

SKYLINE

Mahindra WORLD CITY NEWSLETTER



**AN IDEAL
BUSINESS
LOCATION**

**WASTE-TO-WEALTH
INNOVATIONS**

**SUNSHINE
AFTER
DELUGE**

Mahindra WORLD CITY



SANGEETA PRASAD
CEO, Integrated Cities & Industrial Clusters, Mahindra Lifespaces

A TALE OF CITIES

urban infrastructure that produces efficient results for all stakeholders - global and indigenous businesses, home owners, local communities and the environment. Thoughtful design, innovative and inclusive best practices, and green development solutions form the backbone of our efforts to build world-class cities that are future-ready and energy-efficient.

It's been exciting times recently for us at Mahindra World City. We've partnered with globally reputed organisations in propelling their growth trajectory across markets, even as we've intensified our focus on the development and implementation of participatory processes to drive the natural evolution of our cities. The Mahindra World City story is scripted as much by our diverse stakeholder communities, as it is by us. Citizen partnership initiatives, involving customer organisations, resident families, employees, local communities, villages and businesses, are

continually shaping this journey of mutual growth and transformation. Believing as we do that cities are much more than bricks and mortar, our emphasis on the creation of cohesive cultural and sporting events has

successfully brought together varied communities at our World Cities in Chennai and Jaipur.

All our sustainability endeavours are aligned to the Mahindra Group philosophy of Rise For Good. Mahindra World City, Jaipur has been awarded the **C40 Stage 2 Climate Positive Development Program (CPDP) Certification**—the first project in Asia and the largest project in the world to reach

stage 2. As the global rhetoric on waste management and re-use intensifies, Mahindra World City, Chennai has set up a bio-CNG plant that makes it India's first food-waste free city. We were privileged to have been invited to participate in the **2015 United Nations Climate Change Conference** or 'COP 21'. This was the first time that the buildings sector was represented at a COP event and our discussions focused on how building sector stakeholders across the world can work together to drive solutions adapted to local ecosystems.

With increasing global demand for 'green' products and services, more and more organisations across the world are adopting sustainable practices to improve their market share and gain access to new, lucrative markets. These organisations enjoy better goodwill because of the eco-friendly nature of their operations. We at Mahindra World City are making sure that the companies operating out of our cities can avail the most modern green infrastructure. At the same time, we are focusing on customizing our offerings and solutions to facilitate faster go-to-market and improved customer outreach.

Inclusive and sustainable urban ecosystems are crucial growth drivers for India, as reflected in the Government of India's focus on pro-growth initiatives such as 'Make In India' and 'Smart Cities Mission'. With India well on its way to becoming one of the world's fastest developing major economies, Mahindra World City is proud to be a part of this growth story via the creation of cities that are not only sensitive towards environmental needs but also smarter in driving human progress. ☺

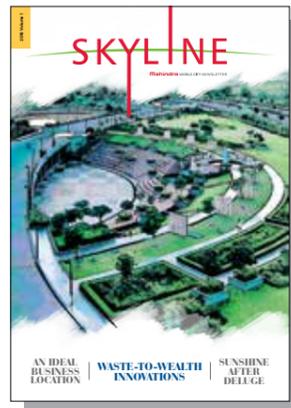
Cities transform lives. They propel economic growth, provide employment opportunities and nurture arts, culture, research and innovation. As we look at the imperatives of the India growth story, the importance of Sustainability as a core urban theme cannot be over-emphasized. Urbanisation in India must embrace social, economic and environmental growth in equal measure. In doing

“We shall require a substantially new manner of thinking if mankind is to survive.”

- Albert Einstein

so, not only can we address present-day urban issues, but are also able to secure a prosperous and harmonious future for generations to come. Pre-empt the future we must, and we cannot begin soon enough.

At Mahindra Lifespaces, we are driven by our vision of Transforming Urban Landscapes By Creating Sustainable Communities. Our focus is on creating sustainable



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EDITOR'S NOTE: Sustainability is a collective responsibility. And sustainable development requires us to build cities that are not only sensitive towards the environment but also smarter towards powering human progress.

We at Mahindra are transforming urban landscapes by creating sustainable communities. In the Cover Story we take a look at how green initiatives are being undertaken both at the international level and at Mahindra World Cities in Chennai and Jaipur.

With MWC, Chennai, setting up a bio-CNG plant, the group's emphasis on creating waste-to-wealth innovation opportunities is further strengthened, as we will find out in one of the articles. We also have an article on how Mahindra World City, Chennai, dealt with the massive December 2015 Chennai floods. Don't miss out on our articles on major signings and events. We have also included a tête-à-tête with one of MWC, Jaipur's, customers.

With all this and more, we bring you an unputdownable issue.

TOWARDS A BETTER TOMORROW

Across the world, there is enthusiastic effort in the direction of creating a sustainable future. One of the most pressing concerns of modern times, the need for sustainable growth, right from building activities to the expansion of cities, is finally receiving the focus it deserves. Here's a look at some examples of how global cities have enhanced their sustainability quotient, and similar initiatives at Mahindra World Cities.

TEXT : SHARMILA CHAKRAVORTY

As early as 1992, the Rio Earth Summit identified unsustainable development as one of the most grave threats to the planet; it also pointed out the pressure on finite natural resources and the irreversible damage mindless development would cause in the coming future. Ever since, sustainable development was hailed imperative. And yet the years that followed saw how responsible development was seen as sort of a 'fringe activity' even though the dangers of ignoring it were clearly outlined. Cities grew as unplanned urban sprawl and living conditions for people declined substantially across the world; this was especially true for developing nations. However, a few cities with visionary planners strove to develop responsibly, without exerting additional stress on their resources while giving residents and future generations a better environment, a better life.

CURITIBA: INTEGRATED SUSTAINABILITY

From the 1950s, Curitiba, the capital city of the Parana state in Brazil, was subjected to increasing influx of workers as the economy shifted from agrarian to industrial. The city experienced shortage of electricity, lack of waste disposal methods, and severe traffic congestion. However, sustainable urban planning, with people at the centre of the planning strategy, helped to turn this haphazardly growing city of the 1970s into the 2010 Global Sustainable City



award winner. The planning included creation of green spaces, especially around rivers so as to ensure provision for floodplains; restriction of urban growth to certain corridors only, mostly along key transport routes; efficient and safe public transport system, with subsidies to incentivise usage - bus/tube stops have been planned such that commuters would never be further than 400m from their destinations/houses/work places. Besides, as per its exemplary waste management system, one can exchange waste for bus tickets and/or food. This goes to show how planning with people's welfare at the core can transform cities into exemplary future-ready urban hubs - a principle that is integral to the vision of Mahindra World Cities.

THE MWC APPROACH

Having pioneered the concept

As early as 1992, the Rio Earth Summit identified unsustainable development as one of the most grave threats to the planet.

Steps in the direction of sustainability will ensure a better, greener future for the coming generations.



of integrated cities, sustainably designed to strike a balance between Livelihood, Living and Life, Mahindra World Cities (MWC) comprise Special Economic Zones (SEZs), Domestic Traffic Areas, Residential, Retail and Social Infrastructure. Unlike Curitiba, or other cities that have had to struggle to transform themselves from the ways of their past, Mahindra World Cities offer a well-designed, well-thought-through infrastructure right from its inception. By means of its transportation, onsite energy efficiency, and waste management strategies, investments in solar energy and advances in transportation infrastructure will have a net effect of cutting down over 8,00,000 tons of carbon dioxide as per the C40 Stage II road map drawn for MWC Jaipur. Similarly, Mahindra World City, Chennai is the 1st IGBC Gold certified green township in the country. MWC Chennai has also set up a Biogas-CNG plant to create India's first food-waste free city. The plant creates green energy from 10 tonnes of food and kitchen waste collected daily to fuel busses used to ply within the city and tractors from nearby villages. The resultant byproduct is an organic fertiliser used to enhance soil fertility, thereby enriching the environment further. The design of MWC Chennai and Jaipur accounts for xeriscaping too – the use of native drought-resistant plant species to restrict the use of water; also, for landscaping,

suaphotos, Marcio Jose Bastos Silva / Shutterstock.com

recycled water is utilised to increase efficiency. Besides, LED streetlights and off-grid solar power plant set up contribute to massive energy savings for MWC Chennai and Jaipur. The solar power plant has the capacity to offset 60 tonnes of CO2 annually.

