



SUSTAINABLE AFFORDABLE HOUSING FOR ALL

A NEW PARADIGM AMID PANDEMIC

A report on eKutumb, Chapter VI

August – September, 2020



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Kutumb: An Overview

'Kutumb' is a knowledge sharing platform to create awareness about sustainable development in affordable housing sector, in India. It is a thought and a vision of sustainable good living for tomorrow!

The Need

The construction industry is one of the biggest consumers of non-renewable resources and a massive producer of waste. India is expected to demonstrate the fastest growth in 'energy consumption in buildings' through 2040, more than twice the global average increase. Even after completion, most buildings continue to be responsible for significant CO₂ emissions and about 50% of the produced energy is consumed just to meet heating and cooling requirements. Given the tremendous demand for housing, the consumption is only going to surge upwards, making it imperative to mitigate its environmental and economic impact through sustainable development.

Responsible Financing

IIFL Home Finance Ltd., a thought leader and India's leading institution on responsible financing, is focused at creating the need and sharing the know-how for sustainable living. Kutumb enables this by building awareness, educating the stakeholders and ensuring implementation of green building projects.



Moving Forward

Kutumb shall institute the need for green technology and eco-friendly living, and focus on the efforts, and initiatives to promote green and energy efficient real estate development in the affordable sector. In effect, it shall foster harmony between man and nature and lay a robust foundation for sustainable living.



STAKEHOLDERS



The Green Building Revolution



WHY

Agenda is to blend benefits of green home within affordable housing segment in India, ultimately strengthening our belief in Honourable Prime Minister's vision and mission of Pradhan Mantri Awas Yojana - Housing for All by 2022 [PMAY - HFA (U)]



HOW

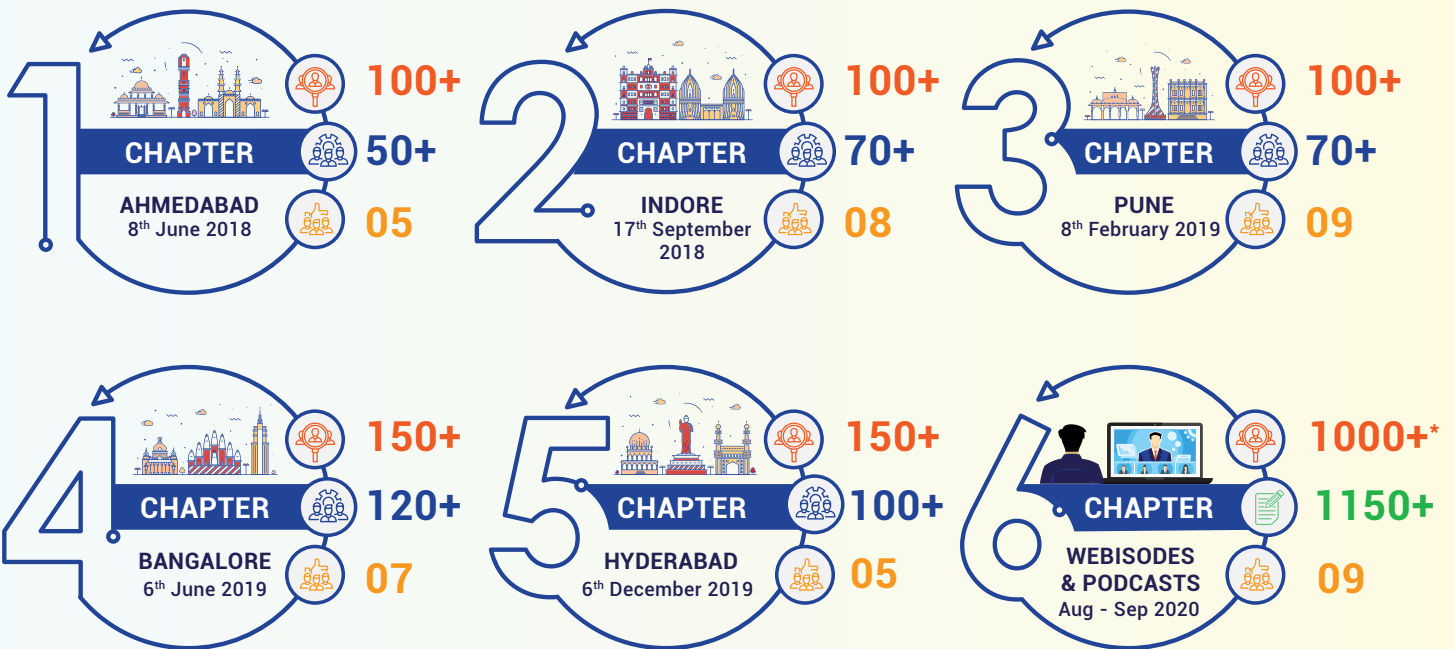
The trigger comes from the fact that buildings are responsible for huge amounts of carbon emission, excess of waste, water & energy consumption. They are the consumers of non-renewable & natural resources.



