OBSERVER DAWN

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Power of Thoughts

All Roads Lead to Lucknow

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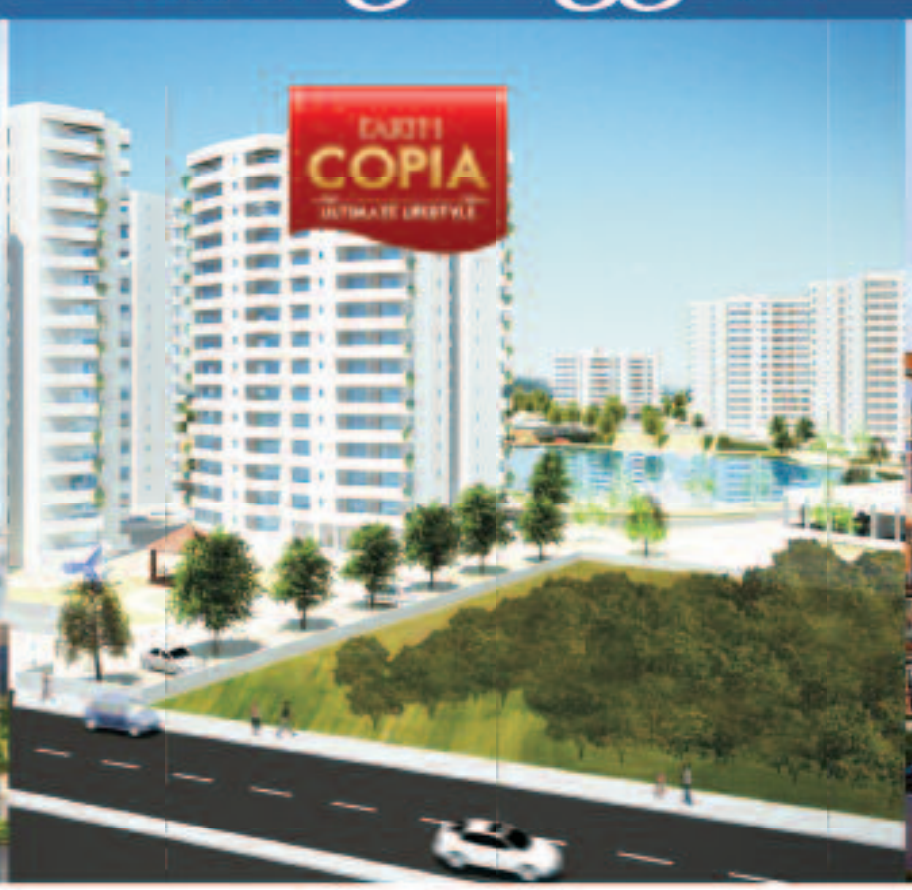



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Read *Observer Dawn's* next issue: Investigative stories revealing the "Real Faces"


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Delivering Smart Cities

The ambitious plan of Prime Minister Narendra Modi to build 100 smart cities across the country is a major step towards a sustainable urbanisation in India. One may ask freely about the delivery time as these cities – based on ultra-efficient technologies and infrastructure – seem to be always five to 10 years away. A futuristic concept, often doubted as 'all talk and no action,' the government, however, allocated Rs 7,060 crore for this purpose in the current fiscal. This looks meager considering the actual money needed for building these cities. But at last, a bold step has been taken.

According to an estimate about the exodus of people from rural to urban areas, by 2050, 70% of them will be living in cities. The growing populations are placing greater demands on the city infrastructures such as transportation, healthcare, education and public safety. Then there are ever-changing public demands for better education, greener programmes, accessible government, affordable housing etc. Needless to say, it is the most opportune time to focus on developing mechanism for sustainable cities.

We have cites galore – big, medium and small – accommodating a huge population. So, what's new in smart cities we are developing? A city is 'smart' if investments in human and modern infrastructure propel sustainable economic development and a high quality of life. During a brainstorming session to discuss and review the progress on conceptualisation of the 'Smart Cities' initiative, Union Minister of Urban Development and Housing & Urban Poverty Alleviation M. Venkaiah Naidu said, "The focus of the smart cities project should be to enhance the quality of urban life through an integrated approach to urban planning and execution besides ensuring 'inclusivity'.

Smart cities are imperative in both emerging and developed economies. India, China and Brazil require smart cities because growing populations' needs must be addressed.

Smart cities are imperative in both emerging and developed economies. India, China and Brazil require smart cities because growing populations' needs must be addressed. Studies conducted by independent bodies have identified some key aspects that are essential for a smart city: smart governance, smart mobility, smart environment, smart ecology, smart people and smart living.

On global scenario, we often mention Barcelona and Glasgow as cities on the verge of becoming smart ones but Indian has its own Surat in Gujarat which is closest to be termed as smart city. Dholera in Gujarat, Shendra in Maharashtra, Manesar in Haryana, Khushkera in Rajasthan, Ponneri in Tamil Nadu, Krishnapatnam in Andhra Pradesh and Tumkur in Karnataka are some of the smart cities to be developed in India.

Notwithstanding government's intent, it's time to make this project not a wishful thinking and look at what is happening in the world right now. We should also realise that delivering smart cities requires the public and private sectors to work together. Even with the best of intention, days of city governments developing on their own are long gone. More than the requisite resources to build technology-driven urban spaces, our bureaucracy and concerned agencies need to accelerate the tempo without unnecessary delay.

After all, who wouldn't like to live as a smart citizen in a "Smart City?"



Hariom Tyagi
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Kajaria's New Range of Digital Ceramic Wall Tiles

Stretch the visual dimensions of your bathroom and kitchen with Kajaria's new range of 25 x 75cm digital ceramic wall tiles.Kajaria Ceramics Ltd, India's largest manufacturer of ceramic and vitrified tiles, has launched its latest collection of 25 x 75 digital ceramic wall tiles. These tiles will not only add a subtle aesthetic charm to your home but will also make it look more spacious with their unique elongated size. The collection truly lives up to its brand proposition: "Designs that stretch your imagination, size that stretches your space".The 25 x 75 digital wall tile collection offers a stylish tiling option with a touch of class. It adds a premium element to your interiors, while being easy on the pocket. It also carries a range of trendy designs, motifs and graphics to suit the diverse aesthetic preferences of consumers. Mr. Ashok Kajaria, Chief Managing Director, Kajaria Ceramics, said, "A common perception amongst consumers, when it comes to tiles, is that bigger is better. This is because larger tiles lend a more roomy appearance to the interiors and looks very premium. However, given the limitation of space in metros, big tiles are being seen as a less practical alternative. Kajaria Ceramics has therefore introduced the 25 x 75 cm digital ceramic tile range whose unique size will provide the same sophisticated and elegant aura, plus an open and breathable ambience to any room without overshooting one's budget."



AVJ Group Launches Rs.150 Crore Flagship Project in Delhi

AVJ Group, is coming up with its new flagship commercial project in Preet Vihar- East Delhi. Due to the increasing demand of commercial houses in east Delhi, the company has decided to build its project called AVJ Business Suites in Preet Vihar. These business suits range from 600 to 1200 Sq.ft. The other features of this project includes two side open beautiful landscape, exclusive swimming pool, gymnasium, restaurant and club house on the terrace. Apart from these exciting features, it also provides International standard safety measures, High speed lifts for all the floors, Exclusive shopping areas allocated on two levels catering to men's wear and women's wear, footwear brands, accessories, home furnishing and multi-brand products in huge anchors and retail shops.



Speaking at the launch, Mr. Vinay Jain, CMD, AVJ Group said, "This is flagship project of AVJ Group. It is amongst the top 10 Business Centres in Delhi to help small, medium and large corporates grow their business. Therefore, the project is designed to meet the requirements of the corporate sector in the modern arena. We are planning to invest Rs. 150 crore in this project. The Business Centre basically comprises of 3 Basements + 10 Floors".

JM Housing Comes Out with its 'BEST'

JM Housing has come out with yet another surprise for its customers and stakeholders. Recently, the group expanded its verticals in to a retail chain of departmental stores to meet all the daily needs of the residents of the project by the name of 'Bittoo Everyday Stores' (BEST). It inaugurated its maiden departmental store BEST at their commercial centre by the name of JM Plaza at their recently delivered project JM Orchid located at sector 76, Noida. The inauguration ceremony of the store witnessed the directors and CEO of the group along with customers and residents of the project and company. The company has plans to open up more of these stores in their upcoming projects JM Aroma, at sector 75, Noida and JM Florence at Greater Noida West. The store has already started to receive an overwhelming response from the residents as the footfall has been on a rise.



Looking at the grand achievement, Mr. Rupesh Gupta, Director, JM Housing said, "Every resident desires to have a shop at their doorstep which meets all their daily needs. Keeping this reason in mind, we came out with this concept. This has not only allowed us to expand our line of business, but is another way to reach out to the customers, meet their needs and earn their satisfaction. Already we are receiving a very positive feedback from the customers and residents and hope to receive the same in the future".

RBI Keeps Policy Rate Unchanged

As widely expected,the Reserve Bank of India (RBI) kept its key policy repo rate unchanged.The repo rate has been unchanged since January, when the RBI increased it by a quarter percentage point. "The upside risks to the target of ensuring CPI inflation at or below 8 percent by January 2015 remain, although overall risks are more balanced than in June," Governor Raghuram Rajan wrote in the RBI statement on its policy review.

The RBI did, however, announce steps to free up resources for banks to lend, a priority for Prime Minister Narendra Modi's government as it seeks to encourage investment in order to put momentum back in sluggish economic growth.



The central bank said it would continue to focus on spurring more lending and lowered banks' minimum bond holding requirements, known as the statutory liquidity ratio (SLR), by half a percentage point to 22.0 percent of deposits to free up more money for lending, effective from Aug. 9.

Unmasking the Real "Faces"

- **How the much-touted projects like Masterpiece, Cosmic Cruz and City of Romance, just to name a few, sunk in the sea of false claims and commitment by Promoters and Directors of Cosmic Group.**
- **Encroachment on the public land is not a new phenomenon but how could developers like Gaursons India Ltd. involve in commercial activities on those patches of the village land which were earmarked for 'public purpose?**

Read *Observer Dawn's* next issue: Investigative stories revealing the "Real Faces"

Omaxe Palm Greens in Greater Noida

Omaxe Ltd. has handed over possession of approx. 628 units in its affordable project Omaxe Palm Greens in Greater Noida. Spread across 14 towers, these units range from 970-1790 sq. ft. in offerings of 2 & 3BHK. "Affordability and accessibility are the hallmark of Omaxe Palm Greens in Greater Noida. It is one such project in the region that has maintained the architectural ethos of Greater Noida – open and green spaces, wide roads and spacious apartments with multitude of choices; all at an affordable rate. Yamuna Expressway, proposed Metro Rail, Greater Noida expressway, F1 track and growing habitation in the region make for a compelling reason to own a unit in Omaxe Palm Greens. The company has handed over possession of about 628 units spanning over 14 towers. Facilities include open and green space, parks, kids' play area, wide roads, club, the construction of which is going on in full swing, with all the modern day recreation facilities including a swimming pool have added to the charm of the project. The proposed commercial space "Palm Court" will aid in fulfilling the daily needs of the residents and people from adjoining area. A good investment opportunity that it was once thought of, Omaxe Palm Greens has exceeded the expectations on that front, appreciating approx. 70 percent in the last 4 years. The company also has Palm Villas, premium expandable villas (218, 242 sq. yd.) and a few penthouses within the complex," Mr. Mohit Goel, CEO, Omaxe Ltd. said. Spread across approx. 23 acres, the residential complex has various options; from high-rise and low-rise apartments to expandable villas (Palm Villas), commercial shops (Palm Court), soon-to-be-operational club among others. Wide roads, sufficiently large open and green space, parks, kids' play area are some of the features that make for a compelling reason to stay at Palm Greens.Remaining 273 units in the 8 towers of the apartment complex will be handed over for possession soon.



M3M Ties up with Daikin for Rs 50 Crore Deals

M3M India has announced a tie-up with electronics conglomerate Daikin for its iconic luxury projects M3M Golf Estate and M3M Merlin. The company has announced an investment deal of Rs 50 crore with the one of the largest manufacturers of air conditioner to provide company 13000 tonnes of the world's finest A/Cs for M3M Golf Estate - Fairway West and M3M Merlin at Golf Course Extension Road, Gurgaon. Luxury is not the façade but the quality of everything that goes into making it. That is the belief of M3M India, and through these tie-ups the company wants to provide the best of all worlds in the home that it makes for its buyers.

Commenting on the tie-up, Mr. Pankaj Bansal, Director, M3M India, said "Our association with Daikin is yet another instance where we translate our definition of luxury into a reality. Our customer's comfort is of paramount importance to us that is why we never compromise on the quality & brand of products we install in our projects. We will always go the extra mile to satisfy our valuable customers." M3M Golf Estate is located on Sector-65, Golf Course Extension Road with matchless 3, 4 BHK apartments and penthouses, in a 75 acre complex with its own 9 hole executive golf course meant for the elite of Society. M3M Merlin, on sector-67, is built with inspiration from Singapore and is replete with large green landscapes, wide terraces and a boutique club house offers best in class amenities.



The Best Theme Based Project in Asia

ABA Corp continues to create world class theme based townships in the NCR region .It Has been recognized by WCRC (World Consulting and Research Corporation) for their marquee project, Cleo County. The township wins the Brand Innovation Award for Best Theme Based Project in Asia for exquisite landscaping with a cultural connect. This achievement has further strengthened the company's resolve to bring international concepts of landscaping and theme based architecture to the Indian shores.

Cleo County with its Egyptian theme based design has been one of the most ambitious projects of ABA Corp, where luxury living is redefined with modern architecture, accentuated with unsurpassed quality and design. The project represents the work philosophy of ABA Corp which aims at conceptualizing the unconventional without compromising on quality. In a growing economy and a booming real estate market ABA Corp has been able to carve a niche for itself with its core focus on servicing the evolving Indian buyer. They have prioritized their needs and aspirations by creating an opportunity for the home owner to purchase not just an asset but a lifestyle of international standards.No compromises are made in presenting to the discerning home buyer an occasion to choose a lifestyle which is in sync with their personality and way of life. The 25 acres of property is home to one of its kind amenities like the first five level cascading swimming pool with a skywalk in India, a mist garden which calms and cools your senses and playgrounds for kids with seven play options to choose from designed to suit their tastes including a Mini water Theme park, a dedicated trampoline area, and sand pits for children. Cleo County offers an opportunity to live like royalty and experience the wonders of luxurious living.



Auto Sector Posts Positive Sentiments

After rather long bumpy periods, the markets seem to be stabilizing now post the formation of the new government. The auto sector is the first to get back on the recovery mode and show positive signs reports the TimesJobs.com RecruiteX. The sector witnessed a rise of 4%, well above the industry average during May 2014. It had registered an average drop of 2% during Jan-May 2014, but witnessed a 3% increase in talent demand during March. However, the overall demand scenario is still sluggish with a fall of 2% registered in May 2014. Speaking on these findings Vivek Madhukar, COO, TimesJobs.com explains " This trend is very promising, despite current sluggishness as employment is a lag indicator, and follows industry and market sentiments at a much slower pace than other trend indicators like the Sensex."

