34th National Convention of The Indian Institute of Architects
7 to 9 December 2017
MAYFAIR, Bhubaneswar

ARCHITECTURAL FOOTPRINTS
IMPACT ON CITIES

Hosted by The Indian Institute of Architects
ODISHA CHAPTER
NATIONAL CONVENTION OF THE INDIAN INSTITUTE OF ARCHITECTS

NATCON 2017

WELCOME TO NATCON 2017

NATCON is the largest annual convention of the Architects in India organised by the Indian Institute of Architects – IIA.

This year NATCON will be hosted by IIA Odisha Chapter in the capital city of Bhubaneswar - A perfect place where Indian architecture has flourished since time immemorial.

NATCON 2017 will be graced by the presence of several dignitaries, eminent architects, planners and urban designers from India and abroad.
ABOUT BUBANESWAR

Bhubaneswar - the Capital of Odisha, also known as the “Temple City” has a unique identity by the virtue of its ability to seamlessly integrate its rich architectural and cultural heritage with a strong regional economic base. Founded during the Kalinga Empire over 3000 years ago, Bhubaneswar is a confluence of Hindu, Buddhist and Jain architecture.

The old city of Bhubaneswar or the ancient “Ekamra Kshetra” dotted with some of the finest architectural marvels - a cluster of about 1000 magnificent temples erected between the 7th to the 12th century - constitutes a complete record of Odisha’s temple architecture from its early beginnings to the zenith of its glory.

Most of these magnificent edifices built in sandstone and are located around the periphery of the sacred Bindu Sagar Lake, including the famous Lingaraja Temple, Rajarani Temple, Mukteswar Temple & Ananta Vasudev Temple. The famous archaeological and historical sites of Sishupalgarh, Dhauli, Udaygiri & Khandagiri along with the Nandankanan wildlife sanctuary make Bhubaneswar a city with a varied interesting features. Bhubaneswar - Puri - Konark coalesce to form the popular tourist circuit of the glorious Golden Temple Triangle.

Post independence, the modern city of Bhubaneswar, was designed by the eminent German architect Otto Koenigsberger in 1948, as the administrative capital of the State of Odisha and the foundation stone of the new planned city of India was laid by India’s first Prime Minister Pt.Jawaharlal Nehru. More than 60 years since it’s making, the city remains a celebrated model of modern architecture and planning.

An emerging educational, health and IT hub, the citizens of Bhubaneswar can take pride in the several distinctions bestowed upon the city:

- One of the four planned “Information Technology Investment Regions” in India. Only Tier-2 City to host the top 5 IT companies viz: Wipro, TCS, Tech-Mahindra & Mindtree.
- First City in India to be ranked as First Smart City with tremendous infrastructure development potential.
- As per the “Make in Odisha” policy - A Potential Manufacturing Region for mega multifaceted industries in 10 or more sectors with an ability to generate 1.4L jobs with an investment of 2.03L CR.

The strategic geographic location along the east coast of India, has positioned Bhubaneswar to serve as the gateway to South-east Asia with an easy access to existing and emerging ports to further reinforce the regional economic base and enhance the overall tourism potential of the entire region as well.
ABOUT IIA
The Indian Institute of Architects

The Indian Institute of Architects (IIA) is the National body of Architects in the country. Established in 1917, the institute today has more than 20,000 members and plays a major role in promoting the profession of architecture by organising and uniting the Architects of India to promote aesthetic, scientific and practical efficiency of the profession both in Practice and in Education.

IIA is represented on various national and international committees connected with architecture, art and the building industry and is also actively associated with International Union of Architects (UIA) Commonwealth Association of Architects (CAA) and South Asian Association for Regional Co-operation of Architects (SAARCH).
Architectural Footprints
Impact on Cities

“Architecture is the footprint we leave behind in the sands of time.”

This intriguing phrase, over the ages, has proved to be apparently true.

ARCHITECTURAL FOOTPRINTS - these idiomatic symbols of have been the result of immense labours of love and timeline manifestations.

However some core principles influence these forms and help distinguish them. The social milieu, cultural transference, the expanding infrastructure of a city, the emerging environmental issues thereof, the concurrent technology, the existing laws are some of the elements that work towards creating the final built environment, leave their impression and define an era.

