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socio  
solutions



AFFORDABLE HOUSING GETS INFRASTRUCTURE STATUS

MANIFESTO



**CREDAI**

**GAME CHANGER**

AFFORDABLE HOUSING GETS INFRASTRUCTURE STATUS

**Conceptualized by :**

Jaxay Shah, President, CREDAI

**Created and Developed by :**

Kuldeep Tiwari, Kumar Manish, Jyoti Jha  
Team Social Sandook

**Support Team :**

Aditya Javedkar, CREDAI YOUTH WING,  
Atul Rai and Surojit Roy, CREDAI Secretriarte  
Khantil Mehta and Nishit Shah



**HON'BLE PRIME MINISTER  
OF INDIA  
NARENDRA MODI**

# MESSAGE



Greetings and best wishes for the CREDAI Investiture Ceremony 2017 as well as to the incoming President Shri Jaxay Shah and the new team of office bearers.

I am delighted to know that several affordable housing projects will be unveiled during the programme. These projects will give a strong impetus to the Government's vision of 'Housing for All.' The emphasis placed on skill development is also appreciable.

A vibrant housing sector can contribute greatly to India's economic progress. Let us work together and ensure no India is left homeless.

My best wishes once again.

**Narendra Modi**

New Delhi  
30 March, 2017

**Mr. Jaxay Shah,**  
President Elect, CREDAI  
5th Floor. PHD House  
4/2 Sid Institutional Area, August Kranti Marg  
New Delhi-110 016



**HON'BLE MINISTER OF URBAN  
DEVELOPMENT, HOUSING &  
URBAN POVERTY ALLEVIATION  
AND INFORMATION AND  
BROADCASTING GOVERNMENT  
OF INDIA  
M. VENKAIHAH NAIDU**

MESSAGE



D.O.No.O-17034/16/2017-HFA-4(3018403)  
6th April, 2017

**Dear Shri Jaxay Shah Ji,**

Please refer to your letter No.CREDAI/MUD/2017/33 dated 27.03.2017.

I would like to congratulate CREDAI on the initiative being taken to align the real estate industry with the objective of Housing for all of the Government of India. The PMAY (Urban) Mission encourages States/UTs to approve projects in partnership with the private sector and I am optimistic that CREDAI will play an active role in that endeavour.

Under the overarching vision of the Hon'ble Prime Minister Shri Narendra Modi ji, the Ministry has taken several path breaking initiatives to streamline the housing sector and put in place, both, policies and legislation that will pave the way for robust growth of the sector as a whole.

With regards,

Yours sincerely,

**(M. Venkaiah Naidu)**

Shri Jaxay Shah,  
President Elect,  
CREDAI, New Delhi.



**HON'BLE  
CHIEF MINISTER  
GUJARAT STATE  
VIJAY RUPANI**

MESSAGE



apro/Jm/2017/04/01/vj

Dt. 01/04/2017

**Snehi Shree Jaxaybhai,**

Abhinandan and heartiest congratulations to you and your new team to lead **CREDAI** towards sustainable growth in real estate sector.

I am sure, your team will carry out the concept and vision of our beloved Prime Minister Shree Narendrabhai Modi to provide housing for all.

Appreciating the efforts of CREDAI in preserving heritage buildings and age-old premises along with their arts and culture of classical era, I extend my best wishes on the Investiture Ceremony 2017 being organized by CREDAI.

With best compliments.

**(Vijay Rupani)**

To  
**Shree Jaxaybhai Shah,**  
CREDAI,  
B-900, Shapath IV, Opp. Karnavati Club,  
S. G. Highway, Ahmedabad-380 015.



HON'BLE DEPUTY  
CHIEF MINISTER,  
GUJARAT STATE  
NITIN PATEL



57/322/17

**No : Finance, Urban Development and  
Urban Housing, Road and Building,  
Capital Project, Narmada, Kalpasar,  
Petrochemicals,**

Government of Gujarat  
Swarnim Sankul-1, 2nd Floor,  
Sardar Bhavan, Sachivalaya,  
Gandhinagar-382 010  
Date: 06.04.2017

My best wishes to Shri Jaxay Shah and the new team of CREDAI office bearers for the CREDAI Investiture ceremony 2017. I am pleased to know that CREDAI is adopting a holistic approach to contribute to the development of India. I also congratulate CREDAI for focusing on housing for all, an initiative by Government of India. Each citizen should make conscious attempts to reduce waste generation and adopt green practices.

I am happy that Gujarat cities are included in the CREDAI Clean City Movement (CCCM) and we look forward to their contribution in making a "Swachch Gujarat and Swastha Gujarat".

  
(Nitin Patel)

To,  
**Mr. Jaxay Shah,**  
President EI, CREDAI,  
5th Floor, PHD House, 4/2 Sid Institutional Area,  
August Kranti Marg, New Delhi- 110016

MESSAGE



HON'BLE MINISTER OF STATE FOR  
ENVIRONMENT AND URBAN  
DEVELOPMENT, GUJARAT  
SHANKAR  
CHAUDHARY



**Minister of State,  
Health and Family Welfare,  
Medical Education, Environment  
(All Independent Charge) and  
Urban Development,  
Swarnim Sankul-2/1, Sachivalaya,  
Gandhinagar-382010  
Office Phone No.: (079) 232 50195  
Date: 06/04/2017**

My warm wishes to the CREDAI new national team and Shri Jaxay Shah for CREDAI Investiture ceremony 2017 in Gujarat. CREDAI is committed to economic growth of the country. The association's efforts for the betterment of socially marginalized deserve appreciation. One of the issues that real estate sector needs to pay attention to is to put in practice environment friendly measures and CREDAI is already working on it.

CREDAI's tie-up with CII's Indian Green Building Council (IGBC) would bring about major positive changes, including the reduction in carbon footprints. Rating system for green affordable housing can be the next game changer. I am sure CREDAI can and will set new benchmarks for the developers across the nation to preserve the environment.

  
(Shankar Chaudhary)

To,  
Shri Jaxay Shah,  
President, CREDAI.

MESSAGE

# MESSAGE



**CREDAI PAST CHAIRMAN**  
**IRFAN RAZACK**

The need to raise the concerns of real estate developers with the government, both at state and the central level, led to the formation of CREDAI. The association has matured into a strong body since its inception in 1999. With the need of the real estate industry to become more professional, CREDAI has provided the interface and the platform to the developers to learn and discuss current changes in the laws. CREDAI has formed a code of conduct for all its members with the sole objective of ethical business practice for providing fair trade practice to the consumer.

With the involvement, co-operation and active participation of all CREDAI members, I hope it would become bigger and stronger under the tenure of new president Mr Jaxay Shah and CREDAI's new team of office bearers.



**CREDAI CHAIRMAN**  
**GETAMBER ANAND**

CREDAI has achieved a lot in the last two years as a team. I think the most important achievement has been the feeling of brotherhood, unity, togetherness and strength of all of us as an industry body and as CREDAI.

In our strength of unity and togetherness lies our ability to fight all adversities and challenges that the future may offer. I am certain that besides having a very fixed vision and agenda for the coming two years, the team at the centre of CREDAI national will bring all of us even closer together to form a formidable force that will be the voice of the entire real estate industry for the right reasons. My best wishes to the new president Mr Jaxay Shah and CREDAI new team, and I am hopeful of CREDAI reaching newer heights under his tenure.

# MESSAGE

# MESSAGE

  
CREDAI PRESIDENT  
JAXAY SHAH



This opportunity is one of the biggest responsibility of my life, for it has brought me the chance to make the vision of our prime minister, Narendra Modi, my role model, into a reality. I have been fortunate to work with him as a teenager and have learned my lessons of life under his tutelage.

‘Housing for all’ is our prime minister vision and now it is CREDAI’s commitment. Let’s work towards his call & live the spirit of ‘collective efforts, inclusive growth’. This is a Game Changer year for real estate, and for CREDAI, for more than one reasons. As affordable housing gets infrastructure status and sees a surge in demand, the stage is all set for an unprecedented growth of the sector. This will boost employment opportunities and revenue generation for the industry.

We, as CREDAI, reaffirm our commitment to India’s development and social good by extending our support to skill India, Clean India, and Digital India campaign through various programmes and projects. My mentor M Venkaiah Naidu ji has been a constant support for guidance and advice for over two decades. My sincere gratitude to Vijay Rupali, Chief Minister of Gujarat, Nitin Patel, Deputy Chief Minister of Gujarat and Shankar Chaudhary, Minister for their consistent support over all these years. I am thankful to CREDAI fraternity for electing me for this coveted position. It is a game Changer moment for all of us to make the most of the conducive environment and policy reforms. We as nation builder have taken a resolve to build a house for every Indian.