WITH

Kutumb is an initiative to build awareness about the need for green affordable housing amongst its stakeholders and provide a common platform to transform this idea into reality

Snapshot



Participants
(incl. Developers)



Developers



Experts

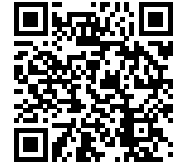


Registrations

eKutumb: Sustainable Affordable Housing For All; A New Paradigm Amid Pandemic

Series of Webisodes & Podcasts

The pandemic has had a tremendous impact on our planet. It has pushed us to exhibit greater concern towards climate change, rethink mobility and lifestyle changes, thus putting a greater emphasis on Green Affordable Housing for Sustainable Development. **eKutumb** is a series of webisodes and podcasts aimed to promote and enable sustainable living, amid pandemic and beyond. It will enable us to funnel our efforts to the right set of audience and organisations, who are working towards similar sustainable development initiatives.



youtu.be/UwBIBPNK4o



Registrations
1150+



Participants
1000+



Experts
09

Our Partners



Ashok B. Lall Architects



International Finance Corporation



CDC Investment Works



Energy Efficiency Services Limited



National Housing Bank



Climate Bonds Initiative



Unique Builders

Understanding the Impact of Pandemic



Home Buyers



PMAY-CLSS Beneficiaries



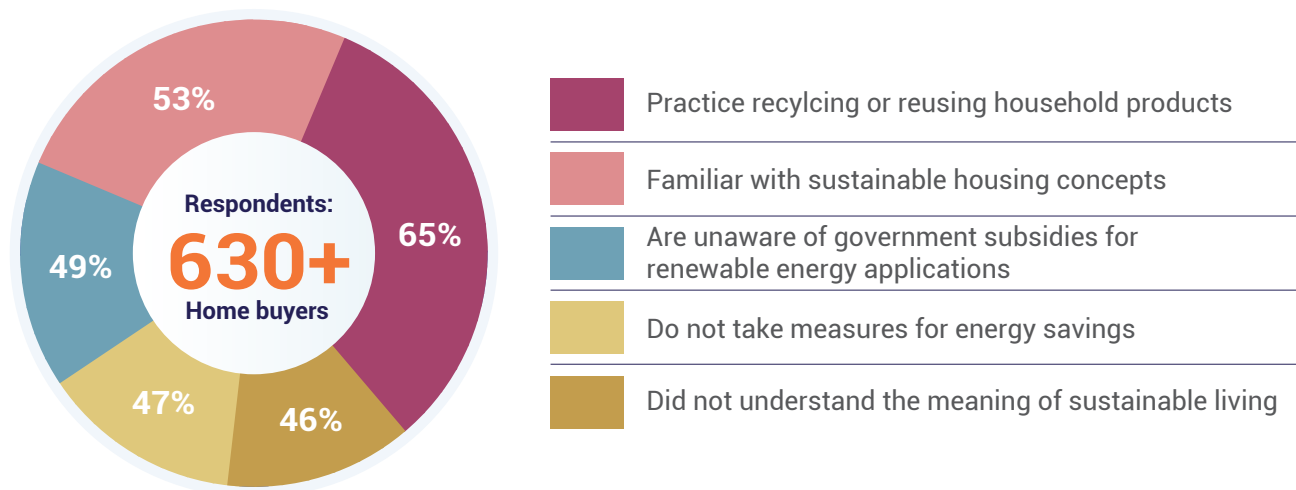
Developers

The surveys conducted among Home Buyers, CLSS Beneficiaries, and Developers, helped in understanding the importance of safe and hygienic living environment, sustainable living and green buildings, and the impact of pandemic on the construction industry.

