



PALAVA TIMES

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QUARTERLY CIRCULATION

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Designing an 'eco-friendly' city

Palava City Stats (as of 30th June)
 Homes sold: 25,500
 Homes handed over to customers: 12,500
 Citizen Satisfaction Index: 4.5 / 5

Professor Aniket Bhagwat shares his experience of landscaping Palava.



Professor Aniket Bhagwat is a third generation landscape architect practising in Ahmedabad with M/s Prabhaker B Bhagwat and manages the landscaping for Palava. A stimulating writer, thinker & academician, he co-edits and writes for SPADE, a chronicle on design research.

Cities have always been, and are even today, engines of growth. They attract a rising tide of people that hope for a better life for themselves and their future generations.

Palava, the Greenfield smart city, has been envisioned to be amongst the 50 most liveable places in the world by 2025.

The success of smart cities lies in their sustainability and thus Palava endeavours to be a 'sustainable' city and has its characteristics designed in accordance to achieve that vision.

A 'sustainable city' is also known as an 'eco-city', which means it is designed in consideration of environmental impact to ensure that with its high density, walkable urban fabric, focus on public transport, significant recycling and significant amounts of landscape, it has the lowest levels of per capita carbon emission globally.

Palava has been carefully planned to incorporate the essential principles of eco-friendly liveability.

The city's green landscape has been designed to preserve the indigenous flora and create a balance of all stratas of vegetation that contributes to the diversity of the aesthetics of the city.

Preserving the mandate of building a city without disrupting its natural surroundings,

bettering the top soil quality, preserving existing trees and, valuing the natural river, lake and swale that form natural landmarks along with the grasslands and rocky outcrops.

Palava's land was always dotted with trees and the planning strategy ensured that all

those trees were untouched or transplanted, as best suited, to fulfill design requirements of the open greens within the master plan.

The plantation palette was carefully chosen after taking into consideration the land topography and its soil.

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Palava's landscape is designed to support environmental sustainability.



the developments have been planned such that they do not disturb the natural surface hydrology. There is no cutting of the rock strata, nor is there any disturbance to the natural gradient. The topography of the city's green spaces focuses on environmental improvement and enhancement of natural resources such as



A conversation with Kaushik Sen, Co-founder, Healthspring.

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Copenhagen

The sustainable city of tomorrow.

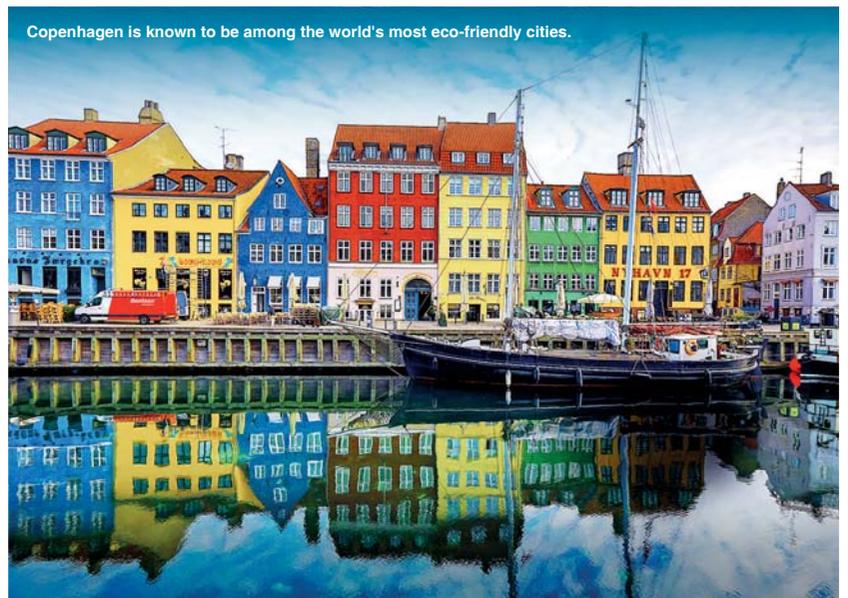
One of the main tenets of a sustainable city is that it is safe, accessible, comfortable and enjoyable. A city that you have helped to grow, and grow within – one that you have ownership and pride in – and that supports you to thrive, is surely one of these. And such a city will last a long time. Copenhagen, the capital of Denmark, resonates of all of this and much more and is popularly known to be among the leaders in sustainable living. Danes are often said to be the happiest people in the world, and Copenhagen is widely acclaimed to be one of the world's most liveable cities. A green city surrounded by natural beauty, fantastic climate and

friendly citizens, it combines sustainable solutions with growth to provide a high quality of life.

Known as the European Green Capital in 2014, Copenhagen has large number of green oases and open spaces with fresh air, some of the cleanest city harbours in the world, sustainable hotels, and high availability and consumption of organic produce. It has electric bi-cycles used as common mode for transport around this old maritime city and thus propagates eco-tourism.

▶▶Read more on page 2

Copenhagen is known to be among the world's most eco-friendly cities.



**FROM THE CEO'S DESK**

With the onset of the much awaited monsoons, our surroundings bloom to adorn themselves in the finest shades of green and the scenic weather adds a spring in the step. Rejoicing with

nature, Palava too is proudly celebrating its achievements in the past quarter. **It is a moment of pride for us to share that the city has now surpassed a significant milestone with over 25,000 homes sold since its inception in 2010. The month of May saw a handover of 673 homes to customers in just 31 days, the highest number of handovers achieved within a month at Palava.**

With every new home, Palava welcomes new citizens to a fast-growing and high-quality urban environment. This bonhomie among its citizens reiterates our faith in achieving the goal of being among the 50 most liveable cities in the world, as a city is defined by its people and Palava is blessed to be nurtured by dynamic personalities.

