

CREDAI Bengal

PARTNERING BENGAL'S URBAN REJUVENATION SINCE 1989



CREDAI Bengal

- The responsible coming together of West Bengal's real estate developers
- The Bengal chapter of Confederation of Real Estate Developers' Associations of India (CREDAI), the apex body of real estate developers in India (more than 11,500 real estate developers through 23 state and 162 city level member associations)
- Providing the organised face of Bengal's real estate sector
- Comprises three chapters in West Bengal with more than 350 members
- Members comprise real estate developers engaged in the development of urban and social infrastructure (residential & commercial development including IT/ITeS buildings, hospitals, hotels, logistics, malls and similar amenities)
- Collaborates with government departments and agencies to pursue issues related to the state's real estate development
- Encourages a code of conduct for self-regulation
- Promotes Bengal as a significant investment destination; works with other CREDAI chapters to exchange best practices and help grow the real estate sector in Eastern India
- Encourages a code of conduct for self-regulation
- Organises events to enhance:
 - Communication between developers and consumers
 - Relationship-building between industry and government
 - Knowledge sharing between developers
 - Establishing transparent communication between industry and customer

Credible. Progressive. Futuristic.

CREDAI Bengal was created around a simple idea.

To enhance buyer trust and confidence.

To promote uniform and transparent business practices among developers.

To plug the gap between customer aspiration and developer perception.

To converge all developers under one roof.

To adopt a code of conduct that would enhance business transparency.

To protect consumer interest.

To develop a partnership between industry and government.

To study and promote best practices, new technologies and innovations.

One simple idea
has grown into a
movement across
two-and-a-half
decades.



THROUGH THE FINEST
RESIDENTIAL COMPLEXES
– AFFORDABLE, MID-
SEGMENT AND HIGH END,
TOWNSHIPS, HOTELS,
RECREATIONAL FACILITIES,
HOSPITALITY, EDUCATION.
DEVELOPED BY CREDAI
BENGAL MEMBERS.
TRANSFORMING URBAN
BENGAL. GRADUATING
BENGAL WITH A RICH
ARCHITECTURAL LEGACY
INTO A MODERN AGE.

CREDAI Bengal stands for 'positive transformation'.

Through our image

Transformed the existence of individual real estate developers into a single organised forward-looking body.

Transformed the perception of Bengal's real estate sector into a 'responsible economy driver'.

Through our action

Transformed a legacy preference for individual homes towards modern high-rise condominium buildings.

Transformed the concept of modern homes from the functional to the recreational (including shared lifestyle-enhancing amenities and facilities).

Transformed processes and technologies used in construction from the conventional to the modern.

Transformed what was a long-standing 'pay and buy' consumer approach to the launch of innovative home financing instruments that facilitate home ownership.