A thank you would be too small term for my friend, philosopher and buddy-Shekhar Patel and my mother institute- GIHED, without whom the affordable housing movement would not have been possible.

Let’s take forward this movement from the land of Gandhi, Sardar and Modi across the country.

# ABOUT CREDAI

Established in 1999, CREDAI is the apex body comprising over 11,800 private real estate developers spread across 23 state level chapters and 169 cities in India.

CREDAI, the largest national forum of real estate industry and developers, seeks to create a favourable policy climate to ensure housing for all. The association specially articulates the concerns of private housing providers.

CREDAI has become a preferred platform where discourse on housing and habitat through strong networking with government, policy makers, investors, financial institutions and real estate developers are held regularly. It is the prime knowledge-sharing forum for the latest data on industry, technological advancements and industry benchmarks.

CREDAI initiatives have been fruitful in liberalization of FDI and investment regimes, streamlining of approvals and creation of financial instruments to realize the goal of housing for all by 2022.



# GLOSSARY

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NATIONAL ADVISORY COUNCIL  
CREDAI NATIONAL GOVERNING COUNCIL  
CREDAI COMMITTEES  
STATE (CHAPTER) PRESIDENTS  
CITY (CHAPTER) PRESIDENTS  
NATIONAL SECRETARIAT ORGANIZATIONAL CHART  
KEY RESPONSIBILITIES AREAS  
YOUTH COORDINATORS LIST  
MANIFESTO INTRODUCTION  
AFFORDABLE HOUSING  
CALENDAR OF EVENTS  
DETAILS OF EC-GC MEETINGS  
SKILL DEVELOPMENT PROGRAMME  
CREDAI CSR FOUNDATION

# GLOSSARY

**29**  
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CONSUMER REDRESSAL FORUM  
CREDAI CLEAN CITY MOVEMENT (CCCM)  
EDUCATIONAL SCHOLARSHIP FUND  
CREDAI HERITAGE CELL  
BEST PRACTICES  
CREDAI LABOUR WELFARE  
STARTUP SUPPORT CELL  
CREDAI DEVELOPERS HELP DESK  
SUSTAINABLE GROWTH AND GREEN BUILDINGS  
CREDAI WOMEN WING  
MEDIA ACTION PLAN  
CREDAI CHAPTER EXPANSION  
CREDAI ELECTION PROCESS  
DIGITAL INITIATIVES

# NATIONAL ADVISORY COUNCIL

Immediate Past Chairman  
**IRFAN RAZACK**

Immediate Past President  
**GETAMBER ANAND**

Current President  
**JAXAY SHAH**

Legal Expert  
**SANDEEP SINGHI**  
(senior advocate, Gujarat High Court)

Taxation Expert  
**JAYESH KARIA** (KPMG)

Banker  
**SANJAY GUPTA**, Chairman, PNB Housing Finance

Former Secretary, Govt of India  
**ARUN MISHRA** (retired, IAS)

Former Supreme Court Justice-  
**CK THAKKAR**

Construction Technology Expert  
**RAHUL KATIYAL**

Media Expert  
**PIYUSH PANDEY**

# CREDAI NATIONAL GOVERNING COUNCIL

## OFFICE BEARERS

NAME	DESIGNATION
Getamber Anand	Chairman
Jaxay Shah	President
Satish Magar	President Elect
Boman Irani	VP West
Anand Singhania	VP Central
Manoj Gaur	VP North
Sushil Mohta	VP East
A Siva Reddy	VP South
Rohit Modi	Secretary
Deepak Goradia	Treasurer
Ramandeep Singh	Joint Secretary North
Subhash Bhura	Joint Secretary East
K. Sriram	Joint Secretary South
Anant Rajegaonkar	Joint Secretary West
Naveen Mehta	Joint Secretary Central

## EXECUTIVE COMMITTEE

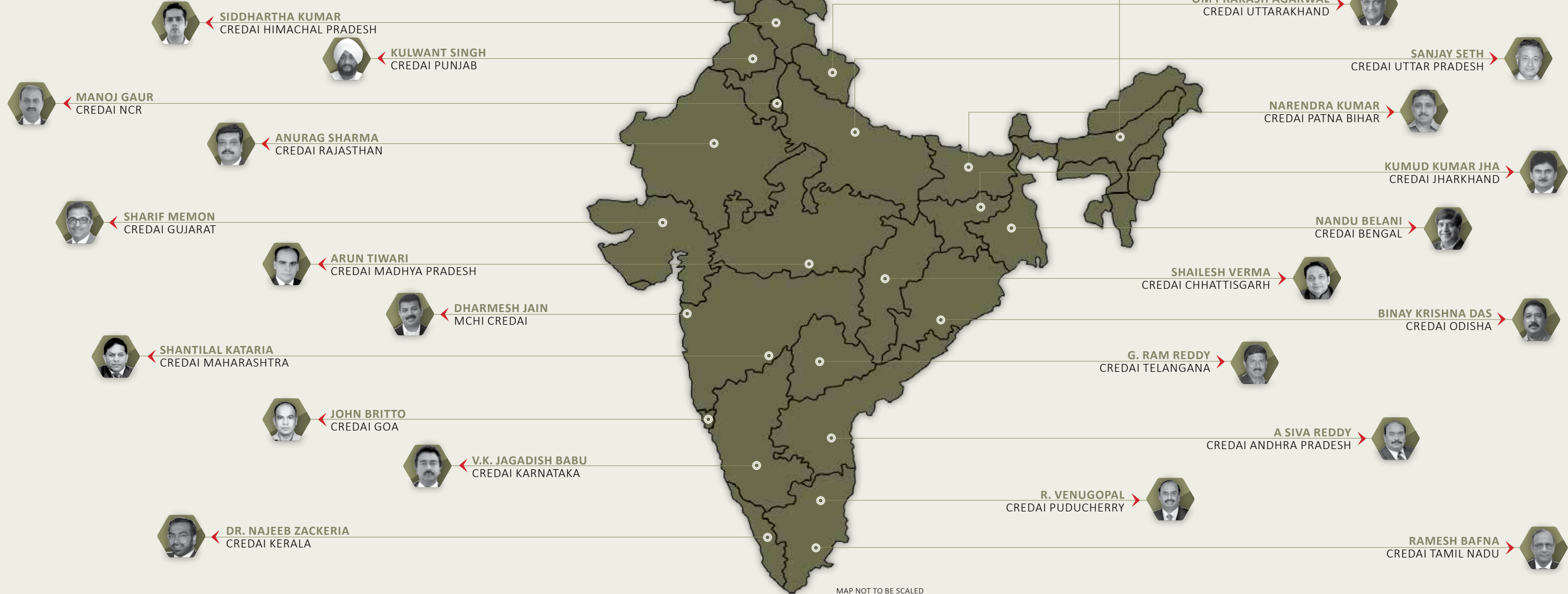
Name	Bearers
Jitendra Thakker	Chairman, National Advisory Council
Irfan Razack	Immediate Past Chairman
Gopal Gupta	CREDAI Rajasthan
Velji Sheta	Immediate Past Chairman
Wasiq Hussain	CREDAI MP
Gautam Bhalla	CREDAI Haryana
Chandrakant Rajpat	CREDAI Jharkhand
Dr. John Britto	CREDAI Goa
Aditya Javdekar	Convenor CREDAI Youth Wing
Darshana Parmar	Chairperson CREDAI Ladies Wing

# CREDAI COMMITTEES

NO.	COMMITTEES	CHAIRMAN	CONVENOR	CO-CONVENOR	CYW COORDINATOR
1	GST & Budget	Shekhar Patel	Pankaj Goel	-	-
2	Direct Taxes	Prakash Challa	Mayur Shah	-	Nimish Arora
3	RERA Legal	Suhas Merchant	G. Yoganand	Sunil Jain	-
4	RERA Implementation	Boman Irani	Shekhar Patel	Rohit Raj Modi	-
5	Environment (MOEF and NGT)	Sushil Mantri	Padam Dugar	I.P. Inamdar	Sarvesh Javdekar
6	Finance & Banking	S. Paranjape	Binitha Dalal	-	-
7	UD & HUPA	Harsh Vardhan Patodia	C.H.Sudhakar	-	-
8	Aviation	-	B. Raja Srinivas	-	-
9	Labour Laws & Skill Development	Vishal Gupta	JP Shroff (Skill) Suresh Hari (Labour)	Nandu Belani	Kapil Trimal Harsh Jain
10	CCCM	Dr. NajeebZackeria	VK JagadishBabu	-	Sreeranj C
11	Media & PR	Rajesh Prajapati	Prashant Solomon	-	Aditya Javdekar
12	Legal	Pankaj Bajaj	Ajit Chordia	Subodh Goel (Western UP)	I P Inamdar
13	CGRF	Satish Magar	Manoj Gaur	-	-
14	Constitution, Election & Disciplinary Committee	A. Balakrishna Hegde	Ranjeet Naiknavre	-	Jaideep Reddy
15	Sponsorship & Preferred Partnership	Deepak Goradia	Rajesh Goyal	Bandish Ajmera	Vishal Khandelwal
16	IT	CYW Nominee	-	-	Hemang Shah
17	Bulletin	CYW Nominee	-	-	Joydeep Ponugoti
18	Statistics	CYW Nominee	-	-	-