Be it enlivening the city with cultural extravaganzas, keeping healthy and fit with outdoor adventures or contributing towards expanding the city's green footprint, citizens enthusiastically join hands with the Palava City Management Association to ensure every initiative is a roaring success. The Renaissance Group, a community of young-at-heart citizens, recently hosted an evening with the Merasis, a Rajasthani tribe, popular for their folk music and raised funds to contribute towards preserving the fading tradition of music.

With an overwhelming support from its citizens, the city also saw the successful launch of the Go Green initiative that brought together both the young and the old to toil the soil and plant over 5,000 saplings of coconut and Sita Ashok trees across various neighbourhoods of Palava. And as one says, passion never goes unnoticed; their enthusiasm led to the inclusion of Palava in #maharashtra2crplantation, a state government initiative of planting 2 crore trees across Maharashtra on the 1st of July.

The budding talent at Lodha World School and the city's horticulturists came together to plant over 2000 trees to support this noble cause on the day. Taking further this enthusiasm, Palava will launch its Go Green tours that will include a visit to its very own nursery in Posari and workshops to spread awareness of the various facets and benefits of nature.

And while citizens strive to keep Palava green, Palava ensures its well-wishers are always in the pink of health. **PCMA has partnered with Healthspring, India's leading experts in family healthcare, to open the first primary healthcare clinic in the city.** Equipped with leading technology and eminent specialists, the clinic aims to become the one-stop for all healthy guidance and medical assistance. While the city's green open spaces will do much to benefit the citizens' health, Healthspring at Palava along with the healthcare institutions, planned in the near future, will be modern and well-equipped as well as accessible.

Stay healthy, travel safely and be happy. After all, monsoon is a season to simply let go of all worries!

Shaishav Dharia
Regional CEO, Palava

Thoughts and comments are welcome at palava.times@pcma.in

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Designing an 'eco-friendly' city...

Understanding that planting new saplings would need several years to grow and provide the much needed benefits, we set up a nursery at Posari, a village close to Palava, well in advance, to grow trees that are presently being used across the city.

The trees are procured and nurtured for their growth and health and thereafter planted around the city to enhance its green cover.

Phase I presently has over 21,000 trees while Phase II is planned to have over 1,00,000 trees.



Palava is designed to house over 25% green spaces and 60% of open spaces.

►►Continued from page 1

Copenhagen...

Innovations in green energy

Copenhagen has the ambition of becoming the first carbon neutral capital by 2025.

Increased mobility through integrated transport and cycling solutions has reduced congestion significantly and improved the health of its citizens. It is making great strides in reducing energy consumption, improving energy efficiency of new buildings, and encouraging the use of renewables.

The city has a new district cooling system which uses the naturally cold seawater directly in the cooling production during the winter and electric compressors cooled via sea water in summer months to produce cold air. This saves 70% of the energy compared to traditional air-conditioning. The city is working with companies, universities and other organisations to develop green growth, providing local jobs and sustainable employment.

A great way to commute

Life in Copenhagen is almost lived in the saddle of a bicycle.

The city is famous for being one of the most bicycle-friendly

While designing the green open spaces, our focus remains on strengthening the existing greens and nurturing the present environs to create a healthy experience for the citizens. And the recently held Go Green initiative, undertaken by the Palava City Management Association with support from the citizens, reaffirmed our line of thought, as they came together to plant over 5,000 saplings across different neighbourhoods.

The parks, waterfronts and community greens in the city are designed to provide a diverse experience to the sensory palette. While the lake is 5 times the size of the Banganga Tank, the riverfront stretches up to 2.4 km, which is thrice the distance of Girgaum Chowpatty.

Today Palava's ratio of open spaces accounts to 2.5 sq. m./ person as compared to 1.1 sq. m./ person in Mumbai.

centres in the world. Only 29% of the households in Copenhagen even own a car and traffic lights in the city are coordinated in favour of cyclists during rush hour.

Nearly half of its citizens primarily use their bikes to work, to school, to shop for groceries and to social gatherings. Even top politicians ride their bike every day to parliament! Cycle super highways are a reality in the city and lead cyclists in and out of the city from as far as 15 kilometres away. By 2025, the city wants 75% of all journeys to be made by foot, bike, or public transport.

Organic food culture

Unlike most cities of the world, organic produce is an integral part of dining in Copenhagen households. Organic produce makes up 20% of the total food sale in the city, which is the highest in Denmark. Nearly 90% of the food consumption in the city's public institutions, such as daycare centres, nursing homes and schools, is organic. For citizens here, organic produce is not luxury; it is simply the most logical option.

Sustainability in hospitality

Extending sustainability to hospitality, 71% of all the Copenhagen's hotel rooms hold an official eco-certification and more

The masterplan is also designed keeping in focus walkability, having basic amenities such as schools, clubs, retail and parks within a 5-minutes walking distance. Therefore, pavements are well shaded and equipped with essential signages, benches and bins. Aiming to encourage a car free environment and reduce pollution due to gas combustion, the city has dedicated bicycle tracks to ride through its neighbourhoods.

While at the macro level, the present design and proposed development is well aligned with the existing natural elements and planning flexibilities; at micro level, it focuses on the citizen, aspirations and needs. In all, the landscape design of Palava tries to create opportunities with a diverse range of programs within a cohesive master plan that is primarily essential to improve the quality of urban living.

than half of the city hotels have an environmental plan regarding water, laundry, house cleaning, waste, energy consumption, food, smoking, indoor climate, and administration. The city boasts of organic restaurants that are climate friendly and serve local seasonal produce. It is home to Geranium - the world's only all-organic restaurant with three Michelin stars.

Whether it is new bike routes, urban parks or new residential areas, Copenhagen is constantly preparing for a more sustainable future. Water, light, open spaces, sustainability and quality of life seem to be the key elements in the capital's architectural development.

Copenhagen's most ambitious urban planning project so far is the development of a new district in the city's northern harbour, Nordhavn, which is the largest urban development project in Northern Europe.

State-of-the-art knowledge from all over the world is contributing to make Nordhavn the sustainable city of tomorrow.