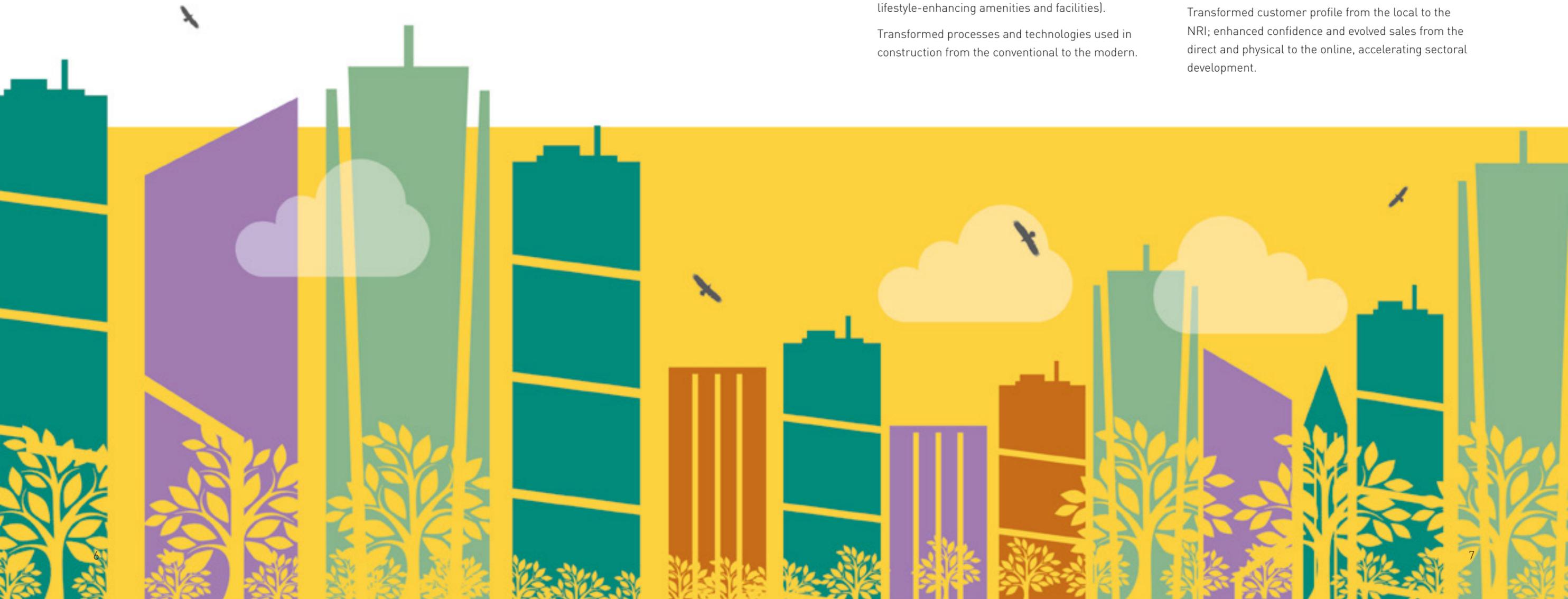
Transformed a perception of 'self-interest' into a Triple Bottomline commitment, benefiting customers, employees and society.

Through our influence

Transformed wary faith in the real estate fraternity into robust confidence.

Transformed brand respect for organised real estate companies, helping draw the best talent.

Transformed customer profile from the local to the NRI; enhanced confidence and evolved sales from the direct and physical to the online, accelerating sectoral development.



Public recall

The brand of CREDAI Bengal can be summarised in three words. Responsible. Transparent. Innovative.'

CREDAI BENGAL HAS STRENGTHENED THE BRAND OF BENGAL REAL ESTATE DEVELOPMENT SECTOR.

By pioneering the creation of a body of organised real estate developers, when it was not even considered necessary.

By being launched with the objective to protect consumer interests as early as the late Eighties (CREDAI was formed a few years later).

By creating a Grievance Cell where consumers who purchased properties from CREDAI Bengal members could register complaints and seek a timely solution through its mediation committee

By implementing responsible self-regulation mechanism well before this concept had been heard of; CREDAI Bengal members imposed a voluntary penalisation in the event of delayed home delivery well before this became a national norm.

By implementing consumer protection initiatives and conduct codes.

By mandating the trust-enhancing use of the CREDAI Bengal logo (used across projects by members), strengthening project credibility.

CREDAI Bengal...

Enhances self-respect among members

Secures friendly co-operation and the highest transparency between developers and customers

Establishes a collaborative spirit between members to discharge their community responsibility

Initiates action against members following Code-of-Conduct violation (membership suspension and termination)

Engages actively with diverse stakeholders - government, customers, financiers, vendors, technology providers and society

Apart from an array of different projects, CREDAI Bengal members are engaged in public advocacy that benefits the state at large.

CREDAI Bengal is engaged in responsible policy advocacy.

CREDAI Bengal brings to the Bengal government its understanding of global trends (economic, technology and financial) and how these may benefit Bengal.

It has also highlighted the need for process simplification and development-friendly laws, playing a key role in suggesting policy reforms for industry and customer benefit.

These dialogues have extended to issues - affordable housing, homes for the economically weaker sections and the creation of social infrastructure - benefiting society at large.

