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## HEALTHY LIVING: THE NEXT BIG THOUGHT IN REAL ESTATE

Think Covid-19. Now, imagine how having a world-class hospital inside a residential project, with weekly visits from doctors for regular check-ups, would work for you!

**T**he latest target of the real estate sector after the Covid era would be to modify projects with amenities and services that help in providing healthy lifestyle to residents.

The design and plan of the project would be solely based on the requirements of buyers who have become more health conscious and are concerned about the hygiene quotient of their living spaces.

The trend of having more open spaces with astute planning for greenery will also pick up pace. Realtors say that people may be more inclined towards healthy lifestyle, instead of just thinking about the “kitne ka hai” (what is the cost) mentality.

Buyers are also likely to be inclined towards townships or integrated projects that take care of all the needs like schools, shopping, entertainment, and healthcare.

“People will prefer projects where they have an option of walk-to-work or cycle-to-work to keep them active and productive. Now, it is very clear that buyers will opt for a home which provides them fitness and health parameters even if it is on the outskirts of a city,” **Vijay Verma**, CEO of Sunworld, says.

“Needs will now be completely different, which are in most cases influenced by the global pandemic that people now have faced. Many of them have global exposure and have seen some of the best housing projects in other countries that take care of a healthy lifestyle,” **Yukti Nagpal**, director of Gulshan Homz, says.

“The millennial generation will be specifically more concerned and may also take it as societal requirement, apart from their need for the amenities being provided,” says Nagpal.

Demand for facility of organic farming inside the projects that can assure residents about the health of the vegetables that they consume is likely to gain momentum.

“We foresee that people will be ready to spend extra bucks if they get facilities that help them value their lives,” **Manoj Gaur**, MD of Gaur Group, says.

The worldwide pandemic has certainly made everyone notice the fresh air and water they were missing earlier. Now, with almost everyone noticing these and the pristine rivers, the importance of water bodies and air freshening units inside projects would be valued.

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greens and parks and other facilities will take precedence in the eyes of buyers. Plotted developments within our township project at Gaur Yamuna City has seen a spike in enquiries,” **Gaur** says.

The generation that is going to be specific about the demand would be the people in the age group of 25-35. This is the millennial population, which is around 40 crore in India and comprises 46% of the overall wage-earning population.

This healthy lifestyle trend does not totally mean that people will go for higher-end products only, but they would certainly prize the value proposition of those projects.

“Developers must understand that accommodating health facilities in their projects are not a luxury anymore. Facilities like fitness clubs, indoor courts for games like tennis, badminton, basketball etc, swimming pool, dedicated rooms for card and board games, dedicated spaces for indoor table games like pool, billiards, table tennis, etc, in a group-housing project are a necessity to gain acceptability from the modern-day home-buyers,” **Amit Modi**, director of ABA Corp, says.

—Team Times Property

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