

Electoral politics, community building and real estate – Understanding the equation



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Let's get Real!

Indian electoral politics is first and foremost an exercise in building communities. The biggest deciding factor in our elections has always been demography. Politicians and political strategists do a phenomenal job of bringing together people with shared values, shared preferences, shared aspirations and shared beliefs. What starts as an electoral exercise then extends into community living. Because once the people rally together, bond together during election season, they are naturally compelled to want a continuation of that strong sense of community.

It is through this sense of community that real estate stories are built. In fact, community is a key factor in predicting the real estate appreciation potential of an area.

Look around you; can you identify an area that fulfils all other conditions for

real estate appreciation – good location, good connectivity, good amenities, good infrastructure, good civic facilities like schools, hospitals, etc – and yet, in spite of all this, has not shown appreciation beyond a point?

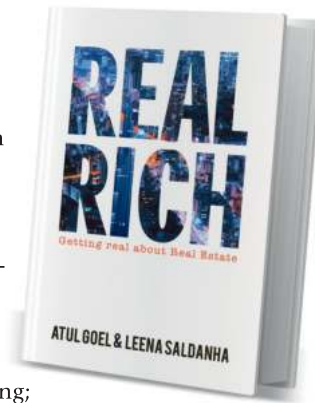
The answer to this seeming puzzle lies in one word – community. If the demographic in that area does not have the earning / buying potential, then that area will stagnate in term of real estate appreciation. Prices will hover around the mark that the resident, dominant demographic is capable of affording. And in spite of everything else like location etc being in its favour, the real estate in that area will simply not generate the kind of returns that it should.

Take another scenario – can you identify a 'posh' neighbourhood in the heart of the city, that has suddenly got a facelift, but in spite of the new look, the prices reach a point and plateau? Ever wondered why that is? Such a central location, everyone looks up to that area, everyone

makes complimentary noises when you say you live there... and yet, prices never really go through the roof? The answer again, is the demographic. Such areas are typically home to the affluent service class. Many of the residents are in very high positions in companies here or even abroad, or they have interesting, very well-paying careers like the Merchant Navy. But even though they are very well

paid, there is still a ceiling; and real estate prices can never burst through it.

Contrast this with the communities formed by business families, traders, entrepreneurs. Observe the real estate trajectory in these communities. Here too, the demands of the demographic dictate the value of the real estate. The difference is that this demographic has the muscle, the might to make demands that others can't even dream of making. Real Rich communities are built like this, with wealth generators leading the way and demanding that the real estate industry keeps up with their aspirations and expectations.



Electoral politics, then, is a barometer of real estate appreciation potential. It gives us accurate, unfailing insights into the community dynamics that dictate how a city develops. It shows us which areas are likely to be real estate hotspots, which areas are likely to flatten out beyond a point, and which ones are likely to never really take off, remaining stuck within the

limits of those that chose to live there. This is the best time to look around and understand the community demographics and their impact on real estate, besides the location, accessibility, infrastructure. That is the one thing that will help us in deciding which location is going to be best for us in terms of living a Real Rich life. And for me that is the biggest takeaway from the great Indian electoral process.

The sooner the better. Our Pune deserves it. *(The columnist is a leading real estate developer and the author of the seminal work on Real Estate, Real Rich – Getting Real About Real Estate)*

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The Real Rich Show

Kaizen Congress highlights need to push towards ESG strategies

Two-day summit saw participation from industry stalwarts from across several domains

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The Kaizen Congress India 2024, organised by Kaizen Institute India, elaborately discussed the rigorous necessity to push towards adapting environment, social, and governance (ESG) strategies in the business world.

The Kaizen Congress India (KCI) is an annual summit, hosting a multitude of industry leaders across a plethora of sectors, providing a global platform to exchange ideas and showcase Kaizen methodologies and their applications. The KCI saw its 13th edition this year. The two-day summit, which commenced on Thursday in the city, saw immense participation from industry stalwarts from across innumerable domains. These experts had converged to exchange views on the increasingly significant role of ESG strategies, as sustainability and social responsibility continue to dominate the interests of investors globally.

