

HOUSING.COM'S HOUSING PARTNER ASSIST APP TO EASE BUYER-SELLER WOES

Housing.com, part of Singapore-based Elara Technologies Pte Ltd., which also owns PropTiger.com and Makaan.com, launched a first-of-its-kind 'Housing Partner Assist' application to help the sellers manage everything such as listings, home seekers among others with the convenience of single tap on their phones. This newly introduced app will enable sellers to list their properties, edit, add more details or put photos of the promoted properties to improve the quality score and boost the rankings in the search

results page, receive instant alerts on home seekers for the property and instantly allows them to contact buyers with a simple click on mobile screen. Additionally, the expert filter option enables sellers to focus on priority home seekers and close deals faster than usual.

Ravi Bhushan, Group CPTO, Housing.com, PropTiger.com and Makaan.com shared, "Within the real estate classifieds industry, Housing.com has always differentiated itself on the basis of superior product usability and consumer experience. With Housing Partner Assist sellers can avoid the conventional and cumbersome lead generation process and get off to a speedier start in this fiercely competitive industry.

The app will surely create additional value for the sellers in improving business revenue and provide more control to build trust with buyers."

As the app will enable sellers to be more engaged, buyers will receive timely response from sellers and will be able to find the best-suited homes in a shorter period. For instance, the expert filter option of the app makes it possible to manage one's property portfolio on a single screen and with its help one can navigate through the properties and find the right one for home seekers very quickly.

The new app is available on both the Apple App Store and Google Play Store for iOS and Android users respectively.

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Rajesh Pandit, MD, global workplace solutions & asset services, CBRE India.

Even though most of the leading developers have already adopted green building practices by incorporating elements which address energy consumption, water use and waste management in sustainable manner, all these requirements yield a higher project cost which is required to be subsidised.

It is inevitable that real estate players need to make green buildings a part of their practice as real estate industry is one of the biggest consumers of natural resources emitting a significant amount of waste and pollutants. Green technologies and processes that are environmentally responsible and resource-efficient must be followed not only in residential projects but also across commercial projects and industrial parks. Most industrial parks are spread over a large area of land to enable them to carry out various functions.

Hero Realty is one of the north Indian realtors who believes that there should be synergy amongst the architects, real estate developers and the government agencies to design and deliver green buildings. "One can see the adoption of green technology like solar panels, water harvesting, efficient plumbing and fixtures etc. in our projects as we believe it is our responsibility as developers to contribute in the efforts towards building a green and sustainable future," emphasises Nagaraju Routhu, CEO, Hero Realty.

Vatika Group has a corporate philosophy of caring for the environment. Many technologies are being used to minimise the carbon footprint in Vatika townships. "We use LED lights and solar panels in all the public areas to minimise power usage at Vatika India Next, Gurgaon. This system saves 2.8 lakh KW of electricity every year. Not a drop of rainwater falling in India Next is wasted. 170 recharge pits replenish groundwater levels for



Thanks to the government's concerted efforts towards encouraging sustainable development by offering additional floor area ratio (FAR) for green buildings, India has off-late witnessed considerable progress in adoption of green building practices.

use by the community. We have 6 STPs installed of 9225 KLD capacity that provide 60 lakh litres of recycled water daily for horticulture and flushing thereby conserving precious natural resources," says Anupam Varshney, head sales, and marketing, Vatika Ltd.

Certified by IGBC, Exotica Fresco, in Noida's sector 137, is a green project which offers modern architecture to control temperature in extreme weather situations of northern India, manage waste, reduce electricity and water consumption. "Rather than concrete, we have used more of green areas, water bodies, special kind of plants and grass in the project to generate more fresh air than normal plants. To manage waste, we have installed ultra modern compost machine which con-

verts waste into organic compost for greenery and plants. Apart from saving units from acute heat and cold, we have provided solar panels at top of all towers and altogether these help to save power consumption and waste management in Fresco," affirms Ashudeep Batra, ED, Exotica Housing.

Raheja Universal has always been using green materials that are environmentally friendly and resource efficient, minimising the impact on the environment. "At Raheja District II, an international standard industrial park located at Juinagar, Navi Mumbai, we have installed solar panels spread across one lakh sq.ft. at the rooftop which results in saving common area electricity charges amongst other benefits to end user," proclaims Ashish Raheja, MD, Raheja Universal.

Experion Developers has also been very conscious of its responsibility towards environment. "We embrace practices and technologies which are environment-friendly and energy efficient. These are adopted throughout the building's lifecycle from design, construction, and operation to delivery and management," avers BK Malagi, COO, Experion Developers.