We look forward to a varied and lively discussion centred on these concentric issues which identify, diversify and impact our cities.
Cities are dynamic entities ever encompassing the changing temporal phenomenon.

With new technological interventions there are significant changes in the infrastructural layout of the cities. The advent of smart technology has presumingly a massive impact on the building infrastructure and economics harnessing a galaxy of IT innovations with an aim to optimise and improve the performance levels of the city infrastructure specially that of the Smart Cities. However the important additional dimension is the smart and smooth functioning of the built environment in coherence with the dynamic growth of the city.

The session aims to debate on the application and economics of smart technology within the smart city infrastructure

**Highlights of the session**
- Smart City Infrastructure
- Smart Technology
- Economic implications of IT interventions in building/city infrastructure.
- Other Related Issues

Urbanisation has made major changes in our towns and cities with long term repercussions on the socio-cultural imprint. The advent of Big Data and social media has widened the global connect but the extent to which it has enhanced the quality of life is a matter of debate. The cultural landscape of a region is it’s intangible heritage which renders identity to the region. It is imperative at this stage to reflect upon this issue to prevent cities being globally replicated models.

The session aims to deliberate upon the socio-cultural imprint of a city and develop the syntax that make the city environs unique, interactive, responsive and inclusive for all.

**Highlights of the session**
- Socio-Cultural Imprint & the Global connect.
- Social equity
- Inclusive Planning – Cities for All.
- Preservation of the tangible and intangible cultural heritage
- Quality of life.
- Other Related Issues
Environmental sustainability is the fundamental to sustainable development. What is sustainable is smart. Various issues like energy efficient building infrastructure, usage of appropriate materials and technology as a solution, traditional building methods v/s smart technology, green architecture etc. Are some of the areas of concern and need to be elaborated in the present scenario. The crux of the matter is that reduction of carbon footprints within the cities as well as around the globe is of extreme importance in order to sustain life on the planet.

The session aims to deliberate upon the emerging issues and their impact on the cities in order to broaden the understanding of the environmental challenges as integral to equitable and sustained economic growth.

**Highlights of the session**
- Sustainable development
- Appropriate technology solutions
- Vernacular building techniques v/s Smart technology
- Green Architecture
- Other Related Issues

Legislation responsible for the current state of affairs impacting the development of cities needs to be reviewed and re-examined. The various Acts / Policies / byelaws within the framework of the present legislation need to be reassessed in order to identify the loopholes within them and also frontline processes and background forces involved in their formulation. Suggestive reforms/measures maybe outlined to simplify the legislation and thereby the process of the urban development.

The session aims to reflect upon and scrutinize the various acts / policies / byelaws impacting the development of infrastructure in the urban areas and suggest amendments within the scope of the prevailing legislative framework.

**Highlights of the session**

Implications of
- Model building byelaws
- Affordable housing policy
- RERA Act
- Other Related Issues
# SCHEDULE OF THE CONFERENCE

## 7th December 2017

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<thead>
<tr>
<th>TIME</th>
<th>AGENDA</th>
<th>VENUE</th>
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<tbody>
<tr>
<td>02:00pm</td>
<td>Registration</td>
<td>Central Hall, Hotel Mayfair Convention</td>
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<tr>
<td>5:00pm - 7:00pm</td>
<td>Inaugural Function</td>
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<tr>
<td>7:00pm - 7:30pm</td>
<td>Company Presentation - 1</td>
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<td>6:45 to 7:15 pm</td>
<td>Company Presentation - 2</td>
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<td>8:00pm onwards</td>
<td>Cultural Night &amp; Dinner</td>
<td>Vatika, Hotel Mayfair Lagoon</td>
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## 8th December 2017

