

“SRWA #ModiKiGuarantee Theme India Presents” SiEGA (Sustainable Indo-Euro Green Actions) "Skill to Scale Pathways"



Ready to maximize your brand's visibility in Brussels, Belgium ?

Brochure -

B2B-B2G Partnership; ₹2,000 Crore Urban Renewal &
SiEGA Track II Pilot-

SRWA/B/PPP/52-R2.0- Dated 17.08.2026

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The Introduction

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



Strategic B2B & B2G Invitation: Advancing the Viksit Bharat Mission through Municipal Ecological Infrastructure

Executive Summary

The Apex Council and the SiEGA Joint Working Group at the Savitri Chander Foundation (SCF), in collaboration with the Safexsure Foundation, invite forward-thinking corporate boards and ESG leaders to integrate their sustainability portfolios with India's premier municipal ecological development framework. This landmark ₹2,000 Crore SiEGA Initiative (operating under SCF Core Objective Portfolio No. 1) offers a structured Business-to-Government (B2G) and Business-to-Business (B2B) partnership designed to scale Municipal Ecological Development in Gurugram and ESG Capacity Building across India and Europe.

The Value Proposition: Zero-Fee, High-Impact Sustainability

By aligning corporate ESG resources with this framework, corporate leaders can radically reduce both the carbon footprint and operational costs of their sustainability portfolios. The architecture is engineered for maximum capital efficiency and institutional trust, featuring:

- **Zero Fund Custody & Zero Monitoring Fees:** Ensures 100% of corporate sustainability allocations are deployed directly into localized asset creation.
- **Direct Statutory Backing:** Fully endorsed by the Directorate of Urban Local Bodies (DULB), Government of Haryana, under Directives 5594 and 5595.
- **Enhanced Project Integrity:** Empowered by a dual-layered oversight model, the founders of the Savitri Chander RWA & Safexsure Foundation provide pro-bono monitoring and swift corrective action to safeguard project timelines and compliance.

Strategic Integration with National & Global Frameworks

This framework provides an unprecedented blend of localized statutory protection and international sustainability recognition by meticulously aligning with:

- **Global Agendas:** The India-EU Strategic Partnership: Roadmap to 2025/2030.
- **National Frameworks:** The National Asset Monetisation Pipeline (NAMP).
- **State & Local Statutes:** The Haryana Municipal Corporation Act, local advertisement by-laws, and the Haryana Public-Private Partnership (PPP) policy.

Institutional Governance & Compliance

To ensure seamless integration into corporate risk registers, the SiEGA framework operates under strict statutory compliance, maintaining a zero-foreign-funding posture and full adherence to the Prevention of Money Laundering Act (PMLA), the Foreign Contribution Regulation Act (FCRA), and Ministry of Corporate Affairs (MCA) guidelines.

The Introduction

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale: B2B-B2G Partnership; ₹2,000 Crore SiEGA Pilot



Why NIFTY 100 Boards Choose SiEGA?

Executive Summary;

The NIFTY 100 Board chooses the MCA-vetted, India-first SiEGA Gurugram pilot because it solves corporate governance's biggest headache: it eliminates third-party fund leakage and compliance liabilities by routing corporate capital directly from project-specific escrow accounts to verified vendors.

This framework creates an ironclad, audit-ready structure that perfectly aligns with India's strict regulatory demands. Below is the structural, regulatory, and financial breakdown of why this pilot is being adopted by top-tier corporate boards.

Why the NIFTY 100 Board Chooses the SiEGA Gurugram Pilot ?

NIFTY 100 boards operate under intense regulatory scrutiny. They favor this framework because it bridges the gap between massive corporate capital allocations and transparent municipal execution:

- **Zero Legal Liability:** The project blueprints (SDP-DPRs) are fully vetted by the Chief Engineer of the Municipal Corporation of Gurugram (MCG). The city municipality owns and maintains the assets, which completely removes execution liability from the corporate board.
- **No Intermediaries:** Traditional corporate social initiatives heavily rely on third-party non-profits or implementation agencies. SiEGA completely bypasses these layers, eliminating administrative overhead and potential funds mismanagement.
- **Extreme Scalability:** The financial entry point is highly flexible. It accommodates micro-investments like ₹11,000 for smart lighting for small businesses up to multi-crore infrastructure overhauls for large-cap enterprises.
- **Independent Oversight:** The framework utilizes Safexsure as a pro bono governance and compliance liaison. Because Safexsure waives project and escrow voting rights via a zero-conflict declaration, boards are assured of independent, unbiased structural monitoring.

Why the Framework is Strictly CAG Audit Compliant ?

The Comptroller and Auditor General (CAG) of India demands a clear, unbroken paper trail for public funds and public property. This framework satisfies those requirements through a unique financial architecture:

- **MCA-Direct Escrow Architecture:** Funds never enter a generic government pool, nor are they handled by an external NGO. Capital moves from a corporate-owned, project-specific escrow account directly to verified corporate-approved vendors upon hitting performance targets.
- **No Fund Custody Risk:** Government intermediaries never hold the capital. This eliminates "systemic leakage" and funds diversion risks, making the transaction transparent to auditors.
- **Milestone-Based Escrow Releases:** The Chief Engineer of the MCG must verify the Key Performance Indicators (KPIs) at each milestone. The escrow bank will not release the next tranche of capital without this technical sign-off, creating a permanent, audit-ready ledger.

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale: B2B-B2G Partnership; ₹2,000 Crore SiEGA Pilot**Absolute Regulatory Compliance & Legal Alignment**

The blueprint is engineered to survive concurrent audits from India's strictest regulatory watchdogs:

Regulator / Framework Compliance Mechanism within the Pilot

- MCA / Schedule VII; Capital is mapped directly to eligible community infrastructure and development codes under the Companies Act.
- FCRA; Clean routing avoids cross-border funding traps or unauthorized foreign-contribution compliance violations.
- PMLA; Direct escrow-to-vendor settlement using verified bank accounts ensures 100% traceability, checking all anti-money laundering boxes.
- HR SLEC; Fully aligned with the Haryana State Level Executive Committee policies.

Benefits for ESG Compliance & BRSR Transparency

For top-100 listed entities, reporting under the Business Responsibility and Sustainability Report (BRSR) format is mandatory. This pilot feeds directly into a company's environmental, social, and governance reporting metrics: [1]

- 100% Field Deployment Metric: Because there are zero project monitoring fees or administrative deductions, companies can report that 100% of allocated corporate capital went directly into physical asset deployment.
- Verifiable Carbon & Social Impact: Hard municipal infrastructure updates (like smart grid lighting) offer clean, math-based data points for ESG reports, rather than vague qualitative summaries.
- Uncompressed Data Trail: The milestone verifications signed by government engineers serve as third-party verified data, reducing the risk of "greenwashing" allegations during statutory ESG reviews.

