

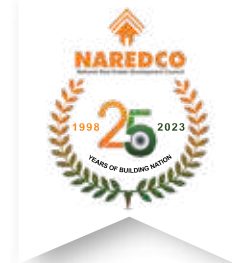
# FROM THE DESK OF PRESIDENT



## MONTHLY E-UPDATE

NOVEMBER, 2023

"यत्र नार्यस्तु पूज्यंते, रमन्ते तत्र देवता"



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# Message from President



## ***Dear Mahi Family,***

I hope this message finds you in good health and high spirits. As we embrace the joyous festivities of the season, I extend my heartfelt wishes for a happy and prosperous time for you and your loved ones.

It gives me great pleasure to share exciting news with you. NAREDCO Mahi is gearing up for a significant event—the NAREDCO Mahi Convention, to be held in conjunction with the 16th National Convention of NAREDCO in the month of Feb, 2024 in New Delhi. This event promises to be a momentous occasion for our association and the real estate sector as a whole.

The convention provides a unique platform for industry leaders, experts, and stakeholders to come together, exchange ideas, and collaborate on shaping the future of real estate. We believe that the collective wisdom of our community can drive innovation, foster growth, and address the challenges facing our industry.

In the spirit of inclusivity, NAREDCO Mahi invites and welcomes your valuable ideas and insights. Your thoughts and suggestions are integral to the success of this convention, and we encourage you to share your innovative perspectives on the future of real estate in our region.

We are committed to making this convention a dynamic and engaging experience, and your active participation will contribute significantly to its success. Together, we can build a stronger and more resilient real estate sector that positively impacts our communities and the economy.

I look forward to your enthusiastic involvement and the opportunity to connect with you at the NAREDCO Mahi Convention. Let's come together, share ideas, and make this event a celebration of collaboration and growth.

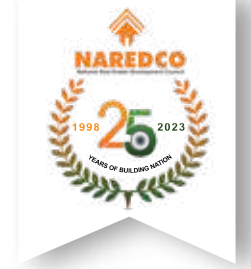
Wishing you a festive season filled with joy, warmth, and prosperity.

**Warm Regards,**

**Dr. Ananta S Raghuvanshi**  
**President, NAREDCO Mahi**



# NAREDCO MAHI EVENTS



# NAREDCO's 16th National Convention on February 2nd & 3rd, 2024

A promotional poster for NAREDCO's 16th National Convention. The poster features a city skyline at the bottom, a large white circle in the center, and various logos at the top. The text 'Save the Date' is prominently displayed in a large, elegant font. Below it, the event details '16th NATIONAL CONVENTION' and '2nd & 3rd Feb 2024, | NEW DELHI' are clearly visible. The phrase 'Stay Tuned' is written in a cursive font. At the bottom, there is a website URL and social media information.

75  
Azaad Ka  
Amrit Mahotsav

**NAREDCO**  
National Real Estate Development Council

**NAREDCO**  
25  
1998 2023  
YEARS OF BUILDING NATION

# Save the Date

## 16<sup>th</sup> NATIONAL CONVENTION

2<sup>nd</sup> & 3<sup>rd</sup> Feb 2024, | NEW DELHI

*Stay Tuned*

[www.naredco.in](http://www.naredco.in) @NAREDCONational Contact us: [naredco@naredco.in](mailto:naredco@naredco.in)

The wait is finally over! Mark your calendars for a grand event. Join us on February 2nd & 3rd, 2024, in New Delhi! As NAREDCO presents the 16th National Convention. Get ready for an unforgettable experience!

# Diwali Celebration at NAREDCO Mahi Office on 3rd November, 2023

## *Glimpses of* **DIWALI PARTY**



[www.naredcomahi.in](http://www.naredcomahi.in) 011 26100285

Reflecting on the radiant moments from our Diwali party at NAREDCO Mahi office! The air was filled with laughter, and the warm glow of lights painted a festive tapestry in every corner. Take a journey through these captured moments, where colleagues bonded, and the spirit of Diwali lingered in every smile.

# Arthashashtra-2023 on Topic The Future of Work and Labour Economics on 24th-25th November at IIT Kanpur



Dr. Ananta S Raghuvanshi, Founder & President, NAREDCO Mahi as a speaker on topic The Future of Work and Labour Economics at Arthashashtra-2023, the premier conference on economics and business in India, on 24th-25th November at IIT Kanpur.

## **Masterclass by Prof. Viral Acharya from NYU Stern and Former Deputy Governor of RBI, at IIT Kanpur**



Dr. Ananta S Raghuvanshi, Founder & President, NAREDCO Mahi, attended Arthashastra-2023, a Masterclass by Prof. Viral Acharya from NYU Stern and Former Deputy Governor of RBI, at IIT Kanpur. She was grateful for the enlightening insights into the health of banks and the global economy.



# The National Conference - Alliance for Disaster Resilient Infrastructure



NBCC (India) Limited and NAREDCO had collaborated and organized a significant conference, focusing on propagating the published G20 New Delhi Leaders' Declaration – specifically on Reducing Disaster Risk and Building Resilient Infrastructure.

