

**Advancing the Viksit Bharat Vision: SRWA #ModiKiGuarantee Theme India
Powered by Urban Local Bodies, Haryana.**

**A fully AI-controlled convention centre featuring club-grade lighting
for free community events and couple's disco nights, 5 nights a week."**

MUNICIPAL COMMUNITY & CONVENTION CENTERS- India's 1st, The Urban Excellence Hub Pilot

**Brochure; Gurugram Ward 33, 11, 25 & 1-
SRWA/B/PPP/53-R2.0- Dated 17.08.2026**

**ULB HR & SRWA Transforming Urban Living Experiences through SiEGA:
A ₹2,000 Crore Gurugram Sustainable Indo-Euro Green Actions Via PPP**

The Introduction

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale: B2G Partnership; ₹2,000 Crore SiEGA Pilot



Sector-4, 3D Night View

Helipad at the terrace for VVIP movement

The SiEGA Urban Excellence Hub: India's Premier PPP Municipal Community & Convention Centers Pilot

A New Paradigm for Smart Urban Development; Welcome to the future of next-generation urban living. The SiEGA Urban Excellence Hub is a revolutionary, ₹250 Crore Public-Private Partnership (PPP) pilot project launching at MCG Sector-4, Ward-33, Gurugram on prime municipal land. Vetted by the Municipal Chief Engineer and Town Planner, this 5-star standard, earthquake resistant, urban ecosystem is built for all citizens across every demographic and gender. Delivered at zero cost to the government exchequer, it operates via the pioneering SiEGA Skill to Scale Pathways.

The Blueprint for Scaling Sustainable Cities; This landmark facility represents the inaugural phase of the larger, landmark ₹2,000 Crore Gurugram Next-Gen ecological and urban living transformation framework. The meticulously engineered master plan introduces an initial network of four high-utility centers across key touchpoints: Gurugram Sector-4 (Ward-33), Sector-47 (Ward-11), Sukhrali (Ward-25), and one center in Ward-1, serving residents of all 4 municipal zones of Gurugram. This foundational launch will be followed by a strategic regional expansion consisting of four matching centers in Panchkula.

Direct Execution and Uncompromised MCA Compliance; Engineered for corporate investment, the project operates under a strict direct execution architecture. Corporates deploy their funds directly via a corporate-monitored **Project CSR Escrow account**, ensuring 100% compliance with Section 135 of the Companies Act, 2013, without using third-party implementing agencies. Financed entirely through domestic Indian corporate CSR allocations with absolute zero foreign funding, the model is fully self-sustaining. 100% of net surplus revenues are routed back into the Project CSR Escrow account to fund continuous socio-ecological impact.

Comprehensive Governance and Risk Insulation; This transformative initiative is strictly anchored within the state regulatory framework. It is validated by **Haryana ULB Directive 5594**, which establishes the master framework for the Gurugram ₹2,000 Crore "Next-Gen Euro-look Ecological Transformation". Execution is further authorized under **Haryana ULB Directive 5595**, empowering the Founder Member of Safexsure Foundation and Savitri Chander RWA (SRWA) to execute all necessary project deployment actions. This administrative backup guarantees zero structural, legal, or asset-holding risk liability for participating corporates

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Sustainable Infrastructure & Operational IN-EU Excellence

Eco-Efficiency and Renewable Energy Integration

To drastically reduce long-term operational costs and achieve absolute environmental sustainability, every Hub integrates cutting-edge European Union (EU) certified green technologies. The facilities to feature high-yield solar energy networks that slash grid dependence and significantly lower the carbon footprint. By self-generating clean power, the project ensures that municipal community spaces remain financially viable and resilient against rising energy costs

Advanced Circular Water Management

Water security sits at the core of the Hub's architectural and engineering design. Each center is to be equipped with fully automated, decentralized sewerage treatment plants (STP) and greywater recycling units to completely eliminate fluid waste. Coupled with industrial-grade water purification and atmospheric filtration systems, the Hub guarantees a continuous, closed-loop supply of safe, potable water, setting a new benchmark for resource conservation in public spaces.

Integrated Rainwater Harvesting Systems

To reinforce regional water tables and maximize resource autonomy, the infrastructure to incorporate advanced rainwater harvesting plants. These specialized systems capture, channel, and filter heavy precipitation directly into localized underground aquifers and storage reservoirs. By preventing urban runoff and utilizing natural downpours, the Hub to secure a secondary, independent water reserve that mitigates municipal strain during dry seasons.

