Urban Challenge Fund (ref. Budget speech 2025)

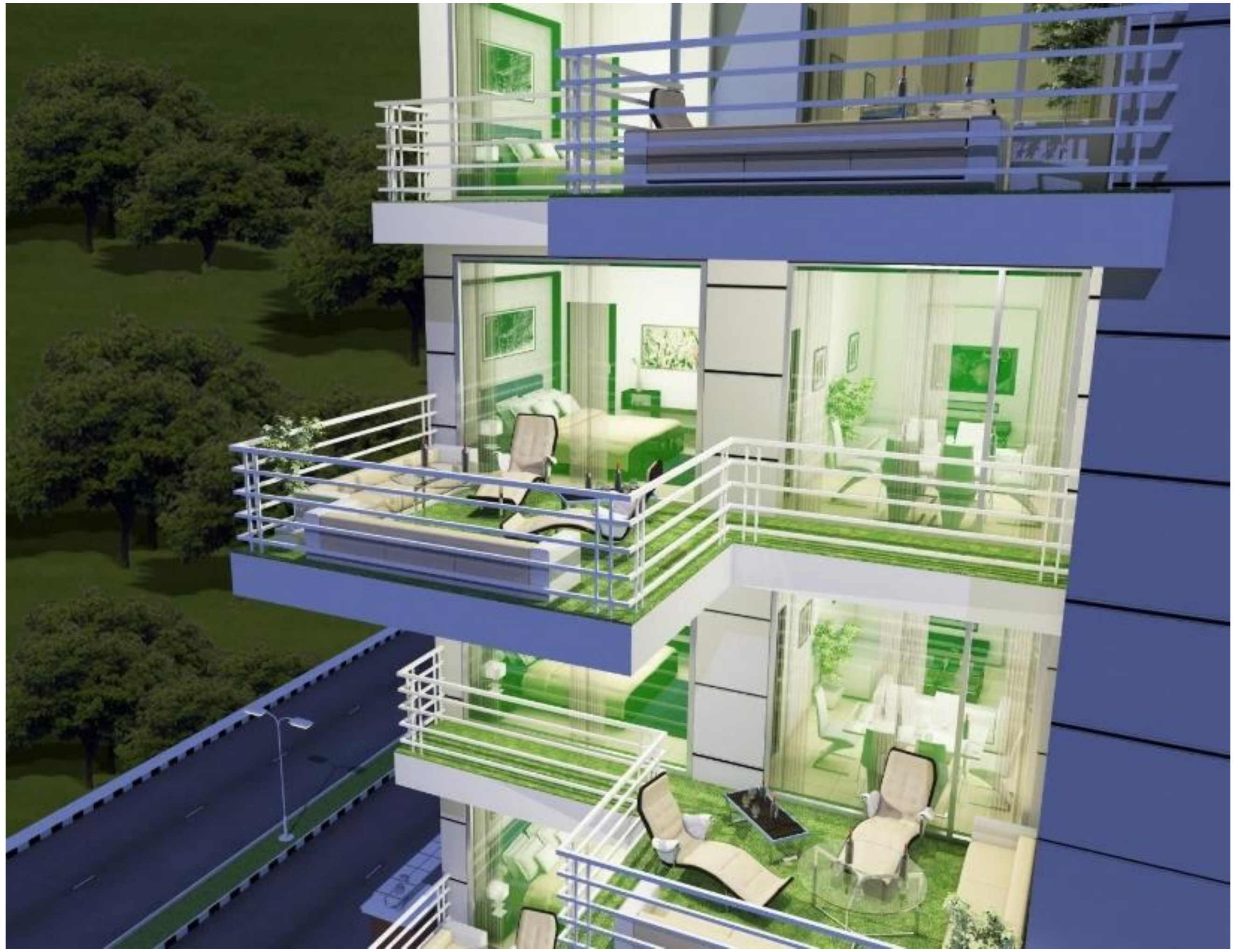
₹1 lakh Crore (approximately $12 billion) fund specifically designed for "cities as growth hubs" and urban redevelopment

Do you really need big money to create a Smart City ?

