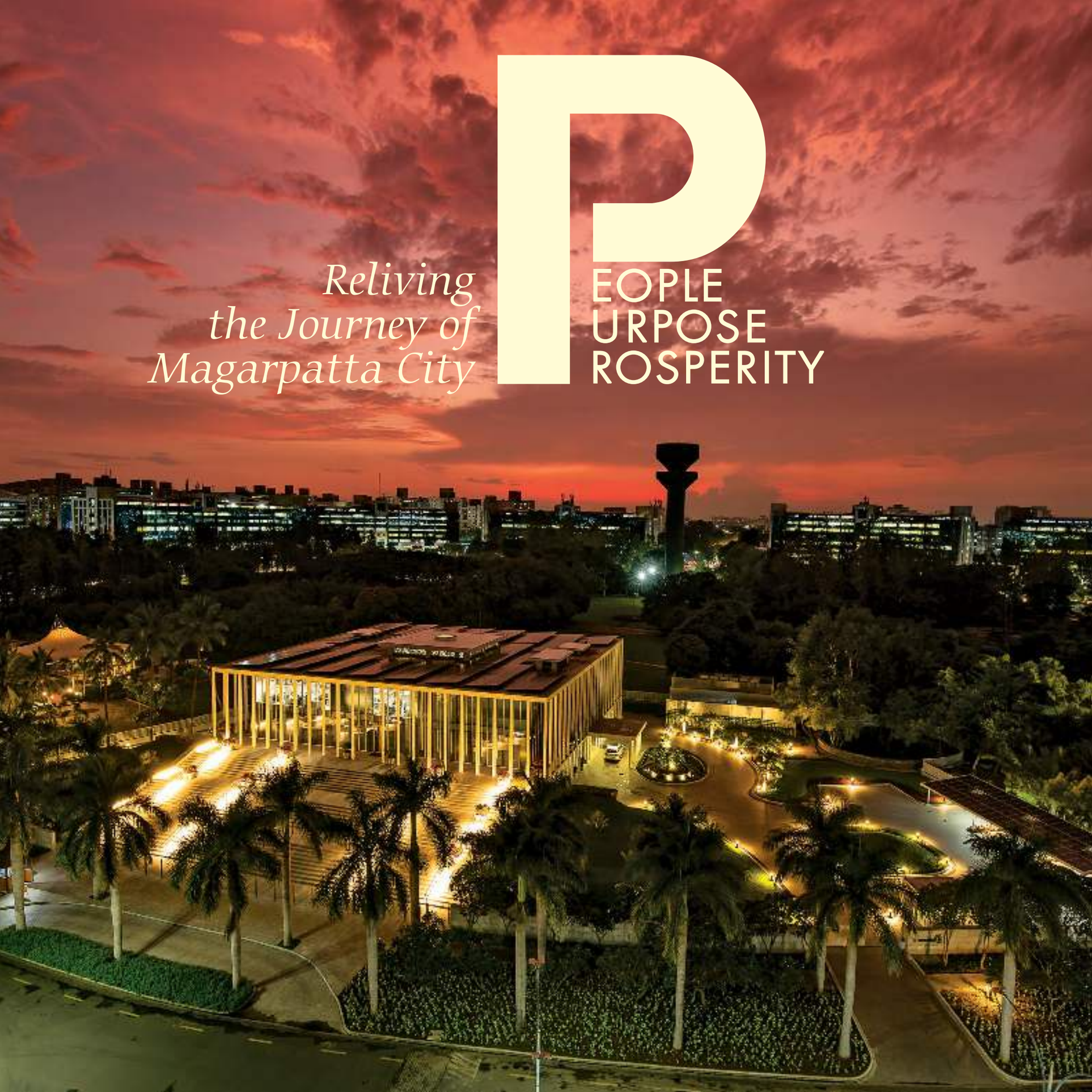
Reliving the Journey of Magarpatta City

PEOPLE PURPOSE PROSPERITY





Commemorating the birth centenary
of our source of inspiration,
the late Member of Parliament
Annasaheb Magar

Reliving
the Journey of
Magarpatta City

PEOPLE
PURPOSE
PROSPERITY

MAGARPATTA CITY
The pride of Pune

PEOPLE, PURPOSE, PROSPERITY
Reliving the Journey of Magarpatta City

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Preface

Shall tomorrow find its place...

For the structure that we raise,
Time is with materials filled;
Our to-days and yesterdays
Are the blocks with which we build.

Build to-day, then, strong and sure,
With a firm and ample base;
And ascending and secure
Shall to-morrow find its place.

These are some of the lines from a poem written by the 19th century American poet H.W. Longfellow. They got deeply embedded in my mind because the story of Magarpatta City is practically the tangible translation of the words!

It's a story about simple people of modest means coming together and building a brilliant future on the foundation of the past. It is reverence for the past and hope for the future that makes 'today' an intriguing treasure that we can turn into anything we want! As Magarpatta City completes two exciting decades, we are reminded of the day we started. The nostalgia and the journey thereafter are worth sharing with you.

We were then a bunch of families who had been living off the land for several generations. In the laid back locale called Magarpatta on the east of Pune, we were oblivious to the pace and intensity with which Pune city was growing. Until it reached our doorstep one day. Taken by surprise, some of us young men started thinking about this unexpected threat to our hitherto uneventful lives. It threw a newfound reality in our faces! We realized that we were never going to rise above our status quo if we continued to rely on farming. That was because most of us owned very small pieces of land and they did not yield enough income. And still, that was what fed our families and was all we had. That was the 'present moment' for us. We were faced with the development plan drafted by the municipal corporation. We had never known anything besides farming. All we had was our piece of land and losing that would leave us at sea. As we started looking for alternate source of livelihood, it struck us that the same land that fed our mouths could empower us for life! A new path of progress unfurled before us and we decided to shape our future on the present landscape. Here was an idea that would not just carve our future but would welcome anybody who desired to be part of the progress. We dreamt of building a new urban culture on the same soil that had given us crops for more than 400 years!

We decided to pool our farmland together into an enormous expanse and develop a model self sustaining township. But as we held hands with the future, we did not cast off our past. We decided to preserve our roots. So while we built modern bungalows and apartments, we kept the little shrines on the land intact. As we built smooth, wide roads, we left the veteran trees untouched. While we made fountains and parks, we kept the wells live and in fact created a massive network of interconnected borewells to collect rainwater underground. All this not only made immense practical sense, but also meant the world to us at an emotional level.

We pooled the land together and formed the Magarpatta Township Development & Construction Company Limited (MTDCC), to develop and construct Magarpatta City. The original land owners, along with their family members were made indivisible shareholders in the total floor space index (FSI), owning equity proportionate to their share of land in this company. This unique idea was the first milestone which marked our transformation from cultivators to entrepreneurs. We decided to set up a Cyber City for IT and ITES businesses so that the residential township got sustainable employment opportunities just next door. We started studying models of sustainable townships across the world that acted as reference points for us. Soon enough Magarpatta City developed as a successful model of urban living and became a subject for study for people in India and abroad. The idea of collective ownership was an awe inspiring feature. In the following years, Nanded City was patterned exactly along the lines of Magarpatta City, as the farmers on the southwest suburbs of Pune expressed their desire to emulate the same model. Before Nanded City completed 10 years, landowners on the eastern border of Pune followed suit and laid the cornerstone of Riverview City. MTDCC was approached by many other farmer groups who aspired to make a prosperous future for themselves and their community.

At Magarpatta City, life started budding as people converged not only from other parts of Pune but also the country. The township flourished into a beautiful, congenial community. The landowners, residents and employees as well as entrepreneurs of Cyber City found opportunities galore to accomplish their life goals.

It has been 20 long but fruitful years. Magarpatta City was formally founded on 3rd December 1999. We followed on the path of 'start small, grow big' and it has led us where we are now. Several people made it happen - the farmers who placed their faith in the concept, the people who helped execute it and residents who made it the lively, positive place it is today.

We take this opportunity to thank the people who supported and encouraged this idea of township. The vision and thoughts of our guiding light, Late Member of Parliament Annasaheb Magar have been the source of inspiration for us throughout this journey. Late Vitthal Tupe, who represented this area as a Member of Maharashtra Legislative Assembly and later as a Member of Parliament, provided us continuous support to remain on this transformational path towards progress. Our philosopher and guide and then Chief Minister of Maharashtra Sharad Pawar provided tremendous support by accepting the idea and encouraging us in the process of transformation. The concept was approved when the Shiv Sena-Bhartiya Janata Party alliance Government was in power in the state. We are grateful to Late Shiv Sena Supremo Balasaheb Thackeray, the guiding light of that Government for providing the support to approve this change. Manohar Joshi, who was Chief Minister then and Late B.G. Deshmukh who was Principal Secretary in the Prime Minister's Office at the point this project was initiated were also instrumental making Magarpatta City a reality. We thank Late Chief Minister Vilasrao Deshmukh for initiating an Information Technology policy in our state, which helped us realize our dream of creating Cyber City. Chairman of Housing Development Finance Corporation (HDFC) Ltd. Deepak Parekh and his company also appreciated the concept and gave all the requisite financial support. We also put on record our appreciation for all the bureaucrats and town planners of the Government who helped us transform this idea into reality.

We must take this opportunity to acknowledge those closely associated with us throughout this journey of Magarpatta City. Sapna Jacob, Priya Jacob, Anil Dsouza, Avdhoot Ghogale, Naresh Khaladkar, Anil Salunke and Nitin Bhilare have been with us right from the day we started planning and developing the township, and are still working with us in its implementation. Our consultants Dr. Barve, Adv. Chandan Parwani, Ar. Prakash Deshmukh, Ravi & Varsha Gawandi, Achyut Watwe, Turab Lakdawala and Sunil Bajaj have also been instrumental in realizing this unique concept. Our company director Aba Magar, who is also one of the original land owners at Magarpatta, has been a powerful conduit between the landowners and the company.

This is a propitious time and occasion to walk you along memory lane with us. For us, this is not just a realty project; it's a revolution, called Magarpatta City. So we decided to put together this photo-book. Amble along the photos and memories, stop for a longer look where it interests you. This photo-book will help you see it through the eyes of the sons of the soil that took this courageous leap. If your eyes twinkle with pride and moisten with nostalgia at the same time, we'll know we have reached you.

— Satish Magar,
Managing Director, Magarpatta City

Prologue

Since it came to life more than two decades ago, the Magarpatta city has drawn the attention of the urban dweller. Within it, awake, working round the clock and connected real time with every corner of the world, is a full-fledged, business nucleus that makes it a City that Never Sleeps.

This business hub thrives on the young vibrant intellectual resources of young Indians that converge from every part of the nation.