The Two Strategic Funding Pathways

Corporates can deploy capital through two distinct operational tracks depending on their tax and compliance objectives:

1. VK Pathway (B2G – CSR Eligible)

- Designed for direct Business-to-Government public utility creation.
- Fully meets the requirements for corporate social responsibility tax credits under Indian law.
- Includes special community education events centered around regional ESG awareness.

2. Track II Pathway (B2B – Non-CSR Capital)

- Focuses on capacity-building events alongside state government officers.
- Directly facilitates European green tech transfer and structural project cost savings.
- Opens pathways for high-level VVIP Foreign Trade Agreement (FTA) dialogues, offering international visibility for large-cap corporate investments.

**SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale:
B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot**



Engagement Pathways for Corporate Leaders

SiEGA offer two distinct tracks for board-level participation:

Option 1: Strategic Alliance (Without Capital Deployment)

- Secure non-exclusive Public-Private Partnership (PPP) liaison rights for 1 year.
- Gain high-profile corporate brand visibility at on-site locations and official project events.

Option 2: Capital Deployment & Infrastructure Innovation

- Directly deploy CSR/ESG capital to co-create next-generation, Euro-look, eco-green municipal infrastructure.
- Establish visible, technology-driven ecological models across Gurugram.

Secure a Board-Level E-Briefing

After detailed review register your corporate interest for an executive, face-to-face briefing, please submit a formal request to the Office of Sanjay Kaushik, Head of SiEGA Track II Institutional Affairs.

✉ Mail To Register Interest: oo.sanjaykaushik.india@safexsure.in

✉ Cc (Official Oversight):

- Honorable Minister, ULB Haryana: Ministervipulgoel@gmail.com
- Chief Town Planner, MCG: ctp@mcg.gov.in

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale: B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot



Co-Invest in India's Green Future:

PROJECT CORE FACT SHEET: PROJECT SiEGA

Project Overview & Identity

- Project ID: SiEGA-HR-26-PPP-001
- Project Name: SiEGA (Sustainable Indo Euro Green Actions)
- Framework: Public-Private Partnership (PPP)
- Location: Gurugram Wards 33, 11, 25, and 1 (As per SDP DPRs)
- Domain: Urban Renewal & Flexible Ecological Development

Corporate Investment & Governance

- Entry Threshold: Minimum Rs. 11,000 (Scalable to Board Budgets)
- Compliance: Vetted by DULB, Chief Engineer, & MCG Town Planner
- Technical Basis: Safexsure Designs & Projects (SDP) Detailed Project Reports (DPRs)
- Brand Visibility: Governed by Haryana Municipal advertisement by-laws & PPP guidelines

Scope of Work: The "SiEGA" Theme Integration

The core scope of work is structurally hardcoded into the project acronym SiEGA to ensure complete alignment with green urban renewal:

- S – Sustainable Urban Renewal: Retrofitting public spaces, building pocket parks, and optimizing waste-resource loops in target wards.
- i – Indo-Euro Knowledge Transfer: Integrating European ecological engineering with Indian urban realities for climate-resilient infrastructure.
- E – Environmental Infrastructure: Deploying decentralized rainwater harvesting, solar urban lighting, and native urban afforestation.
- G – Green Action Deployment: Executing low-carbon civil works, plastic-free zoning, and community-led ecological maintenance drives.
- A – Alignment with ESG Frameworks: Verifiable data logging for corporate sustainability reports and carbon offset calculations.

Schedule VII & ESG Alignment Matrix

This matrix maps your corporate investment directly to Indian Companies Act Schedule VII mandates and global ESG criterias.

- Item (iv): Ensuring environmental sustainability & ecological balance

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale:

B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot



Co-Invest in India's Green Future:

☀ PROJECT CORE FACT SHEET: PROJECT SiEGA

Project Identifiers & Core Governance

- Project ID: SiEGA-HR-26-PPP-002
- Project Name: Sustainable Indo Euro Green Actions (SiEGA) Urban Illumination
- Nodal Location: Wards 33, 11, 25 & 1, Municipal Corporation Gurugram (MCG), Haryana, India [or per SDP DPRs]
- Vetting Bodies: Director of Urban Local Bodies (DULB), Chief Engineer (MCG), Town Planner (MCG)
- Technical Framework: Vetted by Safexsure Designs & Projects (SDP) Detailed Project Reports (DPRs)
- Investment Base: Multiples of 50 smart lighting units

Technical Specifications & Scope Integration

- **S** - Solar EU Energy Modules: European Union green technology solar PV modules with advanced automated photo-sensors for automated on-off control.
- **i** - Integrated Reinforcement Grills: Custom heavy-duty, theft-protected iron reinforcement enclosures ensuring high-durability physical asset security.
- **E** - Energy-Efficient Illumination: Turnkey high-efficiency, multi-color, weather-proof (IP67+) landscape and facade architectural illumination systems.
- **G** - Governance & Vetting: 100% adherence to technical engineering standards approved by the Chief Engineer and Town Planner of MCG.
- **A** - Advertisement & PPP Rights: Exclusive corporate brand visibility mapped strictly to the Haryana Municipal advertisement by-laws and PPP guidelines.

Corporate Investment & ESG Alignment Matrix

Environmental (E); Item (iv): Environmental sustainability, ecological balance, and conservation of natural resources. **Decarbonisation:** Transitioning public areas to zero-emission EU solar energy grids. Efficiency: Slashing urban energy footprints using precision smart-automation LED drivers.

Social (S); Item (x): Rural development projects & urban slum/ward infrastructure modernization. Safety: Maximising pedestrian visibility and reducing crime index across Wards 33, 11, 25, & 1. Inclusion: Uplifting community public spaces via vibrant, world-class aesthetic lighting.

Governance (G); PPP Compliance Framework De-risked Asset: Fully audited under statutory DULB Haryana guidelines. Transparency: Triple-vetted public-private partnership structure with clean compliance trails.

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale:

B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot

SCF- Corporate ESG teams gearing up to pave ecological path in India



SiEGA Project Core Fact Sheet: Corporate Investment & ESG Alignment

The Sustainable Indo Euro Green Actions (SiEGA) Project establishes a premier Public-Private Partnership (PPP) model, optimizing corporate capital allocations against stringent environmental guidelines. By deploying advanced EU-IRC green technology layers, the project transforms urban transit corridors into heavy-duty, climate-resilient assets within the Municipal Corporation Gurugram (MCG).

