



PALAVA TIMES

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QUARTERLY CIRCULATION

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Why cities today are getting hyper about Hyperlocal

Geetansh Bamania - CEO and Founder, RentoMojo.



Mr. Geetansh Bamania

With 'startup' being one of the most used terms in recent times, it's time to add a new one to the vocabulary: hyperlocal. In layman's terms, hyperlocal is

essentially mobile commerce that comprises firms thriving on technology in order to connect local retailers with consumers in a particular area. Though at a nascent stage, Mumbai has seen a handful of hyperlocal startups slowly spreading its wings. These services are now trending and seem to be giving fierce competition to conventional offline models. This probably explains why e-commerce giants too are foraying into the hyperlocal space. Amazon Kirana is already operational as a pilot in Bengaluru. Paytm has launched Zip mobile app and is testing in Bengaluru, and Ola has started Ola store, a hyperlocal grocery mobile app.

Today 'curation' is becoming the new buzzword.

If the US is at the apex of the supermarket experience, then India has become the hub of hyperlocal services as the market segment for these services is quite sizable and no one wants to miss out on the opportunity.

Hyperlocal firms can customize their content and offerings based on the location they are in, as each locality typically

houses a certain kind of customer demographic. This helps them create a personal equation with their target audience.

The US\$18-billion hyperlocal market lets businesses focus on delivery logistics until the last mile while taking the intra city logistics out of the equation. This business model also enables retailers to save significantly on marketing and advertising costs, as it is taken care of by the very feature of being local.

From the consumer point of view, there are various factors that are responsible for hyperlocals' growth spurt. To begin with, the Indian consumer is now accustomed (and how!) to online shopping, thanks to e-commerce companies like Flipkart and Snapdeal that trained the consumer early on. This growing trend of online purchases was highlighted in an Assocham-PwC report that said about 40 million consumers purchased something online last year, and this number is expected to go up to 65 million this year. The other factor is the rapid growth in



mobile usage. Mobile users are not just utilising their devices for calls or messaging, they are shopping as well. About 11 per cent of all e-commerce sales are through mobile devices, reports say. And the third and major factor that has contributed to the surge in the hyperlocal user base is convenience. Thanks to the diminishing demand-supply gap in the hyperlocal space, consumers can now access everything from a Starbucks coffee to a horde of other services, right at their doorstep, with just one click. With the transition from offline shopping to online purchases, hyperlocal concepts are redefining the e-world.

Palava Local, a hyperlocal initiative introduced by Palava City Management Association, is a step in the right direction. With citizen services encompassing furniture rentals to a book library, Palava Local is bringing convenience closer to home with its web based offerings via the city's MyPalava app. As a strategic partner of PCMA, RentoMojo seeks to provide an effortless home furnishing solution. With mobility increasing at a never before rate, spending money on furniture and appliances is unnecessarily expensive and cumbersome to deal with if you need to move from one city to another. With renting, people can design the lifestyle of their choice without the hassles and expenses that are associated with purchase of new goods.

RentoMojo's rental plans ensure that every house becomes a home without spending a fortune on furniture that may not be needed after a few months. With scrupulous quality checks, free maintenance and installation, and flexible payment options, RentoMojo's offerings are matched perfectly by PCMA's efforts to reach every house in the city. The packages start at as low as Rs.799/month and vary in price as well as range to ensure there is something for everyone.

From home owners looking to sublet their home for rent to tenants hoping to save money by cutting unnecessary costs, RentoMojo is the convenient one-stop solution for everyone. Going hyperlocal with Palava also translates to easy availability of high quality furniture for the residents as well as access to other local services and products such as home appliances and travel accessories.

In the end, while businesses are drawn to large markets that await prompt services, consumers rate convenience above everything else. This is what has made cities 'hyper' about hyperlocal.

21 km flyover to connect Palava to Kalyan-Dombivli and other regions

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World city in focus: San Francisco



San Francisco - Global Technology Epicentre

San Francisco's tech boom has led to the tech industry helping the communities impacted by the influx of money and people it has brought to the city. Tech companies settled in the Bay Area take advantage of the venture capital and talent centered around Stanford and Berkeley. This has led to increase in consumer technologies and a sharper hyperlocal focus.

Neighbourhood News

Hyperlocal news sources on the Internet have increased significantly in recent years. A number of web start-ups are creating hyperlocal news sites that let people know what is happening closest to them, often without traditional journalists.

Founded in 2010, San Francisco's Hoodline, for example, covers more than 30 neighbourhoods and enjoys a readership of more than 3,00,000 per month.

Its granular coverage makes it stand apart – covering everything from a business opening or closing down the street to property development, small-time crime, transportation updates and profiles of noteworthy neighbourhood people and places. Its events calendar highlights hundreds of local happenings each week.

What started off as a blog covering San Francisco's Lower Haight neighbourhood spun off to the launching of a flagship site and an iPhone app in 2014.

In November 2015, Hoodline raised US\$ 1.4m from investors to expand its coverage by a unique approach to spotlight block-level content with a powerful technology platform. It currently has more readers than there are residents in the neighbourhoods it covers and about a third of sessions come from users who check the site at least nine times per month, traffic to the site has quadrupled in the last year.