Corporate Investment Viability

Investing in these sustainable Hubs provides corporations with a robust, low-risk vehicle for capital deployment. The integration of self-sustaining utility networks ensures predictable, reduced operational expenditures (OpEx) and high resource resilience. Furthermore, this initiative fully satisfies Corporate Social Responsibility (CSR) mandates under the Ministry of Corporate Affairs (MCA) guidelines, transforming regulatory compliance into a high-impact branding and environmental asset.



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The Three-Pathway Ecosystem

The Hub bridges luxury and social equity through three distinct, digitally controlled entry pathways:

1. Charitable Pathways (For the Needy)

- **Nutritional Security:** Dignified delivery of 3 free daily meals (capped capacity).
- **Essential Care:** Free basic healthcare access for vulnerable local populations.

2. Janbhagidari Pathways (General Public)

Empowering communities through inclusive governance, education, and recreation.

- **Free Civic Access:** Free digital entry cards for all citizens to access public utility areas.
- **Good Governance Events:** Citizen-engagement forums, women empowerment programs, and youth development initiatives.
- **Specialised Education:** Capacity-building workshops led by government-nominated expert faculties.
- **Weekly Entertainment:** Free-entry cultural heritage events and community social nights (5 days a week) for cardholders.
- **Recreation Hub:** Subsidised access to the mini-adventure and water theme park.

3. Sustainable Pathways (For Premium Members)

- **Premium Amenities:** Paid digital access to a premium cafeteria, event lounge, and elite recreational spaces.
- **Premium Wellness Center:** World-class gym, steam bath, jacuzzi, and temperature-controlled (hot/cold) swimming pools.
- **Operational Engine:** 100% of premium membership fees are recycled to fund the operations and maintenance of the entire center.

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Architectural Blueprint & Floor Layout

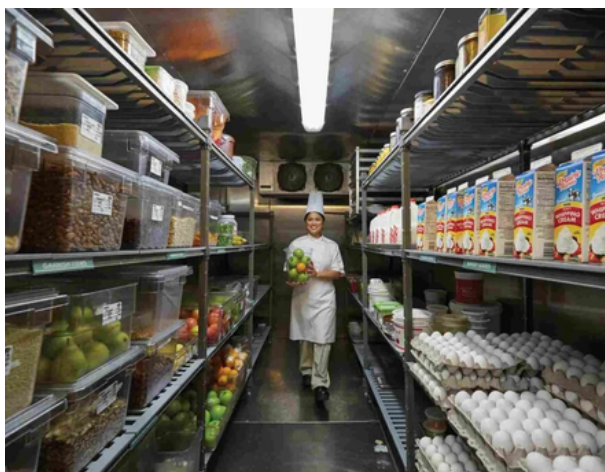
The facility is to be built strictly according to Directorate of Urban Local Bodies (DULB)-vetted Safexsure Designs & Projects (SDP) Detailed Project Reports (DPRs).

Basement Level 3: Civic Welfare & Mobility

- a. **Part-A (Dedicated Civic Care Zone):** Dignified delivery of 3 free daily meals (capped capacity), basic health check-ups, and supportive care, fulfilling Schedule VII CSR mandates.
- b. **Part-B (Smart Parking):** Automated, high-efficiency parking bays designed for optimal visitor and staff vehicle management.

2. Basement Level 2: Logistics & Infrastructure

- a. **Part-A (Secure Storage Rooms):** Dedicated, climate-controlled storage infrastructure to support facility operations and community relief supplies.
- b. **Part-B (Smart Parking):** Secure, tech-enabled secondary parking tier utilizing automated space-allocation systems



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Basement Level 1 & Part of Ground Floor: Premium Recreational Infrastructure

An elite destination designed for family wellness, community engagement, and lifestyle integration offered at subsidized costs.

- **Indoor Water Park:** World-class, climate-controlled aquatic facility.
- **Mini-Adventure Zone:** High-tier indoor experiential recreation space.
- **Lifestyle Integration:** Premium ecosystem driving inclusive wellness and civic community vitality.

Sustainability Pathway



Ground Floor: Public Utility & Administrative Infrastructure

- **The entrance level;** serves as the primary civic-corporate nexus, optimising public utility management and administrative workflow.
- **Dedicated Reception Hubs:** Streamlined access control managed via independent reception areas for the Municipal Corporation of Gurugram (MCG) Community Hall, general public, and corporate blocks.
- **MCG & Corporate Office Block:** High-tier administrative spaces designed for corporate governance and municipal operations.
- **Executive Staff Rooms:** Dedicated infrastructure built to support facility operations, management teams, and workforce welfare.

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First & Second Floors: Next-Generation Convention Center

A state-of-the-art convention facility engineered for hybrid utility, combining high-revenue corporate viability with inclusive community access. Political assemblies are strictly restricted to maintain community neutrality.