The National conference titled “Alliance for Disaster Resilient Infrastructure” underscored the urgency of prioritizing disaster risk reduction and fostering resilience in Real Estate & Infrastructure projects. As the increasing frequency and intensity of natural calamities & disasters were witnessed, the incorporation of innovative construction practices was the key to building green infrastructure that could withstand the test of time and nature.

By championing the principles of the G20 New Delhi Leaders' Declaration, the conference participants could collectively pave the way for a future where infrastructure not only withstood disasters but became a beacon of resilience and sustainability.

# NAREDCO Collaboration with NBCC (India) Limited in Training Programmes and Skilling



The conference highlighted the importance of collaboration among governments, private sectors, NGOs, and local communities. It's heartening to see diverse stakeholders coming together to address the complexities of building resilient infrastructure. Enhancing the capacity of local communities and professionals in disaster risk reduction, mitigation & response; is pivotal. Education and training programs can empower individuals to contribute effectively to building resilient infrastructure and responding to disasters.

# 15th Realty+ Conclave & Excellence Awards 2023, North Edition



Dr. Ananta S Raghuvanshi, Founder and President, NAREDCO Mahi, participated in the Lamp Lighting ceremony at the Realty+ Conclave. This event held special importance as she actively contributed to the inaugural proceedings. She expressed her deep sense of honor and pride in being a key participant in the 15th Realty+ Conclave & Excellence Awards 2023, North edition.

This prestigious gathering served as a platform to recognize and celebrate excellence within the real estate industry. Dr. Ananta S Raghuvanshi, along with other industry leaders, acknowledged and appreciated the noteworthy achievements that have contributed to the growth and advancement of the real estate sector. Her presence at the conclave underscored her commitment to fostering excellence and innovation within the industry.

## Pre Diwali Meet up NAREDCO Mahi Volunteers



Dr. Ananta S Raghuvanshi, Founder & President, NAREDCO Mahi, radiated warmth and joy as she joined in the Diwali festivities, surrounded by the spirited and talented NAREDCO Mahi girls. In that celebration of lights, the essence of empowerment and camaraderie shone brightly. Together, they ignited the flame of shared dreams and aspirations, forging a path towards a future filled with possibilities. A Diwali marked not only by the glow of lamps but also by the collective brilliance of a community united in purpose. It was a celebration that encapsulated the spirit of togetherness, progress, and the promise of a luminous journey ahead.

## Incubator for “Prop Tech Start-ups”



Dr. Ananta S Raghuvanshi, Founder & President, NAREDCO Mahi, spearheaded the Incubator for “Prop Tech Start-ups” alongside Mr. Rahul Narvekar, Founder CEO, India Network. This collaborative initiative aimed to empower and nurture the next wave of entrepreneurs in the prop tech sector. It was a strategic move that fueled innovation and skill development within the real estate and technology landscape.

# Documentary Film "Shakti Unleashed" on Gender Integration Awarded by Venezuelan ambassador at Marwah Studios



Dr. Ananta S Raghuvanshi, Founder & President, NAREDCO Mahi is excited to be a part of Documentary film "Shakti Unleashed" on gender integration and awarded by Venezuelan ambassador at Marwah studios. It is a powerful and poignant documentary film by the organization She Connects, dedicated to shedding light on the reality of women in India. The film delves deep into the lives of Indian women, exploring the challenges they face, the triumphs they achieve, and the transformational journey towards empowerment.

**PRESIDENT-ELECT**  
**MS. SMITA PATIL**  
**CONTRIBUTION**

# Participated in the panel discussion "Business Beyond Boundaries" as a Panelist in Rise of a realtor (ROAR) organised by REAAK & NAR India



Ms. Smita Patil, President Elect, NAREDCO Mahi participated in panel discussion on the topic: Business Beyond Boundaries organised by NAR India and REAAK - Rise of a Realtor on 21st November 2023 at Sahara Star, Mumbai



# Inaugurated Febal Casa "The Italian Furniture" Brand's first store in India at Creaticity Mall, Pune



Ms. Smita Patil, President Elect, NAREDCO Mahi attended the inaugural event of Febal Casa, the Italian furniture brand's first store in India at Creaticity Mall Pune.

# VICE PRESIDENT'S CONTRIBUTIONS

**VICE PRESIDENT (NORTH)**  
**MS. SONAL MEHTA**

# “Women InTechnology”

## Supriya Bhuwalka : Coding and More



**Ms. Sonal Mehta**  
Vice President (North), NAREDCO Mahi



**Ms. Supriya Bhuwalka**  
Founder, Coding and More

### **Women In banking**

### **Women In Technology**

### **Women I real estate**

These are few rare combinations , But Not Before I had Interaction with Supriya Bhuwalka from Coding and More .

Coding and More is a personalised EdTech startup on a mission to make a difference. They are a team of women with a common goal – to engage, inspire and empower. They assess each child's interest and aptitude and personalise the learning according to his or her changing needs.

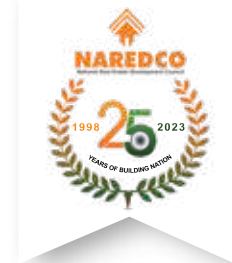
At Coding and More they are the forerunners for AI for students of K-12, curriculum is curated from the best resources around the world. They follow the framework laid out by the AI4K12 Committee that focuses on the '5 Big Ideas of AI'.