Candidates with 2-5 years of experience reported the maximum increase in demand during May 2014, followed by candidates with less than 2 years of experience cites the TimesJobs RecruiteX. The 2-5 years experience category registered 4% rise in demand for talent. After January 2014, this is the first time that this category has observed positive momentum. Freshers also had a tough time since the starting of 2014 and May is also the first good month for them this year.

This growing positive sentiment has been echoed by 44% of candidates in a recent poll on TimesJobs.com, who believe that more jobs will be created in the next 3 months. "One may call it the Modi effect, whatever way we look at it, the news remains good with the stabilising political scenario bringing back confidence and buoyancy in the job market. I am positive that there will be more job opportunities across segments in the months ahead." sums up Vivek Madhukar, COO, TimesJobs.com. "Overall, the job market seems to be making a slow, yet steady return to growth, and that spells good news for everyone."

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CBRE Named to Fortune 500 for 7th Straight Year

CBRE Group Inc. has been named to the FORTUNE 500 list of the largest U.S.-based companies for the seventh straight year. CBRE was the highest-ranked commercial real estate firm in the 2014 rankings and remains the only commercial real estate services firm ever included on this prestigious list.The FORTUNE 500 ranks U.S.-based companies by total revenue. CBRE was ranked at #363 on the list in 2014, up from 387 in 2013.

"CBRE continues to climb the ranks of Fortune 500 companies by combining global scale and service offering depth with unparalleled market insight to deliver great outcomes for our clients," said Bob Sulentic, President and Chief Executive Officer of CBRE. Earlier this year, CBRE was the highest ranked commercial real estate services firm on FORTUNE's list of the Most Admired Companies.

CBRE was also named the top global brand in commercial real estate by The Lipsey Company for the 13th consecutive year. CBRE provides a broad range of commercial real estate services on a global basis. The company was responsible for more than $223.2 billion of property sales and lease transactions in 2013, and managed more than 3.5 billion sq. ft. (including properties managed by affiliates) of commercial properties and corporate facilities as of December 31, 2013.



Rana Motors Launches First Car Dealership Mobile in Delhi & NCR

Rana Motors, one of the leading providers of Maruti Suzuki cars in Delhi & NCR ,started a new trend in customer satisfaction by launching a first of its kind Mobile App.. The App 'Rana Motors Accessbox' enables existing customers of car dealership to reach out to dealership for any information, feedback or appointment in just a few clicks.

The App is developed by Autoninja and is currently available for Android based application which can be freely downloaded from Google Play Store. The App will soon be available on Apple Appstore for iphone users as well. Autoninja had also launched India's First mobile app for any car dealership for Pratham Motors (Bangalore) last year. The App was also recommended as a Best Practice by Maruti Suzuki (issue #2013-14/bp/01).

The Mobile App is very modern and contemporary in design and at the same time very simply to use. Through the app, car owners have a direct chat line to the Rana CEO and can send honest feedback about their experience with the dealership.



Earth Group launches Earth 'Marvel'

Earth Group of Companies, launched "Earth Marvel", its latest residential project at Raebareli Road, Lucknow. Through its new project Earth Group will offer a great location, incomparable facilities & amenities, landscaped open spaces and beautifully laid out architectural design. Earth Marvel will offer 2 and 3 BHK residential apartments.Earth Marvel has a Vaastu compliant layout with lush green landscape, water bodies, jogging track, Gazebo and lily pond. While all the apartments will have balconies with every room, the project will also have facilities like swimming pool, Kids Zone, secured gated community and ample parking spaces.Announcing the launch, Mr. Kalim A Lohar, Head - Marketing & Communications of Earth Group of Companies said, "At Earth, we believe in building home and not just houses. Earth Marvel reiterates our same philosophy as it offers comfort and blissful living. It will not only have lush green surroundings but also an infrastructure based on green building concept." Speaking about the group, Mr Deepak Dureja VP – Sales & Marketing of Earth Group said, "We believe in successfully merging new technologies with Vedic knowledge to focus on green and eco-friendly construction in sync with for healthier and prosperous life. We are proud of our achievements that stand taller than many years of other real estate developers in India and that to in just four years. We sit pretty with world renowned architects, construction partners, numerous awards and above all, smiles of over 15000 satisfied customers."



Earth Marvel will have 10 blocks of multi-storey apartments with 2 and 3 BHK flats. 2 BHK will have a super area of 1225 sq ft and 3 BHK will have 1545 sq ft. A flat in project will cost Rs 2650 / sq ft on construction linked plan and Rs 2350 / sq.ft on Down payment plan.

The Perfect Royal Vintage Appeal with Collectors Heritage

Have a fetish for all things royal or a thing for war paraphernalia? Then the one-of-a-kind sword displays, daggers and the exquisite suit of armor from Collectors Heritage will surely set your heart racing. Collectors Heritage is a brand of Windlass Online Stores Private Limited which is a subsidiary of the Windlass group of companies (the world's largest sword manufacturer). It offers edged weapons, armour, helmets, non-firing guns, statues and clothing from different eras from the Medieval, to the Vikings, to the Roman, Greek and Renaissance periods.



Each weapon has been converted to an article of home and office décor, by permanently mounting it on plaques and beautifully crafted frames, without losing their accuracy. All products are unique and manufactured in house by the parent company, Windlass Steelcrafts.

Till now, it had a huge online presence in India but now the customers have a chance to step in and experience the products for themselves with the launch of its flagship store in Noida, which is more on the lines of a museum designed by the creative genius Mr. Dave DiPietro (earlier with Paramount Studious).

Hyundai Motor Brings in "The Elite i20"

Hyundai Motor has revealed design renderings of All-New "The Elite i20", which was designed at Hyundai Motor's Design Centre Europe in Rüsselsheim, Germany.

The new version of Hyundai's popular B-segment model features the brand's 'Fluidic Sculpture 2.0' design philosophy, in a sophisticated and distinctive design.

The long hood and generous shape create a powerful stance for the All-New i20. The body sides are sculpted yet the overall architecture is clear and simple, with the cabin sitting cleanly on the body. In profile, the dark treatment of the C-pillar visually accentuates the car's length.

The front presents a bold new interpretation of the well-established Hyundai hexagonal grille and a new thin horizontal strip connecting the headlamps.

At the back, the wrap-around rear window and unique treatment for the lamp clusters combine with the car's hatchback proportions to create a distinctive design.



- Inspired by 'Fluidic Sculpture 2.0' design philosophy
- Styled at Hyundai Motor's Design Centre Europe
- Generous proportions created by its packaging and di mensions

PVR Creats Another Milestone

PVR Cinemas, the largest cinema exhibition company in India, announced the launch of its 101st property in the country recently. With this, PVR augments its position by achieving a milestone in the cinema exhibition space by launching over 100 properties; reaching a count of 444 screens across 43 cities.

Since PVR's inception of its first theatre in Saket, New Delhi, the company has grown exponentially in the Indian market. In the first quarter of FY 2014-15, PVR has opened 23 screens across Ludhiana, Mangalore, Hyderabad, Ahmedabad and Hubli.



Speaking on the occasion, Mr Ajay Bijli, Chairman and Managing Director, PVR Limited said, "This is a great moment for us. PVR today has over 100 properties reaching 43 cities across the country. We began our journey in 1997 with a challenging idea, a highly passionate team and with a belief to provide nothing but the best to the Indian audience.

Our endeavor has always been to provide our customers with the best movie watching experience and to bring to them a platform of world class cinema; and as we continue to do so it gives me immense fulfillment to reach this great landmark."

Outlining a New Urban Agenda

As the percentage of urban populace is increasing day by day, situations warrant contingency plan to figure out ideas and execute these to the hilt. Is it time to chalk out a new urban agenda?

By Tarun Shienh, Real Estate Guru and CMD, Premia Group

As is our wont, we always look for some excuses or other to avoid being realistic while making assessment of what ails urbanisation in India. Some planned urbanisation followed by an unprecedented growth of unplanned and haphazard has left us nowhere near a peaceful city life and regrettably, we are clueless about what went wrong while planning and implementing the much touted smart cities. The last decade was a period of lost opportunities when, despite sustainable growth, opening of markets to investors and some economic reforms, we failed to target a long-term goal in infrastructure development as was shown and spearheaded by some Asian countries led by China.

Lack of vision from powers-that-be left the business communities in the lurch despite their potential to affect a turnaround. Demand for better living from every quarter across our diversified demography accelerated and we were on the edge, scurrying for short-term solution. As the percentage of urban populace is increasing day by day, situations warrant contingency plan to figure out ideas and execute these to the hilt. Is it time to chalk out a new urban agenda?



Tarun Shienh,
CMD, Premia Group

The new dispensation at the Centre led by Prime Minister Narendra Modi seems to have worked out strategy to make cities "symbols of efficiency, speed and scale." The early indications from the new government bring in urban agenda, prioritising housing and public transport, promising to build 100 new cities, using technology to improve urban services, and making development sustainable.

Then there is an ambitious target that everyone would own a house by 2020. "Housing is a priority area and it is my passion. My priority will be to ensure housing for all by 2020 and to reduce interest rate on home loans," Urban Development and Housing and Poverty Alleviation Minister (HUPA) Venkaiah Naidu said. In past too, there were proposals to make cities slum-free and infuse investment in infrastructure. Some schemes extended home loans, provided interest subsidies, and improved land tenure to the poor, but these did not substantially reduce the housing deficit.

According to an estimate, about 95 per cent of the housing shortage still affects the lower income groups. It is only hoped that the new government succeed in its effort to stave off the housing crisis. Reducing interest rates on home loans, and bringing in private companies to invest in housing as part of Corporate Social Responsibility (CSR) requirements are good initiatives. But again, these goodies or incentives must be used for actual creation and delivery of housing.

As far as the concept of building new towns to accommodate growing urbanisation is concerned, the present regime's proposal is to build them either as a satellite city or a twin city near existing metros. When it comes to analyse India's development, we often turn to China to compare and contrast with the big powerhouse which saw an unprecedented growth since it opened the market. China follows the city-cluster approach and recently announced a new urban planning. However, a city-centred approach should also take into account the large swath of land in its vicinity. Also in country as large and diversified as India, a single standard urban growth may not be effective. A substantial weightage should be given to integration of growth of rapid transit system with greenfield development with an eye on maintaining our ecological assets.

Narendra Modi-led government has created great expectations of change. A pragmatic leader, he campaigned on the promise of "Minimum government, maximum governance." Let's hope, agenda of urban planning is pursued with the same rhetoric.

Marching Ahead on the Path of Value and Commitments

Mr. Krishna Kr. Singh, an IIT Graduate, is a dynamic and creative thinker with a world of new ideas, strategies and out of the box plans to make every effort a Big Success Story. Mr. Singh has been associated with various years in IT & telecom industry and worked with the global brands like Vodafone, Whompoa Group and Reliance. He was instrumental and mentored few projects and start-ups at incubation centre at IIT Delhi. He wanted to bring a change in this realty business by adding value through his work and hope to change the image of a real estate consultant in the buyers mind by promising to help them in choosing not merely a house but a home of their dreams. He was also one of the founding members of Neobrix Consulting. Under his dynamic, calculative and intellectual leadership, Homes Connect is dramatically scaling up its footprint across industry vertical.


Mr. Krishna Kr. Singh

In an interactive session with *Observer Dawn*, Mr. Krishna Kr. Singh elaborates his role as a realty consultant. He wants to be responsible corporate citizen in real estate space by offering world class real estate advisory to each client. He says that through his consulting firm, he strives to educate customers, rather than to sell, since he believes that educated customers do make the best choice for themselves.

Excerpts:

How relevant is customer satisfaction to you?

We specialize in intuitively grasping the needs of the customer, whether it is project related need or pricing. For us, putting the customers' interests ahead of everything else has been the key to building an ever-extending base of satisfied customers over and over again.

What policies/practices are required to make this real estate organized?

Ethical practices

Zero complaints, zero litigation

Providing end-to-end realty solutions with consultative approach

Thrust on value-based systems

How can a real estate employee become asset for the organization?

We all have to start practicing employees as assets and we have to groom and train them so that they can create more value for our ever-increasing customer base and contribute to become an organized real estate company. So, we have to work on career growth plan, job security, employee-centric schemes like the best-in-class medi claim policy , auto loan, in such a manner that any individual employee can reach up CXO level, provided they have the capabilities.As a business owner what is the core mantra of success in realty business?

Team work, transparency & ethical practices.

What do you have to say to your competitors?

Let's make it organized real estate and increase the level of professionalism & ethical practices so that we all should start honoring commitments to any of its stakeholders, customers, brokers, builders or employees.

He wanted to bring a change in this realty business by adding value through his work.

The Need of a Long Perspective

It is estimated that the country will have over a lakh green buildings by end of year 2025. The trend is encouraging but doesn't serve the purpose.

- By Mr. Vikas Gupta

Recently, a number of homebuyers across Noida project found themselves stuck between a rock and hard place. The recent judgment of the National Green Tribunal (NGT) prohibiting the Noida Development Authority from giving completion certificates to projects within 10 km radius of the Okhla Bird Sanctuary has affected around 20,000 buyers whose apartment properties have been completed and ready for delivery.

The NGT's reason behind the move was that the projects have been built in an econ-sensitive zone.

However, it highlights an important aspect related to the housing and the construction industry. There is a need for environmental sensitivity in the country, which is currently lacking. While there is little sensitivity, the real estate sector too has been slow in adapting norms and practices that would make their project a green initiative. As per estimates provided by the Indian Green Building Council (IGBC), India currently has over 2,000 green buildings across segments such as hospitals, hotels, colleges and IT parks in the country. It is estimated that the country will have over a lakh green buildings by end of year 2025. The trend is encouraging but doesn't serve the purpose. The expected number still looks small when it is compared to the gargantuan need of housing and smart, green structures in the country. The need to construct more green buildings is even greater at a time when climate change and environment plays a vital role in country's economy and pricing. We all are aware of the energy needs of the farming sector. In absence of necessary support, there is pressure on agriculture sector production. Thus, pressure on environment and its resources often leads to rise in commodity prices and puts undue pressure on retail buyers. Therefore, reducing the energy spend is the need of the hour. Moreover, from the perspective of urban living, it is important that we create healthy living spaces.

In coming decades, it would be imperative that we collectively look at energy efficient measures and build structures that follow norms as prescribed.

Need for more green buildings

The definition of a green building as provided by the IGBC suggest that a green building is one which uses less water, optimises energy efficiency, conserves natural resources, generates less waste and provides healthier spaces for occupants, as compared to a conventional building.

Moreover, in such buildings there should be provisions to monitor solid and liquid waste management. Even the construction waste is properly monitored and utilized in such projects. Gradually, more and more development firms are focusing on the definition and adhering to these norms. There is a strong need to address our environmental concerns. And green buildings are an answer to that. For example, Earth Infrastructure too is building such a project in Greater Noida. An intelligently designed commercial project Earth BETATech, offers office space with world-class amenities. The project will have features of green buildings.



Mr. Vikas Gupta, JMD, Earth Infrastructure

What can be done?

A common observation suggests that the time is ripe to push the development of increased number of green buildings in the country. Government has planned to bring housing for all by 2022. And it also plans to create 100 smart cities. Other than the use of information and communications technologies (ICTs), most smart cities will have to adhere to green building norms and reduce carbon emissions. This would make them 'smart' and environment friendly. It is therefore needed that all policies, efforts and development should be aligned to create a synergy between the government's plan and the development. The industry can continue to develop projects but adhere to green building norms.