Section 1: Project Identity & Technical Framework

- **Project ID:** SiEGA-HR-26-PPP-003
- **Project Nomenclature:** Sustainable Urban Road Infrastructure & Low-Carbon Eco-Belts Transformation Project.
- **Location:** Ward 33, 11, 25 & 1, Municipal Corporation Gurugram (MCG), Haryana, India (or per SDP DPRs).
- **Vetting Authorities:** Director of Urban Local Bodies (DULB), Chief Engineer, and Town Planner of MCG
- **Compliance Standard:** Safexsure Designs & Projects (SDP) Detailed Project Reports (DPRs).
- **Delivery Scope:** Turnkey execution encompassing design, low-carbon construction, continuous eco-maintenance, and modern sanitation corridors.

Section 2: Industrial Core Technologies

- **Circular Manufacturing:** High-volume Reclaimed Asphalt Pavement (RAP) integration reduces virgin aggregate extraction.
- **Structural Durability:** High-Modulus Asphalt (EME2) design increases standard fatigue limits under heavy commercial traffic.
- **Resource Optimization:** Ultra-thin 15+ mm Thin Asphalt Layer (TAL) surfaces lower rolling resistance and material consumption.
- **Hydrological Resilience:** Climate-adaptive sub-grade stormwater networks bypass traditional drainage blockages to stop flash flooding.

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale:

B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot

SCF- Corporate ESG teams gearing up to pave ecological path in India

Project ID: SiEGA-HR-26-PPP-003

Section 3: Corporate Investment Matrix

- **Unit Threshold:** Allocations commence in fractions or multiples of 1 linear Kilometre (Outer Ring Roads) or 1 Residential Block.
- **Scalability Rule:** Final investment values dynamically scale based on exact road cross-sections and width designs vetted via SDP DPRs.
- **Brand Capitilisation:** Exclusive structural visibility rights allocated across physical asset corridors as permitted by Haryana Municipal advertisement by-laws.

Section 4: Companies Act, 2013 — Schedule VII Mapping

The integrated components of the SiEGA ecosystem directly satisfy the corporate social spending obligations mandated under **Section 135 (Schedule VII)** of the Indian Companies Act:

- **RAP & Low-Carbon EME2;** Lowers carbon output by **98,000 kg CO2 per km** compared to standard hot-mix asphalt layers. **Item (iv):** Ensuring environmental sustainability, ecological balance, and conservatio
- n of natural resources.
- **Urban Forestry & Green Belts;** Native micro-forest canopies and Euro towers acting as particulate traps to improve local air quality. **Item (iv):** Agro forestry, maintaining quality of soil, air, and water.
- **Climate Storm-water Systems;** Preventative sub-surface drainage arrays engineered to halt urban inundation and replenish localized water tables. **Item (iv):** Conservation of natural resources and maintaining ecological balance.
- **Exclusive Sanitation Corridors;** Continuous automated sweeping, litter prevention, and waste clearance under PM Swachh Bharat Mission Urban 2.0. **Item (i):** Promoting healthcare including preventive health care and sanitation; contribution to the Swachh Bharat Kosh.
- **Pedestrian Upgrades;** Heavy-traffic (HC) cobble tiling built for safe, non-motorized micro-mobility and disabled access. **Item (ii):** Promoting education, including special education and employment enhancing vocational skills (via safe access to civic hubs).

Section 5: Triple-Bottom-Line ESG Impact Metrics

Environmental (E)

- **Decarbonisation:** Drastic cuts in processing temperatures versus conventional hot-mix solutions.
- **Circular Lifecycle:** Diverts demolition debris from landfills through complete on-site RAP resource loops.

Social (S)

- **Public Health:** Native flora selection targets reductions in PM2.5 and PM10 particulate levels along major pedestrian pathways.
- **Safety Engineering:** Dedicated heavy-duty tiled pavements isolate pedestrian foot traffic away from high-speed vehicular lanes.

Governance (G)

- **Framework De-risking:** Direct public-private collaboration anchored by the DULB policy matrix ensures ring-fenced capital usage.
- **Transparency Safeguards:** Vetted engineering designs prevent runtime variations, creating predictable audit tracks for corporate boards.

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale: B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot



Project ID: SiEGA-HR-26-PPP-004

1. Core Project Framework

- Project Name: SiEGA (Sustainable Indo Euro Green Actions) [Sustainable, Low-Carbon Urban Ecosystems- Public Utility Parks]
- Location: Ward 33, 11, 25 & 1, Municipal Corporation Gurugram (MCG), Haryana, India (or per SDP DPRs).
- Model: Public-Private Partnership (PPP) / Corporate Investment.
- Technical Vetting: Fully compliant with DULB, Chief Engineer & Town Planner, MCG-vetted Safexsure Designs & Projects (SDP) Detailed Project Reports (DPRs).
- Minimum Investment Unit: Two (2) Parks, as explicitly defined in the SDP DPRs.

2. Integrated Scope of Work Theme

The engineering and design framework directly fuses the SiEGA identity into the physical development of the urban ecosystems:

[S]- Sustainable Water & Flora

- Turnkey ecological restoration via integrated urban water elements.
- Deployment of micro-climate enhancing flora to reduce urban heat island effects.

[i]- Intelligent Civic Systems

- Installation of smart, energy-efficient illumination networks.
- Integration of interactive citizen entertainment and community systems.

[E]- Euro-Green Technology

- Deployment of architectural Euro-Towers maximizing vertical space.
- Integration of high-efficiency EU-green technology solar energy systems for complete off-grid power capabilities.

[G]-G urugram Sanitation Alignment

- Long-term operations and maintenance (O&M) of public-use green spaces.
- Strict execution of sanitation protocols under Prime Minister Swachh Bharat Mission Urban (PM SBM u2.0).

[A]-Active Civic Infrastructure

- Construction of high-durability, heavy-traffic (HC) cobble walking tracks.
- Fusing of modern civil engineering with sustainable municipal infrastructure.

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale: B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot

Project ID: SiEGA-HR-26-PPP-004



3. Corporate Investment & Corporate Brand Visibility

- **Turnkey O&M:** Long-term asset maintenance secures sustained corporate association with high-footfall civic landmarks.
- **Statutory Compliance:** Co-branding and outdoor visibility are executed in strict alignment with Haryana Municipal advertisement by-laws and state PPP guidelines.
- **Pre-Vetted Risk:** Technical designs are pre-cleared by MCG and DULB, minimizing execution delays and regulatory friction.