It was a amazing interacting with her and having her thoughts on AI and Technology and how should we make ourself future ready

### **Q1: Women as a tech founder it's a Rare Combination, what made you get into it and how has been the Journey so far**

"As a passionate educator with a 15-year journey that began with guiding children towards international education and later managing a math franchise, I've always seen education as a path to developing life skills and problem-solving abilities. The dynamic shift in technology sparked my interest, leading me to explore the untapped potential of AI in children's education.

In 2020, I founded 'Coding and More', a company at the forefront of AI literacy for children. We started at a time when AI education was a novel concept, facing the dual challenge of raising awareness and countering skepticism in the community. Our early efforts were focused on demonstrating the universal applicability of AI, beyond the traditional tech sphere. This was crucial, as there's a common misconception that AI is only for those with a technical background.



During the lockdowns, we didn't let the global pause slow us down. Instead, we embraced technology to its fullest, organizing international AI hackathons. These events were particularly aimed at inspiring girls to engage with AI, aligning with our belief that AI education is essential for everyone.

Today, as generative AI tools become more prevalent, there's a growing acknowledgment of the importance of AI learning for all ages. However, the journey isn't without its challenges. As a woman entrepreneur in tech, I've navigated through a landscape often dominated by male counterparts, to pave the way for more inclusive and diverse tech education. I firmly believe that AI literacy is not just a skill but a necessity for future generations, and it's imperative that we demystify it and make it accessible to all, especially women and girls."

## **Q2: How do you work with Students and women Educating them on AI**

"Empowering women and enriching children's lives with essential life skills form the twin pillars of my entrepreneurial vision. At 'Coding and More', we are not just teaching AI literacy; we are building a community where learning and empowerment go hand in hand.

Our success in simplifying AI concepts for children as young as 8 years laid the foundation for extending this education to adults. This approach has been pivotal in demystifying AI and making it accessible to a broader audience, including women seeking to upskill and re-enter the workforce or pivot their careers.

To ensure our programs are accessible to a wider audience, we have embraced online education. This allows us to reach learners regardless of their location, providing flexibility and convenience that are particularly beneficial for women balancing multiple responsibilities.

Recognizing the nascent nature of AI literacy, we strategically aligned our curriculum with that of leading professors from top U.S. universities. This alignment wasn't just about adopting advanced educational methodologies; it was a commitment to responsible AI practices that are platform-agnostic. Our curriculum is designed to instill not just technical knowledge but also an ethical understanding of AI's impact.

In doing so, we're addressing two crucial needs: equipping children with future-ready skills and offering women an avenue for professional development and economic independence. Through 'Coding and More', I am proud to contribute to a world where women and children are empowered to not only understand the digital world but also shape it, with our classes being mostly online to ensure greater reach and inclusivity."



### **Q3: After Chat GPT, There is scare among people that it might cut manpower what is your take on it**

In the face of advancements like ChatGPT, it's undeniable that the job landscape is evolving. This evolution necessitates a shift in skills, where upskilling or reskilling becomes crucial to remain relevant in the workforce. However, it's important to view this change not just as a challenge but also as an opportunity.

Generative AI tools like ChatGPT are democratizing access to AI, making it accessible even to those without technical or coding expertise. This is akin to, and perhaps even a greater revolution than, the advent of the internet, which opened doors for individuals to become creators and entrepreneurs.

The key takeaway should be one of proactive adaptation rather than fear. Instead of worrying about job loss, individuals should focus on leveraging these tools to enhance their productivity and broaden their skill sets. Tools like ChatGPT are not just about automation; they're also about augmentation—enhancing human capabilities and creating new avenues for innovation.

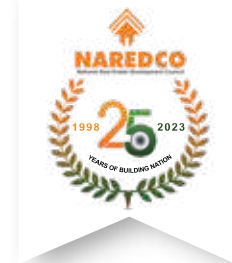
From my perspective, these technologies will pave the way for a new breed of entrepreneurs who can harness AI's capabilities creatively and ethically. We're stepping into an era where the synergy between human ingenuity and AI's efficiency can lead to unprecedented growth and opportunities, both in existing job roles and in creating entirely new ones."

### **Q4:How do you suggest one needs to upgrade oneself in technology to be ready for Jobs In future**

"In the rapidly evolving tech landscape, adopting a growth mindset is crucial. Embracing technology, rather than fearing it, opens up numerous avenues for learning and growth.

To stay updated and future job-ready, here are some steps you can take:

1. Stay Informed with Credible Sources- Regularly read accredited articles and publications from academia and industry experts. For instance, 'MIT Technology Review' and 'The Batch' are excellent resources that offer deep insights into the latest technological advancements and trends.
2. Engage with Industry Leaders- Platforms like LinkedIn are valuable for following leaders in AI. These experts often share their insights, experiences, and predictions about the future of technology, which can be incredibly enlightening.



3. Enroll in Online Courses - Websites like Coursera or edX offer a range of courses in AI and related fields. These platforms provide access to high-quality education, often designed in collaboration with top universities and industry leaders.