These engagements have been instrumental in earning the confidence of the government to partner CREDAI Bengal in collaborative PPP projects.

These engagements between CREDAI Bengal and the government have resulted in a number of forward-looking policies announced by the Bengal government.

Benefiting citizens, state and country.

CREDAI Bengal also...

- Organises some of the largest property exhibitions in eastern India. Home Front and Realty Expo showcases all range of saleable properties. Outstation exhibitions of Bengal's property developments have also been recently held in Assam and Jharkhand to extend outreach and take properties being developed by Bengal's developers beyond its borders
- Conducts knowledge-based events for members stewarded by experts from the real estate, finance, engineering, architecture, environment and technology spaces
- Collaborates with respected consultants like KPMG, Jones Lang La Salle and CB Richard Ellis to produce papers on related subjects
- Publishes the 'Real Estate Digest' magazine (featuring saleable properties)
- Launched a coffee-table book 'Good to Great' in 2014 to celebrate 25 years of CREDAI Bengal
- Organises regular open house to provide a forum for free interaction among members
- CREDAI Bengal's Realty Awards honour achievers within the state's real estate sector

**CREDAI Bengal
is more than a
representative
trade body.
It is a responsible
corporate citizen.**



CREDAI BENGAL HAS TAKEN ITS RELEVANCE AHEAD THROUGH SENSITIVE COMMUNITY BUILDING.

THROUGH SKILL ENHANCEMENT. THROUGH INFRASTRUCTURE SUPPORT. THROUGH HEALTH CARE OF WORKERS. THROUGH ENTITLING WORKERS TO GOVT. BENEFITS

Skill enhancement

CREDAI Bengal addressed the urgent need for honing the skills of a broader section of workers in the construction industry by launching Pradhan Mantri Kaushal Vikash Yojana (PMKVY) and Utkarsh Bengal in Kolkata. Empowering and bettering futures.

CREDAI Bengal entered into a partnership with CREDAI Pune to improve construction workforce skills in Bengal by rolling out Project Kushal.

CREDAI Bengal, in partnership with the Industrial Training Institute(ITI), conducts vocational training courses addressing the growing need of trained labour within the state's real estate sector. The courses have benefited 1200 individuals and targets 10,000 in the next five years.

In conjunction with the State Government, CREDAI Bengal is further taking over another ITI at Amdanga to set up and operate full fledged diploma courses and non-institutional training courses which will benefit economically disadvantaged students as well as workers.

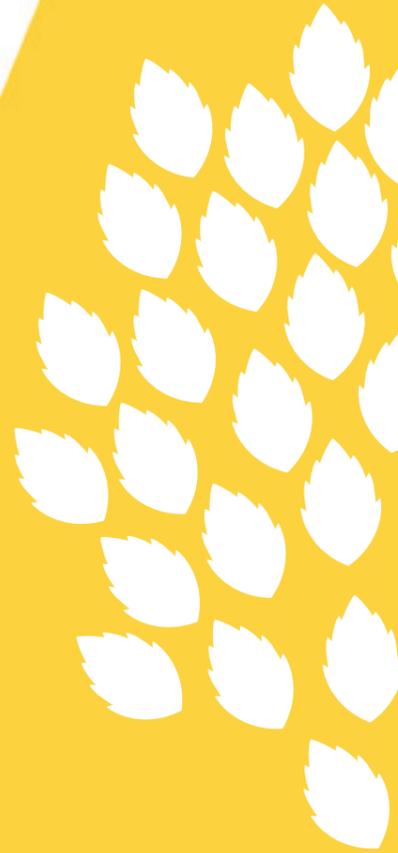
Infrastructure upgradation

CREDAI Bengal helped upgrade and add a new wing at the Nimtola Burning Ghat (crematorium) through a donation of Rs 5 crores to the Kolkata Municipal Corporation. The upgradation / addition will service the timely funeral service needs of thousands, shrinking turnaround time.