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**FROM THE CEO'S DESK**

'Gudi Padvachya hardik shubechha'. Wish you all a happy and prosperous New Year and may all your dreams be fulfilled. Just as Gudi Padwa celebrates the onset of the New Year and is

symbolic with new beginnings, Palava too is celebrating new milestones in its journey of providing a better urban environment to its citizens.

Last month, we handed over the keys of our 10,000th apartment, a milestone celebrated by very few from among the industry. In FY 2015/16 we delivered 5,942 homes to our customers, making Palava the fastest growing city start-up in the world.

And inching closer to providing the much desired beautiful life, Palava recently introduced hyperlocal services in its neighbourhoods, thus bringing home the present trend of online commerce that is revolutionizing the country.

While 2013 saw the rise of e-commerce and 2014 paved the way for the advent of m-commerce, last year saw the surge in the hyperlocal marketplace in India. The industry recorded a massive growth in the year just past and this is aptly reflected in the increased investor interest in the hyperlocal market segment. If we had to look at what has driven this evolution, the most prominent reason that comes to mind is the convenience of use. The rise of online commerce is primarily due to the ease of access it offers the urban Indian consumers, who are often hard-pressed for time owing to their hectic professional schedules. Hyperlocal has surged in popularity due to its quick and efficient doorstep delivery of services with the click of a button.

Bringing home this service to Palava was only a matter of time and 'Palava Local' was introduced early this year. This has been designed to cater to the most pressing needs of our citizens like furnishing their home, finding the most trusted househelp or shopping for daily essentials. We presently have RentMojo, BookmyBai and Lodha EasyLease, with more services expected to come.

We have always desired to build a city of opportunity for our citizens, which encompass our partners and service providers.

Palava Local connects citizens with offline vendors, delivering great convenience at one's fingertips. The encouraging responses and valuable feedback we are receiving from citizens is helping us bridge the distance between needs and provisions more effectively.

And while Palava Local on MyPalava app brings home essential convenience, Palava citizens will soon get to enjoy great quality entertainment at their doorstep! PVR and Big Bazaar will be opening in Lodha Xperia shortly. The beautiful life one imagined is gradually taking shape. I can tell, the journey will only get better from here on!

Shaishav Dharia
CEO, Palava

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

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World city in focus: San Francisco

Another start-up in San Francisco, **Nextdoor**, is a platform for disseminating local information with a business model that borrows more from social networks than from news outlets. Instead of hiring reporters to tell community members what's happening down the block, Nextdoor relies on the neighbours to do it themselves.

It raised US\$ 110 million last year and covers about 53,000 neighbourhoods, about a third of all neighbourhoods in the USA.

It is a private social network that makes it easier to talk to neighbours online – all of whom register for their account with their real names. The community use Nextdoor to quickly get the word out about a break-in, lost pets, track trustworthy babysitters as well as get to know people in the neighbourhood.

Community Need Management

Apart from being means of media and commerce marketplace, hyperlocal platforms can also facilitate large-scale social engagement to address community needs. Care2 Local Petitions, an online 33 million-member network, now has a first-of-its-kind localized petition tool designed specifically for the unique needs

of local petitioners. It enables citizen petition authors to create hyperlocal petitions, such as those focused on schools, parks, pets, crime, roadways, zoning, businesses and other local issues. Care2 Local Petitions highlights local signers, making it easy for citizens and journalists to find and share petitions by city or town. While some petitions grab international headlines, such as the Care2 petition calling for justice for Cecil the lion, it often takes only a few hundred or thousand local signatures for local media and officials to take notice.

For example, in San Francisco, Care2 members petitioned to prohibit tolls for pedestrians and bicyclists on the Golden Gate Bridge, leading to California Governor Jerry Brown barring tolls for the next five years.

Business & Commerce

San Francisco also saw the launch of a new marketplace – BuildZoom – developed as a "HyperLocal" map that shows remodelling activity in the city based on building permit data.

This platform is the first of its kind to reveal remodelling activity at the hyperlocal level.

It has the capability to quantify and display residential and commercial remodelling activity hyper locally, for neighbourhoods and even for individual city blocks. This analysis of the market adds substantial value for decision-making by home-buyers, homeowners, builders and investors in regions across the country. This is especially important in a city like San Francisco where opportunities for new construction are limited and much of the action in real estate is in upgrading and re-purposing of existing properties. This data brings transparency with respect to the physical state of properties, to everyone's benefit.

Most importantly, BuildZoom helps find contractors for any type of remodelling, whether commercial or residential. Their analysis is based on reviewing 3.5 million contractors licenses, 100 million building permits and is supported by 125,000 use reviews. Users can browse through lists of highest rated contractors, view completed projects, view remodelling history of home or neighbourhood as well as write reviews.

A hyperlocal site may serve multiple and varied purposes - a channel for information and news at a very local level that typically would not be covered by media or a platform for delivery of products and services.

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First big step towards building a 35,000-crore super highway to Nagpur

The Maharashtra State Government recently gave its nod to the construction of a 21 km flyover that will start at Kalyan and become the first step towards building the Mumbai-Nagpur super highway.

This flyover, slated to be among the longest in the world, will make travelling from Palava to Kalyan, Dombivli, Bhiwandi, Ambernath and Mumbra faster.

