

Quote by Aarti Harbhajanka, Co-founder & Managing Director, Primus Partners, India

Published in CW Constructionworld.in

March 25, 2025

Green Living on the Rise

Authored by CW Team



Read on: <https://www.constructionworld.in/latest-construction-news/real-estate-news/green-living-on-the-rise/70807>

Magicbricks, India's leading real estate platform, has observed an increasing emphasis on sustainability in premium residential projects, with 28.4 per cent of newly launched developments in the last two years integrating eco-friendly features such as rainwater harvesting, waste disposal systems, and water storage facilities.

Highlighting the significance of sustainable construction, Dr. Monto Mani, Professor, Centre for Sustainable Technologies, Indian Institute of Science, Bengaluru, shared during a panel discussion hosted by Magicbricks, "Buildings today must go beyond sustainability; they must actively contribute to fixing the planet. How do they achieve this? By using materials that absorb carbon rather than those that emit it during manufacturing. By designing structures that can withstand climate change through passive techniques. This shift demands innovation. It calls for a reinterpretation of vernacular architecture for modern applications."

Commenting on the trend, Prasun Kumar, Chief Marketing Officer, Magicbricks shared "Sustainability is no longer just an aspiration—it's a key driver of real estate investment. Homebuyers today recognize the long-term financial and environmental benefits of eco-friendly projects. With sustainability-focused developments seeing higher appreciation, investors are increasingly prioritizing green features when making purchase decisions. This shift will further accelerate the adoption of green infrastructure in India's residential market."

Echoing these sentiments, Dr. Shailesh Agrawal, Executive Director, BMTPC, Ministry of Housing and Urban Affairs, emphasized the need for technological advancements in construction. "When we talk about construction, we recognize the need for innovation, which is why under the Pradhan Mantri Awas Yojana (PMAY), we introduced a mission called Technology Sub-Mission. Through this initiative, we are aggressively promoting the use of alternate sustainable materials, climate-

resilient buildings, and affordable yet durable housing solutions.” Under PMAY (Urban), around 1.6 million houses are currently being constructed using eco-friendly and energy-efficient materials, significantly reducing greenhouse gas emissions.

Shedding light on changing homebuyer preferences, Sumati Sahgal, VP, Retail, Schneider Electric, noted the growing demand for sustainable housing in the luxury segment. “Over the last two years, luxury housing has doubled, growing by 28% last year and expected to stabilize around 25-30 per cent. Today’s homebuyer looks for what we define as the four pillars of a future home—it must be safe, stylish, smart, and sustainable. The fourth pillar, sustainability, is achieved through a seamless integration of safety, style, and smart technology, ensuring a holistic living experience.”

On the global landscape of sustainable housing, Aarti Harbhajanka, Founder and Managing Director at Primus Partners India, highlighted how government incentives are shaping the sector. “Equitable housing is subsidized worldwide, driven by government support from the Ministry of Housing, Urban Affairs, state governments, and various urban local bodies. These incentives are key to promoting sustainable living solutions at scale.”

The insights from industry leaders reinforce that sustainability is no longer an option but a necessity in modern real estate, influencing not only government-backed affordable housing initiatives but also premium and luxury developments. With rising awareness and regulatory support, the shift towards green, energy-efficient, and climate-resilient homes is set to redefine India’s housing market.