It is the workplace to youth and abode to thousands of families. People from different communities, regions, occupations and age groups live here, making it a fascinating prototype of the country that is India! It even emulates India in terms of the majority populace being in the younger age group. It mirrors the demographic dividend India enjoys as a nation, with the largest proportion of citizens from the 'earning' age group of 15 to 64 years. Just like Japan, Korea, and China did earlier, this is the delightful opportunity for India to surge ahead into a powerful economy. India's growth from a developing third world nation to a promising economy has stood on this very empowering demographic. The liberalization at the turn of the nineties further gave a boost to economic and industrial growth. Cities became magnets that drew the rural population in large numbers. Pune was not an exception. Once the political stronghold of the Maratha rulers, Pune adorned new identities as it became an educational and industrial hub in the following decades.

Just like any other place, the growth of Pune was driven by natural economic forces. Interestingly, however, the floods in 1961caused by a breach in the Panshet Dam, led to the rehabilitation and relocation of thousands of victims to the outskirts of old Pune city. This encouraged the renewed expansion of the city in every direction. The first development plan of the city was made in 1966, in light of future possibilities and requirements. It was followed by the second draft plan in 1982. By then, the city was fast expanding in the western suburbs. The eastern border was still in waiting though. This was where a close-knit community of farmers had been living for several generations, making a very modest living from their land. Most of us possessed family names like Magar, Tupe, Bahirat, Bhosle, Mate, Deokar, Hole, Dalvi, Wadkar and Ashtekars, and owned small strips of land. The locale, therefore, was known as Magarpatta. Pune's skyline had not yet reached their doorstep and this little community remained content with their humble lifestyle.

It was only in the early eighties that Magarpatta was officially declared as a future urbanizable zone. However, the term was surrounded by ambiguity and was not clarified in the Maharashtra Regional Town Planning Act (MRTP) itself! The judicious local farmers, supported by Late Vitthal Tupe, Member of Maharashtra Legislative Assembly at that time, strongly resisted the move, before ambivalence could overwhelm order. As a result, the government retained its status of agricultural land for the time being.

Change is often imminent and moves in stealthily, barely giving time to respond with thought and prudence. In the next five years, urban development was looming on the threshold of Magarpatta, threatening owners to swallow up their land. It was time to make a decision or give up their inheritance of generations.

It was now, that the wise farmers of Magarpatta found a brilliant opportunity hidden behind apparent adversity. It required a little foresight and a lot of courage to make the most of what could reward them and their successors for generations to come.

Start of a Quest

Employment generation is the lifeblood of a young and growing economy. Places that envision the future and gear up to embrace progress also become fountainheads for employment opportunities.

With its magnificent confluence of tradition and western modernism, the city of Pune has always been fertile ground for development. The city has always sought and drawn from possibilities for progress. It was no wonder then, that Pune started expanding its boundaries very early in the day. In 1981, before the declaration of the second Development Plan, Pune's population was 12,03,351 and was forecast to cross the 2 million mark by the census of 2011. In reality, it crossed 1.5 million in 1991 itself and reached 2.5 million in 2001, ten years before the expected time!

As the city swelled in every direction, the land of Magarpatta on the eastern periphery caught the local government's eye. In view of prospective growth, the government contemplated turning this agricultural land into a residential zone. But this move would put the local farming community in a quandary. Selling the land would no doubt bring in a surge of affluence, but it would be short-lived. A foresighted youth named Satish Magar tried to convince his contemporaries that they must look for sustainable prosperity from their land. Economic pressure could soon force them to sell their land.

Finding alternative employment involved complex economic and social issues.

At some point during the stressful deliberations, came the idea of developing a township. It was the year 1993. The inspired youth of Magarpatta drew up a Master Plan of what they had in mind and presented it to the erstwhile Chief Minister of Maharashtra, Sharad Pawar. That was only the beginning of a long, arduous process. There were restrictions on the maximum residential land that could be held in a single name. There was no conceptual or regulatory framework for townships. The conversion of agricultural land into a residential zone required permission from the local government in a general body meeting. Hurdles were aplenty, there was no precedent to refer to and learn from. Each problem was unique, and every experience new.

But one thing remained certain. The enterprising farmers had made up their minds to create their new identity and were eager to build their collective future.



Magarpatta City has transformed the eastern skyline of Pune.

This unique township was set to grant a new identity, not just to the landowner farmers but to the entire eastern suburb of Pune. The Hadapsar Industrial Estate, which already existed near the site, and the road leading to Mundhwa village had until then been nondescript locales. But all that started changing from 3rd December 1999.



The road branching off to the Magarpatta City after crossing the Hadapsar industrial estate on Pune-Solapur Highway. As the township transformed into a hub of activity, the road became busier and even came to be known as the Magarpatta Road.





This is the elegant entrance gate to the City on Magarpatta Road.



The Zero Stone is the point from where the land survey started. It immortalizes the beginning of this project, which was an ambitious one 20 years ago given the magnitude of capital investment. The project went on to convert the land cost of Rs. 160 crores into an asset value of Rs. 3800 crores. The model of collective shareholding by the landowners also made it unique.

The original landowners were offered shares in the company in proportion to their land area in the aggregate land pool and made partners in the development process. Advocate Soli Dastur, ably assisted by our local lawyer Adv. Chandan Parwani and our Chartered Accountant Dhananjay Barve, drafted the agreement between the farmers and the company.

The Mission Statement of Magarpatta City. This was the planning concept brief given to the architects to envisage the project.





The plan of the township was made meticulously, with minute thought to future needs. The fact that the blueprint as on December 03, 1999 has been executed to the T and is relevant to date, speaks of its flawlessness.

The promoters along with their planners avoided causing a strain on the city's existing infrastructure by crowding the locale with excessive built spaces and population. Instead, they created a well balanced, self-sustaining township that could become a role model for new settlements in the future.



Magarpatta City Circle, the beautiful traffic island, is the first visual treat that greets you when you enter the township. Needless to say, it vouches for several more aesthetic and resident-friendly features that follow.



The old home next to his modern bungalow in the project was preserved by a landowner for a few years before the family shifted in the new abode as a proud testimony to the past.

When the landowners decided to develop their land into a township by incorporating a company, they had neither experience nor expertise in the field. But this very fact turned in their favour as it gave them the courage to explore new ideas. They started the mission aiming to create homes for 8000 families and went on to generate employment for over 100,000 in due course.



Concrete benches around the traffic islands, built by the youth of Magarpatta. The young men and women from the landowners' families paid for their own training in different vocations and found means of livelihood in the township itself.



Little children playing in the secure surroundings of Acacia Gardens and Daffodils residential complexes. These two complexes were the first big leap towards the realization of Magarpatta City.

The promoters of Magarpatta City estimated capital investment of Rs. 100 crore for the project. However, HDFC Ltd. Chairman Deepak Parekh advised them to 'start small, grow big' with an initial capital of just Rs. 2 crore. Following his advice, the company commenced the project without the unnecessary burden of debt.



It is said that when change is initiated proactively, it is sure to bring about sustainable rewards. The farmers of Magarpatta were quick to realize the diminishing viability of agriculture in the face of the increasing pressure of urbanization. They showed immense maturity and prudence by letting go of traditional dogmas to tread an unfamiliar yet promising path of progress. However as they did so, they were also determined to preserve their bond with Nature.



This landowner family would never have dreamt of living such a lifestyle 20 years ago.



Rameshwar Jawanjal, who made the calligraphic representation of the company's Mission Statement, was the first occupant of a flat in the project. The Jawanjals in their apartment premises at Daffodils residential complex.



The reception lounge in the office of Associated Space Designers, owned by Architect Prakash Deshmukh who designed the project. Housed in the building Summer Court, the office boasts of a large skylight that lets in a profusion of natural sunlight. Several such design ideas across the City, speak of a sincere intent to conserve and connect to the natural elements.

Relive | Start of a Quest

The work on Magarpatta City began in 1999. Looking back, those days seem like a dream and the journey thereafter, incredible. Here was a new paradigm that proved farmlands could also be developed. Let's retrace some of the steps that made this a torchbearer journey.



The magnificent arch, erected in December 1999, inviting visitors to this future-ready township on Pune-Solapur Highway. (Below) The main entrance of the township while under construction.





Every member of the stakeholder families, including wives and daughters, was assigned a share in the company that was incorporated to develop the township. Young sons and daughters of the soil—the official beneficiaries—wait to welcome dignitaries during the inauguration ceremony.





Satish Magar, in the presence of dignitaries, introduces the concept of the township. (Below) The marketing office for the project, constructed adjacent to the main entrance.



This project not only pioneered the concept of townships but also became a milestone in the architectural growth of Pune. The impressive four-page jacket advertisement published on 3rd December 1999 in a leading newspaper in Pune also set a new precedent in advertising for mega building projects that came up later.







The construction was planned in phases. The landscape, therefore, changed gradually with built architecture and lush fields standing side by side during the process. The steady progress strengthened the faith of the landowners in the project. (Below) Construction activities, usually, destroy existing vegetation on the sites. However, at Magarpatta City, trees were carefully removed and transplanted at appropriate spots on the same premises. The project did not discard the old for the new; it respected, preserved, and drew inspiration from all that kept the promoters, the company, and the stakeholders connected to their roots.







Bhoomipoojan ceremony performed at the Acacia Gardens residential project site. Acacia Gardens bungalows and Daffodils apartments marked the glorious beginning of the township. (On the right) Fly-ash plant at the site. The eco-friendly properties of fly-ash make it the preferred material for construction. The project encouraged procuring supplies from and hiring the services of the local people from the beginning. This provided employment and enterprise opportunities to hundreds of local youths.





Pride writ large on their faces, the local young men and stakeholders of Magarpatta City donned specially-tailored blazers at the grand launch of the project. (On the right) As many as 123 traditional farmer families transformed into modern-day entrepreneurs as the impressive Cybercity emerged in their familiar landscape.

City within a City

Before developing the township it was important to visualize it in its finest detail. While chalking out the Master Plan, Satish Magar and his team had studied the stipulations laid down in the Maharashtra Regional Town Planning Act (MRTP). But it wasn't enough. Meticulous thought had to be given to sustainable sources of livelihood and to amenities that would offer a wholesome, vibrant lifestyle to those who chose to be its residents.

The team started studying worldwide benchmarks of a quality lifestyle. They reviewed diverse socio-architectural paradigms - from the *wada* culture of old Pune to India's first planned city, Chandigarh, and the planned township of Navi Mumbai. They experienced South Mumbai's distinct flavour of British architecture and also learned why Bengaluru was called the City of Gardens. They viewed the capital city of Delhi besides several in the U.S and even the city-state of Singapore. Every city with its unique social, cultural, economic and geographical features, added to some valuable learning.

Most of the individual holdings of farmers in Magarpatta were long strips of land that aggregated to 430 acres. The Magarpatta Township Development & Construction Company Ltd. (MTDCC) had been formed to undertake the development of the township and was led by Satish Magar. His uncle Late Annasaheb Magar had played a key role in planning Pimpri-Chinchwad and Market Yard - the former being the satellite city and the latter, an important commercial locality of Pune.