4. Seek Mentorship and Guided Learning - For those who prefer a more structured learning experience with personalized guidance, enrolling in online live courses can be beneficial. Our adult courses at 'Coding and More', for example, offer live mentorship to help you understand and apply AI concepts effectively.

Developing skills in technology, especially in AI, is an ongoing journey. By staying informed, engaging with industry leaders, and actively pursuing educational opportunities, you can not only keep pace with technological advancements but also position yourself to thrive in the future job market."

### **Q5: AI in real estate , how can same be implemented**

In applying AI across industries, my guiding principle is consistent: identify the core challenges a company faces, and then explore how AI can offer solutions. In real estate, both generative and foundational AI have transformative potential. Here's how I see their top applications

Top 3 Foundational AI Applications in Real Estate:

**Market Trend Prediction:** Utilize AI to analyze data on past sales and market conditions, providing forecasts on real estate prices and trends, aiding in smarter investment decisions.

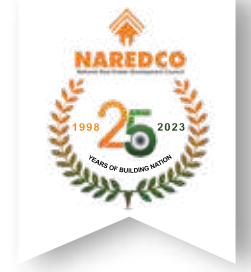
**Property Recommendation Systems:** Develop AI systems that suggest properties to clients based on their preferences and past behavior, streamlining the property search process.

**Legal Document Automation:** Automate the creation and analysis of legal documents involved in real estate transactions, ensuring accuracy and speeding up processes.

Top 3 Generative AI Applications in Real Estate:

**Customized Chatbots:** Create chatbots that can answer complex customer questions, offer personalized property suggestions, and help in initial negotiations, making customer service more interactive and tailored.

**Automated Content Creation:** Use AI to automatically generate engaging property descriptions, marketing materials, and social media posts, enhancing the appeal of listings and saving time.



Virtual Staging and Visualization: Implement AI tools to digitally furnish properties or show potential renovations in virtual tours, helping buyers visualize spaces without physical staging.

You can connect with her at:

Email: **contact@codingandmore.in**

Website: **Coding And More (codingnmore.com)**

LinkedIn: **(9) Supriya Bhuwalka | LinkedIn**



# Session for 7-8th graders on Entrepreneurship and Innovation at Airtel School, Ludhiana

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WEEK 26

**ENTREPRENEURSHIP  
and  
INNOVATION  
Program**

Resource Person

**Ms. Sonal Mehta**  
Senior Vice President  
Resurgent India limited

TO JOIN THE CONVERSATION WRITE TO: [startup@thementorx.com](mailto:startup@thementorx.com)

Ms. Sonal Mehta, Vice President (North), NAREDCO Mahi, conducted a session for 7-8th graders on Entrepreneurship and Innovation at Airtel School, Ludhiana. It was a truly enriching experience to witness the young minds light up with curiosity and enthusiasm.

# Importance of Portfolio Diversification in Finance Market and Valuation on November 28th at Constitution Club of India, Rafi Marg, Delhi

**INCOC**  
**Importance of Portfolio  
Diversification in Financial Market  
and Valuation**

**CHIEF GUEST**

**SHRI B K SABHARWAL**

**OUR SPECIAL GUESTS**

**SANGAM AGGARWAL**  
CA - NIRC - RCM

**MADHURI KASHYAP**  
CMA - NIRC - RCM

**AWANISH SRIVASTAVA**  
CS - NIRC - RCM

**SPEAKERS:**

**ANUJ GUPTA**  
Head - Commodity & Currency  
Products, HDFC Securities

**MAMTA KAPILA**  
AVP - MCX

**SONAL MEHTA**  
Sr. VP - RESURGENT INDIA

**Supported By:**  
**MCX** **resurgentindia**  
Debt | Equity | Valuation | Advisory | TEV | Insolvency

**VENUE:**  
Constitution Club of India  
Rafi Marg, Delhi 110001

**28 NOV.**  
AT 5.30 PM TO 6.30 PM

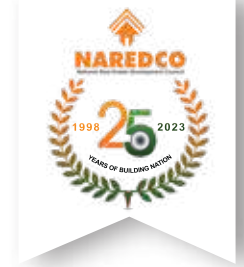
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Ms. Sonal Mehta, Vice President(North) NAREDCO Mahi, was invited as a speaker for the Importance of Portfolio Diversification in Finance Market and Valuation. This prestigious event was hosted by the esteemed International Navodaya Chamber of Commerce on November 28 at Constitution Club of India, Rafi Marg, Delhi.

**VICE PRESIDENT**  
**(EAST)**

**MS. SHEETAL BHILKAR**



**Ms. Sheetal Bhilkar**  
Vice President (East), NAREDCO Mahi

## **Embracing Women in Construction: Unlocking Potential for a Booming Industry**

### **Introduction:**

As the construction industry in India continues to experience unprecedented growth, the need for a trained workforce has become more crucial than ever. However, there is one often overlooked pool of talent that holds great potential to meet this demand - women in construction. This article will shed light on the importance of creating inclusive opportunities for women returning to the industry after a hiatus.