Sanjay Yadav, Founder 100 CF Lab

CEO, Harbinger Creators

Track records as Developer : Create It First and Many Firsts



Profile

Sanjay Yadav
Founder & Director

Education: MNIT, Masters in Project Management

Email: syadav@100cflab.in
Mobile: 9829016936

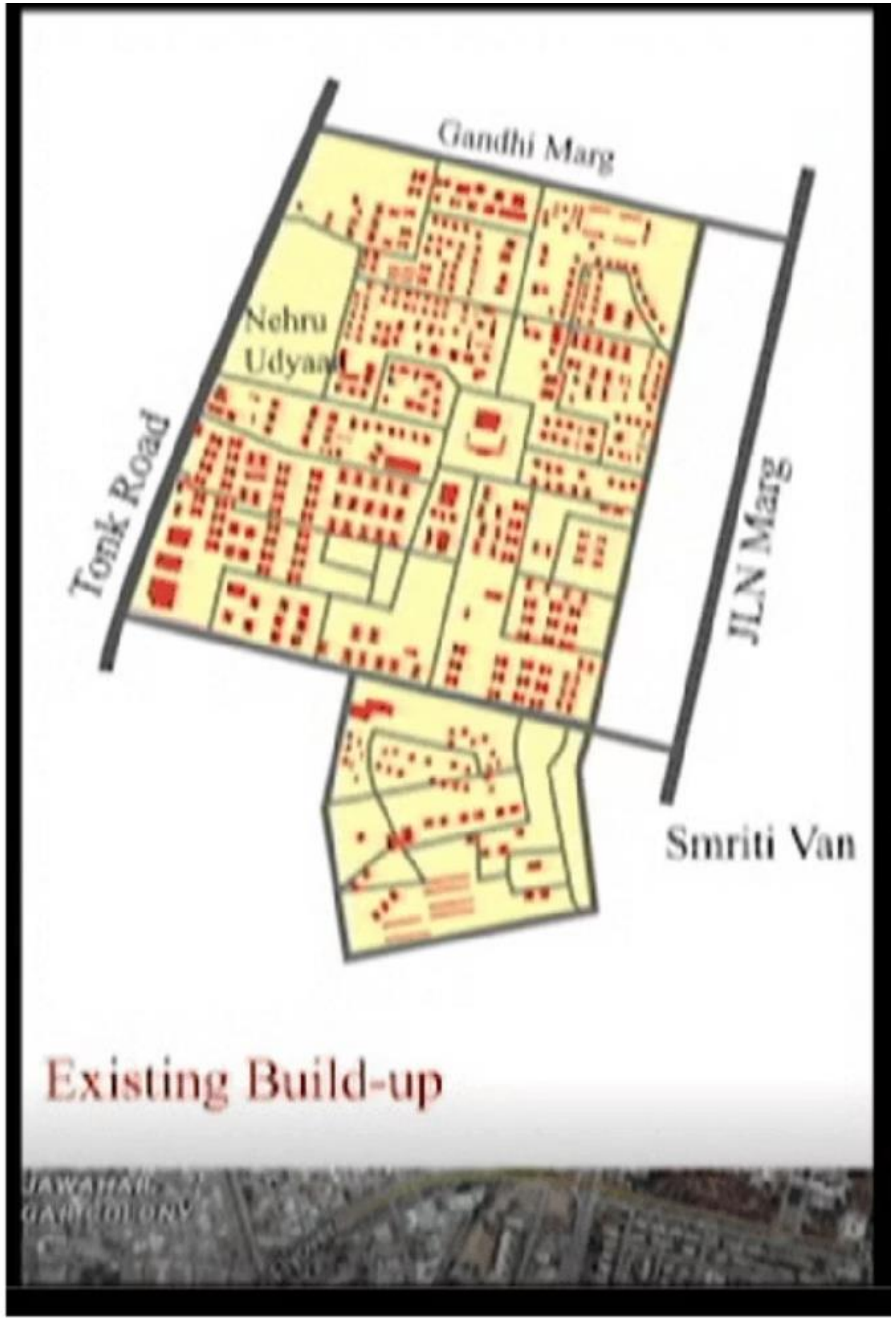
- Serial Entrepreneur & Director, Harbinger Group Companies
- Founder – 100 Co-founders Lab
- Co-founder & Director of Rajasthan Angel Innovators Network (1st Angel group based in Jaipur)
- Recipient of 2 startup awards by Govt of Rajasthan among nationwide entries (IoT application for Smart City & Challenge for Change)
- Unique combination of Construction Project, Finance and Software Tech

Rewind in the year 2014 (after Harbinger Heights)

Study of Smart Cities across the world

Self-Generation of Funds

1. If we take example of Purtagya (Malasia) this process could self generate resources to help build new cities



Displacement –

20 : 80

Senior staff v/s Junior staff

v/s 100% at same place

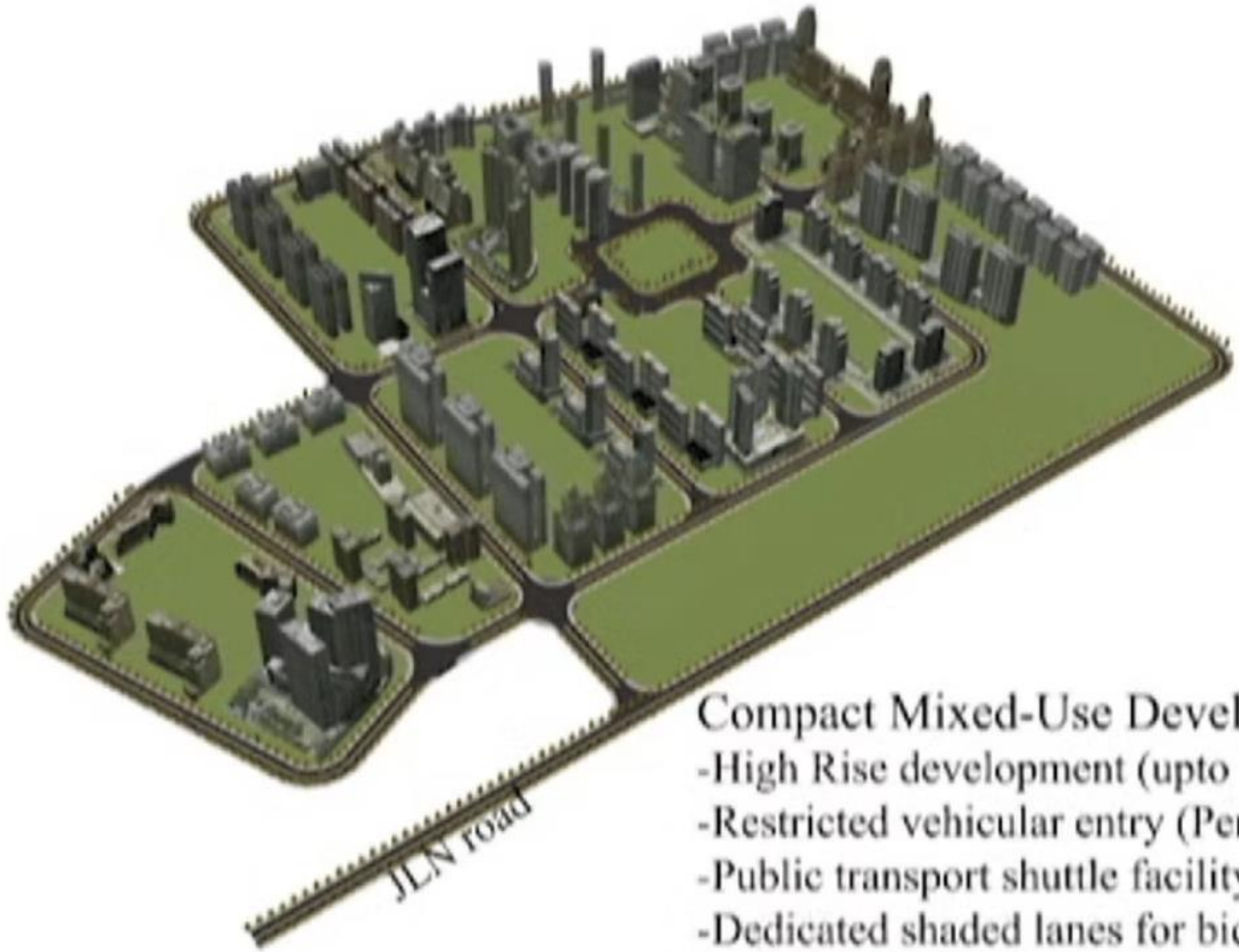
Twin City critical mass displacement by junior staff