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<tbody>
<tr>
<td>6:30am - 8:30am</td>
<td>Temple city walk</td>
<td>Central Hall, Hotel Mayfair Convention</td>
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<td></td>
<td><strong>Technical Session - 1</strong></td>
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<tr>
<td>10:00am - 11:00am</td>
<td>Keynote Lecture-Guest-1</td>
<td>Lunch - Mandap, Hotel Mayfair Lagoon</td>
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<tr>
<td>11:00am - 12:30pm</td>
<td>Presentation by Speaker-1 &amp; 2</td>
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<tr>
<td>12:30pm - 12:45pm</td>
<td>High Tea</td>
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<td>12:45pm - 1:00pm</td>
<td>Company Presentation - 3</td>
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<tr>
<td>1:00pm - 2:00pm</td>
<td>Panel Discussion - 1</td>
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<tr>
<td>2:00pm - 3:00pm</td>
<td>Lunch</td>
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<tr>
<td><strong>Technical Session - 2</strong></td>
<td><strong>Environment and Sustainability</strong></td>
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<tr>
<td>3:00pm - 4:30pm</td>
<td>Presentation by Speaker-3 &amp; 4</td>
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<tr>
<td>4:30pm - 5:30pm</td>
<td>Panel Discussion - 2</td>
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<td>Company Presentation - 4</td>
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<tr>
<td>8:00pm onwards</td>
<td>Cultural Night &amp; Dinner</td>
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## 9th December 2017

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<tr>
<td>Technical Session - 3</td>
<td><strong>Socio Cultural Imprint</strong></td>
<td>Central Hall, Hotel Mayfair Convention</td>
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<tr>
<td>10:00am - 11:00am</td>
<td>Keynote lecture-2</td>
<td>Lunch - Mandap, Hotel Mayfair Lagoon</td>
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<tr>
<td>11:00am - 12:30pm</td>
<td>Presentation by Speaker-5 &amp; 6</td>
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<td>Company Presentation - 6</td>
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<td>1:00pm - 2:00pm</td>
<td>Panel Discussion - 3</td>
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<td>2:00pm - 3:00pm</td>
<td>Lunch</td>
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<td>Technical Session - 4</td>
<td><strong>Legislation and Reforms</strong></td>
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<td>3:00pm - 3:30pm</td>
<td>Presentation by Speaker-7 &amp; 8</td>
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<tr>
<td>3:30pm - 4:30pm</td>
<td>Valedictory Function</td>
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of Natcon

How can you help, and what can we offer you?

Platinum Sponsor
40 lakhs (1 No)

- 30 mins presentation on the date of inauguration.
- Prominent visibility of all conference material which are distributed to delegates.
- Prominent brand visibility on the backdrop of conference stage.
- 6 Nos of stalls in the Exhibition (3mX3m)
- Sharing of delegates list after the conference
- Recognition of support in all conference material and emailers leading up to the conference.
- Link to the website from the IIA NATCON 2017
- 10 nos. of passes to all seminars and talks
- One-to-One Interaction with different chapters members in the boardroom
- Full page on the front invert page in the Natcon Souvenir.

Golden Sponsor
30 lakhs (2 Nos)

- 20 mins presentation slot within conference
- Prominent brand visibility on all conference material that is distributed to delegates that is writing pad in form of “Supported by”
- Brand visibility on the backdrop of conference stage as “Supported by”
- Recognition of support in all conference material and emailers leading up to the conference in the form of “Supported by”
- 4 nos. of stall in the exhibition (3m x3m)
- Link to the website of IIA NATCON-2017
- 6 nos. of passes to all seminar and talks.
- Full page in the center page of Natcon Souvenir.

Silver Sponsor
20 lakhs (5 Nos)

- Brand visibility in the back drop of conference
- Brand visibility in the cultural backdrop at the time of Dinner.
- One to one interaction with a chapter in the board room.
- Inclusion of brochure in the delegate kit.
- 2 Nos of stalls in the Exhibition.
- Half page in the center page of Natcon Souvenir.
- 5-10 Minitus of video presentation on the conference main stage.

Exhibition Package
10 lakhs (10 Nos)

- 9 sqm stall (3mx3m)
- 3 spot lights/1 5/15 amp power outlet
- Facia board with company name.
- 2 complementary registration passes with access to all talks in the exhibition and networking events.
- Tea, coffee, lunch and Dinner provided for 2 members for 2 days.
- Exclusive to exhibitors - to increase your brand’s exposure before, at and after the event: A profile of your company will be included on the stage and sovenier.
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