### **The Growth of the Construction Industry in India:**

The construction industry in India is experiencing remarkable growth, with statistics and predictions indicating a rising demand for infrastructure development, residential and commercial projects, and the implementation of various government initiatives. As ambitious projects gain momentum across the country, it is evident that a trained workforce will be crucial to meet these demands efficiently and sustainably.

### **The Struggle for a Skilled Workforce:**

Despite the bright prospects, the shortage of a skilled workforce remains a challenge in the construction industry. As the industry strives to attract and retain talent, it is essential to address the untapped potential within our reach - the women who have previously left their careers in construction.

### **Welcoming "2nd Inning Members" into the Workforce:**

Women in construction and related fields often face the decision to leave their careers midway due to family responsibilities or personal circumstances such as childcare, eldercare, or any family member's illness. However, it is our duty as industry leaders to create an inclusive atmosphere that encourages these talented women to return to the field. We refer to them as "2nd inning members," those who are ready to make a comeback and contribute their valuable skills and experience.

### **UBSC's Inclusive Approach:**

At UBSC, we have recognized the immense potential of women returning to the construction industry. In line with our commitment to diversity and inclusivity, we have taken proactive measures to recruit such talented 2nd inning members. Recently, we conducted a successful

## Article of The Month



**Ms. Sheetal Bhilkar**  
Vice President (East), NAREDCO Mahi

recruitment drive focused exclusively on empowering women to re-enter the industry. The response has been overwhelming, strengthening our belief in the untapped potential among women in construction.

### **Creating Opportunities for Talented Women:**

It is crucial for all construction companies to foster an environment that welcomes and supports women returning to the industry. By providing opportunities, training, and mentorship, we can integrate these skilled professionals seamlessly into our workforce. We must emphasize the importance of equal pay, growth prospects, and work-life balance to ensure their long-term commitment to the industry.

### **Conclusion:**

The construction industry in India is poised for exponential growth, and it is essential that we address the scarcity of trained workforce effectively. By recognizing the vast talent pool among women who have taken a break from their careers, we can bridge this gap and harness their skills and experience. I encourage companies across the industry to create inclusive opportunities for these talented women. Together, we can build a stronger, more diverse, and prosperous construction industry in India.

# Panel Discussion at the LDA Summit, held in Conjunction with the Acetech Exhibition



Ms. Sheetal Bhilkar, Vice President (East), NAREDCO Mahi, had the incredible opportunity to moderate a panel discussion at the LDA Summit, held in conjunction with the Acetech Exhibition recently. The fascinating exploration of integrating lighting and automation into commercial interior spaces took center stage.

The diverse range of viewpoints made for a thought-provoking and engaging conversation. The panelists shared their experiences, challenges, and innovative solutions, shedding light on the future of lighting and automation design.

She would also like to express her gratitude to the LDA Summit and Acetech Exhibition for organizing this fantastic event. It provided a platform to learn, exchange ideas, and connect with industry leaders.



# Constructive Curiosity - Women in Construction



**Ms. Sheetal Bhilkar**

Vice President (North), NAREDCO Mahi



**Ms. Binjan Sheth**

Director, Thinkgreen Envirotech Pvt Ltd

## **Q1: in your opinion, why is Diversity important in the construction and allied industry, and how does it benefit both the industry and companies within it?**

A - As an environmental engineering firm, we work with nature and elements of nature, we find a lot of diversity in nature and that makes nature beautiful. If nature is such diverse and beautiful, then why can't our work places be?

I believe diversity in our offices or any workplace is very important, it brings freshness, openness and understanding. At our office, our staff is both - men and women with diverse economic backgrounds, culture and age groups. A diverse culture often broadens our mental horizon and gives us an opportunity to find many similarities in diversity.

For any organisation to grow beyond, it is important to absorb all kinds of talents from different economic backgrounds, culture, education and age groups, it gives fresh perspectives, growth opportunities and innovations, better workplace and enhanced decision-making abilities. It is time to change and take action, right from giving priority to saving the environment through treating wastewater by reducing, reusing and recycling of wastewater, air, solid waste to taking care of animals to work diversity and giving options and a right work environment to women (from providing clean bathrooms to a clean work environment).

## **Q 3 - Have you faced any unique challenges as a woman in this industry, and if so, how did you overcome them? How do you think one can address and overcome gender-based challenges?**

A - I am Binjan Sheth from Thinkgreen Envirotech Pvt Ltd. Thinkgreen Envirotech is an environmental engineering firm which specialises in wastewater treatment. I have more than 20 years of work experience.

My experience taught me - Challenges are part of life and how you deal with them sets you apart. Fortunately, my father taught me to be independent, go getter and gave me an exposure which empowered me into becoming more confident and strive for the best.

## Constructive Curiosity - Women in Construction



**Ms. Sheetal Bhilkar**  
Vice President (North), NAREDCO Mahi



**Ms. Binjan Sheth**  
Director, Thinkgreen Envirotech Pvt Ltd

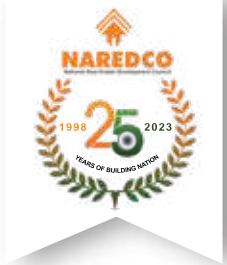
I strongly believe that if you have talent, knowledge and right attitude, your gender doesn't matter eventually and you can sail through any challenges you are thrown into. I faced gender-based bias at initial stage of my career from both men and women but as soon as they came to know my style of working , no nonsense attitude and commitment, some of them understood futility of their bias.