Area – 10 M square feet
Utilizable Area – 50% - 5 M sft
FAR at 10 – 50 M sft (5 crore sft)
FAR price – 3000 - 6000 per sft
Sellable Value – 15,000 – 30,000 Cr

Land price – 1.5L square yard
Land Price at SEZ – 30k square yard
Sellable Value – 1,20,000 @250 acre * 4886 ~= 7.5k crore (at 50%)

New land at SEZ – 6k-10k per square yard
Sellable Value – 1,40,000 (10k) @ 250 acre * 4886 ~= 17k crore

Note- 75 story construction approx 6-12k
10 story construction approx 1.5k – 3.5k



Compact Mixed-Use Development -

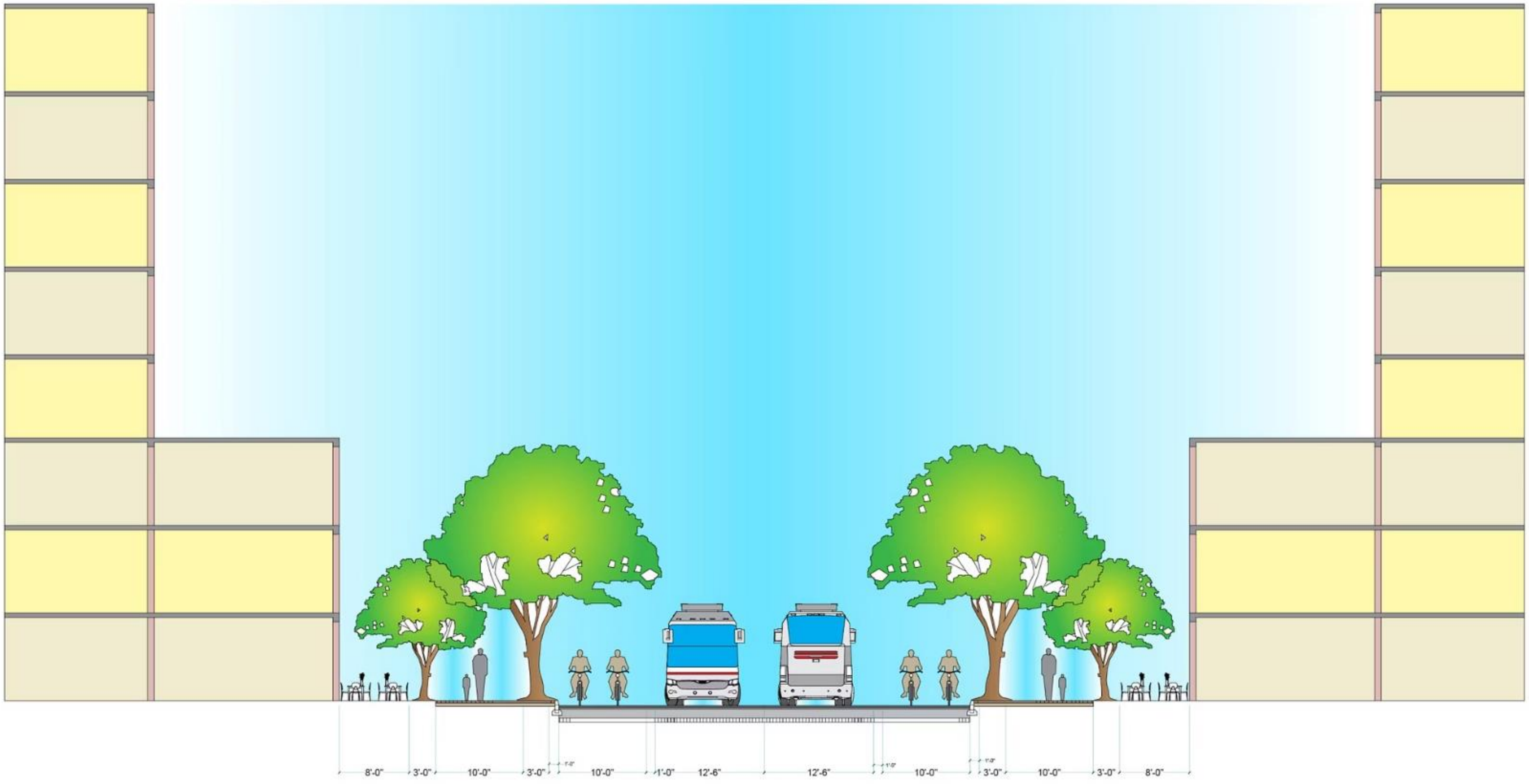
-High Rise development (upto 70 storeys)

-Restricted vehicular entry (Personal vehicles)

