



"I AM PALAVA"

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ABOUT LIFE AT  
PALAVA  
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# PALAVA TIMES

Published by Palava City Management Association

"ANNIVERSARY  
SPECIAL"

FLASHBACK TO  
THE BEST STORIES  
OF THE YEAR-  
PAGE 8

FIRST ANNIVERSARY ISSUE

QUARTERLY CIRCULATION

• Palava City Stats (as of 30<sup>th</sup> September): Home sold : 25,800 + • Homes delivered : 19,500 + • Citizen Satisfaction Index : 4.5 / 5 • Trees : 21,000 + • AQI: 70-90 (Satisfactory)



## "BUILD SUSTAINABLE FRAMEWORKS TO MAKE CITIES PROSPER"

"A city with a strong framework and sustainable facilities will rise to all challenges."

Aerial Shot of Palava.



Pedro Ortiz

'With the growth of a city, the country prospers.' Today, India is on the trajectory of redesigning its cities to make them citizen-friendly and sustainable. The Government of India has launched 'Smart Cities Mission', an urban renewal and retrofitting programme, to develop 100 cities across the country. As the Ministry of Urban Development in India works towards shaping the identity of its cities, Palva Times spoke with **Senior Urban Planner for the World Bank, Washington DC and former Mayor for Madrid's Central District, Pedro Ortiz** for his insights on the essentials to design a 'livable' city and best practices for its successful growth.

### How would you define 'livability' in a city?

The concept of livability is culture-related. Every culture will look for different items as the

goals for quality of life. If you focus on 'comfort', which is most sought after by us, **I would say five key essentials that define livability are housing, job opportunities, environmental quality, recreational opportunities and GDP.** Housing facilities ensure 'zero' annual housing deficit therefore eliminates any slum percentage. Job opportunities ensure restriction of unemployment rate. An ideal rate of unemployment should not be more than 3%. Environmental quality is a crucial aspect of every city as it impacts health and well-being. A city should aim to have its citizens enjoy a life expectancy of 79 years for men and 85 years for women. Most importantly, cities should offer recreational opportunities where citizens can pursue their hobbies while managing their professional commitments. 'Walk to work' should be emphasized upon by every planner. An ideal time to commute between work and home should be not more than 30 minutes every day. Lastly, a city's wealth is a global indicator of livability. If a city's GDP per capita is in the range of 30,000 USD, it is said to be a good performer.

Which global cities, according to you, have etched a mark for their livability quotient and why?

The most livable cities in the world are the ones in Northern Europe. **According to me, the most sought after ones would be Copenhagen, Stockholm and Oslo. They have attained equilibrium between efficiency and equity within a sustainable framework.** While some may critique them to be monotonous and lacking culture, they are very efficient and rationale.

I mentioned earlier that livability is related to culture therefore you see the Italians or the Colombians or the Rwandans prefer to live in their own cities. I strongly recommend that while building cities, we should concentrate on personalizing their infrastructure to make them livable and not simply replicate solutions of others as that may probably not work for us. In simple words, I believe one should be inspired, but should not blindly replicate.

**Is the growth of a city and its citizens directly proportional to its livability quotient?**

Cities or metropolises grow because they offer

hope. Citizens can expect more from one city over the other. People move from rural to urban (350,000 every day in India) because they are looking for a better life with work opportunities and housing options. One changes his or her existing culture and location in the hope that their children will lead a better life in the new place. **I believe cities grow because of their 'expectations' quotient, not because of their livability.**

**If not, what is most essential for the growth of a city?**

A city with a strong framework and sustainable facilities will always grow. The responsibility of the city managers is to make cities livable and to build them within a sustainable framework. Once things are set right, cities will organically attract people and grow.

**For the growth of any city, its managers, which means its politicians and civil servants should primarily grow a sound economy that will produce jobs and wealth, provide decent housing that is affordable, well-located and equipped with all the social facilities and ensure fair distribution of city wealth.**

— Continued on page 2 —

## WORLD CITIES IN FOCUS

We are born in cities, we live in cities and we are defined by cities. Cities often play a dominant influence in ones' lifetime. Though how often do we question what or who made these cities such influential personas. Edward L. Glaeser says in *The Triumph of the City* that, "The city is humanity's laboratory where people flock to dream, create and rebuild." One of the main tenets of a 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 take pride in – and that supports you to thrive, is surely one of these. And one that will last a long time. When citizens are proud, visitors are encouraged to find out what the fuss is all about and then tell the world. There are a few cities that have etched a mark for their distinct characteristics that have made them leaders of change in this era of globalization.

