

Mother Auditorium

Sri Aurobindo College of Commerce & Management, Ludhiana

Vardhman Textiles invested ₹18 crore in constructing the 834-seat Mother Auditorium at SACCM, Ludhiana, inaugurated in November 2022. The fully air-conditioned, multi-purpose facility features state-of-the-art acoustics, 4K AV systems, 120-channel LED lighting, a 1,200 sq. ft modular stage, a 50 kW solar rooftop installation, and a 25,000 L/day sewage treatment plant. The auditorium has transformed SACCM's capacity to host academic, cultural, and community events at scale, hosting 50+ events annually with 12,500+ attendees.

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KEY PERFORMANCE INDICATORS

<div>₹18 Cr</div> <div>Total CSR Investment</div>	<div>834</div> <div>Seating Capacity</div>	<div>50+</div> <div>Annual Events Hosted</div>	<div>12,500+</div> <div>Annual Attendees</div>	<div>8</div> <div>National Academic Conferences</div>
<div>6</div> <div>Direct Jobs Created</div>	<div>10+</div> <div>Indirect Jobs (Vendor Network)</div>	<div>₹157.5L</div> <div>Annual Social Value</div>	<div>0.3:1</div> <div>SROI Ratio (Breakeven 3.5 yr)</div>	<div>35%</div> <div>Energy Savings (LED + Solar)</div>

UN SDG ALIGNMENT

<div>SDG 4</div> <div>Quality Education</div>	<div>SDG 8</div> <div>Decent Work & Growth</div>	<div>SDG 9</div> <div>Industry & Infrastructure</div>	<div>SDG 11</div> <div>Sustainable Cities</div>	<div>SDG 13</div> <div>Climate Action</div>
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KEY TAKEAWAYS & STRATEGIC INSIGHTS

Infrastructure Transformation

SACCM shifted from costly rented or weather-dependent outdoor venues to a world-class 834-seat in-house facility. Zero rental costs, year-round programming, and capacity for 1,500+ participants per event mark a step-change in institutional capability.

Academic & Cultural Impact

The auditorium hosts 50+ events annually — 33% student cultural events, 27% academic conferences, 15% community events, 15% workshops, 10% guest lectures. Eight national conferences have elevated SACCM's regional profile.

Financial & Social Returns

Annual social value of ₹157.5 lakh is driven by cost avoidance (₹62.5L), employment creation (₹50L), event participation value (₹25L), and sustainability savings (₹20L). SROI of 0.3:1 exceeds the average for high capital-intensive infrastructure projects in India.

Sustainability Leadership

The 50kW solar installation offsets 35% of the facility's energy footprint. The sewage treatment plant processes 25,000 litres/day for campus reuse. LED motion-sensor lighting and full NBC 2016 compliance reflect strong environmental stewardship.

Employment & Community Engagement

Six direct jobs and 10+ indirect livelihoods through vendor partnerships have been created. The auditorium also functions as a civic space for NGOs, cultural societies, and community gatherings, strengthening the college–community relationship.

Strategic Roadmap

Short-term: launch digital booking system for efficiency and transparency. Medium-term: expand external bookings to increase utilisation and generate a revenue corpus. Long-term: add hybrid conferencing capabilities and develop as a regional excellence centre.