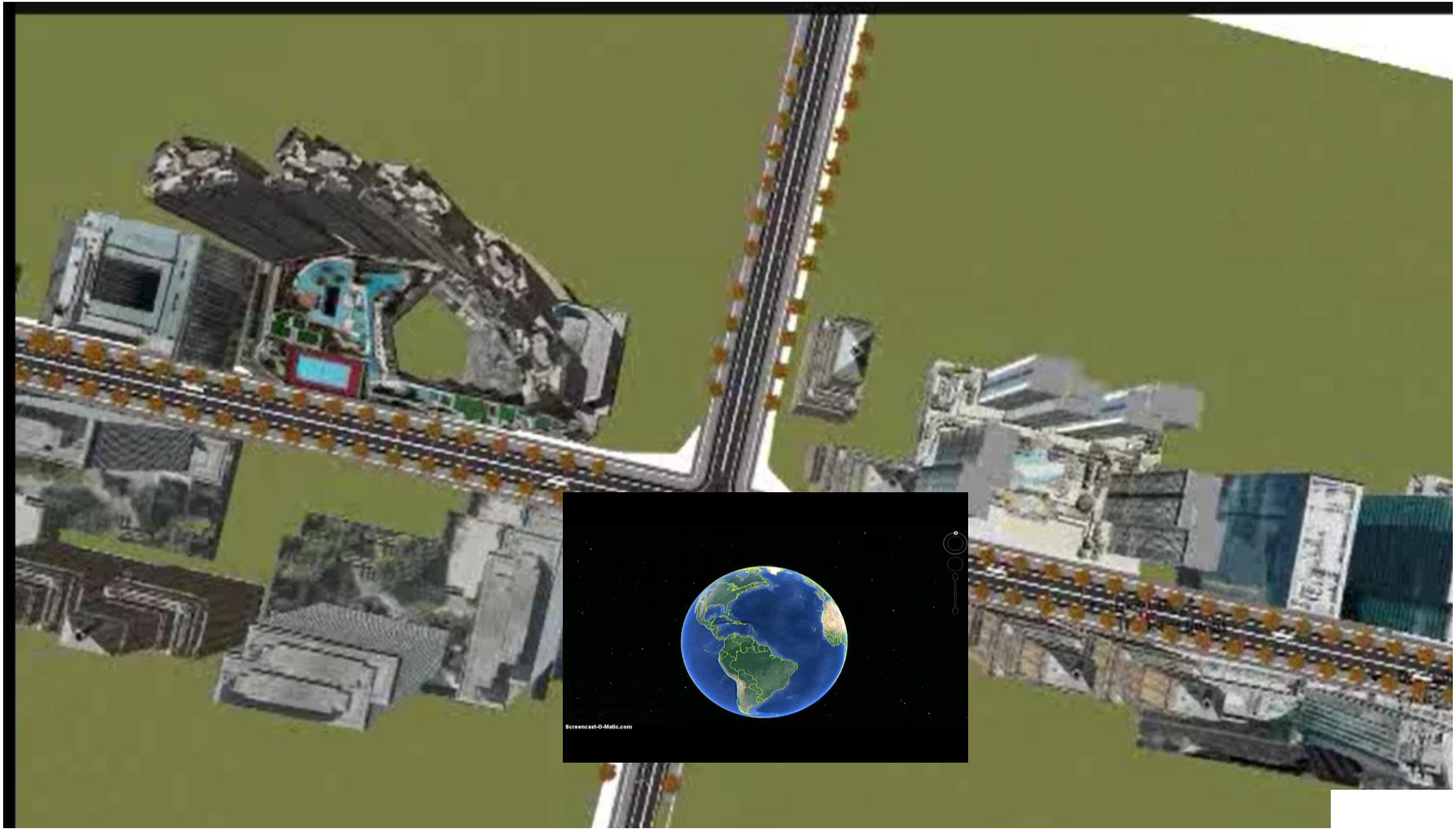
-Public transport shuttle facility

-Dedicated shaded lanes for bicycle and pedestrians

Covered Pedestrian/Cycle track



PROPOSED ROAD SECTION


Screencast-O-Matic.com

Next Step: Cluster Feasibility Concept

Redevelopment of Gandhi Nagar & Bajaj Nagar, Jaipur

Transforming Gandhi Nagar and Bajaj Nagar with transit-oriented design and mixed land use.

Focus on green spaces, sustainable urban growth.

Floor Area Ratio & Construction Potential

FAR: 8–12

Aligned with Jaipur Master Plan and policies

Construction Potential

50+ million sq. ft. via Dense City vertical model

Mixed-use Spaces

Residential, commercial, institutional integrated

Capital Generation & Financing Models

Initial Capital

₹15,000+ crore generated through land monetization and FSI sales (with FAR @ 3k-6k per sft)

Development Value

₹25,000 crore mobilized via Public-Private Partnerships and institutional funding

Urban Challenge Fund

₹1 lakh crore (approximately $12 billion) fund specifically designed for "cities as growth hubs" and urban redevelopment

Asset Recycling

Strategy to enhance the sustainability of long-term capital flows

Economic Impact

5–10x reinvestment yielding ₹2.5–5 lakh crore impact

Scalable Urban Development Strategy

- Multi-nodal Hubs
- Develop along Ring Road & strategic corridors
- Sync with AMRUT, Smart Cities, and freight logistics

Best Practices around the globe

New York

54% - Public transport

Hong Kong

90% Public transport

Amsterdam

only 20 % of trips by CAR

Portland (Oregon)

Pedestrian Streets, **Half of energy from renewable resources**

London (Camden Town)

Pedestrian (Tube right in the center)

6 San Francisco

Roofs meets power/ successful recycling of water.

7 Chicago

Green Space- public Parks/ laggards in human capital/ Soft power

8 Eugene (Oregon)

Hydro power + Wind farms + Solar farms

9 Lexington

Recycle everything from surplus electronics to snap metal

10 Reykjavik, (Iceland)

100% Renewable energy

11 Hong Kong

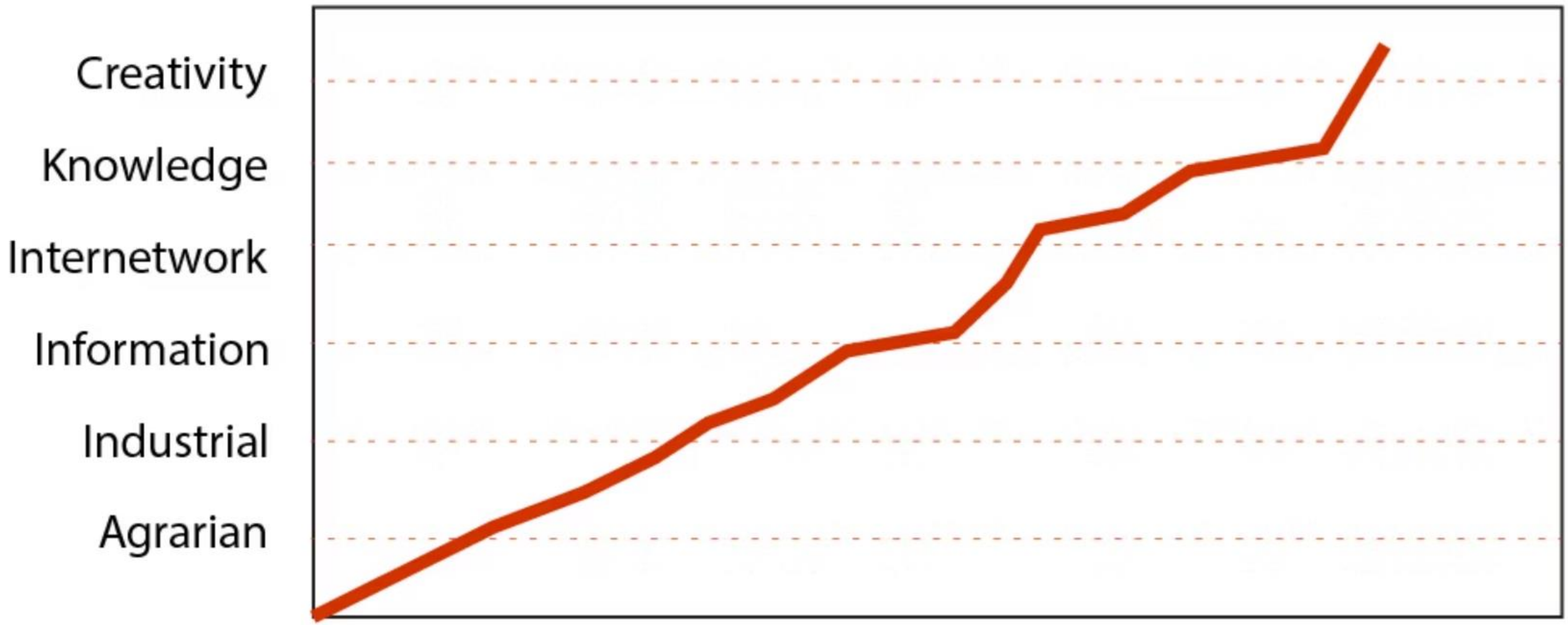
Smart Cards **(Digital Pass QR code)** in Public travel, library, building access, shopping, car parking