For this, a multi-pronged approach can be applied -- at the city level efforts are needed to conduct cost-benefit analysis of mainstreaming green initiatives/technologies, and designing incentives that will spur demand for green developments. Additionally, awareness drives and various incentivized schemes should be run to ensure that developers start adhering to these principles and norms. It is likely that the demand for green buildings will rise with consumers asking for one. Therefore, it is equally important that consumers are aware of the benefits of living in a green building. The consumer can be made aware of these benefits by roping in the residents' welfare associations and conducting discussions across public forums. And the developer community has to play a responsible role in bringing the awareness.

On the incentives, a number of tax sops such as property tax breaks and reduction in various government taxes can be introduced for those property owners and developers, respectively, who are taking steps to bring in green initiatives. A number of such incentives are already being offered by various states and city administrations in the country. For example, Noida Authority awarded 5 per cent additional floor area ratio (FAR) to a number of developers who were coming up with green buildings. There are tax incentives too on the construction of green project. Various government agencies are also contemplating on bringing new tax sops. For example, the National Housing Bank (NHB) is considering interest subvention on home loans for green buildings. Many more such incentives are required to boost growth.

Greater Noida
The Planning Marvel of NCR

Greater Noida offers you a wide range of residential projects with various options catering to the needs of Middle Income and High Net worth clientage

- By Mr. Vaibhav Gupta

Situated around 40km from the south-eastern part of New Delhi, Greater Noida is emerging as an industrial region and an educational hub. It has good infrastructure and is home to several big companies. It is connected to Noida by a six-lane highway operational since 2002. You can drive from Noida to Greater Noida in 15-20 minutes. The Yamuna Expressway, which has also become a property hotspot, connects it with Agra via Mathura. A metro link will connect it with Noida, Ghaziabad and New Delhi.

The area may witness a year-on-year price increase of 20-25 per cent.

While property prices have risen about 21 per cent in Greater Noida, the area isn't limited to being an end user market; investors are investing in residential units in Greater Noida, hoping for significant returns through the next few years. While the rest of the National Capital Region has seen muted growth, the markets of Greater Noida and Noida Extension have seen significant appreciation. Investors have a limited risk appetite, due to a slow-moving economy, changing regulations and tight liquidity conditions. Both these markets provide low entry points, with a significant upside to investors.

Greater Noida offers you a wide range of residential projects with various options catering to the needs of Middle Income and High Net worth clientage. Whether you are looking for an apartment, studio, duplex or villa; as an end user or investor, there are plenty of options available. You will find almost all reputed builders coming up with many projects i.e. Ajnara, Gaursons, Lotus, Supertech, Mahagun to choose from.

USP's

- Strategic location within NCR - well linked to domestic & international markets via Delhi
- Railway station 45 min, International Airport 1 hour, ISBT 30 min.

- Connected to Delhi, Noida by 8-lane Expressway
- Green & impeccably planned, Greenfield city in India
- Wide roads (130 m), open spaces, lush roadside and central verge grass and tree plantations.



Mr. Vaibhav Goyal
Director, Sales – Goldmine Developers

- Basic infrastructure provisioned ahead of demand
- Proposed international airport, aviation hub, railway station in PPP
- Corridor earmarked for future expansion of Metro/LRT.

World Class Infrastructure

- Abundant sweet, potable water supply 24x7
- 100% area served by sewer line
- State-of-the-art telecom linkages - a wired city
- Broadband service providers- Reliance, Tata Teleser vices, RPG Enterprises, Power grid Corp.
- All services- voice, data, internet, national lease circuits, lease circuits, eVPNs; connectivity to MPLS net work
- VSNL setting up STM-4 (expandable to 16) POP at GNoida. Multiple STM 1 rings will originate which will go into customer premises
- Planned infrastructure corridors
- Top quality housing & social infrastructure.

BEST PROJECTS OF NOIDA EXTENSION (GNIDA WEST)

AJNARA LE GARDEN

AJNARA HOMES
2-3-4 Bedroom Aptt., GNIDA (West)

Gaur Saundaryam
noida extension

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NIRALA Greenshire
Noida Extension

Cherry County
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NOIDA EXTENSION

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Jainco Group
A Vibrant Real Estate Developer



Mr.Praveen Chand Jain,
CMD, Jainco Group

*"We strive to be Counted Among the Top Real Estate Companies in India"— **Mr. Praveen Chand Jain**, CMD, Jainco Group*



—Mr. Abhinav Jain, *director*, and **Mr. Vaibhav Jain**

Founded by the great visionary, late Shri Naresh Chand Jain, about 30 years ago, Jainco Properties has been providing all kinds of services related to property and real estate development. Earlier focused in capital city's eastern horizon, Jainco Group offered yeoman services in Delhi–NCR, encouraging buyers and investors to involve in transactions which could offer them substantial returns on their investment.

Started as a pioneer real estate consultant and service provider in the region, within a short span, the Group could grow to have more than 10,000 satisfied clients to their credit. As the years passed, it moved on expanding and diversifying its wings with landmark projects in Delhi and adjoining townships in Uttar Pradesh. Presently, Jainco projects are running successfully all over -- Delhi, Noida, Greater Noida, Indirapuram, Ghaziabad, Vaishali, Morad-



Aditya Urban Casa and Aditya Celebrity: The Green Landscape Projects in Noida.

abad and Bulandshahr. Needless to say, this has been possible due to unflinching support from customers and other stakeholders.

High Expectations, Higher on Delivery

Taking its legacy forward to herald in a new era of development, Mr. Praveen Chand Jain, co-founder and CMD, is now scripting a new success story in launching and executing residential and commercial projects, that too, in tandem with dreams and aspirations of the people. Started his career in an impressionable age, under his stewardship, the Group has already made its wide presence recognized in Ghaziabad and Delhi's Paschim Vihar, Kalkaji, Saini Enclave, Mayur Vihar, Karkardooma, Vivek Vihar, just to name a few. Now projects are about to be delivered with the name of Aditya Urban Casa and Aditya Celebrity Homes in Sector 76 and 78 of Noida. Jainco took the market by surprise when it announced the launch of these projects when its competitors were stuck in cycle of relatively sluggish growth of the sector. These landmark projects are to be delivered shortly. Now, with a strong core team comprising entrepreneurs like Mr. Abhinav Jain, director, and Mr. Vaibhav Jain and wide network, the company says it is planning to strengthen its position in all verticals to tap the huge potential real estate market offers. As Praveen Chand Jain explains, Jainco, this time around, is not trying too hard to be different from its competitors. The pricing and positioning is not starkly different from others. The target group is of course those who are yearning for opportunities to buy and invest in property."

Mr. Jain's confidence stems from the fact that till now his group has successfully undertaken more taken more than 30 commercial and residential plots from various authorities including Delhi Development Authority(DDA), Ghaziabad Development Authority(GDA) and Noida Development Authority and have constructed and marketed the entire building on schedule. Riding high on the trust of people for its commitment, exceptional service, skill and competence, Jainco Group envisages tobring in healthy and sustainable green spaces for peaceful living in urban landscape it creates for the people. There is every reason to believe that the Company is poised to establish as a topnotch real estate developer.

While talking to *Observer Dawn*, CMD, Mr. Jainco Group,offers some in sight into his company's activites.

Excepts:-

Since its' inception, within a brief span, Jainco Realty Pvt. Ltd. has positioned it as one of the fastest emerging entities. In a competitive market, how does it manage to hold?

Jainco Group has positioned in market as realty major thanks to its three decades of presence as a Company which s committed to providing a hassle-free services to buyers and investors in an accountable and transparent way. In a competitive market, only those can survive which emerge as catering to the interests of clients.

Share with us about your delivered projects in Delhi so far.

In terms of residential surrounding in Delhi's Preet Vihar, we have delivered more than 40 projects.

Please, tell us the salient features of your upcoming projects in Moradabad.

Projects are situated adjacent to a 5-Star Hotel with the name of "Western Premier Residency" on NH 24 Moradabad Highway. These will cater the demand of Tier-II City. In the City of Brass, Moradabad, Jainco is bringing about a radical change in the way people aspire to live in with Jainco Ambassador Apartment. Two more projects will be shortly launched by the company; one in Bulandshahr (commercial) and second at Moradabad that will be residential as well as commercial.

What is the main strength of your company?

Clients' trust, commitment and transparency in dealing are the integral strength of the Company. We make it sure to apply innovative technology, a holistic human resource management, a strong customer relationship and an astute business planning. Company always strives hard to be in the possession of being first choice among all segments of real estate space.

What's the price band of housing and commercial units developed and sold by your company? How has been customers/buyers' response so far?

Through the mid-segment to affordable, Jainco offers the most competitive price band and response from customers has been quite encouraging.

Five or six years down the line where do you see your company's place in India's real estate?

The way we have been working and collaborating with our clients and industry, we are sure to scale a new height. With our growing business with new launches, the day is not far away when Jainco will be counted as a topnotch real estate company. Also even after achieving the scale, we will continue to expand our services for the benefit of people at large.●

Makers of Raj Nagar Extension

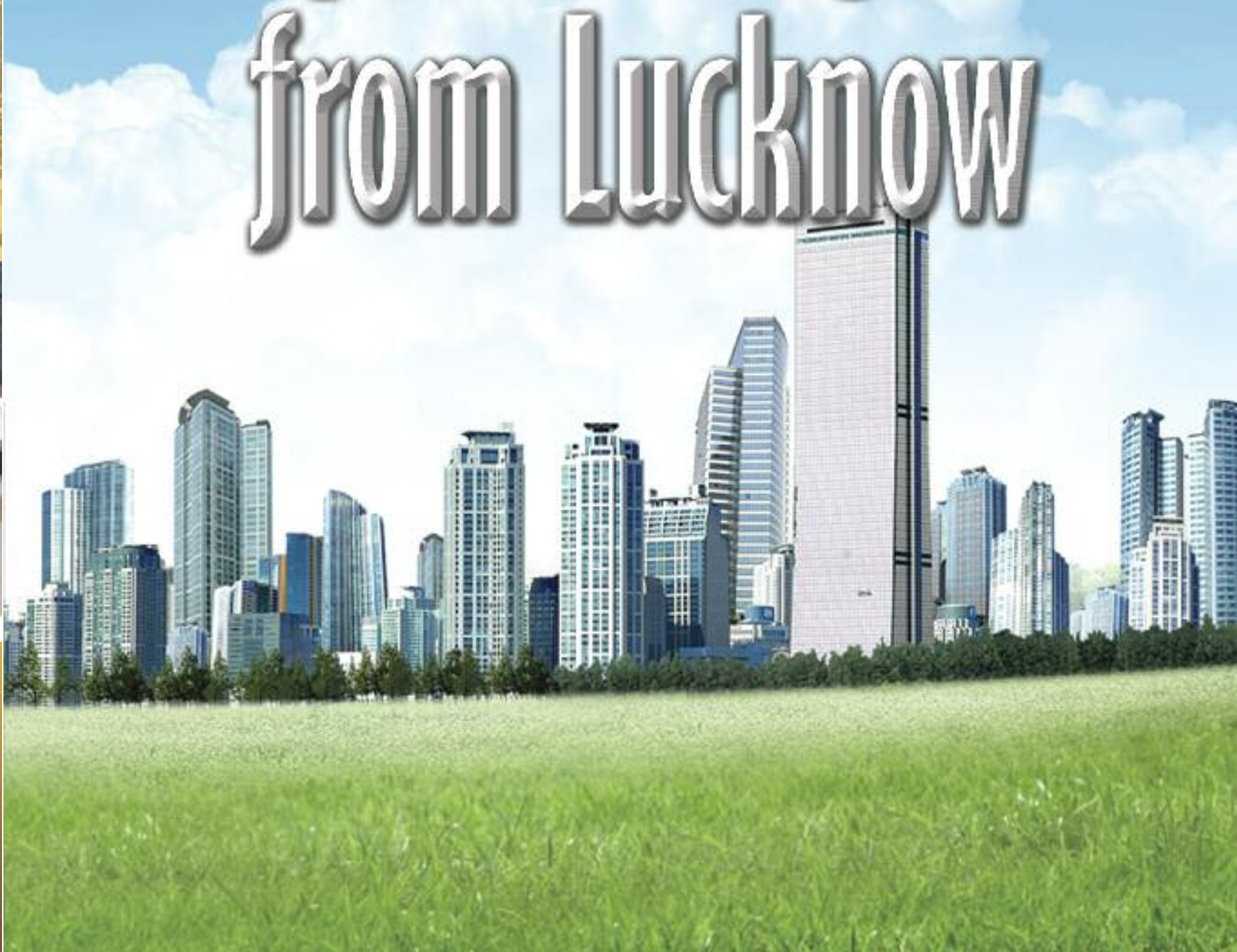
OBSERVER DAWN



Coming Soon...

All Roads Lead to Lucknow. Among the tier-II cities, Lucknow, the capital city of Uttar Pradesh, stands alone so far as real estate development is concerned. How potential is the city, still known by its sobriquet, "the City of Nawabs", can be gauged by the flurry of ongoing developmental activities in infrastructure, housing and commercial landscape. Buoyed by property seekers and investors' response, realtors are pouring in investment on several projects. Away from our focus on Metros, they are putting in extra efforts to make it a vibrant real estate hub in the country. Read on to know more in the pages following…

Special Pages from Lucknow



REPL
Committed to Total Client Satisfaction

The Group's vision is to deliver consistent services to customers in a specified time that are superior to what they expect.

Headquartered in New Delhi, Rudrabhishek Enterprises Pvt. Ltd. (REPL) is a household name in city and regional planners, urban designers, civil engineers, infrastructure planners, architects, project managers and real estate consultants. Established in 1992 with the objective of providing services in urban planning, architecture and civic services planning, REPL has considerably enlarged its scope of activities and is now a leading consultancy in India providing end-to-end solutions related to the architecture, planning, geographical Information System, engineering, strategic consulting and project management services.

The Company has diversified its portfolios within its growing footprints in Infosystems, Financials, Architects & Designers, Infrastructure and Trust. With REPL Singapore, it has also forayed into global scene. REPL Group comprises specialized departments for each discipline which is headed by professionals of long standing experience in their respective fields.

The Group has access to expert advice from a panel of experts comprising several eminent engineers and other professionals.

The Group's vision is to deliver consistent services to customers in a specified time that are superior to what they expect. It aims to be recognized as being among the best Knowledge-based consultancy by using its latest technologies & professional expertise. REPL is committed to total client satisfaction through continual improvement of process, people and technology in Engineering design, architectural, urban planning & site monitoring domain.

The Dynamic Leadership

A civil engineer by qualification, Mr. Pradeep Misra, Director, laid the foundation of Rudrabhishek Enterprises Pvt Ltd (REPL) in the year 1992 to offer world-class, end-to-end, technical solutions to the real estate industry. The first independent assignment that was undertaken by REPL, under the able leadership of Mr. Misra was to design the infrastructure of Sector 27 in Noida, Uttar Pradesh.



Mr. Pradeep Misra
REPL

The contract for the project was awarded by C&DS (Construction and Design Services) of Uttar Pradesh Jal Nigam.

Misra credits the success of REPL to a strong team of senior professionals, who have led the various REPL divisions to positive returns year after year. “We have a dynamic team of professionals, specialized in their work area.

Many of these professionals have over 25 years of national and International experience in infrastructure services, urban planning, architecture and allied services.”

