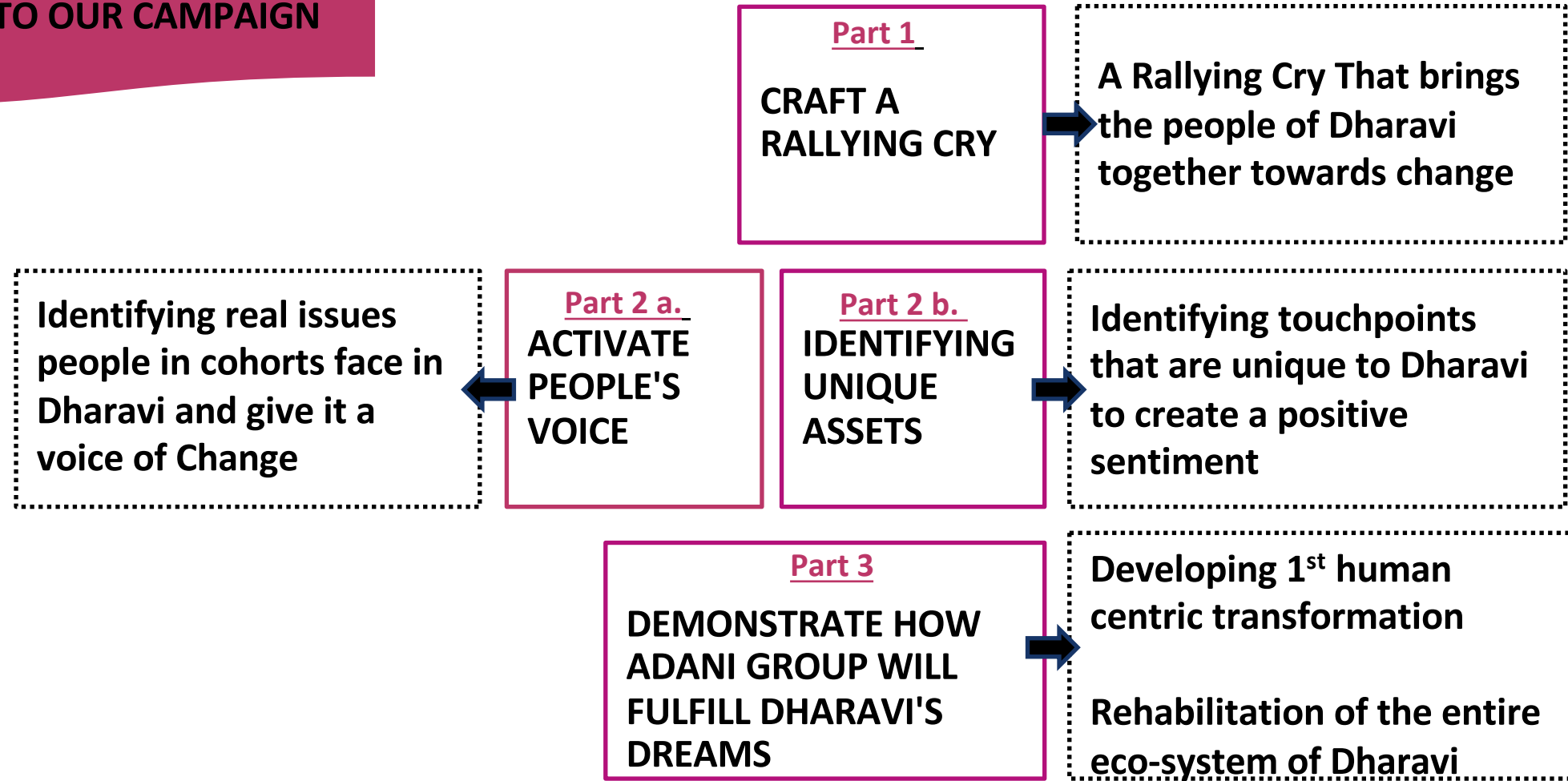
*Rest of India is progressing,
**Dharavi shouldn't
be left behind.***