12 Paris

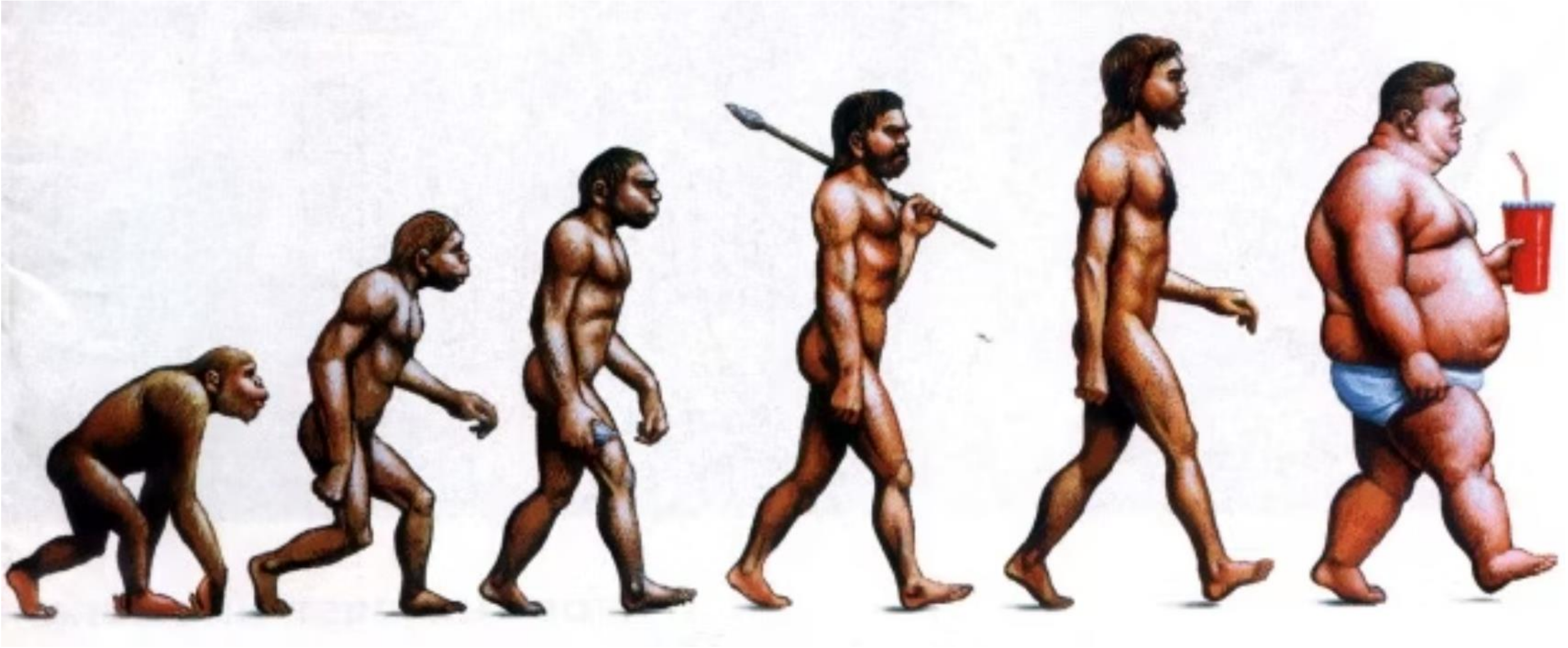
Bike sharing program, "Velib", similar model for small Evs called "autolib"

13 **Jaipur Leap Frog**

Drivers of the Economy over time



The design of our cities will lead us ...



Compact, Dense City with mixed Land use

Tanjong Pagar Centre

Connected by efficient tube transit

City in Garden

Compact / Dense City

Pedestrian Example

Underground Public Transport

Retail on lower floors

Offices over lower floors with Mixed land Use Dense City

Top Floors - Residential

Work,
Live, Play
in one
vicinity

Jaipur Leapfrog

How should the Jaipur city evolve ?

- City In the Garden
- Pedestrian Paradise/ Walk able City – Going Beyond Best Practices and unique solution to suit Localized Weather
- Smart Economic Puzzle – Part 2 presentation

Others

- Compact/Dense City connected with Tube
- Engineered and Designed for Bicycle tracks
- Low carbon and Water Recycle
- Start with one Cluster in Jaipur and SEZ ....and then replicate
- In parallel Convert Heritage City into Pedestrian Paradise

Technology- Central concept

Prepaid metering and Payment layer integration to bring discipline

Decentralization Local Bodies through cluster Communities

Examples : Human Capital (Creative Economy)

The economic influence of 8.5 lacs census of San Francisco City out sizes the economic influence of 80 lacs census of New York .

(Source PwC report)

Smart Economic Puzzle – Part 2 presentation

References

1 **Richard Florida:** American urban studies expert and author of book "Rise of Creative Class".

