

RURBAN LIVING

Co-creating Eco-Habitats that Celebrate The Living

July 2020

Reimagining Housing for the New Normal

By Meena Murugappan

What are the three most essential things in real estate? Location, location, location! - a mantra often repeated in the real estate industry. However, Covid-19 has brought focus on the need for us to relook at the mantra. As the pandemic unfolds, designers, end-users, developers, landlords, and investors are rethinking the future of the real estate. This rethink is timely and is especially critical in a sector like residential real estate in India.

Urban vs Rurban - Reverse Migration of the Indian Urbanite

Due to rapid urbanisation, city environments have been choking under population density, significant pressure on public infrastructure, the

rising cost of living and dropping quality of life. With the internet and mobile connectivity, the economic advantages of urban agglomeration are dipping.

In other words, the locational advantage of urban centres is slowly losing its significance. Rurban and Peri-urban areas are gaining more attention as good alternates for housing developments amongst real estate developers as well as end-users.

With the flexibility of work-from-home and virtual schooling, we can expect younger families to move away from city centres and closer to nature.



Neighbourhood Planning and End-User Well-Being

Covid-19 has highlighted the need for locating the right mix of real estate products in the right neighbourhood. An integrated community with good social infrastructure, vehicular connectivity, access to safe food sources, fresh air & water, energy self-reliance and a correct balance of commercial activity and neighbourhood amenities are the need of the hour.



Multiple studies show the positive impact of holistic neighbourhoods in the physical, emotions and mental well-being of children, adults and seniors. Communities with good well-being indicators will become more sought after and ought to focus on:

- Maximising the opportunity for physical activities, sports and leisure
- Providing access to open green spaces and natural groves
- Having the opportunity to grow local food collectively and individually

User-Centric Homes & Communities

Relying on traditional economic data, projecting market trends and offering marginally improved housing projects to end-users are no longer

the way of the future. More and more, real estate leaders are collaborating with end-users, designers, engineers, agriculturists, sociologists, technologists, and various other experts across fields to curate and create the ideal living environments for people, without impacting the planet and while optimising business profits.

User-focused housing projects tend to have robust social engagement, active civil & social contribution and long-term residents. To weave in resilience against economic shocks, real estate leaders need to create unique, sustainable, end-user-focused housing solutions.

In summary, Housing Developments will see the following shifts:

- Development companies will transition away from market-oriented products and towards user-centric communities
- Neighbourhoods will need more than social infrastructure, vehicular connectivity, and commercial activity. They will also need provision for growing food, raising livestock and have large green lungs
- End-user will have requirements for more than four walls and a few sq.ft of floor space. They need healthy long-term communities that focus on well-being, social bonding, positive environmental impact, and the possibility of self-reliance



Life at Naandi

By Harshvardhan Khemani



Our primary motivation to take up a place at Organo Naandi was for the organic farming that it is centered around. As a family, we have always enjoyed the idea of having our own vegetable garden and using our own produce for lunch and dinner. Besides, there is utmost emphasis on natural living here and that appeals to me immensely, especially since I have lived in the city all my life, in the midst of concrete.



Even though it is a holiday home for us, it is a lovely place to be in and we eagerly wait for the weekends to come here.

The biggest takeaway of living here for the entire family has been fitness, even though it is not a place that focuses on fitness primarily. But all of us have wanted to follow a more fitness-oriented lifestyle. For instance, my parents have always wanted to make walking regular. When we get here, all of us enjoy the outdoors and have become highly disciplined about our fitness. My wife and I enjoy jogging and we look forward to our runs when we come here. They cannot be missed for anything. That has been the biggest positive influence that Organo has had on our lives so far.



I would say that after coming here, fitness has become a way of life for us. It is something that we continue to do on a daily basis even over the weekdays in the city, as best as we can. It has become a non-negotiable aspect of our lives. A good part of the credit for that certainly goes to Organo Naandi.

Harshvardhan Khemani is a weekend resident of Organo Naandi since 2019.

Collective Living - A Farmer's Story

There was a farmer who grew excellent quality corn. Every year he won the award for the best-grown corn.

One year a newspaper reporter interviewed him and learned something interesting about how he grew it. The reporter discovered that the farmer shared his seed corn with his neighbours. "How can you afford to share your best seed corn with your neighbours when they are entering corn in competition with yours each year?" the reporter asked.

"Why sir," said the farmer, "Didn't you know? The wind picks up pollen from the ripening corn and swirls it from field to field. If my neighbours grow inferior corn, cross-pollination will steadily degrade the quality of my corn. If I am to grow good corn, I must help my neighbours grow good corn."



meaningfully and well must help enrich the lives of others, for the value of a life is measured by the lives it touches. And those who choose to be happy must help others find happiness, for the welfare of each, is bound up with the welfare of all...