### Singapore: Building impeccable infrastructure

As per the World Economic Forum's 2015 report, Singapore is numero uno in the world for its quality of aviation infrastructure and a close second for its quality of port infrastructure. According to the report

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### TIGER SHROFF AND JACQUELINE FERNANDEZ AT XPERIA MALL AT PALAVA

FIND OUT MORE ON PAGE 2



Singapore : is known for its smart infrastructure.



# FROM THE CEO'S DESK



October has always been a sought after month as it announces the onset of the festive quarter of the year and heralds the season of celebrations and revelry. **This year, it also marks a special occasion for Palava as it unveils the anniversary special edition of Palava Times, which takes pride in sharing the journey of the city that is today known as India's fastest growing city.** Seven years ago, we chose to realize a dream and thanks to the support and encouragement of every contributor along this journey, be it design professionals, corporate alliances, innovative start-up partners, city support teams or our endearing citizens, today that vision continues to prosper and achieve new milestones in reality.

**With over 25,800 homes sold and over 19,500 delivered the city has indeed created several milestones along the way.** And celebrates yet another with Palava Times. This quarterly was launched to fulfill the need for disseminating city-related news to our citizens, well-wishers and the community at large. Published by the Palava City Management Association (PCMA), this newspaper serves as a voice for dialogue between city planners, social influencers, thinkers and the administration to discuss subjects ranging from sustainability and education to modern technology and sports. **Through its past editions, Palava Times has delved into the nuances of city planning, highlighted the evolution of sports in India, voiced the opinion of renowned educationists on the future of learning and brought to fore the intent and success stories of the start-up community, among others. This anniversary edition brings to you popular features of the past, reminiscing our journey from the day we began.**

I thank each one of you for your enthusiastic support, suggestions and valuable critique. People are any city's biggest asset and its mightiest strength. Your happiness boosts our morale and we look forward to bringing joy and pride to several families for years to come. Wish you all a Happy Diwali and a prosperous New Year.

Shaishav Dharia,  
Regional CEO, Palava

Thoughts and comments are welcome at [palava.times@pcma.in](mailto:palava.times@pcma.in)

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## BUILD SUSTAINABLE FRAMEWORKS TO MAKE CITIES PROSPER

### How has urban planning evolved?

In the 70s the trend was computational analysis, in the 80s it was community action, the 90s saw conservation of environment, the last decade witnessed bottom-up participation and presently it lies with climate and technology. Today, those concerned with social equity are focusing on sustainability, resilience to food risks and climate change. Those aiming to enhance economic efficiency are focusing on smart cities. I personally feel rather than focusing on a different aspect every decade, we should integrate and focus on them together as that will be more impactful for the citizens.

### What is your opinion on cities in India? Do you have any suggestions for them?

India is a remarkable country; its cities are beautiful as they reflect the incredible Indian culture. **Indian culture is among the top six cultures of the world today.** But Indian cities are under enormous strain due to the explosion of growth in the country.

-Continued from page 1 -

## WORLD CITIES IN FOCUS

Singapore's economy can rely on top-notch infrastructure a transparent and efficient institutional framework and stable macroeconomic environment. A super-fast broadband network reaches over 95% homes and businesses in the city. **In transportation, it has been the pioneer of 'congestion-pricing' - a system that utilizes traffic data to adjust prices in real time.** It has a 34 hectare Sports Hub whose highlight is its comfort cooling, National Stadium with the world's largest free spanning dome with a retractable roof. Be it Integrated Payment Cards used to pay for bus travel, road toll or shopping, or RFID cards for the elderly and differently abled citizens to extend zebra crossing times, the city is constantly working towards becoming the world's first smart nation.

### Copenhagen: Building a sustainable tomorrow

The European Green Capital in 2014, Copenhagen, has a 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. **71% of all the Copenhagen's hotel rooms hold an official eco-certification and the city is home to Geranium - the world's only all-organic restaurant with three Michelin stars.**

And with electric bi-cycles used as common mode for transport around this old maritime city, it propagates eco-tourism. Only 29% of the households in Copenhagen own a car and traffic lights are coordinated in favour of cyclists during rush hour. This ambitious green city has a clear goal: to become the world's first CO<sub>2</sub> neutral capital by 2025.