After gleaning thorough insights into multiple urban models worldwide, one thing was clear. The concept of Magarpatta City was not to be just about architectural aesthetics and the efficacy of the infrastructure. It was to be an expression of progressive thought and a wholesome way of living!



The residential blocks at Acacia Gardens, Daffodils, and Cosmos get drenched in the soft, warm morning sunshine.



The residential structures of the project mirrored on the glass facade of the office buildings. Cyber City is separated by a single road from the township.



Cleanliness and order is of paramount importance and keenly looked after. As the day dawns, the staff get busy with cleaning, maintenance, and repairs wherever needed on the premises.



A large number of residents are inspired to use the bicycle not just for exercise but also for the daily commute, thanks to the neatly planned roads and cycle tracks all over the City!

As distances in modern cities threaten to rob citizens of health and peace of mind, Magarpatta City has planned its residential and commercial spaces such that residents can simply walk or cycle to work! That's the major reason why this little city never witnesses honking and smoke-spewing vehicles or hordes of pedestrians tussling to reach their destination!

'Walk to life' is the key phrase of the lifestyle at Magarpatta City. The project offers every amenity for the convenience and wellness of the residents. 'Buy a Flat, Get the City Free', the advertising line used in the initial stages to publicize the township pretty much summed up the reality!



A glimpse of the towers of Cyber City, Magarpatta City Public School, and row houses in the Erica complex.



Sports and fitness are an integral part of the lifestyle, and Magarpatta City provides modern, well-maintained facilities: Gymkhana, swimming pool, tennis court, and playground.



ABS Fitness – where the young and old, men and women all converge to work out their way to better health.

Residents of Magarpatta City are a fitness conscious lot. And naturally so, as the City has made available tempting opportunities to play, exercise, and relax. About 5000 young and old can be seen walking in the fresh morning air every day, along the periphery of Aditi Garden. The sparkling swimming pool, the tennis courts, and the gym are some of the many features that invite residents to a positive, energetic way of life!

The swimming pool is complete with clean spacious changing rooms and showers and is impeccably maintained.



The badminton court at the sports complex. State-of-the-art amenities and regular maintenance make it a favourite spot for many.



Vidya Pratishthan's Magarpatta City Public School was exclusively built for children of the residents, except for 25% reserved seats for the underprivileged. The school lays particular emphasis on the holistic development of the children and not just academic accomplishments. As the number of residents grew, the school, which could once easily admit all children, now has to follow a 'first come, first served' policy. Consequently, several parents have to enroll their children in schools outside the City.



The specially made cycle track that runs alongside the sidewalk is a boon to school children.



The cheery classrooms in Magarpatta City Public School. The ample natural light streaming in is thanks to the open central spaces within the structures, much like the residential buildings in the project.



Children attending school outside have a doorstep school bus facility.

The Seasons Mall... With more than 100 branded stores, a multiplex with 15 screens, and a plethora of good eating places it is the centre of attraction for the citizens of Pune!



Magarpatta City is about shortening commute distances, whether to work, school, on household errands, or even for social meetups. Every amenity from shopping to eating and clinics to post office is either inside this gated community or just outside its gates!



Deccan Harvest – the café nestled in the serene environs of Aditi Garden. The perfect place to meet friends or even discuss work.



Cocoon, a three-star hotel at Magarpatta City, is the perfect place to stay for visitors to Cyber City.



RDX Music Academy: Students from all age groups learn their choice of instrumental music here, be it classical or western and whether as a hobby or with professional aspirations.



Noble Hospital. The best medical facilities in the eastern parts of Pune are at stone's throw for the residents of Magarpatta City.

Safety is the highest concern of home-buyers and Magarpatta City fully respects that. The manned as well as automated security systems installed in the buildings, housing complexes, and common spaces throughout the project assure families of completely secure surroundings.



The Magarpatta City Police Chowky under the jurisdiction of the Hadapsar Police Station was inaugurated on 26th January 2008 at the hands of erstwhile Guardian Minister Ajit Pawar in the presence of erstwhile Police Commissioner Jayant Umranikar.



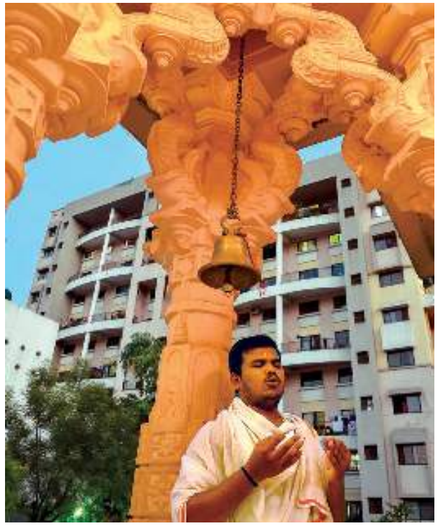
CCTV cameras have been installed across the project and the control room keeps a hawk-eyed vigil, thereby providing an additional sense of security to the residents.



The Destination Centre is specially designed to house all services that cater to various household needs of the families, from buying groceries to paying bills and from banking to snacking.



The Property Management System (PMS) office at the Destination Centre functions efficiently as the 'single window' for every kind of maintenance and repair work in the residences or public spaces within the City.



Respect for the needs of the residents, empathy towards their sentiments, and a vision of the future have moulded the City to its present form. Every amenity and feature of the project emanates a silent message that every individual here is valuable and appreciated. This congeniality goes on to add meaning to living and to spread goodwill through the community.

The Goddess Mahalaxmi Temple built by the landowners when they moved into Acacia Gardens complex and the Ganapati Temple in the Aditi Garden are the only two public places of worship in the City.



Road safety and discipline are diligently observed. The internal roads are laid out in such a way that all lanes meet the main road only at a T junction. Besides adequate signage, the five traffic islands ensure a smooth flow of vehicles.

The inevitable long commutes in metros mercilessly erode personal time. But the residents of Magarpatta City enjoy the luxury of a few extra hours to spend quality time with family as the commute between work and home is only short distances. Many prefer to walk as it saves fuel, avoids pollution, and boosts the healthy hormones!



Neat open spaces with convenient spots to meet, sit, or engage peacefully in a creative hobby... The project abounds with opportunities to relish such moments.



Here is another feature that shows that the City truly cares for the holistic well-being of its residents. A father-daughter duo is engrossed in books at the well-stocked library in Cosmos residential complex.

What better place to touch base with nature and your soul than Aditi Garden right in the heart of this City! Next in expanse only to Pune's oldest and prestigious Empress Garden, it is generously bedecked with a variety of magnificent trees, lawns, and landscaping; quite simply, the jewel in the crown of Magarpatta City!



Aditi Garden is an aesthetically laid out treat for the senses, where residents come to play or relax with friends and family.

Relive | City within a City

The construction of Magarapatta City - India's first land-pooling township - began in 1999. By then the trend of the city's expansion had become clear. The Cybercity and the township attracted an overwhelming response from people, and soon this self-sufficient independent township became the centre of development in Pune's east.



Construction of the internal roads began on the farm strips that once made the land of Magarpatta City.





Aspiring home-seekers gleaning information about Daffodils, the first residential project in this City. (Below) Eager home-buyers pre-booking their flats.





Admissions underway at the first school on the premises. (Below) The school campus comes alive with little footsteps and laughter.





The narrow, dirt road leading to the site was a daily challenge for cyclists. The first and only development project in the area, Magarpatta City, became an island of modernity surrounded by acres of farmland.





A new skyline emerges on the eastern horizon of Pune. (On the right) The concepts of 'Walk to School' and 'Walk to Work' became reality as residential spaces, Cybercity, and civic amenities like schools came up within short distances from each other.



The development of amenities occurred both within and outside Magarpatta City. The multi-specialty Noble Hospital was launched by a group of doctors in Hadapsar.





The promoters planted saplings along the internal roads in the early stage of development. (On the right) The sprawling Aditi Garden being laid out years ago. It has now flourished into an enthralling treat to the eyes.



The integrated township received a huge response from the people who longed to make it their home.

Cyber-City

Historically and logically, settlements have formed where people found opportunities for earning a living. But when it comes to creating a settlement independent of the natural economic forces, it becomes the responsibility of the promoters to create avenues for employment. The promoters knew this early and decided to make Magarpatta City one that would not only provide a roof but also work to its residents.

Sometime during 1996-97, as they continued consulting with experts from different fields, the planning team met veteran computer scientist Dr. Vijay Bhatkar who encouraged them on their pursuit. Information Technology was then a sunrise industry in India and presented exciting prospects.

Satish Magar, Chairman MTDCC, and Ar. Prakash Deshmukh joined delegates from the Mahratta Chamber of Commerce and Industries (MCCI) on their visit to San Jose, U.S.A. San Jose was the economic, political and cultural nucleus of Silicon Valley, California. A number of prominent IT and computer companies had made this city their home.

The local government of San Jose had successfully designed the city in a symbiotic existence of the residential milieu and the IT industry. Satish Magar and Prakash Deshmukh made the most of this chance to study it.

The proximity of living and workplaces facilitated the Walk to Work concept and the duo decided to emulate it in their plan. This was the genesis of Cybercity, which was to generate large scale employment in Magarpatta in the following years.



Building #11 in Cyber City. Fourteen other buildings along with this one stand overlooking Aditi Garden.

The Cyber City was conceived as the IT Park that would economically complement and accelerate the residential settlement. It was formally launched within a few months after the township was inaugurated.



Cyber City was launched on May 06, 2000, by erstwhile Chief Minister Vilasrao Deshmukh, in the august presence of senior leader Sharad Pawar.



A view of Cyber City from the water storage tower right at the centre of Magarpatta City.

The IT industry thrives not only on technology but on the highly-qualified human resources. Naturally, IT companies strive to offer their people the best infrastructure as well as work culture to help them realize their potential. While planning Cyber City the promoters were aware of these needs and responded by creating a cheerful and stress-relieving ambiance in and around the buildings.



Every building in Cyber City enjoys the enthralling view of Aditi Garden.



Principal: One of the earliest corporate tenants in the IT park of Magarpatta City.

As the western border of Pune came into the spotlight with Hinjewadi IT Park, the promoters of Magarpatta City felt convinced that a similar IT hub would be successful in the eastern part of the city as well. This confidence was also fuelled by the fact that the well-developed Cantonment and multiple cosmopolitan residential neighbourhoods with all modern civic amenities present here would be catalytic in the new development. Their prediction proved accurate.



Bus service right up to the doorstep of every company was a welcome facility for employees working in Cyber City



The office spaces in Cyber City were designed to cater to technology-driven businesses. Floorplates with the minimum hindrance of pillars offered seamless spaces to accommodate numerous workstations. Large basement parking and several such features make Cyber City attractive to corporates.