The state government and the Centre have jointly decided to construct a

six-lane Mumbai-Nagpur super-highway at a cost of more than `35,000 crore, which promises to facilitate travel between the two cities in 11 hours.

The other fast track initiative includes the widening and improvement of the Bhiwandi-Kalyan-Shilphata road near phase 1 of Palava. The Bhiwandi-Kalyan-Shilphata Road is one of the major links connecting the Mumbai-Pune Highway (NH 4) at Shilphata and the Mumbai-Nashik Highway (NH3) at Bhiwandi. The road also provides continuity to the

Mumbai-Ahmedabad Highway (NH8) through the Thane-Ghodbunder Road (SH42). The major cities or towns along the road include Kalyan, Dombivli and Bhiwandi. Pegged at 2,600 crore, development is expected to progress in two phases. Phase 1 will include widening the present two lane road into four lanes, and Phase 2 will include construction of the Kalyan Bypass, with a major bridge over the Ulhas river and flyover bridge over the Bhiwandi Bypass junction.



21 km flyover to connect Palava to Kalyan-Dombivli and ease MMR traffic woes



Community bonding can improve happiness among individuals and increase a city's social capital

Know thy neighbour, they often say; though how many of them do we truly know? Rushed lives are spent socializing while driving, reading up on general affairs in office, e-attending to daily errands while on the treadmill and completing assignments at home. Back in the day, one would visit their neighbour at least several times a week, cook with them, celebrate festivals in each other's houses, and share embarrassing secrets of life. Today, one exchanges an awkward smile in the elevator, catches a glimpse of the neighbour once in six months and often doesn't know who lives next door. With virtual lives emulating reality and merging geographies, personal interaction seems to be losing priority. Only upon spending an evening with your near ones in person does one realize the joy of human interaction. This realization has led to a steady rise in neighbourhoods forming communities.

The word 'community' has been in the English language since the 14th century and comes from the Latin 'communitas' meaning common or shared by many (Oxford Dictionary, 2004).

Current definition of community means 'A group or society of people, living under the same laws and regulations, having common rights and privileges, or common interests or identity'. And study says that if these groups of people are cohesive then they improve happiness among individuals and cope better with crises. In National Geographic's 2010 book "Thrive", author Dan Buettner gives the readers a world tour of the happiest places on earth. The winner is Denmark for happiest nation, and Buettner thanked their Scandinavian conformity, social safety net, inclusiveness, and humbleness for that. In simple words, the people of Denmark feel they're all equals, part of a greater system that works to support its members and where everyone gets a say.



Citizens pledge green and come together to plant trees in Palava

Palava too encourages its citizens to harbour the sense of belongingness and strengthen personal ties.

Be it musical evenings, fun-filled carnivals, traditional rituals, or skill building workshops, there are various platforms created to unite common minds of various age groups to share their interests. Among the most recent happenings, citizens came together to inaugurate the Ganesha Temple. The Lord of positivity was welcomed with traditional rituals, devotional prayers and enthralled processions which saw young and old bond over faith. "All I could see was smiles and contentment as we brought the idol of Ganesha into the temple," says Mr. Maniar, resident of Casa Rio, and adds, "we were preparing for this

day over a week and felt blessed to be a part of it." The Casa Carnival brought together citizens from different walks of life to celebrate over dance, music and entertainment. "It was a delight to display my baking skills and receive warm appreciation," said Ms. Tripti, a bakery chef. Be it sports, culture or simple discussions, economists recommend that the goal of any public policy should be to develop platforms to bring out the best in human beings as that eventually leads to the betterment of life.

Seymour Sarason, considered the first psychologist to delve into research on what makes for a sense of community, identifies four key factors: membership, influence, integration & fulfillment of needs, and shared emotional connection. In a nutshell, just collecting people in a room does not warrant a community. It is formed when these people interact, doing things together and appreciate one another. And when communities echo a sense of trust, it leads to their well-being.



Palava citizens celebrating the homecoming of Lord Ganesha



Citizens rejoice at the Casa Carnival held in February this year



A 24x7 multi-tier security system keeps a watchful eye on Palava

India is striving towards developing its 100 smart cities, and as India's first privately planned Smart City, Palava continues to prepare for the future by investing in technology and infrastructure to provide its citizens a great quality of life.

One of the most important aspects of a smart city is safety, security and emergency response and these elements form the foundation of security at Palava. Foreseeing the requirement of an effective management team, Palava has a private and independent governing body called the Palava City Management Association (PCMA). PCMA is responsible for upkeeping the social welfare of citizens, and its operations are overseen by city administrators and urban experts.

PCMA endeavours to keep Palava citizens safe and secure by initiatives that include formation of the Palava security force that comprises experienced professionals with military intelligence and commando backgrounds, deployment of mobile patrols that consist of security vehicles and trained dog squads, and installation of over 450 CCTV cameras with video analytics in building areas and public spaces. To cater to emergency situations, PCMA has partnered with Topline to ensure all emergency alarms are attended to within 10 minutes of an emergency call. Citizens can call for help via an emergency feature that is just a click away on their MyPalava app.

With its own fire station, upcoming hospital, and state-of-the-art command centre, PCMA is leaving no stone unturned in ensuring the safety and welfare of its citizens.