2 **Charles Landry:** Best known for the book "Creative City".A toolkit for Urban Innovators- Creative cities have become a global movement to rethink the planning of cities.

3 **Annalee Saxenian:** Professor of city and regional planning ,UCB

4 **Jeff Speck:** City Planner, Urban Designer, and author of the book "How downtown can save America"- Best selling / design title of 2013

5 A Report of the Global Agenda Council on competitiveness :**World Economic Forum** August 2014.

6 10 principles of livable high density city: Lessons from Singapore: **Urban Land Institute, Singapore**

Next Step – Building the Team

1. Team Leader – Honorable Chief Minister of the State
2. IAS Officer – Responsible for the entire project lifecycle (10-15 years)
3. One of the Big 5 Consulting Firms (KPMG, PwC, etc.)
4. ANZ Planners (Malaysia)
5. Hiverlab (Singapore)
6. Initiate monthly follow-up meetings chaired by the Chief Minister

Additional Slides

Policy initiative needed for Smart City theme

Recommended Policy Change by iStart, Government of Rajasthan

To promote innovation and streamline engagement with startups for Smart City initiatives, the following policy changes are proposed:

Eligibility Criteria: The entity must be a technology startup duly registered with iStart Rajasthan and recognized by DPIIT (Department for Promotion of Industry and Internal Trade) or Startup India.

Smart City Theme: The startup must have developed and demonstrated a Smart City theme with any department of Government of Rajasthan, demonstrating relevant expertise and experience. Smart City theme is a solution targeted towards common citizen convenience using IT or technology in any manner.

Recognition by Government Initiatives: The startup must have won any Startup Challenge or a similar innovation program in past constituted by the Department of Information Technology & Communication (DoIT&C), Government of Rajasthan.

Work Allocation without Tendering: The eligible startup may be awarded government work up to a combined value of multiple contracts not exceeding ₹10 Crores per annum without undergoing the standard tendering process. This may include one or more contracts from multiple government departments or institutions. Single contract shall not be more than 50 lakhs.

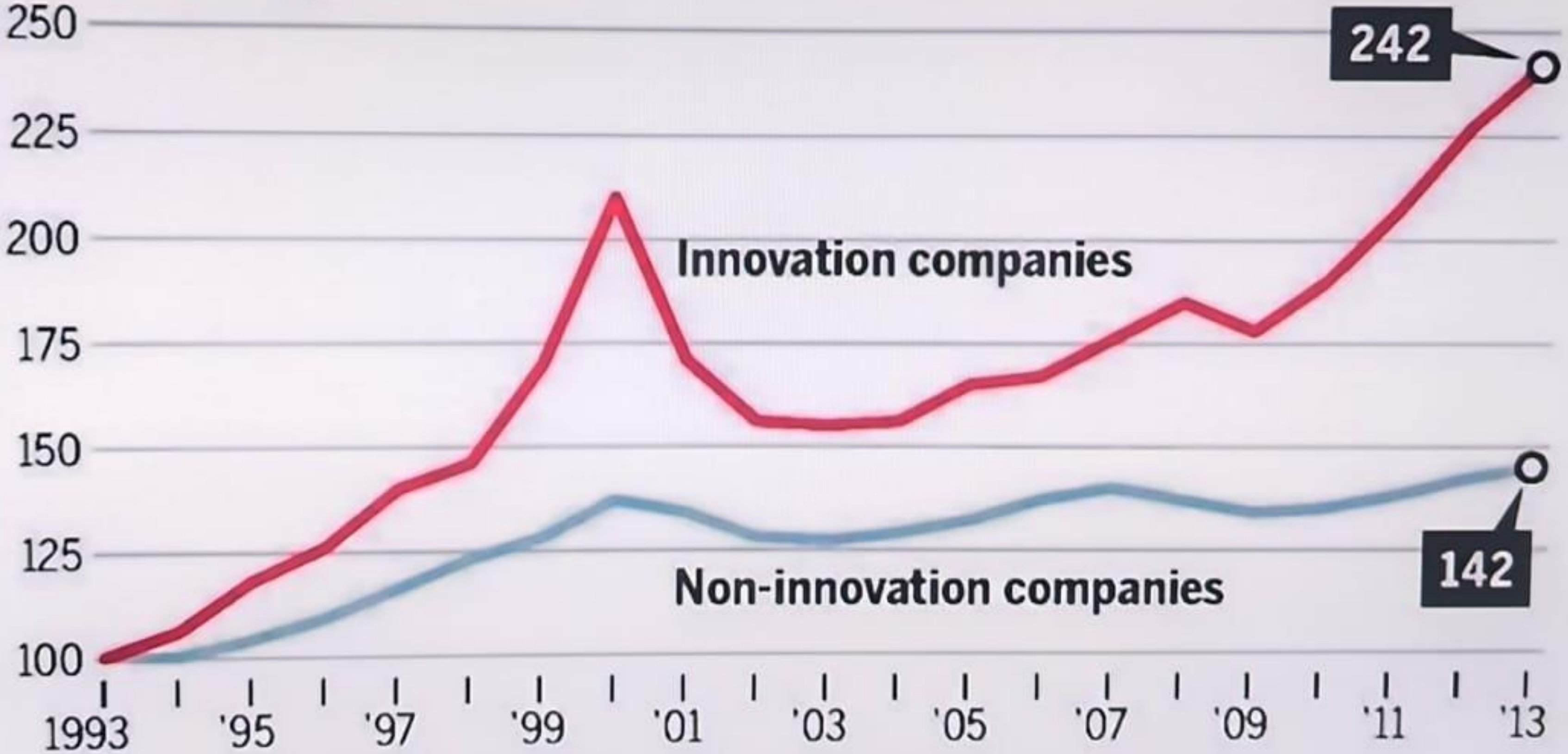
iStart Assistance: The startup must have been a recipient of any form of assistance or support under the iStart program of the Government of Rajasthan.

New Institutional Economics

Silicon Valley's record-breaking growth

The region's innovation industries have been driving the economic growth for the past 20 years, surpassing the dot-com boom in 2000.