Understand Sustainable Living & it's Adaptation in Routine

Aim: To ascertain the knowledge and understanding of home buyers about sustainable living.

Survey 1

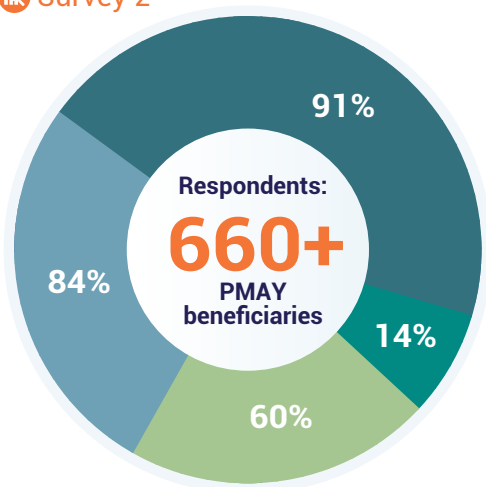


There is a huge opportunity to educate home buyers about sustainable living and government subsidies. A push in the right direction can make them early adopters as well as ambassadors to drive the concept of sustainable living.

Analyze the Importance of Safe and Hygienic Living Environment

Aim: To analyse the understanding of sustainable living and green buildings, and assess the importance of safe and hygienic living environment in the lives of PMAY beneficiaries, facilitated with CLSS subsidy by IIFL Home Finance Ltd.

Survey 2



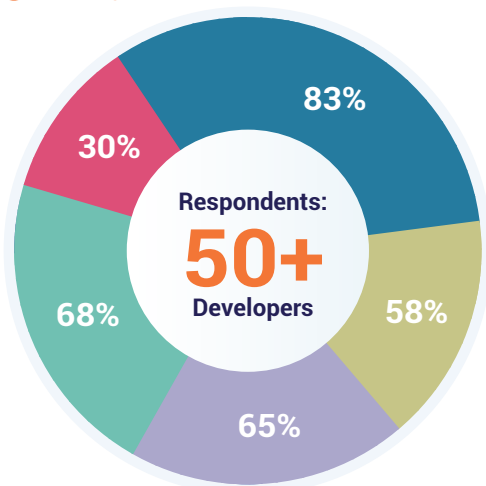
- Experienced improvement in health & hygiene after moving to their own homes
- Cited "feeling of owning your own house" as the primary reason for happiness
- Did not understand the meaning of 'Green Buildings' and 'Sustainable Living'
- Did not have a positive experience moving into their own homes
- Unhygienic surroundings and unreliable power supply were key reasons for unhappiness

While a majority of PMAY beneficiaries are happy about availing the scheme and moving into their new homes, more focus needs to be put on crucial elements such as the environment, hygiene and basic necessities, which impact their standard of living.

Impact of the Pandemic on Developers and Construction Environment

Aim: To understand the impact of the pandemic on developer community and the construction industry.

Survey 3



- Agreed that affordable homes are more likely to sell
- Developers having Green Certified Projects
- Interested in learning more about Green Building Certification
- 'Lack of funds' & 'Scarcity of labour' were main concerns during pandemic
- The pandemic has pushed the envelope for sustainable construction

COVID-19 has had an unprecedented impact on the Indian real estate industry which can only survive if it takes some firm measures. The sector will have to look at new opportunities such as sustainable housing, as well as incorporating new construction.



bit.ly/eKutumbWebisode1

Building Sustainable Affordable Homes Amid Pandemic

Overview



18th August, 2020

The webisode focussed around the impact of the pandemic and the way ahead for green housing movement in India. Success stories of sustainable development models across other developing economies were discussed and the need for democratising green affordable housing in India was emphasized on. Stress was placed on incorporating green elements during the design stage and simple but very effective ways for sustainable and affordable development were shared.