TIANJIN: SUSTAINABLE ENERGY CONSUMPTION

While commercial, residential, and industrial buildings use electricity for a variety of purposes, they do not need to consume electricity at full capacity all the time. Also, by cutting back on power consumption, and avoiding unnecessary wastage of energy, buildings can save considerable energy costs. Demand response intentionally helps to modify non-essential electricity consumption by penalising or incentivising usage during specific times of the day, depending on the overall market demand. However, the lack of automation in the process can be problematic. In this regard, Automated Demand Response (ADR) allows its users to temporarily switch off or shift non-essential electricity-using devices in a cost-effective, safe manner with the added advantage of automation. In the larger scheme of things, this would essentially not impact the building's performance or occupant-comfort, but contributes greatly to reducing the building's carbon footprint.

Above: Curitiba, the 2010 the Global Sustainable City award winner, has a well-planned public transport system that ensures better connectivity, and therefore, more use and popular appeal.

In 2012, China's first smart grid automated demand response project was implemented, offering users affordable ways of energy-consumption reduction, while operating at peak performance.

In 2012, China's first smart grid automated demand response project was implemented, offering users affordable ways of energy-consumption reduction, while operating at peak performance. A pilot area – a demonstration project – of select facilities within the Tianjin Economic-Technological Development Area (TEDA) was identified, which included government, commercial and industrial facilities. For most buildings involved in the pilot study, it was found that ADR effectively reduced electricity consumption loads – heating, cooling, lighting, and computing – by about 15-20 per cent, much in line with the numbers forecasted.

This technology, if implemented on a larger scale, would not only help increase profits and reduce wastage of power, it would also ensure a more reliable grid. In terms of overall energy savings, it is estimated that as much as 1.2 per cent of China's total energy consumption can be saved. ADR technology can effectively reduce peak loads by 15-20 per cent, and



when implemented at scale, it could help create a 'virtual power plant' that reduces overall demand – negawatt – instead of increasing megawatt usage. The China Electric Power Research Institute (CEPRI) estimates that if such ADR systems were adopted throughout China, energy savings of an equivalent of roughly 40 one-gigawatt coal-fired power plants would be possible.

Above: China's first smart grid automated demand response project was implemented in Tianjin in 2012.

Below: Green open spaces at Mahindra World City, Chennai.



Andrei Tudoran / Shutterstock.com



Above: The solar roof top projects commissioned at MWC, Chennai, and MWC, Jaipur, have a cumulative capacity of 280 + KWP.

THE MWC APPROACH

A step in the same direction, a 75 kW Rooftop Solar System at Mahindra World City, Chennai is expected to generate approximately 1,16,000 units (kWh) of clean electrical energy at peak annual capacity. This would result in considerable savings in electricity costs and diesel consumption – up to almost 8 per cent – offsetting nearly 60 tonnes of carbon dioxide annually through this decrease in diesel usage at the site. Besides, it also promises no air or noise pollution. Similarly, Mahindra World City, Jaipur is a part of the 17 founding projects worldwide under the Clinton Climate Initiative. C40's Climate Positive Development Programme recognises the world's most ambitious low-carbon projects. The Programme supports the creation and implementation of large-scale urban communities that reduce greenhouse gas emissions and serve as models for cities to grow in environmentally sustainable and economically viable ways. Guided by the Climate Positive Framework, the Programme supports projects to achieve a "climate positive" emissions target of net-negative operational greenhouse gas emissions associated with energy, waste and transportation. The approach is beneficial as it provides real-time real-world examples of how emissions can be cut in limited timeframes with measurable progress. Projects within the Initiative demonstrate the various ways in which cities can grow in 'climate positive'

ways; the program seeks to achieve a net-negative on-site emission and operational greenhouse gas emission target. Thus, development that is environmentally sustainable, climate resilient and economically viable is encouraged at Mahindra World City, Chennai and Jaipur.

Environmental responsibility lies at the core the Mahindra World City philosophy. Best practices from around the world are examined, with active benchmarking to ensure continued pursuit of sustainable development strategies; most elements of sustainable urban development are transferable to context-specific situations, with appropriate tweaks, to other parts of the world coping with similar challenges. Employing a mix of good governance, improved urban management, effective and efficient infrastructure and service provision, financing and cost recovery, social and environmental sustainability, innovation and change, and leveraging international development assistance, in varying degrees, sustainable urban development is understand no longer an elusiveness goal. Mahindra World City invests in the Triple Bottom Line approach – accounting for social, environmental (or ecological) and financial aspects – to work with policy makers to gradually evolve one-off sustainability endeavours into the norm in future, and positively impact business practices as well as the environment. **CS**

Development that is environmentally sustainable, climate resilient and economically viable is encouraged at Mahindra World City, Chennai and Jaipur.



INDIA'S FIRST FOOD WASTE FREE CITY

TEXT : DEBARATI CHAKRABORTY

The Mahindra Group continues its journey to drive positive change and enable communities to Rise for Good by making every aspect of its business sustainable. Waste-to-wealth innovation opportunities comprise a key focus area for the organisation in this context.

Earlier this year, MWC, Chennai, set up a bio-CNG plant as a joint CSR initiative with Mahindra Research Valley (MRV). Inaugurated by Shri Piyush Goyal, Minister of State (Independent Charge), power, coal, new and renewable energy, Government of India in the presence of Dr Pawan Goenka, Executive Director, Mahindra & Mahindra Ltd, the plant sprawling over 1,000 sq mt, is designed to create a carbon neutral ecosystem at MWC, Chennai. The plant converts 10 tonnes of food and kitchen waste generated daily into 1000m³ of raw biogas. The raw bio gas in turn is processed to yield 400kg/day of purified CNG grade fuel, which is equivalent to a 200kW power plant. Four tonnes of organic fertiliser is also produced as a byproduct as part of this daily operation.

The green energy can effectively replace CNG as automotive fuel and LPG for cooking purposes as well power street light, thus making MWC, Chennai, India's first 'food waste free city'.

THE IMPLICATIONS:

- ◆ The daily food waste generated in the city allows for 400 kg of CNG, which can run a Mahindra Tourister Bus for 2,800 km. (That is an equivalent of a Mumbai to Delhi return road trip).
- ◆ 20m³ of input feed to produce 15m³ of slurry (residue). The balance 5m³ will be converted to gas, being volatile solids.
- ◆ The slurry ratio would be 4:3. The slurry produced will contain 30% to 35% of solids.
- ◆ 10 tonnes of effective manure will be generated. The ratio of manure generated versus input is 1:3.
- ◆ The balance 5 tonnes of rejects will be further taken into digestion process or 'mulching', in case of space constraint.

Right and below: Inauguration of Bio-CNG Plant at MWC Chennai by Piyush Goyal, Minister of Power, Coal, New & Renewable Energy, Government of India



DID YOU KNOW?:

- ◆ That decomposing vegetable matter gives off a flammable gas has been observed since the ancient Persians.

Interestingly enough, there are records of a sewage plant built in Bombay in 1859, a concept that was brought to the UK in 1895, with the gas produced used to light street lamps. This system was further developed in the UK and Germany in the early 1900s for the treatment of sewage. Centralized drainage systems were being installed in many towns in Europe at the time and anaerobic digestion (the process of biogas generation) was seen as a useful means to reduce the volume of solid matter in the sewage.

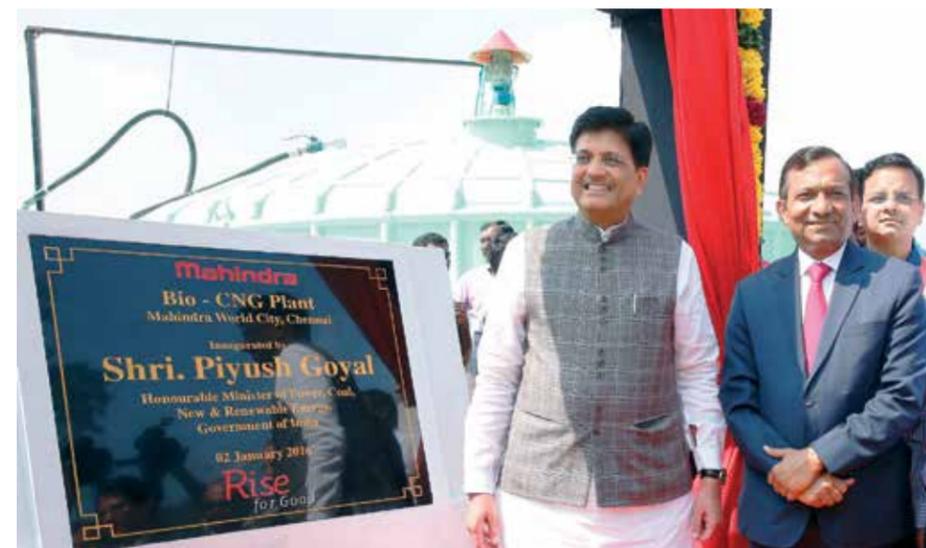
In the 1930s, farm manure was used to generate methane, yet again in Bombay; this was further developed for use by villagers by KVIC (Khadi and Villages Industries Commission) in the early 1960s and developed into one of the most environmentally sound energy sources for rural India. Today, China, Bangladesh and Nepal have also rolled out successful biogas programmes.