Silicon Valley growth index:

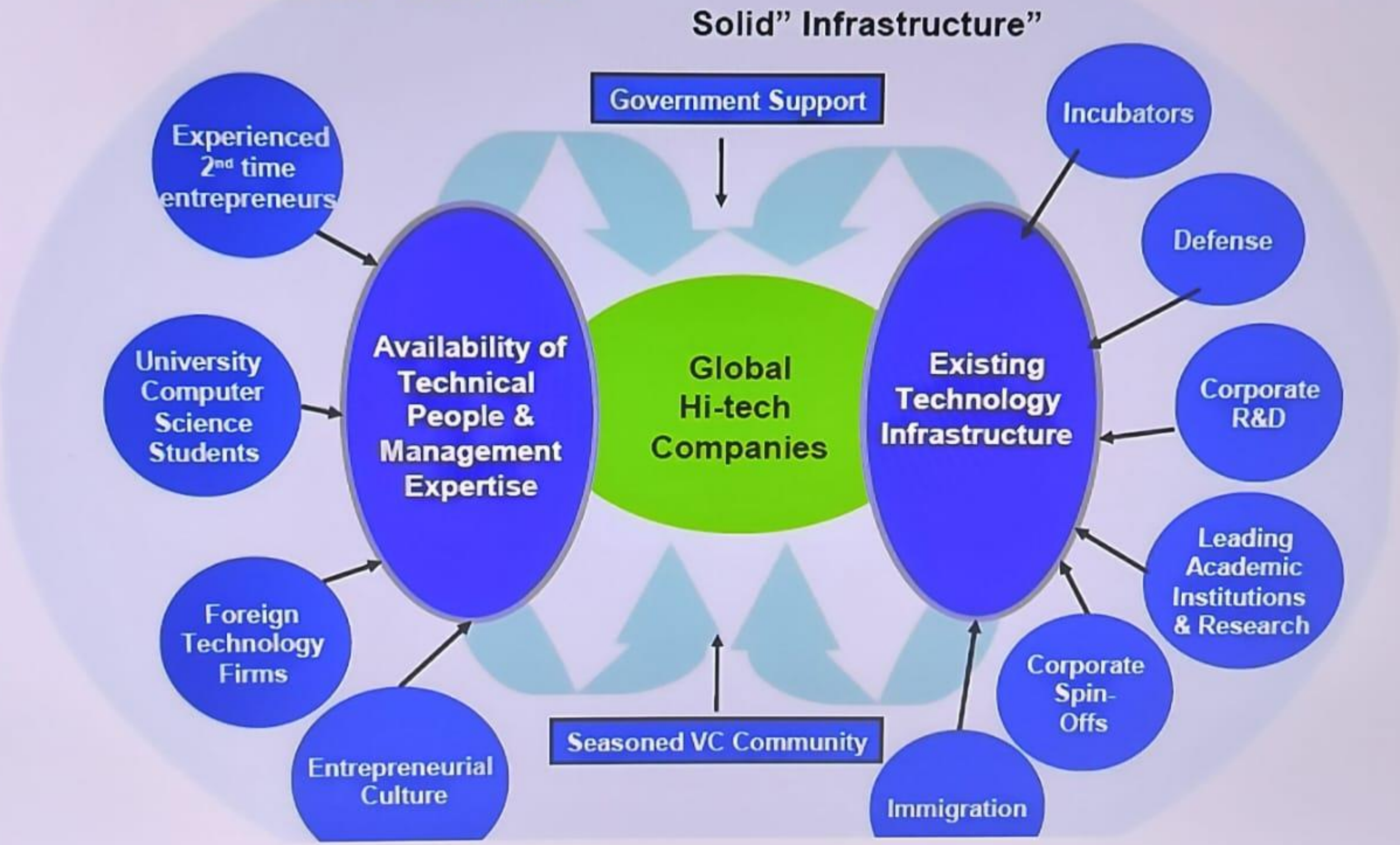


Note: Reflects GDP in Santa Clara, San Mateo and San Francisco counties; Starting values are indexed to 1993 economic output)

Source: Moody's Analytics; Analysis: Collaborative Economics BAY AREA NEWS GROUP

New Institutional Economics

Hi-Tech Cluster



Pillars of creative economy

Three T's:

- Talent (Universities and graduates)
- Technology (Start ups and Innovation Culture)
- Tolerance (Acceptance)

Pereto Principle

Focus, Focus and Focus

Focus 20% that results 80%

Target

- Do First Thing First
- Target One Big Step at a time and execute
- Move To Next One Big Step
- Repeat above