4. ESG Alignment & Schedule VII Mapping

Environmental (E)

- **Carbon Reduction:** Off-grid solar power generation directly displaces fossil fuel reliance.
- **Biodiversity:** Micro-climate flora restores local urban ecosystems.
- **Water Stewardship:** Integrated water elements aid groundwater recharge and moisture retention.
- **Schedule VII Mapping:** Section (1) – Ensuring environmental sustainability, ecological balance, protection of flora and fauna, and conservation of natural resources.

Social (S)

- **Public Health:** Heavy-traffic cobble tracks promote community fitness and active lifestyles.
- **Sanitation:** Direct integration with PM SBM u2.0 improves urban hygiene and waste management.
- **Safe Spaces:** Smart lighting and open infrastructure offer secure, inclusive recreation zones for citizens.
- **Schedule VII Mapping:** Section (1) – Promoting health care including preventive health care and sanitation.

Governance (G)

- **Regulatory Auditing:** Operations align with vetted SDP DPRs, ensuring verifiable data metrics for corporate sustainability reporting.
- **PPP transparency:** Structured public-private frameworks ensure transparent fund utilization and clear accountability matrices with municipal authorities.

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale:

B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot



SiEGA Project Core Fact Sheet

1. Identify Core Project Parameters

- **Project ID:** SiEGA-HR-26-PPP-005
- **Project Name:** Sustainable Indo Euro Green Actions (SiEGA)
- **Location Footprint:** Ward 33, 11, 25, and 1 of Municipal Corporation Gurugram (MCG), Haryana, India (or as explicitly listed in the Safexsure Designs & Projects (SDP) Detailed Project Reports).
- **Execution Framework:** Public-Private Partnership (PPP)
- **Minimum Investment Unit:** 1 Asset Unit (1 Flyover or 1 Underpass) as defined by the SDP DPR.
- **Compliance Authorities:** Directorate of Urban Local Bodies (DULB) Haryana, Chief Engineer & Town Planner (MCG), and Haryana Municipal Advertisement By-laws.

2. Execute the Scope of Work (Integrated Theme)

S - Smart Lighting Integration (Madrix Germany or equivalent AI-controlled software)

I - Indo-Euro Green Technologies & Solar Infrastructure Execution

E - Ecological Turnkey Beautification & Urban Landscaping

G - Green Waste & Sanitation Management (Under PM SBM-U 2.0 Framework)

A - Asset Operation, Euro Tower Upkeep, & Long-Term Maintenance

3. Map Corporate Investment & Schedule VII (MCA)

Investment in a SiEGA unit qualifies directly under **Schedule VII of the Indian Companies Act, 2013** for Corporate Social Responsibility (CSR) compliance:

- **Item (iv) - Environmental Sustainability:** Direct allocation toward solar integration, ecological urban greening, conservation of natural resources, and maintaining quality of soil and air in high-traffic corridors.
- **Item (x) - Rural / Urban Development Projects:** Funding infrastructural beautification and public-use green technology upgrades within municipal limits.
- **Item (xi) - Slum Area / Urban Poverty Alleviation:** Improving sanitization, public safety lighting, and local environment conditions under the SBM-U 2.0 urban renewal scope.

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale: B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot



4. Align with ESG Frameworks

Environmental (E)

- Decarbonisation: Solar-powered infrastructure offsets conventional grid reliance.
- Energy Efficiency: Automated software-controlled LED dimming profiles reduce urban power loads.
- Circular Sanitation: Waste management systems align with clean city initiatives to mitigate local pollution.

Social (S)

- Public Safety: High-lumen, smart-lit underpasses reduce blind spots and crime zones.
- Community Well-being: Reclaimed urban spaces offer aesthetic relief and reduce urban heat island effects.

Governance (G)

- Vetted Transparencies: Projects follow pre-approved technical designs audited by DULB Haryana and MCG chief engineers.
- Legal Compliance: Adherence to state PPP guidelines ensures structured, risk-mitigated corporate capital deployment.

5. Maximize Brand Visibility Rights

- By-Law Adherence: Branding is fully compliant with the Haryana Municipal Advertisement By-laws and PPP regulatory guidelines.
- Structural Branding: Exclusive naming or co-branding rights on structural panels of the allotted Flyover / Underpass.
- Digital & Static Signage: Dedicated corporate logo displays integrated into the architectural Euro Towers and low-emission solar pillars.
- Non-Obtrusive Aesthetics: High-visibility corporate recognition designed to blend seamlessly with the urban green landscape without disrupting commuter traffic safety.

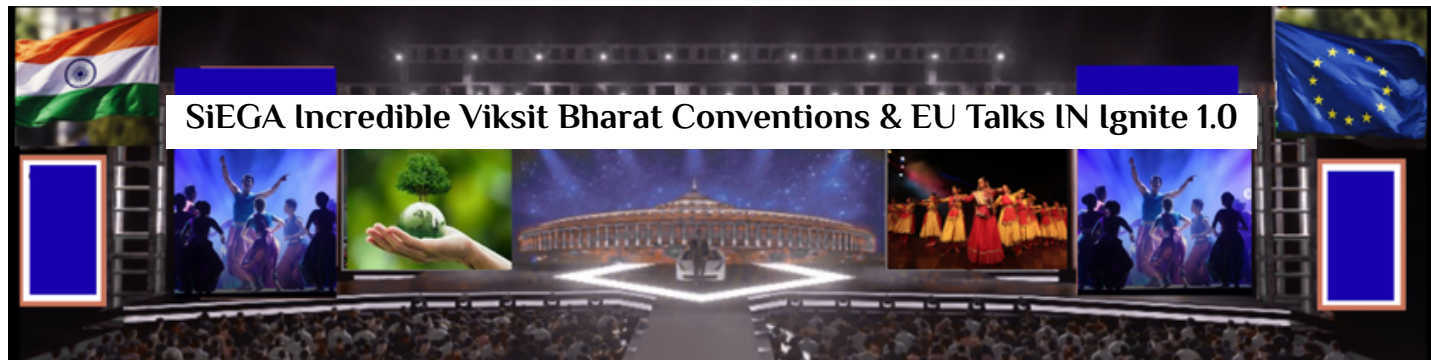
6. Review Technical & Design Standards

- Engineering Vetting: All blueprints, structural loads, and electrical frameworks are pre-vetted by Safexsure Designs & Projects (SDP).
- DPR Adherence: Execution strictly maps to individual Detailed Project Reports (DPRs) to ensure structural integrity and standard pricing metrics.