Pentagon: a building in Cyber City that stands apart by virtue of its interesting architecture.

In a still-evolving scenario, Indian IT companies are seen functioning at different scales and sizes, each with their own unique requirements. Cyber City decided to cater to as many diverse needs as possible. As a result, different companies - from start-ups to blue chips - chose to work from here.

The Special Economic Zone (SEZ) developed inside Cyber City.



Doorstep delivery of lunchboxes to employees at Cyber City.



Youth in large numbers come to Pune to work in the IT sector. They have to commute long distances to reach their workplaces because most IT Parks are located far from the city. Cyber City alleviates these challenges; it is adjacent to the residential areas and provides a range of thoughtful facilities for the convenience of the working singles.

Food stalls on the premises of the office buildings.



The much-deserved and awaited coffee breaks...





Flower beds embellishing the buildings...

Double-glazed insulated window panes and large windows allowing natural sunlight and breeze are characteristic features of the buildings at Cyber City. The flower beds lining the structures and an exhaust system that sucks out the warm air, further makes them not just pleasant but also saves energy.



Large, traffic-free podiums enable safe movement in the workspaces.



Top grade infrastructure and highly efficient services are the essential prerequisites of technology companies. MTDCC undertakes to provide these services either through in-house personnel or by outsourcing them to professional agencies. All the businesses and their staff that operate from here acknowledge the prompt response and competent service they get.



The well-equipped crèche with trained babysitters looks after little ones when both parents are away at work.



Trained canines form part of MTDCC's private security.

Generator banks ensure that the buildings in Cyber City stay perpetually powered.



Relive | Cyber-City

During the nineties, Pune recognized the promise of the IT industry and welcomed it into its fold. Hinjewadi, inaugurated in 1998 on the western border, became the first IT hub. Soon, another IT hub started emerging on the east, in Magarpatta City. When the world was just recovering from the severe economic slowdown, Cybercity was launched with aplomb on 8th May 2000! Several world-renowned IT companies chose this spanking new address.



The quiet deserted road as it looked two decades ago, defies the buzz surrounding it now, as it leads up to the pulsating Cybercity.



The buildings in Cybercity under construction on a circular perimeter. (Below) Pentagon... A building specially designed for small and start-up IT companies!





Aviva Insurance became the first major tenant at Cybercity. A high-ranking official of the BPO is being welcomed at the inauguration of the office. (Below) The generator back-up facility that keeps the entire Cybercity online and awake 24 x 7.





Erstwhile Maharashtra Chief Minister Sharad Pawar had keenly watched the journey of the township, from concept to construction. He is seen gathering detailed information on Cybercity. (Below) Satish Magar explains the features of Cybercity to foreign guests.



Friendly Neighbourhood

As the world comes closer and urban citizens turn into Netizens, there is also a renewed longing to embrace their roots. Nature and nostalgia replete with memories of childhood, hometown, simple living, and human ties beckon them ever so often.

Magarpatta City was conceived by sons of the soil who had lived a simple, bucolic life in a close-knit community until now. They aspired to retain the same environment of camaraderie in this new, modern settlement. It was thus decided to plan the residential structures to become well defined 'neighbourhoods'. A mosaic of apartments, row houses and bungalows emerged to proffer an open sky and seamless spaces that defied the closed, compartmentalized living of the archetypal city. These congenial neighbourhoods not just welcomed families from diverse socio-economic and cultural backgrounds into their fold but made them feel at home instantly.

The windows here gave a peep into hearts and the doors opened to new friendships. The clubhouse became the point to meet and socialize. Each neighbourhood came alive with cheer and amiability; each named befittingly after flowers as if spreading the beauty and fragrance of love all around.



The day begins happily for some senior citizens with meeting friends in the garden.

Construction began with Acacia Gardens and Daffodils residential complexes. This was soon followed by two projects each of bungalows and row houses, and ten condominiums. Every complex was named after a species of flower – just another small way to connect with Nature ...



Neat clusters of bungalows at the Acacia Gardens (on the left) and Mulberry Gardens complexes. (Below) Erica, the row house complex.





A top view of the central courtyard at Grevillea, Laburnum Park (below) and Jasminium (on the right).





Every housing complex boasts of a large open space much like the courtyards in old *waadas*. In their contemporary form, these courtyards are embellished with a clubhouse, children's play area, and gardens. These central spaces bring people together and encourage interactions that nurture human bonds.

While Aditi Garden and the tree-lined roads speak of the project's affinity for Nature, the profuse tree plantation in individual residential complexes further reaffirms it. At any place and at any time of the year, there is always a cool shaded spot to retreat to.







The club houses at Roystonia and Heliconia (below) complexes.



The central courtyards in traditional waadas were places where neighbours met to share their woes and joys. In this City, the clubhouse in the central open space brings people together. From yoga classes and board games to celebrating small functions, it becomes witness to many a moment of camaraderie.

Dearth of open spaces and playgrounds in cities often causes young children to spend time with gadgets. Magarpatta City has ample open spaces where children can play.



The large open spaces at Erica and Sylvania (below) complexes.





The play equipment at Trillium and Zinnia (below) condominiums.



The project has given special thought to the safety and enjoyment of toddlers. A variety of toys are installed near the residences, and the ground made fall-safe with rubber padding. It is a sheer joy to see the children making friends at such a young age and playing under the open sky without a care in the world!





Children can feel very lonely in nuclear families, especially where both parents work; children, therefore, seek the company of friends. Magarpatta City provides several healthy recreational activities for them: basketball hoops on the exterior walls, clubhouse in every complex with a variety of indoor games, manicured lawns, and open play areas.





MTDCC has developed amenities that enhance the quality of life rather than just being flamboyant symbols of prestige. Safety, health, and social goodwill are some of the invaluable aspects that this City strives to promote through these features.



Domestic help workers are given identity cards, which are checked every day before they enter the residences. A close security system in every building checks the credentials of every visitor, thus making this City safe.



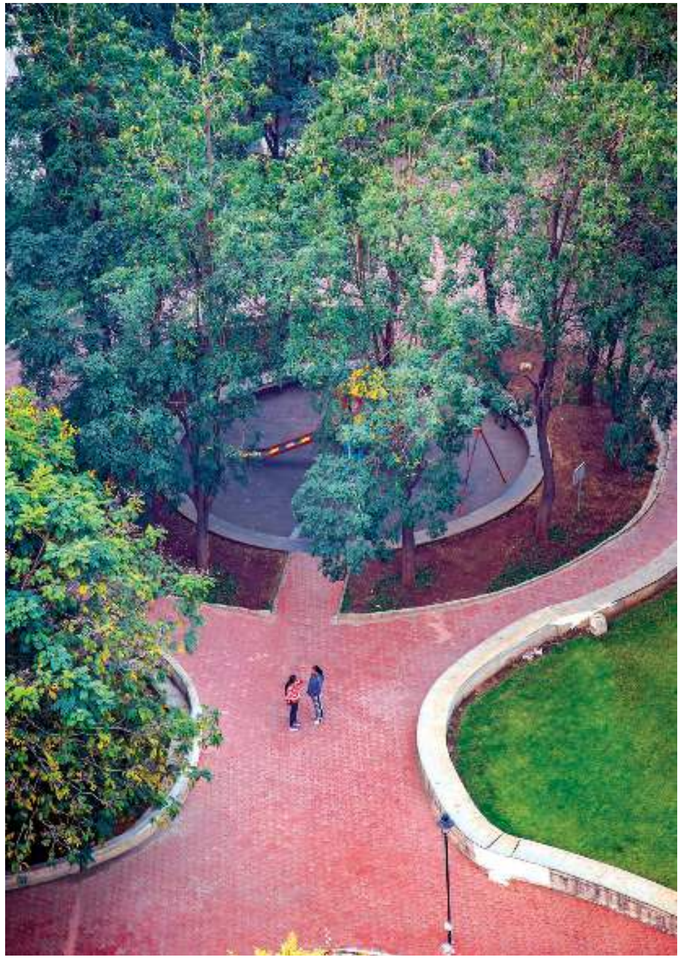
The terrace of a flat at Jasminium. Who can resist the temptation to come out and feel the breeze on the face? Almost 80% of the apartments in this City have terraces like this!



The ramp in the neighbourhood Cosmos is one of the many features created for the convenience of children, senior citizens, and differentlyabled people.



The podium parking at Grevillea. Most buildings in the project have a large parking space below the podium.



As people bond with each other, community life blossoms. The laughter of children, radiant faces of women, the zeal of the youth, and the twinkling eyes of the elderly is a common sight in Magarpatta City. One might say the promoters' dream to create a happy and close-knit community has come to fruition.





The project is dotted with beautifully laid out places where residents can meet. Young mothers meet to chat after dropping off children to school, senior citizens get together in the evenings to exchange memories of yore, and the youth hang out to share aspirations for the future!







The senior citizens and the youngsters alike have their favourite meeting places where they sit for hours and talk about everything under the sun till late into the evening.



A game of badminton every day refreshes the body and mind. Badminton game played in the outdoors at Jasminium.



When residents get actively involved in bettering the neighbourhood, it benefits the entire community. Acacia Gardens resident Sudha Pai, an avid gardening enthusiast, launched a campaign to make the locale garbage-free and successfully advocated for making the Destination Centre a smoking-free zone.



Laughter club members at a morning session.





A truly congenial project, Magarpatta City is conducive to all that is innocent and pristine. Residents of the township relishing sublime moments of togetherness.



Relive | Friendly Neighbourhood

The residential section of Magarpatta City comprises ten apartment projects and two projects each of bungalows and row houses. The design of each project is inspired by the traditional Wada architecture that encourages community bonding. Care has been taken to make each neighbourhood self-contained. During the entire process, the families of site labourers were also well looked after.



The residential complexes at Magarpatta City are named after flowers... Project Trillium being constructed.



'Daffodils' was the first residential project of Magarpatta City. (Below) The very first bungalow shapes up in Acacia Gardens, the bungalow community.





Clubhouse and children's play area on the premises of Jasminium apartment complex. These are inherent features of every residential project in Magarpatta City. (Below) The central landscaped courtyard and other amenities being developed at Laburnum Park.





Children of construction workers being taught at the school run on site. They were also served meals at school. (Below) Disha Foundation, an NGO, conducting a workshop for the welfare of women construction workers.



We, the People

By now, democracy has been hailed as the most effective and efficacious mode of governance all over the world. The words: "We, the people of India..." not just marks the beginning of the Preamble to India's Constitution, but has been thoroughly imbibed in the way of life of the common citizens.

As Magarpatta City shaped up as India's first self-sufficient township, the MTDCC took up the responsibility for its administration too. There was no blueprint of guidelines or regulations to follow. The challenge was to successfully run a common system for a diverse populace.