REPL’s growth over the past one and a half decade can be gauged from the various large-scale projects of leading real estate developers that they have successfully helped to implement.

The long list of success stories include consulting services for Paarth Infrabuild, Omaxe, Ansal API, Waves Hi-tech, Emaar MGF, Eldeco, to name a few.

REPL’s growth and success rests solely on hard work of REPL team following vision of Pradeep Misra. He saw the new sun dawn before anyone else. His leadership skills along with his technical expertise in driving the company in the desired direction have turned the fortune in favour of REPL.

Misra is an avid reader of books and likes to travel, whenever he gets free from his hectic work schedule. ●

Basera Infra Developers Pvt. Ltd:

Homes at Affordable Price



The company envisages to working towards upliftment of mass segment of society by providing them much needed homes and dwelling space at affordable prices

Operating since 2009, Luknow-based Realty Company brings in projects to bridge the widening gap between the demand and supply of affordable housing for the low-income group. The company envisages to working towards upliftment of mass segment of society by providing them much needed homes and dwelling space at affordable prices. But low price doesn't mean that Basera comprises on quality. It incorporates High-Tech Low Cost Construction Technologies without compromising on quality of its project.

The shortage of low price houses has given the realty company an idea and motivation to tap this huge potential area involving low cost housing for 1 BHK,2 BHK,3 BHK helping people live a decent life along with their families and reduce the spread of slums. The company aims for the upliftment of lower strata of Society by providing housing in 1 BHK,2 BHK,3 BHK categories at the lowest possible prices. To fulfil its enlightened obligation to offer homes for even the economically lowest strata, Basera has brought about projects through Saidham, Saibasera, Rav Nature Valley and Basera Homes..



Mr. Sourav Rousha

Managing Director Rousha Group

The entrepreneur always searches for change, responds to it, and exploits it as an opportunity.

RCI



The Young Entrepreneur

Saurav Rousha is a Delhi- based Real Estate entrepreneur who founded Rousha Capital Investors Pvt. Ltd.

Mr. Sourav Rousha started his work as a real estate consultant from Noida. After making modest profits, he decided to open RCI. He has always been very active in uplifting under privileged people. In the winters of 2013 he distributed blankets and food to the poor people of the city. He ensured that no one was left out therefore he use to distribute them in the night when its most needed.

Mr Rousha has always been a visionary his long term idea is to educate his investors about the real estate market then to just being a service provider focusing on sales. Under his Leader ship the company has grown leaps and bounds he was able to create the 80% of the companies awareness in the eastern UP region just in few months from the day it was founded as a result today RCI is a leading company which has taken a radical approach as a consultant, broker and advisors to individuals and institutional players interested in investing in real estate."our passion is to develop and position Rousha Group (RCI) as a lifestyle brand , a community with a soul of its own . Through a merger of tangiable and intangiable values of reality , Quality and Humanity , RCI aim to delight its customers with an endless quest for excellence, continuous strategic planning following the core values ."said Saurav Rousha about the vision of RCI. Talking about the realty scene for the year 2014 , Mr. Sourav expects the market sentiment to improve during second half of 2014. Residential property prices have breached affordability limits in cities like Mumbai , Delhi /NCR , Lucknow . Nevertheless, developers will have to factor in the ground realities of the business while debating the lowering of prices to catalyse sales in 2014

Proplarity Group

Unmatched Offerings for Everyone

In association with world class architectures and developers, Proplarity is dedicated to provide you the most enduring space in Lucknow.

Proplarity Group is a name to reckon with when it comes to providing quality projects with an ecological-friendly living. The real estate company achieved its growth thanks to the business entrepreneurship developed and duly applied by its promoter. Some landmark projects the Group is bringing in have already created a buzz in the real estate market. Flagship projects like GomtiGanj, Aruba, and Pratham are attracting huge response from property seekers who want to create asset for future and enjoy a peaceful living in natural landscape. GomtiGanj is a concept-based shopping arcade and has been positioned to emerge as the 'Next Generation Family and Shopping Destination' in Gomti Nagar Extension as it will change the way shopping happens today by catering all types of shopping extravaganza of people of Lucknow. Located at Sushant Golf City, this project is offering one stop shopping place for home appliances, apparels, kids, jewellery, home & fashion and gadgets etc. It has enough space for showrooms, food court, banks & ATMs, Multiplex and other requirements that are hardly available in any project at this point of time. Spread over 8500 sq. mt. area, GomtiGanj is offering total 2.8 lakh sq ft. furnished area that has total 300 small, medium and big units. It has got two towers -- A & B -- that gives a unique look from all sides. Aruba has unmatched offerings for home buyers and it is all set to create a benchmark in luxurious living. It has four elegantly designed towers containing 250 luxurious apartments encompassing 3 and 4 bedroom homes with 47 amenities. Designed in such a way that you can enjoy all the extravagance under one roof, Aruba will be the Lucknow's first and foremost project with amenities. In association with world class architectures and developers, Proplarity is dedicated to provide you the most enduring space in Lucknow. With construction area of only 35% Aruba delivers you more of flora and fauna to make your mornings breathtaking and admirable. Aruba is also centrally located which connects you to all major parts of city within no time. So you can have a lavish lifestyle in Aruba. Pratham is located near 'Ameer Shaheed Path'. The project is built in modern style amidst the lush green and pollution-free atmosphere. It is surrounded by mango orchids and equipped with all modern amenities for residents. Developed on Group Housing format, it has



total 7 towers that offers 2+1 and 3 BHK apartments and sizes vary from 900 sq. ft. to 1600 sq. ft. Pratham is certified by Indian Green Building Council (IGBC) for its design and energy consumption norms. In Noida, Proplarity Group is coming up with a state-of-art commercial cum semi-residential project that fulfills requirements of business and life both. Located in Sector 62, Proplarity Group is offering office spaces starting from 500 to 5000 sq. ft. in lockable, virtually, fully furnished and semi- furnished space for small and medium category of professionals along with corporate, MNCs etc. Apart from office spaces, the project proposes next door residential apartments, retail destination, recreational & food zone, theme park, cycling track, cobbled boulevard etc.

GomtiGanj is a concept-based shopping arcade and has been positioned to emerge as the 'Next Generation Family and Shopping Destination' in Gomti Nagar Extension as it will change the way shopping happens today by catering all types of shopping extravaganza of people of Lucknow

Unmasking the Real "Faces"

- **How the much-touted projects like Masterpiece, Cosmic Cruz and City of Romance, just to name a few, sunk in the sea of false claims and commitment by Promoters and Directors of Cosmic Group.**
- **Encroachment on the public land is not a new phenomenon but how could developers like Gaursons India Ltd. involve in commercial activities on those patches of the village land which were earmarked for 'public purpose?**

Read *Observer Dawn's* next issue: Investigative stories revealing the "Real Faces"

Iconic Group : Building Trust with Customer

Today, Iconic Group has six branch offices in major towns of Eastern Uttar Pradesh and focus of group to open new branches in future.

The whole life of Mr. Sangam Tiwari, MD & CEO is dedicated to struggle and laying the foundation of Iconic Group. It is a miracle that just two-year-old company becomes a brand name in reality sector, especially in Eastern Uttar Pradesh and this credit goes to Mr. Tiwari's dedicated hard team work, imaginary thinking, and simplicity.
He was just 21 year old when he starts his carrier as sales executive for a famous water purifier company. According to him, in those harder days, he earned less money but more in social networking formula, which gave him a thinking about how to establish own business for upcoming future. After he resigns from old company, he joined Insurance sector as a middle level management, Where he learnt the customer relationship and business strategy. With achieving successful target he became Branch Head in a reputed Insurance Company in a small town, where he earns about psychological behavior of a customer and the formula of sales i.e. how to successfully handle a customer at sales table and how to trap targets with limited available resources.
Today, his main focus is on branding values of product and for This reason his primary focus is on branding the company with limited financial budget and fund.
In his secondary objective, he gives main focus to customer relationship and due to this achievements today Company has a long chain of satisfied customer and for this, he spends 2 to 4 hour daily to solve customer-related problem personally. This thinking has given the new heights to Iconic Group.
In April, 2012, he laid the foundation of a Iconic Infraventure Ltd. in small office in Varanasi (Uttar Pradesh). It is very hard to start or run a company with limited resources or fund. But he thinks that company will achieve all with positive thinking. Here, his main focus was collecting fund and utilize all relationship and for this, he attracted many people for company ans gave them a vision for change.
After that the company started a office at Varanasi and launch ed new project named as "Iconic City" with aim to providing house facility to all his customer at minimum cost.
According to him, this was very tough time for him because the project was in Lucknow and the branch was operated in Varanasi, so company decided to open Head branch office in Lucknow. And this idea was successful for business generation and company collected much more fund by adopting this strategy. Today company has much more projects in Lucknow.



Mr. Sangam Tiwari
MD, Iconic Group

In 2013, Iconic Group established a new company as "Iconic Infraestate Pvt. Ltd.," with aim to starts work in construction field. And for this, company launches its first project "Iconic Signature Green" project of villas at IIM Road, Lucknow, with joint venture. With successfully achieving all goals, today company has on path of growth with many projects.
Today, Iconic Group has six branch offices in major towns of Eastern Uttar Pradesh and it is to open new branches in future. According to Mr. Tiwari, the main objective behind opening branch offices is to build trust with customer while providing solution at local level and to attract them for investment. This vision is being successfully achieved by the company because company has good inflow of business from those places where company has branch office.
About future of Iconic Group, Mr. Tiwari, quotes,"Our vision is clear and we are working for bright future of group and to establish Iconic Group as brand image not only in Uttar Pradesh but at India level. For this we are working on new project at different location because main motive is to provide shelter to every common man at least cost."●

Horizon Dwelling Pvt. Ltd.

Redefining the Real Estate

The journey in Saharanpur continues to unfold even as he has taken charge at the helm of affairs at Horizon in Bareilly and Lucknow.



Mr. Tajendra Singh Chhabra, the MD of Horizon Dwelling Pvt. Ltd, is a young entrepreneur who was the main guiding force behind the number of real projects in western UP. He started his real estate journey with Vasundhara in Pilibhit in the year 2000. This was a row housing project, the first organized real estate development for the city, which consisted of over 250 houses. This one project redefined the rules of real estate in Pilibhit. He went on to successfully promote Sun City in Saharanpur, another row housing project with a modest number of 150 houses, but it was only a precursor for a grand future. It was closely followed by SunCity Grand which had 350 houses and plots. This was very well received by investors and users. The journey in Saharanpur continues to unfold even as he has taken charge at the helm of affairs at Horizon in bareill and Lucknow. The Saharanpur company has recently launched Central park which has over 400 plots and houses, spread over 6.8 lakhs sq. ft. of land.

Mr. Tajendra Singh Chhabra
MD, Horizon Dwelling Pvt. Ltd.

Shri Raj Infra Housing Pvt.Ltd

Making Sense Of Real Estate

The Company, in a Short Span, has become a force to reckon with in UP's Real Estate.



Mr.Rajesh Pandey
MD Shree Raj Infra housing

Mr. Rajesh Pandey, MD, Shree Raj Infra Housing Pvt. Ltd., is a seasoned and time tempered pioneer of the modern day real estate vertical at Lucknow. He knows realty sector as back of his left hand .He is a repected leader in the Indian real estate industry of Lucknow. Mr. Pandey holds a degree of M.Sc in Maths and P. G.D.C.S. in Disaster Mgmt. He is a dedicated professional of this sector and vehemently endorses the growing opinion of today's real estate.Mr. Pandey was born on 16th July 1981 at Gorakhpur, Uttar Pradesh. He completed his education from Gorakhpur University and has since associated himself with the real estate industry at Lucknow initially as a Director of R.P. Green Estate Pvt. Ltd. and subsequently as the M.D. of Skyway Infrastructure Pvt. Ltd and now the M.D of Shree Raj Infra Housing .The firm is now brimming with an national outlook and futuristic design. Today , the firm has a diverse team that includes architects , planners and engineers, comprising of a mix of experienced and young design professionals, who collaboratively work in smaller teams to allow for maximum discourse and creative output. It's a way their clients get a glimpse of their all-round capabilities as well as a glimpse of their core skills , expertise and team talent. Mr. Pandey has sketched the skyline of Lucknow and with his 10 years of legacy he will soon change the way people look at Eastern UP.

Buoyed and spirited by the phenomenal development of the sector. he launched on his own venture by floating Shree Raj Infra Housing which in a short span has become a force to reckon with in the real estate sector in the state of Uttar Pradesh. ●

Acme Group
Nuturing the Future

The Acme Group is founded on a vision which seeks to nurture for better tomorrow by providing people with improved quality of life and living standards.

Rahul Srivastava the scion of a business family has built his empire on four indispensible pillars—Quality , Technology , Innovation and People ! Rahul Srivastava , the astute realty developer has an ambitious vision , keen business sense and a strong commitment to these principles.These elements have helped him and his company transcends the traditional boundaries of the real estate domain and makes a difference in peoples' lives through the best-in-class business practices. born in Banaras on May 18 , 1983 , he started his carrier in insurance sector but was not satisfied with his carrier and wanted to do much more in life as his dreams were big . After drifting from different carrers he chose Real Estate Business in which he knew he could do much more as he wanted to become the most eligible person as his name says . His mission is 2020 i.e. to make ACME the most renowned company of India till 2020 .

Mr. Rahul Srivastava is the CMD of Acme group of companies he founded in 2013 . He started his first project Acme Residency in January 2013 and within short span of time he has founded five companies with their projects in different states like Rajasthan, Maharashtra and Uttar Pradesh . These companies are the sister concern of acme group. He his widely credited with improving conditions for real estate agents by creating a unique business model combining the maximum commission concept with a host of support services.

If construction were dubbed as an art form , he would stake his claim to be an artist and creator . In the new millennium , one mulch-faceted technocrat, he, is laying the foundation of the future by leveraging his wide array of skills in diverse domains .

He started the acme as one family but now thousands of families are now the member of the company with their investment or satisfaction. The Acme Group is founded on a vision which seeks to nurture for better tomorrow by providing people with improved quality of life and living standards. Mr. Rahul was awarded by ONICRA for the best performance and credit Rating of the company . Acme's motto is to reach those people who struggle all their lives but their dreams to own a house is not fulfilled . So , Acme's Dream is to serve those people i.e. to bring low budget houses/flats for them with maximum of satisfaction and minimum of investment .



Mr. Rahul Srivastava
CMD, Acme Group of Companies

Paramount Villas: Luxury Living with Global Standard

The tranquil location of Greater Noida signifies the serenity which complements the soberness of these mansions at its best.



A well established brand of Indian real estate, Paramount Group is known for raising multiple residential and commercial infrastructures in various regions of NCR. About two decades back the Company was formed under the direct supervision of Mr. Mukesh Agarwal. It has various ongoing, upcoming and completed projects in the same region like – Paramount Tulip, Paramount Symphony, Orchid Tower, Panorama Tower etc. Paramount has always been known for providing the best of unbeatable commercial and residential projects with iconic property options at its best.

It has also collaborated with best Interior designers and architects from Singapore and had always maintained their quality with respect to International standards. Being a quality conscious organization, it has its strong faith in presenting themselves as an entity rather than in various departments and maintaining the fineness in their work accordingly. The Group's core competency is based on their efficiency in 4Ms – Man, Material, Machine and Method. It's for these fundamental tenets that Paramount has been recognized for deploying most modern buildings and projects of NCR including Noida, Greater Noida, Kaushambi and various other regions of Ghaziabad.