Our Role

Helping Dharavi join the growth story of
India



3 KEY PARTS TO OUR CAMPAIGN

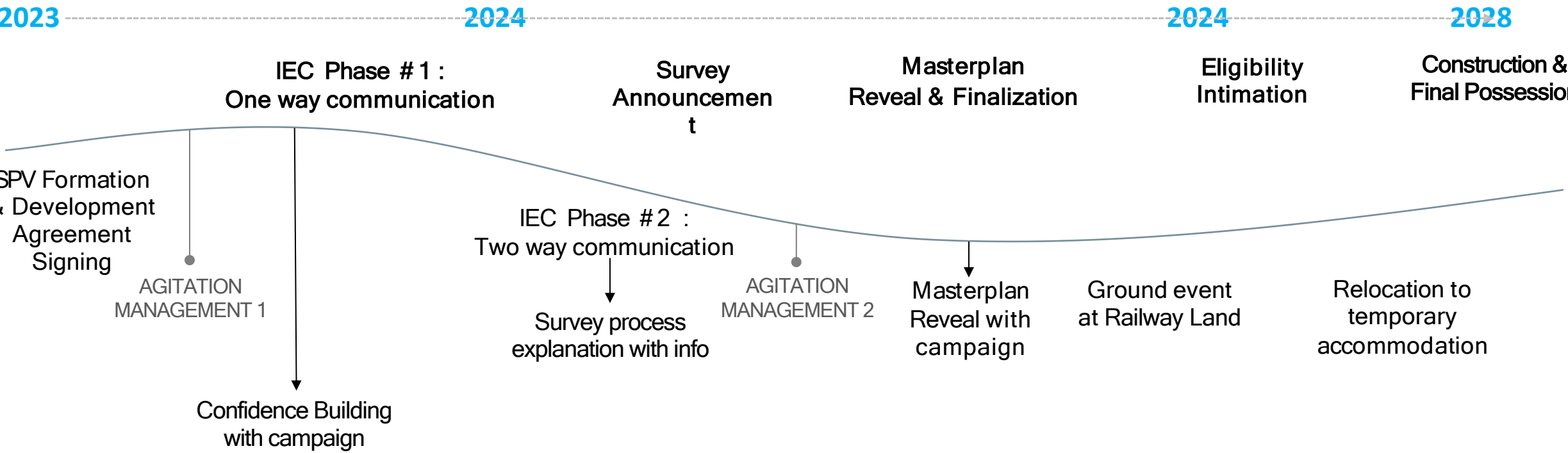


COMMON TO EVERY PART:

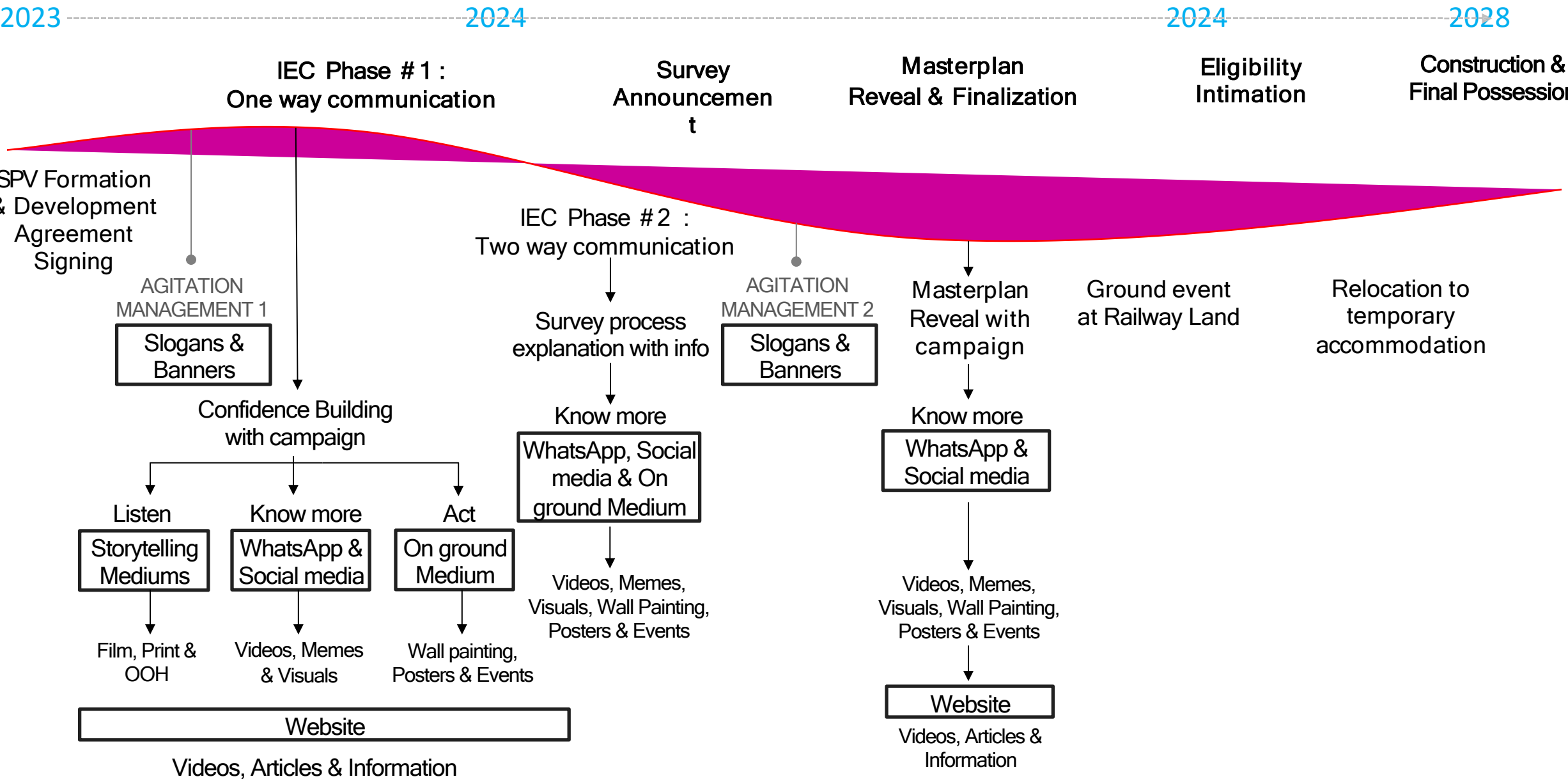
An idea that brings Dharavi together
Identifying real issues of daily life in Dharavi
Using actual photos of Dharavi in our communication
Using touchpoints that are specific and unique to Dharavi

Roll Out Plan

KEY PROJECT MILESTONES



COMMUNICATION ROLL OUT MILESTONES



Master Creative Deliverables

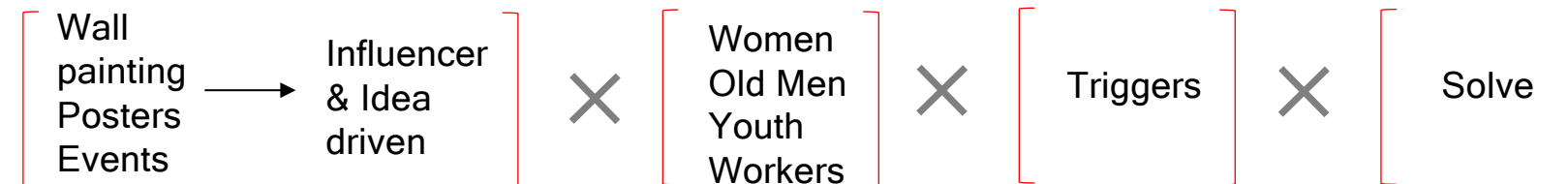
1 STORY TELLING MEDIUMS



2 WHATS APP & SOCIAL MEDIA



3 ON-GROUND



4 WEBSITE