With the rise in Palava's population and advent of technology, security measures at Palava are constantly reviewed to enhance them further. PCMA has invested in a multi-tier approach to safety and security which is built on intelligence, monitored with technology and not entirely dependent on traditional solutions like physical guards that might not be very effective and only adds to citizens' costs. The security is divided into 5 tiers, each of which serves a unique purpose and eventually culminates to form an unbreakable safety seal. These tiers are controlled by the command centre or the hub that serves as the 24x7 response system for the whole city of Palava.

Tier 1: Consists of an effective network of intelligence in the region such as the local police authorities. The Palava Security Force works closely with them to monitor local information needed to keep the city safe and secure.

Tier 2: The perimeter of Palava is tightly monitored 24x7 through CCTV cameras with 'trip wire technology'. All boundaries of the city are patrolled by security vehicles and dog squads.

Tier 3: This ensures all entry and exit points throughout Palava are constantly



controlled. These checkpoints exist to ensure that travelling citizens and visitors are guided to the right places in the right manner.

Tier 4: This monitors safety and security in neighbourhoods and buildings. There are CCTV cameras installed at building lobbies with access control. All outdoors and open spaces are continuously monitored by cameras, physical guards and mobile patrols. This ensures all citizens are safe anytime anywhere within the city.

Tier 5: The final tier operates at an individual level. Citizens can dial 911 in the event of emergencies to summon response teams comprising ambulances, fire engines, local police and the Palava security force, with a maximum response time of 10 minutes.

Palava is designed to suit the modern lifestyles of today and those of the future, and meticulous planning and foresight are evident in its intelligent city management systems.

The Palava Smart Card (PSC) that is today the identity of every citizen will soon function as an e-wallet and allow citizens to avail of services and facilities throughout the city. This will ensure less dependence on physical verifications and easy and secure access to all the facilities within Palava.

Palava is continuously investing and building a safety, security and emergency response network that keeps its citizens secure and lets them move freely.

Silly home security mistakes!

It is time to leave on a holiday and ensure the house is secure before you leave. You are in a hurry, or worried about the last minute checks before leaving the house. You are running late or juggling luggage with house keys. You are simply too excited about your holiday or preoccupied with unfinished work. The reasons may be plenty but they all result in silly mistakes that may turn grave for home safety if you get unlucky. Let's make a note of a few essentials you need to fix right before you leave on a holiday!

Leaving house keys under the doormat.

This may be an old habit as you always made sure it was easy for the maid to access them while you were away at work. Break this habit when on holiday as the doormat or pot is the easiest place to be traced by a burglar.

Safety tip – Instead, hand them over to a trusted neighbour.

Leaving the damaged door lock unattended.

The lock has been failing to clasp a few times, it needs to be repeatedly shut tight or it's unlocking by itself. Yet you have continued to prolong repair and

now have run short of time so you just postpone it for a later date. This provides any burglar an effortless entry into your house.

Safety tip - Ensure the locks for the safety door and main door are always in optimum conditions, and replaced, if necessary.

Using fake security equipment.

Security cameras are expensive and the apartment has a plenty of alert security guards, therefore you choose to save money and install a fake camera. Remember, burglars do their homework well and are the first to spot the difference.

Safety tip - Invest in a good quality security cameras which can be regularly monitored on your smart phones.

Updating travel plans on social media.

'Vietnam calling' or 'In the mountains in 15 days' is your new status update for the week as the holiday is about to begin. Remember, social media is accessed by plenty from your social circuit and beyond. Your status message may encourage someone's ulterior motives.

Safety tip – Do not post travel itineraries on Facebook and other social and public forums.

Keeping all lights switched off.

When you are travelling, as a practice, all lights are switched off, though, remember, for a burglar it is indicative of a chance to strike. Darkness means lack of any activity at home.

Safety tip – Invest in digital timed lights that can be programmed to switch on and off at particular intervals.

Forgetting to stop your mail or newspapers.

While you are on a holiday, your doorstep is gathering piles of news reel. One look at your doorstep and a burglar can identify that the house has no occupants. This can encourage him to strike.

Safety tip – Stop your mail or newspapers before you leave on holiday.



Home Security



Become the eyes and ears of your neighbourhood

A city is as good as its citizens. People constitute the heart of communities and neighbourhoods, and it would be unmindful to dismiss the effectiveness of community patrol which brings together several watchful eyes. When every citizen decides to take onus of welfare of his or her neighbourhood, their small steps taken will reap big dividends down the road.

Safety and security is often the least interesting subject to pursue and owing to its sensitive nature, people choose to avoid associating with it. Though, becoming a volunteer to upkeep the safety of your neighbourhood has much more than just keeping vigil.

- **It will make you and your family feel safer** - When you work with your neighbours you learn more about them and make friends. You will together look out for homebound seniors or latchkey children and, in return, learn of each other's strengths and weaknesses.

- **You'll reduce crime** - An empty house in a neighbourhood, where none of the neighbours know the owner, is a prime target for burglary. By knowing all your neighbours you will indirectly add to more watchdogs to ensure the safety of your home.

- **You'll have a way to get help addressing neighbourhood problems** - You can discuss ideas to enhance facilities or address community welfare issues and contribute with your suggestions.

- **You'll learn new skills and gain experience using them** - You'll learn crime prevention skills, first aid implementation and enhance your ability to be the eyes and ears for your city. These skills will last for a lifetime.