Registrations

750+



Participants

590+



Experts

02



Prashant Kapoor

Chief Industry Specialist, Green Buildings & Cities, IFC - World Bank Group



linkedin.com/in/prashantkapoor



Ashok B. Lall

Principal, Ashok B. Lall Architects



linkedin.com/in/ashok-lall-8564957

“ Buildings, if they were a country, would have the highest carbon emission on Earth ”

“ Water resiliency and solar PV on the roof will be the demand of the future ”

Executive Summary

Building Sustainable Affordable Homes Amid Pandemic



bit.ly/3nvRwAM

[Read the Whitepaper](#)

“Helmed by Monu Ratra, Executive Director and CEO, IIFL Home Loans, the first webisode featured the expert views of Prashant Kapoor, Chief Industry Specialist, Green Buildings and Cities, IFC - World Bank Group and Ashok B. Lall, Principal, Ashok B. Lall Architects. The discussions were focused around the impact of the pandemic and the way ahead for the green housing movement/ industry.

The construction industry is one of the biggest consumers of non-renewable resources, and a massive producer of waste. Even after completion, most buildings continue to be responsible for huge CO₂ emissions. It was found in developed countries that 30-40% of the natural resources were used by the construction industry. Adding to this, 50% of produced energy was used just for heating and cooling buildings, and these figures will only surge upwards in the coming years, as income rises and urbanization spreads in developing nations¹.

Mr. Ratra felt that the pandemic had accentuated the realisation of nature's power and what it could do if humankind did not change its ways. Terming the pandemic as a learning experience, Mr Ratra felt people today are more concerned about the impact of climate change and this is especially true for a “country in the making” like India, which has still a long way to go with regards to building construction.



“For a country like India, which needs to democratise green housing, there must be a metrics-driven, voluntary standard which will aggregate market players, prove the case for green buildings and reward innovative design.**”**

Prashant Kapoor

Chief Industry Specialist,
Green Buildings & Cities,
IFC - World Bank Group

“With the growth of urbanization occurring in Tier 2 and Tier 3 towns and cities, medium and small developers have a significant role to play. They are the key to the development of the nation.**”**

Ashok B Lall

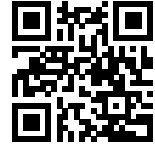
Principal, Ashok B. Lall Architects

“For a country like India, which is “still in the making” by way of building construction, we need to sense the need and impact of climate change.**”**

Monu Ratra

ED & CEO, IIFL Home Finance Ltd.

Plug Into Your Sustainable Consciousness



bit.ly/eKutumbPodcast1

Overview

The podcast featured the meaning of sustainability in its true essence and how can we choose to co-create a sustainable planet through conscious choices in our day-to-day lives. It brought forth methods to design our built environment to operate at optimum efficiency and spoke about the investment opportunity for real estate developers in building green.



Shruti Narayan

Green Building Programme (India),
International Finance Corporation



linkedin.com/in/shruti-narayan-6233972

“ We have to ensure that we are using the built environment, as it is designed to ensure that it operates at optimum efficiency ”



Nagasimha Swamy

Manager, ESG Impact - Asia,
CDC Group



linkedin.com/in/nagasimha-swamy-b16360a

“ Water usage and health and safety of labour is a challenge to real estate development in the building and construction industry ”



A Step Towards Sustainable Future: Green Affordable Housing, Policy and Finance



bit.ly/eKutumbWeb2

Overview



5th September, 2020

The webisode focused on the future of green affordable housing. The policy and finance interventions required to inbuild sustainability in the building and construction industry. It also stressed on the importance and early adoption of green bonds, supply and use of flexible and renewable energy in the sector to improve efficiencies, and creation of an ecosystem that is resilient and futureproof.