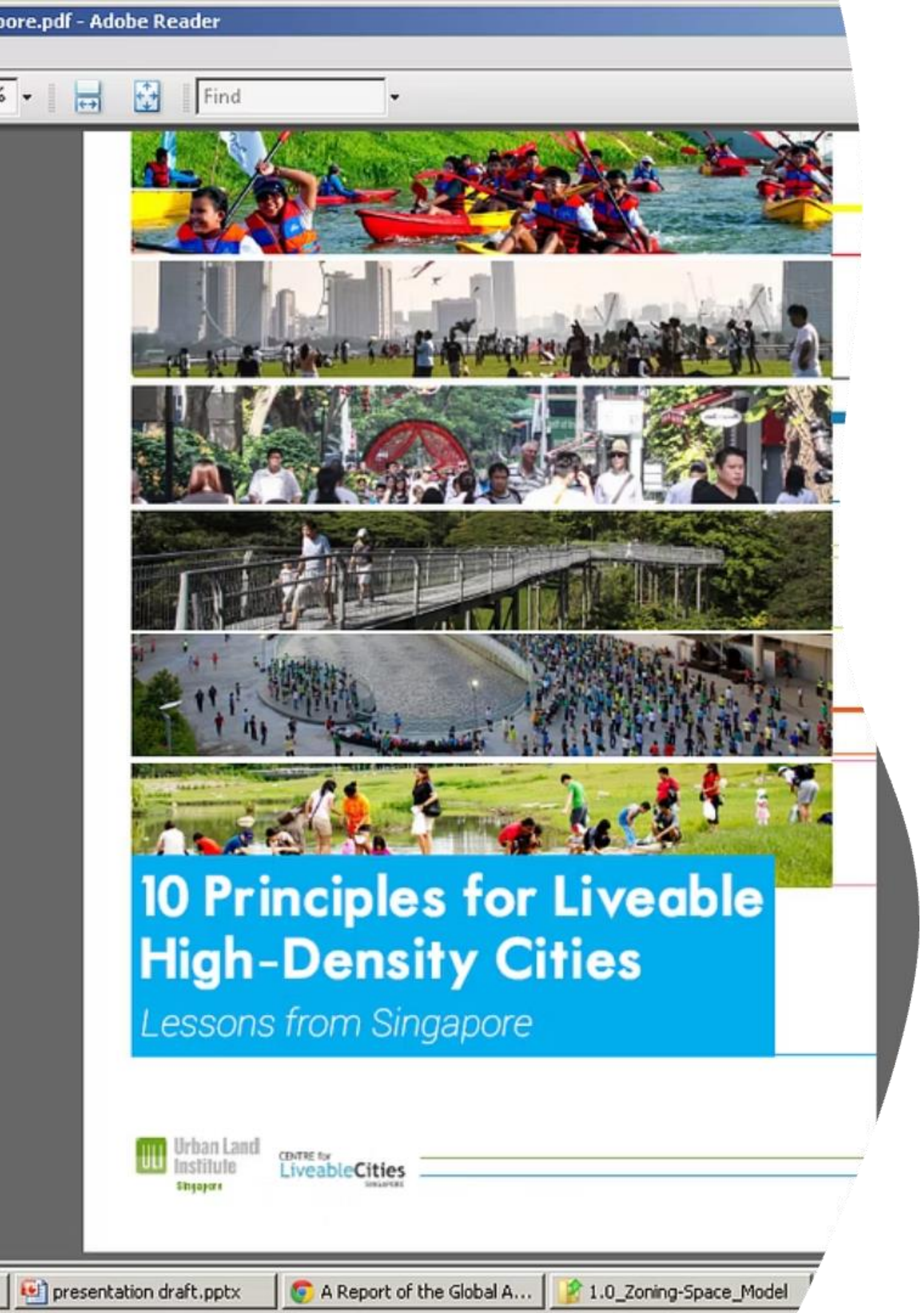
Starting Point of study

Richard Florida, Charles landry, and John Hawkins – Top Three Global Thought Leaders

Key references drawn from

Jeff Speck

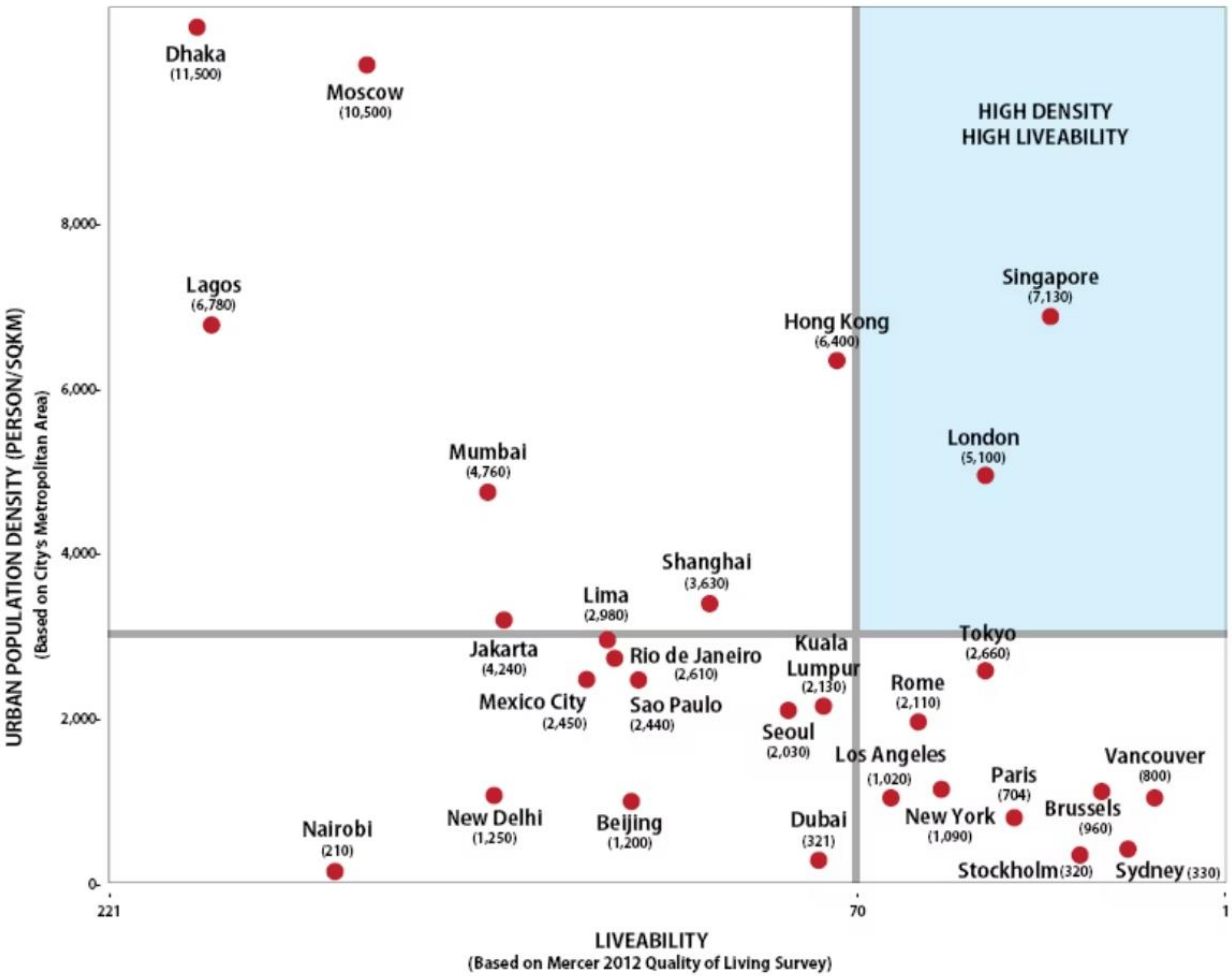
- **Jeff Speck** is a **city planner** and **urban designer** having international credentials for smart growth and sustainable design.
- He has spent ten years as **Director** of **Town Planning** at Duany Plater- Zyberk and Co., a leading practitioner of the New Urbanism.
- He is **author** of the book , ***"Walkable City: How Downtown Can Save America, One Step at a Time".***
- https://www.youtube.com/watch?v=Wai4ub90stQ



10 Principles for Liveable High-Density Cities

Lessons from Singapore

The CLC Liveability Matrix Diagram



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