

CUTS International New Campus

at Jagatpura Institutional Area, Jaipur



Make a WORLD of Difference!



About CUTS

Established in 1983-84 as a rural development communication initiative, Consumer Unity & Trust Society (CUTS) is now at the cutting edge of the consumer movement in India as well as across the globe. It has become a leading Southern voice on trade, regulation and governance. Today, CUTS International, with a staff of around 150, operates out of:

- Three programme centres in Jaipur and one in Chittorgarh;
- An advocacy centre in New Delhi, and a Centre in Calcutta, India; and
- Five resource centres in Lusaka, Zambia; Nairobi, Kenya; Accra, Ghana; Hanoi, Vietnam; and Geneva, Switzerland

About the Project

CUTS is in the process of establishing an International Policy Centre to house its various centres working on trade, regulation and governance issues on the concept of MICE (Meetings, Incentives, Conference & Exhibition) with the gross construction area of approximately 1,85,000 square feet at Jagatpura Institutional Area, Jaipur on a plot of land measuring about 5000 square meters located in a prime business district of the expanding Jaipur.

The final design evolved is a mix of interesting built form on simple lines with a small block, a state-of-the-art auditorium of 200 seats for multiple uses, such as stage shows, conferences with translating facilities housed on the first floor. A 60-seat Conference Hall is very smartly tucked below the steps of the Auditorium above. This is on the road side, with ample semi covered interaction and exhibition space.

A minimalistic **reception** area suitable for the guest rooms and the office block is proposed on the ground floor to cater to the reception desk and basic waiting space for visitors. 13-passenger high speed elevators, and a service lift is provided to transport freight from basement to the roof to cater to pantry services to all guest rooms as well as office floors.



GROUND FLOOR PLAN

A 150 feet tall **clock tower** is intended to be installed at the main entrance to house 12 feet diameter clocks on all four sides. This facility will become a landmark in the city of Jaipur.

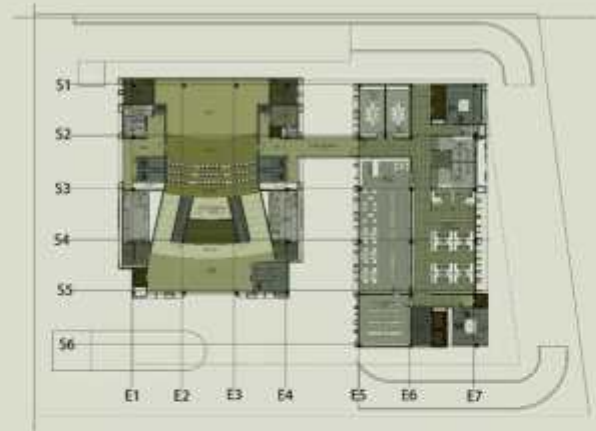
The new venue will feature a health club to offer everything which is needed for a complete health and fitness experience. It also offers crèche run by qualified staff.

Emphasis will be placed on its environment-friendliness, particularly energy and water conservation, and it will be designed in a manner to be easily accessible to differently-abled persons. Construction will be done in phases over the next five years and it is estimated to cost ₹400mn.



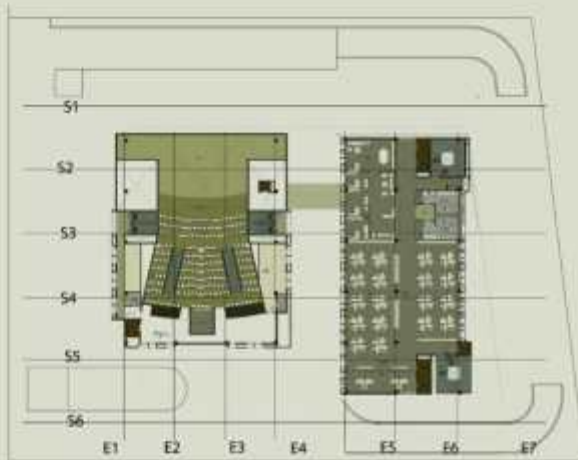
BASEMENT FLOOR PLAN

The **basement** will house approximately 150 cars and various permitted services along with access to the Auditorium, Office as well as to Guest Rooms.



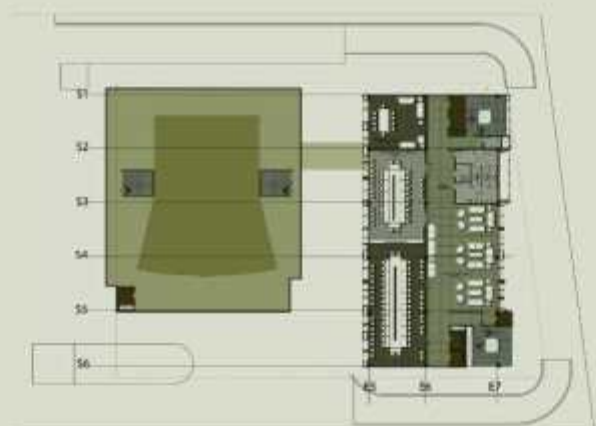
FIRST FLOOR PLAN

The **first floor** houses a library and two meeting rooms with the administration department.