Healthcare and benefit entitlement for workers

CREDAI Bengal Youth Wing conducted free health camps for on-site labourers, benefiting more than 10,000 workers across 69 construction sites. Health camps are held every week at various sites to cover maximum number of workers both from the state and outside.

On-site registrations of workers by the Bengal Labour Department entitled workers to a number of benefits.



CREDAI Bengal.

Vision

CREDAI Bengal envisions to create a more responsive community of real estate developers in West Bengal and promote uniformity and transparency in real estate transactions keeping end users' interest in mind

It endeavours to minimize consumers' grievances by trying to address their needs and aspirations

It ventures to promote free interactions between members at the national, state and regional levels to obtain best practices



Mission

CREDAI Bengal is focused on a responsive approach.

Working collaboratively with the government to achieve national priorities that translate into the responsible roll-out of affordable homes for the largest number of people in the shortest period of time.

Ceaselessly committed to bringing about ease of business for the stakeholder community.

Incorporating transparency and fair practices in transactions.

Inculcating a friendly approach and emphasizing on addressing consumer grievances.

Sustaining the credibility attained by the real estate industry through the unified voice of CREDAI and carrying the legacy forward.

Background

In 1989, 25 leading Kolkata real estate developers formed the City Developers' Forum, a representative body of developers to implement a uniform conduct code that would enhance trade discipline and transparency.

In its early days, CDF engaged with the State Government and other agencies to address issues affecting the industry.

A few years later, Confederation of Real Estate Developers' Associations of India [CREDAI] was formed, sharing similar objectives with CDF.

CDF became part of the organization and evolved as CREDAI Bengal. A local body evolved into a national identity.

Bengal's urban population is expected to touch 41.5 million by 2030 (Source: McKinsey) warranting policy planning and investments.

CREDAI Bengal is engaged in policy discussions with the government that is expected to draw necessary investments into the sector.

Drawing from the past. Rooted in the present. Driven by the future.

Key management

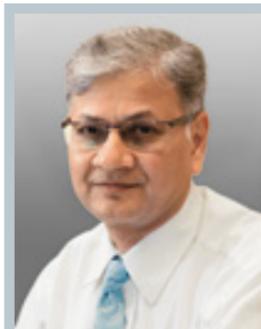
The Core Committee, Managing Committee, Advisory Committee and other sub committees navigate the strategic direction of CREDAI Bengal.

The Managing Committee comprises various categories of members drawn from the General Body. The Core and Advisory Committees formed

by senior real estate players draw on deliberations by the Managing Committee and other members.

CREDAI Bengal is guided by the Core Committee which meets fortnightly. It is supported by various sub-committees including an Advisory Committee. Regular activities are supported by a Secretariat.

Management speak



Sushil Mohta

“The last 25 years have moved from strength to strength as a representative body of the industry by resorting to best practices and protecting customer interests.”



Nandu Belani

“Our exhibitions – the largest of their kind in Eastern India have emerged as the biggest annual platform for developers and buyers to share the same forum, thereby helping in greater cohesion and trust-building between the buyer and the builder.”



Piyush Bhagat

“Our members are our biggest strength, our biggest credibility factor. Brand augmentation, along with looking into the interests of all our members, and engaging with them on multiple levels are some of our biggest objectives.”



Harsh Vardhan Patodia

“CREDAI Bengal earned the trust of the State Government as working partners for the cause of the industry.”



Santosh Rungta

“CREDAI gave the Bengal Chapter a national reach, direct link with the Central Government and interfacing with the world at large. All this would not have been possible by confining ourselves to a local body and sitting in Kolkata.”



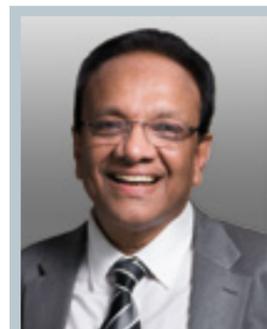
Ravindra Chamaria

“There had emerged an increasing need for a strategic role to be played by CREDAI Bengal, as distinct from its day to day working. The result is that eleven members of the Advisory Committee meet every month to discuss the strategic roadmap for Bengal.”