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale:

B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot

PPP Option 4: SiEGA Track II Incredible Viksit Bharat Conventions & EU Talks IN Ignite 1.0 Gurugram, Delhi, Panchkula & Mumbai



An Exclusive Invitation to Corporate Boards & ESG Leaders

The Savitri Chander Foundation (SCF) invites forward-thinking corporate boards to join **Project ID: SiEGA-HR-26-PPP-006**, a landmark Public-Private Partnership (PPP Track II) initiative aligned with the **Viksit Bharat 2047** vision and the **EU-India Strategic Partnership Agendas towards 2030**, India's SDG 13.

Transform your statutory spending into a legacy of sustainable urban renewal, special education, and global climate diplomacy.

Why This Matters to Corporate Boards & ESG Leaders

- **100% MCA CSR Compliant:** All options qualify as direct CSR spending under Schedule VII (Urban Renewal, Ecological Balance, and Special Education)
- **Global Tech Transfer:** Offers tangible ESG project cost-reductions through exclusive access to EU-Green technology capacity building.
- **Zero-Leakage Financial Model:** Corporates retain fiscal control by directly funding event expenses against validated vendor invoices.
- **Unmatched B2B & B2G Access:** VVIP & Global Engagement, Direct networking with EU delegations, Federal & State Government officials, and Tier-1 media.
- **Vetted Technical Standards:** All executions strictly to adhere to the Safexsure Designs & Projects (SDP) Detailed Project Reports (DPRs).
- **Exclusive Oversight & control;** By Safexsure Foundation at zero project monitoring fees.
- **Prestige Aligned with Award Frameworks:** The tiered sponsorship mimics world-class events like the Filmfare or IIFA Awards, ensuring high-impact brand visibility.

Event Overview & Footprint

- **Format:** International-standard mega-conventions with high-profile live streaming (YouTube & Facebook).
- **Locations:** Gurugram, Delhi, Panchkula, and Mumbai. 2 Events each city, 1 small format & 1 large format.
- **Scope:** Urban Renewal, Special Education, Cultural Heritage, Cinema Promotion, Women Empowerment, and Jan Bhagidari.
- **Audience:** Government Officers (Federal, Haryana, Maharashtra & Delhi), Municipal Corporations (MCG, MCP, MCD & BMC), Indian-European business groups, think tanks, and national media.

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale:

B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot

PPP Option 4: SiEGA Track II Incredible Viksit Bharat Conventions & EU Talks IN Ignite 1.0 Gurugram, Delhi, Panchkula & Mumbai

MCA-Compliant B2B Multi-Tiered Sponsorship Framework

- The prestige and brand-visibility architecture
- **Event Principal Allocation Pool:** ₹15 Crores per event (as per SDP DPR guidelines).
- To ensure absolute transparency and compliance under Section 135 of the Companies Act, **corporates deploy direct spending for event expenses**, covering all invitations, travel, stay, and hospitality for VVIP guests.

The SiEGA ESG Excellence Cohort (10 Slots Available)

To champion pure ESG merit, the Savitri Chander Foundation will select **10 Corporates** to join the convention with **Zero Financial Investment**.

- **Investment:** ₹0.
- **Eligibility:** Reserved for corporate boards demonstrating exceptional, verifiable baseline work in ecological preservation, women empowerment, or special education.
- **Inclusions:**
 - Curated brand visibility in the "ESG Excellence" pavilion.
 - Access to the EU-India Business networking tracks.
 - On-stage recognition during the Jan Bhagidari local talent showcase

Associate Partners (3 Slots Available)

- **Investment:** ₹1.0 Crore per corporate. (Direct event expense funding)
- **Board & ESG Deliverables:**
 - Category partnership branding (e.g., "Official Technology/Green Partner").
 - Special on-stage recognition during the ESG Leadership felicitation.
 - Dedicated corporate branding zone at the venue

Co-Powered By Sponsors (2 Slots Available)

- **Investment:** ₹3.0 Crores per corporate. (Direct event expense funding)
- **Board & ESG Deliverables:**
 - "Co-Powered By" brand anchoring across all physical and digital backdrops.
 - Panelist speaking slot for the Chief Sustainability Officer (CSO) / Board Member.
 - VVIP lounge access and premium corporate block seating

Title Sponsor (1 Slot Only)

- **Investment:** ₹6.0 Crores (Direct event expense funding)
- **Board & ESG Deliverables:**
 - Exclusive "Presented By [Your Brand]" naming rights across all global promos.
 - Primary logo placement across all international and national backdrops,
 - Keynote speaking slot for the Chairperson/CEO during the VVIP segment.
 - Front-row VVIP seating and prominent on-stage brand integration.
 - Dedicated segment in the post-event national media showcase

Secure Your Board's Slot

Due to strict adherence to the SDP DPR guidelines and limited VVIP seating protocols, slots will be allocated on value addition basis.

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale: B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot

Project ID: SiEGA-HR-26-PPP-007: SiEGA Track II Incredible Viksit Bharat Conventions & EU Talks EU Ignite 1.0 Geneva, Switzerland & Brussels, Belgium | Zero CTC On-boarding Opportunity for 10 Corporates.



An Invitation to the Vanguard of Change: Shape Global ESG Discourse at the SiEGA Track II Viksit Bharat Conventions

In alignment with Haryana Government ULB Directive No. 5594 (Endorsement No. 5595) and the Chief Secretary Training Department Directive No. NC/42/01/2024-5Trg, the SiEGA Track II Viksit Bharat Conventions and EU Talks spearhead a landmark initiative for governance training and global capacity building. Focused on integrating advanced European Green technologies, this program is strategically designed to optimize the financial and operational efficiency of the ₹2,000 Crore SiEGA Gurugram Ecological Transformation Project.

To foster cross-sectoral synergy, an exclusive cohort of 10 visionary corporate entities is invited to join the prestigious, newly forming 100-member SiEGA Track II Delegation. This high-level delegation offers corporate ESG leaders a gateway to global capacity building, directly translating international best practices into localized corporate ESG project cost reductions. Selected corporate leaders will participate in an intensive, fully sponsored 12-day international summit and technical study tour across Europe's premier sustainability and diplomatic hubs, structuralized at zero cost to the individual delegates.

Engineered for seamless corporate governance, this high-impact initiative is fully compliant with the Ministry of Corporate Affairs (MCA), Prevention of Money Laundering Act (PMLA), and Foreign Contribution Regulation Act (FCRA) frameworks. It strategically aligns global corporate stewardship with India's Viksit Bharat vision without utilizing foreign funding or incurring foreign expenditure. By driving high-level dialogues on urban renewal, ecological infrastructure, and international relations, the program serves as a powerful catalyst to advance key Business Responsibility and Sustainability Reporting (BRSR) Core metrics.

