



# Colour facts that help in daily living

By Shami Goregaoker, Design Director, GA design

## COLOUR AFFECTS OUR DEPTH PERCEPTION

When choosing the colours for a room or office you should consider this. Bright, cool colours generally make a room feel bigger, and dark warm colours generally make a room feel smaller and more intimate. To use the right colour for your room, it is important to decide the purpose of the room and the age-group of the people using that space.

## WEARING BRIGHT COLOURS COULD BE THE ONE THING TO HELP YOU BAG A PROJECT!

Wearing bright colours stand out more than greyed off colours. Bright colours can improve your mood but also the moods of others around you which could affect the outcome of that important meeting. Or make an impact so a client remembers you when deciding who they choose to work with.

## PINK IS THE COLOUR USED FOR ANGER MANAGEMENT

When feeling angry it has been said that visualising the colour pink can reduce the anger you are feeling. The colour pink promotes calmness and peace. Working with pink lifts you to a calmer, softer, soothing space.

## RED AND YELLOW PROMOTE HUNGER

Red, makes you feel warm, comforted, and loved, which is what some would describe as a good meal should make us feel. Yellow, as well as being the 'happy' colour, has been found to encourage hunger when used with red, your brain releases more serotonin, a feel-good hormone, when you see the colour. Notice how many restaurants use yellow in their logo's to make you want to stop and eat.

## SCHOOL BUSES ARE PAINTED YELLOW FOR A REASON

Yellow objects are noticed faster than any other colour. Moreover, yellow is detected by the lateral peripheral vision of the eye faster than other colours. Some experts also believe that yellow or a greenish lime yellow are more visible to the human eye compared to red.

## MEN AND WOMEN SEE COLOUR DIFFERENTLY

Men and women really don't see 'eye to eye' study says. It's said that men's eyes see colours, such as Red, women's eyes will see the different shades/tones of that colour, in this case Maraschino and Cayenne. This phenomenon of seeing colour differently is attributed to evolutionary adaptations where men have been trained to see distant objects and track movements whereas women have been used to observing minute details to feed their family and keep them safe.



# MONSOON CONUNDRUM

This season may not be the best season to purchase property, but **Ashok Mohanani, Chairman, EKTA World and Vice President NAREDCO West, feels that investing time and thought in choosing your dwelling during rains will be a win-win situation for buyers. Mohanani lists the quality of infrastructure, construction, discounts among factors to be kept in mind during rains. We find if it really is a good time to invest in properties?**



**W**hen the monsoon strikes hard and it's raining buckets, homebuyers choose to sit at home because of the roads which are turned into mud. But it is a surprise that if you visit the site and actually decide to buy the house, it will be a massive advantage overall. Rather than avoiding this opportunity, a potential homebuyer should use it as an analysis to witness the pros and cons like location, construction quality, etc. Throughout the monsoon season, a real estate property and its neighboring area may be quite diverse from how it is during the rest of the year. As a result, this season offers potential homebuyers, with the chance to gather precious insights on their future buy. Let us see study in depth.

## Amenities and Infrastructure:

During monsoons, the roads are full of

traffic and water logging, this type of situation will showcase the travel and access to the area. A potential homebuyer must visit the site several times before taking the final decision. Country like India which witnesses monsoon on a greater scale, is a suitable time to check the condition of the building and the adjacent area around it. Other criteria to look upon would be how often the transportation takes place like the distance between the building and a bus depot or a railway station.

## Quality of construction:

Issues like seepage near washrooms and on the ceilings, leakages, quality of plumbing and drainage, water logging, traffic in the neighborhood are very common during monsoons, and this period will be the best time for a quality check. While making sure of something for an under constructed property may not work always but for resale homes it does work every time.

## Fewer buyers, more eager developers to sell:

Monsoons dry up the list of potential buyers and builders are under constant pressure to sell their inventories so this period is best to negotiate with them. Developers are more flexible when it comes to payments and negotiations; they are also open to give freebies, services and discounts which a buyer may not get otherwise.

## Discounts:

The demand for homes takes a poll in monsoon season, thus, an ideal time for discounts and negotiations. Especially for resale homes, this time is appropriate because realty sector is very slanted throughout this season. Monsoon season is the time where builders lower their prices for serious buyers. Also the festival season, that falls during September-October, developers offers special discounts to create a buzz

in the market and increase their sale.

## Advantages that will help to select a property:

- ✓ In cases, where flaws in the project become obvious during the rainy season, buyers can negotiate and also ask the developer to repair the same.
- ✓ Low lying areas are prone to flooding, leading to traffic jams and transportation distress. The amount of this problem can be best judged in the monsoon season.
- ✓ Potential buyers can estimate whether the property has problems pertaining to seepage, leakage from the terrace, drainage issues leading to stagnation of dirty water, etc.
- ✓ For a resale home, a concluding examination in this season can disclose construction quality and how the property has been maintained.
- ✓ As it is a lean period, vis-à-vis sales, sellers may be enthusiastic to negotiate on the price.