- **You can become the role model for your family** - There's a role for everyone where safety is concerned and you can encourage your family to join you. Young children can take part in safety programmes designed just for them. Youth can teach younger children how to stay safe. Elderly can simply keep an eye out for daytime problems.

Since its inception, Palava has been governed by Palava Citizens Management Association that ensures 24x7 safety and security for all citizens while regularly liaising with the local police and intelligence, emergency response teams and security experts. Since last year, PCMA has been supported by active citizen engagement teams of the recently formed Civic Volunteers Committee. Formed in association with the PCMA last December, this committee works closely towards creating a model of citizen stewardship in Palava and helps in regulating safety and security in the city.

Globally, 'neighbourhood' or 'town' watch committees are much respected and have contributed to the betterment of society. Be it a Community Emergency Response Team, National Crime Prevention Council, National Association of Town Watch or others. Palava is proud to have its citizens follow this path in India and it encourages you too to take some time out to improve your future. You don't have to take on a leadership role. Be it a few phone calls, a story for a newsletter or simply going about daily routines and observing the surroundings. Every effort helps and it makes a difference.



Citizens meet to share thoughts on enhancing city welfare



NEED TRUSTED DOMESTIC HELP FOR YOUR HOME?

BookMyBai's is India's largest aggregator of domestic help with over 10,000 maids available in the Mumbai Metropolitan Region. BookMyBai's maids, babysitters, cooks and caretakers are background and document verified.

WITH BOOKMYBAI YOUR MONEY IS IN SAFE HANDS



VARIOUS OPTIONS BETWEEN 2 HOURS TO A 24-HOUR LIVE-IN DOMESTIC HELP



CONVENIENCE OF FINDING A RELIABLE DOMESTIC HELP WITHIN 48 HOURS



A 6-MONTH FREE REPLACEMENT PERIOD

HIRE RELIABLE MAIDS, BABYSITTERS, COOKS AND CARETAKERS.

Now simply use BookMyBai in 'Palava Local' and get 5% off!

Log on to the MyPalava app or MyPalava portal today to get the best deals.





Evening Tea with Anupam Sinhal CEO, Bookmybai

"We are building a technology company to meet the most essential need of every household today," believes Anupam Sinhal, the co-founder of Bookmybai, a year old startup that claims to be India's only platform where owners can hire domestic help online. Started in 2015, this startup is owned by Anupam and his co-founder Vickash Chowdhury, and headquartered in Mumbai with a team of 70 members. Palava Times engaged with them to understand their business better.

Q: What made you ideate for a startup focusing on the subject of househelp?

A: Maids and househelps today are the need of every household and the aim of beginning this startup was to cater to this US\$ 7 billion industry in a professional manner. While there are over 1500 agencies that vouch to provide trustworthy help, many of them are dubious and fool the client. We aim to make househelp hiring a seamless experience for the clients by the apt use of technology. We were already running a startup named Nanojob.com which is similar to an online job portal to recruit office boys, receptionists and others. The success of that startup made us realize the value of organized hiring and hence we decided to explore the untapped market of household help.

Q: What is the business model of www.bookmybai.com?

A: Bookmybai is an online platform that assists clients to seamlessly explore, review and choose their househelp. Househelp includes maids, cooks, babysitters and help for the elderly. We have a database of over 10,000 maids divided between our own sources and external vendor agents and agencies. The website has detailed information and videos that share the essential information about each of our maid and this content can be accessed by the client anytime. Maids can enroll with us free of cost unlike most agencies which charge a mandatory fee. Once the maid is hired, we take responsibility of liaising with the client and provide immediate replacement in case of any concerns.

Q: What is the source of the househelp database?

A: We have an extensive database that is constantly updated and enhanced by internal and external sources. We work closely with trusted vendor agents and agencies who conduct market visits to hire the best suited profiles. We conduct several below-the-line activities such as events and associations to create awareness of the opportunities and benefits offered by Bookmybai and encourage maids to enroll with us.

Q: Trust is a crucial factor for househelp hiring. How do you vet your database for trust?

A: We pay utmost importance to values of trust, honesty and reliability and hence choose our partners with care. All maids, whether sourced internally or through external vendors, need to have a minimum 2 years of work experience. They are made to answer a mandatory questionnaire and personally interviewed by our team of skilled professionals. We conduct an extensive 5 point check before engaging in any liaison with vendors. The check requires the agency to have been in business for at least 3 years, have registered their firm with the government, have a fixed place of employment, have a minimum database of at least 100 maids, and a backend team of minimum 5 members.

Q: What are the challenges you have

encountered in this industry?

A: The househelp industry offers a lot of potential to become a thriving business but lacks basic organization.

Maids are often exploited professionally by conniving agents by charging exorbitant commissions and making false commitments. Clients are often duped with fake promises and made to fend for themselves during househelp crisis. Therefore in spite of the advance of technology where data can help make better choices, clients continue to hire househelp through word of mouth. Though through the year we have noticed that this behaviour is slowly evolving and clients are becoming more tech savvy.

Q: Does Bookmybai contribute to improve the wellbeing of the househelp community?