Registrations

400+



Participants

350+



Experts

03



S.K. Hota

Managing Director, National Housing Bank



nhb.org.in/sarada-kumar-hotas-profile



Sean Kidney

Co-Founder & CEO, Climate Bonds Initiative



linkedin.com/in/seankidney

“ Banks & HFCs should not just offer finance but also create green housing stock to drive the green homes market ”

“ Since green bond is a simple concept, it is very popular amongst investors and is being largely oversubscribed ”



Saurabh Kumar

Executive Vice Chairman, EESL Group
(Energy Efficiency Services Limited)



[linkedin.com/in/saurabhkumareesl](https://www.linkedin.com/in/saurabhkumareesl)

“ If we can give a levelized tariff, which won't change for the next 25 years, it can be a tremendous push to the green housing industry ”



Monu Ratra

ED & CEO, IIFL Home Finance Ltd.



[linkedin.com/in/monu-ratra-7607598](https://www.linkedin.com/in/monu-ratra-7607598)

“ We need to create a sub-classification of green affordable housing for banks and raise awareness amongst them by marking it as a priority sector ”

Executive Summary

A Step Towards Sustainable Future: Green Affordable Housing, Policy and Finance



bit.ly/3nvUGnW

[Read the Whitepaper](#)

Led by Mr. Monu Ratra, Executive Director and CEO, IIFL Home Finance Ltd., the second webisode featured the expert views of Mr S K Hota, Managing Director, National Housing Bank; Mr Saurabh Kumar, Executive Vice Chairman, Energy Efficiency Services Limited; and, Mr Sean Kidney, Co-founder and Chief Executive Officer, Climate Bonds Initiative.

Setting the premise for the panel discussion, Mr. Ratra was of the opinion that the current COVID19 situation has magnified the criticality of housing and how, in a report on US, the demand for housing in high density areas has actually fallen. For countries like India, where the Low-Income Group (LIG) and Economically Weaker Sections (EWS) reside in extremely congested areas which lack the requisite facilities, this is a very real problem. The "Housing for All" programme, an umbrella programme of the Indian government aimed at providing shelter, is also enabling people to move out of congested areas into better homes, with better technology and better standards of living. But is this enough? Are these new houses adhering to Green Standards? This is an important issue because what gets created or built now is going to stay for the next 70-80 years. According to a 2015 report by the European Commission, at the global level, energy efficient methods could save an estimated 280 to 410 billion Euros in energy spending alone. At the building level, developers report that green buildings, both new and renovated, command a 7% increase in value over traditional buildings, according to Dodge Data & Analytics, 2016. Green construction methods offer a deluge of benefits with virtually no drawbacks.

“The housing agenda is not just the part of providing fair and equitable housing for the population of India, it is also part of making the society and economy more resilient to future shocks.”

Sean Kidney

Co-founder and CEO,
Climate Bond Initiative

“India seems to have taken a “pole-position” on climate change, especially under the current government. Various programmes have been initiated and today India is one of the largest producer of solar power.”

Monu Ratra

ED & CEO, IIFL Home Finance Ltd.

“I hope that post COVID-19, Banks and Housing Finance Corporations would approach us to finance/ refinance more green projects.”

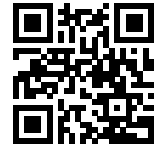
S.K Hota

Managing Director,
National Housing Bank

“We need to ponder and see that, especially for the electricity sector, things need to change, and that decentralised power is really the need of the hour.”

Saurabh Kumar

Executive Vice Chairman,
EESL Group



bit.ly/eKutumbPodcast1

Recapsulating Sustainable Affordable Housing For All

Overview

The Podcast detailed the mindset of clients towards green affordable housing and how can it save cost over a long run. It also established Kutumb's Green Value Partner (GVP) initiative as a significant support system in a developer's journey of concept to completion of green building certification, and explained how they license with every stakeholder to build affordable and green.