19	CYW	Rohit Raj Modi	Aditya Javdekar	-	-
20	Affordable Housing	Shantilal Kataria	Sachin Kulkarni	Suresh A. Patel	Mayank Raj Modi
21	Bulk Purchase & Competition Issues	J C Sharma	-	-	Nalin Saluja
22	CREDAI Expansion				
	a. South	G. Ram Reddy	-	-	Kruthivas Paneerselvam
	b. East	Narendra Kumar	Kumud Jha	-	-
	c. Central	Amit Raja	Hitesh Dhanuka (Udaipur)	-	Pranav Pradhan
	d. West	Pankaj Kothari	-	-	Majid Kachhi
	e. North	Alok Singh	Krishna Sharma (Punjab)	O.P.Agarwal	-
	f. North East	Pranab Sharma	-	-	-
23	NATCON/Conclave/ StateCon	Rushabh Patel	Ajay Singhal	Dipesh Laxman Bhagtani	
24	Best Practices Building Bye-laws and NBC	K. Sriram	Rajesh Lund	-	-
25	Best Practices Construction and Project Management	RanjitNaiknavre	Suresh Krishn	-	Dilip Mittal & Siddharth Vasudevan
26	Best Practices Cities and E-Library	Vijay Mirchandani	Sandeep Seth	-	Shivnav Pradhan
27	International Exhibition and Study Tour	Vipul Thakkar	AlpeshKotadia	-	Kapil Gandhi
28	Education & Training	Sharif Memon	P Raja Shekhar Rao	-	-
29	CREDAI Education Trust	Manu Garg	Deepak Goradia	-	-
30	Sports	W. S. Habib (Chennai)	Dipak Patel	Paul Raj	-
31	CREDAI Ladies Wing	DarshanaParmar	-	-	-

# STATE CHAPTERS



MAP NOT TO BE SCALED



# CITY CHAPTERS

NO	NAME	CITY
1	Abhay Abad	Jalna
2	Ajay Ashar	MCHI Thane
3	Ajay Bachav	Malegaon
4	Ajay Garg	Alwar
5	Alok Aggrawal	Bhagalpur
6	Amit P. Mahajan	Buldana
7	Amul H. Shah	Godhra
8	Anil Gupta	NCR (Bhiwadi Region)
9	Anil Nair	Nagpur Metro
10	Anish Shah	Jalgaon
11	Anurag Chandra	Varanasi
12	Anurag Garg	Bharatpur
13	Anurag Sharma	Rajasthan
14	Arun Tiwari	Jabalpur
15	Ashish Pokharna	Ahmednagar
16	Ashit Shah	MCHI Mira-Virar
17	Ashok Garg	Meerut
18	Ashok Ramkisan Sarada	Jaysinghpur
19	Atul Agarwal	Gwalior
20	B. Thitupalu	Ananthapur
21	B.V. Subba Reddy	Guntur
22	Baiju M.Nair	Calicut
23	Baljinder Arora	Jalandhar
24	Bhadresh Bhai	Maha Mumbai
25	Bhagat Singh Baghel	Agra Chapter

NO	NAME	CITY
26	Bharat Rao	Kalol
27	Bharatbhai Chothani	Kutch
28	Bhupatsinh Parmar	Bhavnagar
29	Binay Krishna Das	Bhubneshwar
30	Bipin Shingala	Junagadh
31	C. Madhusudhan Reddy	Kurnool Chapter
32	Chakor Bhimashamkar Ravba	Sangamner
33	Chandrashekhar Patil	Dhule
34	Cherian John	Thrissur
35	D.B. Mehta	Mangalore
36	D.N. Nainani	Kota
37	Dr. I.M. Rohatgi	Uttar Pradesh
38	Dr. Jagannath (Desh) Prabhudessai	Goa
39	D.Ramakrishna	Nellore
40	Deepak Kapoor	Western UP
41	Deepak Surywanshi	Sangli
42	Dharmendra V. Karia	BANM
43	Dharmesh Jain	MCHI
44	Dharmesh Patel	Nadiad
45	Dhirubhai Patel	Anand
46	Dipak B. Patel	GIHED
47	G. Ajay Kumar	Karimnagar
48	G. Rajendra	Ongole
49	G.V.V.S. Narayana	Visakhapatnam
50	Gautam Bhalla	NCR (Haryana Region)

51	Ghansham Patel	Rajkot
52	Haresh K. Patel	Mehsana
53	Hari Shankar Sharma	Hoshangabad
54	Paul Raj J.	Cochin
55	J.C. Sharma	Bengaluru
56	Jagdish Pandya	Gandhidham
57	Jagjit Singh	New Chandigarh
58	Jasbir Singh Hura	Sambalpur
59	JASMATBHAI VIDIYA	Surat
60	Jerry Vincent Dias	Udupi
61	K Madhu Kumar	Berhampur
62	K. Rajan	Palakkad
63	K. Subash Chandran Bose	Vizianagaram
64	Kamal Gandhi	Surat
65	Kanubhai Karangiya	Jamnagar
66	Karan Singh	Jodhpur
67	Keshav R. Karve	Navsari
68	Kirti Desai	Valsad
69	Kishor T. Parjane	Shirdi
70	Krishan Sharma	Amritsar
71	Kumud Kumar Jha	Ranchi (Jharkhand)
72	Lokesh Choudhary	Udaipur
73	M. Noor Mohammed	Trichy
74	M. Rama Krishna	Machilipatnam
75	M. Ramakrishna	Srikakulam
76	Mahadev Ganesh Naik	Sawantwadi
77	Mahendra Jain	Ratnagiri
78	Mahendra Kedia	Jharsuguda
79	Mahesh Kanadi	Ujjain
80	Mahesh Yadav	Kolhapur

81	Manoj Gaur	NCR, Delhi
82	Manoj Modi	Dhanbad
83	Manu Garg	Raj Nagar Extension
84	Praful Shah	MCHI
		Kalyan-Dombivili
85	Ramandeep Singh	Bareilly
86	Shobhit Mohan Das	Gorakhpur
87	N. C. Prajapati	Sabarkantha-
		Himmatnagar
88	Nandepu Srinivas	Rajahamundry
89	Nandu Belani	Bengal
90	Narendra Kumar	Patna
91	Nikhil Dhagat	Raipur
92	Nitesh Shah	GICEA
93	Nitin Dhoot	Ichalkaranji
94	Nitin Kumar Nawander	Bidar
95	Om Prakash Agarwal	Uttrakhand
96	P C Reddy	Nandyal
97	P.V.S.S.RAMA RAJU	Narsipatnam
98	Pankaj Haryani	Bharuch
99	Pankaj Kothari	Akola
100	Parshuram Dattatray	Latur
101	Pradeep Raikar	Hubli Dharwad
102	Prafulla Taware	Baramati
103	Prakash Baviskar	MCHI Navi Mumbai
104	Prakash Jaitapkar	Sindhudurg
105	Pramukh D. Patel	Gandhinagar
106	Pranab Sharma	AREIDA
107	Prashant Shelke	Ozar
108	Praveen Kansal	Bhatinda