A: At Bookmybai, we believe in providing equality to all those associated with us. Therefore maids aren't charged any registration fee for enrollment neither do they have to share any commissions from their monthly salary, hence they take home their full salary. Owing to our extensive database, we endeavour to place maids at houses which are in their vicinity to reduce their time of commute and thereby help them save money and spend time with their family. We ensure all maids are above 18 years of age. The

maids are aptly informed about the client's background and working conditions and have the final choice in decision making.

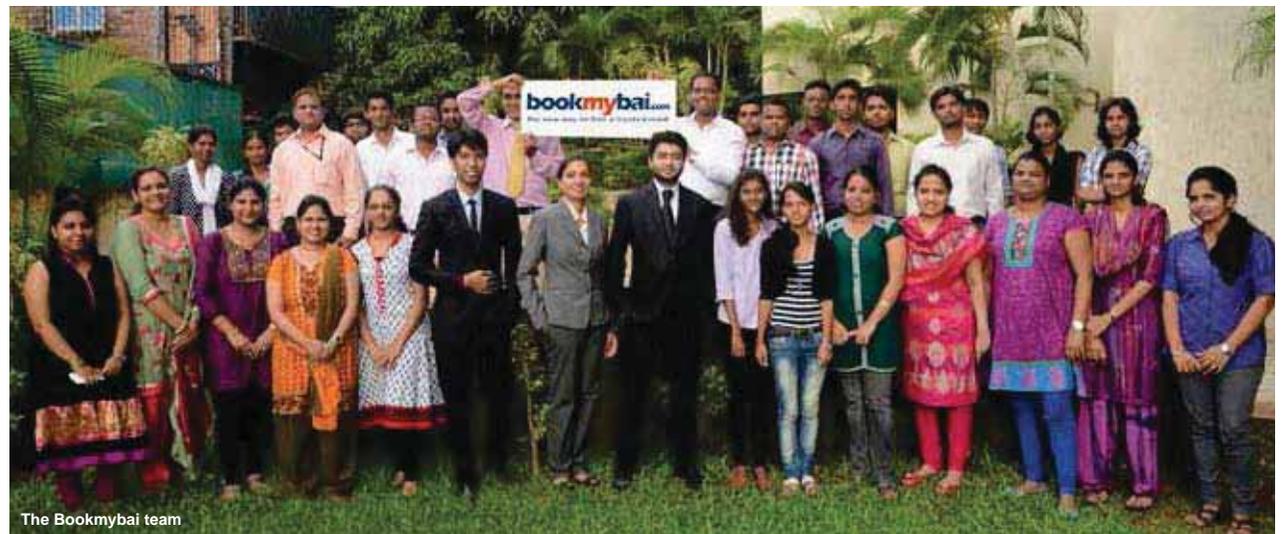
Q: What would be your fondest memory of fulfillment since initiating this venture?

A: My most fulfilling moment would be being able to contribute to the education of one maid's daughter. Four months ago, we placed a maid at a client who was in her vicinity and offered a better package. This enabled her to spend more time with her 14-year-old daughter and save enough to afford her school fees to send her to school. Such instances make me and my team strive harder every day.

Q: What does the future behold for Bookmybai?

A: Presently, the Bookmybai service is available across Mumbai, Pune, Ahmedabad, and New Delhi. We will be operational in Bengaluru very soon. Since its launch, the startup has seen a 30% growth, month-on-month, and we are confident that in the next six months, we will scale the growth by 10X. Once we strengthen our presence in the key metros, we aim to target the tier II cities and eventually become the only brand that will be recalled for househelp hiring.

Bookmybai is presently available to all the citizens of Palava with exclusive offers.



The Bookmybai team

Employing a new househelp? Follow this checklist.

Choose a trusted agency

With maids and househelp becoming the need of the hour, agents and agencies offering assistance with these services are growing by the minute. While you may be promised a bouquet of services at great prices, make sure you go ahead with only those who have market repute and credibility. A proper agency will ensure it follows legal practices and assists you in case of any untoward incident, and not feign ignorance.

Crosscheck references

Once you choose the best suited

househelp from a reputed agency, insist on receiving two references from the person's earlier employers. Cross-check the facts shared by the agency with these references to verify them and get additional information, if required. Reputation, when built on perception, can be fickle.

Get a health check

The chosen househelp will be an integral part of your family. She will perform essential chores and interact with your near and dear ones. Her health is of utmost importance for the safety of your family. Get a comprehensive health check

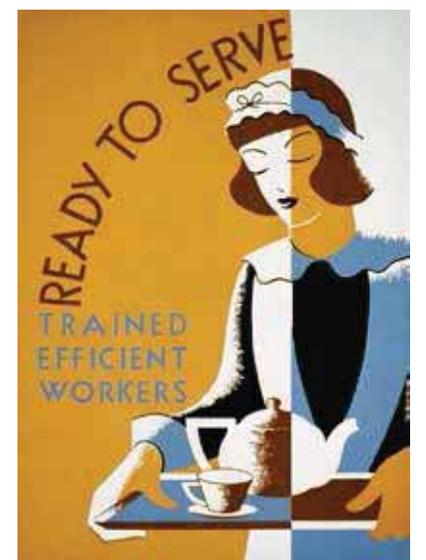
before hiring the person and repeat the check annually.