Magarpatta City set the precedent in India by forming the City Council, run by the residents themselves. Although co-operative housing societies were run by resident representatives, this paradigm had never been applied on the scale of a township, nor was it included in its regulations. Magarpatta City became the first township to involve residents' participation in management.

Committees were formed under the City Council to look after various aspects like cultural, health, social, sports, maintenance and website. The residents of Magarpatta City started coming together on cultural and social occasions, sports events and national celebrations like the Republic Day and Independence Day. While the City Council plays an advisory role in the administration of the township, MTDCC greatly values its perspective.

Magarpatta City has a unique 3-tier structure of management with the active involvement of various stakeholders in its functioning. The company, Magarpatta Township Development and Construction Company Ltd, (MTDCC), is fully owned by the original landowners of Magarpatta. The company Board is also constituted of the original landowners. Besides planning and execution, it also manages Magarpatta City and the IT Park.

The City Council constitutes the second tier, while Magarpatta Property Unit Holders' Company Ltd is the third tier of this structure. The latter looks after the overall ownership issues within the residential area of the City and other concerns of the residents. Every homeowner is a shareholder of the company, by virtue of their ownership of the residential unit. The company is managed by 15 members, 10 of them being homeowners' representatives.

This model engages the residents positively in the functioning of the township and is catalytic in honing their capabilities. It also encourages the coming together of like-minded people. The City Council in its own way played a key role in assimilating a potpourri of the citizenry into a homogenous family.



Residents participate with enthusiasm in the Ganapati immersion procession.

People from different parts of India have made Magarpatta City their home; it represents mini India. No wonder then, that the Independence Day and Republic Day are celebrated with great love and solemnity in this Little India! With a large number of retirees from the armed forces among the residents, these events have become even more glorious.



Resident representatives actively participate in the Magarpatta City Council meetings to discuss the day-to-day administration.



Residents gather for the flag hoisting ceremony on Independence Day.

Republic Day is celebrated with gusto. The venue is elaborately decorated and residents watch the march-past and demos by the security personnel.

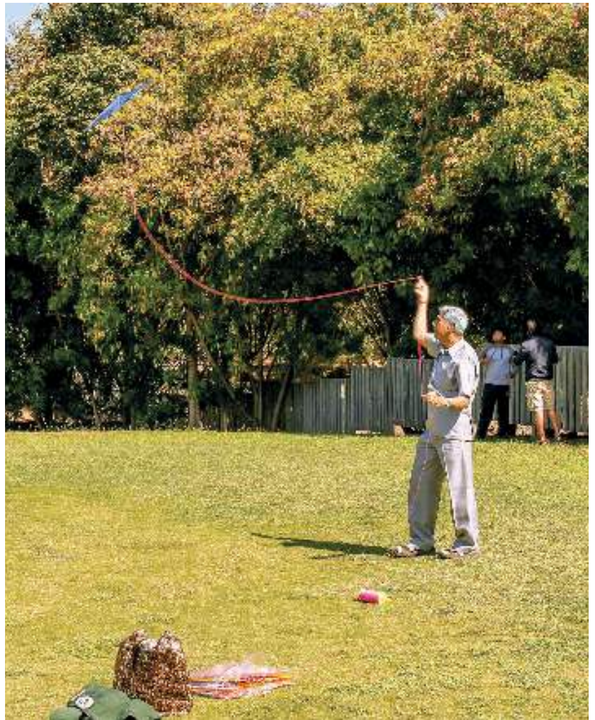




Cultural events and festive occasions are celebrated with much fanfare. The year starts with Sankrant and Lohri, and moves on with Holi, Ganapati, Navratri, and several other occasions that mark the calendar. People from different states and regions bring their own special style to the collective celebrations.







The young and the old alike enjoy the Kite Festival.



Holi celebrated on the premises of the Mahalaxmi Temple.

Holi marks the beginning of the spring season. The festival, which symbolizes the annihilation of the evil and acceptance of the good, is celebrated with myriad colours. Celebrations may vary from region to region, but the message of brotherhood reaches every Indian heart loud and clear.





The youth of Magarpatta City lose themselves in the splendour of colours.

Pune has a very special relationship with the Ganapati Festival. The Festival started as a medium to unite people against British rule and continued to be a platform for social awareness and reforms after Independence. The Ganapati processions in Pune enjoy the laurels few other events can match. In Magarpatta City too, the Ganapati Festival celebration includes a grand procession, drum troupes, traditional hymns, and cultural programs.



Lord Ganapati is given a grand welcome to the powerful beat of traditional drums. The farewell procession on the last day of the Festival is also a memorable highlight of the festivities every year.





The ten-day-long Ganapati Festival is a social and cultural feast. The hidden and known talents of residents get a delightful platform as they participate in a variety of performances ranging from classical and folk dances to skits and fashion shows.







The household Ganapati celebrations also fill the surroundings with cheer. Specially-placed water tanks are used for the immersion of the idols to prevent pollution of natural water bodies.

The Festival of Lights brightens up the township





Diwali is the queen of festivals; it is the most loved and awaited festival in India. Magarpatta City, a miniature India, celebrates the Festival of Lights with pomp. It is the time of the year when the monsoon has retreated and left a good harvest in its wake, a series of festivals have already built up the celebratory mood, and the winter is quietly stepping in. The City is a spectacular sight as it glitters with lights and people rejoice in the company of family and friends.

The joy of Diwali pervades the entire project as Magarpatta City Circle and all the residential complexes get bedecked with lights and smiling faces.

The night sky lights up with fireworks adding to the splendour



This City is the melting pot of people from diverse regions and cultural milieu. The flavour of their customs and traditions seamlessly flow into the community as a whole making it a fascinating social mosaic. But going further, it brings together people in a way no textbooks and speeches could!



Krishna Janmashtami celebrations



Ladies performing the Garba dance during Navratri



The scene of the nativity of Jesus, or the birth of Jesus, set up at the amphitheatre on Christmas Eve.

The Sports Committee is a popular and active organization under the City Council. As Christmas vacations come to an end and New Year begins on a crisp and wintry note, the City gets ready for the annual sports events. The vast playgrounds are thronged by residents as they participate in or watch various field events and matches.



Magarpatta City Cricket League was formed in 2011 and since then the annual cricket matches have become an eagerly-awaited event.



The unlimited energy of the children is positively channelized by organizing various competitions and fun activities on the campus.







When parents join the kids in the games and competitions, it infuses the sporting spirit and cements human bonds.





Ladies participate in competitive events specially organized for them.



Bright young minds vie for victory at the annual chess tournaments.

Sports strengthen the body and festivities refresh the mind. Supplement the two with awareness, and the result is a wholesome society. The Health and Social Wellness Committee does just that. It organizes lectures and workshops to promote yoga; and spreads awareness on obesity and nutrition, environment conservation, and other relevant subjects. Other committees handle the maintenance, upkeep, website, and other functions of the City.



Health camp organized for children at Magarpatta City Public School.



Residents gathered to pay homage to the martyrs of the Pulwama terrorist attack.

Expectant mothers and fathers attend an awareness workshop on pregnancy and prenatal care, conducted by Noble Hospital.





Residents rallied to support the victims of the unprecedented floods in Kolhapur and Sangli districts of Maharashtra in July 2019.



Ladies come together regularly to sing devotional songs and to attend spiritual discourses.





Art classes for children...

The concept of sustainable urban living has translated into reality in Magarpatta City. The promoters have been able to convey the philosophy through their actions and it has percolated into the sensitive minds of the young generation too. Some of the artistic expressions of the children living in the City point to the responsible adults they are going to become in the future!











Relive | We, the People

Traditions and festivals are undeniably the glue that binds the hearts of Indians. People from across the country reside in Magarpatta City and celebrate all festivals together. The City Council is especially zestful in organizing cultural events, contests, and entertainment programs on these occasions, bringing people from diverse regions and religions together in a heartwarming spirit of brotherhood.



A newspaper advertisement of Magarpatta City in the year 2002 aptly calls it 'The City of Festivals'.





Residents of Daffodils meet at a traditional luncheon during Ganapati festival. (On the right) The Ganapati immersion procession is joined by young and old alike.



Running race... for children, and those enjoying childhood a second time!





Specially organized early morning Diwali treat for residents. Renowned actors, Prakash Inamdar and Jaymala Inamdar, regale the audience with their performance.



The youth lose themselves to the hypnotic beat of Raas-Garba, the traditional dance, during Navratri.



Celebrated singer Shankar Mahadevan and his troupe captivate the residents with foot-tapping music on the project Foundation Day.



A group photograph of the staff and employees of Magarpatta Township Development and Construction Company Ltd., on the eve of the Republic Day, 2007.



Agricultural land to township... a journey befittingly depicted in this portrayal.

Future Perfect

While Magarpatta City came to be known as India's first land-pooling township, sustainable and integrated development was its primary objective. The promoters of the City not just belonged to the place but had a strong bond with the soil. Naturally, they were determined to make the township environment-friendly.

Their intent and vision amply reflect in the theme of the five elements adopted in the design and layout of the township.

The centrally located 25-acre garden named Aditi meaning the Mother of Gods in the Vedas pays tribute to the Earth element. The City also flaunts 28 other big and small gardens spread over a total of 95 acres. The bountiful plantation that absorbs the carbon content in the air, a water conservation system that recharges the eight wells located on what was previously farmland, and generation of electricity from garbage are the modern-day manifestations of the elements of Air, Water, and Fire respectively that nurture the lives of the residents.

Magarpatta City encourages a lifestyle that favours environmental health. The construction uses fly ash as it absorbs less water and reduces pollution. The glass façade of the buildings in Cybercity is double glazed and insulated thus saving energy in cooling and heating the indoors. The lawns and gardens on the premises thrive on recycled sewage water. All this speaks of the promoters' commitment to sustainable development.

In 2017-18, MTDCC mandated the first sustainability report of Magarpatta City under the supervision of the Mahratta Chamber of Commerce, Industries and Agriculture (MCCIA) and The Energy Resources Institute (TERI). The report states that with its 30% green cover, Magarpatta City absorbs a whopping 4,835 tons of carbon from the air, thus allowing the rest of Pune to breathe a wee bit freely! Bravo Magarpatta City, for becoming the lungs of the city, just like the green hills surrounding it!



Invoking the powerful blessings of the sun with technology!

Magarpatta City is a successful confluence of tradition and progress. It effortlessly blends the legacy that binds us to our roots while also boldly embracing change for a prosperous future. The symbolic, as well as practical expressions of the five elements throughout the project, aptly reaffirm the sentiment.

The theme of the five elements depicted in five colours on the main entrance invites you to the project.





Aditi Garden, at the very heart of the City, symbolizes the Earth element. The plantations across the township and environment-friendly methods of construction reinforce the ties with Mother Earth.