In strict adherence to statutory mandates, this initiative is executed as a direct corporate project under prevailing MCA guidelines via the Savitri Chander Foundation (SCF), ensuring complete transparency and compliance without the involvement of external implementing agencies.

📌 Europe 5-City 12-Days Itinerary & High-Level Engagement for foreign training program.

1. High-Level Global ESG Capacity Building (4 Days)

- **Destinations:** Geneva (Switzerland) & Brussels (Belgium) – 2 Days Each.
- **Scope:** Deploying the SiEGA Track II "Incredible Viksit Bharat" Conventions.
- **Key Engagements:** Multilateral climate policy Track II dialogues on the India-EU Free Trade Agreement (FTA). Organized in alignment with EU delegations, ex-officio representatives from Indian State and Federal Governments, EU-recognized trade groups, and national media.

2. Technical Site Visits & Briefings (8 Days)

- **Destinations:** Windhagen (Germany), Paris (France), and Zurich (Switzerland) – 2 Days Each.
- **Focus Areas:** ESG project cost reductions, low-carbon EU green technologies, and next-generation ecological infrastructure.
- **Infrastructure Scope:** Advanced research for India's green-blue-gray and smart energy-saving utilities, including artificial riverbanks and mountain waterfalls.
- **Germany Specialisation:** EU-IRC Integrated Technology focusing on carbon-reduced urban road construction. This combines Reclaimed Asphalt Pavement (RAP) with advanced High-Modulus Asphalt (EME2) and Thin Asphalt Layer (TAL, 15+ mm) technologies.
- **Strategic Reserve (2 Days)**

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale: B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot



Geneva Convention (Switzerland)

Palexpo Convention center, Le Grand-Saconnex



Brussels Convention (Belgium)

SQUARE - Brussels Convention Centre

Environmental, Social, & Governance (ESG) Impact

- **Technology Transfer:** Facilitating the strategic transfer of advanced European Union (EU) green technologies to India.
- **Exchequer Impact:** Executed at zero cost to the government exchequer.
- **Sustainability Goals:** Actively driving sustainable development and low-carbon industrial growth across urban and rural infrastructure.

Strategic Pre-Alignment Delegations to Europe

To build a strong base for our global work, a high-level Track Two group will make two planned trips to Europe. We have an approved budget of up to INR 12 Crores (INR 6 Crores for each trip). These visits fully follow all rules from the Ministry of External Affairs (MEA), Ministry of Corporate Affairs (MCA), Foreign Contribution Regulation Act (FCRA), Environmental, Social, and Governance (ESG) standards, and Department of Personnel and Training (DoPT) All India Services (AIS) Conduct Rules.

The 16-member SiEGA Track Two team will hold focused 7-day planning visits. These trips are set for exactly 30 days and 7 days before the main tour. The team includes chosen official members and government officers, such as:

- **Federal IAS Officer:** Up to the rank of Joint Secretary.
- **State IAS Officer:** Representing Urban Local Bodies (ULB), Government of Haryana.
- **Chief General Manager (CGM):** National Highways Authority of India (NHAI).
- **Chief Town Planner:** Municipal Corporation of Gurugram (MCG) and Gurugram Metropolitan Development Authority (GMDA).
- **Chief Engineer:** MCG & ULB, Government of Haryana.
- **Senior Officer:** Office of the Hon'ble Minister, ULB Haryana.
- **Superintending Engineer (SE):** Dakshin Haryana Bijli Vitran Nigam (DHBVN), Haryana.

💡 Why This Matters to Corporate Boards & ESG Leaders

- **100% MCA CSR Compliant:** All options qualify as non-eligible CSR spending under Schedule VII (Urban Renewal, Ecological Balance, and Special Education)
- **Global Tech Transfer:** Offers tangible ESG project cost-reductions through exclusive access to EU-Green technology capacity building.
- **Zero-Leakage Financial Model:** Corporates retain fiscal control by directly funding event expenses against validated vendor invoices.
- **Unmatched B2B & B2G Access:** VVIP & Global Engagement & brand visibility, Direct networking with EU delegations, Federal & State Government officials, and Tier-1 media.
- **Vetted Technical Standards:** All executions strictly to adhere to the Safexsure Designs & Projects (SDP) Detailed Project Reports (DPRs).
- **Exclusive Oversight & control:** By Safexsure Foundation at zero project monitoring fees.
- **Prestige Aligned with Award Frameworks:** The tiered sponsorship mimics world-class events like the Filmfare or IIFA Awards, ensuring high-impact brand visibility.

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale:

B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot

Strategic Focus Areas

SCF dual-portfolio blueprint aligns corporate vision with national and global development goals:

- **SCF Portfolio 1: Urban Renewal & Ecological Infrastructure**
 - Deploying state-of-the-art civic infrastructure, research, and inclusive special education facilities across Indian growth centers.
- **SCF Portfolio 2: Track-II Dialogues & Foreign Affairs**
 - Formulating public-private policy frameworks alongside state governments (Haryana, Delhi, Maharashtra), federal entities, and key municipal corporations (Gurugram, Delhi, Panchkula, Mumbai).



B2B & B2G Multi-Tiered Corporate Partnership Matrix

Project Code: SiEGA-HR-26-PPP-005 | Collective Principal-Allocation Pool: ₹25.50 Crores per event (Total ₹51 Crores for 2 events)

To ensure diverse representation, the initiative offers structured, non-CSR commercial sponsorship tiers.

Partnership Tier-4; Honorary ESG Fellow (Incentive Slot)

- **Available Slots;** 10 Corporates, (Board nominated 1 couple each corporate)
- **Investment Per Event;** ₹0.00 (Zero)
- **Key Deliverables & Corporate Benefits;** Fully funded sponsorship awarded to selected enterprise boards. Includes brand visibility on rotation, shared stage recognition, and access to all technical briefings.

Partnership Tier-3; Socio-Cultural & Heritage Patron

- **Available Slots;** 2 Corporates
- **Investment Per Event;** ₹2.55 Crores
- **Key Deliverables & Corporate Benefits;** Speaking slot during cultural/cinema showcases, brand placement, recognition by state government dignitaries.

Partnership Tier-2; Strategic Infrastructure Leader

- **Available Slots;** 2 Corporates
- **Investment Per Event;** ₹5.00 Crores
- **Key Deliverables & Corporate Benefits;** Dedicated panel speaking slot, high-visibility brand placement, stage recognition, inclusion in technical briefings.