However, In any industry be it construction or any allied services, certain percentage of people would be biased no matter how much you prove to them. So why bother them? Pray for them and keep working, keep improving, have right attitude and you can overcome any challenge.





**VICE PRESIDENT (CENTRAL)**  
**MS. CHITRA S JAIN**



Women  
**Entrepreneur** *Top 10*  
 India  
**WOMEN LEADERS IN**  
 INFRASTRUCTURE & CONSTRUCTION 2023

## CHITRA SUNDARARAJAN JAIN

TRANSFORMING IDEAS INTO  
 SUSTAINABLE SPACES FOR A  
 BETTER FUTURE

### CHITRA SUNDARARAJAN JAIN DIRECTOR SAMYAK PROPERTIES AND INFRASTRUCTURE

*Chitra Sundararajan Jain acquired her bachelor's degree in architecture from UVCE, Bengaluru and Masters degree in Planning, with specialisation in Housing from the School of Planning and Architecture, Delhi in 1991. She started her own firm in New Delhi after working for some prestigious firms and executing some of the biggest projects. She has successfully implemented projects for reputable organizations such as DLF, and Tata Consultancy Engineers, among others.*

- **Business leaders you admire -**  
 Ratan Tata, K.P. Singh, and Dr. Niranjana Hiranandani

**A**rchitecture and planning domains in India unlike the Real estate industry, have had a fair share of women who have made their mark in both the private and government sectors. There are a few women architects and planners who have successfully made their presence in the Real estate sector too. One such dynamic persona is Chitra Sundararajan Jain, who is an architect-planner by profession and brings to the table three decades of experience working for various elite firms such as DLF, Tata Consultancy Engineers, and RSP, Singapore.

Taking a plunge into entrepreneurship, Chitra teamed up with her husband to collaboratively lay the foundation of Samyak Properties and Infrastructure in 2010. They are currently working on affordable housing projects in Sonapat and other areas in the NCR. She has been a visiting faculty with the School of Planning and Architecture (SPA), Delhi for almost 20 years and is currently also a research scholar.

Engaging in an idiosyncratic interaction with Women Entrepreneur magazine, Chitra shares some vignettes of her journey in the realms of architecture, planning, and real estate. Let's hear it from her.

#### **What are some of the key areas of specialization at Samyak Properties and Infrastructure?**



Samyak is a professional venture to fill a gap in compliant, well-designed, and well-executed boutique projects while giving personalized services to its clients. We cater to mid-range developments under the Deen Dayal Jan Awasojana scheme in Haryana as well as developing projects in Delhi's low-density residential areas (LDRA) and land investments in land pooling zones.

**How do you look at your journey from architecture and planning to real estate?**

I think being an architect-planner, before foraying into entrepreneurship in the real estate sector, has been advantageous for me as I can work in scales ranging from individual buildings to master plans at the city level with ease. Another advantage is to be able to gauge the pulse of the city and its growth potential and position our projects accordingly keeping critical issues like sustainability and climate responsiveness in mind.

From pure architecture under the acclaimed artist and sculptor architect Satish Gujral, I moved to a Real estate giant like DLF, in 1992, where I learned how to position my design in response to marketing inputs. At Tata Consulting Engineers, Bangalore, as project architect for the first International JV IT Park project, it was a great opportunity to work with international architects and consultants. From here I moved to turnkey projects and consultancy in Delhi before venturing into the Real estate industry. So I had the advantage of hands-on experience on scales from residential interiors to large-scale mixed-use developments.

I strongly believed that good designs alone do not create a good project. Construction quality is equally important and with this belief, I also worked as Regional Manager, in Delhi, for ICMQ, an Italian construction quality auditing company.

**What are some of the milestones you have achieved throughout your professional journey? What has been your success mantra?**

One of the most important milestones was the designing of the Corporate Park while working for DLF as it was the first of its kind state-of-the-art fully structural glazed commercial development project in India. Though I was only associated with IT Park, Whitefield, for two years, it will always be a highlight in my professional journey. The National Product Display Centre, NSIC, Delhi, was another unique project which I won through a limited entry competition, where I designed display areas and systems for products and handicrafts from all over India for international buyers to view. Another major

milestone was when we delivered Saffron Estate, our first housing project, launched by Samyak in Sonipat.

Well, I think I define success not by the number of projects but by the creativity that goes into the projects to bring them to fruition. My obsession with detailing and building trust has been my success mantra!



**WE OFFER SERVICES IN AFFORDABLE HOUSING, MIXED-USE RETAIL, LOGISTICS, & LAND SOURCING & DEVELOPMENT FOR OUR CLIENTS WHICH ARE ENVIRONMENT-FRIENDLY, ENERGY EFFICIENT, & CLIMATE RESPONSIVE**

**How do you foresee urban planning evolving in India in the years to come?**

With growing urbanization, urban planning is extremely critical and we need more planners working to guide the growth of our cities. Post Covid there has been a shift in the way we live and work and so homes, workplaces, mobility, and infrastructure have seen a change. We are talking of walkable cities, with a focus on more green, better public transport, and better waste management. Circular economies, circular cities focusing on the conscious use of natural resources, and equitable access to infrastructure will definitely be important. AI and digital tech are going to be playing a bigger role in managing cities.

