

SUSTAINABLE INNOVATION

Stakeholders from the industry are unanimous in their opinion regarding one aspect that green turns into clear savings for everyone, including the end-consumer. This is because green or sustainable initiatives are spread over the life cycle of the project and hence the benefits planned are over the longer term and more sustainable.

"Initiatives towards embracing green construction methods & materials continue to be reported from various parts of country. This trend can easily be witnessed today, wherein India is a leader in the adoption of new technologies like flyash block, water-efficient plumbing products, Variable Frequency Drives (VFD), LED lamps, inverter ACs etc.," feels Rakheja. "The green movement has also spurred India-specific stud-

ies in related areas like thermal comfort, benefits of day-lighting, energy & water conservation, green & lean construction codes etc., which are at par with work being done in developed countries," he adds.

Anand concurs, "Stakeholders are incorporating the latest and emerging green building technologies, software tools which are going a long way in addressing national priorities and enhancing the quality of life for the occupants. Today, recycled or recyclable green building products & technologies are gaining increased importance in the building design philosophy."

Ashok Mohanani, chairman and MD, Ekta World, opines, "Since the environment is an imperative stakeholder when buyers make a home-buying decision, it should be their priority to scout for sustainable property, which focuses on the usage of less water, is high on energy-efficiency, produces reduced waste, preserves more natural resources and has an improved indoor ecological quality than a regular building."

Explaining their stance, **Amit Ruparel, MD, Ruparel Realty**, supplies, "Green homes help in reducing artificial heating and cooling as they make use of energy-efficient and strategic insulation. Even the materials used to construct green homes are locally sourced, biodegradable, non-toxic, and renewable. Apart from the usage of natural sources for lighting in common areas of the house, we have also used a rainwater harvesting system. In addition, we have also added a waste water recycling plant to remove contaminants from waste water and reuse it as a water supplement to maintain green premises in the vicinity." He further adds, "The initiatives adopted are eco-friendly, sustainable and can function using natural resources like solar power, rainwater etc."



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HOMEOWNER THROUGH
REDUCED ENERGY

AND WATER USAGE AND A HIGHER
QUALITY OF LIFE.

ANUBHAV GUPTA