- Call it the power of collectivity...
- Call it a principle of success...
- Call it a law of life.

So is it with our lives... Those who want to live

The fact is, none of us truly wins until we all win!!



Rain-dependent Eco-Habitats

By Rakesh Koti



Tiruchengode in Tamil Nadu is called the borewell rig capital of India. With up to 20,000 borewell rigs digging originating from this area and travelling as far as Rajasthan, and digging anywhere between 1000 feet to 1400 feet daily for many months of the year across India, the amount of water being pumped from deep aquifers in the Earth is unimaginable.

Is this sustainable? It sometimes takes years for water to percolate from the surface into these deep-seated channels. How much more water-stressed will our nation become?

An ideal source of water is rainfall which has the better overall quality and can be

immediately tapped. Considering a city of the size of Hyderabad with a population of 68 lakhs, and considering a daily water usage per capita at a conservative 135 litres, total annual water requirement is 33,507 Crore litres while the total rainfall falling on Hyderabad is about 50,000 Crore litres considering an annual average rainfall of 800 mm falling over 625 square km of land.

Only 50% of this can be tapped at full efficiency due to percolation, evaporation and other losses. This leaves a huge deficit of almost 15,000 crore litres. Where is this water coming from? Some of it should come from the groundwater table, some of it should come from the freshwater lakes

and the rest is the deficit which makes up all the water-stressed days in our communities.

Bear in mind that this is the case when rainwater harvesting is happening at full scale. The reality is much worse.



The above picture is from the apartments that I live in. This is during the rains in May 2020. Even this huge amount of rainfall is not sufficient for such a high-density settlement (up to 140 homes per acre).

So how can the water woes be solved? Ruthless extraction of groundwater or diversion of rivers and lakes are definitely not sustainable alternatives. If we continue down this path, there will come a time when the resources are exhausted and living in cities will no longer be an option.

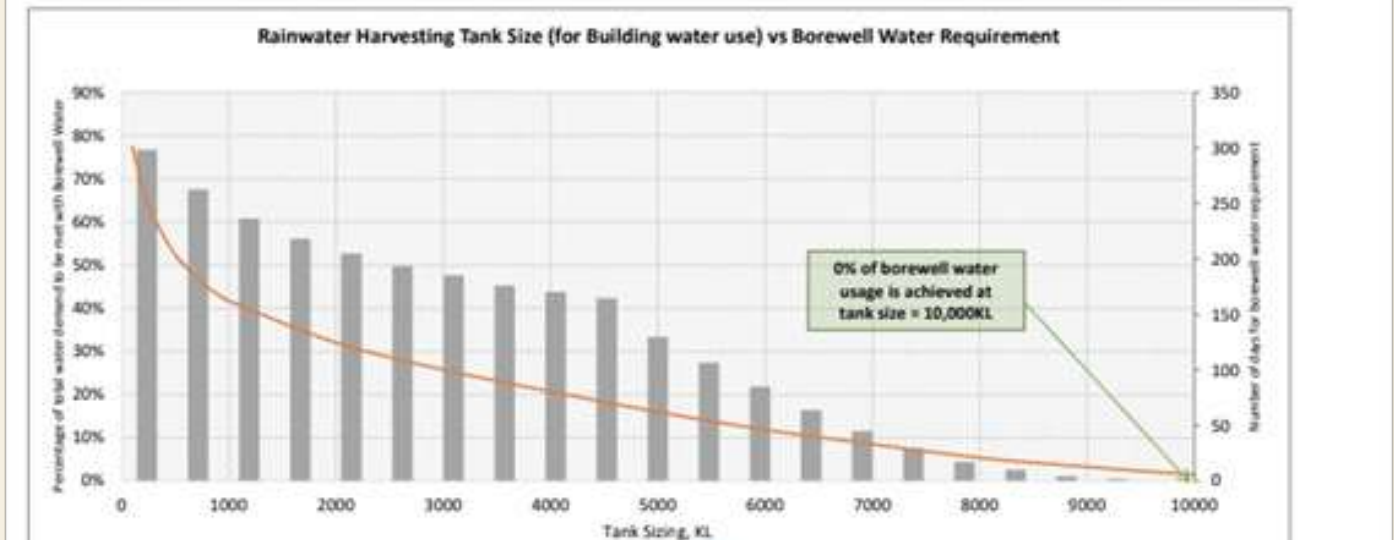
At Organo, our intent is to promote counter-urbanization and develop eco-habitats that are low-density settlements which depend on rainwater for most of their needs. For example, in Organo's upcoming project, where the density is 3 units per acre, the above requirements translate to a total water demand of 7 lakhs annually per acre with a rainfall of 32 lakhs per acre on average. Could counter-urbanization and rainfall dependence be a potential solution for the water crisis? It could be.

