

Press Note

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## **Mahindra World City, Jaipur inaugurates 'Digital Literacy Centre' in Laliya-Ka-Bas Village**

**~Supports 'Digital India' with a vision to achieve 100% digital literacy among villagers**

**Jaipur, June 21, 2019:** Mahindra World City Jaipur Ltd. ('MWC Jaipur'), a joint venture between Mahindra Lifespace Developers Limited (MLDL) and Rajasthan State Industrial Development and Investment Corporation (RIICO), today inaugurated a Digital Literacy Centre in nearby Laliya-Ka-Bas village, as part of its CSR efforts to support inclusive development via widespread digital literacy. Laliya-Ka-Bas is home to about 600 inhabitants and is the third village identified by MWC Jaipur for implementation of its community digital literacy program.

The Government of India launched the Digital India campaign in 2015 with a vision to transform India into a digitally empowered knowledge economy. Complementing the Government's goal to ensure each house is digitally literate, MWC Jaipur aims to empower the inhabitants of Laliya-Ka-Bas with basic computer and internet skills training. The objective is to introduce the villagers to the power of the digital economy, for use in utilities payments, banking transactions or in connecting to employment opportunities available online, among others. The centre is equipped with the latest infrastructure and training facilities.

Commenting on the initiative, **Sanjay Srivastava, Business Head, Mahindra World City, Jaipur & Director, ORIGINS, Ahmedabad** said, "Mahindra World City, Jaipur is delighted to contribute its share to the Digital India mission. Through the Digital Literacy Centre at Laliya-ka-bas Village, we aim to enable positive and long-lasting community transformation towards a digitally connected future."

**Hanuman Kharbas, Sarpanch of Laliya-ka-bas**, added, "We are grateful to MWC Jaipur for setting up the Digital Literacy Centre. We recognise that digital literacy is a must in today's day and age. The centre will bring about positive change in our village and help our younger generation to grow and prosper."

Established in 2006, MWC Jaipur embodies the philosophy of 'Livelihood, Living and Life' and comprises a Multi-Product Special Economic Zone (SEZ), a Domestic Tariff Area (DTA) and planned social & residential infrastructure. The multi-product Special Economic Zone at MWC Jaipur is North India's largest and Rajasthan's first operational SEZ. Companies who have already signed up at MWC Jaipur range from small & mid-sized entrepreneur-driven businesses, to large global & Indian corporations. These include Ball Corporation, Deutsche Bank, Gravita, Infosys, Jaipur Crafts, JCB, KnitPro International, Mahindra & Mahindra, Metlife, Perto, Poly Medicure, TTK Healthcare and Yasen Lighting, among others.

MWC Jaipur has established global benchmarks in sustainable urban development and is focused on holistic growth encompassing local communities and the environment. Sustainable urban practices taken up at MWC Jaipur include energy-efficient green buildings, LED street lighting, solar PV rooftops, LED retrofitting, e-rickshaws, urban tree plantation drives, sewage treatment plants (STP), treated water for landscaping, and low-flow fixtures and fittings. MWC Jaipur is the world's largest project to receive the C40 CPDP Stage 2 certification from C40 Cities - a global benchmark for creating sustainable, carbon positive cities of the future.

### **About Mahindra Lifespace Developers Limited**

Established in 1994, Mahindra Lifespace Developers Limited is the real estate and infrastructure development business of the USD 20.7 billion Mahindra Group, and a pioneer of sustainable urbanisation in India. The Company is committed to transforming India's urban landscape through its residential developments under the 'Mahindra

Lifespaces' and 'Happinest' brands; and through its integrated cities and industrial clusters under the 'Mahindra World City' and 'Origins by Mahindra World City' brands.

Mahindra Lifespaces delivers innovative customer-focused solutions that are rooted in a legacy of trust and transparency. The Company's development footprint spans 24.5 million sq. ft. (2.3 million sq. m.) of completed, ongoing and forthcoming residential projects across seven Indian cities; and over 5000 acres of ongoing and forthcoming projects under development/management at its integrated developments / industrial clusters across four locations.

A pioneer of the green homes movement in India, Mahindra Lifespaces has been ranked 4th in Asia in its category, in the '2017 GRESB Real Estate ESG (Environmental, Social and Governance) Assessment'. The Company has also been ranked 22nd amongst India's great mid-size workplaces – 2018, by the Great Place To Work Institute.

Learn more about Mahindra Lifespaces at [www.mahindralifespaces.com](http://www.mahindralifespaces.com)

### **About Mahindra**

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

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