



ATUL GOEL

## Striving towards excellence – The Real Rich Mantra on this Republic Day

### Let's get Real!

**W**e grew up watching the Republic Day Parade in New Delhi. Every year, we would watch in awe as the country displayed the very best of her culture, traditions and prowess

on the magnificent Raj Path, now named Kartavya Path. When the armed forces, in their splendid regalia marched to the beats of drummers, our hearts would swell with pride, our eyes would fill with tears. They still do.

But somewhere along the road, we grew up. And I, for one, began to see that the job of making the nation proud did not rest solely upon the shoulders of those men and women in the Republic Day Parade. It was my job too. Indeed, it had to be the job of every single Indian. And then, as part of studying India, understanding my country, I read up on the Fundamental Duties of every Indian citizen.

The Fundamental Duties include, among other things:

- Respecting the national flag and national anthem
- Upholding and protecting the sovereignty, unity, and integrity of India
- Cherishing the noble ideals that inspired

- the national struggle for freedom
- Promoting harmony and the spirit of common brotherhood
- Preserving the rich heritage of the nation's composite culture
- Protecting natural resources
- Developing scientific temper and spirit of inquiry
- Safeguarding public property
- Striving towards excellence in all spheres for individual and collective growth

It is the last among these that I would specifically like to focus on – striving for excellence in all our individual fields for not only our own, but for the collective growth of the nation. It is our Fundamental Duty, as mandated by the Constitution of India, to come together and give our very best in order to build the nation.

Great nations are built when private individuals strive for excellence in their own fields and then join other private players in building skylines that stand tall.

In fact, the process of real estate development is one of the finest examples of democracy at work:

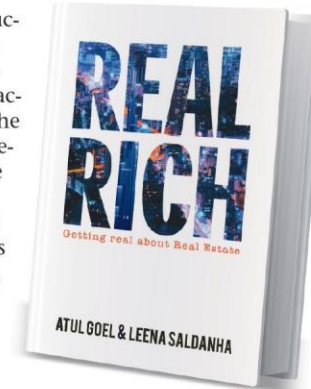
The government lays down a vision. Private players then take up the responsibility of executing that vision, that means, actually

building it. Roads, dams, infrastructure projects, educational institutions, sports infrastructure, entertainment infrastructure, office spaces, residential spaces – whatever the government has envisioned, someone builds it. That someone is the Builder. In the case of residential projects, the builder hands over a completed project to the residents who then, by democratic process, form a Society. The Society is a microcosm of how governance works in a democracy.

When members of such Societies vote, they elect their local representative, their Corporator. This position is one of representation in a public body which is responsible for the provision of basic amenities like water and electricity. From here on, the scale of responsibility increases, when we

elect representatives to the State Legislature. At this level, they take decisions that impact the functioning of life at State level. Even higher than this, we elect our representatives to National Legislature, where decisions are made at National level. They make vision documents, they set goals. And once again the cycle begins, when private players, private investors come in and build the vision.

This Republic Day, let us come together to recognise and respect the tremendous work put in by all those who give their heart and



soul to the mission of building India. Real estate developers, architects, engineers and the countless site workers who work tirelessly round the clock to build homes, roads, massive infrastructure projects that make the Republic of India a shining example of development – today we doff our hats to them all. The real estate industry is the second largest generator of employment in India, its numbers surpassed only by

a g r i - culture. In terms of impact, it exceeds everything else. Because everything that is built in India as part of India's progress – schools, hospitals, dams, sports complexes, multiplexes – everything is thanks to the untiring efforts of the real estate industry. The builders of India take massive risks; they work to fulfil the vision of the government but are paid for their work only by their customers, not by the government. They battle constantly shifting regulatory and compliance mandates, they combat fluctuating input costs, they withstand system induced delays; and at the end of it all, they build our Republic.

To everyone with that kind of courage, we raise a respectful salute. And to all of us, I wish a very happy Republic Day. May we continue to build a Real Rich Bharat! Jai Hind!

*(The columnist is a leading real estate developer and the author of the seminal work on Real Estate, Real Rich – Getting Real*

## REAL RICH

GETTING REAL ABOUT REAL ESTATE

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