Cherry Hill Interiors Pvt. Ltd. being one of the leading companies in the space of corporate interiors has recently achieved 'LEED Platinum Rating Certificate' from U.S. Green Building Council for commercial interiors in v4 category for their Design-Build Project Azure Power India Private Ltd. at Aerocity, New Delhi. "We are very excited of this achievement as this is the first LEED certified commercial interiors project in India in v4 category," states Rahul Bhat, MD, Cherry Hill Interiors Private Ltd.

The green technologies and processes should be more used by the real estate industry to safeguard the environment for our future generations as sustainable environment is the most precious legacy humankind can leave for the future generations.

EXPERT TAKE

6 POINTS TO TAKE ADVANTAGE OF AFFORDABLE HOUSING MARKET

By A Shankar

Urban India today houses 377 million people making up 32 per cent of the country's population. This is expected to increase to 40 per cent with close to 600 mn urban dwellers by 2030. An array of policies and strategies including facilitating Public Private Partnership (PPP) in affordable housing has served as a catalyst to the growth of the sector. Applying innovative methods to implement these provisions will further help streamline our approach in tackling the prevailing housing issues.

Affordable housing finance is estimated to be a 6 lakh crore business opportunity by 2022, by when the government seeks to achieve housing for all citizens.

Six key factors of success, if considered, while planning affordable and social housing projects on PPP mode, will pave way for a smooth, accessible and efficient market for the sector:

■ **STRONG PARTNERSHIPS**
Government partnering with private players is a key success driver in the development of affordable housing projects through a commercially viable project structure. A policy pool that caters to innovative implementation methods that foster healthy competition between strong developers in the market will ensure effective and sustained growth of the sector.

■ **INNOVATIVE FINANCE MECHANISMS**
Innovative PPP model which make room for finance mechanisms provide relief to the private developers and provide a thrust in the right direction to the affordable housing sector to encourage the private developers to participate in the affordable housing. Effective risk management via management of unforeseen additional capital expenditure by the public sector, deleveraged capital structures facilitated by public sector co-investment, mechanisms allowing for long term institutional financing.

■ **OPTIMISED DEMAND ANALYSIS AND FAVOURABLE PROJECT LOCATIONS**
Optimised allocation of the planned housing stock to the right section of the population is a key growth retardant to the number of



vacant and unsold inventory. A part to whole approach that takes into account the distribution of beneficiary population and the ratio of mix in the areas identified for development of housing units is imperative to successful implementation of a project from inception to sale/rental.

■ **SINGLE WINDOW CLEARANCES**

A recent trend involves provisions for single window clearances. This measure will stimulate the supply of viable affordable housing by minimising construction cost overruns to substantial levels. Policies and schemes facilitating smooth conflict resolution to ease the burden on all stakeholders will have a major positive impact on timely construction and quality of units.

■ **LOW COST CONSTRUCTION TECHNOLOGY**

Leveraging the benefits of new advancements in the construction industry will have long term implications on cost, quality and safety of the housing units. Adopting low cost construction technology such as pre-fabrication will help developers construct units at lower costs and at a quicker pace.

■ **PERFORMANCE STANDARDS AND INNOVATIVENESS IN MAINTENANCE**

Introducing monitoring mechanisms to ensure delivery of quality homes to the beneficiary population will not only imply enhanced living standards but also strengthen sector values. Guidelines prescribing standards for construction methods, technology, material as well as execution and implementation along with efficient monitoring mechanisms will help streamline the project right from activation to the sale/rent of property to the target population.

(The writer is COO, strategic consulting, JLL India)

REPL to manage construction of houses for married defence personnel in Meerut

Started by the then Prime Minister Atal Bihari Vajpayee-led government in 2001, Married Accommodation Project (MAP) originated as a scheme leading to constructing about two lakh houses for defence personnel in three phases. With work commenced for the third and final phase, the Director General of MAP, Ministry of Defence (GoI) has appointed Delhi-based leading urban development and infrastructure consultants Rudrabhishek Enterprises Limited

(REPL) to facilitate construction of quality accommodation including all infrastructure facilities for the armed forces in Meerut.

Harish Sharma, chief business officer and operations, REPL shared, "Everything starting from detailed engineering and project management, preparation of detailed architectural, structural, electrical, water supply, sewage disposal to treatment plan drawings will be managed by REPL. The detailed project

report (DPR) for the dwelling units will be prepared in multi-storied concept, which will incorporate green building (GRIHA-III) norms to the extent feasible. REPL has also been mandated to supervise the work of contractor to ensure that execution is as per drawings, specifications and quality." Pradeep Misra, CMD, REPL added how the industry's growing confidence in REPL's ability has led to them performing as a leading project management consultant.