Partnership Tier-1 ; Principal Anchor Partner

- **Available Slots;** 1 Corporate
- **Investment Per Event;** ₹12.50 Crores
- **Key Deliverables & Corporate Benefits;** Keynote address, solo panel slot, premium logo positioning across all EU/India venues, VVIP stage recognition, full media coverage.



Corporate Partnership Framework & Compliance

SiEGA initiative operates via a strategic, non-CSR corporate sponsorship model, structured in strict compliance with MCA and DoPT statutory provisions:

- **MCA Compliance:** Financial contributions are structured as specialized institutional B2B sponsorships, not under corporate social responsibility (CSR) mandates.
- **DoPT AIS Rules Alignment:** To preserve absolute official integrity and avoid conflicts of interest, all corporate funds are pooled directly into a central execution fund managed by the institutional organizer. No direct or indirect personal benefits, honors, or individual endowments are extended to participating officers.
- **ESG Integration:** Corporate partnerships directly advance measurable Environmental, Social, and Governance (ESG) metrics, specifically contributing to cross-border technology transfer, climate action capacity building, and sustainable governance infrastructure.

SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale: B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot

Regulatory Compliance & Screening Committee of Secretaries (SCoS) Exemptions

In adherence to the Ministry of Finance (Department of Expenditure) and DoPT guidelines, this structured training program qualifies under the streamlined approval track for official foreign training:

- **Officer Rank Exemption:** Participating government officers up to and including the Joint Secretary level are fully exempt from Screening Committee of Secretaries (SCoS) clearance.
- **Senior Clearance Thresholds:** Delegations led by, or including, officers of higher ranks (Additional Secretary, Secretary, or equivalent) must be routed through standard SCoS clearance channels.
- **Training Categorization:** Under established Department of Expenditure instructions, structured foreign training components, Mid-Career Training Programmes (MCTP), and institutional capacity-building programs are distinct from standard foreign tours. They do not require SCoS clearance for eligible ranks.
- **Delegation Size & Duration Flexibility:** Standard official foreign visits trigger mandatory SCoS review if they exceed 5 days or 5 members. In contrast, qualified institutional training programs for eligible officer ranks carry no duration or delegation size restrictions regarding the SCoS exemption.
- **Inter-Ministerial Clearances:** All official visits remain subject to mandatory statutory clearances from the Ministry of External Affairs (MEA), the Ministry of Home Affairs (MHA), and respective administrative ministries, in compliance with DoPT All India Services (AIS) Rules.
- **Foreign Funding Regulations:** The pre-alignment delegation operates in compliance with the Ministry of Corporate Affairs (MCA) guidelines and the Foreign Contribution (Regulation) Act (FCRA).
- **Post-17:00 Hours Protocol:** All government officers' activities after 17:00 hours must comply with Central Civil Services Cultural and Sports Board (CCSCSB) regulations.

Official Reference

Ministry of Finance, Department of Expenditure, Office Memorandum No. 4(4)/E.Coord/2015 (Dated: 5th January, 2016). Subject: Instructions for processing foreign visits of officers of the Government of India for approval of Screening Committee of Secretaries (SCoS).

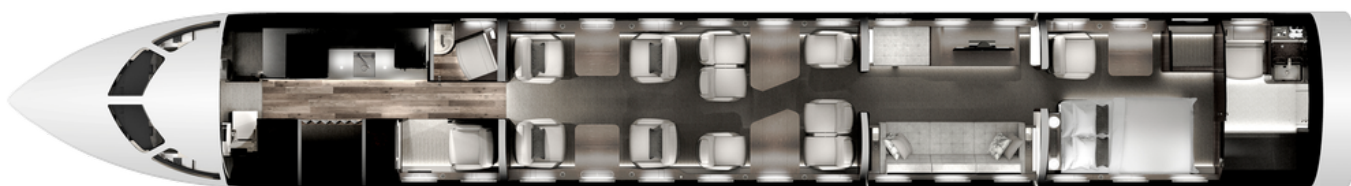
Official Framework & Travel Directives

All government officers must adhere to applicable State and Central Government policies for foreign training programs, governed by the following statutory reference directives:

- **Air Travel Directive:** In accordance with the Ministry of Finance, Department of Expenditure, Govt. of India Office Memorandum/Directive No. 19024/1/2009-E.IV, Dated 31/12/2018, governing official air travel where the cost of passage is not borne by the Government of India. [1]
- **Security & Class Approval:** SDP/DPRS administrative approvals must strictly align with the government-vetted SiEGA-Track II “First Class Air Travel & Close Protection Security” Policy Brochure (2026–2027).
- **Notification References:**
 - Reference No: SRWA/B/EUT/E/52, Dated 19.04.2026
 - Gazette/Notification No: India-SIEGA-NGN 104, Dated 09.07.2026
 - Notification No: SRWA/N/OoSK/101 भारत I, Dated Friday, 24.04.2026

Signaling India's Economic Status and Ambition

Arriving via a modern, elite fleet provides foreign partners with a powerful, visible indicator of India's technological progress and economic drive. Vetted by the Government of India as a symbol of national pride, the **Bombardier Global 7500 Premier**—or an equivalent ultra-long-range, 16-seater business jet—serves as the official air carrier for the SiEGA Track II Delegation during its convention series across India and Europe.



SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale:

B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot

Project ID: SiEGA-HR-26-PPP-008: Savitri Chander Foundation Pilot- Transforming Urban Ecosystems:



Community Cum Convention Center
Multi-storey building



Free entry events & Discotheque nights

Convention Center

Discotheque worthy AI Smart Lighting

An Invitation to the Vanguard of Change: India's First Next-Gen Municipal Community & Convention Center, 5-star standard, fully air-conditioned

Project Overview

Introducing India's first next-generation municipal community and convention centre—a pioneering Public-Private Partnership (PPP) designed for robust, MCA-compliant CSR investments. This model enables corporate partners to engage in direct project execution, bypassing traditional implementing agencies to ensure maximum transparency and control.

Located in Sector-4, Gurugram (Ward-33), this proposed ₹250-Crore project utilises EU-compliant green technology. The infrastructure qualifies for 100% Corporate Principal Allocation as it directly fulfills Schedule VII of the Companies Act, 2013, under Section (x) for ecological sustainability and conservation, and Section (ii) for education and vocational skills.

By deploying a zero-cash, self-sustaining escrow model, the project guarantees 100% tax compliance, zero leakages, and perpetual, compounding brand equity. This sustainable infrastructure model drives comprehensive urban transformation by uniting vital public sectors into a single hub: citizen wellness, healthcare, civic utility, social empowerment, entertainment, ecological development, and active Janbhagidari.