The eye-pleasing fountain that welcomes you at the main entrance is but an emblem of the element Water. The real tribute to this invaluable resource manifests in the rainwater harvesting and other water conservation measures diligently practised by the residents. Almost 70% of the water supplied by the Municipal Corporation is treated at the four sewage water treatment plants and about 45,000,00 litres of recycled water is used to water the plantations in the project!



Several water conservation measures including water recharging pits and paver blocks in open parking areas ensure that rainwater percolates into the ground; a humble way to respect the element Water.



There were eight wells in the agricultural land before the project was conceived. They were not only left intact but were used for groundwater recharge by connecting with a network of 375 borewells all across the City. As a result, a large volume of the rainwater in the 430 acres expanse seeps into the ground and gets stored evenly because of the underground maze of interconnected borewells! About 11,375 cubic metres of water can be stored in this system.



The verdant greenery and colourful blossoms all across the City thrive on the water recycled at the sewage treatment plant on the premises. About two-thirds of the recycled water is used for the gardens and plantation. The use of sprinklers and drip irrigation system helps in saving almost 600,000 litres of water every day.

Electricity and fuel, although known as the lifelines of urban living, start falling short in supply at some point as demand reaches astronomical proportions. The promoters of Magarpatta City were not only aware of this, but they also had the vision and capability to respond to the challenge. Right from the initial stage, they planned for several measures to conserve energy sources, save energy consumption, and engage renewable energy sources. Magarpatta City has been successfully using every possible way for sustainable living, including power generation from solar panels and bio-gas. Today it is a carbon positive community which means it absorbs more carbon than it releases in the atmosphere!



An artistic depiction of the Fire element adorns the traffic island near Acacia Gardens and Daffodils complexes.



The rooftop solar panels at Aditi Garden... Every housing complex, office building, and even covered parking lots have solar panels mounted on the roof. About 8017 solar panels together produce enough energy to heat 100,000 litres of water every day! It is the largest solar power system installed by a single agency in Asia.



Wet garbage is converted into fuel at the biogas plant in this City. The eight-ton capacity plant produces 450 cubic feet of biogas every day, which is equivalent to 20 cylinders of 14 kg each. Just another interpretation and adaptation of the Fire element in modern living!

The lighting on the internal roads and in public spaces is designed to save up to 50% energy. The lights are powered by biogas produced on site.



Every individual craves pure air and an open sky to live a fulfilling life. In their attempt to give the residents these things, the promoters' pay a tribute to the elements of Air and Space. Every act that tries to mitigate air and noise pollution and to create an environment conducive to the personal growth of every human being, be it resident or labourer on site, goes on to honour these elements.



The traffic island near the entrance on the west represents the element Air.



The element Space is depicted at the traffic island on the road leading to the Roystonia housing complex.

Nothing is wasted or squandered in this City, not even garbage! While wet garbage is turned into biogas and manure for use as a renewable energy source and to nourish the plantation on the campus respectively, dry waste like plastic and metal is sold as scrap to be recycled!



Every household is urged to separate wet and dry waste, which is picked up from the housing complexes and taken to collection centres set up at different locations. From here it is taken to the garbage treatment plant.



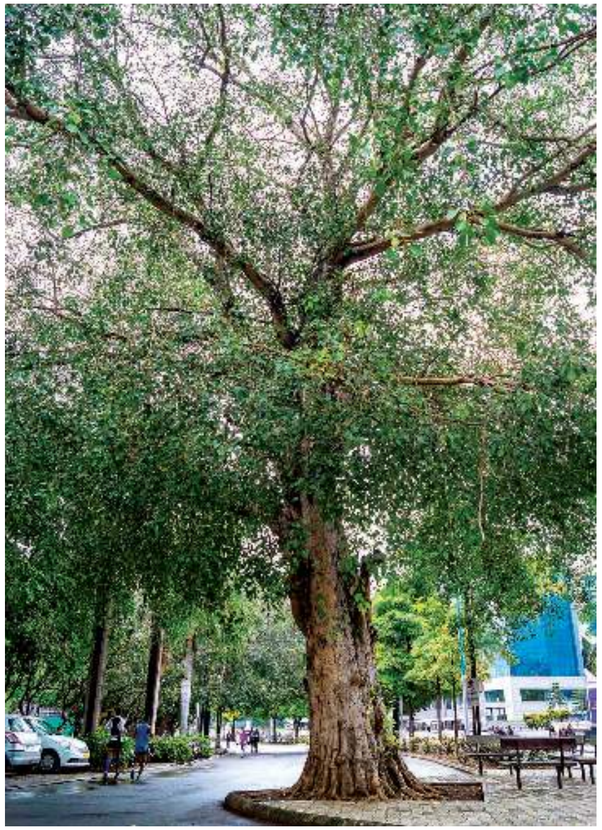
Garbage is once again separated into wet and dry waste at the processing plant. The bio-degradable or wet garbage is processed to manufacture manure or fuel, while dry waste is sent out to be scrapped or recycled.



Extensive use of fly-ash bricks in construction saves costs, avoids pollution, and makes the structure more durable and fine-looking. It brings benefits to the home buyers and the company alike.



Magarpatta City is proof that the future doesn't have to stand on the grave of the past. The entire planning and execution of the project have ensured that the gifts of Nature and signs of the past are lovingly preserved. At the same time sensitivity to residents' needs reflects in every little feature created here.



A Pipal tree, which is lovingly preserved despite being in the middle of the proposed internal road. This City abounds with native trees that need little maintenance, clear the pollution in the air, keep the locale cool, and are also home to numerous species of birds.



Rightly anticipating the spiraling growth of traffic in the city in the future, the promoters planted copious saplings along the boundary walls of the project. Now grown into majestic trees, they help mitigate the noise and air pollution that could impact the life inside.



The dainty line of shrubs running between the street and the sidewalk not only adds to the beauty but also makes it very safe for pedestrians to walk.

The concept of Magarpatta City has not only succeeded in creating a township that offers a wholesome, healthy, and modern lifestyle to urban dwellers, it has also created income avenues for the original landowners which can sustain their families for generations to come! The farmers who knew nothing else besides farming have seen their young children acquire vocational skills and become entrepreneurs. This dynamic group of people inspired other farming communities to turn the pressure of urban development for their own long term benefit through collective enterprise.



Magarpatta City inspired yet another community of farmers. Nanded City, on the south-west of Pune, followed in its footsteps to become the next commendable township that celebrates Nature and urban development with elan.

Relive | Future Perfect

What has shaped up into a magnificent sustainable city over two decades is the outcome of rigorous research and planning. No wonder Magarpatta City has become a role model for the township and inclusive cluster development all over the world.



Eucalyptus trees standing on the land before the development of the City. These were conserved and nurtured in the project. (Below) Expansive manicured lawns were created on the premises even as the project started.





Saplings were planted in every residential complex, at the very start of construction. (Below) Wide internal roads bordered with trees. Residents' comfort and convenience have always been the top priority.





The model of Magarpatta City has received mention in Dr. A.P.J Abdul Kalam's book Target Three Billion, on sustainable development. Dr. Kalam, himself, informed Satish Magar about it on his visit to this project. (Below) A delegation from France visited the vermiculture project in this City.





Residents participate enthusiastically in a campaign to support the mission of tree plantation.



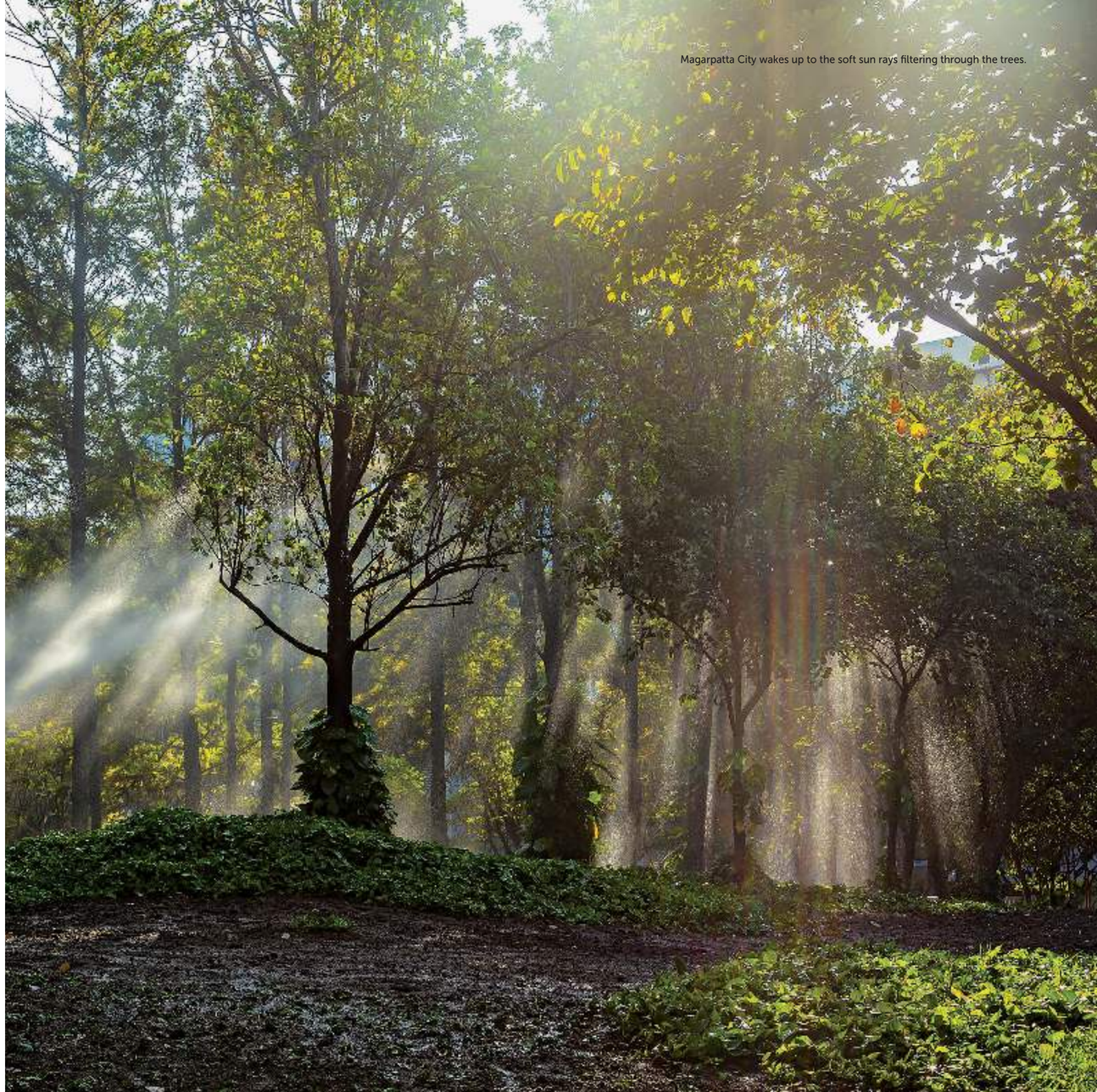
The huge water storage tower, being installed in the early stages of project implementation, points to the keen foresight of the promoters.