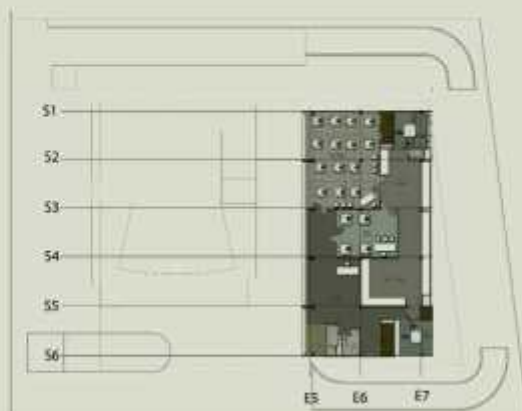
SECOND FLOOR PLAN

The open office plan on the **second floor** will house the staff of CUTS.



THIRD FLOOR PLAN

The **third floor** caters to two conference rooms for 40 and 25 persons respectively, attached with a self-sufficient business centre-cum-ante chamber. This floor is serviced by a pantry elevator.



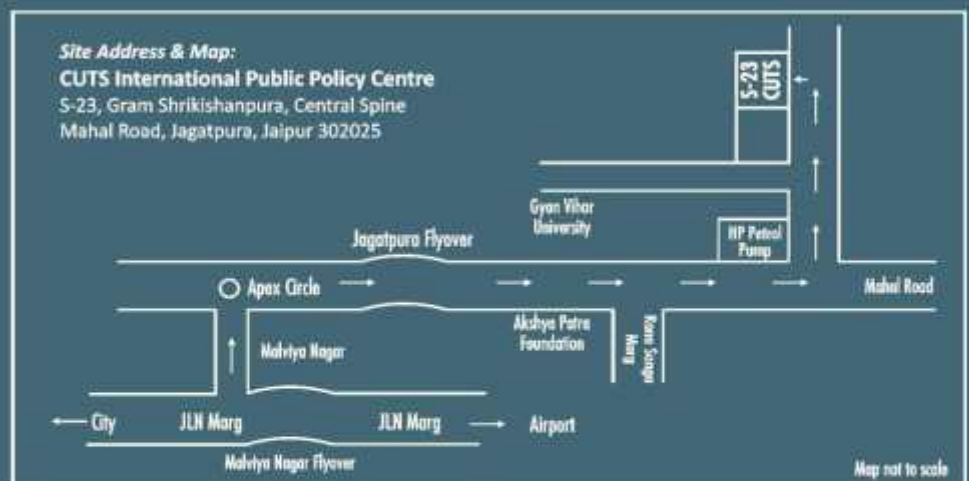
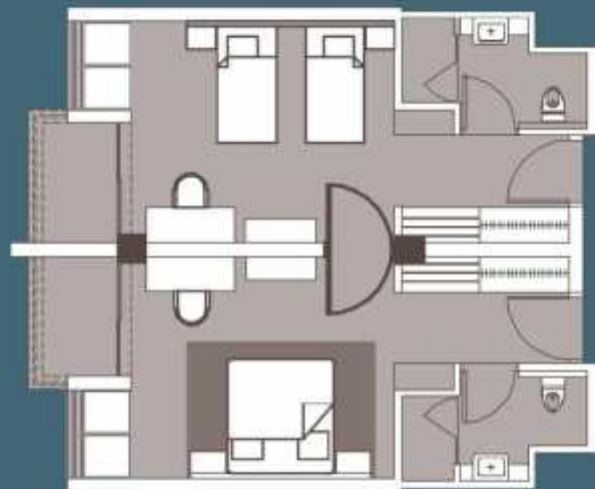
FOURTH FLOOR PLAN

A **restaurant** has been provided on the fourth floor with a panoramic view of the surrounding area with facility for a business lounge.

Elevation Features

The elevation of the facility is more of functional and not the current craze of glass and steel super structure in and around Rajasthan. The interesting elevation has been worked out as a random, yet very well planned mosaic art work of recessed punctures of various sizes for the double glazed windows and dummy recesses in the façade with bright tiles. Very few large windows are provided wherever essential.

Guest rooms have been very thoughtfully planned with small standing balconies, in order to make the guests feel at home and not boxed or caged in during their long stay. Sliding metal louvre panels are planned in front of the windows and balconies to keep the glare out as well to offer some kind of privacy for the guests.



CUTS International

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