Record personal facts

Once you hire househelp, ensure you maintain a detailed record of the essentials such as house address, contact details, guardian details, blood group, health issues and others. Note each detail since you never know when it may come to use.

Notify your local police station

On hiring a new househelp or replacing one for the interim, make sure you share the details of the person with your local area police station. Many avoid this assuming it is a waste of time. But remember that in the time of need, these details will come to your rescue.





Letters to the Editor

We enjoyed the Funfair!

At the outset, the Senior Citizens Forum congratulates the PCMA, specially Mr. Tushar & Mr. Sachin and their whole team, for their hard work in organizing wonderful and memorable Funfair in the Central Park of the CBG. All residents of Palava enjoyed the fair. We are also thankful for starting screening film show on each Saturday for elderly residents. We have suggested Mr. Tushar only to have one show i.e. from 3 to 6 pm.

- Secretary, Senior Citizens Forum

"Palava city is providing good opportunity to grow a child holistically through its cultural programs, its sports events and various events at school. I wish Palava continues in providing much more and wish them best for future." - Kiran

"Diva station set to be the next 'Thane station' also mentioned that Diva station which is 1.2 kms away from Casa Bella in Palava". So as anticipated that Diva is next major station and is 1.2 kms away from Casa Bella in Palava, is there any plans to connect direct road from Casa Bella (Palava city) to Diva station? If so, when? So that Palava residents would be beneficial to commute to Mumbai, and it opens new opportunities to residents of Palava. When local trains, to start at Nilje station, will be operational? - Kiran

PCMA response:

Hi Kiran, While there are plans to connect Casa Bella to Diva station, we cannot comment on the timelines as these projects are undertaken by government authorities. The same is the case with Nilje station upgrade to suburban rail status. We are hopeful these projects see swift progress so that our citizens are able to reap the benefits as soon as possible.

Hello Team

I am a resident of Casa Rio Palava. I came across a situation where I was in Casa Rio club house last week when a couple from Casa Bella wanted to see the club, and they were not allowed. When you say Palava is one big city then people within Palava should be able to access any club house as long as they have their ID cards. Casa Rio Club management was asking them to buy passes to enter the club which, I think, was a bit unfair. In future, there would be so many places to see in the second & third phase of Palava City. Does it mean that people from Casa Bella or Casa Rio will not have access to the second phase? When you call it a city, people within Palava should be able to visit those places. - Suraj Salian

PCMA response:

Hi Suraj, There are public spaces in Palava that any citizen can freely access e.g. Promenade, Retail zones etc. The club houses, however, are project-specific assets and hence are not open for all. That said, we believe in participative citizenship and are happy to open club house access to all of Palava if majority of the citizens who belong to the specific project feel this should be done.

How are you monetizing the stadium and opening it for outsiders, while it belongs to the residents of Palava and Palava only. What do others have to say about this?

PCMA response:

Hi Akhilesh, the stadium is a public city asset (similar to the upcoming mall) that is open to everyone for use. There are special time slots for Palava citizens to use the facility free of charge. During other hours, citizens can avail of discounted rates.

Hi all, We had our Puja done yesterday at Persiana building Casa Rio. We booked the hotel rooms at RR hotel for relatives. All our relatives liked the entire Palava township design of the flat, club house, Mandir, cricket ground & entire infrastructure. Congratulations to all who have invested hard earned money in owning and staying in Palava. Let's all of us together make this place the best place to live. - Vikram Parekh

PALAVA TIMES QUIZ

Q1. Which of the following start-ups does NOT operate in the hyperlocal space?

- a) Big Basket
- b) UrbanClap
- c) Flipboard
- d) BookMyBai

Q2. What is the Palava's hyperlocal services platform called?

- a) Palava Smart
- b) My Palava
- c) Palava Hyperlocal
- d) Palava Local

Q3. What is the maximum response time for help to arrive when a Palava citizen dials 911 during an emergency?

- a) 10 minutes
- b) 15 minutes
- c) 30 minutes
- d) 50 minutes

Q4. I. M. Vijayan holds the record for scoring the third fastest goal in international football history. He managed to do the same in how much time?

- a) 12 seconds
- b) 28 seconds
- c) 55 seconds
- d) 115 seconds

Q5. Which team won the Palava Corporate Challenge 2016?

- a) Deloitte
- b) JP Morgan
- c) Intelnet
- d) Mahindra

Q6. People are annoyed about the speed of cars driving on their streets. What is the best course of action?

- a) Complain about it in conversation amongst friends and families
- b) Start a conversation online, maybe on a Facebook page
- c) Ask Palava Times to do a story about it
- d) Go out and organize a local speed watch

Q7. What is the citizen committee at Palava called?

- a) Palavian Committee
- b) Citizens Forum
- c) Civic Volunteers Committee
- d) Citizens Action Group

Q8. Approximately, how many CCTV cameras does Palava have today?

- a) 200
- b) 450
- c) 600
- d) 100

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. Mr. JK Goyal
- 2. Ms. Vidhi Jain
- 3. Mr. Rajesh Kumar Jain

CASA CARNIVAL
FOOD GAMES FUN

THIS 17TH APRIL, THE ACTION BECOMES BIGGER ...BETTERBOLDER!