109	Premsagar Reddy	Warangal
110	Qais Bhavnagari Noorani	Belgaum
111	R K Sinha	Jamshedpur
112	R. Venugopal	Puducherry
113	Rajendra Rajeshirke	Chiplun
114	Rajendra Yadav	Karad
115	Rajesh B. Lund	Coimbatore
116	Rakesh Agrawal	Raigarh
117	Ram Ratan Chowdhary	Howrah-Hooghly
118	Ramjibhai Dheda	Mundra
119	Raut Tukaram Ramhari	Pandharpur
120	Ravi Kadge	Nanded
121	Rupinder Chawla	Ludhiana
122	S. Krishna Kumar	Thiruvananthapuram
123	S. Prakash	Mysore
124	S. Ram Reddy	Hyderabad (Telangana)
125	S. Seetharaman	Madurai
126	S.P. Chaturvedi	Bilaspur
127	S.V.M. Chandra Sekhar	Kakinada
128	Sailesh Wankhede	Amrawati
129	Samir Gandhi	Solapur
130	Samson John D'souza	Karwar
131	Sandeep Goyal	North Bengal
132	Sanjay Seth	Lucknow
133	Sanjay Shankarrao Kapse	Parbhani
134	Sanjog Rathi	Gulbarga
135	Satish Attal	Nizamabad
136	Satish Jindal	Zirakpur
137	Shafibhai Leanwala	Dahod
138	Shailender Singh	Allahabad

139	Shaileshbhai Patel	Palanpur
140	Shankar Gupta	Cuttack
141	Shantilal Kataria	Pune Metro
142	Sharad Roodgi	Bijapur
143	Shridhar Anandrao Kangralkar	Satara
144	Siddhartha Kumar	Himachal
145	Soran Kumar Rai	Jhansi
146	Sri K.L.N.S. Verma	Tuni
147	Srinivasa Rao	Bhimavaram
148	Subrata Chettrjee	Asansol
149	Sudhakar Chigurupati	Vijaywada
150	Sudhir Joshi	Durg-Bhilai
151	Sudhir Thakre	Chandrapur
152	Suneeth Kumar	Mahabubnagar
153	Sunil Kotwal	Nashik
154	Sunil Patil	Aurangabad
155	Sunil Patil	Bhusawal
156	Suraj Tendulkar	Beed
157	Suresh Krishn	Chennai
158	V. SRINIVASULU	Tirupathi
159	V. Suresh	Khammam
160	VIJAY GANDHI	Indore
161	Vikram R. Gupta	Vadodara
162	Vilas Kothari	MCHI Raigad
163	Vinod Hiralalji Mutha	Hingoli
164	Vipul Kakadia	Vapi
165	Vivek S Patni	Washim
166	Wasiq Husain	Bhopal
167	Yatin P. Gandhi	Patan
168	Yogendra Manoharlal Lall	Wardha

# NATIONAL SECRETARIAT ORGANIZATION CHART 2017-2019

NO	DESIGNATION	DESCRIPTION
1	Director general (DG)	1. Policy Intervention 2. Govt. liaison 3. Legal issues 4. PR & Media 5. Expansion 6. Fund raising 7. Strategic partnership
2	Director Programmes	1. Skilling Development 2. CCCM 3. CREDAI Education Trust Management
3	Chief Operation Officer	1. All internal membership data management (COO) / General Manager 2. subscription and fee collection 3. Manage National events and EC/GC Meetings 4. Administrative in-charge of secretariat 5. Responsible for CREDAI digital platform 6. In-charge of CREDAI Research and Data
4	Research & Data Manager	1. To pursue, collect and collate data across all cities 2. To collect and collate policy notifications across all cities and assist in creation of a National repository of all policy documents
5	Event Managers	1. In-charge of all events at National level
6	Media Manager	1. To maintain liaison with all key media 2. To formulate strategy along with media agency for CREDAI media outreach 3. To urgently organise media briefing 4. To maintain record of all media release regarding CREDAI
7	CYW Manager	1. To provide assistance to CYW National Team in promotion & development of CYW 2. To maintain database of all members
8	Secretarial Service	1. Maintain all membership data Manager 2. Record up keeping of City level Bye-laws, Subscriptions, AGM, Minutes of meeting etc. 3. Assist in promotion of training programmes

# KEY RESPONSIBILITIES AREAS FOR OFFICE BEARERS 2017-2019

NO.	DESIGNATION	KRAS
1	Chairman	1. Preside over meetings of EC and GC & represent CREDAI in the government and media
2	President	<ol style="list-style-type: none"> <li>Lays down vision, goals and objectives</li> <li>Advocacy for shelter and real estate in the government and media</li> <li>Assignment of roles to OB members</li> <li>Authorized spokespersons for CREDAI on all matters</li> <li>Direct CREDAI National Secretariat</li> <li>Strategic relationships</li> </ol>
3	President Elect	<ol style="list-style-type: none"> <li>Acts in lieu of President when authorized</li> <li>KRAs of Vice Presidents &amp; Joint Secretaries</li> <li>Co-signatory with President on all matters</li> <li>National expansion to be spearheaded by him. He shall chair the Expansion Committee comprising of all Vice Presidents and Joint Secretaries.</li> <li>Increase number of CREDAI city chapters to 300</li> </ol>
4	Vice Presidents	<ol style="list-style-type: none"> <li>Increase city chapters numbers by 25% per annum</li> <li>Ensure participation of one Cabinet Minister from State/ CM from states in conclave/NATCON</li> <li>Visiting every city chapter in the zone at least once during 2 years. Preferably during AGM or StateCon(s) or exhibition</li> <li>To participate in the StateCon(s) in the zone</li> <li>Assist respective Committee Chairman in implementation of key CREDAI programmes in the zone namely               <ol style="list-style-type: none"> <li>Skilling</li> <li>CCCM</li> <li>Education</li> <li>CGRF</li> </ol> </li> </ol>

		<ol style="list-style-type: none"> <li>Develop liaison with MPs, media and civil society</li> <li>20% growth in zone delegates in conclave &amp; NATCON</li> <li>Form local zonal team</li> <li>Arrange regional press conference every quarter to update media</li> </ol>
5	Joint Secretaries	<ol style="list-style-type: none"> <li>Formation of Consumer Grievance Redressal in Zones- minimum five cities per annum</li> <li>Mandatory participation in minimum 6 city / state events such as AGM, Statecon etc. in the zone per annum apart from home city.</li> <li>Assist VP of the region in achieving CREDAI goals</li> <li>Ensuring compliance of CREDAI Internal Regulation at all city chapters (member detail/ payment dues/bye laws)</li> <li>Responsible for and assisting concerned committee for real estate related data collection from each city in the zone.</li> <li>Responsible for collection of all city / state specific relevant Govt. orders/ notifications and court judgments related to our sector and updating National Secretariat regularly</li> </ol>
6	Hon. Secretary	<ol style="list-style-type: none"> <li>Strengthening of CREDAI National Secretariat</li> <li>CREDAI Web-site</li> <li>CREDAI RERA Compliance Management System</li> <li>Setting up Zonal Offices to assist VPs</li> <li>All internal compliance for CREDAI National</li> <li>Overseeing the office of the National Secretariat</li> <li>Conducting all Statutory Meetings of Office Bearers, Executive Committee, General Council, EGM and AGM</li> <li>Assisting in all programmes of CREDAI National</li> </ol>
7	Treasurer	<ol style="list-style-type: none"> <li>Custody of CREDAI's finances</li> <li>Signing Authority on cheques</li> <li>Audit of Accounts</li> <li>Collection of Subscription fees</li> <li>Financial discipline in CREDAI National.</li> <li>Prepare SOP for financial management for city chapters</li> <li>To monitor fund raising and distribution of scholarship under CREDAI Education Trust.</li> <li>Raising resources through Preferred Partner Programme of Rs. 5 crore in 2017-18 and Rs. 7 crore in 2018-19</li> </ol>

# YOUTH COORDINATORS

CREDAI is committed to provide a platform to young entrepreneurs in the real estate. It has a vision to give exposure to budding developers who are raring to take the world by storm through their innovative concepts in real estate sector. The association promises good exposure and better learning environment to these talented youngsters to bring out the best from them. With this motive, the association wishes to expand its youth membership to more than 2,500 in 125 cities in the next two years. The association will also explore cities and states that are part of CREDAI but have not tapped the energy of young blood. This will include states like Assam and Himachal Pradesh.

