

LEADING FROM THE FRONT

WOMEN SHARE THEIR EXPERIENCE OF WHAT IT TAKES TO BE SUCCESSFUL

MANJU YAGNIK VICE-CHAIRPERSON, NAHAR GROUP



I am very happy with my experience in the real estate sector, especially since I have travelled through some of the most eventful years of the sector so far. I'm particularly happy to watch the

growth and establishment of various milestones closely. In fact, I feel proud to have been a part of the sector when it was shaping up for the future.

Steadily but surely a major transformation is being witnessed in the women's role in Indian realty. From playing the mere supportive role, they have today emerged as the driving force in the construction industry. They are now assuming the role of decision makers on critical issues such as land acquisition, project planning, designing, coordination, marketing, vendor negotiations, among others. With the real estate sector getting better organised and transparent, as compared to the earlier scenario, women are finding it an attractive proposition to make their careers in this sector.

SURABHI ARORA MRICS, ASSOCIATE DIRECTOR RESEARCH, COLLIER'S INTERNATIONAL



Few people may think that women are vulnerable and real estate is not the right choice for them. But let me tell you, go to any industry, the situation is same. Real Estate is as good or as bad as any

other industry. You can make a difference in the attitude of people by proving yourself capable.

ANITA ARJUNDAS MANAGING DIRECTOR & CEO OF MAHINDRA LIFESPACE DEVELOPERS LTD (MLDL)



There are a number of women associated with the industry in the areas of design and customer relationship management. However, women in senior leadership roles and those heading real estate organisations are still few and far between. There is also acceptance and respect once people understand that you are a focused professional.

PAULOMI SHAH PRINCIPAL ASSOCIATE - BOBBY MUKHERJI & ASSOCIATES



I think today, women are equally welcomed and perceived as achievers not just in our sector, but in all fields. I feel that awareness and society has evolved to an extent where these comparisons don't hold relevance any more.

GAGAN SINGH CEO - BUSINESS & CHAIRPERSON - SRI LANKA OPERATIONS, JONES LANG LASALLE INDIA



Indian women need to outgrow the inferiority complex hard-wired into them by generations of social pressure. There are immense opportunities for women in real estate today. Indian society has changed a lot and women who display courage, conviction and confidence can reach the same heights of achievement that men can.

MONA JALOTA IPM & REGAL HOMES, KNIGHT FRANK (INDIA) PVT. LTD



Perceptions say that women cannot be as aggressive as men, and do not have the wherewithal to work long hours, travel extensively for marketing projects and are not considered serious players in the market. These perceptions need to undergo a sea change before women find the relevant senior management positions and get their rightful dues in the industry.