### San Francisco: Building hyper-local communities

Hyperlocal is essentially information oriented around a well-defined community with its primary focus directed towards the concerns of the population in that community. With its tech boom, San Francisco encouraged its tech industry to build consumer technologies with a sharper hyper-local focus. Hoodline, a blog that started off covering the city's south neighbourhood went on to launch a flagship website and an iPhone app in 2014.

To ease the strain, cities have to harness that growth. They need to plan better by focusing on city statistics such as annual need of housing land services and availability of mass public infrastructure to sustain its population growth. It should strengthen its public administration efficiency and finance capacity. India's political leadership and collective intelligence of the society can help better cities by putting their priorities right.

### How would you design a 'city' in India?

**I would design with intelligence instead of smartness. I would ensure the fundamental concepts are got right before thinking which technology would be the best to achieve the intelligent goals.** It is important to first ensure the basic amenities are provided and then turn focus on using technological smart instruments to further enhance the design of the city.

### Which has been your most memorable urban planning projects and why?

From 1996 to 2016, I was given the responsibility to create the Metropolitan Planning of Madrid. It addressed the needs

for housing land and public transport for the Madrilénian and it worked very well. I hope the Mumbaikar's will benefit from the same results out of the recently approved regional plan announced by the Indian Government.

**Pedro Ortiz has previously served as Deputy Director of the Council of Architects of Madrid and Director of the Institute for Urban Renewal, a joint venture between the public and private sectors in Madrid. He was also the Founder and Director of the Masters Program of Town Planning of the University King Juan Carlos of Madrid.**

**He is also a member of the Madrid's City Council (1987-1995) where he was responsible for Urban Prospective (1993-1995) and for Culture (1991-1993). He served as Director of the "Strategic Plan for Madrid" (1991-1994) and as Director General for Town and Regional Planning for the Government of Madrid Region. He has authored two books, "Regional Development Plan of Madrid of 1996" and the "Land Planning Law of 1997."**

Read more on this work at [www.pedroortiz.com/](http://www.pedroortiz.com/)

**Nextdoor is a platform that borrows information from social networks rather than news sites and relies on neighbours rather than reporters to share the latest happenings around the block.** Apart from media and commerce marketplace, hyper-local helps facilitate social community engagement. Care2 Local Petitions, an online 33 million network that gives citizens the opportunity to create local petitions focused on schools, parks, pets, crime and other local issues. Be it any need, the hyper-local network in the city ensures it is addressed and met using the best of technology.

### Boston - Building the Mecca of education

Nicknamed "Athens of America", Boston has long held a reputation of an intellectual and cultural hub with numerous historic institutions since its founding in 1630 and is known for its top-notch education and research, be it engineering and biomed or business and politics. Boston holds a number of 'first

distinctions - the nation's first public school, first university and the first publicly supported free municipal library. Both Harvard and MIT are consistently ranked in the top five universities in the world. The wealth of talent Boston cultivates across its colleges and universities provides a strong pipeline for its entrepreneurship ecosystem. **In 2010 the city launched 'The Innovation District' - an initiative to transform 1,000 acres of the South Boston waterfront into an urban environment that fosters innovation, collaboration and entrepreneurship. Today, this district is known for tech meet-ups at a co-working space, start-up launches and many more transformational ventures. Education, today, is synonymous with Boston.**

Malcom X, a world renowned human rights activist once said, "Tomorrow belongs to the people who prepare for it today". These cities are striving hard to ensure their citizens have a very promising tomorrow.

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## Xperia Mall now open with exciting brands!

The much-awaited Xperia Mall was inaugurated with much fanfare by the latest heartthrobs of Bollywood, Tiger Shroff and Jacqueline Fernandez. They also launched the PVR Cinema that offers 6 screens to choose from. Their latest release, 'A Flying Jatt' has instances shot at Palava! Big Bazaar, Hollywood Opticians, Reliance Digital, Home Town, E-Zone and many more brands are now open. A sprawling food court and weekend flea markets await patrons at Xperia.



Xperia Mall: A premium retail and entertainment destination.