S. NO.	NAME OF STATE / CITY	CYW POST	NAME
<b>CYW - WEST ZONE (46)</b>			
1	CREDA Maharashtra	State Coordinator	Tarak Santdas Chawla
2	CREDAI Chandrapur	Coordinator	Snehankit Ramesh Moon
3	CREDAI Amravati	Coordinator	Krishnakant Lande
4	CREDAI Aurangabad	Coordinator	Pratik Khairnar
5	CREDAI Ahmednagar	City President	Ashish Ramesh Pokharna
6	CREDAI Akola	Coordinator	Paresh Kothari
7	CREDAI Akola	Coordinator	Javed Shaikh Mehmood
8	CREDAI Amrawati	Coordinator	Shailesh Thuse
9	CREDAI Aurangabad	Coordinator	Siddharth Kankaria
10	CREDAI Baramati	Coordinator	Sudit Taware
11	CREDAI Baramati	CYW Jt Secretary	Rahul Khaturede
12	CREDAI Baramati	CYW City Secretary	Omkar Deole
13	CREDAI Bhusawal	Coordinator	Chetan Patil
14	CREDAI Buldhana	Coordinator	Harihar Patil
15	CREDAI Chiplun	Coordinator	Rahul Vinay Kali
16	CREDAI Chiplun	CYW City Secretary	Nitesh Mahadik
17	CREDAI Ichalkaranji	Coordinator	Pawam Dalya
18	CREDAI Jalgaon	Coordinator	Shreyas Anish Shah
19	CREDAI Jalna	Coordinator	Ankit Abhay Abad
20	CREDAI Kolhapur	Coordinator	Sachin Paranjape
21	CREDAI Nagpur Metro	Coordinator	Vishwas Gupta
22	CREDAI Nagpur Metro	CYW City Secretary	RAHUL AGARWAL
23	CREDAI Nanded	City Secretary	Ganesh Kalyankar
24	CREDAI Vidarbha	Coordinator	Prathmesh Mahajan
25	CREDAI Nanded	Sr. Vice President	Pavan V. Popshetwar
26	CREDAI Nanded	CYW Coordinator	Abhijeet B. Renapurkar
27	CREDAI Nashik	Coordinator	Ritesh Hanswani
28	CREDAI Ozor	Coordinator	Yatin Raosaheb Kadam
29	CREDAI PCMC unit	Coordinator	Anup Jhamtani
30	CREDAI PMR unit	Coordinator	Nilesh Vora
31	CREDAI PUNE Metro	Coordinator	Abhijit Achalare



32	CREDAI PUNE Metro	CYW City Secretary	Mahendra Phulfagar
33	CREDAI PUNE Metro	National B2B Committee member	Monish Agarwal
34	CREDAI PUNE Metro	CYW Int. Study Tour committee	Ketan Ruikar
35	CREDAI PUNE Metro	Women's Youth Wing	Rutuja Achalare
36	CREDAI PUNE Metro	Chairman- CYW Legal Committee	IP Inamdar
37	CREDAI Pune unit	Affordable Housing Convenor	Rahul Paranjape
38	CREDAI Sangli	Coordinator	Hrishikesh Shripad Deshpande
39	CREDAI Satara	Coordinator	Amey Agate
40	CREDAI MAHARASHTRA	Chairman- CYW RERA committee	Majid Kachhi
41	CREDAI Wardha	Coordinator	Roshan Satpute
42	CREDAI-Sawantwadi	Coordinator	Mahadev G. Naik
43	CREDAI MAHA	D-Class MC Convenor	Uday Kasliwal
44	CREDAI MAHARASHTRA	Chairman- CYW Expo committee	Punit Oswal
45	CREDAI Goa	Coordinator	Niresh PravasNaik
46	CREDAI MCHI	Coordinator	Dhaval Ajmera
47	CREDAI MCHI Kalyan Dombivali	Coordinator	Tejas Vyas
48	CREDAI MCHI Mira-Virar City Unit	Coordinator	Rajeev Jain
49	CREDAI MCHI Raigad	Coordinator	Pratik Patel
50	CREDAI MCHI Navi Mumbai	Coordinator	Shyamal Vijay Mody

#### CYW SOUTH ZONE (13)

53	CREDAI Telangana	State Coordinator	Jaideep Reddy
54	CREDAI Telangana	CYW state Secretary	Joydeep Ponugoti
55	CREDAI Andhra Pradesh	State Coordinator	Jagannath Rao
56	CREDAI Vishakhapatnam	Coordinator	V R Raju Kanumuri
57	CREDAI Karnataka	State Coordinator	Bimal Hegde
58	CREDAI Karnataka	-	Akash D Talampally
59	CREDAI Bengaluru	Coordinator	B N Adarsh
60	CREDAI Gulbarga	Coordinator	Faraz Rafi
61	CREDAI Mangalore	Coordinator	Naveen Cardoza
62	CREDAI Bijapur	-	-
63	CREDAI Belgaum	President	Qais Noorani

64	CREDAI Bidar	President	NitinNavender
65	CREDAI Hubli-Dharwad	-	-
66	CREDAI Tamil Nadu	State Coordinator	-
67	CREDAI Chennai	Coordinator	Thilak Raj Prakash
68	CREDAI Chennai	NATCON 2017- CYW Team	KruthivasPanneerselvam
69	CREDAI Chennai	NATCON 2017- CYW Team	Aslam Sheikh
70	CREDAI Coimbatore	Coordinator	KalpeshBafna
71	CREDAI Trichy	Coordinator	-
72	CREDAI Kerala	State Coordinator	C. Sreeranj
73	CREDAI KOCHI	-	-

#### CYW NORTH ZONE (23)

72	CREDAI NCR	Delhi	Nimish Arora
73	CREDAI NCR	Delhi	Avnish
74	CREDAI NCR	UNIT Secretary	Mayank Modi
75	Delhi NCR	UNIT Joint Secretary	Ankit Agrwal
76	CREDAI NCR- Delhi	City Coordinator	ashishagarwal
77	CREDAI NCR- Delhi	CYW CITY Secretary	varunagarwal
78	CREDAI NCR Ghaziabad	City Coordinator	Mohammed Aleem
79	Raj Nagar Extn. Association	Coordinator	Sumit Berry
80	CREDAI PUNJAB	State Coordinator	Rohit Puniani
81	CREDAI Noida	Coordinator	Nalin Saluja
82	CREDAI Noida Ext.	Coordinator	Anuj Goel,
83	CREDAI UTTAR PRADESH	STATE CYW Chairman	Alok Singh
84	CREDAI UP	CYW State Coordinator	Qasim Ali
85	CREDAI UP	CYW state Secretary	Gaurav Agarwal
86	CREDAI UP	CYW state Jt. Secretary 1st	Nikhil Goel
87	CREDAI UP	CYW state Jt. Secretary 2nd	Naman Bahal
88	CREDAI UP	CYW State Treasurer	Kunal Seth
89	CREDAI BARELLI	Coordinator	Rohit Khandelwal
90	CREDAI AGRA	Conveners	Nitesh Garg
91	CREDAI Kanpur	Conveners	Sandeep Chandhak

92	CREDAI Varanasi	Conveners	Akash Deep
93	CREDAI BARELLI	Conveners	Jayant Sangari
94	CREDAI Lucknow	Coordinator	-
95	CREDAI Jhansi	Coordinator	-
96	CREDAI Gorakhpur	Coordinator	-

CYW CENTRAL ZONE (20)			
98	CREDAI GUJARAT	State Coordinator	Nilay Patel
99	CREDAI GUJARAT	City Coordinator	Sharvil Sharidhar
100	Ahmedabad	City Coordinator	Adarsh Patel
101	-	-	Urjit Patel
102	CREDAI Vadodara	Coordinator	Munjali Thakkar
103	CREDAI Bharuch	Coordinator	Jimmy James
104	CREDAI Navsari	Coordinator	Bharat Sukhadia
105	GIHED	Coordinator	DHRUVIN SHAH
106	CREDAI GUJARAT	Anand	Mihir Patel
107	CREDAI VAPI	Vapi	Chetan
108	CREDAI VAPI	Vapi	Hemant
112	CREDAI Madhya Pradesh	State Coordinator	Shivnav Pradhan
113	CREDAI Madhya Pradesh	-	Prateek Agrawal
114	CREDAI Bhopal	Coordinator	Neeraj Bhushan Macker
115	CREDAI Indore	Coordinator	Sumit Mantri
116	CREDAI Jabalpur	Coordinator	Deepak Agrawal
117	CREDAI Madhya Pradesh	Secretary CREDAI Indore	Vijay & Ajay Singhal
118	CREDAI Madhya Pradesh	Ujjain	Arjun Kamadi
119	CREDAI Madhya Pradesh	Indore	Kunal Jhaveri
120	Hoshangabad	City Coordinator	Pushkar Sharma
121	Hoshangabad	City Coordinator	Anshul Giriya Jain
123	CREDAI RAJASTHAN	State Coordinator	Ajay Krishana Modi
124	Jaipur	Coordinator	Ajay Krishana Modi
125	JODHPUR	Coordinator	Nikhil Madan
126	KOTA	Ujjain	Arjun Kamadi