SCIENCE BEHIND BIO GAS:

- ◆ Biogas is a gas produced by the anaerobic digestion ('anaerobic' refers to microorganisms that thrive without oxygen) of organic material and largely consists of methane (about two-thirds).

If one locks anaerobic organisms in a sealed environment without oxygen, but with plenty of food scraps and other organic waste, they produce methane-rich gas through their digestive process. Essentially, this is natural decomposition accelerated to achieve optimal speed and efficiency.

- ◆ Biogas is often called 'marsh gas' or 'swamp gas' because it is produced by the same processes that occur during the underwater decomposition of organic material in wetlands. However, in order for biogas to be used as a renewable energy source, it needs to be further refined/processed.
- ◆ Currently produced from organic waste matter generated at multiple source sites (landfills, waste water treatment plants, agricultural farms, etc.), the salient benefits of biogas include:
 - Clean gaseous fuel for cooking and lighting
 - Digested 'slurry' (leftovers from the anaerobic digestion process) used as enriched biomanure to supplement the use of chemical fertilizers
 - Improvements in sanitation, reduction in landfills
 - Mitigation of climate change via lower emissions (compared to conventional fuels, when used as a transport fuel)



"I would like to congratulate Anand Mahindra, Pawan Goenka and his team for taking this initiative for a carbon neutral ecosystem. A clean and green environment is the order of the day. I do hope that this plant's inauguration will lead the way towards many such similar initiatives."

— Piyush Goyal

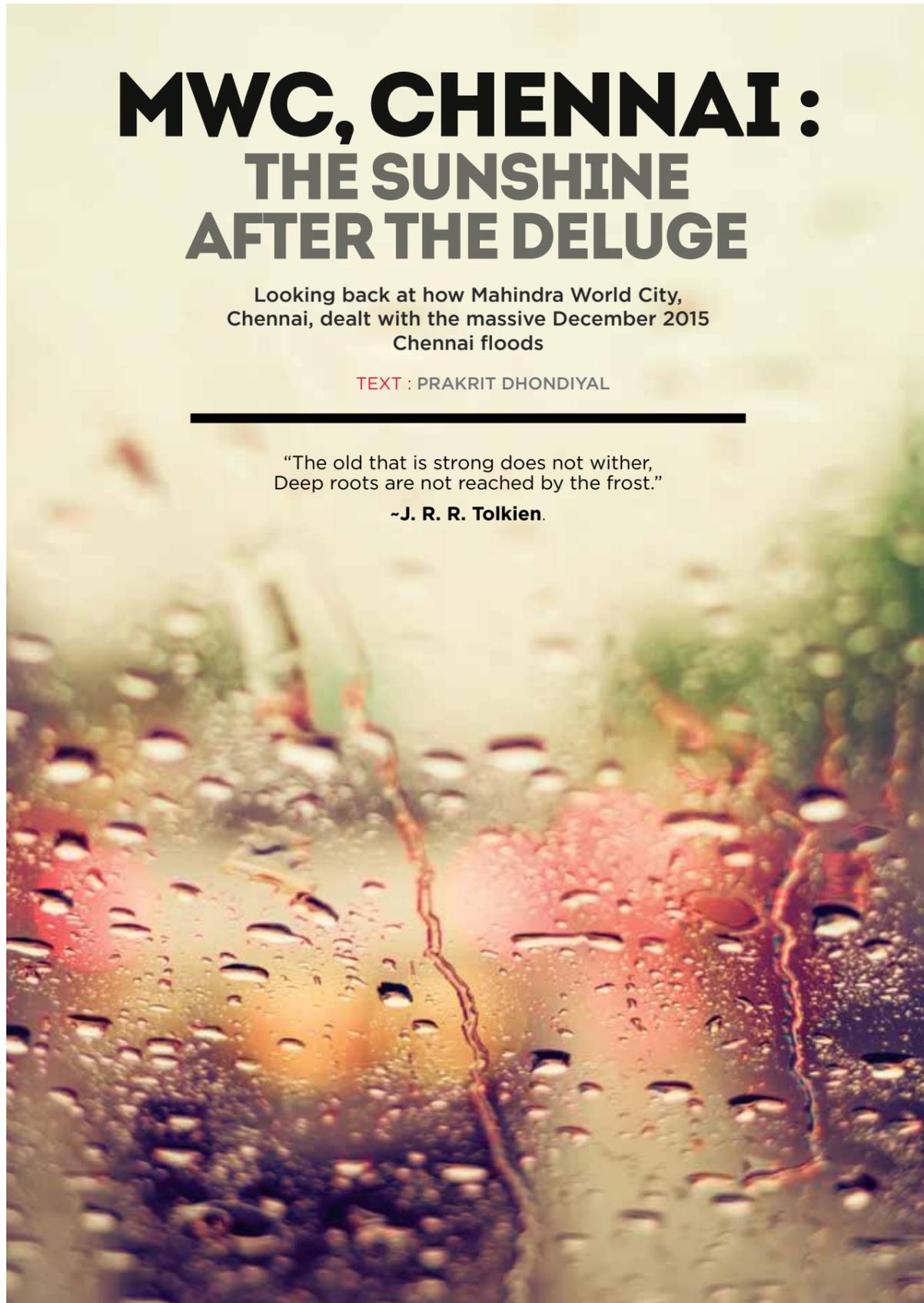
MWC, CHENNAI: THE SUNSHINE AFTER THE DELUGE

Looking back at how Mahindra World City, Chennai, dealt with the massive December 2015 Chennai floods

TEXT : PRAKRIT DHONDIYAL

“The old that is strong does not wither,
Deep roots are not reached by the frost.”

~J. R. R. Tolkien.



Pushish Images/Shutterstock.com

Chennai, the capital city of Tamil Nadu faced one of the most severe reprisals of Mother Nature—the rains of December, 2015—recorded as the worst rains in a hundred years.

However, this did not dampen the spirit of Chennai or its citizens, who transcended individual needs and opened their hearts and homes to complete strangers. The citizens of Chennai aptly demonstrated an excellent example of selflessness and humanity, an example which will be reminisced for several generations to come.

Located 60 km from the heart of Chennai, Mahindra World City, Chennai, stood like a titan through these floods. With relatively minor incidents, it endured a remarkable feat in the face of an adversary as formidable as Mother Nature. Through its well-planned infrastructure and dedicated workforce, the safety and security of all the citizens and occupants

of Mahindra World City, Chennai was assured.

One of the attributes that enabled MWC, Chennai to withstand the onslaught of nature is its well-planned and robust infrastructure. MWC, Chennai is a city engineered in harmony with its natural environment, keeping the future in mind. To attain that goal, it was dutifully designed with attention to every detail much before the first customers set foot in the Industrial Park. Dedicated teams at MWC, Chennai worked in tandem with some sound advice from the Master Planners JTC Corporation, Singapore, to create the perfect infrastructure and drainage systems for the Park.

DESIGNING THE PERFECT SYSTEM

The design's foundation was strong and well thought-out. The team designed the site's grading level, taking into account the maximum rainfall intensity of 50

years and the surplus water from the surrounding lakes and water bodies and village catchment areas. Everything—from the sluice gates to the platform levels of the site—was designed with accuracy and perfection.

TESTING THE WATERS

The concept design for MWC, Chennai's drainage system was in place early in the construction process. Complete, exhaustive tests were administered to make sure it was working at full capacity. Suffice to say, these tests were successful and the system was recorded and passed by the Public Works Department (PWD).

The park was purposely designed in such a way so that water from the surrounding lakes would gradually flow through the drainage system and into the Kolavai Lake.

Below: The Aqualily residences of Mahindra World City, Chennai





The team at MWC, Chennai also took some measures to ensure that the city was ready for the rains and ready to overcome adverse situations caused by rain water.

HARD WORK PAYS OFF

The MWC, Chennai team gathered all the available manpower and split them into three groups, with their designated missions. The first group was assigned the safe evacuation of occupants from flooded locations with the help of safe modes of transportation. In addition to this, they were also instructed to coordinate with the Tamil Nadu Electricity Board (TNEB) to shut down the power supply, as a precautionary measure — just in case of things got out of hand — so as to avoid danger to human life. The group also coordinated with MWC Chennai’s Central Disaster Management Team (CDM) as well local police officers in the possible scenario that they would need to perform an emergency evacuation

The second and third groups were given more in-field assignments. One of their tasks was to ensure that the city’s drains were free-flowing, by removing any kind of obstacles from them. They were also tasked with monitoring the levels of the water bodies surrounding MWC, Chennai. These groups also took charge of ensuring that the water

“Amidst all this, I realised that our Aqualily, Sylvan County and Iris Court have great drainage systems. I even went to Nova and found the situation well in hand...