In Golf Foreste Villas, Pramount Group presents the latest concept of Housing at Greater Noida – Golf Foreste, offering luxury Villas with extraordinary settings. Paramount Golf Forest Villas are the best housing option for those who need comfort and style as their premium requirements. The tranquil location of Greater Noida signifies the serenity which complements the soberness of these mansions at its best. These Villas are equipped with all modern amenities and facilities making your life a novice experience for you and your family. The units available at Golf Foreste are of variable sizes to suit your compact as well as integrated needs. Best in quality and affordable in prices explains the core of Paramount Golf Foreste Villa.

Gated community with round the clock security ; spacious well designed villas; electronic surveillance through CCTV cameras ; spacious approach roads; Rain water harvesting; Bus facility for residents ;R.O. water provision in each villa ;play area for kids, swimming pool.

Samriddhi E-Square

Offering Golden Opportunity for Investors

Modern Township, row houses, Group housing, nursing homes, community centre, school, security system, playground, electricity, water supply, mini super market, kids park, joggers street, social club, fitness centre

Presenting for the first time in Lucknow, with assured return of 12% on a residential project, for 5 years, Samriddhi Group has virtually come of age. Samriddhi E-Square on Faizabad Road, Lucknow, is one of the finest investment opportunities for investors to get high returns by investing in this project right at the initial stage. Investment starts at Rs.9 lacs. Plot sizes available starting from: 1200 sq. ft.1800sq ft, 2400sq.ft. 5000sq.ft. Get ready for a dream lifestyle that's a beautiful experience with every passing day. Samriddhi Esquare fulfils all your wishes come to life. Be it greenery facilities or the elegant neighborhood, it offers the best, making it the dream house. Samriddhi Esquare is surrounded by meticulously landscaped greens where all plots offers splendid views of the beautiful gardens and parks. Samriddhi Esquare would be comprising of ultra-Modern Township, row houses, Group housing, nursing homes, community centre, school, security system, playground, electricity, water supply, mini super market, kids park, joggers street, social club, fitness centre etc.

Project Overview:
Property Type: Residential
Land Location: Faizabad Road, Lucknow
Area Range: 1200 - 5000 sq. ft
Possession : On Request.



Finlace Capitaves

In all the organization he worked, his performance was given outstanding rating owing to vision and strategies he implemented to achieve the desired goals.

Mr. Adhaar Bansal, Joint Managing Director, Capitaves Consultants and Finlace Capitaves, has over 11 years experience in health, insurance, automobile and education sector. Prior to starting his entrepreneurial journey, he has worked with large Corporates like HDFC Chubb, Reliance General, Cholamandalam MS, General Insurance Co. Ltd. and United Healthcare India.

In his previous role at United Healthcare India, Adhaar was working at the capacity of assistant vice-president and was responsible for not only product development but also corporate sales nationally. Prior to this position, Adhaar has experience of managing retail lines of business by creating various distribution models. In all the organization he worked, his performance was given outstanding rating owing to vision and strategies he implemented to achieve the desired goals.

Adhaar has done post graduation in Insurance Management from Amity School of Insurance and Actuarial Sciences. He also did his Masters in Business Administration from Institute of Management Technology, Ghaziabad wherein he studied at Euromed Marseille, Ecole De Management France under the student exchange program. Prior to this, he completed Bachelors in Commerce Honors from Delhi University.
In a small span of three years, Adhaar has been instrumental in taking both of his real estate ventures comprising of Finlace Capitaves and Capitaves Consultants to great heights and today, these are known as significant players in Lucknow and U.P markets.



Mr. Adhaar Bansal,
JMD, Capitaves Consultants and Finlace Capitaves

Shalimar Corp Limited

Delivering World Class Projects

The city is witnessing a renaissance with the entry of Shalimar in construction projects undertaken in the city.

Since its inception in the year 1985, Shalimar Corp Limited has become synonymous with quality, luxury, style, modernity, comfort and convenience. The Group has constructed very elegantly and strikingly a large number of luxury apartments, residential enclaves, modern offices, showrooms, state-of-the-art software facilities, and multi-storey complexes, by the name of "Shalimar ". The Group's wide and varied portfolios have already grown to more than 50 lacs sq. ft. and it is working resolutely on a further 100 lacs sq. ft .Be it townships, residential apartments, commercial complexes or entertainment centers Shalimar projects are truly world class and have earned for it a nationwide recognition.

The Company aims at delivering world class projects while maintaining a well-rounded organizational growth, just not only building better homes or offices, but also providing better facilities, in order to offer a life of better quality. After making an entry in this field from Lucknow as SAS Group, it has grown from strength to strength setting benchmarks for quality standard innovating in style and technology that captured the attention of discerning customers. Highly visible buildings constructed under its banner, epitomized excellence and redefined luxurious lifestyles which was once associated with Lucknow Nawabi culture. After consolidating in the skyline of Lucknow, it has carried forward the flag to Delhi and Haryana. Shalimar's mission is to deliver world class projects with balanced organizational growth. The Company has an unflinching commitment to the highest levels of innovation professionalism, social and moral responsibility to our customer enduring them with enthralling architecture, lavish comforts and a gracious living.

As we know, the real estate sector in Lucknow is growing at a rapid pace. The city is witnessing a renaissance with the entry of Shalimar in construction projects undertaken in the city. Being the capital of the most populous state and located almost in the middle of the gangetic plains, the city has grown into a well equipped, well developed and well connected major market of northern India with numerous shopping malls, multiplexes, excellent infrastructural facilities, head quarters of many big business and service corporations. Bio-technology and information technology industry being set up in Lucknow is rapidly emerging into a global hub for diverse commercial entities .In designing the buildings constructed under the Shalimar banner, special care is being taken that these buildings offer contemporary standards of modern amenities while maintaining a connect with the architectural and cultural heritage of this city.



Mr. Sanjay Seth, CMD,Shalimar Corp Limited

The Company built its first business premises in the year 1987. That was "SAS HOUSE". The next was "Shalimar Square" which later on became our corporate headquarters, is till date is ranked as the best business address of the town. In the years followed, Shalimar constructed a large number of diverse commercial premises, offices, and state-of-the-art software facilities. Located in prime areas of the city, the business and commercial spaces possess unique style and modern technology. These are well-equipped to provide buildings of your choice and dreams, promptly and punctually. Recently it has constructed a Built-to-Suit Software Park for Tata Consultancy Services (TCS) and a Hotel Complex for Donaday Hotels of U.K. at Vibhuti Khand, Gomti Nagar, Lucknow, on a 5-acre commercial plot.

halimar Corp has an inspiring management team. At Shalimar each individual is committed to maintaining quality standards. The expertise and enthusiasm of the team members at Shalimar has been the Company most precious asset. It has created a culture of nurturing knowledge and skills of its employees. It is a long term strategy of nurturing and growing the capabilities of the in-house human resource. Mr. Sanjay Seth, CMD and Mr. Khalid Masood, MD are visionaries who have led the organization from the front under their exceptional and pragmatic guidance. Mr. Seth has rich experience of about 24 years as a property developer & builders. He is well known to the society for his commitment towards 'Quality Craftsmanship' and has a good image among customers, suppliers and bankers to keep his words. He looks after the Business Development, Finance and Strategic Planning of the Group.

SNAP-SHOTS

CAPTURING THE MOST MEMORABLE MOMENTS DURING AWARD CEREMONY





The much-awaited Indian Realty Awards(IRA) Ceremony at Taj Vivanta, Lucknow, on 27th July witnessed the august presence of Who's Who of Indian Realty who were felicitated with award and certificate of excellence in their field by Chief Guest, Shri Ram Sakal Gurjar, Minister of State, Technical Education, Government of Uttar Pradesh.



Trusted Real Estate Consultant of the Year

Mr. Adhaar Bansal, JMD & Mr. Raj Kumar Sisodia of Finlace Consulting Private Limited. receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Real Estate Consultant of the Year, North India

Mr. Sourav Rousha, CMD, Rousha Capital Investors Pvt. Ltd. receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt. & Shri Mukesh Kumar, social worker.



Most Trusted Real Estate Brand

Mr. Pankaj Sharma of Rudrabhishek Enterprises Pvt. Ltd. receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Luxurious Project of the Year

Mr. S.K.Bhargava, Chairman with Mr. S.K.Verma, CEO & Director Samriddhi Group Ltd. receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Best Real Estate Consultant, Industry Choice

Mr. Vikas Sahni, MD, Property Guru. receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Best News Channel(Real Estate Coverage)

Mr. Saurabh Sahni & Mr. Alok Pandey, Samachar Plus. receiving award from Shri Ram Sakal Gurjar, MoS, Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Best Affordable Project of the Year

Mr. Uday Pratap Singh & Mr. Raj Kumar Singh, Basera Infra Developers Pvt. Ltd. receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Best Online Portal of the Year

Mr. Amrender Shukla,www.commonfloors.com. receiving award from Shri Ram Sakal Gurjar, MoS, Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Emerging Developer of the Year

Mr. Rahul Srivastava, CMD Acme Infra Venture Pvt. Ltd. receiving award from Shri Ram Sakal Gurjar, MoS, Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Best Land Developer of the Year

Mr. Sangam Tiwari, CMD Iconic Infraventure Ltd. receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Front Runner of Indian Realty

Mr. Abhishek, DLF India Limited. receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Emerging Developer of the Year (Residential)

Mr. Rajesh Pandey, CMD Shree Raj Infrahousing Pvt. Ltd. receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Best Developers of the Year

Mr. Brijesh Seth & Mr. Prangal Singh, Shalimar Corp Limited. receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Best Developers of Lucknow (Suburbs)

Mr. Snadeep Srivastva, CMD with his team Paraiso Realty Pvt. Ltd. receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



The Most Promising Developers of the Year

Mr. Sanat Mohanty, Horizon Dwellings Pvt. Ltd. receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Pioneer in Luxury Projects (Residential)

Mr. Raj kumar Sisodia, on the behalf of Paramount Villas, Paramount Group,receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Best Project of the Year (Commercial)

Mr.Nitin Gulati, Airwil Intellicity, Airwil Group. receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Real Estate Professional of the Year

Mr. Adhaar Bansal, JMD, Finlace Capitaves Consulting Private Limited. receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Game Changer of Indian Realty

Proplarity Team, receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Best Ultra Luxurious Project of the Year

Mr.Anshu Goyal, Music County, Lucknow, receiving award from Shri Ram Sakal Gurjar, MoS, Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



Best Developer of the Year (North India)

Mr. Pankaj Sharma, Paarth Infrabuild Pvt. Ltd. receiving award from Shri Ram Sakal Gurjar, MoS,Technical Education, UP Govt., Shri Mukesh Kumar, social worker and Hariom Tyagi, Editor, *Observer Dawn* and Chairman IRA.



How Technology can aid home buying process?



Technology empowers the portals to capture complex buying behavior of user and create intelligent algorithms to recommend the right property.

By **Nimesh Bhandari**, *CEO, altycompass.com*

Buying a house is certainly one of the most complex and involved purchase in one's life. In last 10 years the landscape of home buying has completely changed with large number of young home buyers and umpteen supplies of new homes.

Rapid Growth of Condominium Culture

Riding on the liberalization wave and on sustained economic development; realty market in India has expanded leaps and bounds in Metros, Tier-1 and Tier-2 cities. Most of the Urban India (except Mumbai) lived in independent houses in the 1990's. But the shortage of urban land coupled with rocketing rates of land created a new culture of gated communities, condominiums and integrated townships. This ushered in a wave of organized real estate companies. The sector attracted politically well connected newbies, as well as Corporates like Tata's, Godrej and Indiabulls.

Today real estate sector contributes over 6.3% to GDP and more than 7.6 million Jobs per annum. In less than 10 years, the number of builders has swelled from couple of thousands to over 20,000 builders across India. Regional builders are consolidating their position in a region and expanding their footprints to other regions. With over 81 million new homes required by 2030 for Urban India, Industry experts believe that the current slump is temporary and industry has long term resilience.

Confusing Conundrum

With amplitude of choices in terms of builders & projects, consumers no longer can depend on their friends and relatives to figure out the best choice. Consumers today are being bombarded about the new launches every week via Newspapers, Billboards and Radio. Take for example a market like Bangalore, which has about 4000+ ongoing projects from over 2000+ builders and it is impossible for a consumer to take a stock of all the projects without the help of a technology. Even if the consumer's preference is limited to 2-3 localities,

he has more than 200 projects in his budget range to choose from. Moreover he cannot get an eagle's eye view of all the projects through traditional medium or through his acquaintances. As a result, either the consumer is forced to settle down with a house which not necessarily is the best choice; or they end up searching for the right house for over 6 months.



Technology as an aid to cut the clutter

The power of technology, Internet & Mobile can relieve the consumer from the pain of searching home in a big way. India already has over 200 million Internet users and is set to cross the 240 million mark by June 2014. Bulk of the internet users in India are mobile users- 150 million, while just 50 million are desktop/broadband users. Internet gives the power of search and comparison in user's hands.

User can search, compare & refine the projects based on his preferences and quickly short-list the projects. He can also save the projects for future reference. With the help of technology, Internet portals can also recommend projects to the users based on his past behavior. Technology empowers the portals to capture complex buying behavior of user and create intelligent algorithms to recommend the right property. All this helps the user to shorten the purchase cycle and compare & evaluate more options in short nick of time.

With smart mobile devices in consumer's hands, they can even enquire about a property on-the-move. They can do an on-site comparison of nearby projects and mobile can help them navigate to a nearby project.

We have still scratched a surface of what a smart-phone can do to a home buyer, and there are a lot of interesting use cases which people are working on. As augmented reality evolves, it will open new avenues for the users. They can not only know the history of project/builder, but can also get a futuristic 3D view of the nearby area by zooming in time.

A Hassle-Free Exercise

Hyper-connected digital world also enables the user to check user reviews & recommendations about a builder / project. Consumer today can ask questions in a social forum and can get different perspective from other consumers and experts. Technology has enabled the whole experience of property buying so transparent where consumer can get all information in an unbiased way and can also check for the reference/recommendation with the help of technology and social media.

Digital era has transformed the home buying experience, buy making it more exhaustive, methodical and efficient. The below graphic summarizes the benefits of digital medium compared to traditional platforms

Let us take a real life example where Ramesh had a budget of 50L and he starts looking for a home in Bangalore. He is not sure of the exact location, but wants to have ready-to-move-in apartments. Ramesh goes online to realtycompass.com and starts Exploring Bangalore and sees that there are 76 ready-to-move apartments in his budget range. He then digs further, and finds that there are large number of ready apartments in Whitefield and Electronic city in his budget. He starts researching about the locality with respect to upcoming infrastructure, amenities and deals in both electronic city & whitefield. He comes to a conclusion to buy a house in Electronic city and then looks at top rated projects in his budget. He identifies six projects which have ample units left and have very good accessibility rating. He then compares these projects with similar projects in the area and identifies 3 projects where he wants to go for a site visit. When he is near the site, he compares the project with a nearby project in front of the builder and is able to negotiate with the builder. Builder offers a good deal. He immediately checks out the review of the project and talks to few other people who have enquired in this project. He gets a positive review about the project and books his home.

As you can notice here, technology has played a huge role in Ramesh's home buying experience by cutting cost on phone & travel and valuable time spent.