As Brain Vad Mathiesen, an associate professor of development and planning at Aalborg University, told the Guardian, "In Denmark, sustainable city planning is not a niche; it's just what we do."



The forgotten soul of Jaisalmer

Palava revives the long forgotten Merasi folk music.

In the faraway dusty north western desert of Jaisalmer in India thrive the Merasis, a community that seems to be on the brink of being forgotten in the era of modernization. Merasis is a folk community descending from Rajasthan which is striving to compose, perform and sustain their vibrant musical legacy till date.

The community has carried their unique musical legacy for over 800 years. Even after being deemed as an intangible cultural heritage by UNESCO, the Merasi community continues to yearn for earnest appreciation or heart-warming applause. A community of about 40,000 people in and around Jaisalmer, the Merasi community has been scorned as Manganiyars (beggars). They were treated as untouchables, and did not attain basic rights such as education, political rights and healthcare. Even today, they struggle to be regarded as more than just Manganiyars. For about 40 generations, the Merasis have made a living by singing paeans at the temple of a local Hindu Goddess named Bhatiyani, and by performing at weddings, child-naming ceremonies and other events. Their music is a particular kind of Rajasthani folk that is lyrical and melodic yet full-bodied and vigorous. Originally Hindu, they were converted to Islam in the 17th century by the Mughal Emperor Aurangzeb. But the Merasis' loyalty to the goddess kept them anchored to their Hindu roots, making them one of India's many contradictions. Muslim by name, and Hindu by custom and occupation, adding to their identity woes.

What makes the Merasi community's music so appealing to their audience? Their tunes are not just musical notes played together but have a soul of their own. They reflect their heritage by depicting stories of the community from birth to death and their array of songs are sung on different occasions, from Dussehra to Deepavali and even Holi.

This talent and passion for folk music has fortunately found an anchor in Sarwar Khan, a

Rajasthani local, who registered the Lok Kala Sagar Sansthan (LKSS) in Jaisalmer to serve as the community centre for the Merasis. He was later joined by the New York based non-profit, Folk Arts Rajasthan (FAR), established in 2004 by Karen Lucas. Khan and Lucas work together to provide a thriving and unprejudiced future for the talented yet unrecognized community.

How are they helping the Merasis to keep their dream alive? The Lok Kala Sagar Sansthan (LKSS) and Folk Arts Rajasthan (FAR) have created a special course which caters to both the academic and musical needs of the Merasis.

Children who are academically inclined and are exceptional students, get chosen to become mentors for other children. Folk Arts Rajasthan (FAR) hosts several gatherings at Lok Kala Sagar Sansthan (LKSS) where they invite children from Jaisalmer and other rural villages to share knowledge, play music together, and work towards empowering the community and increasing their self-worth. They have formulated a series of activities to preserve the Merasi sound. Volunteers and students come together and regularly add recordings to the growing archives housed in New York.

FAR accompanies Merasis to Mumbai for an annual trip where they perform and get to explore the city. This helps them showcase their talent to other people and is instrumental in preserving their legacy. Merasi themselves have created the 'Merasis Legacy Project.' Students gain access to stories of their community and record them to compile it into a collection, which is used by them as a source of inspiration for their music.

On 26th of June, Palava got an opportunity to host these



Team Renaissance: The enthusiastic Palava citizens who hosted the musical Merasi evening.

legendary Merasis! The citizens of Palava watched in awe as the musicians showcased their legacy while rendering soulful tunes at the Lodha World School.

The love and passion for their music was evident on the faces of the Merasi musicians whose devotion and enchanting renditions mesmerised the evening and delighted the audience. There were cheers of appreciation and tears of joy!

The Merasi musical concert was hosted by an active Palava citizens group called The Renaissance Group. This group aims to form a city community wherein like-minded individuals can enjoy and participate in engaging activities in and around Palava.

The sheer dedication and passion of the group members resulted in Palava witnessing folk music at its best.

Even as the Merasis persevere to sustain their music today, their soulful tunes have managed to captivate many across the country but their struggles for basic rights still pose a threat to their dream.

Lend your support to the Merasi students so that they can always have "one hand on the pen, one hand on the drum and both hands on the dream."

Do you wish to help the Merasi community? You can get in touch with Hanover Wadia, their official Mumbai representative at +91-9000 494 4333 or write to him at: hanoverwadia@gmail.com

To know more about this musical folk group, visit: www.folkrajasthan.org www.merasi.org



The Merasis enthralled the audience with their soulful renditions at Palava.



Palava takes a big step towards providing high-quality healthcare to citizens

Partners with Healthspring, India's leading experts in family healthcare, to open its first clinic in the city.

'Healthy citizens are the greatest assets any country can have,' said Winston Churchill. Palava concurs with this and hence strives to provide a healthy lifestyle to its citizens through its infrastructure developments and facility alliances. In addition to having plenty of open spaces, landscaped green surroundings and providing immediate aid with 911 emergency services,

Palava has now launched its first Primary Healthcare Clinic by partnering with Healthspring, India's leading experts in family healthcare.

Inaugurated in June this year, the Healthspring clinic at Palava presently houses a physician, a nurse and an on-call physiotherapist; it also provides pathology services and X-ray facilities. It will shortly have an ENT specialist, gynaecologist, orthopedic, dentist and pediatrician, and provide sonography, MRI and other medical services. The clinic will host regular health camps to measure body mass index, daily calorie intake and other parameters, and advise adequate measures to maintain a healthy lifestyle.

Healthspring was founded in 2010 by Professor Gautam Sen, a revered general surgeon and specialist in oncology and his son, co-founder, Kaushik Sen. It presently has over 31 clinics across Mumbai, Delhi and Pune and over 100 doctors and 500 health experts, including nutritionists, nurses and pharmacists.

Harvard alumnus and management consultant with Bain for over a decade, co-founder **Kaushik Sen** is passionate about reforming the healthcare system in India, and shares insights about the vision and mission of Healthspring in India.

Q: What motivated you to delve into healthcare?

