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Cheers to Womanhood

Celebrating International Women's Day on March 8, we bring to you some women from Maharashtra's real estate sector and get them to share their journey of playing multiple roles in their lives

Noopur.Modi@timesgroup.com

International Women's Day falls on March 8, each year, and it could not have been a better time than this to bring out a different perspective of the real estate business, from the women who are making their mark in this male-dominated industry.

Women have always been given the role of the homemaker and she is the one who juggles multiple roles in her life. When it comes to pure business, especially, brick and mortar, she dons the cap of a confident entrepreneur and shares the stage with her male counterparts.

DEALING WITH PERCEPTIONS

In an industry that has primarily been male-dominated, tackling the perception issues of people, is by far, one of the biggest challenges. It takes a lot of effort to change the way people, government authorities, etc., view a woman as an individual who is involved with the daily workings of a hardcore business such as realty. However,

over the years, the gender bias and this perception has been done away with. Manju Yagnik, vice-chairperson, Nahar Group, adds that "What is essential to understand is the fact that we need to forget the gender bias, when it comes to real estate, as there is immense scope in this sector. Initially, since real estate was a male-dominated sector, it was difficult to deal with authorities and people's perception. Investors were hesitant to invest their money after seeing a woman's face; dealing with the government authorities too, was a challenge. However, today, women largely are the key decision makers when it comes to buying a home and 90 per cent of women, in their families, take these important decisions. They are much more exposed to the global lifestyle, they know the future of their children well and see a tomorrow which should blend well with the home. Hence, home requirements in today's time and age, are best perceived and understood by a woman."

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ation scheme, sovereign gold bonds and gold coins, to curb the use of physical gold, is a good move.

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CHEERS TO WOMANHOOD

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Echoing the same views, Neha Hirandani, director, House of Hirandani, opines how, "It is essential to move away from thinking that you are woman in the real estate business. Initially, there were questions that were raised about a woman's ability to deal with and tackle the workings of a real estate business and whether she would be able to take charge of the finances, the onsite happenings, engineering, etc., but it is imperative that as a woman, you do not let it affect you and take you away from your focus of running a business. Today, over 70 per cent of home-buying decisions are taken by women and the involvement of the lady of the house, is essential. The insight of the woman is far greater, as she is the one who juggles several roles, of being a mother, a wife, etc. So, she needs to go beyond the paternal outlook of a home and look at things in a more holistic manner."

● HARD WORK: SUCCESS MANTRA

Heading large empires, deal-

ing with clients, convincing people to go ahead and purchase a home - needs sharp focus and immense dedication. This aspect becomes even more challenging for a woman who is multi-tasking, both, at work and back home. Thus, it is sheer hard work that ultimately takes one ahead.

Hiral Sheth, head of sales and marketing, Sheth Creators, shares that "A few essential aspects that are required to make your mark in any field, irrespective of whether you are a man or a woman, are strong family support and backing, and the importance of having a great team to work with. I was thankfully, blessed with both. The challenges, initially, were the age at which I entered into the business and due to the lack of experience in terms of years, people's perception was casual. However, it's up to you to convince them that you belong here and are more than willing to work and put in your best. Women bring with them the skills of micro-managing everything. They are more adept at observing the nitty-gritty and the details of every aspect of the organisation and since we are more emotionally evolved, we are in a better

position to nurture our homes."

● A VALUE ADD-ON

The fact that women in leadership roles bring an extra ounce of empathy, business and emotional acumen, assertiveness and determination to succeed, both, professionally and in their personal sphere, along with a deep insight of the needs and wants of families, has made them an indispensable asset in the realty map of India.

Gunjan Goel, director, Goel Ganga Developments, points out that "My generation has been lucky enough to be in a time when there is no discrimination based on gender. As Harriet Beecher Stowe says - Women are the real architects of the society. Our gender has an innate quality of thinking from our hearts, which is essentially what makes a house, a home. Be it homes with plenty of amenities for her children, a close commute to her workplace, nearness to a marketplace, schools close-by for her children - we try our best to brainstorm and integrate specifications that will help a woman manage her home and work efficiently."

HD Kulkarni, president, DS

Kulkarni Group, adds that "I have been in the real estate business for more than three decades and the learning that I have gained personally are, as long as you can work independently, work hard and keep your focus on the business, there will be no challenges that you will face in this sector. Keeping a positive and a proactive attitude is essential when it comes to dealing with people and to a certain extent; the modern woman today, plays many roles and, with them, comes a deep insight into the needs and wants of every member of the family which leads her to gauge things more minutely, when it comes to the four walls and thus, I feel women understand the aspects of a home, its design, etc., in a much better manner, as they are more hands-on," she concludes.

Editorial: Jhumur Ghosh

(jhumur.ghosh@timesgroup.com)

Kamini Kulshreshtha,

Noopur Modi

Marketing Coordinator:

Abrar Kukshiwal (9833788950)

Chief of Design Head:

Madan Patil,

Creative Team:

Avinash Virshid, Vikas Bobhate
(RESP-ART: MUMBAI)

FAST

WOMEN AT OBSERVING GRITTY AND EVERY ASPECT ORGANISATIONS ARE MORE EVOLVED,