CELEBRATE JOY AT THE CASA CARNIVAL

PALAVA CITY
OF OPPORTUNITY

DATE: 17 APRIL 2016 | TIME: 4:00 PM TO 10:00PM | VENUE: AMPHITHEATRE, RIO RIVERSIDE PROMENADE



Corporates boot their suits for Futsal play

'What doesn't break you, only makes you stronger', 'Say no to relationships', 'Dreams don't work until you do', 'Genius is a one percent inspiration and ninety-nine percent perception, 'In the midst of chaos, there is also opportunity' are often heard being quoted by warriors in suited armour within closed boardrooms. This fact is soon becoming fiction as suits are being replaced with boots and boardroom wars are being battled on sport fields! With days seeming shorter, meetings extending longer and life pacing faster, corporates are now encouraging teams to take to outdoor sports to lend a recreational pause to their gallivanting lives. Addressing this demand for short recreational activities, traditional games are being customized to meet modern business needs. The recent popular sport being played by the gutsy boys is Rink Football, the shorter yet enthralling version of traditional soccer. "Rink Football or Futsal was introduced almost a decade ago," says Nitin Kanhekar, Head of Corporate Sports at SportzConsult, the management company who organized the first-ever Palava Corporate Challenge last week. The Palava Football Stadium saw 32 teams play Rink football and battle it out on the FIFA standard astro turf.

"Corporates are often preoccupied with tight schedules and hardly get time to train for football professionally. And for those who do train, pursuing traditional football becomes a challenge with the lack of available open spaces in the city and sufficient members to form a team of 11 players," says Nitin, "Though with Rink football, contained play space, smaller teams and shorter playtime makes play easier and doubles the excitement."

Rink Football is a 15 minute game played on an astrotruf between two teams of 5 players each. Each half is of 7 1/2 minutes duration. The boundaries of the play turf are marked by walls and the goal post is smaller. Unlike the traditional format, the goalkeeper is not allowed to throw the ball back with his hands, there is no extra time and most importantly, there is no red card! For a game which heads into tie-breakers, the winner is decided directly by a penalty shootout. "This format can be further customized to make it more challenging by introducing rules such as not allowing the goalkeeper to defend using his hands, and keeping the goalkeeper floating. With the goalkeeper being rotated, the attack strategy needs to be constantly amended within limited time," says Nitin.

Highlighting another prominent reason for the popularity of Futsal, Nitin states that it provides an opportunity to introduce football to youngsters and enthusiasts and encourage them to experience the sport. "This provides a platform for professionals to identify potential talent which can be honed further. It is a boon for football scouts," he says.

Echoing the objective of this new format of football, Palava too aims to provide its citizens the opportunity and best suited facilities to experience sports, and identify their interest and strengthen them further. The Palava Football Stadium situated on the periphery of the city is furnished with a FIFA standard astro-turf and holds regular professional camps to coach football enthusiasts. Presently, the citizens of Palava are being trained by professionals from Kenkre Football Academy.

Palava Football Stadium is now open for bookings on www.Bookmyshow.com under 'Sports' section.

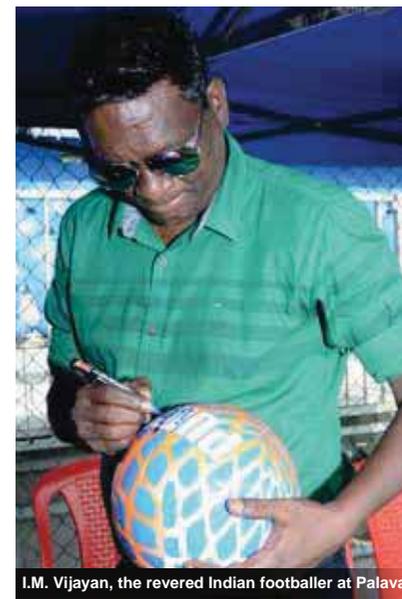


Players have some fun on the field

The Palava Corporate Challenge brought together Corporate honchos to trade monochrome shirts and shoes for bold team tees and spike boots! The Palava Football Stadium was divided into 4 quadrants to simultaneously have 8 teams play together in the qualifiers. The matches were played under the keen watch of 10 referees from the Mumbai Football Association. The final was played between JP Morgan and Intelenet, with the latter taking home the winner's trophy! And that day among the spectators, cheering the teams and watching the action was the 'Black Pearl of Indian Football', I.M. Vijayan!



PCC 2016 finalists JP Morgan and Intelenet with I.M. Vijayan at Palava



I.M. Vijayan, the revered Indian footballer at Palava

Guest of honour for the afternoon, I.M. Vijayan was the biggest motivation for the players. Before signing off, Nitin says, "The corporates enjoyed playing at Palava and look forward to next challenge." As aptly said by Jerry Rice, "To me, it was never about what I accomplished on the football field, it was about the way I played the game."

Trick the Rink – 5 key tips

Befriend the wall

Keep the ball low and use the wall for rebounding shots and nifty passes.

Attack is your best defense

Play fast rather than playing hard. The turf is quick so move quickly too.

Play to live

With no red cards and unlimited substitution, go for the kill!

Choose your shape wisely

Form the diamond, pyramid, square or Y, as best suited for that minute.

Hi-five

Stay together in mind and unhinged on field.



Weekend sporting action at Palava Corporate Challenge 2016