A: Our key drivers to delve into healthcare were to improve the broken healthcare delivery system at the entry level through family medicine, and reduce healthcare cost burden for the customers while providing better health outcomes. My biggest source of inspiration was my father and the Chairman of Healthspring, Dr. Gautam Sen, who is one of the most respected surgeons and leading medical thinkers and visionaries in India. Dr. Sen has been instrumental in a number of pioneering efforts to bring change to healthcare delivery in the country. He has over three decades of experience as one of Mumbai's finest surgeons and has been on the Board of Governors – one of the six-members - for the Medical Council of India.

Q: What led your family to launch Healthspring?

A: Healthspring was founded with a vision of transforming India's health delivery system where it matters the most in the entry level of personal care. Healthspring comprises family health experts and focuses on family medicine, a specialty devoted to providing comprehensive healthcare for people of all age groups. We provide pre-hospital care, be it at home or responding to day-to-day healthcare needs, ranging from acute and chronic illnesses to more urgent and emergency medical situations. I believe that if done correctly, family medicine has the potential to keep people healthier and reduce unnecessary testing and hospitalizations. It also helps detect issues at an early stage, increasing the chances of response to treatments. Early healthcare can help in drastically reducing the medical costs by lowering the need for expensive and unnecessary hospitalization and procedures.

Q: What are the fundamentals that lay the foundation for Healthspring?

A: We are a one-stop for all healthcare services for everyone. Be it an individual, family, community, corporate house or industrial complex, we cater to all. At

Healthspring, we are committed to a culture of good health and our vision is to be the most trusted healthcare organization in the country. We strive to provide excellence in healthcare by hiring diligent doctors, training them in medical protocols and supporting them with the right infrastructure. We aim to deliver great customer experiences, focused on convenience, patient friendliness and a team-based approach. We are transparent and ethical, and always look for the best interests of our patients when they need us the most, especially during emergencies.

Q: How are medical experts and team members recruited by Healthspring?

A: All our doctors are MBBS with a minimum of 5 years of work experience. We also have doctors who have professional experience of over 20 years either as standalone practice or working with hospitals or corporates. Irrespective of their experience, once recruited by Healthspring, they undergo a one month training program to learn the best practices of the healthcare industry. This induction ensures standardization of diagnosis, treatment, maintenance of medical records and delivery of customer service. While attracting great people is one of the challenges for a start-up in India, particularly when one is not an e-commerce platform, our senior team comes from diverse industries, such as education, media, FMCG, telecom, investment banking and also includes entrepreneurs, and in most cases, they have sought us out. Healthspring has an ambitious team that believes in its mission and is passionate about reforming healthcare.

Q: What are the unique characteristics that distinguish Healthspring in the field of healthcare?

A: Healthspring has its own in-house team of general physicians, pediatricians, gynaecologists, physiotherapists and dieticians, supported by in-house diagnostics (pathology and radiology), as well as pharmacy. Unlike hospitals or polyclinics, the entire medical team comprises employees of Healthspring and their sole objective is to keep one as

healthy as possible and avoid hospitalization, unless absolutely necessary.

Condition management at Healthspring is not limited to interaction between the patient and doctor; it involves comprehensive care given by a team of doctors, dieticians, physiotherapists, nurses and others. Take diabetes for instance; 97% of our members who have enrolled for our diabetes management program have witnessed improved sugar levels with an average of 40% decline in sugar counts while under our care.

Q: Did you encounter any challenges while setting up operations in India?

A: The top 3 challenges that come to my mind while building this healthcare service network are getting capital, convincing the medical fraternity or internal stakeholders, and changing the mindset of the society towards primary preventive healthcare.

Firstly, establishing a robust world-class primary healthcare delivery network is capital intensive. Attracting investments is a challenge unless you demonstrate quality, which we have successfully managed to do over the last 5 years. Secondly, it is a challenge to find the right talent who is motivated to serve customers in the best manner possible. We took a while to change the mind set of the medical fraternity and have it see itself as service providers and strive for complete customer satisfaction. In India, doctors hardly treat patients as their customers, which is why there is lack of professional attitude towards managing the health of patients. At Healthspring, be it any team, customers first approach is ingrained in all our employees from day one, as it is crucial to achieve the desired service levels. Thirdly, there is a lack of awareness, and people are reluctant to move away from reactive healthcare and adopt proactive and preventive healthcare. We continue to educate people on the multifold advantages of opting for preventive healthcare services such as preventive health checks or membership. These investments don't just ensure good health but also save lacs of rupees spent on hospitalization or health recovery.



Team of doctors and health experts at Healthspring.



Q: What would be your most memorable success stories through the journey so far?

A: Healthspring has catered to the needs of over 3 lac customers in a span of 5 years and grown to 32 clinics across Mumbai, Pune, and Delhi, which are owned and operated entirely by us.

We have witnessed robust growth because we've been able to build credibility amongst customers. We have brought health improvement to corporate health programs and systematically managed to reduce the high-risk percentage in our corporate members. As a result, in 5+ years of doing corporate programs, we have a 100% renewal rate, which is very rare in the healthcare industry.

Another service that we have received accolades for is our unique 24x7 doctor-led medical emergency response system. We have doctors on call to cover emergencies at any odd hour of the night. We have till date attended to over 2000 emergencies in which over 80% of the time the patient has been stabilized on the spot without needing hospitalization. A tremendous amount of testing, drills and processes are required to run this seamlessly, and we have been able to pull off each one with 100% uptime.

Q: Do you believe the urban audience values customized healthcare services?

A: The fact that we have been able to serve more than 3,50,000 customers stands testimony to the fact that people do appreciate the value of personalized healthcare services that we offer. We have over 50,000 people who have enrolled for an annual membership, which means that there is adequate traction for annual health management programs.

Q: What would the demographics of your audience be?

A: While most of our customers are above the age of 40 years, we see the customer base between 40-50 years growing

rapidly. We receive a lot of queries from youngsters as well, enquiring about the packages that we could offer their parents. In terms of the socio-economic profile, we primarily see prime interest from Sec A and above, however there's a growing degree of awareness and interest from other stratas as well.

