

Affordable Housing

Urban India: The Housing Challenge

- 25 million: estimated housing shortage in 2012
- 99 percent shortage in EWS and LIG segments
- Affordability gap between market offerings and incomes (figure 1)

Current Approach

- Densify disproportionately (figure 2)
 - Reduce construction costs
 - Scale down spaces and strip down finishes (figure 3)
- Current focus: How to minimize costs and land footprint Our Approach**

Our Approach

Affordable housing as a distinct consumer/ product segment

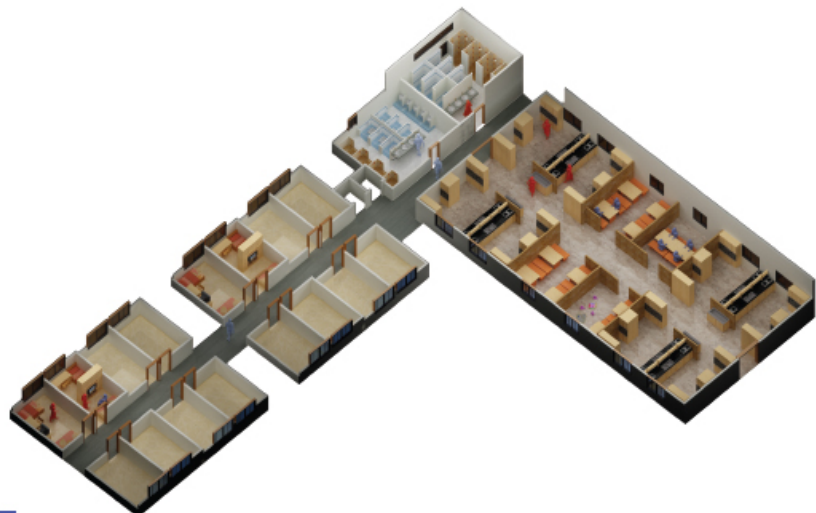
- Look beyond 'less income implies less'
- Create specific solutions for the 25 million strong target group
- Keep low income groups on high value land



Prof. Uday Athavankar

Team:
Architect Prasad Anaokar
Architect Ameya Athavankar

Contact:
M : +91 98192 08930
E : uaa@iitb.ac.in



Key insights into the target population

- Different user groups: 25 million (or expected 38 million) constitutes a non-homogeneous group (figure 4)
- Different priorities: Income is insufficient to describe affordability or housing need
- Need for range of products: Each user group exhibits unique choices and requires its own housing solution

Our focus: housing as means of affordable living (figure 5)

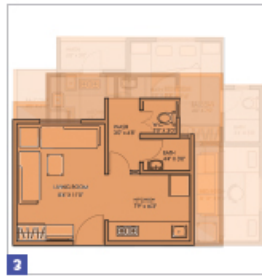
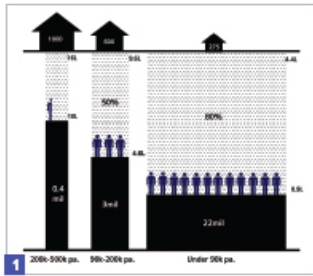
Our Proposal (based on collaborative consumption)

#1. Redevelopment or green field model: (figure 6-8)

- Mix of offerings for different user groups: rehab + serviced rental model
- High rise Incremental: optimal densification
- Equal importance to initial (development) costs and operating costs

#2. Retrofit Kifayati Seva hub model: (figure 9-10)

- Affordable, serviced facilities for slums or resettlement colonies
- Fully or partly off-the grid hubs
- Deployed through service providers, franchisee, SHG models



<p>Raju Channe 35 - 55 yrs Studied upto 4th Laborer, tailor or driver 75,000 - 90,000 p.a.</p> <p>Transients</p>	<p>Anil Mohbe 25 - 45 yrs Studied 5th to 9th Skilled laborer, Vendor 1 - 1.5L p.a.</p> <p>Settlers</p>	<p>Imtiaz Patel 15-25 yrs Studied 5th to 9th Worker, driver 48,000 - 96,000 p.a.</p> <p>Medonists</p>	<p>Deepak Kamle 15-25yrs HSC or Graduate Accountant, Teacher 1.5L - 3L p.a.</p> <p>Boomers</p>
4 Recent Migrants		Future Migrants	