Colours of Magarpatta City

As it bestows humankind with its abundant riches, does Nature expect anything in return? If we could simply value and preserve what we partake of, it would be enough to keep the species protected and nurtured. The talks on global warming and its effect on the ecosystem have moved from conference rooms into the living rooms of the common people. Ironically, most of us are still unaware and unable to see the bigger picture of how ecological disequilibrium could affect our progeny long into the future. At the same time, while caught up in a roller-coaster of material living, we cannot deny the strong innate desire to retreat to Nature from time to time. This apparent paradox seems unresolved as of now. But then, at an opportune moment emerges a place like Magarpatta City where Nature and modern development are not opposed but complementary to each other. Needless to say, people in rising numbers long to be part of it!

Magarpatta City is not only a melting pot of diverse cultures, but it is also home to a plethora of Nature's mesmerizing forms. Aditi Garden boasts of 173 species of trees, 72 types of shrubs, and 18 varieties of medicinal plants. There is a delightful multiplicity of bird species and the City adorns intriguing hues as seasons change.

Just like the well-balanced landscape, Magarpatta City integrates the concepts of 'Walk to Work' and 'Walk to School', thus gently leading residents towards a healthy, happy, stress-free living.



Magarpatta City wakes up to the soft sun rays filtering through the trees.



The urban landscape, dominated by grey concrete, seldom renders the opportunity to watch the beautiful colours of Nature at play. But residents of Magarpatta City are privileged to cherish every changing hue from dawn to dusk and the seasons of the year. The best place to feast your eyes on this treat is the Aditi Garden, at the heart of this City!

The serene lake, set like a jewel in the vast emerald expanse of Aditi Garden.

The City is home to a large variety of flora. Aditi Garden alone has over 18,000 trees of 173 different species. The project as a whole has over 25,000 trees. There are 72-odd varieties of shrubs, 31 types of ground cover, 11 types of climbers, and 18 types of medicinal plants. Needless to say, the luxuriant vegetation also attracts different species of birds, butterflies and animal life that enriches this City.



The profusion of trees all over the project plays a crucial role in absorbing large amounts of carbon, thus making the air cleaner.





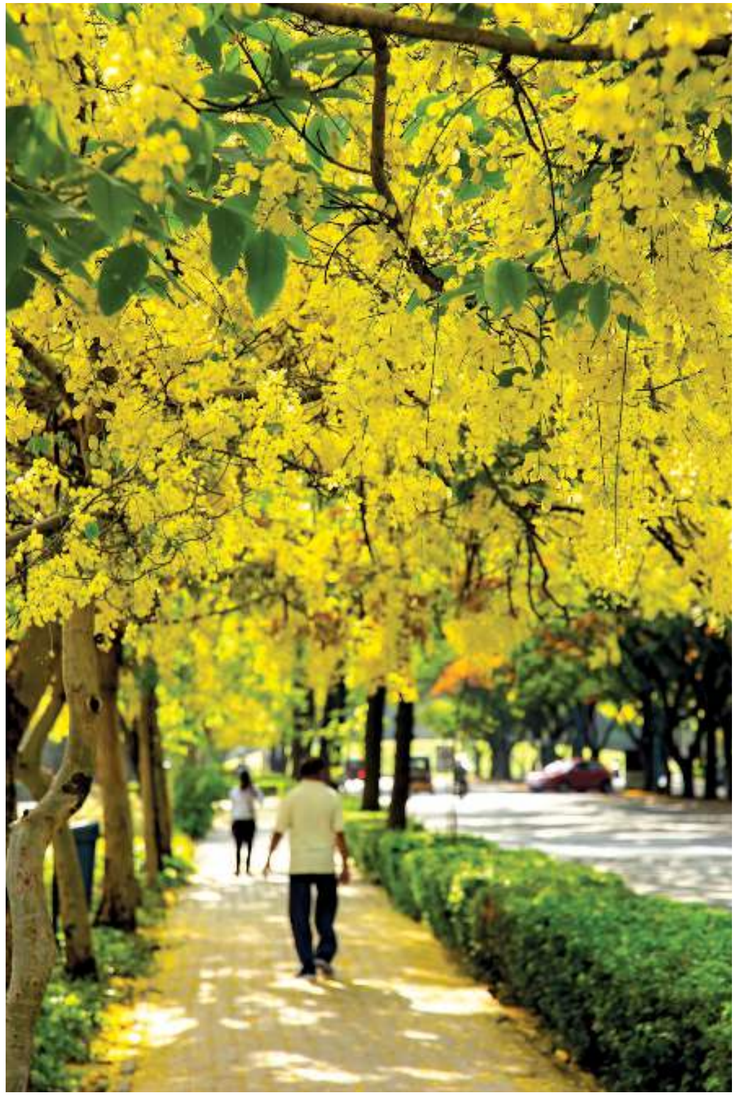


The dreamy blossoms of the Pink Trumpet tree and Bauhinia variegate lacing the streets.

This City is a fascinating canvas of the changing seasons. The bright cheer of summer sunshine when the Cassia Fistulas and Gulmohors bloom, the colourful blossoms of spring, the rich green foliage, and the grey-blue hues of the cloud-laden monsoon sky with an occasional rainbow peeping from behind, and even the intriguing winter mist... everything is an experience to cherish at Magarpatta City.



Spring, the gentle mediator between chilly winter and blazing summer! This is the time when the splendour of the flowering trees is in full glory. It's the time of rejuvenation, and the City is drenched in beauty all around. Not just Aditi Garden, but the borders of Cyber City and all the residential complexes bask in this magical charm.





The internal roads drape themselves with the golden blossoms of Cassia Fistula.







As winter quietly steps in, the Canon Ball tree (below) welcomes it with its beautiful blossoms. Cassia Fistulas compete with Gulmohor (on the right) in a riot of bright colours during summer.



Spring makes way for the summer. The landscape explodes into the flaming red of Gulmohar and sunny gold of Cassia Fistula. When monsoon arrives, the hues get even more exotic with the blues and mauves of Lagerstroemia Speciosa, locally known as Tamhan. Flame of the Forest, Coral tree and Peacock flower provide them with beautiful company.



Nature paints the sky and earth alike in its myriad hues. Ironically the archetypal city obstructs the horizons with concrete. Not so in Magarpatta City. Feel free and privileged to soak in the rich artistry of every changing season here.













Baya Weaver



Coppersmith Barbet



Purple Sunbird



Red whiskered bulbul



Grey Hornbill



Indian Pond Heron

As human settlement swells in all directions it encroaches upon the territory of other living species. This project has been sensitive to Nature and humble in its aspirations. The conscious plantation of varied species of trees, especially the native kind, the generous green cover, and thoughtfully preserved water sources all welcome a variety of birds and other animal life into their fold.



Spot billed duck

We have all experienced at some time or other in our lives that if we start the day with a smile, then it sets the tone for the rest of the day. But is it possible to start the day with a smile every day? It is possible if you live in a self-contained city where you have a garden near your house, your home is close to your place of work, and you always find yourself in the lap of nature.



A game of badminton played in an indoor badminton court is exciting, but a game played outdoors in the Aditi Garden in the mild sunshine is full of fun.

The bustling cities have a way of making one feel lonely even amidst the crowds. There is a difference between solitude and loneliness: solitude is being alone and liking it; loneliness is being alone and not liking it. This City never lets you feel alone, but at the same time gives you numerous opportunities to enjoy solitude. The benches along the sidewalk or in gardens, promenades, pergolas, and gazebos let you enjoy your own company.









Most of us love to look out of the office or home windows and watch the rain falling down. It is a bewitching sight. And, then, some simply enjoy the showers from the lawn sprinkler!







Some moments in life are beautiful enough to brighten up a lifetime. Life in Magarpatta City is full of moments to share with loved ones. When frozen in time, they make memories that become an eternal source of joy.



An indulgent father captures in the lens of his camera the joys of his little one who has just participated in a bicycle race.



Oxygen Zone: The favourite selfie point in Magarpatta City!

Relive | Colours of Magarpatta City

Mankind's relationship with nature goes back to its origin. And yet, we seem to be taking the earth, trees, clean air, and sunshine for granted. Magarpatta City makes a sincere attempt to restore this deep kinship by planting abundant trees, conserving water, and implementing several other initiatives, thus offering to society, a lifestyle model to appreciate, experience, and emulate.



A plan depicting the landscaping at Aditi Garden that stands at the centre of this City. The early planning and plantation along the perimeter of Aditi Garden as well as the rest of the built architecture have resulted in the entire locale being ornamented with profuse greenery over two decades. (Below) A specially developed plant nursery within the campus supplies saplings for plantation.







The initiatives for nature conservation and future-ready planning drew innovator and education reformist Sonam Wangchuk to visit Magarpatta City.

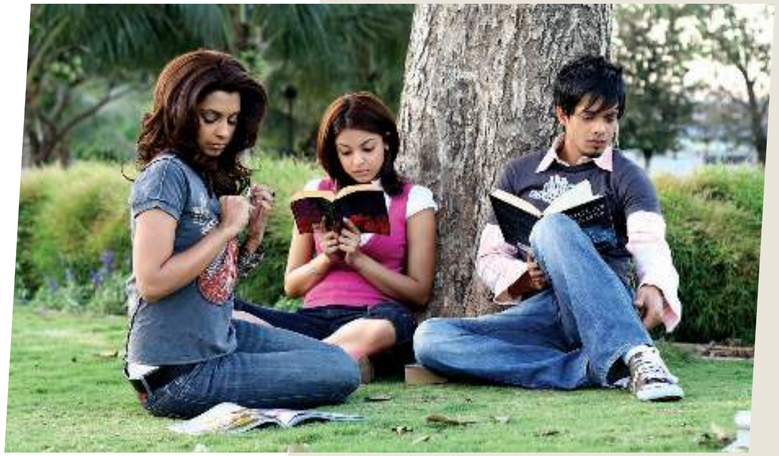


Trees are planted as soon as construction begins so that refreshing greenery sets off the grey concrete as both shape up in tandem.





From industrialists to religious leaders, this City has attracted eminent personalities from every walk of life. Industrialist Rahul Bajaj and a Buddhist Guru visit Magarpatta City.





Magarpatta City has been an ideal location for film shooting. Hindi movie 'Saas, Bahu aur Sensex' being shot on the premises.



A visiting foreign photographer captures the beauty of the township through his lens.