Prime Minister Narendra Modi and the Use of Hindi

Prime Minister very consciously chooses to speak in Hindi, though, his mother tongue is Gujarati and he speaks and writes English also quite well.



Mohammad Aleem is a renowned novelist, dramatist and script writer. Winner of many national level awards like Sanskriti Award for Literature, Urdu Academy Delhi Award, Navodit Lekhak Puraskar by Hindi Academy Delhi and National Junior Fellowship Award by Ministry of Culture, Government of India.

It is surprising to note that most of the senior ministers and our esteemed Prime Minister, Mr. Narendra Modi took oath of office and secrecy on the forecourt of sprawling Rashtrapati Bhawan (President House) in Hindi. Many also favored the other languages as well. Even, in our Parliament, most of the MPs chose Hindi for their oaths. Some used Sanskrit and other Indian languages including English also. It is, no doubt, a welcoming sign.

What surprises the most to the people that the Prime Minister very consciously chooses to speak in Hindi, though, his mother tongue is Gujarati and he speaks and writes English also quite well. Many new foreign dignitaries have already been arrived in India since the new government at the helm of affairs. And in all such meetings and talks, it came to be known that our Prime Minister chose best to express his ideas and feelings through the national language, Hindi. He took the help of interpreters and translators. He even spoke with the secretaries of the different ministries to converse on the important matters related to the policies and schemes in Hindi, though, many tried to do so in English as they had been doing it for a long time.

Our Prime Minister definitely followed the path of some of the top political leaders of the world like Germany, Russia or China. Even, most of the top European countries like Italy, France use their own language at every national and international platform. And they don't feel any problem while doing so.

Then, why, if our Prime Minster speaks in Hindi to the foreign dignitaries should surprise any and raise an issue.

Is not so that our national language could not get its due even after 65 years of Independence? I am not vouchsafing that it should be adopted and flourished at the cost of the other Indian languages, but, it should get its better place as it deserves. Is it not a reality that more than half of Indians speak mainly, Hindi? Our many states are known Hindi states like UP, Bihar, MP, Rajasthan, Himachal Pradesh, Uttrakhand and Haryana. All other major languages like Tamil, Telugu, Oriya, Punjabi, Bangla, Tamil and other such languages are mainly spoken within the boundary of their own respective states. However, thousands of people adore these languages as their best treasure trove. If Hindi flourishes and grows at the national and international level, it will only increase our dignity and clouts.



Sri Lankan President Mahinda Rajapaksa and Indian Prime Minister Narendra Modi

But, it should never be imposed forcefully on anyone. Everyone has right to express his or her feelings in their own mother tongues. English should also get what it deserves.

Prime Minister, Narendra Modi is showing true quality of a statesman and deserves our fulsome praise. He is on the right path and taking concerted steps himself to restore the dignity of our national language, Hindi, and thus our national pride as well. The paramount need of the hour is to make Hindi official language. It should also be made more common and easy to understand for general people. The big impediment, however, in popularizing Hindi is its gross Sanskritisation. It is beyond comprehension that making a language much more difficult will help in any way to make the language loved, popular and adopted by everyone by its wide and nationwide use.●



SILVER LUNE URBE:THE NEW ABODE OF THE CITY'S RICH & FAMOUS



Mr. A. K. Tulsiani, CMD, Tulsiani Construction and Developers Ltd.

The Projects brings peace-of-mind and change in stature to its new residents.

After the phenomenal response to its various projects in Allahabad and Lucknow, Tulsiani Construction and Developers Ltd., in association with SunshineInfraheights Pvt. Ltd. (an SPV of Tulsiani Constructions & Developer Ltd. and Zest Buildwell) in joint association with Grey Stone Infra recenlty

launched its signature residential and commercial township project in Meerut - Silver Lune Urbe.

Silver Lune Urbe will provide the residents a respite from the crowded, polluted old city to the new swish, lush green environs in the new Meerut, well within the reach of their pockets. The township is a perfect blend of uncompromising construction standards and matchless aesthetic beauty, luxury and greenery, with extensive landscaping and water bodies, 24X7 power backup and Wi-Fi connectivity.

With his new abode at Silver Lune Urbe, the aspiring Meeruties will have the best of nature's friendly housing options in their kitty. There would be over 1500 spacious independent floors comprising of various permutations of bedrooms (2, 3 & 4 Bedrooms) and 100 exclusive Luxury Villas. All Independent Houses and Villas at Silver Lune Urbe are two side open, and are planned to enjoy greens, natural light and fresh air at all times.

All the homes at Silver Lune Urbe are beautifully designed and crafted for luxury and lavish lifestyle with attached private balconies and are replete with world class amenities, dedicated parking, fully secured gated multilevel security, high-tech clubs including state-of-the-art Gymnasium, luxury Spa, well appointed Squash and Badminton Courts, world-class Swimming Pool, Banquet Hall with Guest Rooms facilities and will not only be the new address to boast of but would also bring the much required peace of mind to its new residents.

Silver Lune Urbe is a hallmark of luxury blended with elite aesthetics and is strategically located near the national highway bypass from Delhi. The proposed project is spread over 130 acres of unspoiled greenery and will be a complete low rise construction with extensive green landscaped areas. There would also be approximately 325 Low Cost Housing.

All the homes at Silver Lune Urbe are beautifully designed and crafted for luxury and lavish lifestyle with attached private balconies and are replete with world class amenities, dedicated parking, fully secured gated multilevel security, high-tech clubs including state-of-the-art Gymnasium, luxury Spa, well appointed Squash and Badminton Courts, world-class Swimming Pool, Banquet Hall with Guest Rooms facilities and will not only be the new address to boast of but would also bring the much required peace of mind to its new residents.

Speaking on the occasion, Mr. A. K. Tulsiani, CMD, Tulsiani Construction and Developers Ltd. said: "It is a proud moment for us to launch Silver Lune Urbe amongst all our well wishers including our Chief Guest Shri Shivpal Yadav, Hon'ble Minister for PWD, UttarPradesh, and Guests of Honour Shri Arvind Singh Gope and Shri Shahid Manjoor, Ministers in the UP Government. Today, we are committing ourselves that we would present a new way of life for the residents of Meerut, which will be peaceful as well as luxurious."

"Tulsiani Construction and Developers Ltd. is involved in various projects across the country with an international expertise in town planning and design. This is our 14th project that we have embarked upon and we assure our clients that we will offer them a life that they will be able to share with their elders as well as their family of procreation with equal ease and happiness." Tulsiani added.



In this project, REPL, headed by Mr. Pradeep Mishra Knowledge Partners, Mr. Akshay Kaul and associates are the Landscape Designer, Mr. Arun Gupta is interior designer. At Silver Lune Urbe you have all world class integrated features which are required to make a great township including basic education, greenery, sewerage and health club facilities.

The Companyhas always stressed on quality construction and have included top brands – Daikin, Kaff's, Faber's, Grohe's, QuickStep, Le Grande, Schnider, Rak or Kohler's to provide glitch free excellent facilities. The project enjoys great connectivity with NCR and the Meerut City.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IRC-LUCKNOW

Lucknow, the capital city of Uttar Pradesh and the epi-centre of the Hindi heartland, has always been on the radar of the development agenda. What needed was to read its relatively unexplored potential and inform the people at large that it's time to place it as an important hub of economic activities. The result: the two day Real Estate Rendezvous on 26 and 27 July in the form of Indian Realty Carnival(IRC) in Vivanta By Taj, which to our delight, saw a good response from property market with expected footfalls. As per our estimates, the Property Expo achieved the following feats:

Total Footfalls in two days: 500-700
Valuable leads: 336
And on the spot business through bookings is more than Rs. 4 cr.
Around 20 real estate developers participated in this expo
IRC created buzz in Lucknow' real estate landscape
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Brys Group: Ceating *Ambience for Luxury Home Buyers*

Yo Yo Honey Singh enthralled the guests by his signature rap at the musical evening show.

The unveiling of the show apartment by Brys Group for its landmark project 'Brys Buzz', North India's tallest residential tower was thronged by the media, celebrities and a number of HNIs from across the country. It seemed all the roads in the Delhi-NCR were leading to Noida, Sector 150 to see the sample flat of the region's tallest building. UAE's leading Arabian Construction Company is building the iconic tower which is standing at the highest permissible limit of 292 meters with a towering 81 storey. The project is located at Sector 150, Noida. 'Brys Buzz', an epitome of featuring spectacular luxury includes interior designing by global benchmark design Tonino Lamborghini CASA of Italy, state-of-the-art home automation system and impeccable craftsmanship while conforming to stringent international green building norms.

ACC that has created iconic buildings that have transformed the skylines of numerous cities around the Middle East is the construction partner of North India's tallest residential tower, Brys Buzz.

Speaking on the occasion Mr. Rahul Gaur, CMD, Brys Group, said, "It is our flagship project and we have made all efforts to raise the benchmark of luxury housing in this part of the world. At a time when the Indians have emerged as largest property buyers across the Middle East and London, I feel Brys Buzz is the right answer to bring those luxury aspirant buyers back to India. Laced with world's best ultramodern facilities this premium luxury housing project is amalgamation of world's best names in the field of architecture, design and engineering. Right from conceptualization to execution, some of the best experts have put in their best to make Brys Buzz India's answer to what a destination address should be."



Brys Buzz boasts of unmatched design elements that ensure maximum utilization of area. It has been designed to provide maximum flexibility for internal space planning. One can get desired customized home with their choice of preferred facilities with a promise of never seen before super luxurious experience in this part of the world. Some of the features include; home automation, integrated entertainment system, high end finishes, huge balcony space and temperature control.

Navneet Gaur, Director, Brys Group explains how the project is a trend setter in this market, "In terms of location we are the first-movers to spot the potential of sector 150, Noida for such an iconic project. We believe the time has come when the Noida market is set to emerge as the new luxury destination. As far as project is concerned, Brys Buzz is going to redefine the concept of luxury as we have tried to ensure the real 'wow' factor comes out of this project. The incomparable features & amenities and never before seen exclusivity of this iconic tower will surely be liked by the connoisseur of luxury and choosing Brys Buzz as their home will make them proud."

Spread over an area of 7.5 acres, the iconic tower is uniquely designed to enjoy the great scenic view. It comprises of 2 BHK + Study, 3 BHK Gold, 3 BHK Platinum, 3 BHK Villa, 3 BHK Duplex Platinum, 4 BHK, 4BHK Duplex, 5 BHK Duplex, 6 BHK and 6 BHK Duplex. The size of the apartments ranges from 3000 sq. ft. to 8250 sq. ft and the price of apartments starts from Rs. 12,500 per sq feet.

Everything about Brys Buzz strives to push boundaries in luxury living and eco solutions; be it maximizing use of renewable energy sources and conserving resources, from rainwater harvesting to solar efficient street lights, nothing has been overlooked when it comes to making Brys Buzz planet friendly.

The iconic tower is uniquely designed to enjoy the great scenic view. The Sky villas have unique rooms designed to offer panoramic views of the



Noida Expressway and the city. All units facing Golf course/Expressway with 270 degree view.

The prominent features of the building are 6 levels at the top for all social activity needs, wide sundecks, terraces and balconies attached to living spaces, private plunge pools and terrace garden available in all residences with luxurious low-density complex (360 degree Open). 5 Star luxury services would be managed by hospitality division of Brys group. Highest observatory deck in North India, plush lounge and jogging track with a perfect viewing gallery perched at the top of Brys Buzz.

All areas of the project are accessibility compliant for elderly & differently-abled residents. 111 lifts with 11 high speed elevators, 1 lift for each duplex apartment, high speed elevators with efficient and state-of-the-art vertical transportation system for travel within the building with key card access system.

Fisher & Paykel brand ambassador, internationally renowned Celebrity Chef Ritu Dalmia and Sanjeev Wadhwa, Country Manager – Fisher & Paykel was also present at the unveiling.

Among other associates of Brys Buzz are H-AO Architects, Principal Concept Architect, Innowaves Design, Chief Architect, Arabian Construction Company as engineering consultant & contractor, MEP Consultant as Electrical System

Synchro Energy Consultants, PluMech Solutions as mechanical & plumbing Services, Bureau of Engineering Studies Consulting Engineers as structural consultants, Universal Consulting FZE as strategic consultant, Design Confidence as fire & life safety consultant and Lerch Bates Inc. as vertical transportation consultant.

A musical evening was organised to entertain the high profile guests where evening Honey Singh, popular rapper, music producer, singer and film actor, better known by his stage name Yo Yo Honey Singh enthralled more than thousand guests who had come to witness the Unveiling of Super Luxury 'Sample Apartment' of North India's Tallest Residential Tower- 'Brys Buzz. Honey Singh belted out all his popular numbers one after another and entertained the guests with his signature rap. There were Martini glass dancers and belly dancers who also performed and entertained the audience with their sizzling performances. VJ turned actor & singer, Sophie Choudhry hosted the show and added glamour to the unforgettable evening.



"No government has a magic wand which can solve all problems at once"

–Mr Kamal Dutta, MD, DPL Group Ltd



With a clear mandate for the Bharatiya Janata Party (BJP)-led government at the Centre, and the energetic Narendra Modi as the new Prime Minister of the country, things seem to be going on the positive side. In the realty sector, developers and experts are expecting a revival and an increased inflow of investments. Observer Dawn caught with the very dynamic Mr Kamal Dutta, MD, DPL Group to find out his expectations from the newly formed government and the future plans of DPL Builders.

Excerpts:

Will Narendra Modi-led NDA government at the Centre bring reforms in Real Estate and bolster the sector?

Like every Indian who voted for Narendra Modi, I am also hopeful that he has the potential to bounce back the derailed Indian economy. But, practically we have to understand that no government has a magic wand which can solve all problems at once. Reforming the economy is a gradual process, and we need to be patient for that because it's too early to predict the future.

Do you think the pending regulations during the Congress rule will be passed in the Modi Rule? Like Regulation and Development Bill, 2013.

I don't think that Regulation and Development Bill, 2013 will be introduced before parliament in near future instead there are other issues which are on the top of the agenda of NDA government. Modi Government will not send any such message which could be pro-Industrialist.

If the new Govt. adopts fast-tracked approval process to the pending projects, do you think it will help to bring prices down of the real estate in NCR?

The cost of the project will definitely reduce if approval's process become easy or one window clearance and it will be nominal due to the price fixing of the Land is centre's subject and current prices.

Many overseas investment funds have so far abstained from the Indian real estate market because of the lack of regulation, political instability and bureaucratic quagmire. Do you think the Modi regime would fuel FDI rush into real estate?

The model for FDI and Foreign investment picture is not clear and there are many if and buts and difference of opinion within the

BJP. But there is no doubt that now with a stable NDA government at the helm of affairs the sector is expecting a revival and an increased inflow of foreign investments into the realty sector. We expect the space to see a lot more traction and many investors to enter the country.

How has been your journey in the real estate sector?

As we know every journey gives a lesson in the same manner for us it's been a journey to work hard, honesty, dedication and honest and humble approach towards the people. We believe in team effort and not as an individual, so difficulties or ups and down never affect our enthusiasm. In this sector we are putting our best of best efforts to deliver our commitments.

What are your suggestions for the new government for affordable housing?