Our attempt at water security starts with analyzing rainfall pattern over the last 40 years and identifying the year with the least amount of rainfall. Daily rainfall data was taken for this year and a detailed analysis was done to see how much storage is required for domestic water security in case such a famine condition repeats.



The target sizing of the tank was achieved using the analysis to determine daily water demand vs the amount of water run-off from the farmland and hardscapes – rooftops and roads. The longest period between two showers of rain was calculated and the sizing of the storage systems was done to cater to that period.

Building Water Use Rainwater Harvesting Tank Sizing



Attempts like this towards water security cannot be possible unless a holistic approach is taken to first, reduce water demand, develop low-density communities, make people sensitive towards water conservation and provide robust systems in place to harvest rainwater.

Water mismanagement is usually a bigger cause for concern than non-availability of water. For an exciting monologue on how water mismanagement is happening, please refer to this tremendously interesting talk by P. Sainath on water management.



<https://www.youtube.com/watch?v=E-l2LvA2dSI>

My Little Adjustment

By Manoj Vaddineni

The right time to move from our Gachibowli home in the city was when our son passed out of high school and we were on the lookout for a new property, a few months ago. Unlike the many other cookie-cutter kinds of villa projects in the city that we saw, Organo Naandi appealed to me for the wide-open spaces, great infrastructure, cleaner air amongst a host of other healthy benefits.

You can smell the farm, sitting outside in the backyard and relaxing over a cup of coffee. I do not miss living in the city at all. There are some conveniences that are missing here, like not being able to order food on Swiggy, for instance, or not being able to find a cab always. But these are minor adjustments that I have come to live with, rather easily.



The other factor that we had to get used to, was the longer commute time to the city. While it is about fifteen minutes longer for me, it takes more than an hour for my wife to reach her workplace. However, it was only a matter of getting used to and organizing our morning routine a little differently. This was hardly a price to pay for us



to enjoy living in a place like Organo Naandi, away from the city and in the midst of nature.

There are more bugs and insects here than I have ever seen before. They are everywhere around the house. You cannot leave food around since ants show up immediately. Sometimes a bird enters the house as well. I simply chase it away. I do not think of them as irritants since they are all a part of nature. Living in the midst of nature is about living with them. It would, in fact, be a bit odd if they were not there!



The Inheritance Value of Eco-Habitats

How is an inheritance valued?

While private properties, lands, titles and rights secure a good foundation for the future generations to prosper, is this enough? In a world that is changing rapidly, is there something else that must be inherited by children to make sure they are happy and content. Are we passing on a better world for our children to live in?

We believe that true inheritance that can be passed on to our children is to show them how to create a better world for themselves to live in - eat safe & witnessed food, drink unadulterated milk, breathe fresh air, and lead a guilt-free existence. Eco-habitats also tend to create a



sense of empathy and belonging to nature and a feeling of co-existence with other beings.

An environment that is beaming with life all around creates a sense of awe at the beauty and fragility of nature. The world that we leave is the world that our children are going to live in. Should we not do our part to make sure that it is protected protected and conducive for a healthy and prosperous living? Can Real Estate inheritance become Real inheritance?



The Bliss of Nature for the Elderly Community

Ageing is a natural process where we go through physical, cognitive, social and familial losses and experience disabilities that leads towards assistance for activities of daily living. The physical well-being of older people has always received a lot of emphasis for this very reason. But the same amount of emphasis or importance has not been placed on their mental health which is very crucial to support physical health. Peaceful and happy ageing is only possible when there is a holistic balance in physical and mental well-being.



As Hans Christian Andersen famously said:

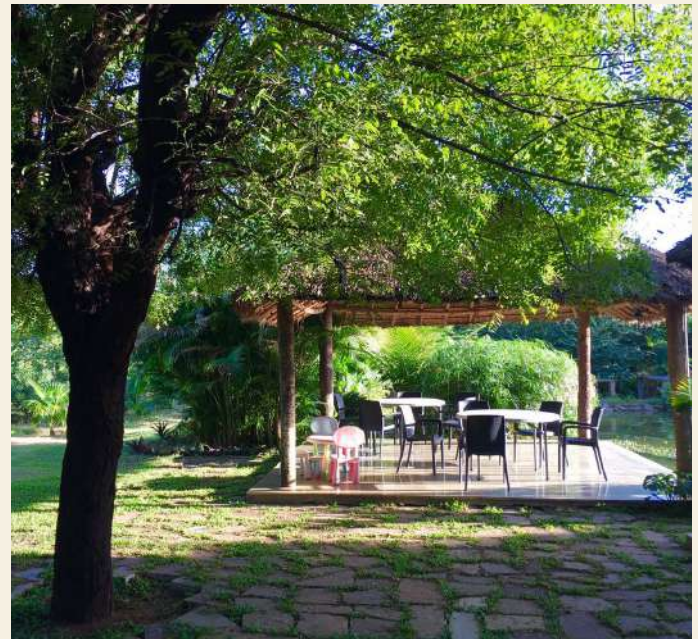
"Just living is not enough. One must have sunshine, freedom, and a little flower."