GREEN VALUE PARTNER
CONCEPTION TO CERTIFICATION



Amor Kool

ESG Lead - Technical,
Head - Green Value Partnership Program,
IIFL Home Finance Ltd.



linkedin.com/in/amorkool

“ Kutumb encourages a two-way discussion with developers and their valuable feedback helps us to surround our policies accordingly ”



Vibhishek Singh

Founder & Managing Director,
Unique Builders (UB Group)



uniquegroup.in/corporate/mr-vibhishek-singh-2

“ Clientele is very positive and inclined towards green buildings and we have seen great response from both new and existing buyers ”

Blog

Sustainable Development - Perception to Execution



bit.ly/2GvECSK

[Read the Blog](#)

“The vision of futuristic cities in India cannot be fulfilled by living in an unsustainable model, which does not utilize the inheritance which has been bestowed upon them from thousands of years. This model of building design will not only compromise the environment but also will neglect the rich experience of passive architecture in Indian tradition. Over ages, India has adopted the best of the technologies all around the world and transformed the way they have built. Today, for a sustainable future, same intent is required; to adopt futuristic technologies through traditional passive architecture.

There are multiple gaps at different stages of project execution, starting from awareness and understanding of sustainability to misconception and execution anxieties during construction. At IIFL Home Finance Limited, we are attempting to address both these issues through “Kutumb - An Initiative Towards Green Affordable Housing”, with an execution model of “Green Value Partner”. Creating a growth story requires a closed loop and a support which not only encourages or gives pat on the back, but also gives an honest opinion with specific structure. Kutumb provides a platform to share ideas of implementing sustainable development, and the Green Value Partnership program ensures that these ideas are executed. The amalgamation of technology with traditional wisdom is the primary objective of GVP and we ensure that these initiatives are useful to the developer without incurring the additional cost to the construction. “Sustainable development is the pathway to the future for all, it offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship and strengthen governance.” Ban Ki-Moon (Ex-UN Secretary General).

“There is an increasing trend to consume more natural resources per capita. We need to transform from Humanization of Nature to Naturization of Human. ”

Amor Kool

ESG Lead - Technical,
Head- Green Value Partnership Program,
IIFL Home Finance Ltd.

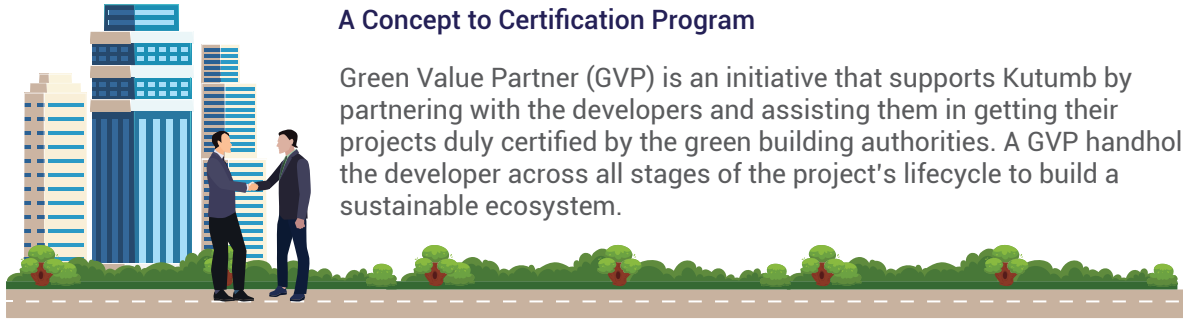
“Given the demand for construction in India, if we do not create a supply of green buildings, controlling nature will become difficult in the future.”

Vibhishek Singh

Founder & Managing Director,
Unique Builders (UB Group)

GREEN VALUE PARTNER

CONCEPTION TO CERTIFICATION



A Concept to Certification Program

Green Value Partner (GVP) is an initiative that supports Kutumb by partnering with the developers and assisting them in getting their projects duly certified by the green building authorities. A GVP handholds the developer across all stages of the project's lifecycle to build a sustainable ecosystem.