With growing concerns about climate change and environmental degradation, there is a greater focus on sustainable urban development in India which includes initiatives such as green buildings, renewable energy, and waste management.

There is a growing recognition of the importance of involving citizens in urban planning and decision making and many cities in India are using participatory approaches to involve citizens in the planning process and ensure that their needs and preferences are taken into account.

**What advice would you like to give to budding entrepreneurs and leaders in the fields of Architecture, Planning, and Real estate?**

Today there are endless opportunities in all these three fields and my advice would be to choose the level at which one wants to work, be it product design development to consultancy to real estate development. I would say - Look within, reflect upon what they are passionate about, and work towards it. [WFI](#)



WOMEN LEADERS IN INFRASTRUCTURE & CONSTRUCTION

# Women Entrepreneur India

WOMEN IN BUSINESS

Women  
Entrepreneur  
India *Top 10*  
WOMEN LEADERS IN  
INFRASTRUCTURE & CONSTRUCTION 2023

**Women  
Entrepreneur  
India**  
PROUDLY AWARDS

**Chitra Sundararajan Jain**  
DIRECTOR, SAMYAK PROPERTIES AND INFRASTRUCTURE

The recognition of  
**'Top 10 Women Leaders in Infrastructure and Construction -2023'**  
celebrates the vast industry experience and subject matter expertise of the chosen  
women leaders while also celebrating their inspirational professional  
journey in the Indian business landscape.

*Rachita*  
**Rachita Sharma**  
Special Editor

**VICE PRESIDENT**  
**(WEST)**

**DR. ANSHUL PRANAY**  
**GUJARATHI**

## Newly Appointed Vice President-West



A heartfelt congratulations to Dr. Anshul Pranay Gujarathi, our newly appointed Vice President - West at NAREDCO Mahi. With her outstanding expertise and unwavering dedication, we are poised for an exciting journey towards greater success. Here's to a future filled with accomplishments and milestones!

Dr. (Ar.) Anshul Pranay Gujarathi is a LEED-USGBC Accredited Professional, IGBC Fellow, AP, GRIHA Trainer & Evaluator and GEM CP. With all the green credentials and right qualification set with B. Arch, M. Arch and PhD in green buildings, she has been in practice for 22+ years in architecture with focus on green architecture & sustainability. She has pursued her Doctoral Research (PhD) and has opted for solutions towards the major controversy "Cost Implications in Green Residential Buildings" as her topic of research. Her major field of study and research revolves around Green Buildings. Anshul is the founder of "Eco solutions" - a leading firm practicing in the field of environmental architecture in the country. Eco solutions provides array of services in the niche sphere of Green Buildings including certification facilitation and solar passive design for various segments covering residential, commercial, industrial, healthcare & hospitality. Eco solutions has been proudly engaged with sustainability mission and has 450+ Green projects already to their credit in last 2 decades Eco solutions clientele include leading national & international companies. She is also a regular speaker on sustainability on various professional forums.

Anshul and Eco Solutions have accomplished multiple awards ranging from local to international level with many other accolades. Eco solutions is recipient of prestigious MEDA awards – a State level award organized by Govt of Maharashtra - for the last 4 years consecutively. She is recently awarded "WOMEN IN SUSTAINABILITY" at Asia Pacific level by World Green Building Council. Her mission with Eco-Solutions is to apply multidisciplinary approach to green building design & believe in and passionately promote sustainability.

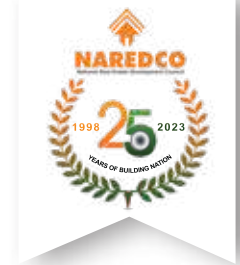
# IGBC Chennai Annual Congress 2023



Glad to share that our 12 projects got awarded at IGBC Chennai Annual Congress 2023. Projects of HUL factory, Net Zero energy, Green Homes, Commercial, NICMAR Campus, IndiQube, and Residential Societies across India were felicitated in 2 days at the elite event at the hands of elite dignitaries. Eco Solutions shares this proud moments with you all and thank you for your blessings.

# MEMBERS CONTRIBUTION





# Panel Discussion on Topic Rethinking the Built Environment with Ancient Wisdom and Modern Practices at WiREnet Annual Event

**WiREnet Annual Event**  
25 Nov 2023  
Bengaluru  
wirenetworld.org



Member of Real Estate Network

**GUEST SPEAKER**  
GUEST SPEAKER  
**Meghal Arya, PhD**  
Professor  
CEPT University, Ahmedabad



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Event Sponsors: Humanscale, DivyaSree, ShawContract, KWORKECH, wirenetworld.org