Q: How did you decide to collaborate with Palava?

A: When Healthspring learnt about Palava's desire to provide high-quality, dependable and easily accessible healthcare to its citizens, we quickly realized that it was very much in sync with our ethos and hence decided to explore a partnership. Healthspring endeavours to work closely with the team at Palava to craft an integrated health solution for the city, and is happy to see our efforts come to fruition.

Q: What is the plan of Healthspring to better the health quotient of citizens in Palava?

A: Healthspring's array of services at Palava includes a group of highly trained doctors, nurses and associated medical professionals who together form a "care team"; a pharmacy, diagnostic capabilities as well as dental services. Citizens can simply walk into our clinic to avail of this care, or explore some of our unique membership models.

Healthspring firmly believes that



the road to good health should start with a simple health check, and we have some great health check packages to offer to all citizens. Following the health check, our doctors devise a customized health plan for each patient, and follow up regularly to ensure that the patient is on track with the agreed regimen. We back up our clinic-level care with home doctor and nurse visits (whenever required), as well as 24x7 emergency medical response. Essentially, we want to create an ongoing relationship with Palava citizens as that is the fundamental premise of our healthcare model.

Q: What is the vision of Healthspring for the near future?

A: We plan to open at least 200 clinics in

major cities in the next 4-5 years. This requires great amount of know how and expertise, and above all, a set of motivated individuals, which we are fortunate to have. Response from a customers towards our service has been overwhelming, and we are truly grateful for their appreciation and support. Our goal is to also take the elements of our model and scale it to rural populations through a public-private partnership with the government. We are currently in discussion with a few state and local governments, as well as some of the best international aid agencies to scale our model further. On the corporate front, we are relatively fledglings though we have already achieved remarkable success with some of the best companies in India. We expect this area to grow significantly as we see more and more companies invest in their employee base.

(The Healthspring Clinic is open from 8 a.m. until 4 p.m. at the PCMA building in Casa Rio, Palava and is accessible to all. Please contact +91 94339 39684 for appointments and further details.)

Step out to stay fit

Pick a hobby, it will help you uplift your spirit!

Do you like to stroll in the mall? Do Bollywood beats make you tap your feet? Does nature make you strap on your hiking boots? Are you a religious yoga buff?

If yes, you may be unknowingly doing a lot of good for your health, says Dr. Kavita Nikam, physician at the Healthspring Clinic at Palava. Read on to find out how your hobbies are



keeping you fit! Take that time out for them, they are doing you good!

Hike to build a robust heart

"Trekking is a good exercise to keep the heart healthy and agile. As one engages in cardio exercise while trekking the heart pumps blood vigorously and helps in strengthening the cardiac muscles," says Dr. Nikam. It may not be such a bad idea after all to take a holiday every quarter for a quick trip to the hills.

Shop to burn off sugar

A visit to the mall does more than simply elevate your mood, says Dr. Nikam, and adds "Regular walking for 30 minutes helps cut down the risk of type 2 diabetes by 60%." Now block your calendar for a stroll every day; remember, you can choose the location or the store of your choice!

Dance away your stress

"Any high intensity dance form with upbeat moves helps release mood-improving endorphins," explains Dr. Nikam. Zumba, Kathak, Bhangda take



your pick and step into the groove. It is time to let the music play!

Swim to beat insomnia blues

"Swimming is the best exercise for peaceful sleep at night," advises Dr. Nikam, "and it was reiterated by the findings of a poll conducted by the National Sleep Foundation." After all, a few laps followed by a plenty of refreshing dips isn't really exercise, it is more

of unwinding in bliss.

Flex to boost immunity

"Study has shown that regular practice of yoga helps build the immune system and fight off infections," reveals Dr. Nikam. A recent Norwegian study revealed that yoga helps in changing gene expression that positively impacts the cellular composition. Hurry! Grab your yoga mat today!



Tête-à-tête with Housejoy!

Insights from Palava's new hyperlocal partner.

In 2015, two friends decided to explore the territory of home services and launch an online start-up to deliver convenience to households. Service veterans Sunil Goel and Arjun Kumar began Housejoy by servicing 40 to 50 odd jobs per day. Today their e-service caters to over 4000 jobs per day and continues to grow across several cities.

Their third partner, and CEO of Housejoy, Saran Chatterjee, shares the insights into the journey of this ambitious online home service provider.

Q: How will you describe Housejoy in under 180 characters?

A: Housejoy is a one-stop destination for all home services that meet the highest level of customer satisfaction.

Q: What led to the ideation of Housejoy?

A: Home services are a largely untapped sector in the consumer market and we aimed to capitalize on that opportunity. We realized that this sector is presently challenging and fragmented for both the consumer and the supplier. The supplier lacks standardization in maintaining quality of services he/she provides and, the consumer is subjected to variance in quality of service, uncertainty of service being provided, and lack of transparency in pricing. With Housejoy, we aim to elevate the home service segment by aggregating the best service providers, standardizing service quality and raising the bar of customer service.

Q: How did you choose this name for the venture?

A: The name was chosen to complement the mission of our start-up: to be at the heart of customer service, reduce unnecessary service distress and bring delight to every household.

Q: What are the core principles that define Housejoy?

A: Housejoy endeavours to nurture an ecosystem that keeps everyone happy. We aim to keep all our service providers motivated to deliver delightful service. We

evolve and adapt our offerings to suit customer requirements. Customer satisfaction is the key success quotient for every department. If need be, the team makes exceptions to ensure ultimate customer satisfaction. In the home repair category, which is fairly complex, if the service provider is unable to resolve the issue, a field expert is made to visit the customer to provide a comprehensive solution, which is thereafter implemented by the service provider. In the much popular beauty category, we cover all medical expenses for the customer if a service results in any unfortunate medical condition or allergic reaction.

Q: How did you begin building your team? What is your present national footprint?