## GREEN LIVING

Builders are consciously going green in an effort to limit the carbon emissions coupled with a demand from a knowledgeable buyer. **Monnanda Appiah, Managing Director, Wienerberger India, takes a look at the various options to limit uncontrolled usage of natural resources and innovative technology to produce eco-friendly buildings.**

**I**n this day and age, over half of the world's population (55%) lives in urban areas, according to a 2018 UN report. By 2050, a staggering 68% of the world's population will live in urban areas. Even as policy makers, civil society and businesses struggle with the challenge of making cities functionally habitable, there is talk of building smart cities for the future. Governments world over have visions and strategies to create smart cities to ensure optimization of resources and adoption of self-sustaining energy consumption practices.

Contrary to the popular belief, a smart city is not limited to the usage of smart, connected devices and intelligent systems. Use of green infrastructure and innovative technology to produce eco-friendly building materials is crucial for building smart cities. The construction



industry comes into focus simply because, according to the UN Environment and International Energy Agency's Global Status Report 2017, buildings and construction together make up for "39% of energy-related CO2 emissions." Inefficient usage of energy in construction and buildings can have

a great impact on our health and even indoor air quality.

## GREEN SOLUTIONS

The construction industry faces huge challenges in terms of depletion of natural resources, primarily water and sand. Uncontrolled extraction of sand can lead to degradation of natural habitats and also loss of many species. There is also the lingering threat of lowering of groundwater table and the resulting domino effect can be a terrible strain on the environment. If one were to follow the conventional style of construction, building a wall of one sq. mt. involves usage of almost 350 litres of water; there has been research indicating an average of 27,000 litres of water is consumed for each square meter of built-up area in cities. Use of innovative and simple solutions can drastically reduce water and sand consumption during



# Stamp of authority

Another woe for property buyers in Mumbai as State plans to hike Stamp Duty

By Manoj Asrani, First Executive, BrickAsset Pvt Ltd.

**T**he Indian Real Estate sector has become one of the fastest growing markets in the world. However, the sector is battling some extreme challenges that act as roadblocks and restrict the sector from yielding full benefits of the potential growth. The recent proposal of the government to levy a surcharge on stamp duty of 1% on property transactions will hurt the sentiment of potential home buyers which was seen improving. The state government is putting Section 144 F in the Mumbai Municipal Corporation (Second Amendment) Act, 2018, to levy additional stamp duty on sale, gift and mortgage of immovable property. The move is neither welcomed by the buyers nor by the real estate developers. This would dampen the growth of the segment which is seen to be on the path of recovery. Govt aims to generate more revenue through this and will use it to fund the rising infrastructure need of the city such as metro, monorail, bus rapid transport systems, freeways and sealinks. The bill is expected to be tabled during the winter session of the state legislature marked to begin on Nov 19, 2018. If this move is passed by the government, it will be a big hindrance for the buyers, especially for the

millennials, who have limited budget and plan to buy their first dream house. The consumer buying cycle will also become longer as delays are expected in the decision making by the customers, which would impact the sales velocity of the real estate companies. Also, the real estate industry which is suffering from diminishing sales, liquidity crunch and mounting NPAs will further be burdened with the hike on the existing 5 percent increasing the cost of real estate deals. Sales of both, affordable and luxury homes will be unfavourably affected by the additional stamp duty. It is high time to understand that the property rates in the financial capital of the country are already skyrocketing, making it one of the costliest real estate markets in the world. In such a scenario, instead of taking measures to moderate the property prices in the city, there are new moves being introduced which will add to the slowing down of the segment. We talk about affordable housing, but, in a scenario where the common man is already saddled with so many taxes such as GST, property tax, stamp duty, development charges etc; does it make sense to bring in further hike on the taxes. The government needs to rationalize taxes in the real estate segment if it wants the sector to flourish in the long run. Such moves of increasing taxes will only plague the industry further, making it even worse for the overall economy.

construction. A dry fix system, one of the more popular sustainable solutions, for instance, is a quick-fix solution that acts as a super glue and does away with the need for use of wet mortar.

## CLAY BRICKS FOR GREEN WALLS

Another popular sustainable building practice is to replace conventional bricks and facades with their clay counterparts. One of the best ways to minimize consumption of energy and lower CO2 emissions through buildings and construction is using clay for building construction. Clay is easy to recycle, has a higher life-span and is maintenance friendly. Clay bricks are generally made from de-silted clay procured from headwater tanks such that the distance between the factory and the site is usually under 400 km. Using building materials that are fashioned from sustainable raw

materials procured locally, results in lower carbon footprints. The idea of smart cities is still very limited in the consumer minds and it needs a much more holistic approach that includes building infrastructure. There can't be a smart city without smart transport and connectivity but there can't be one without smart infrastructure either. Smart infrastructure in the form of sustainable and energy-efficient roads, highways, public utility spaces and buildings is no luxury. It is a prerequisite and needs to be adhered to strictly. Remember, while Green buildings promise energy efficiency which is the backbone of smart cities; they also ensure environmental sustainability, better indoor air quality, better moisture & temperature control, and a boost in productivity as well as the overall well-being of its residents. Green buildings form the foundation of the future smart cities and also of the envisioned green planet.

PROPERTY

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