# I AM PALAVA.

HOME IS WHERE LOVE RESIDES, MEMORIES ARE CREATED, FRIENDS BELONG AND LAUGHTER NEVER ENDS.

Roman author, Marcus Terentius Varro once said, 'Divine nature gave the fields, human art built cities.' A city would have been nothing more than a dot or a dash on the world map had it not been for its people. In 2007, Palava was a name given to a sprawling 4500 acres. The name was chosen to symbolise the intent of building a city that would nurture comfort, talent and the future of its citizens. It is home to over 25,800 families today who have lent it its personality, its pride and are its voice.

The city belongs to its people and they are growing with its evolution. Palava's Riverside Amphitheatre has encouraged citizens to form local bands, cricket training in its floodlit stadium has led to an inclusion of its citizen in the Mumbai U-14 cricket team, its enriching green surrounding has beaten health blues for senior citizens and its encouragement to rekindle hobbies sees a new talent shine on every given occasion. Beyond brick and mortar, Palava is providing its citizens their desired lifestyle.

What once upon a time was acres of barren land on the outskirts of Mumbai today introduces itself as India's fastest growing city. As Palava takes a step at a time to fulfill its vision, today its citizens exemplify its achievements and are its biggest encouragement and support. They resonate with the essence of 'I am Palava' and following are a few inspiring citizen stories that reflect their success.

**DO YOU HAVE AN INSPIRING STORY TO SHARE? WRITE TO US AT [palava.times@pcma.in](mailto:palava.times@pcma.in) AND INSPIRE OTHERS. THE CHOSEN ONES WILL FEATURE IN OUR NEXT EDITION.**

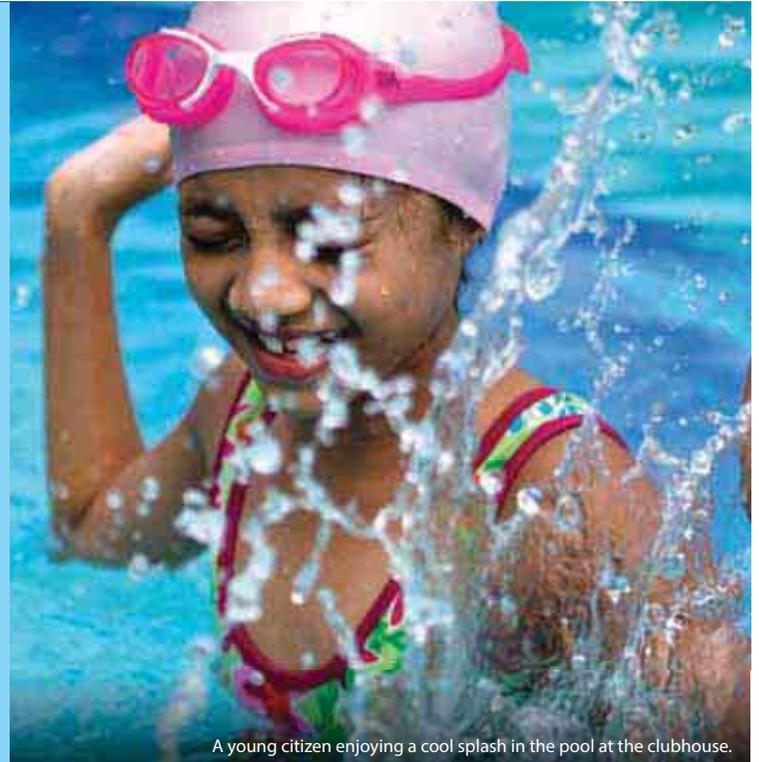


## Rupali Repale

(Excellencia, Casa Bella)