Helps developers in getting their projects certified by green building agencies

Handholds project development from conception to completion

Helps builders to ensure continuous compliance with green building norms throughout a project's lifecycle

Promotes a continuous supply of green homes in India

IGBC Pre-Certified Projects Through IIFL



Vasundhara Kutumb,
Jaipur



Garden City, Neemrana,
Rajasthan



Pyramid Infratech,
Gurgaon

1st Green Certified Project Through Our GVP Support



Subha 9 Sky Vue, Bangalore

Media and Awards

IIFL Home Finance launches 6th Kutumb initiative

FOR CORRESPONDENT
KOLKATA/MUMBAI
AUG 21/- IIFL Home Finance Ltd, the housing finance company, has launched the sixth edition of Kutumb, the initiative towards Green Affordable Housing in association with Asian Development Bank, German Agency for International Cooperation, Climate Bond Initiative, International Finance Corporation, Green Building Council of India and CDC, a UK sovereign fund, sources said.

The company through Kutumb brings together industry experts and affordable housing developers by offering financial support as an incentive to inducing them to opt for sustainable development in affordable housing. In the past, IIFL Home Finance has successfully completed 5 Chapters of Kutumb in Ahmedabad, Indore, Pune, Bangalore and Hyderabad, sources said.

The sixth edition of Kutumb is a series of webinars and podcasts, giving it a greater reach across geographies. This Kutumb is themed as 'Sustainable Affordable Housing for All: A New Paradigm and Pandemic'. The first session

was graced by Mr. Prashant Koppur, Chief Industry Specialist, Green Building and Cities, IFC and renowned architect Mr. Ashok Raj. The event was hosted by ManuRatra, CEO, IIFL Home Finance Ltd.

The Covid-19 pandemic has changed the mindset of builders and homeowners as sustainable healthy living takes centre stage. In this backdrop, our efforts to build a sustainable and affordable housing initiative is reinforced and we look forward to take the idea to more people. Affordable green housing makes perfect business sense as well," said ManuRatra.

Drawing a parallel between other developing nations like Jakarta, Mongolia, Philippines, and Columbia, Prashant Koppur said, "India needs a way to democratize green buildings and it will take a metrics-driven, scale-able standard to transform the market." He also added that the key emphasis on savings through scalability is what will sell green homes and will make them affordable in India.

Elaborating the design principles of building green and sustainable homes in India, Ashok Raj said, "If we devote 60% source area of a factory building to install solar panels, it can meet the energy demand of all its residents. The height of the building has a direct correlation with its carbon emissions. It is inversely proportionate to affordability."

Media

कॉर्पोरेट लोक

आईआईएफएफएल होम फाइनेंस ने देश में ग्रीन अफोर्डेबल हाउसिंग को बढ़ावा देने के लिए लॉन्च किया 'कुटुम्ब' पहल का छठा एडिशन

मुंबई। भारत की अग्रणी हरित घरेलू कर्माणी आईआईएफएल होम फाइनेंस लिमिटेड ने ग्रीन अफोर्डेबल हाउसिंग को देश में भारत की प्रगतिशील पहल 'कुटुम्ब' का छठा एडिशन लॉन्च किया है। इस पहल के तहत विकास के माध्यम से ग्रीन, सस्टेनIBLE और अफोर्डेबल हाउसिंग को बढ़ावा देने के लिए 'कुटुम्ब' पहल को लॉन्च किया है।



इस पहल के तहत विकास के माध्यम से ग्रीन, सस्टेनIBLE और अफोर्डेबल हाउसिंग को बढ़ावा देने के लिए 'कुटुम्ब' पहल को लॉन्च किया है।

IIFL होम फाइनेंस ने भारत में ग्रीन अफोर्डेबल हाउसिंग को बढ़ावा देने के लिए 'कुटुम्ब' की छठी एडिशन लॉन्च करी

मुंबई। IIFL होम फाइनेंस लिमिटेड भारत की अग्रणी हरित घरेलू कर्माणी आईआईएफएल होम फाइनेंस लिमिटेड ने ग्रीन अफोर्डेबल हाउसिंग को देश में भारत की प्रगतिशील पहल 'कुटुम्ब' का छठा एडिशन लॉन्च किया है। इस पहल के तहत विकास के माध्यम से ग्रीन, सस्टेनIBLE और अफोर्डेबल हाउसिंग को बढ़ावा देने के लिए 'कुटुम्ब' पहल को लॉन्च किया है।