The affordable housing schemes of every Government are always the headlines of the news paper but on the grass root level emphasis on it, is very less. The new Government should form or create a separate ministry or independent authority for the housing scheme and it should be totally under control or direct intervention of the Prime Minister. Also, I feel that the new Government may look at helping on quicker land acquisition, faster approvals, easy and low cost funding availability and better infrastructure to make it a more interesting proposition for developers and investors.

What is the update on Flora Heritage project?

The Flora Heritage project facing the slow pace due to election code of conduct and we were about to start the construction in the month of March 2014 but due to Election Code of Conduct and non functioning of authorities it got delayed. But now things are getting normal so we'll be resuming the construction soon and I believe my core team will cover this delay.

What else can we see coming out from the kitty of DPL Group in the years to come?

The DPL Group is centralizing and focusing on the housing schemes and IT Enabled projects seeing and sensing the better India under the Leadership of Modi. I personally believe the new and stable Government will bring the drastic changes in policy in real estate sector and if the clearances from one window are adopted then it would be smooth sailing in the realty industry. ●

Kolkata's Office Market Witnesses Low Demand

Transactions likely to improve in the medium term

– By Anshuman Magazine, CMD, CBRE South Asia Pvt. Ltd.





Demand for investment-grade office space across leading cities in India slowed down in the first quarter of 2014, with around 6.3 million sq. ft. of Grade A office space getting absorbed The market saw slow transaction activity and a low level of new completions in the first quarter; and leading cities continued to experience caution from corporate occupiers in the first three months of the year. While the Kolkata commercial real estate market attracted reduced demand for office space during the first quarter, enquiry levels from prospective corporate occupiers indicate that office transaction activity is likely to pick up in the coming months. On the supply front, the peripheral locations of the city are likely to witness significant supply addition by the end of 2014; and office space rental values are expected to remain stagnant across most micro-markets of Kolkata in the coming months.

During the first quarter of 2014, Kolkata's Central Business District (CBD) of Chowringhee, B.B.D Bagh, Park Street and CamacSreetwitnessed a low level of commercial leasing activity in the first quarter. On the supply front, around 30,000 sq. ft. of office space was added to the existing stock; resulting into a marginal increase in vacancy levels. Rental values remained largely stable in this micro-market.

The secondary micro-markets of EM Bypass, Kasba–Gariahat, Topsia and Sarat Bose Road saw sluggish transaction activity during the quarter. There was no addition to the office stock in this micro-market; and vacancy levels remained largely stable over the previous quarter.



Mr. Anshuman Magazine
CMD, CBRE South Asia Pvt. Ltd.

The peripheral micro-markets of Salt Lake and Rajarhat observed a decrease in demand for office space, with office space absorption recorded at 37,000 sq. ft. in the first quarter of 2014, as compared to 55,000 sq. ft. recorded in the previous quarter. There were no significant project completions in this micro-market during Q1 2014. Vacancy levels remained high, and were estimated in the range of 18–20%.

Unmasking the Real "Faces"

- **How the much-touted projects like Masterpiece, Cosmic Cruz and City of Romance, just to name a few, sunk in the sea of false claims and commitment by Promoters and Directors of Cosmic Group.**
- **Encroachment on the public land is not a new phenomenon but how could developers like Gaursons India Ltd. involve in commercial activities on those patches of the village land which were earmarked for 'public purpose?**

Read *Observer Dawn's* next issue: Investigative stories revealing the "Real Faces"

Quenching Chennai's Thirst

Chennai Metropolitan Water Supply and Sewerage Board leveraged the city's coastal location, developing a model that not only enables it to get low-cost water but also encourages private-sector participation.



– By Dr. Jay Shankar Sharma

Water, a politically sensitive commodity, has always been underpriced in India. This sector has bankrupted most state-run water utilities and made the private sector wary of getting into it - thereby leaving large parts of the country water-starved. But this state of affairs need not continue. This case study looks at how the Chennai Metropolitan Water Supply and Sewerage Board leveraged the city's coastal location, developing a model that not only enables it to get lowcost water but also encourages private-sector participation.

The water scarcity Chennai faced in 2003/04 was unprecedented in the citys 400-year history. Its four reservoirs went bone-dry as the monsoon failed for two consecutive years. The ground water level, too, fell sharply. Piped water supply was shut down and remained so for almost a year. The Chennai Metropolitan Water Supply and Sewerage Board (or Metro Water, as the citys water utility is popularly called) barely supplied 175 million litres on alternate days. At the time, the citys population of 4.5 million needed 600 million litres daily (MLD). Much of the water - around 100 MLD - had to be transported from aquifers 150 km away, on trains and trucks. The citys residents had to pay substantially to buy water from private suppliers, spending an estimated Rs 50 crore a month.

The crisis pushed the state government, then led by Jayalalithaa (in her earlier stint as chief minister), to look for ways to drought-proof the city. The state government launched the New Veeranam project, which envisaged a supply of 180 MLD from the Veeranam tank, 225 km from Chennai. The tank is at the tail end of the Cauvery river system, and is fed by the southwest monsoon. The citys reservoirs depend on the northeast monsoon. But it still meant that all water sources - Veeranam, the citys reservoirs and the Telugu Ganga project (which made Krishna river water available) - remained dependent on the rains. This was a source of worry.

Rs 50 cr The amount Chennai residents paid private contractors every month for water in 2003/04

The government began to look for a perennial source of water. The city's long coastline offered a solution. "Desalination opened up the possibility of having a perennial source of water," says B. Chandra Mohan, Managing Director at Metro Water.

The state government decided to bet big on desalination.

But that threw up many challenges. Water, being a politically sensitive commodity, is always underpriced in India. Such pricing has driven the private sector away from water projects and left state-



Dr. Jay Shankar Sharma

run utilities deep in the red. Not surprisingly, large parts of the country are water-starved. As data placed in Parliament by the Urban Development Ministry in September 2013 showed, 22 cities in the country have water shortages of 30 per cent or more.

Desalinating water is costly, and involves advanced technology, so private-sector participation in Chennai was critical. But Metro Water was not exactly in the pink of financial health.

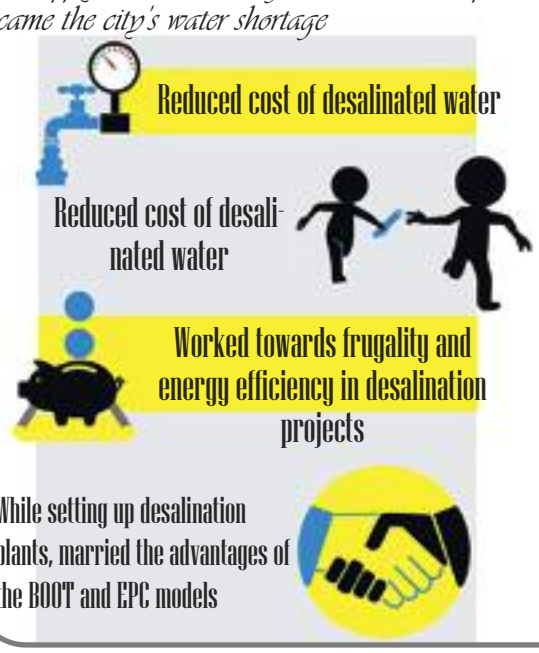
Still, it went ahead. With no experience in desalination, it opted in 2005 for a build, own, operate and transfer (BOOT) model of private-sector participation to set up the first desalination facility. It entered into an agreement with IVRCL Infrastructure & Projects Ltd, which had environmental technology company Befesa Agua of Spain as a partner, to set up a 100 MLD desalination plant at Minjur, a suburb north of Chennai. In turn, it would pay IVRCL 4.8 paise per litre of water supplied for 25 years. The project began supplying water from July 2010.

Even as the Minjur project was being developed, Metro Water began studying alternative business models of desalination that would not only reduce the cost of the desalinated water, but also give it a say in the choice of technology, to ensure cost efficiency. It also wanted to use its learnings from Minjur for future projects. A BOOT project offered no such scope.

After months of research, Metro Water finally arrived at a hybrid model. "We decided to marry the advantages of the BOOT and EPC (engineering, procurement, construction) models," says Metro Waters Chandra Mohan. The new model allowed private-sector participation, and also leveraged the governments strength in terms of capital mobilisation and risk management. The government would pay for and own the plant, but construction and operations would be in private-sector hands. For the 100 MLD desalination plant the Metro Water planned at Nemmeli - south of Chennai, en

INNOVATIVE APPROACH

The model Chennai Metropolitan Water Supply and Sewerage Board developed overcame the city's water shortage



route to the famous Mahabalipuram temple - it zeroed in on this model.

"The cost of capital and the associated risks [as bankrupt state utilities are the major buyers] are big elements," says M.S. Srinivasan, Senior Vice President, VA Tech Wabag, a Chennai-based water treatment company. "They add up to two paise per litre of water, and push the end price of water to around five paise. This model took these costs out of the equation."

831 million litres daily Amount of water supplied to Chennai residents by Metro Water

Metro Water used money from the Rs 1,000-crore grant that the then Finance Minister P. Chidambaram had allocated to solve Chennais drinking water problem in the 2005 budget, to fund the 100 MLD Nemmeli desalination plant.

To keep costs low, Metro Water took the bidding route right from the detailed project report stage. In August 2007, Mecon Ltd, a public-sector undertaking, was awarded the contract to draw up a detailed site-specific project report. Unlike most other projects, Metro Water also asked Mecon to do a detailed engineering assessment of the project. This meant that finer details of the project, such as the choice of technology, machinery and plant design, had to be firmed up early on.

Advanced Integrated Membrane Technology was chosen for the Nemmeli project. Not only was it five per cent cheaper in terms of capital costs, but it also had relatively low running costs and consumed 20 per cent less power than rival technologies (energy accounts for 65 per cent of desalination costs). It also consumed fewer chemicals (and hence was more environment-friendly) and required less land. The Nemmeli facility took up just 20 acres of land compared to Minjurs 60 acres. (IVRCLs Minjur plant uses conventional filtration systems.)

To keep costs low, non-proprietary equipment was preferred. Metro Water ensured a pre-treatment process was in place. As the Bay of Bengal is a rough sea, a lot of dirt enters the system through the intake pipes. The Minjur plant had faced enormous challenges initially due to this.

Once the project report and detailed engineering plans were in place, EPC tenders were invited in January 2009. Bidders were given the report and drawings, and asked to quote a price to build the plant. "Metro Water put a lid on the choice of technology, design, machinery and got EPC contractors to offer the best quote," says Srinivasan of VA Tech Wabag. "In the normal course, contractors would have given a quotation using different technologies, and Metro Water would be comparing apples and oranges."Simultaneously, Metro Water invited seven-year operation and maintenance (O&M) bids. This process factored in energy efficiency by fixing energy consumption. "Median energy consumption parameters were arrived at. If the O&M operator exceeds them, he is penalised," says Chandra Mohan. "This way we ensured that bidders did not quote low prices for the EPC part and recoup them through O&M." Six of seven bidders qualified, and VA Tech Wabag in collaboration with IDE Technologies, an Israeli consortium, bagged the contract in December 2009. To ensure that the EPC contractor adheres to the design, Mecon, which drew up a detailed project report, was appointed as project management consultant.

Work on the Nemmeli plant started in April 2010. The plant reached full capacity in December 2013. It cost Rs 533 crore to build.



Tamil Nadu-Chief Minister
Ms. Jayalalithaa

Today, water from Nemmeli costs just two paise per litre. "It has cut the cost to a level that is politically palatable. It offers tremendous scope for replication across the country," says Srinivasan. Experts say the execution of the project offers interesting lessons.

Water shortage returned to Chennai this year, after a poor monsoon last year. Storage in the reservoirs is low, and the groundwater level is falling. But with two desalination plants producing 200 MLD, Metro Water has kept up the citys supply at 831 MLD. Desalination accounts for a quarter of the citys water supply.

As a follow-up to Nemmelis success, Chief Minister Jayalalithaa has announced two more large desalination plants for the city, of 150 and 400 MLD capacity, based on the Nemmeli model. These are expected to be up and running by 2018, accounting for 70 per cent of Chennais water needs and making the city drought-proof for the first time in its history.

Chennai seems to have placed its bet on desalination towards addressing the supply side of the equation. It now needs to also focus on the demand side of the equation by addressing the issues mentioned earlier. It may not need the new plants in the future!

"Future is in the Distance Mode, with Integrating Technology into it."

Observer Dawn's Contributing Writer, Mohammad Aleem, interviews Dr. M. Tariq Beg, Professor and Head, Department of Electronics and Communication Engineering, Faculty of Engineering and Technology and the Honorary Director, Arjun Singh Center for Distance and Open Learning, Jamia Millia Islamia (A Central University by an act of Parliament): This center was established in 2002 and runs 21 programs, approved by joint committee of DEC, AICTE, UGC/NCTE. B.Ed, B.Com, MA in Human resource management, Post graduated Diploma in Geo-informatics, Post Graduate Diploma in Guidance and Counseling are some of the popular courses offered by the center. For details, readers are advised to visit the website of the university, http://jmi.ac.in



—Professor M. Tariq Beg

Excerpts :

Tell us something about yourself, first and then, about your centre?

I joined Jamia twenty seven years back as a lecturer in the Faculty of Engineering and Technology. At present, I am heading the Department of Electronics and Communications; in addition, I am also holding the responsibility of Distance Learning Centre as an Honorary Director. I have also served for five years at the King Saud University at Saudi Arabia which is one of the top universities of the world and also in world ranking it holds 129th position. I did my education from Aligarh Muslim University in Electronics Engineering. I did my master from Delhi University in Micro Engineering and my PhD from Jamia Millia Islamia.

This center, Arjun Singh Center for Distance and Open Learning, came into existence in 2002. And the purpose of establishing this centre was to bridge the gap of traditional mode of education and distance mode of education. Our country is very large in the terms of population, and also geographical wise it is quite big. We have not such resources to open the university at each and every point. We are extremely short of the universities. We have also not sufficient physical infrastructure.

Distance mode is a new mode which can overcome these problems. So, Jamia thought that we should also exploit it as the part of nation building and educational policy. Being a central university, we try and follow and fulfill all requirements. Therefore, distance mode will help all students who are unable to get the education through traditional mode of education due to many reasons. Reason could be logistic. There may be that they live in remote places. It could be academic. For example, if they could not got good education from schools, but if they want the second chance to build their career, then, for such students it offer huge opportunities. In top colleges of the city, getting admission in graduate courses has become an uphill task, the cut off lists go to ninety five and ninety nine and hundred percent. How many students can get admission by that way? What about others who get eighty percent and less? Are they useless? Should they be denied education completely? Have they no right to educate themselves? No, they have every right to get educated and get the jobs as their other counterparts.

How many courses do you offer through your center?

We do offer more than twenty one courses and nine are at master level, including MA in Education and M.Com. Then, we have got MA in Hindi, English, Sociology, Management, Public Administration; we have also offered B.Ed which is our flagship program. And we have Bachelor of Arts, BA General, B.Com, BIBF, Bachelor of National Business and Finance, Bachelor of Business Studies, PG Diplomas, in guidance and counseling and we have post PG Diploma in Geo-informatics. This is particularly a job oriented course. Geo-informatics is an upcoming field. There is huge amount of pent up demand. Our pass outs can get observed as an employee in Geological Survey of India and other Private organizations. They can go to the companies like refineries and all others which are operating in this area. There is a good scope for this course. We have also opened a new center for it at Dwarka. We have good lab and a good infrastructure. Students have to use those labs as it is requisite and very much attached with their program of studies. We provide labs also to the students of Power Engineering.