A: We wanted to build a team whose strength was innovative thinking and who could be mentored by experience. Therefore we chose talent from categories other than home services. We hire fresh minds that think out of the box and solve problems with innovative solutions. And to mentor these fresh minds we brought on a few experienced industry veterans, who along with the co-founders, guide the new talent in the right directions to elevate their performance.

Today we have a team strength of 350 people across 8 cities – Mumbai, Delhi, Pune, Hyderabad, Chennai, Ahmedabad, Chandigarh and Bangalore, which is presently our largest market.

Q: What were the first few challenges you encountered on starting this start-up and what did you learn from them?

A: The first few challenges on launching Housejoy were exploring the undercover market, understanding their needs and validating our concept among customers. We had to experiment to gain insights and refute a few ideas while validating the rest. With every new category came its own playbook that had to be laid out with its own specifications. We learnt fairly quickly that every new city brought its own logistical requirements (such as transport and service) and had its own demographics, and every new customer brought along

new expectations. It taught the team the importance of flexibility and adaptability.

Q: Who are your competitors and how do you stand out among them all?

A: Our closest competitor is Urban Clap though our variance in categories and model of operation are our key differentiators. We stand tall with our model of operation that focuses on fulfillment of customer satisfaction and complete ownership of the services provided. Among our unique category of services there is the beauty service that pampers women at their convenience and within the comfort of their surroundings.

Q: Share a few insights into the services offered by Housejoy.

A: We presently have 14 categories that range from beauty, bike and car services to fitness services and home repairs. Our most popular services include beauty, laundry, home repair and appliances.

Q: Share a few highlights of your business strength.

A: Fortunately we have seen phenomenal growth with a year-on-year rise of over 200%. In the last three months, we have seen it scale up by 50%. We have learnt customer trust is the key to scale our business and we need to build it up one

home at a time. And discounts don't help in sustainability or long term growth.

Q: What is the ambition of Housejoy?

A: Our ambition is to become the largest platform to create employment in the category of home services in India.

Q: Do you feel the Indian consumer is adapting easily to e-offerings of home services?

A: We are still in the nascent stage and these are early days. While the customer is definitely broadminded to experiment we still have to lay a strong foundation of trust which he or she presently has in traditional service offerings. We intend to offer unique home services to first set foot into each household and then work our way to gain its trust.

Q: What are your aspirations with the association with Palava?

A: We aim to pursue a long standing partnership with Palava as it fits among our audience demographic and, similar to our model will continue to grow in the future.

Q: What lies next for Housejoy?

A: Housejoy's immediate plans are to strengthen its key categories and delve deeper into its strong markets - Delhi, Mumbai and Bangalore. The next step will be to expand categories and explore new markets.



Housejoy Founders Arjun Kumar and Sunil Goel with CEO Saran Chatterjee.

'Act soon, it is monsoon!'

Tips to make your house monsoon-ready.

After being belted by the summer heat, it's round two for your house! But this time, it is the much awaited monsoon season that lingers restlessly boasting a few early rains and rainstorms every now and then. The rainy season makes you vulnerable to diseases and turns your house into a breeding ground for insects, bugs etc. It also causes dampness, humidity, leaking walls followed by fungus build-up etc. But this doesn't mean you wait for the season to get over and do nothing about it. No sir, you've got a job to do, i.e. save your house from the wrath of the monsoon.

Here are some simple tips that can come in handy:

Use dry cloth or special cleaning solutions on your furniture: There must be a reason why companies design special cleaning agents for cleaning your

wooden furniture! Clearly, water is not your furniture's friend. So instead of using water, use special cleaning agents to clean wooden surfaces. These products are readily available online. Well, if you want to avoid using the chemicals, try replacing the water with dry cloth.

Consider replacing your floor cleaning agent: Monsoon is like a festive season for pests, rodents, bugs and other such creepy crawlies that pose a threat to you and your family's health. They also damage your precious furniture and other stuff. This season switch your regular cleaning agent for one that keeps bugs and insects away. Also, try and dry mop the floors as much as possible to prevent dampness in your home.

Make sure the drains are prepared for the rains: Remember to unclog the drains

every week, because you don't want to end up with clogged drains and the water from the drains running all over your house. This one can be a major problem. Apart from the foul smell and dampness, it breeds insects and other bugs that can cause serious health complications.

Do away with loose wires, ASAP!: Fix any unattended or loose wires in the house before it starts raining. However, if you stumble upon a faulty wire then instead of ignoring it, get it repaired without wasting a minute. These faulty wires are tragedies waiting to happen. Water leakage can cause short circuits and eventually start sparks and fires.

Fix any leakages and cracks in the corners: Mostly heavy rains are responsible for leakages which are very annoying and the damage after, a very expensive affair. These leaking spots cause the water to seep into your home and cause dampness. There are different

adhesives readily available and are apt in stopping any sort of water leakages.

But as the old saying goes, 'precaution is better than cure', prevent any water damage and enjoy the monsoon season with family.

Happy Monsoons!



Credits: <http://www.homecues.com/blog/2016/06/14/act-soon-before-its-monsoon-tips-to-make-your-house-monsoon-ready/>



Letters to the Editor



Dear Editor - Palava Times,

We are a group of runners who organize the Morning Run every Sunday in Palava. Objective is to encourage more runners and have them benefit from running. The Group members are experienced runners who pace and help new runners to achieve from the 3-Kilometer target. Everyone who lives in Palava is welcome.

Regards,
Kartik
Casa Bella (Venecia A-304)

Great, I didn't come across such facilities even in Barcelona, where I work. I am happy my family is with people of your kind. Amen!

Regards,
- S. R. Kale

PCMA had organised the 3rd series 'Casa Carnival' this time at Casa Bella on 8th May. It was a wonderfully organised 6-hour long event. Large number of residents enjoyed. Highlight of the event was use of two LED large size screens. It was a well developed & well planned event.