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Awards



Best Green Initiative in Affordable Housing Segment

at ET Now Green Future Leadership Awards 2019



Best Green & Sustainable Initiative in Affordable Housing Segment

at National CSR Leadership Congress & Awards 2019

Spreading the Joy of Owning a Home

Our Journey of Enabling Financial Inclusion

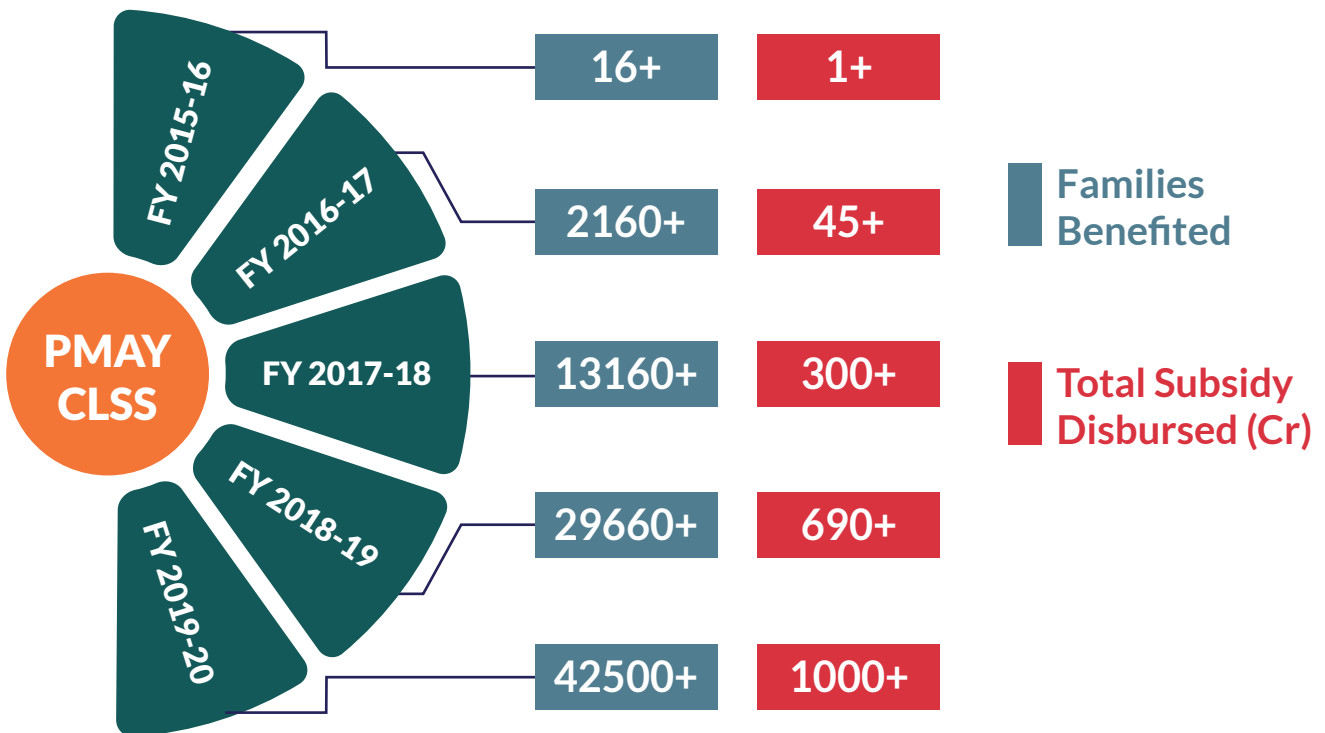


Proud to facilitate
42,500+ families



Subsidy of
1000+ CR

through Credit Linked Subsidy Scheme under Pradhan Mantri Awas Yojana





IIFL
HOME LOAN



An Initiative Towards Green Affordable Housing

 iifl.com/kutumb  kutumb@iifl.com