Pradeep Sureka

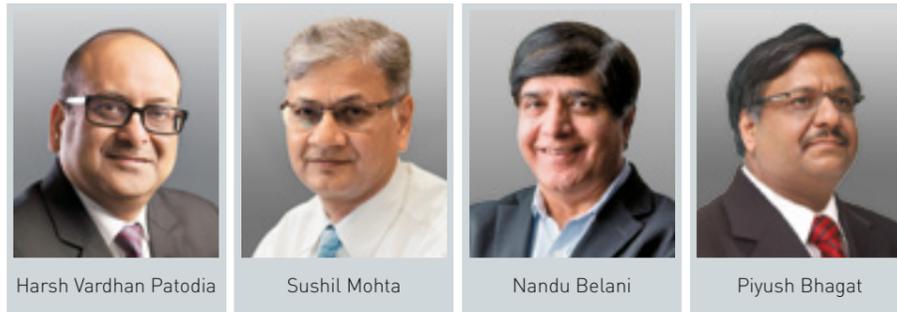
“Our biggest challenge was to bring the real estate fraternity, stakeholders and the Government together. When I took over, we were 100 members; by the time I finished we were 150. The membership grew because we emphasized that CREDAI wasn't bureaucratic but an active forum, leveller and game-changer.”



Pradip Chopra

“CREDAI Bengal has gained enormously since its transition from CDF. It is on the right path of addressing the housing needs of millions as well as a dearth of schools, colleges, hospitals and basic infrastructure, and I believe that CREDAI Bengal will live up to expectations as a socially relevant organisation.”

Core Committee, 2015-16



Harsh Vardhan Patodia

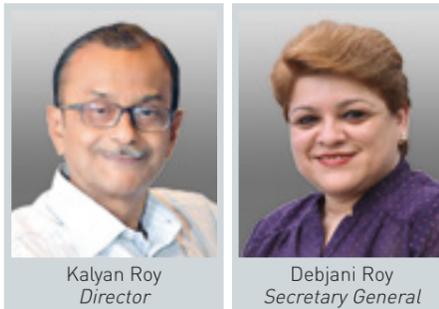
Sushil Mohta

Nandu Belani

Piyush Bhagat

CREDAI Bengal Secretariat

CREDAI BENGAL'S SECRETARIAT MANAGES THE FOLLOWING FUNCTIONS - POLICY, GOVERNMENT LIAISON, GRIEVANCE REDRESSAL, EXHIBITIONS, LEGAL MATTERS, ADMINISTRATION, MEMBERSHIP, SEMINARS / WORKSHOPS, LABOUR / SKILLING AND ACCOUNTS. SECRETARIAT MEMBERS WORK IN TANDEM WITH THE DELIBERATIONS UNDERTAKEN BY THE OFFICE BEARERS AND EXECUTE DECISIONS TAKEN.



