

Upriser's Glory Foundation – Unique Mall Project

Overview

Upriser's Glory Foundation's (UGF) Unique Mega Mall Project is a visionary initiative aimed at redefining retail and community development in Hyderabad. Unlike traditional commercial malls designed for the affluent, the UGF Mega Mall focuses on inclusivity, empowering farmers, manufacturers, and the general public by creating a transparent, affordable, and community-driven marketplace. The project directly connects producers and consumers, eliminating middlemen to ensure fair pricing and shared prosperity.

Structure and Key Features

The UGF Mega Mall is designed as a multi-level complex combining business, recreation, and welfare under one roof. Its innovative structure includes:

- A gigantic hypermarket on the ground floor uniting manufacturers, farmers, and dealers under one roof.
- A dedicated ₹20 Kids Play Zone occupying the first floor, offering safe and affordable recreation.
- A diverse food court and low-cost restaurants on the second floor, prioritizing vendors and restaurateurs whose businesses were impacted by COVID-19.
- Retail outlets and brand stores on the third floor, giving new and small-scale manufacturers space to showcase their products.
- An ice rink, gym, and salon on the fourth floor at rates 30% below market prices.
- A stunning terrace garden restaurant, pool, and banquet hall on the fifth floor for low-cost events and weddings.
- Two underground floors for vehicle parking.
- Free public park surrounding the mall with playground equipment, benches, and a BBQ area.

Beneficiaries

The UGF Mega Mall serves as a multi-benefit project impacting several key groups:

- **Farmers:** Gain direct access to consumers and fair compensation for their produce, eliminating brokers and reducing exploitation.
- **Manufacturers:** Receive a transparent, rent-efficient platform to sell products without heavy shelf or commission fees.
- **Common Public:** Enjoy the lowest retail prices, free recreational amenities, and thousands of job opportunities.
- **Children:** Access a safe, affordable play area that encourages fun, learning, and inclusivity.
- **Local Vendors:** Rebuild their businesses post-pandemic through affordable stalls and restaurant spaces.

Impact and Sustainability

The UGF Mega Mall project will drive socioeconomic transformation by fostering employment, supporting small businesses, and promoting sustainability. Hyderabad's identity as an IT and heritage hub will be enhanced by this model of inclusive urban development. The project also incorporates solar energy solutions to minimize environmental impact and operational costs.

Frequently Asked Questions (Q&A)

Q: How will the mall sustain financially?

A: The Mega Mall is designed to be self-sustaining through revenue generated from leasing brand spaces, restaurant stalls, and entertainment areas, as well as online operations. This hybrid model ensures stable income without overpricing essentials, maintaining UGF's focus on social welfare.

Q: How can the mall offer such low prices?

A: By eliminating middlemen like brokers and retailers, farmers and manufacturers can sell directly to consumers. Additionally, the project's focus on utilizing government land and solar energy significantly reduces costs, allowing UGF to offer products and services at affordable prices.

Q: What makes this project unique?

A: Unlike traditional malls built for profit, the UGF Mega Mall integrates social welfare with economic opportunity. It provides a space where small businesses, farmers, and local manufacturers can flourish while the public enjoys accessible luxury and entertainment.

Q: When will construction begin and how will it progress?

A: Construction will proceed in phases to ensure sustainability. Phase 1 includes the hypermarket and kids play area, followed by restaurants, retail outlets, and service spaces in Phase 2, and recreational and event facilities in Phase 3.

Q: How will the government and public benefit?

A: The project will generate thousands of jobs, promote entrepreneurship, and boost the local economy. The government benefits from urban development and reduced unemployment, while the public gains access to affordable shopping, entertainment, and opportunities for community engagement.