

Identifying the Ideal Features of An Integrated Township: A Customers' Perspective

Rhythm Singh¹, Aditi Paithane², Shraddha Deshmukh³ and Varun Patwardhan⁴

¹Assistant Professor and ^{2,3&4}Students,
National Institute of Construction Management and Research, Pune, India.

CITATION: Singh, Rhythm; Paithane, Aditi; Deshmukh, Shraddha and Patwardhan, Varun (2015), "Identifying the Ideal Features of An Integrated Township: A Customers' Perspective", *MERC Global's International Journal of Social Science & Management*, Vol. 2, Issue 5, pp. 366-371.

ARTICLE HISTORY: Submitted: April 20, 2015, Revision received: June 12, 2015, Accepted: June 18, 2015

ARTICLE TYPE: Review paper

ABSTRACT

In recent times, the concept of "Integrated Townships" has been becoming increasingly popular. Integrated Townships are a composition of residential, commercial, institutional, shopping and, sometimes, industrial areas. The amenities which come with these integrated townships are highly useful for the residents, and a major reason for their value; hence there is an increased interest in integrated townships, both from the side of developers as well as the customers. In such a scenario, it is highly imperative for a developer to be able to assess the customer expectations, in order to incorporate the most desirable features in his integrated township plan. This paper aims to study the customers' perception as to what are the essential features they want in an "ideal" integrated township. This includes both the internal aspects of an integrated township, like the facilities and amenities provided, as well as the external factors like location, connectivity and brand value etc. The study is based on the surveys conducted on three different integrated townships in Pune city. Around sixty residents spread across different income groups across the chosen townships have been surveyed for the study. The results show a distinct variation between the ideal features in the transient state of the market and those in mature state of the market.

KEYWORDS: Integrated townships, Customer perspective, Effective marketing media; Ideal features.

REFERENCES

1. Amanora Park Town - Future India. Easy India. [Online] Available: http://www.amanora.com/images/pdfs/concept_brochure.pdf (Dec 15, 2014).
2. Blue Ridge - Be a world citizen. [Online] Available: <http://www.blueridge.in/pdf/Blue%20Ridge-low.pdf> (Jan 25, 2014).
3. Integrated and Self-contained Cities, Urban News Digest. [Online] Available: <http://www.urbannewsdigest.in/?p=2389> (Dec 10, 2015).
4. Integrated Townships are the Format of the Future. [Online] Available: <http://economictimes.indiatimes.com/integrated-townships-are-the-format-of-the-future-rohan-sharma-jll-india/exposhow/20741396.cms> (Dec 29, 2014).
5. KPMG India (2014), Indian Real Estate – Opening Doors.
6. Magarpatta [Online] Available: <http://magarpattacity.com/magarpattacity/> (Dec 18, 2014).
7. Sankhe, S. & Vitthal, I. (2010). India's urban awakening: Building inclusive cities, sustaining economic growth. [Online] Available: http://www.mckinsey.com/insights/urbanization/urban_awakening_in_india (Nov 27, 2014).

ABOUT THE AUTHOR (S)

Prof. Rhythm Singh is currently working as an Assistant Professor at the National Institute of Construction Management and Research, Pune. He has a Bachelor of Technology degree in Electrical Engineering from Motilal Nehru National Institute of Technology, Allahabad, India and Master of Technology degree in Energy Studies from Indian Institute of Technology Delhi, India. He is currently working on his Doctoral thesis on the topic of Large Scale Renewable Electricity Scenarios based on Solar Photovoltaics. He has diverse research interests ranging from solar photovoltaics and energy planning to urban energy infrastructure. He can be reached at rsingh@nicmar.ac.in.

Aditi Paithane, a Post Graduate Diploma in Management from National Institute of Construction Management and Research (NICMAR), Pune, specializing in Real Estate and Urban Infrastructure Management, is an Architect from the University of Mumbai. She has done her Architecture from Sir J.J. college of Architecture. After completing her Architecture, she has worked in a firm called 'Archetype consultants', Thane which specialized in Townships, Residential, Commercial, Mixed use high rise design projects. She has also pursued a course in Urban Planning from the University of CEPT, Ahmedabad. Currently she is working in the Planning department with Syntel Pvt. Ltd – Pune, India

Shraddha Deshmukh, a Post graduate from National Institute of Construction Management and Research specialized in Real Estate and Urban Infrastructure Management. She completed her graduation from B.N College of Architecture, Pune and joined 'Integrid Design Pvt. Ltd, Pune' a firm specialized in designing. She has worked on many projects which include residential & commercial projects e.g Amanora Vertical City & Urawade Group Housing, which are located at Pune. She is currently working at 'Fairwood Project Management Consultancy Private Ltd., Mumbai' as an Assistant Manager (Projects & Design Coordination). The current projects include Godrej Garden City-Ahmedabad, Maharashtra State Police Housing at Marol & Vakola, etc.

Varun Patwardhan is an Architect and Management graduate in Real Estate and Urban Infrastructure Management. He is currently working with Oberoi Realty, a premium real estate developer in Mumbai. In the past, Varun has worked with a noteworthy Architect Hafeez Contractor. He has had varied exposure to township projects, high rise residential, commercial, government and institutional buildings. He has lead his college design team at multiple instances. Apart from work, he is a sports enthusiast and highly inclined towards fitness activities