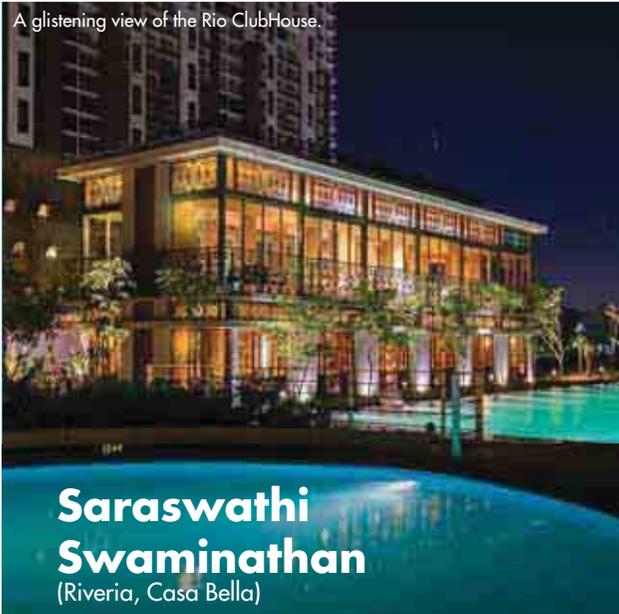
I was about three when my father enrolled me for swimming and like any three year old I wasn't all that kicked. But besides that initial resistance for the waters, I soon fell in love with the deep blue and embarked on my journey to become a long distance swimmer. It was back in 1994 that a family friend talked to my father about the English Channel and suggested that I swim across it as I had a knack for long distance swimming. My father felt there was no harm in trying, so we went ahead and applied. The committee wrote back stating that I could swim that August. 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 I focused on my weight gain, my family and friends came together to raise funds for my expedition and through a great deal of kindness I finally made it to England. I will never forget the day of the swim. It was the 15th of August, 1994 and after continuously swimming a distance of 34 kms from England to France, in 16 hours and 7 minutes, I became the youngest swimmer in that year, and second youngest ever, to successfully swim the English Channel and there was no turning back after that.

**Today, being a citizen of Palava, I run my own swimming academy here for all members and train a chosen few for competitive swimming. It gives me a chance to stay close to doing what I love most, even after all these years.** Swimming has helped me understand the meaning of passion, self-belief, determination and focus. It is my hope to try and pass that on to everyone I train here at Palava.



A young citizen enjoying a cool splash in the pool at the clubhouse.

A glistening view of the Rio ClubHouse.



## Saraswathi Swaminathan

(Riveria, Casa Bella)

I moved to Palava last year and was overwhelmed by the number of activities the place provides be it in terms of sports, cultural or spiritual pursuits. At the age of 53, I learnt how to swim. I regularly play table tennis with experienced players. I am exploring newer pursuits and rekindling old ones. One of them being yoga, in which I had earlier completed my teacher's training course, yoga therapy course, MA in yoga, etc. and on my friend's advice I decided to teach others as well. I began small with just a couple of students but today I have five batches. I have begun yoga therapy, ante and post-natal yoga. I eagerly look forward to learn more, impart more, have fun and make friends. **Here's to making Palavians healthier and happier. Cheers.**

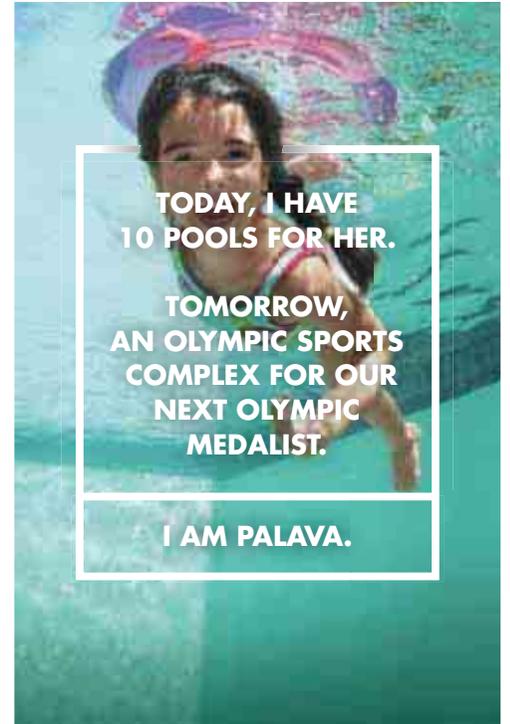
Young citizens plant saplings on a Go Green weekend.



## Rashmi Mehta

(Marina, Casa Rio)

I am turning 60 and things have never been better. After moving to Palava, I have taken up badminton and go for walks whenever I want. **With so many options at hand at Palava, I am eager to try new things.**



TODAY, I HAVE 10 POOLS FOR HER.

TOMORROW, AN OLYMPIC SPORTS COMPLEX FOR OUR NEXT OLYMPIC MEDALIST.