Kalyan Roy
Director

Debjani Roy
Secretary General



Suparna Dey Ghosh
Joint Secretary

Ritwik Gupta
Labour & Skill Dev. Head

Prajata Chakrabutty
Legal Officer

P Rajagopalan
Accountant



Swapan Bera
Accounts Assistant

Tanusree Mukherjee
Office Assistant

Susmita Dutta
Executive

Mandira Datta
CSR Coordinator

Managing Committee, 2015-16



Sushil Mohta

Nandu Belani

Piyush Bhagat

Aditya Kumar Bajoria

Amit Sarda

Apurva Salarpuria

Ashok Pasari

Ashok Saraf

Basant Parakh

Hari Prasad Sharma

Harish Singhania

Harsh Jain

Kumar Patodia

Kushal Rungta

Mayank Jalan

N. K. Jain

Nakul Himatsingka

R. N. Agarwal

Rama Shankar Bhartia

Sanjay Jain

Saurav Dugar

Photo gallery NATCON 2016



Inauguration of CREDAI NATCON 16



Inauguration of CIBF



Leading IPCs in Deciphering the Demand Number



India Vs. China



Inaugural Address



Shashi Tharoor speaks in the India vs. China Session



Session - Enter the Dragon



Release of a Report by the Knowledge Partner



Conversation on Life's Lessons with Sanjay Dutt



Release of Report on Housing Data



Pan-India developer representation at NATCON



Session on Drivers of Economic Growth

NATCON 2016



Session on Affordable Housing



Technology & Innovation in Construction - Ideas for a Smarter Tomorrow



Open House during closing ceremony



Team CREDAI Bengal - the organisers



Session - CEO Talk with CEO, Quikr



Power of Digital & Social Media



Closing Ceremony



Gala Night



Opportunities in Retail & Commercial



CREDAI Bengal bags an award for highest delegate turnout



CREDAI International Business Forum



Field Trip of CREDAI Bengal contingent in Shanghai

Recent events



CYW Seminar on Entrepreneurship and Family Business



CYW workshop on project management



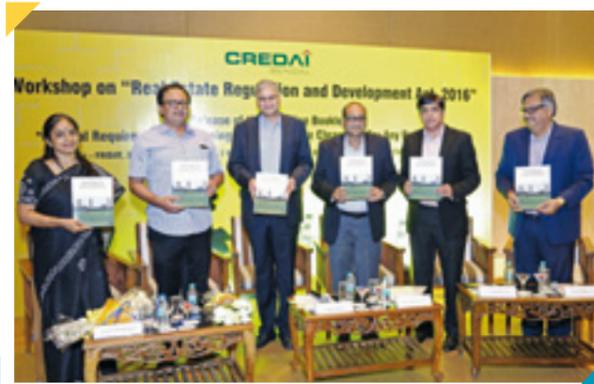
Co-hosting the felicitation of the CM by Chambers of Commerce



Interaction with IT officials



Q&A on RERA



Release of Fire Guideline Booklet collaboratively with CREDAI Bengal and IIA



Interactive Session on GST



Realty Bazaar in Guwahati 2016



Seminar on Rebooting Real Edge with ACAIE



Workshop on RERA



RERA Analysis



Skilling Conclave

Photo gallery



Congratulating the new Govt. formation



Realty Bazaar in Ranchi '16

ONE BENGAL. INFINITE POSSIBILITIES.

A Delegation of industrialists, entrepreneurs, empowered officers and Ministers, led by the Honourable Chief Minister
Mamata Banerjee
will be in London till 30th July, 2015. The delegation plans to engage with business circles and society at large over many different events. From business meets to social and cultural exchanges to political and bilateral engagements - the itinerary is wide and varied.

The industrial environment in West Bengal is highly conducive for new investments. Ideal locations for setting up industrial units in the state are the Growth Centres that have been developed, where all infrastructural facilities like power, water supply and land have been made available. The Industrial Policy welcomes foreign technology and investment, provides secure environment in power generation and for improvement and upgradation of industrial infrastructure.

The government recognizes that the development of both physical and social infrastructure across the state is critical to the whole process of industrialisation and has therefore, put in place a Public-Private Partnership (PPP) Policy for improvement of physical and social infrastructure. The state growth plan specifically includes urban development as it is informed that individual city development projects will have long term and expansive developmental effects on the state.

Urban development includes and stresses living improvement for the economically weak, infrastructure boost and the optimum use of available resources. From setting up industries to developing roadways, from developing cluster housing sites at upcoming areas in New Town to improving educational standards and socio-economic infrastructure, from water supply projects to solid waste management, West Bengal is indeed keeping forward in comprehensive urban development.

The state has recently launched a Township Policy which encourages development of economic theme-based townships focused on employment generation and EWS Housing. The Policy invites private developers to establish such townships of 50 plus acre size at locations suited to them. Incidentally the Government of West Bengal proposes to develop six such new Township Projects on Government land at Durgam, Bolpur, Anand, Kalyani, Dumuria and Ranigra in the state. For development of these townships, private sector participation has been sought.

Anand (Anandpur) Industrial Township. Recognised for established industrial resources.