127	Udaipur	Coordinator	Aditya A Lakhani
CYW EAST ZONE (11)			
128	CREDAI BENGAL	State Coordinator	Harsh Jain
129	CREDAI Kolkatta	Coordinator	Arihant Parikh
130	CREDAI North Bengal	Coordinator	Anant Bhagat
131	CREDAI Howrah-Hoogli	Coordinator	Rohit Singhania
132	CREDAI ODISHA	State Coordinator	Sarad Baid
133	CREDAI Bhubaneshwar	Coordinator	Pankaj Motwani
134	CREDAI Cuttack	Coordinator	Saket Mohta
135	CREDAI BIHAR	State Coordinator	Ajeet Azad
136	CREDAI JHARKHAND	State Coordinator	Milan Poddar
137	CREDAI Chhattisgarh	State Coordinator	Prateek Kewlani
138	-	-	Rahul Kyal
139	-	-	Mayank Jajodia
140	-	-	Rajat Pajari
141	CYW NATIONAL BOARD	-	Rohit Modi
142	-	CYW Meet Core Committee	Aditya Javdekar
143	-	-	Diipesh Bhagtani
144	-	-	Darshana Parmar
145	-	-	Kapil Trimal
146	-	-	Gaurav Thakker
147	-	-	Nimish Arora
148	-	-	Vishal Khandelwal
149	-	-	Sarad Baid
150	-	-	Jaideep Reddy
151	-	-	Navin Kumar
152	-	-	Nilay Patel
153	-	-	Kapil Gandhi
154	-	-	Dilip Mittal
155	-	-	Siddharth Vasudevan
156	-	-	Binitha Dalal



# MANIFESTO INTRODUCTION

This manifesto is CREDAI's mission and vision for the fraternity, society and nation. It is a roadmap to achieve the clearly defined time-bound goals through well-planned strategies that would help overcome the barriers stalling the growth of the community, real estate sector and the nation.

It reaffirms CREDAI's commitment to social good by developing and executing projects, addressing the needs of the underprivileged section of the society.

It is a manual that would help in striking a synthesis between CREDAI national, state and city chapters. This is to streamline the organizational functioning and optimal utilization of CREDAI platforms to address the concerns of developers across the country.

This manifesto gives a vision and overview of the project, programmes and initiatives with key action points.



# AFFORDABLE HOUSING

In the Hon'ble Prime Minister Narendra Modi's call for 'Housing for All', CREDAI has found its calling to provide affordable housing across the country. In the first major step towards achieving the target, the association has committed to about 400 housing schemes in India. With the announcement of affordable housing given industry status, this year has been ushered into a 'Game Changer' Year.

These thousands affordable housing schemes will realize the dreams of millions of Indian who are waiting to own a house. At present, affordable housing has huge demand and supply gap.

CREDAI is embarking on a journey to motivate other developers to come forward and be a part of this national crusade of providing affordable housing to all. The affordable housing market, by supporting Skill India movement, will also help in job creation, and thereby give major push to the country's GDP.

CREDAI has been proactively helping the central and state governments, at various levels, in the implementation of policies for the betterment of society. Be it a reduction in home loans rates or subsidies to developers, the association has always played a constructive role in the policy decisions.

The association will spread awareness among developers to come up with more affordable housing schemes and will inform customers and conduct awareness initiatives for the consumer.

# CALENDAR OF EVENTS

The strength of CREDAI lies in the unity of its members spread across the country. CREDAI events provide a platform that foster the feeling of togetherness and brotherhood. While CREDAI NATCON is an annual convention held internationally, CREDAI CONCLAVE is a national level conference with policy makers. This year, CREDAI has gone an extra mile to organise NATCON in London.

With a view to bringing the fraternity members even closer, a schedule of CREDAI national's events, seminars and conclaves have been planned throughout the year to ensure maximum participation from the state and city chapters. This would also help avoid the possible clash between the events organised by state and city chapters.



**APRIL 16, 2017**  
CREDAI Heritage Walk in 2 to 3 cities.



**MAY 12-13, 2017**  
CREDAI Secretariat Conclave- Ahmedabad



**10-11-12 AUG, 2017,** CREDAI NATCON 2017, LONDON



**NOV 17-18, 2017**  
CREDAI Confluence (in Tier II, III and IV cities)- Nagpur



**JAN 2<sup>ND</sup> WEEK, 2018**  
CREDAI Conclave, - New Delhi



**JUNE 4<sup>TH</sup> WEEK, 2018**  
CREDAI NatCon and CREDAI Awards (Realty & CSR)- Dubai



**CREDAI FAIRPLAY**  
with EC-GC Events

# CREDAI EXECUTIVE COMMITTEE AND GOVERNING COUNCIL

The Executive Committee-Governing Council is the meeting of the highest decision making body of CREDAI presided by the Chairman, President, President Elect, Vice President and other office bearers, the Presidents of 23 CREDAI state chapters and chairmen of committees. Here is the comprehensive list of Executive Committee and Governing Council meeting for next two years.



**8<sup>th</sup> & 9<sup>th</sup> APRIL**  
IN AHMEDABAD



**14<sup>th</sup> & 15<sup>th</sup> JULY**  
IN LUCKNOW



**17<sup>th</sup> & 18<sup>th</sup> NOV**  
IN NAGPUR



**22<sup>nd</sup> & 23<sup>rd</sup> MARCH**  
IN MADURAI



**2<sup>nd</sup> WEEK OF JUNE**  
IN GUWAHATI



**23<sup>rd</sup> & 24<sup>th</sup> NOV** IN VISHAKAPATNAM



**FEB LAST WEEK**  
IN CHANDIGARH



# CREDAI SKILL DEVELOPMENT PROGRAMME

## SKILL INDIA

Skill development is the key to economic growth. The changing scenario of industries in India has created a huge demand for skilled and trained workers. CREDAI has started several skill development programmes along the lines of skill India campaign started by Prime Minister Narendra Modi to meet the need and raise the employability quotient of workers. CREDAI forayed into the arena of skilling sector with its Kushal Programme in 2011 through its Pune chapter. The association is now a certified Training Partner with Construction Skill Development Council of India (CSDCI) and Indian Plumbing Skill Council (IPSC). CREDAI has so far trained more than 27,000 trainees across India covering Delhi-NCR, Gurgaon, Rajasthan, Maharashtra, West Bengal, Karnataka and Gujarat. The association also intends to start off-site training in states like Jharkhand, Chhattisgarh, Odisha, Bengal and Bihar.

- Five skill development centres will be opened in five cities, including one at Ahmedabad.
- About 1 lakh workers would be trained in two years at its off-site.
- CREDAI has inked a partnership with National Skill Development Corporation (NSDC) for India's participation in World Skills Competition at Abu Dhabi in 2017.
- CREDAI will be regularly conducting regular on-site training programmes for construction workers through its member developers spread across 23 states and 169 city chapters.



## CREDAI CSR FOUNDATION (CCF)

CREDAI believes in spreading happiness by sharing prosperity. The association members have been dedicatedly discharging their social responsibilities through various CSR projects that have made a difference to the lives of underprivileged. The CREDAI CSR Foundation (CCF), which has been formed as CSR arm of CREDAI India, plans and executes social and charitable projects. As an accelerator for social good, CCF helps CSR teams of CREDAI members in identification and execution of projects that bring positive changes in the sphere of education, sports, skill development and waste management.

The foundation is the lead partner for the World Skills Competition in Abu Dhabi in brick laying and floor tiling streams. After initial screening of candidates, the foundation is training 8 skills competitors at CREDAI Kushal.

- CREDAI Real estate and CSR AWARDS will be held on a mega scale to acknowledge the champions of CSR who have taken up causes that have brought desirable positive changes in society.
- The foundation arranges for welfare programmes for skill development, health and hygiene and literacy promoting camps for construction workers.
- CREDAI would use the strength and reach of the organizations of its members across 169 cities to access funds from corporates, government and civil society.



PICTURE FOR REPRESENTATIONAL PURPOSE ONLY

# CONSUMER REDRESSAL FORUM

CREDAI is an advocate of fair practice and safeguards the rights of consumers. The association has made a conscious effort to protect the interest of buyers by establishing a CONSUMER GRIEVANCE REDRESSAL FORUM in October 2012. Since then, CGRF is mandatory at city, state and national level. An aggrieved buyer can register his complaint against CREDAI member developer at the forum. This is the first of its kind initiative that aligns the interest of consumers with the member builders. The self-regulation of the industry in terms of standards of delivery vis-à-vis commitment will build trust among buyers, potential customers, the government and the media. All chapters at city and state level have accepted the self-regulation norm and have been settling consumer grievances through their redressal forums.