Technological Capabilities

- **Smart Engineering:** Fully equipped main stages engineered with heavy-duty structural load capacity, enabling direct vehicle drive-on access for product launches.
- **AI-Controlled Ambiance:** Advanced, automated, discotheque-grade sound and lighting systems paired with ultra-high-definition LED wall setups.
- **Premium Backstage:** Standard and exclusive VVIP backstage lounges alongside luxury green rooms.

Event Operations & Sustainability Matrix

- **Community Initiatives:** Free-entry events for public cultural, skills development & wellness workshops, dance classes, designed to foster community integration and creative expression.
- **Premium Weekend Leisure:** Free-entry High-end, curated weekend lifestyle events, including exclusive couples' discotheque nights utilizing the facility's advanced acoustic and illumination arrays.
- **Corporate & Private Events:** Premium, fully customisable venue hire. Revenue generated from these bookings cross-subsidizes public programming.

Janbhagidari & Sustainability Pathway



Step into the future: "AI-driven lighted stage and fashion ramp engineered for dramatic vehicle entries."

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Third Floor: Elite Wellness & Zonal Command Center

- **Premium amenities:** Dedicated entry to premium cafeterias, executive lounges, and elite recreational spaces.
- **Premium Wellness Center:** High-end gymnasium, steam baths, jacuzzis, and climate-controlled (hot/cold) lap pools.
- **Public Integration Zone:** Integrated mini-medical clinic, citizen facilitation center, media/dance studios and general visitor access points.
- **Savitri Chander RWA (SRWA) Command Center:** Fully furnished, state-of-the-art oval command center dedicated to SiEGA management, civic amenities, and citizen empowerment initiatives.
- **Corporate Experience Centers:** Fully furnished commercial experience zones anchored by Safexsure and allied corporate partners.

Sustainability Pathway



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Terrace Level: VVIP Hospitality & Heli-Pad

- **The SRWA House:** Fully furnished, ultra-premium residency reserved exclusively for SRWA invited dignitaries, VVIPs, special guests, and the Zonal Head's family.
- **Green-Blue Infrastructure:** Sustainable eco-roof featuring integrated water-management systems and a dedicated wellness/recreation center.
- **Aviation Hub:** Certified helipad designed for seamless VVIP transit and emergency medical evacuation capabilities, exclusively for Sector-4 Center, Gurugram.

SDP DPRs based ₹250 Crore Corporate Principal Allocation Budget for Sector-4, Gurugram: Why It Is Worthy ?

1. Zero-Cash Escrow & Zero Leakage Execution

- **SDP DPRs Based Direct Spend Execution:** Funds bypass intermediary implementing agencies, routing directly from the project CSR Escrow Account to contractors, professionals, & Consultancy firms.
- **100% Tax Arbitrage:** Eliminates sub-agency administrative fees, saving up to 5% in transactional overheads.
- **Compounding Capital Roll-over:** All construction savings are automatically allocated to the next Municipal Community & Convention Center project via the escrow mechanism.

2. Risk Mitigation & Asset Protection

- **Zero Asset Risk:** Ownership of land, structural approvals, and terminal liabilities remains permanently vested with the Government (MCG/DULB).
- **Absolute Operational Control:** The Principal Corporate Sponsor maintains exclusive, end-to-end financial control over operations, security, and maintenance.
- **Pro-Bono Technical Liaison & Absolute Administrative Control:** Safexsure Foundation handles all government liaison and project monitoring on a pro-bono basis, pursuant to ULB HR Endorsement No. 5595. The Savitri Chander RWA (SRWA) retains exclusive, end-to-end administrative and oversight control over operations, security, and maintenance.

3. High-Yield Self-Sustainability Model

- **Perpetual O&M Funding:** Operations and Maintenance (O&M) are funded entirely through diverse commercial streams, including an Adventure-cum-Water Park, cafeteria, mini-medical center, venue rental hubs, memberships, and corporate branding partnerships.
- **100% Net Surplus Credit:** All operational profits route directly back into the project's dedicated CSR Escrow Account to fund continuous community development initiatives.