Those students, who live far from Delhi, how can they avail these types of facilities offered with such courses?

The distance mode of education is different from the correspondence mode of education. They have to use these facilities to complete their courses. It is essential.

What is the difference between your center and IGNOU?

There is not much difference. We are working on almost the same pattern. The difference is that IGNOU is exclusively a uni-

versity which focuses on the distance mode of education and Jamia, on the other hand, works as a traditional university also. IGNOU was started much earlier than ours. And they have expanded at a vast level. We are also trying to expand ourselves, but to certain limit because we would also like to maintain the standard also.

Those students who get degrees from the center like yours, are less in value in respect of those degrees which get procured through the traditional mode of education?

No, not at all. They carry the same value and importance. They can sit in competitive examinations like others. They can get jobs. In fact, we are trying for the campus selection of jobs for our students also. UGC is very strict and they are coming out with a draft policy so any lacuna and malpractices could be removed from the system completely. Jamia has brand equity and we are not going to dilute it in any way.

We follow the strict rules of examination and evaluation. So, such prejudices that these degrees come easily vanish away when they see our mode of working and the way of evaluation of our every student.

How do you ensure that you give quality education? It is not just for the sake of distributing degrees?

It is not for the sake of distributing degrees only. We also offer study centers to only those colleges and institutions which command good respect in their own fields. We don't mindlessly expand ourselves where the requisite check and balance are not in place. Monitoring is done continuously. It is not a correspondence mode of education. It is distance mode. Students have to come for counseling. They have opportunity to directly interact with the faculty members and alley their doubts. We also arrange classes for them on Saturday and Sunday.

We try to maintain the same standard, be it teaching, examination and evaluation. We are same as the traditional mode of education.

What are the most sought after courses which draw attention of the students towards your center?

Of course, the flagship program as B.Ed, because it is job oriented. The other courses which have been offered here are also popular like Post graduate diploma in Guidance and Counseling, then, we have M.Com courses and M.A in HRM. We are also planning to introduce some new courses which will be job oriented. We have also BIBF and BBS. All these courses are very popular.

You use the same study materials which have been prepared by IGNOU. Why don't you prepare your own study materials?

It is not the same in all courses, but, yes, in majority of courses we use their materials. This is comparatively a new center. And initially, there was shortage of staff. And still it is. But, we are trying to prepare our own materials. And I want to assure you that from the next coming session, we will be able to use our own study materials prepared by our experts and teaching staffs.

Kindly tell us, how many students you get enrolled every year?

This is rising day by day. We used to enroll 1300 to 1400 students every year from all over India. But, the last year, it jumped to 3500. I am hoping to get double and may it go to ten thousand in a couple of years.

What future do you see this mode of education in India?

Future is in the distance mode, with integrating technology into it. Technology means, we use the web, and we use the distance mode. So, if all of these come together, we will have huge potentialities.

You have visited abroad. In what respect, our mode of distance learning is different from their distance mode of education?

A: In those countries which are small in population, they don't need such mode of education. But in other countries which need it, they have been doing it for the last many years quite successfully like UK and America. We need to change the perception completely that the degrees acquired through the distance mode is not less in value in any way from the traditional mode of education.

We are helping the good colleges and institutions to open the new study centers so our reach could be maximized. We have recently opened new centers in the states like Kerala and Karnataka. But, we do try to follow strict rules and guidelines and on the basis of thorough evaluation by our experts, we grant permission to open any new centre. It is not so that anybody and any institution can get our study centers just for the sake of getting it. We have gone to Bangalore, Patna and other eastern states. We regularly monitor these centers so the proper check and balance could be maintained.

We open any center with the condition of one year initially. If we find their work satisfactory, then we grant our permission to extend it further.

What is the difference between the distance mode of education and correspondence mode of education, because it looks quite confusing?

Both are quite apart from each other. The correspondence mode of education doesn't engage their students as we do. We offer classes, lab facilities, faculty interaction on the regular basis, and conduct examinations as a regular mode of examinations. But, in the correspondence mode of education, students just get the study materials, prepare it on their own and give examinations on web and through such other means. There are no any check and balance to ensure quality of education. We are planning to introduce online lectures for our students also.

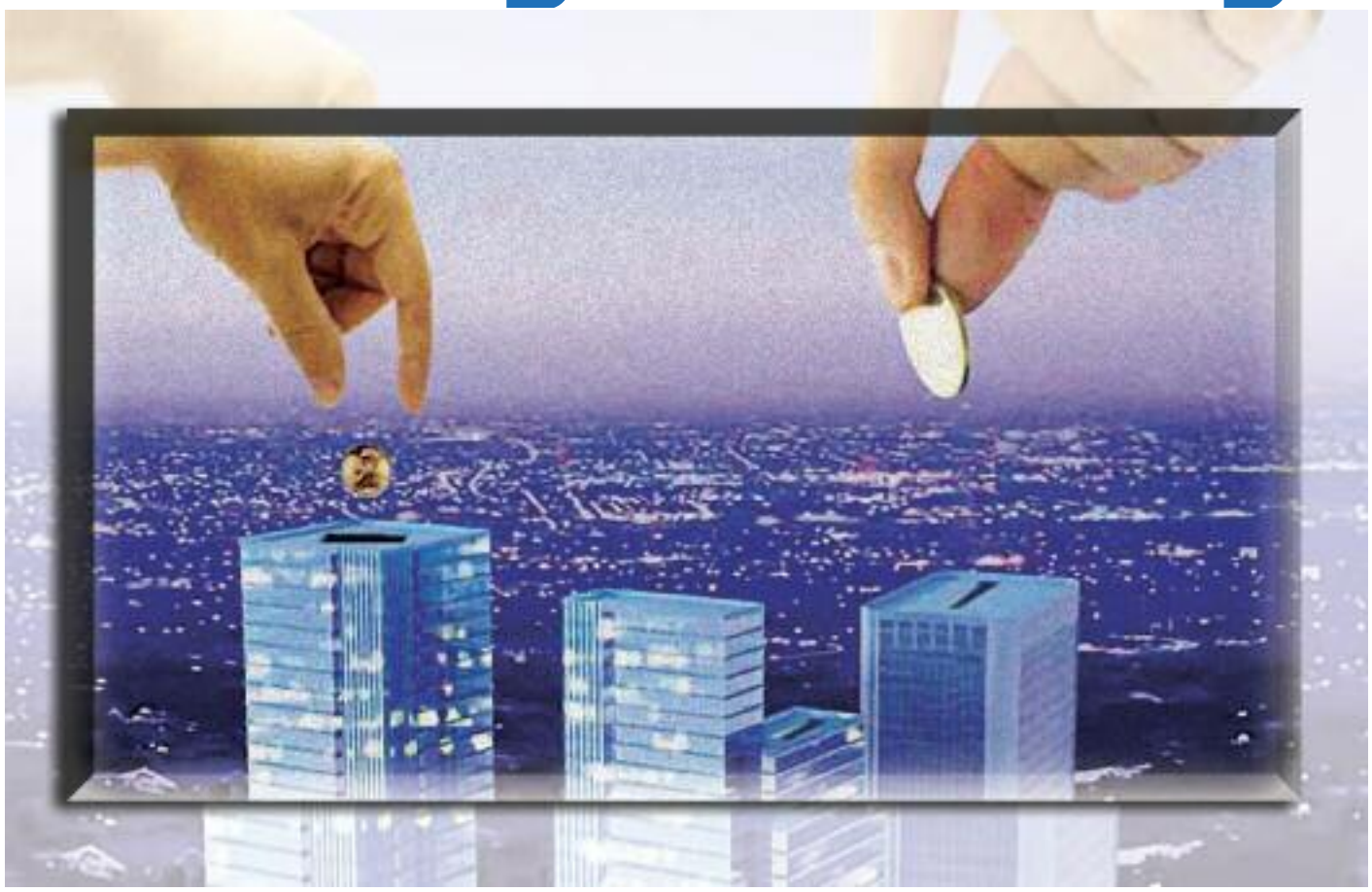
If a person gets MA degrees from your center, he or she can also pursue for the higher degrees like M.Phil and PhD from any university?

Yes, surely. They will not be discriminated at all. And, why should they be discriminated. Our one of students who has obtained an MA in Public Administration degree has been selected for the IAS this year. And it is good example for others also.

In what way, you are benefiting the Muslim community?

This is a minority institution and fifty percent seats are reserved for the minority students.

Better Days Ahead for the Realty Industry



Narendra Modi's ascension as Prime Minister marks a paradigm shift in Indian politics. However, armed with a massive mandate, Modi faces challenging tasks ahead as he grapples with a weak economy and other problems. But, he is known for his bold and unconventional initiatives and is poised to evolve as the ultimate 'game-changer' of Indian politics. The premiership of Modi promises to usher in dramatic changes and reforms. As he took oath with his cabinet on 26th May, the burden of expectations is high. Various sectors including real estate are hoping for a booster shot from his government at the Centre. Others are hoping to lift their fortunes on the back of strong economic growth. With projects worth over $100 billion stalled due to poor sentiments, the realty industry in India expects better days ahead.

Impact on Real Estate in India

In the analysis on the overall impact the new government can have on India's real estate market, Sanjay Dutt, Executive Managing Director, South Asia, Cushman & Wakefield, said, "With the new government being voted in at the centre with an overwhelming majority, it is expected to provide a new direction and guidance to core policies that will have direct and indirect impact on the sector. The coming of a majority government will have an overall stronger impact on policies viz-a-viz a coalition government and investments in various businesses and sectors of the economy is expected to pick up pace, all of which will generate more demand for real estate assets. A stable government will lift the sentiments of the investor community who have a strong impact on housing and office sales. Hence, both end-users and investors are expected to increase their investments in the sector and contribute to its growth."



Mr. Sumit Berry,
MD, BDI Group

"We congratulate the new government. We are optimistic about the reform and changes this government will bring in to boost the economy. For the real estate in particular, we firmly believe that the sector will be given industry status this time which will ease all fund inflow. Also, we hope the government will take corrective measures to boost FDI into sector."



Mr. Gaurav Gupta,
Director, S.G. Group

"We would like to congratulate and warmly welcome the new government. We are hopeful that this government shall bring in positive changes and work towards stability of the country's economic condition. For the real estate sector, I firmly believe that the new government will reboot the regulatory framework surrounding real estate and put a mechanism for the fast-tracking of developing project, which will definitely play a positive role to boost up confidence of realty Industry. Interests of the stake-holders will be safe guarded and I hope that the new government will initiate support to the real estate sector, not only for quality but also for speeding up of the infrastructure.""We would like to congratulate and warmly welcome the new government. We are hopeful that this government shall bring in positive changes and work towards stability of the country's economic condition. For the real estate sector, I firmly believe that the new government will reboot the regulatory framework surrounding real estate and put a mechanism for the fast-tracking of developing project, which will definitely play a positive role to boost up confidence of realty Industry. Interests of the stake-holders will be safe guarded and I hope that the new government will initiate support to the real estate sector, not only for quality but also for speeding up of the infrastructure."

IN FOCUS



Mr. R.K. Arora
CMD, Supertech Group

"With the formation of a stable Government enjoying full majority at Centre will definitely show improvement in real estate investment sentiments amongst buyers and investors alike. The Elections brought a new hope for the ailing economy and its impact is likely to be felt in the market in the days to come. We are expecting this new Government to work in tandem with the Developers Associations who have been from time to time making various suggestions to make the industry more transparent and capable of providing affordable housing to the masses. Looking to the contribution of real estate in India's GDP, the industry looks to the new Government to frame positive and growth oriented policies."



"With clear mandate and a stable government, we now expect a fresh wave in real estate industry with all prospective buyers in wait and watch mode coming forward and finalising their purchase decision. To make it an interesting proposition for buyers, investors and developers, the new government may look into low cost funding availability and better infrastructure. Streamlining the approval process will result in quicker land acquisition and faster approvals. Implementation of proposed Goods & Service Tax framework; tax benefits for buyers/real estate developers to induce activity in Real Estate industry which is suffering from liquidity crisis and inventory overhang will also bring a wave of enhancement. It is expected that the government will take immediate action on delays on approvals of Height and Environment as well."



Mr Suresh Gogia
CMD, Ascent Buildtech



SPRL: Bringing in New Initiatives

A rain water harvesting scheme is being planned for Masit village at a cost of Rs 20 lakh and is expected to become operational by the end of the calendar year.

The Corporate Social Resoponsibilty (CSR) is new buzz word doing the rounds of India's corporate corridors. The recent government notification asking a certain class of companies to set aside two percent of their profit for CSR activities is a testimony to the growing realization that CSR can no more be a fringe activity and needs to be integrated with mainline business functioning.

While there are companies who will now do their bit for CSR largely to follow government rules, there are others who integrated social responsibility in the intrinsic fabric of their corporate existence long time ago.

Shriram Pistons and Rings Limited (SPRL) is one such example. The company has been contributing to the community development while achieving commendable success in business.

The company has undertaken a number of initiatives in areas like infrastructure development, education, healthcare, rural sports development etc and made significant progress in each of these. Whereas, the company flagged off these initiatives with their first production facility in Ghaziabad, it has now surged forth in its community development agendas in the second plant which came up at Pathredi in 2011. "For us, CSR is not just about following policy guidelines but a quintessential commitment to the society and people. As a philosophy we understand the need for corporates to give back to the society which is why we initiated lot of programmes right from the time we started business," says A. K. Taneja, Managing Director and Chief Executive Officer, Shriram Pistons & Rings Ltd (SPRL).Operating from Pathredi in Greater Bhiwadi Industrial Area, SPRL is already acknowledged as one of the most society-conscious companies operating in the region. Village elders of the surrounding areas Pathredi, Gwaldah and Faqrudinkah also recall how things have changed in the region after SPRL established itself.

The company has also focussed its efforts on meeting urgent requirements in Pathredi to maintain ecological balance. Depleting water tables was identified as the most significant problem plaguing the region.

"Shriram initiated a number of activities right from the time they arrived. They took great pains to understand parochial problems. They have invested in rain water harvesting systems and built toilets for girls in the local schools.



CSR and Other Welfare Activities

Besides regular blood donation and health camps, SPRL has been involved in Pulse Polio Abhiyan, Dengue Awareness Camps, promotion of sporting activities, several art and cultural activities and celebrations of festivals for the benefit of the local community.

"For the 2014-15 fiscal, we have dedicated a budget of Rs 60 lakh. Depending on the activities planned for the year we decide on our CSR budget. For us it is important to understand and deliver on the needs of the region," Taneja said.The company has also focussed its efforts on meeting urgent requirements in Pathredi to maintain ecological balance. Depleting water tables was identified as the most significant problem plaguing the region. The company without hesitation sanctioned an amount of Rs 10 laks for installing a water harvesting system in the affected area. The initiative now directly benefits more than 350 household in the surrounding villages.

New and ongoing initiatives

A rain water harvesting scheme is being planned for Masit village at a cost of Rs 20 lakh and is expected to become operational by the end of the calendar year. Another major activity planned this year includes planting around 2000 saplings around the industrial area and on Bhiwadi-Alwar road to maintain its green cover. SPRL is also actively involved in maintaining trees and plants in roundabouts and dividers in the city. The company also organises blood donation camps every three months and has managed to donate 100 units of blood on each occasion. ●

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