



"I would urge all of you (real estate developers) to focus at affordable housing for the middle class and the poor and we in the urban development ministry will do everything to facilitate the development. I will continue to mount pressure so that special interest rates for loans and tax incentives are provided."

**JAIPAL REDDY**  
UNION MINISTER, MINISTRY OF  
URBAN DEVELOPMENT



"Transportation is one of the crucial issues, which should be considered while discussing development of affordable housing. It needs to be affordable and well connected. Without proper transportation facilities, housing segment cannot develop."

**M RAMACHANDRAN**  
SECRETARY, MINISTRY OF URBAN  
DEVELOPMENT,



"The industry is aware of the challenges faced by the country due to shortage of around 2.6 crore houses, 98% in economically weaker section and LIG category. In this regard I feel the process of financing for this group should be eased, to turn the demand in actual sales."

**R V VERMA**  
ED, NATIONAL HOUSING BANK



"Affordable housing is a lucrative business proposal. Although profit margin may be small at the bottom of the pyramid, but when you take the volume of millions of Indians living below poverty line and as much as 62 million slum dwellers and many of them sitting occupying very valuable land, I think affordable housing could be made a strong business proposition."

**P.K. MOHANTY**  
Mission Director, JNNURM,  
Joint Secretary, Ministry of  
Housing and Urban Poverty  
Alleviation



"Energy efficiency is not only a CSR activity, but a very good business opportunity. It's a favourable strategy for the seller and a cost saving avenue for the buyer."

**ZUBIN IRANI**  
MD, CARRIER AIRCONDITIONING  
& REFRIGERATION LTD,



"There are beautiful policies and schemes which can make a revolutionary change to the country for housing, but please give us that good mindset of people who will facilitate. If they really understand us, they can sign up in five minutes instead of five months."

**NAVIN RAHEJA**  
MANAGING DIRECTOR  
RAHEJA DEVELOPERS LTD



"Time taken for approvals is too long, sometimes approvals with 30 or 40 authorities itself takes about two and a half years. No one minds paying the money for approvals, but yes the time taken for approvals has a greater cost."

**RAJEEV TALWAR**  
EXECUTIVE DIRECTOR, DLF LTD