...A close friend who lives in a different residential project outside MWC, Chennai called during the floods. His cars were submerged under 2 feet of water. A wall in his compound had capsized. He wanted to know how things were, here in MWC, Chennai. “Clean, green and virtually dry,” was my pragmatic reply.”

~Mr Ashok Iyer, Resident of Aqualily, MWC, Chennai.

Above: Sylvan County at Mahindra World City, Chennai

JTC’s concept design emphasised on the site grading level and an open trapezoidal storm water drain design. This was used to designing the storm water drainage system for MWC, Chennai.

didn’t flood the streets and also controlled the vehicular traffic in MWC, Chennai to ensure its free flow out of the complex.

The people and infrastructure at MWC, Chennai ensured that things went back to normal within a day, while most of the affected parts of Chennai were still reeling from the aftermath. It was due to this dedicated effort that the customers and residents were safe and sound.

In the wake of a natural phenomenon of this scale, the Mahindra World City, Chennai stands tall — a feat that can only be possible by a creation whose foundation is strong and steady. Like a sturdy tree that lives long through the harshest conditions, MWC, Chennai was skilled enough to dig its roots deep and build a strong foundation to withstand adversity. ☺

Below: Well-planned draining systems at MWC Chennai



“The designs were based on sound engineering principles. For example, the size of the storm water drains were decided after using Manning’s Formula and considering the potential water discharges at MWC. Every proposal was checked by MWC project staff members at each stage of design.”

~Mr S. Kumaresan, Chief Engineer, MWC

MWC UNDERTOOK THE FOLLOWING MEASURES TO ENSURE PREPAREDNESS DURING THE RAINS AND AFTER:

PRE-RAINS

- Cleaning of peripheral drains around the park and residential areas to ensure free flow of water
- Construction of temporary drains to let off excess water

OUTSIDE MWC

- Strengthening weak portions of the surrounding water bodies by providing men and machinery, in partnership with the PWD

DURING RAINS

- Taking necessary precaution in coordination with TNEB to shut off electricity to avoid electricity leaks and electrocution
- Evacuating all offices with the help of an internal shuttle services provider and available safe modes of transportation

POST-RAINS

MWC in co-ordination with the PWD arranged to repair the breach in the water bodies surrounding MWC

- MWC & the PWD team jointly inspected the bunds of surrounding water bodies to seal any leaks and take necessary corrective actions

JOINING THE MWC FAMILY

New companies join Mahindra World City and some go on to expand their businesses in MWC owing to the availability of state-of-the-art amenities and cutting-edge technologies at MWC Chennai and MWC Jaipur



NILPETER

Nilpeter of Denmark is a market leader in manufacturing printing machines. Mahindra World City, Chennai, signed up with Nilpeter, which was established in 1919. Nilpeter is the first customer at MWC from Denmark. It has its production facilities in Europe and USA and has offices in 65 countries with more than 500 employees across the globe. Spread over 2.31 acres, the facility at Mahindra World City, Chennai, will manufacture printing machines that create labels for various packaging industries. Their customers include printers in domestic and international markets that offer labelling solutions to various industries such as Food & Beverage, Health & Beauty and phone cards. The facility at MWC, Chennai, will employ over 50 people.



DEV MILK FOOD PVT. LTD.

Dev Milk Foods Pvt. Ltd. is the company promoted by the erstwhile partners of a very popular dairy producer called 'Lotus Dairy', which is based out of Jaipur. Mahindra World City, Jaipur, recently signed a lease deed for 1.7 acres in DTA with Dev Milk Food Pvt. Ltd. Dev Milk Foods intends to start ice cream manufacturing from MWCJ. Subsequently, it plans to foray into other dairy products and processing of spices. It also intends to develop a central laboratory for research and quality assessment for several related food products in later stages. Dev Milk Food also plans to commence construction in the next two months and begin production by the end of FY16.



RAINBOW TEXTFAB PVT. LTD

Rainbow Textfab Pvt. Ltd is an established high fashion garment manufacturer from Jaipur with major portfolio for womenswear. MWCJ signed a lease deed for 2 acres in Handicrafts SEZ with Rainbow Textfab in June last year. With an annual turnover of over Rs 20 crore, Rainbow Textfab is growing at an average annual CAGR of 35% since inception around 12 years back. They have an existing state-of-the-art manufacturing facility spread over 70,000 sq ft of built up area in Mansarovar Industrial Area, RIICO, Jaipur. Rainbow Textfab currently employs over 600 people. Their major markets are in Japan, Germany, the US, Australia and South Africa. They also have offices at North and South Germany. With a well-established client network and high demand for handicraft items, home furnishings from their existing clients, Rainbow Textfab decided to diversify the product line and hence decided to set up the unit at Handicrafts SEZ in MWCJ.



PINNACLE INFOTECH

Pinnacle Infotech Solutions is an industry leader in their domain of Building Information Modeling (BIM) & CAD Services. MWCJ signed a lease deed with Pinnacle for 2.50 acres in IT/ITeS SEZ in December last year. Pinnacle Infotech has its headquarters in Durgapur (near Kolkata) and caters to various clients in over 30 countries. In India, they have offices in Durgapur and Kolkata, and three more offices in Dubai, the US and Italy. Their existing portfolio of clients come from various sectors such as airports, universities, hospitals, malls to water treatment plants, research centres and IT campuses. They have done significant amount of work at the Dubai, Abu Dhabi and Muscat International Airports and at Terminal-3, Delhi International Airport. They currently have a 12 acre residential campus in Durgapur and employ around 1,500 people. With a large part of the business being export-based, IT SEZ @ MWCJ was a natural choice. Pinnacle intends to start construction within two-three months and start operation within a year, with an additional employment of 300 plus people at MWCJ campus to begin with and later employ more than 1,000 people.



STATE BANK OF INDIA

State Bank of India (SBI) is an Indian multinational, public sector banking and financial services company. MWCJ signed a lease deed with SBI for an additional area of 2.67 acres with SBI on in March this year. With this, the total area leased to SBI is 32.45 acres in the DTA zone. SBI is going to set up its documentation management centre within the next couple of months and in due course also set up their leadership training and development centre.



SHIVAKRITI INTERNATIONAL LIMITED

Shivakriti International Limited is a Jaipur-based company and is into infrastructure development operations, especially, in the development of railway sidings, signalling, laying of railway tracks, telecommunication, civil, engineering, etc. MWCJ signed up with Shivakriti International Limited this March for 2.1 acres in DTA. Shivakriti's major clients are Indian Railways, Western Railways, Central Railways in the public space, and Adani, Vedanta, Reliance Infrastructure in the private space, to name a few. Shivakriti plans to do backward integration and set up a manufacturing facility for Double Walled Corrugated (DWC) pipes, largely used in the railways and telecom sectors, from the DTA plot. They are also planning to diversify into food processing and have been working on a project for processing of quinoa seeds. Going forward, they also intend to set up a food processing unit from the same location.



RAJENDRA & URSULA JOSHI SKILL DEVELOPMENT PVT. LTD.

Rajendra & Ursula Joshi Skill Development Pvt. Ltd. (RUSDPL) is a conglomerate with plans to carry out various businesses under the RUSDPL umbrella. MWCJ signed up with RUSDPL for 12.70 acres land in DTA last year in May. They have a skill development centre in MWCJ and have already invested more than Rs 60 crore

over and above the land cost. The not-for-profit centre is being run under the name of Bhartiya Skill Development Centre. RUSDPL is now venturing into manufacturing of precision machine tools and hand tools, surgical equipment and hard wood furniture under various subsidiaries. They are having discussions for a joint venture with a big Swiss-based machine tools manufacturer for the facility.



JAIPUR CRAFTS PVT. LTD.

Jaipur Crafts is an existing customer of MWC, Jaipur, operational from the handicrafts SEZ over the last 3 years and catering to retailers based in the US and Australia. MWCJ has signed a lease deed with Jaipur Crafts Pvt. Ltd. (a C. Dass Group company) for 4 acres in its handicrafts SEZ. The company intends to boost production volumes and introduce new product designs via the expansion of its facilities in MWCJ. Jaipur Crafts currently employs more than 500 people at its existing plant in MWCJ and is expected to add an equal number of employees in the new facility.