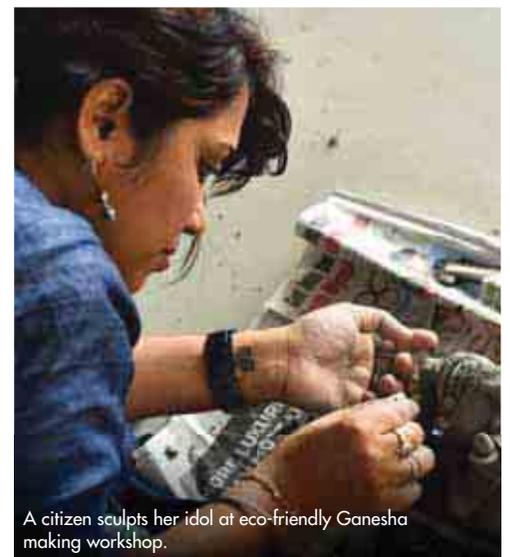
I AM PALAVA.

## Tasneem Kalavadwala Pothiwala

(Maxima, Casa Bella Gold)

At the age of 4, I learnt swimming. Later in school I learnt badminton. Today, living in Palava, I am reliving my childhood days again.

**At 45, I feel independent. Thank you Palava.**



A citizen sculpts her idol at eco-friendly Ganesha making workshop.



A day at the Lodha World School, a renowned ICSE school in Palava

### Shweta A. Kumar (Casa Rio)

5 months ago, when I moved to Palava, I was mesmerized by the dream-like surroundings here.

**I am happy to be a part of this city. This happiness was amplified by the opportunities this place presented to me.**

Before my marriage, I was quite passionate about my career in teaching, however, the responsibilities of married life prevented me from pursuing my interest. After moving to Palava, I now have the time and convenience again to teach at Little Brooks and rekindle my lost passion.

Ustad Rashid Khan performs at Palava Tarang, by the Riverside Promenade.



### Ganesh Lingam (River Dale, Casa Rio)

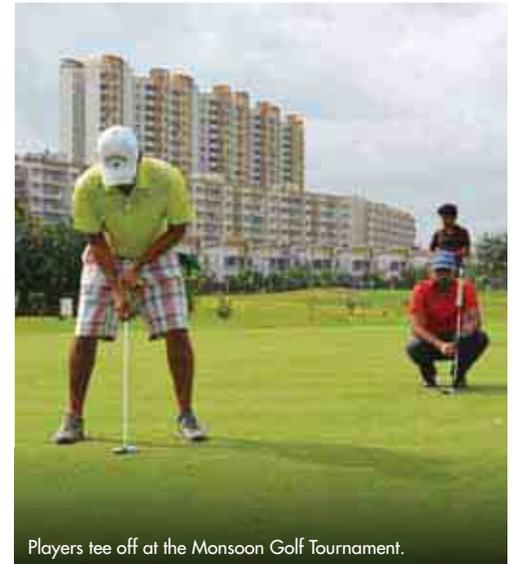
**Palava has given me a chance to relive my college times.** I have taken up singing again. I even have the time to play cricket, badminton and swim on the weekends. I feel rejuvenated.



Grandmaster Abhijit Kunte plans his move at the Palava Chess Championship.

### Pravin Pal (Casa Bella Gold)

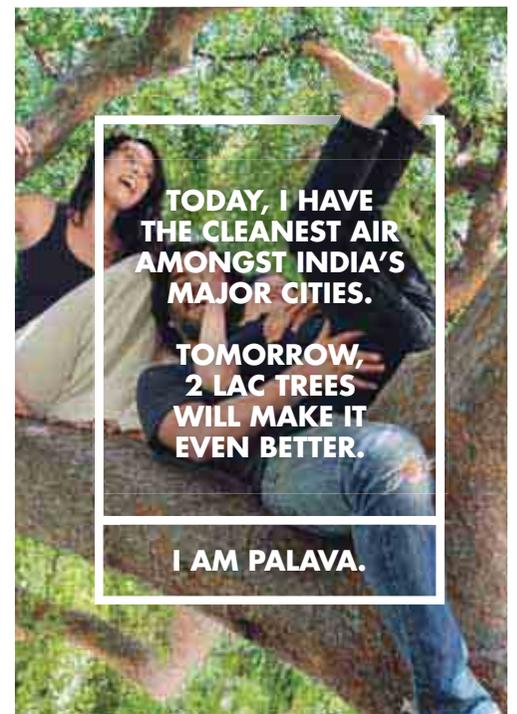
**Palava's sports tournaments are a great initiative.** Keep it up. We are proud to be a part of the Palava family.