Mr. Tushar & Mr. Sachin and their team worked very hard to make the event a grand success. Organising such events in Palava shows how much PCMA cares and thinks to keep residents happy.

Regards,
Bhatnagar
Secretary
Senior Citizen Forum, Palava

Respected Sir,

I want to congratulate your entire team for organizing a wonderful event at Casa Rio recently. It was a very well organized fair within Palava. I attended the event with my entire family and all of us had great fun. The best thing was that we did not have to go too far on weekend, like we normally travel to Vashi from here. There may be commercial aspects to these events but ultimately you are adding happiness to people's lives which has become scarce these days. Once again many thanks to entire team and the good luck to all.

Regards,
Naresh Sabhnani
Casa Bella (Venecia D 304)

Dear Mr. Akhil Mathur / Mr. Diwahar

As a chairman of Meditternea, I would sincerely thank you on behalf of committee & residents for your prompt action about DG service activation. For the last 3 nights we residents are having peaceful sleep & have saved our appliances from damage.

Before activation of DG, residents had to bear the loss of TV, fridges & other electrical appliances. As a committee we had faced lots of problems. But after discussing the issues with you, it was really great help with big relief.

Mr. Akhil Mathur : It was really nice that you responded immediately &

communicated to the team and ensured that the problem got sorted out.

Mr. Diwahar: You were of great help to assist with your entire team to ensure that no power fluctuation would affect Meditternea.

We once again sincerely thank you both & the entire operation team.

We look forward to a long term relationship between PCMA & Meditternea Society.

Thanks & Regards,
Sudhir Gupte

Dear Mr. Shailendra ji,

We are privileged that you & your team have taken time out of your schedule upon our request to conduct a full-fledged fire safety drill/training

Really appreciated the efforts you and your team explain in detail about the Fire / Safety Drill. Your presentation was extremely informative & well received by all those who attended

You are free to spent in our notice if any of the rules - fire / safety is not followed by the Society unknowingly.

Once again on the behalf of the committee, I sincerely thank you & your team for the time spent with us.

Thanks & Regards,
Sudhir Gupte

Dear Team,

Here's a small write about Women's Cricket Tournament. Would be glad if you could publish the write-up as this would in turn boost the confidence of the ladies who participated in the tournament.

With the ongoing cricket fever that was held over the past couple of months, Palava came up with an idea of conducting the Palava Women's Cricket Tournament-2016. Unaware of the response it would get, Palava team was surprised to watch an eventful game with best ground play practice.

By the time the pitch was getting ready, 5 teams of passionate ladies (15 members in each team) were excited to play cricket, most of them first timers and others better playoffs decided to form best of the teams to play the Game of Gentle (wo)men at Palava, City of Dreams, Dombivali. Casa Rio Cricket Ground venue was finalised for the event.

The course of action was not an easy task for all of them. Managing home, office, kids and routine schedule, it was a challenge to come and practice every day for more than two months now. Beating the scorching heat, adjusting weekends, balancing family life, supervising children while playing around was made just to play the fine game of fun. Five teams were formed to

play the finale with two games each to play, to qualify for the finals. Bella Stunners, Bella Thunders, Rio Challengers, Rio Sparkles and Rio Riders were formed to play against each other.

As said, it was not an easy job, but a serious game to win the first time ever Palava Women's Cricket Tournament Trophy. Nothing less than a regular tele-serial, 60 days of cricket practice session for teams was filled with shades of drama, melodrama, comedy, action packed (in terms of playing shots) events.

Excitement started with strategies being laid off, jerseys getting ready, schedule being out for the match day and practices getting more intense.

Finally the D-Day arrived. Each team eyeing the trophy was confident and determined to play fair game with true team spirit. The stadium was filled with spouses, children, relatives, friends and neighbours supporting their respective team. The audience was no less than those cheer girls from IPLs who made sure to support and cheer the players to the utmost.

Six overs match for each team was decided for play in the tournament. Matches began according to the schedule and a good set of games was witnessed by everyone. All players gave their best performance on ground. A true game spirit was showcased by all

team members as in the end, winning and losing is been a part of the game.

Happy to announce that Bella Stunners and Bella Thunders qualified for the finals and won the winners and runner-up trophy, respectively. Sheer determination and dedication paid off. The fun game not only gave everyone a new set of friends for life and but also

good memories to cherish lifelong. In those 60 days apart from playing cricket we teams had their own joy of celebrating festivals together, pot-luck get together, and number of selfies and many more happenings.

Regards,
Chaitra Dilip

PALAVA TIMES QUIZ

Q1. How many trees does Palava presently have?

- a) 10,000
- b) 15,000
- c) 23,000
- d) 21,000

Q2. What is the name of the village which houses Palava's nursery?

- a) Posari
- b) Talegaon
- c) Nanded
- d) Umer

Q3. Which is Housejoy's largest consumer market in India?

- a) Delhi
- b) Mumbai
- c) Bangalore
- d) Chennai

Q4. How much did Rupali Repale weigh when she swam the English Channel?

- a) 28 kg
- b) 36 kg
- c) 45 kg
- d) 25 kg

Q5. What is the tree plantation drive at Palava called?

- a) Green Cover
- b) Go Green
- c) Green Club
- d) Forever Green

Q6. Which of this service is not offered by Housejoy?

- a) Cooking
- b) Home appliances
- c) Beauty
- d) Laundry

Q7. What is the Merasi community popular for?

- a) Folklore
- b) Folk music
- c) Folk dance
- d) Puppetry

Q8. How many homes did Palava deliver to customers in May 2016?

- a) 637
- b) 367
- c) 673
- d) 763

Q9. In which city do over 70% hotel rooms hold an eco-certification?

- a) Barcelona
- b) Copenhagen
- c) New York
- d) Sweden

Email your answers to palava.times@pcma.in mentioning your name, age and location. 10 lucky winners will get gift vouchers worth ₹500 each.