- CREDAI proposes to set up an apex CGRF at the national level headed by a former Supreme Court Justice C K Thakker to ensure that the CGRF is the first port of call for all consumers with grievances against CREDAI members.
- CREDAI to put in place a process of admitting grievances, mediating and finally resolving them in such a manner, that disputes get reported to CGRF for mediation first before consumer look for alternative remedies.





# ▲ CREDAI CLEAN CITY MOVEMENT (CCCM)

## CLEAN INDIA CAMPAIGN

India generates about 60 million tons of trash every year out of which 10 million tons of garbage is generated in just the metropolitan cities and Delhi tops the list with 3.3 million tons per year. The real estate fraternity has always been compliant and responsive to the environment related issues. CCCM is one such environmental movement initiated by the association. Launched in Kerala in the year 2007, CCCM has grown by leaps and bounds. Today, the initiative covers more than 650 housing condominiums and 80,000 apartments and provides employment to about 650 women belonging to the economically backward class.

- A not for profit company CCCM LTD is being set up under CREDAI national for the promotion of clean and green India drive at the national level.
- CCCM plans to cover 33 cities and 1 million households in two years.
- The initial 8 Cities chosen for operation are: Ahmedabad, Bangalore, Pune, Mysore, Indore, Hubballi-Dharwad, Mumbai MMR, and NCR Delhi. The remaining 22 cities to be identified depending on the response from city chapters.
- Cleanliness drive will be carried out at streets near the construction sites on 15th and 30th every month.
- CCCM will explore the possibility to build own e-waste plant to generate revenue of Rs 54 per kg e-waste. Processing of paper waste and biomedical waste would generate additional revenues.



## CREDAI EDUCATIONAL SCHOLARSHIP FUND (CESF)

CREDAI endorses right to education and actively promotes the education of students belonging to economically weaker section (EWS) through its initiative CREDAI Educational Scholarship Fund (CESF). CESF assists students of civil and electrical engineering, architecture, interior designing and other courses related to real estate. The program is run completely on the voluntary donations from CREDAI's registered members. Apart from major donations, the association encourages each member to contribute Rs. 10,000 towards CESF. Currently, 165 students are being provided scholarships through CESF. The scholarship is awarded based on the recommendations of an expert committee comprised of senior and independent professionals.

- CREDAI has proposed 'One Child a Day' policy to adopt and fund the education of children coming from the unprivileged section of society.
- The corpus for the scholarship fund has been raised up to Rs 50 crore, and it will be expanded further in coming two years.
- The expert committee comprising senior professionals would be aggressively scouting for the talent.



# HERITAGE INITIATIVES

Inspired by Ahmedabad's endeavours to persevere its heritage, CREDAI will launch heritage initiatives across the historical cities in India to support the government mission of Heritage City Development and Augmentation Yojana (HRIDAY). The association will be helping the local municipal authorities to promote Tradeable Development Rights (TDR) system which will motivate developers to conserve the heritage. This will also help the locals who own heritage properties. The initiative would boost the prospects of the old cities in terms of revenue and job generation.

- CREDAI would replicate Ahmedabad heritage conservation & management model in other cities of India.
- Public Private Partnership (PPP) models for CREDAI city chapters, tie-ups between NGOs and city centres.
- The association would sign MoU with the local and state authorities in respective states and cities for the formation of heritage cells. Under this initiative, assistance and guidance will be offered to the developers as well as locals to understand the importance of the heritage conservation.
- CREDAI Will be holding heritage walks in different cities which has rich history like Ahmedabad and Pune. This will be organised on world heritage day.
- CREDAI would carry out two-day capacity building workshop for developers in the model city – Ahmedabad – to understand the nuances of heritage management.
- CREDAI will facilitate involvement of the government authorities in of formation of by-law that supports heritage conservation.



PICTURE FOR REPRESENTATIONAL PURPOSE ONLY

# BEST PRACTICES

CREDAI is all about promoting fair and best business practices for the growth of real estate sector and its members. Land being state subject, all the states have their own laws and rules and regulations to govern the process of approvals. Thus, there are differences in town planning norms, building height, setbacks, floor area ratio, etc. Likewise, states follow different procedures to deal with applications for change in land use, layout approval, fire safety standards, etc. CREDAI proposes to consolidate the best and good practices adopted by the states and also disseminate relevant international knowledge on these matters to the government and the public at large so as to enhance the economy and efficiency of our environment.

- CREDAI will set up a committee of its members on good and best practices with a mandate to enlist experts and create documentation to promote adoption of these best and good practices across the country.
- CREDAI will publish a white paper on good practices by compiling data from across CREDAI state and city chapter offices.
- The association proposes a uniform civil code for its members to boost the image of the fraternity.
- International tie up with real estate developer bodies/associations of other countries for sharing and learning.



PICTURE FOR REPRESENTATIONAL PURPOSE ONLY

## CREDAI LABOUR WELFARE

CREDAI respects labourers for they are the backbone of real estate sector. The association protects the interest of their labourers who help developers realize their dream projects. The association follows government norms with regard to labour welfare in order to ensure standard of health and safety of construction workers at the site.

- Employees' Provident Fund Organization (EPFO) and Ministry Of Labour & Prime Minister Office to be approached to increase the registration of construction workers.
- CREDAI will seek changes to the Pradhan Mantri Rojgar Prothshan Yojna which provides for subsidy to the employer for PF contribution in respect of new employees up to a period of three years.
- Regularly representing to State Government (& Labour Welfare Boards) for utilization of Cess Funds for labour welfare measures, including skill development of dependent family members of the construction workers.
- CREDAI will soon start training program for labourers. They will be trained in masonry, plaster carpentry, painting and house-keeping by trained professional.
- The association will help labourers get Adhar card and bank account linked.
- CREDAI is mulling over to provide subsidized meals available to workers and their families. It plans to hold regular health check-ups and vaccination programmes for labourers' children at the site.



PICTURE FOR REPRESENTATIONAL PURPOSE ONLY

## STARTUP SUPPORT CELL

Promoting startups means investing in the future and creating leaders for New India. With a view to tapping young talents and honing their skills, CREDAI is introducing first of its kind of initiative of a startup cell that would infuse fresh blood in the real estate sector. The cell would extend all kinds of aids, including help to secure funds for innovative projects, to churn out outstanding developers.

- For the first time, the association is launching CREDAI Mentor Channels Program to tap young talents.
- The real estate veterans would train the budding talents from the real estate sector. The mentee would get an insight about organizational productivity and excellence, best practices in the real estate sector and customer management and delivery excellence.
- The mentee would also be trained for a leadership role. He/she can approach his mentor twice a month for six months.



## CREDAI DEVELOPERS' HELP DESK

CREDAI, the largest national forum representing real estate industry and developers, is working towards the empowerment of the fraternity. In an attempt to support and safeguard the real estate developers, CREDAI is in the process of setting up a dedicated cell, which will ensure developers' interest and protect them against the harassment by people with ulterior motives. The developer benefit programmes would also help in achieving the target of 'housing for all by 2022'.

- CREDAI has planned to set up RERA-GST cell to offer counselling to developers on issues and queries.
- The cell would provide guidance and advice to the developers as per their requirement. If need be, the cell would help them approach the right authority to address their issue.
- CREDAI will organise seminars in regional languages at tier II, tier III & tier IV cities to reach out to the developers and create awareness of issues hindering the growth of the sector.



PICTURE FOR REPRESENTATIONAL PURPOSE ONLY

## SUSTAINABLE GROWTH AND GREEN BUILDINGS

CREDAI cares for ecology and economy alike and addresses the need for sustainable growth and green buildings through collaborations, research, partnerships, and conservation initiatives. The association creates awareness about the green projects among developers to encourage them to launch eco-friendly housing schemes. It also pushes for policy reforms to secure incentives for builders coming up with green buildings. CREDAI members also hold programmes to sensitize students about sustainability.

- CREDAI has inked a pact with Indian Green Building Council (IGBC) of Confederation of Indian Industries (CII).
- IGBC through its local chapters and technical support would facilitate CREDAI projects to go green and enable them to achieve the desired green building rating.
- IGBC has a separate rating for green affordable housing and IGBC would offer technical support for CREDAI projects under this rating system.
- IGBC and CREDAI shall jointly organise training & awareness programmes to facilitate capacity building to the stakeholders of CREDAI and IGBC chapters across the country.
- The association is set to clinch a deal with SBI to secure home loans, incentives for builders coming up with eco-friendly projects.
- The association has also partnered with International Finance Corporation (IFC), a member of the World Bank Group.