Durgam (Barua) The Health and Education Hub conceived for it's vibrant and location that is away from central downtown.

Ranigra (Khan etc) The green and vibrant Township which is far from the existing crowd and in the mode of expanding green. Ideal location for construction.

Dumuria (Sports Club) Near the Dumuria Stadium, hosts Canal Side road, is the ideal sporting hub.

Bolpur (Kandhara) The Culture Hub, marked by Vivek Bhawan and its long heritage of literature and music.

Kalyani (Anandpur) The Industrial and Analytics Hub with a huge resource potential for setting up industries.

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CREDAI Bengal support for driving investment to Bengal (an ad that appeared in the Financial Times, London)

Photo gallery



BGBS '16, Star line-up in Finance Conclave Parallel Session by CREDAI Bengal



Formal MoU with DoTE at launch of UTKARSH '16



Open House for Members '16



Union Budget Analysis '16



Seminar on Green Architecture '16



AIB in CREST Kolkata during Fellowship Nite '16



Study Tour Organised by CYW Bengal '16



CREDAI Bengal members with Hon'ble Chief Minister in London, UK '15



CREST organised by CYW Bengal '16



BGBS '16 Valedictory Session



CREDAI Bengal presence at Bengal Global Business Summit '15



Delegation of industrialists including Ministers led by the Hon'ble Chief Minister of West Bengal, Smt. Mamata Banerjee visited London, UK '15

Photo gallery



Discussion on proposed Govt. township '15



Hon'ble MIC Shri Firhad Hakim inaugurates CREDAI NATCON '15 at Istanbul, Turkey



Handing over pass books for entitlements to construction workers



CREDAI Bengal co-hosted Green Building workshop with CII and IGBC for the stakeholders of the construction industry '15



Felicitation of Hon'ble Mayor '15



KMC officials and Members during Mayor's felicitation '15



Home Front '15 - Inauguration



HR Workshop by Youth Wing '15



A construction labourer with his Entitlement Card after CREDAI Bengal drive



Handing over labour-cards to construction workers



Inauguration of CREDAI Bengal-MHDS Heritage Seminar '15



India-Bhutan Business Conclave '15

Photo gallery



MoU signing between Project Kushal & CREDAI Bengal



NATCON '15 at Istanbul, Turkey



Urban Development Booklet release during BGBS '15



Announcement of Bumper Prizes Realty Expo '15



New Secretariat Inauguration of CREDAI Howrah Hooghly Chapter '15



Real Estate Conclave Embracing the Complexities '15



Celebrity chat show during Realty Expo '15



Open House '15



Release of B2B Directory on occasion of Open House in '15



Union Budget Analysis by KPMG '15



Winners of School Fest at Realty Expo '15



Birds Eye View of Home Front '15

Photo gallery



CREDAI Bengal Realty Awards '15 Winners' Photo-Op



Heritage Quiz at Realty Expo '15



Launch of 'Good to Great' to commemorate 25th Anniversary of CREDAI Bengal '14



Realty Awards Winners '14



CREDAI Executive Committee Members Photo-op in Kolkata '14



Book Release during AGM '14



Workshop on Companies' Act '14



Business Delegation to South Korea '14



Consumer awareness by CREDAI Bengal at Kreta Suraksha Mela '14



EASTCON '14 Inauguration



CREDAI Bengal delegation at CREDAI NATCON '14 in Jakarta, Indonesia



Education Tour in Istanbul for Members organised on NATCON sidelines '14

Photo gallery



Friendly cricket match between CREDAI Bengal Members '16



Gala evening performance Realty Awards '14



Health Camp for construction workers



Health Camp for site labourers



GCB Meeting in Kolkata '14



Golf Tournament Edition II '16



Inauguration of New Wing of Nimtala Ghat co-funded by CREDAI Bengal



Labour Registration for construction labourers



Hariharan Nite & Fellowship during Bengal Builds '12



Bengal Builds '12



Launch of PMKVY in Kolkata sites '16



Skilling of construction labourers through PMKVY and Utkarsh

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