The environment in which elderly people live plays a huge role in maintaining their mental as well as physical health.



Just imagine, a senior's day-to-day life can be very mundane. Thanks to things like declining health and limited mobility, most seniors aren't able to go out and explore nature like they once did. This leads to a feeling of loneliness and being stuck in the same daily routine. Without the experience of getting outside, monotony can set in with an unfavourable influence on the senior's happiness. Luckily, simple things like the sound of flowing water or the sight of birds eating at a feeder can easily break the daily routine and extend mental and spiritual relief for seniors. Hence it is essential to reestablish their connection with nature.

In addition to providing some freshness to everyday life, access to nature also encourages seniors to enhance their physical and mental activity levels, which, in turn, can contribute to averting conditions like dementia, cognitive decline, immobility, and many other lifestyle diseases. This, perhaps, is one of the greatest advantages of being close to nature for seniors. Simply sitting in a green space or listening to the sound of a stream encourages people to feel more alive, and for seniors who struggle with depression or feelings of loneliness, this could be an immeasurable reward.



develop new memories and heal itself from over-extension. This contributes to greater attention levels and enhanced mental health.

There are so many ways through which we can address the nature-deficit for elders. As our population ages, it is imperative that we give easy access to nature for the senior members. Re-bonding with nature is a wonderful way for seniors to recover their physical health and mental wellbeing while combating some of the typical rigours of age.



Nature has great healing powers. Studies show that spending about 15 minutes of time each day in the sun is a perfect way for seniors to increase their vitamin D levels. And as we all know, Vitamin D is directly associated with an enhanced immune system and a more positive outlook.

Being close to nature provides their brain with a break from usual multitasking and enables it to



Visitors of Naandi



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Madhu Reddy



Photo credit:
Mathan Ramaiah

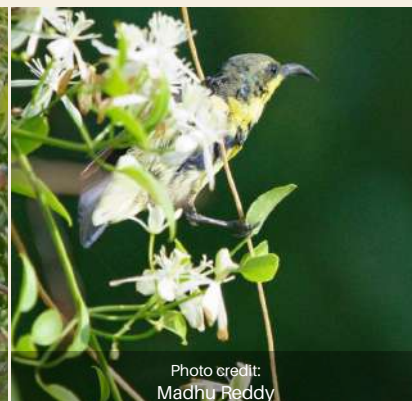


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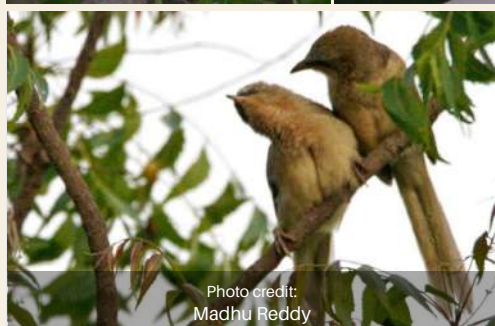


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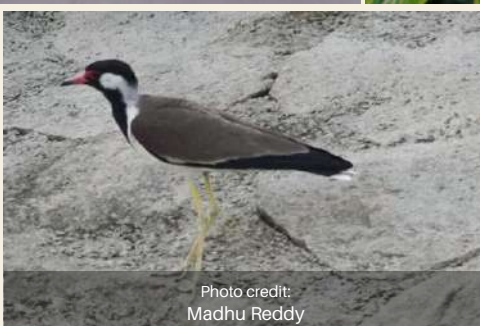


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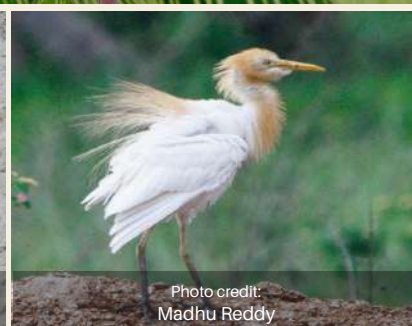


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