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Multi-Tiered Corporate Sponsorship Matrix (% basis)

Sponsorship Tier	Budget Allocation (%)	Capital Contribution (₹)	Escrow Governance Voting Share	Primary Visibility Rights
Principal Sponsor (1 Nos.)	50%	₹ 125 Crore	50% (Veto over Ops/Capex)	Sole Title & Naming Rights, 3rd Floor Experience Center
Co-Principal Sponsor (2 Nos)	20 % each	₹ 50 Crore each	25 % each	Co-Branding Rights, Audi Blocks, Digital Facade Slots
Associate Sponsors (2 Nos)	5 % each	₹ 12.50 Crore Each	Pro-rata Observer Status	Pavilion Branding, Digital Signage Loops
Individual Citizen Sponsors	Staring, non-cash ₹ 1100 directly to Project CSR Escrow Account		Not Applicable	Stage recognition at Janbhagidiri Events

Tiered Brand Visibility & Asset Matrix

1. Exterior & Structural Visibility

- **Title Placement:** Universal co-branding on the primary facility facade (e.g., "[Brand Name] MCG Community & Convention Center").
- **Digital Facade:** 24/7 high-definition LED projection mapping powered by green energy.
- **Helipad Rights (Ward-33):** Exclusive co-branded welcome lounge at the VVIP helipad terminal.

2. Level-by-Level Branding Rights

- **Basement Levels (3 & 2):** Free Auto Parking zones feature high-visibility pillar branding and EV charging bay sponsorships.
- **Level-1 (Adventure & Water Park):** High-footfall interactive experiential zones, dynamic digital displays, and product placement kiosks.
- **Ground Floor:** Dominant presence at the central reception, digital welcome screens, and the main MCG Community Center Hall.
- **1st & 2nd Floor:** Naming rights for the AI-Controlled Mini-Auditorium, alongside premium placement during civic and youth educational events.
- **3rd Floor & Terrace:** Title branding at the Corporate Experience Centers, Media/Utility Studios, and prominent signage at the SRWA Zonal Command Center.



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1. Core Statutory & Regulatory Alignment

The project operates under a strict, multi-tiered legal framework designed to ensure absolute compliance and zero regulatory friction:

- **Haryana Municipal Act Compliance:** Formulated strictly under the **Haryana Municipal Corporation Act, 1994**, the project aligns seamlessly with statutory mandates for civic Janbhagidari (public participation) and infrastructure asset optimization.
- **Public-Private Partnership (PPP) Guidelines:** Fully aligned with the **Haryana PPP Guidelines**, ensuring transparent revenue-sharing mechanisms, robust asset-tracking protocols, and stringent Operations & Maintenance (O&M) performance benchmarks.
- **National Asset Monetisation Pipeline (NAMP):** Utilizes the federal brownfield asset monetization model to unlock public land value through long-term, private sector-led operations—strictly safeguarding and retaining core title ownership with the state.
- **Advertisement Law Exemption:** Indoor (in-campus) digital and static media installations qualify for complete exemption from the **Haryana Municipal Advertisement Bye-laws**, securing an exclusive, high-yield revenue stream for corporate sponsors within the property perimeter.
- **SDP DPRs Administrative Approval:** Processed in strict accordance with the Federal Government-vetted Notification No. SRWA/N/OoSK/101-भारत I dated Friday, 24 April 2026.

2. Federal Financial & Integrity Guardrails

To protect institutional investors and municipal stakeholders, the project implements absolute financial transparency protocols:

- **Zero Foreign Funding Commitment:** Operates under a strict domestic-only capital strategy. This completely bypasses the requirement for a Foreign Contribution Regulation Act (FCRA) registration.
- **PMLA & Anti-Corruption Protocols:** Financial audits strictly comply with the Prevention of Money Laundering Act (PMLA). It utilizes real-time Escrow account tracking and transparent automated ledger mapping.
- **MCA Compliance:** Seamlessly integrated into corporate filings via MCA21 portals, maintaining clean project-specific audit trails.

3. MCA & Corporate Social Responsibility (CSR) Mapping

Corporate contributions to this Next-Gen Municipal Center qualify directly as eligible CSR expenditure under Section 135 and Schedule VII of the Companies Act, 2013:

- **Item (x):** | * European Union (EU) standard green-tech integration. | Ecological | * Earthquake-resistant structural design. | Sustainability | * Carbon-neutral HVAC systems reducing urban heat signatures.
- **Item (ii):** | * AI-controlled Convention center hosting free Janbhagidari sessions. | Education & Livelihood | * Digital literacy workshops and special educational events. | Promotion | * Vocational upskilling seminars for local youths.
- **Item (iii):** | * Free-entry empowerment events, legal-aid clinics, and skill-building | Women Empowerment & | workshops designed specifically for women. | Cultural Heritage | * Preservation of regional arts through dedicated display zones.
- **Item (x):** | * AI-driven civil amenities mapping and real-time dashboarding. | Urban Environmental | * Full technical integration with Swachh Bharat Mission Urban (SBM U2.0). | Interventions | * Advanced pollution monitoring systems driving the "Viksit Bharat" vision.

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For O/o Sanjay Kaushik



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