METACUBE

Metacube works closely with software product companies to translate and develop their ideas into products. Majority of their clients are mushrooming start-ups from Silicon Valley, US. Metacube has identified cloud computing as their central focus for growth in the coming years. One of their prized accomplishments is being the reason behind the quantum leap of one of MWCJ's very renowned existing cloud computing company called Apirio. For many years, Metacube has serviced and helped Apirio in developing and working on salesforce platform and has helped Apirio reach where it is today. Metacube has over 500 employees currently operating from their two existing campuses in Jaipur. With the new expansion, they intend to add an equal number of employees at MWCJ campus.

AN IDEAL BUSINESS LOCATION

Shrishail Rana, propretor of Systweak, Jaipur, speaks to Skyline about his company's association with MWC and the common vision of a sustainable future that both entities harbour.



1. PLEASE SHARE YOUR COMPANY'S VISION WITH OUR READERS.

Founded in 1999, Systweak is comprised of 800+ engineering, sales, marketing, design and support professionals located in Jaipur, India. Systweak is well known for its optimisation and tune-up software, including photography, music and

backup apps. Our mission is to build brilliant computer and mobile apps in an increasingly digital-centric world.

2. WHAT MADE YOU CHOOSE MAHINDRA WORLD CITY, JAIPUR, AS A DESTINATION FOR EXPANSION?

We chose to headquarter our offices at Mahindra World City

given its strategic location, modern infrastructure and built-to-suit facilities. Cost management, increasing productivity and enhancing overall work experience for employees were also key contributors towards this choice. In Mahindra World City's own words, its modern infrastructure and strategic location make it ideal for business and trade. Its optic fiber cable network, quality satellite linkage as well as voice and data solutions are some of the advantages it has to offer.

3. HOW IS MAHINDRA WORLD CITY, JAIPUR, HELPING THE COMPANY PROSPER?

Mahindra World City, with its professional approach, corporate culture and modern facilities have helped boost the overall growth of the company. We started with a small group of around 80 people and now have more than 800

employees. We have gone from strength to strength in the past couple of years and are looking to grow even more as we continue to achieve the milestones we have set for ourselves.

4. HOW DOES SYSTWEAK'S VISION COINCIDE WITH THAT OF MAHINDRA WORLD CITY'S?

Systweak's vision is to empower all users with the ability to use technology and help simplify their digital lives. This coincides with Mahindra World City's vision of always keeping 'Customers First' and adapt as per their changing needs.

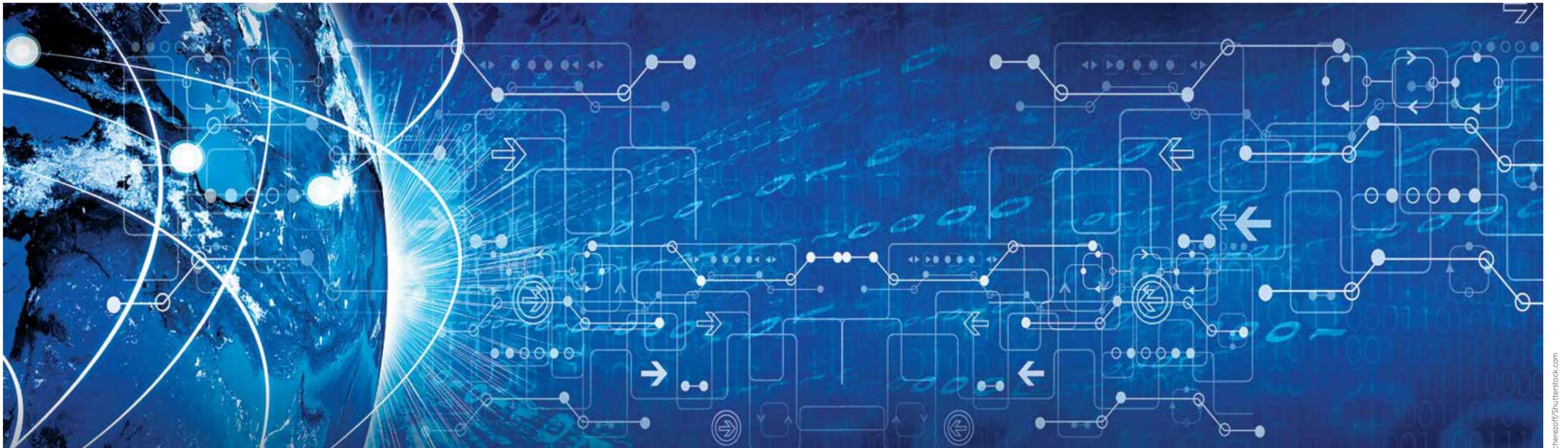
5. WHAT'S NEXT FOR SYSTWEAK? WHAT ARE THE FUTURE GROWTH PLANS FOR THE COMPANY?

After creating a niche for itself in Windows optimisation and utilities space, Systweak

Software is looking to further establish itself in mobile, music, photography, cloud storage and gaming app space for Mac, Android and iOS based devices.

It also wants to make an impact in PC phone support services industry to cater to users facing PC problems worldwide and is looking to more than double the strength of its technical experts to achieve that goal. ☞

SYSTweak



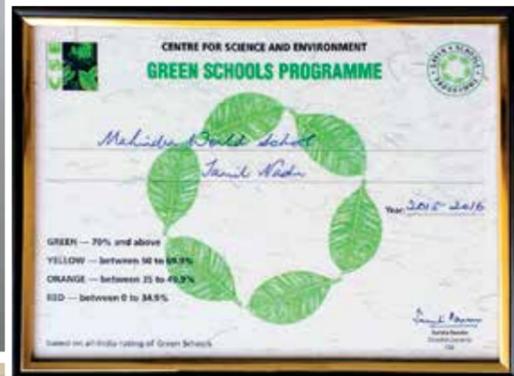
LIFE @ MAHINDRA WORLD SCHOOL

Mahindra World School at MWC, Chennai, aims to holistically prepare its students for the future. Here's a glimpse into recent events at the school



▲ Microsoft Student Ambassadors at the Mahindra World School

▼ Mahindra World School has been certified as 'Green' by Centre for Science and Environment



◀ Fire safety drill at the School ensures that students are prepared in case of an emergency



▲ Students participating in various sports at the Mahindra World School's Junior Sports Day

MWC KEY BUSINESS EVENTS

MWC ANNOUNCES JOINT VENTURE WITH SUMITOMO CORPORATION FOR INDUSTRIAL PARK

Mahindra World City and Sumitomo Corporation signed a Joint Venture agreement in May 2015 to set up an industrial park in North Chennai (the NH5 corridor). One of the key enablers to catalyse the 'Make in India' initiative announced by the Government of India is the requirement for ready to use, quality infrastructure. The expertise of the Mahindra Group and Sumitomo Corporation in developing world-class industrial parks will provide an impetus to this Make in India initiative. With this industrial park being the sectors' first foray into the industrial park space, Mahindra Lifespaces and Mahindra World City have taken one step ahead towards their vision of transforming urban landscapes through development of sustainable communities.

Masahiro Narikiyo, Chairman & Managing Director, Sumitomo Corporation India Private Limited, said, "We see the partnership with the Mahindra Group as a stepping stone toward more opportunities in this space. We would like to see the relationship with the Mahindra Group extend to other areas as well." Akito Shiraiishi, General Manager, Overseas Industrial Park Department, Sumitomo Corporation,

added, "This will be our first venture in the industrial park space in India and we are certain this will be a successful one."

The industrial park will be coming up on NH-5 (North Chennai), a part of the Golden Quadrilateral. The total size of the project is going to be 700 acres, with 300 acres to be completed in Phase I.

Anita Arjundas, MD & CEO, Mahindra Lifespace Developers Ltd., said, "We are delighted to partner with Sumitomo Corporation to establish an industrial park in Chennai, Tamil Nadu. The experience of Mahindra Group and Sumitomo Corporation will create an industrial park, which will attract companies from across the world to set up their facilities. The joint venture is poised to reap benefits of best practices from both the groups." Sangeeta Prasad, CEO, Integrated Cities and Industrial Clusters, Mahindra Lifespace Developers Ltd., said she was confident that this joint venture would give an impetus to companies, especially those from Japan, to set up a base in the park. "We look forward to the Tamil Nadu government's continued support in our second development in the state," she said.



PRESENCE OF MWC AT COP21, PARIS

COP 21 or CMP 11, the 2015 United Nations Climate Change Conference, was held in Paris from November 30 to December 11, 2015. This is the 21st yearly session of the Conference of the Parties to the 1992 the United Nations Framework Convention on Climate Change (UNFCCC).