Strategic Project Authority

- **Location:** Gurugram, India (Starting Municipal Wards: 33, 11, 25, and 1)
- **Framework:** Turnkey construction, operation, and maintenance (O&M)
- **Standards:** 5-star quality, fully air-conditioned, earthquake-resistant structure
- **Endorsement:** End-to-end pro-bono project monitoring and government liaison executed by Safexsure Foundation (ULB HR Endorsement No. 5595)
- **Asset Ownership:** 100% land and asset ownership remains permanently with the government.

Architectural Blueprint & Floor Layout

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

1. Parking Infrastructure

- **Basement Levels 3 & 2:** Multi-level smart parking facilities

2. Recreational Infrastructure

- **Level 1:** Mini-adventure and indoor water park

3. Civic & Corporate Operations

- **Ground Floor:** Central reception, Municipal Corporation of Gurugram (MCG) operated community center, and dedicated MCG/Corporate office blocks

4. Citizen Engagement & Empowerment (non-political) Activities

- **1st & 2nd Floor:** Mini-auditorium featuring AI-controlled, discotheque-grade lighting for free-entry citizen Janbhagidari & Special education events & Couples discotheque nights.

5. Community & Healthcare Hub

- **3rd Floor:** Fully furnished Savitri Chander RWA (SRWA) zonal oval command center for municipal zonal civic amenities & citizens empowerment activities management, Safexsure & corporate experience center, cafeteria, media/dance studios, mini-medical clinic, and citizen facilitation center

6. Executive & VVIP Level

- **Terrace Level:** Features a fully equipped SRWA Oval House designated for the exclusive use of SRWA invited Federal and State Government Officers, VVIP guests, and the family of the SRWA Zonal Head.
- **Ward 33 Special Feature:** Dedicated rooftop helipad for rapid VVIP transit



SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale:

B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot

India's First Next-Gen Municipal Community & Convention Center, 5-star standard, fully air-conditioned

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.

Self-Sustainability Model:



SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale:
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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.



SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale:

B2B-B2G Partnership; ₹2,000 Crore SiEGA Gurugram Ecological Transformation Pilot

India's First Next-Gen Municipal Community & Convention Center, 5-star standard, fully air-conditioned

1. Core Statutory & Regulatory Alignment

The project operates under a strict multi-tier legal framework ensuring zero regulatory friction:

- **Haryana Municipal Act Compliance:** Formulated under the Haryana Municipal Corporation Act, 1994. It perfectly matches the statutory mandates for civic Janbhagidari (citizen participation) and infrastructure asset optimization.
- **Public-Private Partnership (PPP) Guidelines:** Aligned with the Haryana PPP Guidelines. It ensures transparent revenue sharing, asset tracking, and strict operations and maintenance (O&M) performance benchmarks.
- **National Asset Monetisation Pipeline (NAMP):** Utilizes the federal brownfield asset monetization model. It unlocks public land value via long-term, private sector-led operations without transferring core title ownership.
- **Advertisement Law Exemption:** Indoor (in-campus) digital and static media are completely exempt from the Haryana Municipal Advertisement Bye-laws. This creates an exclusive, high-yield revenue stream for corporate sponsors inside the property.

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 Mini-Auditorium 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.



SiEGA-(Sustainable Indo-Euro Green Actions) Skill to Scale:

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Project ID: SiEGA-HR-26-PPP-009: Savitri Chander Foundation Pilot- Transforming Municipal Advertisement Ecosystems:

Corporate Investment & Financial Structure (Non-CSR Eligible SDP/DPR Framework)

- **Allocation Breakdown Per MCG-Approved Unit:** A sum of ₹1 Crore (inclusive of GST) is directly allocated toward upgrading public-use MCG infrastructure and eco-development. An additional allocation, inclusive of GST paid by the corporate entities, is designated for upgrading MCG Outdoor Media Device (OMD) infrastructure through the installation of 15 Dual-Display, independently illuminated, innovative-type OMDs.
- **Technical Vetting:** All structural designs, wind-load tolerances, and electrical drawings shall be pre-vetted and approved by the Chief Engineer.
- **Zero-Cost Model:** The project operates on a strict Zero-Cost Build-Operate-Maintain (BOM) model for the MCG, ensuring no financial liability is incurred by the municipality.
- **Asset Vesting:** Upon successful commissioning, absolute title and ownership of all physical OMD infrastructure shall automatically vest in the MCG as permanent municipal assets.
- **Tenure & Fiscal Dispatch:** This agreement is valid for a strict five (5) year concession period with operational performance monitored through KPI-based review metrics.
- **Competitive Discovery & Framework:** The Swiss Challenge method, indemnity clauses, and operational timelines are strictly governed under the framework outlined in Paragraph 9 of this proposal.
- **ESG Capacity Building:** Corporate funding shall fully cover specialized Environmental, Social, and Governance (ESG) and green-technology educational workshops. These events are designed to scale up knowledge of EU-green technology and project cost-reduction strategies for government officers, corporate ESG leaders, and relevant public stakeholders.
- **Specifications:** Final Innovative Type OMD sizes, physical footprints, and exact localized site allocations remain subject to case-by-case MCG engineering sign-offs.

Operational Display Dynamics & Revenue Security

The innovative Type OMD units feature a dual-independent-screen matrix designed to ensure long-term public utility and financial sustainability:

- **Primary Main Display:** A hybrid presentation system combining flexible and digital screen technologies, dedicated to corporate partner branding and sustainability via third-party monetization.
- **Auxiliary Sub-Display:** A flexible screen interface, legally capped at a maximum of 25% of the primary main display's surface area. This screen is reserved exclusively for Municipal Corporation Gurugram (MCG) public safety notices, civic announcements, and independent municipal revenue generation via third-party monetization.
- **Fiscal Revenue Protection:** The structural rollout of this model guarantees zero adverse impact on the existing advertisement revenue streams of the MCG. It introduces a completely non-competing, supplementary revenue vertical

Engineering, Traffic, & Visual Guidelines (OMD Placement)

To protect urban aesthetics and public safety, all Innovative Type OMD deployments will adhere to strict structural constraints:

- **Location Integrity:** Placed exclusively in zones that do not reduce the market value/visibility of current MCG OMDs.
- **Public Safety:** Guaranteed zero blockage of pedestrian paths, walkways, or clear zones.
- **Regulatory Alignment:** Strictly aligned with the Indian Roads Congress (IRC) visual guidelines and Haryana Advertisement Bye-laws to prevent driver distraction and safeguard road safety.
- **Certification:** Final OMD identification numbers will be assigned only after the explicit issuance of Structural Safety Certificates by the Chief Engineer (CE) and clearances from the Local Traffic Department.