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# CREDAI WOMEN WING

CREDAI has decided to form women wing at the national level, taking a cue from CREDAI Pune's Women wing that came into existence last year. CREDAI will be expanding its network of women developers across the country to acknowledge their potential and hone their skills to compete with other developers at an equal level. This is one of the main agenda for the next two years.

In just one year, CREDAI Pune women wing witnessed the registration of 61 members. Now, Maharashtra CREDAI has women wings in Nasik, Aurangabad, Baramati, Solapur, Jalgaon, Nagpur along with Pune.

- The association aims to create women wing in 75 cities, including metros and tier-1 and tier-II cities, in the first phase.
- The CREDAI has set a target to have 1,000 women developers on CREDAI board in coming years.
- CREDAI will also help these women developers to interact with members of different committees. The site visits, as part of the study tour, will give them a better perspective of technology and working system, too. These women will also be given exposure to the mentor's channel for better learning and interaction with the stalwarts of the industry.
- CREDAI will be carrying out special study tours and training sessions for women developers on industry issues like legal, HR, business management, finance, digital marketing, engineering, architecture, product handover to the customer along.

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## MEDIA ACTION PLAN

Reinforcing CREDAI's position from a 'developer body' to a 'development body', where the organization will take on a more consumer facing role, is CREDAI's main strategy under media action plan. It will address not only the industry concerns, but also address broader issues relating to the economy and the nation. It would highlight how real estate as an industry can contribute towards growth and development.

### Approach and Key Messages

- CREDAI initiating Social media workshops in all key events
- CREDAI outreach efforts to Tier-3 and Tier-4 cities which will be instrumental in driving the growth further.
- Mobilizing efforts towards "Housing for All" and building an emotional connect between developers and the larger stakeholder community.
- Panel Discussions on broadcast media including industry experts and customers showcasing "Sab builder kharab nahi hote hai" to present a clearer image of the industry
- Consumer Education Programmes – Conduct several workshops across 10-15 key cities to educate potential customers about the home buying process as well as address any concerns.
- Creating guides for consumers and developers to be leveraged across social media channels and new media platforms



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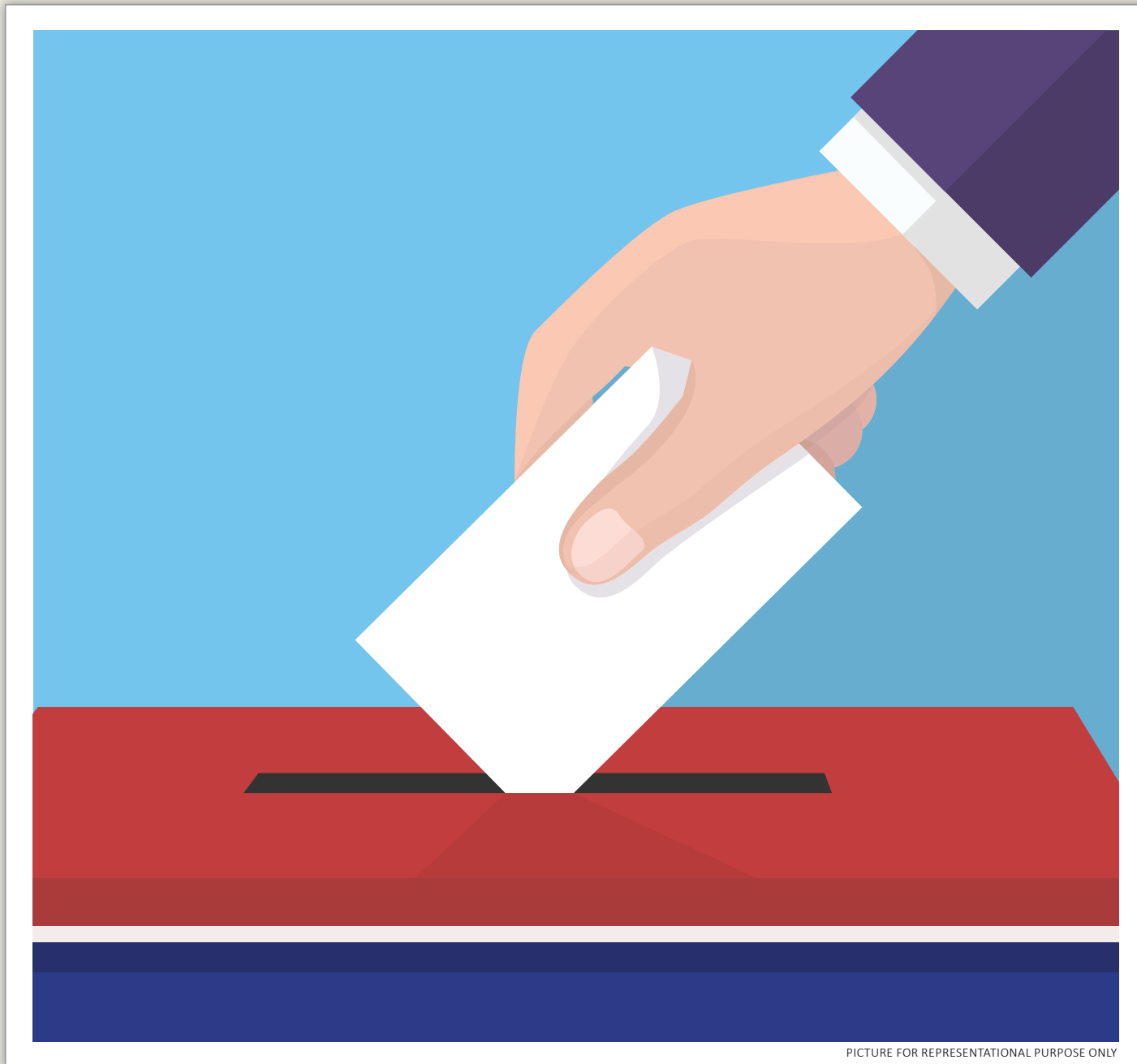
## CHAPTER EXPANSION

Stronger the organization, more impactful is the voice. CREDAI's major goal for coming years is to increase its membership base to reinforce the organization's position.

At present 76.77% of the total real estate developers of the association falls under the category of tier II, tier III & tier IV city chapters as classified in the ranking system by Government of India, whose requirements and necessities are way different from tier I cities.

CREDAI's reach out programmes in tier II, tier III and IV cities would target the developers working there through regular seminars in regional languages.

- CREDAI intends to double its presence across the country, from 169 city chapters to 300.
- CREDAI will promote active engagement of members from tier II, tier III & tier IV city chapters.
- Effectively promoting all CREDAI initiatives PAN India on bigger scale.
- CREDAI will be organizing special session by experts on fundraising, architects, affordable housing, brand building and creating professional organization.



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## CREDAI ELECTION PROCESS

Equal opportunity, fair chances of representation and contest have provided CREDAI strong roots over the years through elections. The polls are held at CREDAI national, state and city chapters to elect their representatives in a democratic way.

- CREDAI wants to bring uniformity in its polls across national, state and city chapters by standardizing the timings of polls and election procedures across the offices.
- CREDAI will be standardizing the tenures of office bearers at CREDAI national, state and city chapters for better coordination and smooth functioning among the team mates across the country.



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## CREDAI DIGITAL INITIATIVES

## DIGITAL INDIA CAMPAIGN

The digitally empowered real estate fraternity is the vision of CREDAI. The association plans to make special efforts towards digitalization of property transactions, payments, and communication in lieu with the Prime Minister's Digital India campaign.

- CREDAI would be supporting IT-enabled services for removing barriers that prevent customers from accessing the useful information. It also plans to dispose of customers' queries through live interactive sessions.
- CREDAI will set up an e-library at the national level, properly cataloguing all subjects for member developers from city and state chapters to access information for reference. Information about state government initiatives, construction technology, affordable housing, CREDAI's events, seminars, CSR activities and lawsuits involving real estate across the country would be compiled under e-library project.
- A new IT platform will enable members to connect with CREDAI and fellow members for the exchange of knowledge. All 169 city chapters will have a uniform website and daily update of events, industry news, videos, FAQs on realty sector and government policies.
- CREDAI will aggressively promote online registration to save customers from the hassle of visiting sites and offices.
- Construction, material suppliers, and service providers would be able to connect with CREDAI for business.