COP21, the 2015 Paris Climate Conference, for the first time in over 20 years of UN negotiations, was aimed at achieving a legally binding universal agreement on climate, with the aim of keeping global warming below 2°C. The main objective of the annual Conference of Parties (COP) was to review the Convention's implementation. The two-day forum was held on December 7 and 8, 2015, at Stade de France. Sangeeta Prasad, CEO, Integrated Cities & Industrial Clusters, Mahindra Lifespaces, was one of the key speakers at the event. MLDL was invited by UNEP (United Nations Environment Program) Division of Technology, Industry and Economics (DTIE) to participate in the Lima Paris Action Agenda (LPAA) Buildings Day, to speak at the panel on 'Value Chain Transformation: is the building sector ready for massive deployment of low emitting buildings and deep renovations?' on December 3, 2015.

The panel, moderated by Terri Wills of the World Green Building Council, focused on how building sector stakeholders can work together to find



location-specific solutions. Some of the panel members were Mayor Miguel Mancera, City of Mexico City, Pierre-André de Chalendar, Saint-Gobain Group, Sangeeta Prasad, Eric Olsen Chairman, Lafarge SA and H. E. Dr. Thani Al-Zeyoudi of the United Arab Emirates.

On December 5, 2015, Prasad was invited by UNEP Division on Energy, Climate, and Technology Branch to speak on the panel 'District Energy and Buildings Efficiency: Cities enabling countries to meet their climate objectives'. This panel was moderated by Clay Nesler, Johnson Controls, while other panel members included H.E Kristian Jensen, Minister for Foreign Affairs, Denmark, Pekka Sauri, Deputy Mayor, City of Helsinki and Mayor Lacerda, Belo Horizonte, Brazil.

MAKE IN INDIA WEEK

The Government of India hosted the Make in India Week (MIIW) in Mumbai from February 13-18, 2016, to facilitate investment, innovation, and drive growth. The week-long event was inaugurated by the Prime Minister and aimed to promote India as an investment and innovation destination across industries for business and collaboration. MIIW included multiple events such as Seminars on Country/ Industries/States, Make in India Exhibition Centre with state and sector pavilions, Business Asia Forum by CNN, Hackathon in collaboration with IIT Bombay, art installations and food fests across the city. Mahindra World City participated by way of presence in the Make in India Centre - Infrastructure Pavilion. In addition, Ms Sangeeta Prasad was invited to be part of the panel Innovations in Construction Technology - 'Balancing Environment & Demands'.



MWCJ AT RESURGENT RAJASTHAN PARTNERSHIP SUMMIT 2015

In order to attract investment from the private sector and to sensitise them towards investments in the state, the Government of Rajasthan embarked on a sustained investment promotion campaign over a period of time, culminating in the Resurgent Rajasthan Partnership Summit 2015, held from November 19-20 at Jaipur. The summit was attended by representatives of leading global and Indian businesses, economic development organisations, media persons and members of various associations and chambers of commerce. Anand Mahindra, chairman, Mahindra Group, addressed the audience, speaking of how Rajasthan epitomises a tradition of heritage and modernity, and went on to recount the story of how the idea of Mahindra World City (MWC), Jaipur, germinated at Davos and the Chief Minister ensured that MWCJ was established. Day one of the summit saw a panel discussion on 'Smart Cities & Highways: Reshaping Urban Infrastructure' chaired by Arun Nanda, Chairman, Mahindra Lifespaces Developers Ltd.

MWC AT THE TAMIL NADU GLOBAL INVESTORS MEET (GIM) 2015



In an effort to build on the attractive growth prospects in Tamil Nadu and the Government's commitment in maintaining the state's position as one of India's most preferred investment destinations, a Global Investors' Meet was organised on 9th and 10th September, 2015, at Chennai Trade Centre, Chennai, Tamil Nadu. This event is a focussed endeavour to realise the State's vision of inclusive growth through investment inflows, growth in employment, balanced regional development and environmentally sustainable long term development. The event saw participation and showcase of Fortune 500 companies and countries across the world. Seminars on Investing countries (Japan, Australia, UK, Italy, France, etc) and

Industries (Electronics, Engineering, Food Processing & Agro, Industrial Infrastructure, etc) saw keen audience participation with eminent speakers and insights. Ms Sangeeta Prasad, CEO - IC&IC, MLDL was invited to be part of a distinguished seminar on Tamil Nadu's New Paradigm in Industrial Infrastructure: Industrial Corridors, Parks and Investment Regions. The other eminent speakers at the seminar were Mr C V Sankar, IAS, Addnl Chief Sec, Dept of Industries, Govt of TN, Mr R Dinesh, JMD TVS, Mr Tomohide Dy Chief Rep, JICA, Mr Bhagat COO GMR, Mr Manish Agarwal Partner PWC among other dignitaries. The said seminar touched upon key upcoming industrial corridors, Mahindra World City Case Study and other upcoming infrastructure and saw a packed audience. Mahindra World City, Chennai also showcased the Integrated City development as part of the Infrastructure pavilion at GIM 2015.

MIT SENSEABLE CITY LAB: BITS & BRICKS FORUM ON FUTURE CITIES



Cities all across the world are moving towards the convergence of digital information (bits) and physical environment (bricks). From utilities to transportation, from construction to environmental preparedness, the 21st century promises both challenges and opportunities for cities. On April 22, 2016, the MIT Senseable City Lab (a research initiative of the Massachusetts Institute of Technology), in partnership with Mahindra Group and in collaboration with World Bank Group and The World Economic Forum Global Agenda Council on the Future of Cities, convened the BITS & BRICKS Forum on Future Cities. Held at the MIT Campus in Massachusetts, the forum

witnessed participation and conversations by global leaders of industry, research, metropolitan governance and citizens at large. Ms Anita Arjundas, Managing Director, Mahindra Lifespaces, was a panelist and speaker at the forum to discuss new approaches to the future of cities across the globe. Arjundas spoke of the India perspective of the built environment, focusing on how 70 per cent of urban India is yet to be built. She also spoke on how a rapidly urbanising country such as ours needs solutions at a multi-tiered level, encompassing buildings, communities and cities. She also delved into the impact of the use of sand on riverine ecosystems and solutions implemented by Mahindra Lifespaces towards conservation of this natural resource. She addressed the need for access to affordable housing in the context of accelerating urbanisation in India and growth drivers. With respect to cities, the focus was on how urban renewal is important, but along with the development of new, sustainable urban centres, and Mahindra Lifespaces' approach to the same. Arjundas also spoke on how cities can look at reprogramming existing spaces, with a focus on policy and building and digital technology to facilitate multiple uses of the same space. Other speakers at the forum included Joan Clos, Executive Director, UN-Habitat; Kees van der Klauw, Senior Vice-President, Phillips; and Martin J. Walsh, Mayor, City of Boston.

MWC PARTICIPATES AT CII CONCLAVE, 2015

Sanjay Srivastava, COO, Mahindra World City Jaipur, participated at CII Conclave, 2015. He called for an urgent need to create hubs of 'economic growth' while speaking at a session on "Enabling Infrastructure: Role of Dedicated Freight Corridors" in Invest North conference organised by Confederation of Indian Industries (CII) on September 10 and 11, 2015, at Hotel Lalit, New Delhi. The two-day conclave was held to leverage investment & business opportunities in the North Region. This was the fourth edition of Invest North in which Mahindra World City partnered with CII. Srivastava emphasised that infrastructure has to be created as an enabler to drive manufacturing and the 'Make in India' concept. He also highlighted how Mahindra World City, Jaipur, is one such hub providing world-class infrastructure to manufacturing industries for setting up their base. The conference was attended by over 500 domestic, overseas & government delegates from eight northern states with Delhi as the host.



FICCI SMART CITIES SUMMIT 2015

Sanjay Srivastava, COO, Mahindra World City, Jaipur, shared Mahindra's expertise on building a Smart City and gave recommendations for driving PPP and Smart City initiatives while addressing a session on City Development Models - Indian Working Models in FICCI Smart Cities Summit 2015: "100 Smart Cities - Mission Transform Nation". The event was held from October 8-9, 2015, at FICCI, Federation House, New Delhi. Srivastava explained how the premise of MWCJ business model has been to plan a city which is sustainable at its core, future ready and flexible for its future citizens.

Events and Happenings
MWC Chennai

MAHINDRA WORLD CITY, CHENNAI, PRESENTS COURTYARD PERFORMANCES



Mahindra World City, Chennai, hosted the second edition of Courtyard Performances, an initiative to bring in excitement amongst those who live and work at MWC. This community building initiative conceived in partnership with Prakriti Foundation showcased the best in street theatre and stand-up comedy featuring leading theatre groups Enna Da Rascalas and Stray Factory.