Epilogue

It is not unusual for an individual's name to be synonymous with their professional identity, or for a generic product to be known after the most popular brand within the category. So we Xerox documents instead of photocopying them and eat Maggi instead of instant noodles when in a hurry. When brand names evolve to convey a singular quality, like Tata conveying trust and Nike conveying strength, it may be said that it has reached its highest summit of success.

But there is always a point in the past when the first step was taken to climb this ascent. There was a dreamer and adventurer behind the enterprise who dared to take the first step and was intrepid enough to travel a road filled with challenges.

With its history of 2000 years, the city of Pune has its own claim to success stories in the field of industry and enterprise. The Kirloskars, Bajaj, Firodiya, Garware, and Kalyani are just some of the families that became prominent brands in themselves and put Pune on the global map of the engineering and automobiles industry.

The farmers of Magarpatta also accomplished an extraordinary feat by envisaging and executing Magarpatta City. These were simple people whose agricultural land was their only asset and their hope to own the fine material possessions of modern society. But it was not enough. And, when a situation arose that threatened to take away that single valuable asset, it was time to think out of the box. Led by one visionary, intrepid young man, they came together and decided to use their land to create a brand new city within the city. They boldly stopped economic pressures from sweeping them off their feet and turned a challenge into an opportunity. The concept of Magarpatta City stood on three pillars: People, Purpose and Prosperity. Today their assets remain their own, along with the promise to reward them for generations to come.

Magarpatta City has proved to be a model in land pooling and integrated development. It is a brand and a synonym for sustainable, planned townships.

It has expunged the debate between old and new, rural and urban, modern and traditional, nature and development. It has replaced the 'or' by 'and' to show that these seemingly contradictory phenomena can move in tandem.

In all probability, it has given us the *mantra* that could define future urban development.

List of Awards and Recognition received by Magarpatta City

- 1st Prize in MAHARASHTRA IT AWARDS, by the Government of Maharashtra for Cybercity, 2004
- TOWNSHIP OF THE YEAR, by Accommodation Times, 2006
- BEST URBAN DEVELOPMENT awarded by GIREM, September 2008
- EMPI INDIAN INNOVATION AWARD, by Indian Express, 2009
- REALTY PLUS EXCELLENCE AWARD for Cybercity, 2009
- BEST RESIDENTIAL PROPERTY above 5 lakh sq. ft., CNBC AAWAAZ-CRISIL-CREDAI REAL ESTATE AWARD, 2009
- BEST INTEGRATED TOWNSHIP, Smart Living Awards, 2010
- BEST INTEGRATED TOWNSHIP, ZEE Business-RICS Real Estate Award, September 29, 2011
- BEST INTEGRATED PROJECT, CNBC AWAAZ Real Estate Award, 2012
- GREENEST PROJECT, CNBC AWAAZ Real Estate Award, 2012
- MOST CONSUMER FRIENDLY DEVELOPER, CNBC AWAAZ Real Estate Award, 2012
- INDIA'S MOST PROMISING BRAND for 2013-14 in the Real Estate category, WCRC AWARD, 2014
- 'MAHARASHTRIAN OF THE YEAR' for best infrastructure, Award by Lokmat Media Pvt Ltd on April 01, 2016
- 'SWACHA PURASKAR' by the Pune Municipal Corporation, 2nd prize on October 02, 2016
- IGBC (Indian Green Building Council) PLATINUM RATING to the new head office of Magarpatta Township Development and Construction Company Ltd., 2019

- Magarpatta City is amongst the TOP 10 SUCCESS STORIES OF THE STATE, declared in Infrastructure Summit by the Maharashtra Economic Development Council, 2002
- Magarpatta City has won accolade at SYDNEY WORLD CONGRESS OF METROPOLIS, 2008
- Magarpatta City included in the LIMCA BOOK OF RECORDS for having largest solar water heating system, 2008
- EDUCATION SECTOR PRESENTATION given at Georgia Tech University, Atlanta, 2010

A combination of unique factors, which are not easy to come by in the Indian agrarian countryside, made the transition from sugar cooperatives to shareholding companies in land possible in Magarpatta City. These variables include the consolidated pattern of land ownership and the history of collective action.

A study in the Department of Architecture, Landscape Architecture and Urban Planning, Harvard University

Magarpatta City is an innovative idea which seems to meet a positive response in Pune's housing market. It is based on the laudable idea that former farmers should benefit from the urbanization processes as owners and shareholders of the development company.

A report by GIZ-DAAD Summer School

The reason Magarpatta City is interesting is that it is an attempt to produce a socially equitable form of urban development. It is indeed a commendable achievement that the Magar community has accomplished by building an integrated township on 430 acres of farmland. Not only has it been financially profitable, it has also suggested that an alternative model of development is possible.

Research by Urban Regional Planning University of Michigan, in support with Foundation of Urban and Regional Studies

As we realize sustainable development models and create economic entities in the rural region, here needs to be a mechanism which can ensure a win-win situation for both the entrepreneurs and the local community. Magarpatta City, a 430-acre area on the outskirts of Pune in the state of Maharashtra, is an excellent example of the need to involve the community as a shareholder and partner in development.

A.P.J Abdul Kalam in his book "Target 3 Billion"

HAPPY @20






















A City... A Bouquet of FLowers!

All neighbourhoods in Magarpatta City, except Sylvania, are named after flowers. Sylvania is a city in the United States of America, officially recognised as the City of Trees.


Cosmos


Daffodils


Grevillea


Heliconia


Sylvania


Iris


Jasminum


Laburnum


Acacia


Mulberry


Zinnia


Erica


Trillium

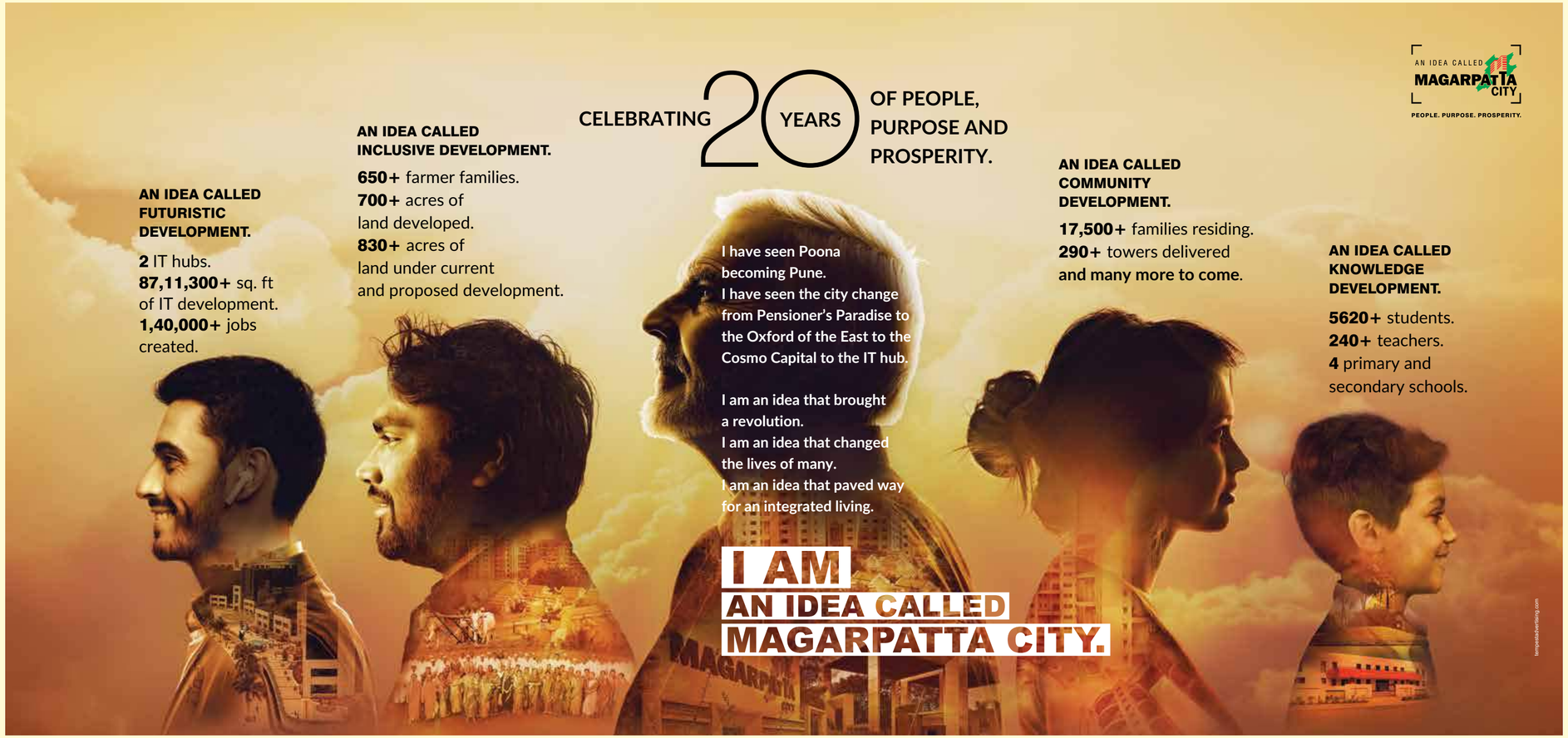

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RDX Music Academy: 36 (bottom)
Noble Hospital: 37, 116 (both)

Dr. Sanjeev Shinde: 164-165 (all)
Manoj Deshpande: 171 (left)
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AN IDEA CALLED
MAGARPATTA CITY
PEOPLE. PURPOSE. PROSPERITY.
CELEBRATING 20 YEARS OF PEOPLE, PURPOSE AND PROSPERITY.
AN IDEA CALLED FUTURISTIC DEVELOPMENT.
2 IT hubs.
87,11,300+ sq. ft of IT development.
1,40,000+ jobs created.
AN IDEA CALLED INCLUSIVE DEVELOPMENT.
650+ farmer families.
700+ acres of land developed.
830+ acres of land under current and proposed development.
I have seen Poona becoming Pune.
I have seen the city change from Pensioner's Paradise to the Oxford of the East to the Cosmo Capital to the IT hub.
I am an idea that brought a revolution.
I am an idea that changed the lives of many.
I am an idea that paved way for an integrated living.
I AM
AN IDEA CALLED
MAGARPATTA CITY.
AN IDEA CALLED COMMUNITY DEVELOPMENT.
17,500+ families residing.
290+ towers delivered
and many more to come.
AN IDEA CALLED KNOWLEDGE DEVELOPMENT.
5620+ students.
240+ teachers.
4 primary and secondary schools.
MAGARPATTA
templatesadvertising.com

The earth, the air, the land and the water are not an inheritance from our forefathers, but on loan from our children. We have to hand it over to them at least as it was handed over to us.

— Mahatma Gandhi

MAGARPATTA CITY
The pride of Pune