Kaizen Institute joint managing director (south Asia & Africa) Vinod Grover responding to Pune Times Mirror's query, said, "At any given time there are challenges, like base external factors which is how technology, regulations, and demand are rapidly changing. Internal factors are inefficient processes, irregular quality, and customer complaints. We need effective processes to mitigate counter measures and reactive actions, but also proactive measures to prevent problems. There has to be a structured problem solving and competence building



process and build robust processes with employee participation and all employees becoming problem-solvers."

When asked by Pune Times Mirror whether there would Japanese nationals in the organization or they had simply imbibed Japanese methodology, he said, "The founder was a Japanese; he introduced Kaizen methodology. Japanese nationals earlier brought this concept to the US and since then study, research papers, and hundreds of books have made this knowledge widely available. It is used in the manufacturing and service sectors. We have pioneered this concept in agriculture, pharma, government, and insurance sector."

Earthhood Services executive director Avinash Kumar said, "From the ESG and sustainability angle, if you take a different approach like bottom-to-top, the people at the factory, plant, and ground level are aware of the critical material issues. Where the problem lies is that the people at the top may not know about the red flag or the hot-spot."

Kumar elucidated, "When a decision

is made from the boardroom to the next level, it's crucial to get an input from the person at the ground level. It is essential to get the right perspective on problem solving from bottom-to-up."

Aurobindo Pharma senior VP, HR, Dr Suresh Kumar said, "Sustainable and responsible business is an important theme to look at in the outcome beyond profit; so making an organisation look not just at improving operational efficiency, but also focus long-term from a responsible and socially accountable point of view is needed."

Kaizen Institute managing director south Asia & Africa Jayant Murthy said, "We are great believers of Learning-by-doing (LBD). You cannot learn cycling or swimming in a classroom; you have to ride a bicycle and jump into a pool."

Murthy elaborated, "An untrained graduate cannot operate a machine. Once you do something practically your absorption of the theory is much better. In India, we spend four years only in theory in college; application becomes difficult."

Top-quality education key in shaping industrial hubs, says Sridhar Shukla

GS Lab co-founder bestowed with life time achievement award during the second edition of SEAP Star Awards

While Silicon Valley has become synonymous with cutting-edge technology and software development, professionals in Silicon Valley are drawn to Cupertino as it offers best quality education. Highlighting the crucial role education plays in shaping industrial hubs, Dr Sridhar Shukla, co-founder of GS Lab and co-founder and president of K Point Technologies, stressed the importance of building quality educational institutions. He made the statement while accepting the Lifetime Achievement Award from the Software Exporters Association of Pune (SEAP).

The second edition of the SEAP Star Awards took place at Hotel Westin, Koregaon Park, Pune, recently to commemorate its silver jubilee year. Dr. Shukla was bestowed with a Puneri Pagadi and insignia by Dada Deshpande, co-founder of Persistent Systems, Pune, in the presence of Vinita Gera, president of SEAP, Shivraj Sable, vice-president of SEAP, and Vidyadhar Purandare, secretary of SEAP.

Former SEAP president Prashant KS, Ramprasad S, Nitin Deshpande, Swapnil Deshpande, Parag Barve, Vrishali Kulkarni, and Ashutosh Paranshi were among other dignitaries. Shukla said, "Today in terms of GDP, Pune is the fifth largest city in the country. Pune district has 7,300 schools. However, for Pune to progress further as an industrial hub, it needs to create a new identity as the district with best schools."

SEAP Star Awards were also presented to Harbinger Group for 'Best DEIB Practices', Clairvoyant India and Evolent Health International for 'Making a Difference in People Practices' and Cytel Statistical Software and Services Pvt. Ltd. for 'Best Technology and Innovations Practices' in 'Large Business' category. Meanwhile, Rubiscape clinched victory in the Emerging Business category, and Privacera was honored for making the 'Biggest Leap in AI'.



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