

# MAIL TODAY

## LENDING A HELPING HAND TO THE NEEDY

Amidst the nationwide lockdown, real estate companies of Delhi-NCR are ensuring that their workers have adequate food to eat and they are living in sanitised conditions on the site



M3M Foundation, the philanthropic arm of M3M Group, has extended support to 5000 daily wage earners and construction workers.

In light of the national lockdown following Coronavirus outbreak, organisations cutting across sectors have risen to the occasion to deal with the crisis. Real estate companies too have led the charge in lending a helping hand to the needy through their CSR initiatives. "Even as construction activities across the nation have come to a grinding halt due to the government-imposed lockdown, developers are doing their bit for migrant workers on their sites. They are ensuring that workers have adequate food rations and they are living in sanitised conditions on the site," says Anuj Puri, chairman, Anarock Property Consultants.

Industry bodies such as CREDAI and NAREDCO are mobilising developers to ensure that workers and employees are paid during this lockdown. Nimish Gupta, MD, RICS South Asia informs that monetary contributions have also been pouring in from many organisations, either to chief minister's or the prime minister's relief fund. It is heartening to see the sector combine forces and make due efforts to alleviate the suffering of the destitute and disadvantaged.

One of the country's largest real estate players DLF Ltd. is providing meals to close to 1 lakh migrant labourers at various geographies including Delhi, Gurugram, Manesar, Noida, Panchkula and Chennai among others. For this purpose, the company is working in close coordination with district administration and has also roped in Akshay Patra for delivery of hot cooked meals to migrant labourers. The realty major has also distributed face masks, examination gloves and sanitisers in huge numbers.

M3M Foundation, the philanthropic arm of M3M Group, has extended support to 5000 daily wage earners and construction workers. Through this initiative, M3M Foundation is providing rice, pulses, vegetables, clean drinking water, and milk



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for toddlers and growing children. Besides, they will also be providing soaps for personal use, washing clothes and handwash. Fumigation and sanitisation of the camps are also being undertaken. Roop Bansal, trustee, M3M Foundation said, "Since the suspension of railways, many construction workers and labourers could not go back to their homes, we are supporting each of them with basic needs."

ATS Group has been taking care of its 4500 construction staff. "Apart from providing quality food and shelter, we have made quarantine facility as well. And thrice a day we have been doing thermal screening of staff. A dedicated team has been assigned to keep an eye on the arrangements and health at the sites," emphasises Getamber Anand, chairman, ATS Group.

Wave City has adopted over 2200 families of daily wagers and farm labourers of various locations and 800 construction labourers who work at the Wave City site. All the required food grains and medical supplies will be provided free of cost to these people until their lives come back to normalcy. "The required free foodgrains and medical supplies will be provided to their doorstep during the lockdown period," affirms Manpreet Singh Chadha, chairman, Wave Group.

Unity Group, one of the realty majors of Delhi NCR, has exempted all merchants at its Unity One malls and Vegas Mall from paying rent for a month. The combined cost of the rent would be ₹10 crore. The group have more than 300 retailers in the various locations of Delhi including Dwarka, Rohini, JanakPuri & CBD Shahdara. "We will



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continue to do everything we can to support the retailers and maintain business continuity until the crisis ends," states Harsh Bansal, director, Unity Group and Pratham Group.

Realty major Omaxe Ltd. is also not far behind. The company has distributed thousands of ration packets consisting of 5 kg of flour, 5 kg of rice, 1 kg dal and 1 packet of salt in both Chandigarh & Ludhiana. It is planning to distribute more ration packets at various other locations as well in the coming days.

During this difficult time, Chintels India is supporting the needy in every way possible. "We are providing food and other amenities to the labour community that is stuck at the construction camps as transportation is frozen. Through our family foundation, we are also providing food for hungry people and this is being distributed by Delhi police," asserts Prashant Solomon, MD, Chintels India & the hon. Treasurer, CREDAI NCR.

Raheja Developers is working hard to reduce the difficulties faced by the economically vulnerable section. It has distributed around 5,000 ration packets having 5 kg of atta, 3 kg of rice and 1 kg of pulse among construction workers across various location of the Delhi-NCR. In addition to it, the company is also feeding several families, which are residing at a transit camp at Anand Parbat near Karol Bagh.

Experion Developers too pledges to contribute Rs. 1.85 crore to Prime Minister's Citizen Assistance and Relief in Emergency Situations (PM-CARES) and ₹20 lakh to Haryana Corona Relief Fund. Additionally, to address public health and safety, Experion shall extend the material supply of medicines and essential items to the Municipal Corporation of Gurgaon (MCG).

Gaurs Group, which is a renowned name in the real estate sector, is ensuring that labourers working across its various projects receive proper nutrition. The group is providing one month's ration and other necessary items to all its worker families. It has also extended financial help to the local administration by providing a cheque of ₹5 lakh.

As a small contribution towards the community and social responsibility, Supertech Limit edis offering a dedicated tower with around 400 bed space in its Supertech Upcountry project, at Sector 17A, Yamuna Expressway.

To ensure that migrant workers do not leave Delhi-NCR and migrate to hometown, Signature Global, a renowned name in affordable housing segment is extending financial support to labourers as well as providing them essential items like ration, vegetables, fruits and masks. It is also ensuring the regular supply of these items. The company is also

monitoring body temperature of all the workers regularly.

At this tough time, Ace Group is also committed to help its labourers. "We have been providing fresh food facility to our 1200 labourers at different sites. We managed to control exodus of labourers. We have provided living facility to them. Apart from that we have made contribution to the community kitchen," proclaims Ajay Chaudhary, CMD, Ace Group.

At this testing time for all, especially for the underprivileged section of society, Elan Group believes that the ration distribution is their small step to aid these construction workers. "We are committed to ensuring the overall well-being of our workers. I urge all corporates to do their bit for the marginalised section of the society," avers Rakesh Kapoor, chairman, Elan Group.

Rise Group, a renowned realty group of Delhi NCR, is also providing food packets containing dry materials like pulses, rice, flour to their workers at the hutments established in their project locations of Rise Resort Residences, Rise Sky bungalows and Organic Ghar at Greater Noida West, Faridabad and Ghaziabad respectively. The workers are being provided masks and gloves for their safety, and are also being subjected to medical examination at relevant intervals.

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