Winners of the previous quiz:

- 1. Nancy Kurianpambil
- 2. Abhijith Nambiar



The Palava T-20 game Women's Tournament in action at the Palava cricket ground



Where there is a will, you will figure a way

India's long distance swimmer and Palava citizen Rupali Repale shares her adventures with the high seas.



Rupali Repale swam the English Channel in 16 hours and 7 minutes on 15th of August 1994.

At the age of 12, she featured on the front page of the prestigious London Times. At the age of 13, she was conferred with the National Youth Award by the then President of India. At the age of 16, she was awarded the title of 'Dolphin Queen' by the Government of New Zealand.

Meet Rupali Repale, India's open water long distance swimmer, who, at the age of 12, became the youngest Indian to successfully swim the English Channel in August 1994.

Repale then went on to conquer seven straits and break several records in her illustrious swimming career. Lean and petite, she greets us with an unassuming smile as we meet at Palava's golf club to hear of her adventures that began in the pool and crossed several seas and oceans.

'My father enrolled me for swimming as he believed some exercise is essential. I was only three years old then and had little choice,' says Rupali, who for a year and a half thereafter tried to hide in the ladies' locker rooms to avoid coaching. Encouraged by friends, she slowly befriended the pool and just like school, coaching became a routine. An average swimmer known for good stamina, she graduated to the competitive batch at the age of 6 and had her first tryst with long distance swimming when she became the youngest swimmer to successfully swim from Alibaug to Mumbai's Gateway of India in November 1993. "My coach was

reluctant to allow me to participate as I was underage, yet my father persisted and gave parental consent," she reminisces. Little did she know back then that with that consent her journey with the deep blue sea had just begun!

"A family friend mentioned to my father about the English Channel and suggested that I participate in it as I was good with long distance swimming," she says, when asked on how she decided to swim the English Channel. "My family comes from a very modest background and no one had heard of the English Channel and the training needed for it or perils associated with it. My father said, no harm in trying and went ahead and applied," adds Rupali. The application was delivered to a wrong address and she didn't hear from the committee until late June 1994. While the family assumed it was rejected, the committee wrote back stating that she could swim that August, not knowing that Rupali's father has stated her weight as 38 kilos while she weighed only 28 kilos as of June that year. "Back then to participate in the English Channel, the minimum required age was 12 years and weight was 38 kilos," she says, "I had one month to put on 10 kilos. My doctor put me on a high fat diet with eggs, milk and meat and barred me from swimming more than once a week." While Rupali focused on her weight gain, family and friends came together to raise funds for the expedition. "My school friends contributed with their pocket money," she remembers fondly. On board to London in July 1994, Rupali weighed an exact 38 kilos and the rest as we know is history.

On 15th of August 1994, after continuously swimming a distance of 34 kms from England to France, in 16 hours and 7 minutes, she became the youngest swimmer for that year, and second youngest ever, to successfully swim the English Channel. She missed being the youngest swimmer ever to achieve this feat by just a day.

Overnight, Rupali Repale became the talk of the town. She was felicitated mid-air by the crew while returning home, awarded several accolades by the Indian government, and had sponsors queueing up to associate with her challenges. Amidst all this fury of attention, she remembers her father having a candid chat with her, "He asked me if I enjoyed swimming and wanted to pursue it further. He assured me that there was no compulsion to do so," she remembers. Spending her childhood shuttling between school and the pool, Rupali didn't know much beyond her friends and swimming and naively decided to pursue it further. Did she ever dream of scaling such great heights and achieving fame? "My father and my family didn't know what one could achieve in this sport, so we had no expectations. We simply kept taking a step at a time," she says. As well said by someone, ignorance is bliss indeed.

Rupali went on to successfully swim across the Gibraltar Strait, Bass Strait, Cook Strait, Palk Strait and others until 2000 and often was the first woman to achieve such feats. And with each swim came a new challenge and adventure. "While swimming across the Palk Strait at midnight, I lost my way and found myself stranded near a lighthouse surrounded by fish," she narrates with gooseflesh, "Being a LTTE endangered zone, I was found by a Navy ship after 30 minutes." During her swim from Gateway of India to Alibaug and back she had her stomach bitten by a poisonous fish! On completion of the shark infested Bass Strait, she had lost her toe-nails. The body ached many times, but her mind did not quiver and she successfully completed each challenge.

"Long distance swimming makes one discover his will power. Stamina or endurance facilitates one towards his goal,

but the strength in those final moments comes from the mind," she says, emphasizing on the power of one's mind, "The ocean is dark, quiet and endless. The body is hungry, sleepy and exhausted. It is here that the sheer power of thoughts makes one win or lose the challenge."

When asked what kept her motivated each time and where she drew her mental strength from, she simply states, "My father, Ramesh Repale. He believes nothing is impossible and I believed in him. He spent 15 years with me, supporting me through every challenge and I never wanted to disappoint him. My coaches trained me, but my father mentored me." While Rupali credits her father for her success, she admires her mother for silently supporting her through it all. "My mother silently sacrificed a lot but always stood by me. My family kept me grounded irrespective of my achievements," she says. She chose to consciously step away from swimming and pursue triathlons before starting her own swimming academy. When asked if she misses the spotlight, she matter-of-factly states, "I did whatever there was to do back then, thereafter I had nothing more left to do."

A resident of Palava, Rupali runs her own swimming academy at the clubhouses for all citizens and trains a chosen few for competitive swimming.

Mother to a four year old, she divides her time between the academy and family business and effortlessly balances both. On the verge of concluding an inspiring afternoon, when asked what she learnt from swimming, she replies with a glint in the eye, "Life! Swimming taught me the meaning of passion, self-belief, determination and focus. It disciplined me and most importantly, taught me to work hard with no expectations, as there is no calculated formula for success. Give your best and let go of the rest."

While signing off she advises, "Remember, only you can guarantee your success". Like father, like daughter, one would say. A little known fact is that post her swim the English Channel committee revised the minimum age required for the challenge to 16 years and it continues to stand till date.



The treacherous route of the English Channel.