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**Registrations OPEN!**

**WiREnet Annual Event**  
25 Nov 2023  
Bengaluru  
wirenetworld.org

VENUE  
VENUE

**Bangalore International Centre**  
25 November 2023  
5 PM Onwards

RETHINKING THE BUILT ENVIRONMENT  
RETHINKING THE DAILY ENVIRONMENT  
RETHINKING THE PRACTICES

**With Ancient Wisdom and Modern Practices**

Prime Sponsor  
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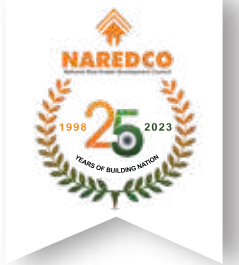
  
Scan the QR Code to Register

Event Sponsors: Humanscale, DivyaSree, ShawContract, KWORKECH, wirenetworld.org

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PANEL DISCUSSION

Ms. Meghal Arya, PhD, Professor, CEPT University, Ahmedabad as a Guest Speaker in the Panel Discussion on the topic Rethinking the Built Environment with Ancient Wisdom and Modern Practices at WiREnet Annual Event organised on 25th November, 2023.



# NAREDCO Mahi New Member



*Congratulations*  
**TO NEW MEMBER**



**Ms. Saikrishna Mohanty**  
Managing Partner, Solar Infra

# START UP FRIDAY



# NAREDCO Mahi Startup Friday

## Topic: Challenges and Options for Fund Raising

**Ms. Sonal Mehta**  
Vice President (North),  
NAREDCO Mahi

**Ms. Nidhi Lal**  
Co-founder & CEO, NIYA

**Ms. Anjali Bhatia**  
Investment Banker,  
DPNC Advisors

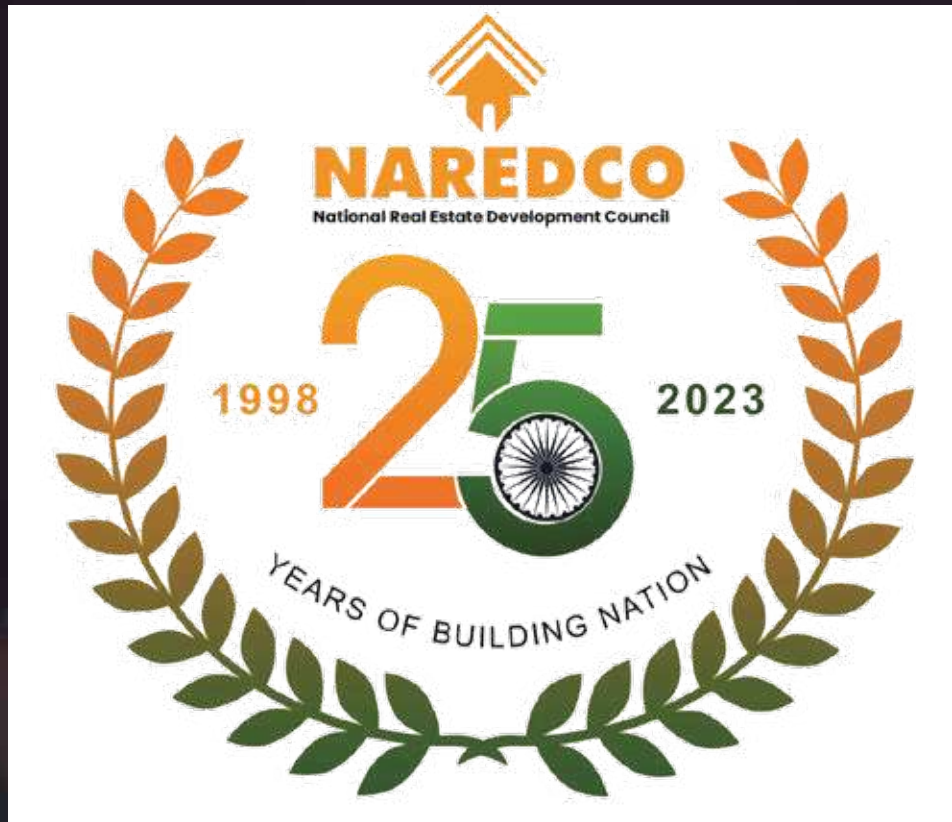
**Ms. Stuti Lal**  
Founder Director  
Bikalp Herbals

**NAREDCO Mahi**  
**START UP FRIDAY**  
**Topic: Challenges and Options for Fund Raising**  
**24th Nov, 2023 | 4:00pm - 5:00pm**

zoom

[www.naredcomahi.in](http://www.naredcomahi.in) 011 26100285

In our last Startup Friday session, we were privileged to host the dynamic duo, Ms. Stuti Lal, Founder Director Bikalp Herbal and Ms. Anjali Bhatia, Investment Banker and DPNC Advisors, who shared the highs and lows of their entrepreneurial journeys. Their stories resonated with resilience, offering valuable insights and practical lessons. The engaging Q&A allowed participants to dive deeper into the challenges these women faced, while also fostering connections within our community. As we reflect on this empowering session, we eagerly anticipate future Startup Fridays, where more inspiring entrepreneurs will take center stage. Stay tuned for upcoming sessions that promise to ignite motivation and fuel your entrepreneurial spirit.



**NAREDCO**  
**MAHI**  
A WOMEN'S LEADERSHIP INITIATIVE

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