MAHINDRA WORLD CITY, CHENNAI, WINS 'BEST TOWNSHIP' AWARD



Mahindra World City, Chennai, was adjudged a winner in the category 'Best Township (more than 200 acres in size)' at the NDTV Property Awards 2015. The Chief Guest at the awards ceremony was Shri Babul Supriyo, Minister of State for Housing & Urban Poverty Alleviation. The NDTV Property Awards honour and acknowledge leadership excellence in the sector.

Mahindra WORLD CITY
 13TH ANNIVERSARY
 CELEBRATIONS

13TH ANNIVERSARY CELEBRATIONS



Noted vocalists and husband-wife duo Anuradha Sriram and Sriram Parasuram performed at MWC, Chennai, on the occasion of its 13th anniversary celebrations on September 25, 2015. Anuradha sang classical songs as well as popular film numbers in Tamil and Hindi. Sriram performed a repertoire of classical ragas on the violin. Ms Lavanya Iyer, a resident of Aqualily and the creative director of, Laasya Darpana, performed Bharathanatyam dance at the event. The felicitation of the winners with the MWC-Infosys Champions Trophy 2015 followed and the awards were given away by the Champions Trophy Task Force members.

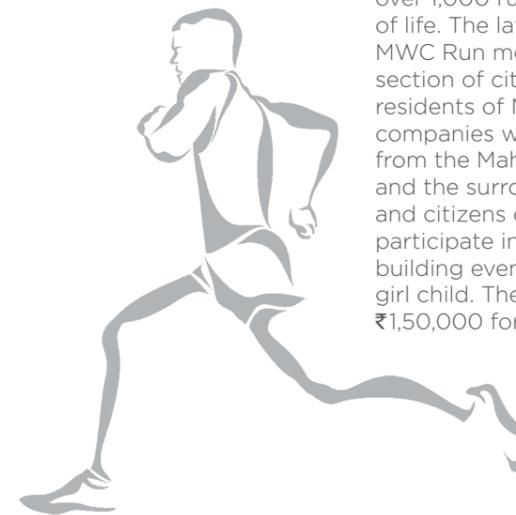


MAHINDRA WORLD CITY, CHENNAI, RUN: OVER 1,000 RUNNERS RAISE FUNDS



The 4th Mahindra World City (MWC) Run in aid of the girl child, held at MWC, Chennai, witnessed enthusiastic participation from over 1,000 runners from all walks of life. The latest edition of the MWC Run motivated a cross section of citizenry, comprising residents of MWC, employees of companies within MWC, students from the Mahindra World School and the surrounding areas, and citizens of Chennai, to participate in the community-building event in support of the girl child. The run raised over ₹1,50,000 for the education of

the underprivileged girl child in aid of Nanhi Kali through corporate contributions and participation fees. The event was supported by Cherrypick Technologies, Vijaya Group of Hospitals, Nilgiris, Chennai Runners and other corporates within MWC. In the school students girls' category P Iswaraya, Mahindra World School, MWC, won; and in the school students boys' category Monish, Class 9, Mahindra World School, MWC, won. While in the open category for women, V Mohanapriya, Infosys, MWC won; in the open category for men, Elyaraju, Greatoo Molds, MWC, won.



Vjomy/Shutterstock.com

VISIT BY OFFICIAL DELEGATION FROM BANGLADESH ECONOMIC ZONES AUTHORITY (BEZA), AT MAHINDRA WORLD CITY, CHENNAI



An eight-member team, comprising senior officials from the Bangladesh Economic Zones Authority (BEZA), visited Mahindra World City, Chennai, on January 19, 2016. BEZA is an apex body that oversees the establishment of economic zones in Bangladesh. The delegation, headed by BEZA Executive Board Member S.M. Shawkat Ali, were

on a study tour to understand the conceptual design and understand the development model of Mahindra World City and also look at avenues for partnership and collaboration. "This visit will help us in setting up SEZs in our country," S M Shawkat Ali, member of the BEZA's executive board said after their visit to Mahindra World City.

MINDQUEST 2016 - MWC QUIZ SUCCESSFULLY BONDS THE COMMUNITY



Mahindra World City, Chennai, successfully held the 5th edition of MindQuest - The Mahindra World City Open Quiz at the Mahindra World School auditorium on February 26, 2016. Mr Jayakanthan R from TCS and his team mate, Mr Kiran Vijaykumar of Bharat Matrimony (Team Gen Why) won the 5th edition of MindQuest. This edition of Mindquest witnessed over 70 teams from companies, schools and colleges battling it out for the coveted championship and attracted participants from Chennai, Puducherry

and Mahindra World City. Partners to Mindquest 2016 were Club Mahindra, Wipro, Connexions, Fashion Equations, Meltin and Sunny Bee. MindQuest 2016 covered diverse and interesting topics such as entertainment, sports, history, geography, community building, business, current affairs, and latest trends. Emerging bigger than all the earlier editions in terms of scale, the event witnessed prizes of over ₹3 lakh, and cash prizes of ₹1 lakh.



VISIT BY CONSUL GENERAL OF US

The Consul General of US, Chennai, Mr Phillip A Min visited Mahindra World City, Chennai, on February 29, 2016, accompanied by a delegation from the US Consulate. The Heads of US companies at MWC including Timken, Lincoln Electric, Parker Hannifin, Federal Mogul and Armstrong International were among the invitees.



VISIT BY ADDITIONAL CHIEF SECRETARY, GOVT. OF TAMIL NADU

Mr K. Skandan, IAS; Additional Chief Secretary, Govt of Tamil Nadu and Chairman, Tamil Nadu Pollution Control Board (TNPCB) visited Mahindra World City, Chennai, on February 26, 2016. Accompanied by a senior level delegation comprising members from City Connect and senior officials from TNPCB, Mr Skandan was taken through a presentation, followed by a tour of Mahindra World City. The delegation also visited the recently inaugurated Bio-gas plant and the Sewage Treatment Plant (STP).

OPEN HOUSE FOR EOUS

Mahindra World City, Chennai, hosted the open house for EoUs in Chennai Commissionerates I,II, III and IV at the MWC Club on March 3, 2016. Dr Guruprasad Mohapatra, IAS, Jt Secretary, Ministry of Commerce and Industry was the Guest of honour on the occasion. Dr M K Shanmuga Sundaram, IAS, Zonal Development Commissioner, MEPZ SEZ; Mr D Anandan, IAS, Jt Development Commissioner; Mr Suresh Babu, Dy Development Commissioner; Ms Anitha Nandini, IFS, Dy Development Commissioner; Mr Shiva Reddy, Chairman, EPCES - South, Mr J G Patil, Jt. DG, DGFT, and senior officials from Sales Tax and Central Excise were among the other officials present on the occasion. 70 companies operating EoUs in Chennai participated in the Open House.



VISIT BY DELEGATION FROM NATIONAL DEFENCE COLLEGE (NDC), NEW DELHI



A high ranking delegation from the National Defence College (NDC), New Delhi visited Mahindra World City, Chennai, on March 14, 2016. Led by Lt General N S Gehi, PVSM, AVSM; Commandant, National Defence College and Maj. General Satinder Singh, Senior Directing Staff (Army), NDC; the delegation comprised senior Defence Personnel from the three services, Senior IAS and IPS officials and Senior Defence officials from Afghanistan, Bangladesh, Israel, Sudan, Brazil and South Korea. The visit to Mahindra World City was the 1st on the Agenda of their 3-day trip to Tamil Nadu.

The ethos of Mahindra World City, Chennai, has been the creation of a holistic ecosystem, which not only nurtures business growth but also facilitates quality living inside the city. The master plan envisages development of social and commercial infrastructure to seamlessly integrate work and living. Social infrastructure at MWC, Chennai, includes the MWC Club, a thoughtfully designed club spread over four acres and offering best in-class recreational facilities. In January 2016, MWC Club was officially declared India's First Gold Certified Club project under IGBC's LEED India NC Rating System. IGBC rating systems are voluntary, consensus based and market-driven building programmes. They bring together a host of sustainable practices and solutions with a view to reduce environmental impact.

MWC CLUB IN CHENNAI BECOMES INDIA'S FIRST GOLD CERTIFIED CLUB PROJECT UNDER IGBC



Events and Happenings
MWC Jaipur

INTERNATIONAL CONFERENCE & EXHIBITION ON SUSTAINABLE HABITAT & SMART CITIES



The Municipalika, the 13th International Conference & Exhibition on Sustainable Habitat & Smart Cities, was held from December 9-11, 2015. Sanjay Srivastava, COO, Mahindra World City, Jaipur, highlighted key insights on the integrated city working models and suggested that cities have to integrate the three Ls – Livelihood, Living and Life – in their vision, which incidentally is also core to the MWC vision.

