

MAIL TODAY

https://twitter.com/mail_today

<https://facebook.com/mailtoday>

NEW DELHI, Monday, April 27, 2020 www.mailtoday.in / www.mailonline.in

Vol. 13 No. 163 | Pages 25 | ₹ 5.00

10 | MAIL TODAY Special Initiative

Mail Today, New Delhi, Monday, April 27, 2020

Mail Today, New Delhi, Monday, April 27, 2020

MAIL TODAY Special Initiative | 11

PROFWRITER
Kausar Firdausi



SOCIETY LIVING: EMERGING AS A BENEFICIAL OPTION

Industry stakeholders, especially during Covid-19, feel that with enhanced sense of security and safety amongst buyer, the demand of well-planned housing societies will increase like never before



Likelihood of the projects which provide less cluttered society living will increase manifold. In fact, there are projects available in Delhi-NCR also that are a notch above the rest when it comes to providing the best lifestyle, which takes care of every need of the resident. "The demand for housing projects that can

provide the new-age generation with homes that can provide healthy lifestyle a notch above the others will increase manifold. Buyers will look out for projects with dedicated spaces for varied requirements of the residents including pet care zones, senior citizen areas, meditation points with lots of greenery including

medicinal plants. The demand was already picking up pace due to the clogged spaces being generally provided. Not accepting the general trend, the new-age generation would go for homes that can add a tinge of freshness to the way they live. It will, now, be about strolling in less crowded gated community oblivious of the

environment mayhem outside and contemplating on the ways to improve nature around you," says Deepak Kapoor, director, Gulshan Homz.

People who have been living in builder floors will look for projects which are fully integrated and have stores, pharmacies, laundry facilities, etc., within the enclosed

"Developers will start offering services, which will add to cleanliness and hygiene. Like hospitals and hotels, developers too may consider having separate elevators for delivery boys and maids among others. Even more, some developers may even utilise their own service staffs for delivery and other stuffs beyond a particular point. The new practices will become a big draw amongst prospective buyers."

AMIT MODI, director, ABA Corp



parameter of the project. "We foresee that people will be ready to spend an extra buck if they get facilities which help them value their lives. The worldwide pandemic has definitely made everyone take notice of the fresh environment that they were missing. Now with almost everyone noticing the clean air and pristine rivers, the importance of having water bodies and air freshening units inside the projects will be valued. Township projects will take precedence where ample green and parks and other facilities are all available at one place. In fact, plotted developments within our township project at Gaur Yamuna City has seen a spike in enquiries," proclaims Manoj Gaur, MD, Gaur Group.

Many realtors do agree that the demand of townships might see an increase which will also lead to more of such fully-integrated or mini townships being launched in the months to come. "It is a known fact that people living in secured complex of societies with shared amenities and facilities have been able to cope up well with the lockdown like situations in cases of any pandemic or emergency. As the potential buyers are noticing these differences which will surely influence their buying decisions to go for group housing societies, townships or dwelling concepts that provide convenient shops for basic needs necessities, health and

recreational amenities for all age groups within the residential complex," avers Vijay Verma, CEO, Sunworld Group.

With the lockdown situation enforcing closure of schools, public areas such as malls, movie theatres and most offices declaring a work-from-home model, everyone is at home. This means the onus on residential property has increased to ensure safety of the public and contain the spread of Covid-19. "While individual property owners might be able to look after their offspring, it becomes much easier to manage the lockdown with a responsible committee to look after the safety and containment of the housing group. Under the society living, essential duties such as issuing advisory for the residents, ready list of emergency contacts being maintained by the authority," says Rajiv Gupta, CEO, Wave Infratech.

In comparison to a standalone bungalow or a house where any decision and action needs to be implemented by that particular resident alone, society as a body of residents takes care of its members by way making provisions for everything possible. "Even as we all follow social distancing during this pandemic, it helps to know that we are a part of a community which is taking care of its members. Housing societies also have better access to amenities like grocery stores, medical stores,

etc. ensuring that the essential needs of the residents are met. Security measures are also more comprehensive in group housing, helping residents feel safe and protected as they face this pandemic together," says Prashant Solomon, MD, Chintels India and the hon. treasurer for CREDAI NCR.

Another important aspect is the ease of access to daily utility items. "The society living gives you availability of daily required things at your doorstep. Every modern group housing project nowadays has a commercial point inside the premises itself for the conveniences of its residents," affirms Ajay Chaudhary, CMD, Ace Group.

Due to having separate teams of maintenance and security staffs, housing societies took control of thermal scanning of visitors, delivery boys, vendors and house maids followed by cleaning and deep sanitisation. "After government notification of outbreak of coronavirus, dedicated staff members in housing and residential societies conducted periodic sanitisation drives till announcement of nationwide lockdown. The sanitisation and cleaning process are still continue to restrict spread of Covid 19 and make a healthy living for residents," asserts Dinesh Jain, MD, Exotica Housing. This kind of committed approach is possible only in organised housing societies but not at any other kind of residential locality.

"We foresee that people will be ready to spend an extra buck if they get facilities which help them value their lives. The worldwide pandemic has definitely made everyone take notice of the fresh environment that they were missing. Now with almost everyone noticing the clean air and pristine rivers, the importance of having water bodies and air freshening units inside the projects will be valued. Township projects will take precedence where ample green and parks and other facilities are all available at one place. In fact, plotted developments within our township project at Gaur Yamuna City has seen a spike in enquiries," proclaims Manoj Gaur, MD, Gaur Group.