TTK HEALTHCARE INAUGURATES NEW FACILITY



Mahindra World City, Jaipur, announced the formal inauguration of the first food processing company to go operational in its Domestic Tariff Area – TTK Healthcare Ltd's newly inaugurated state-of-the-art facility spread across 4.5 acres. The facility will manufacture ready-to-fry snacks for domestic and global consumption. In addition to TTK Healthcare, MWC will house three other food processing customers in its DTA zone, namely Chokhi Dhani Foods, Dev Milk Foods Private Limited, and Rajendra and Ursula Food Industries Pvt. Ltd. (RUFIL). At full capacity, the four food processing units in MWC's DTA will employ around 700 people at a total investment of approximately Rs 180 crore. MWC's DTA presently houses 25 Indian and global manufacturing and services companies catering to the Indian market, and is currently spread across 500 acres of developed infrastructure, with another 500 acres in the offing.





CSR INITIATIVE: LED LIGHTS INSTALLATION IN 800 HOUSES IN NEIGHBOURING VILLAGES



MWC, Jaipur, is Asia's first and the world's largest project to be C40 Stage-2 certified for achieving Carbon Positive roadmap. Under this initiative, MWC extended this step for sustainable development of its neighbouring communities, and for propagation of efficient lighting for energy saving and neutralising carbon footprint. The project for LED tube light installation was undertaken from December 9-30, 2015, in three villages (Bhambhoriya, Bagru Khurd and Jhai) and benefitted around 800 village homes. It was identified that energy saving

is largely possible in residential homes only by using energy-efficient LED lights in place of fluorescent tube lights and incandescent bulbs. Though there is a government subsidy on LED bulbs, the trend had not been well received by the community due to high prices and general ignorance. After discussions with the sarpanch and gram sevaks, the project was undertaken and saw huge success as people were educated about the benefits of LED lighting in terms of monetary and energy savings. There are plans to undertake similar projects in other nearby villages too.

NEW FOOD OUTLET AT EVOLVE FOOD COURT



Mahindra World City, Jaipur, announced the opening of a new eating joint, Kebabs & Curries, at the food court in Evolve, the IT Park in its IT/ITES SEZ area. The new outlet serves delectable Indian and Chinese cuisine. This is the latest addition to the other existing food outlets—Saras Parlour (Indian snacks joint) and Surge (Chinese food outlet)—at Evolve.

CSR INITIATIVE: PROJECT STREET SMART

January 1-7 is celebrated as the Road Safety week, and thus, Mahindra World City, Jaipur, carried out various road safety initiatives under Project Street Smart. Activities were conducted from January 4-7, 2016. With significant participation from MWC clients and neighbouring communities and NGO partners, a total of 20 MWC associates, 25 clients, 30 community volunteers, and representatives from TBI centre came together for the activities, held to create awareness at all levels of society. A total of 500 people, including students, clients, and general public directly benefited from this drive.



ROAD SHOW AND INTERACTIVE SESSION ON SEZ



Mahindra World City, Jaipur, organised a road show cum interactive session on SEZ, in association with Noida Special Economic Zone at Jaipur. The purpose of the road show was to interact with entrepreneurs to impart knowledge on SEZ policies and showcase infrastructure developed by MWC in various SEZs (IT, Handicraft, Engineering and Gems & Jewellery) and Domestic Tariff Area at Jaipur, which can be subleased to prospective clients. L B Singhal, Development Commissioner, NSEZ, chaired the session and Sanjay Srivastava, COO, MWC, co-chaired, along with other senior state government officials.

VISIT BY DOMINIC MCALLISTER, BRITISH DEPUTY HIGH COMMISSIONER



Dominic McAllister, British Deputy High Commissioner, visited Mahindra World City, Jaipur, on January 13. He was satisfied with the world-class facilities and amenities that MWC offers to its customers.

VISIT BY ALINE DOBBIE, TRAVEL WRITER & AUTHOR



Aline Dobbie, Travel writer and author from UK, visited MWC, Jaipur, on February 17. The philosophy of Mahindra World City and how it is creating a difference in transforming urban landscapes by creating sustainable communities was appreciated by the author, who felt India needs more such cities for long-term success of sustainability.

4TH EDITION OF MAHINDRA CHAMPIONS LEAGUE



On March 6, 2016, Mahindra World City, Jaipur, hosted the 4th edition of Mahindra Champions League – the annual intercompany cricket tournament. Twenty companies across various zones of MWC participated in this year’s tournament and team ‘Deutsche Bank’ lifted the trophy, beating arch rivals Infosys Technologies in an exciting finale.

“We have nurtured MCL over the last four years and are happy to see it proliferated as a major sports tournament

in Jaipur. At Mahindra World City, we are creating an eco-system that fosters our philosophy of Livelihood, Living, Life. Mahindra Champions League is one among several initiatives in this direction to make MWC a thriving and lively community. This edition of Mahindra Champions league has seen a wonderful response and our endeavor to grow MCL to become a major regional event and draw participation from across the country.” commented Mr. Sanjay Srivastava, Chief Operating Officer, Mahindra World City.

The Mahindra Champions League has grown bigger each year, with an increasing number of companies vying for the coveted trophy. The League has helped grow MWC’s connect with participating companies and has brought together employees from various walks of life on a common platform. The tournament was played in the T-20 format with 6 groups. The best team from each group made into the semi-finals with best team of Group.



MAHINDRA WORLD CITY, JAIPUR, AT BSDC TRAINING FACILITY INAUGURATION

In April 2016, Bharatiya Skill Development Campus (BSDC), a new and visionary concept for Vocational Training and Education was inaugurated in the Domestic Tariff Area of Mahindra World City, Jaipur. Smt. Vasundhara Raje, Hon’ble Chief Minister of Rajasthan, was invited to do inaugurate the facility. BSDC is the dream project of Dr. Rajendra K. Joshi and Ursula Joshi, President and Vice-President respectively, of the Switzerland-based Joshi Foundation. Joshi Foundation and Skill Development Private Limited (SDPL) have come together to offer inter-industry courses as well as the opportunity for apprentices in India to learn, by staying close to the working place. The primary objective of this initiative is to support, promote and advance high quality skill development education in India and provide adequate employment opportunities to the youth. “We are delighted to welcome the BSDC to Mahindra World City, Jaipur. BSDC’s focus on providing high quality skill development education in India is aligned with Mahindra World City’s vision of creating an eco-system that will enable companies to build a workforce with relevant skill sets from within the city itself,” said Sanjay Srivastava, Chief Operating Officer, Mahindra World City, Jaipur.

ACCEPTING NO LIMITS

Mahindra World School at MWC, Chennai, welcomes its newest teacher

Life often takes unexpected turns for the better, teaching us to never give up hope.

K Saguna can vouch for that. Until recently, she was selling candies with her husband B Elumalai, who is also visually challenged, at Tamil Nadu's Tambaram railway station. She will soon be teaching at the Mahindra World School, in Mahindra World City (MWC), Chennai.

It was perchance that Saguna had a brief interaction with Santhanam Rajagopal while

doing odd jobs at the railway station; this brief interaction has now come to change her life. Saguna mentioned to Santhanam that she had completed her BA in Tamil, following it up with a B.Ed. Moved by his conversation with Saguna, Santhanam narrated her story to Sujith Kumar, an HR professional who runs Maatram Foundation with a few friends.

Sujith and his team at Maatram met

Saguna and posted a Facebook message, which went viral in a few hours. Following this, Sujith arranged for Saguna to meet the principal of Mahindra World School, Nirmala Krishnan.

The school was more than happy to help. Its staff and

administration got together for a brainstorming session to figure out how to accommodate Saguna within the school's employment opportunities. An in-depth, hour and a half long interaction with Saguna followed, and the school decided to employ her as a Tamil language teacher for the junior school.

Mahindra World School is clear, however, that it is not driven by sympathy alone. With proper guidance and instructions, Saguna would be a valuable asset to the school as a teacher, and work is already on to convert texts into Braille to help Saguna. Sanjay Krishnan, a student of class IX, is helping to develop technology that would assist Saguna in conducting her classes.

Saguna, who lost her sight when she was just a year old, is now determined to make the most of this opportunity and succeed. She aspires to give her children - 10-year-old Vijay and 8-year-old Supriya - a chance at a better future, as they too will be joining Mahindra World School this academic year.

The message is loud and clear - the acceptance of visually challenged people in terms of employability needs to be re-examined. Mahindra World School, with its inclusive workplace ideology, is proud to have taken a first step in this direction, as it welcomes Saguna as a member of its teaching staff. 



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