Players tee off at the Monsoon Golf Tournament.



Young citizens showcase their karate skills at Fantastic Street.



**TODAY, I HAVE THE CLEANEST AIR AMONGST INDIA'S MAJOR CITIES.**

**TOMORROW, 2 LAC TREES WILL MAKE IT EVEN BETTER.**

**I AM PALAVA.**



Palava's women's team enjoys a game of cricket at one of Palava's cricket grounds.



### Geetha Pai (Eleganta, Casa Bella)

We had booked a flat in Palava as an investment option but when our daughter got admission in Lodha World School we decided to move here. And I am glad we took that decision. The excitement of owning our own place is only augmented by the tranquil surroundings. From acres of open spaces and endless green spaces to clubhouses with swimming pools, badminton & volleyball courts, cafés, a library and much more! It's like a dream come true here. In this serene neighbourhood, I have made friends for life. The wide range of activities here has rekindled my interest in various hobbies, which my otherwise busy schedule prevented me from pursuing. The joy of swimming, cycling, badminton or various music events helps me rejuvenate. I have even started my homeopathy practice here. Healing people gives me happiness like no other. The best part is seeing my 4-year old toddler enjoying childhood the way we did. She plays in the green outdoors for hours till she tires herself out and goes to sleep, peacefully.

**I am grateful to have found this safe haven for my family and can proudly state - "I am Palava".**



Citizens lead the procession to install the idol at the Ganesha temple.

### Aparajita Roy (Excellencia, Casa Bella)

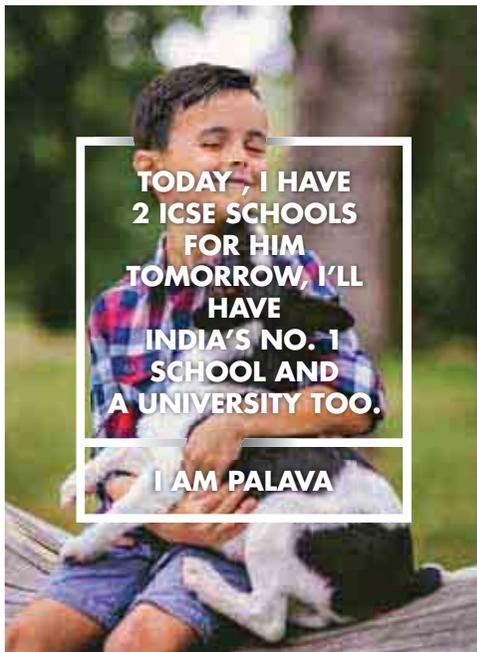
Imagine a childhood without toys. Nightmarish, isn't it? That's exactly how my colleagues from Lodha World School and I felt when we heard of these two Zilla Parishad schools that have no toys or playing materials in school. We decided to take matters in our hands and we collected a small amount from our near and dear ones and bought some toys. We visited the schools and were surprised to discover that the kids have never played badminton and don't even know how to play carrom. Our gifts left us richer with the precious smiles we got in return. This instance motivated us to start a small group called Purnay and our tagline 'lets fulfill some dreams' explains our purpose. Now once in 3 months, we visit the under-privileged and do our bit to help them. So far we have visited Jyothi Aids Center, donated annual subscriptions of books and note books to 10 girls at Z.P. School from Desai and Nilje village. We also contributed a small amount towards Masari, a Rajasthani folk singer who recently performed at LWS. **Being a part of the Palava community has brought us together and helped us run our group.**



The city is designed to have over 60% open spaces.

### Samir Jhaveri (Casa Bella Gold)

I am a Palavian and the city is just marvellous. **It is indeed a city of the future,** beautifully planned and it's a dream come true to live in such an environment.



**TODAY, I HAVE  
2 ICSE SCHOOLS  
FOR HIM  
TOMORROW, I'LL  
HAVE  
INDIA'S NO. 1  
SCHOOL AND  
A UNIVERSITY TOO.**

**I AM PALAVA**



The scenic Ganesha temple at Casa Rio.

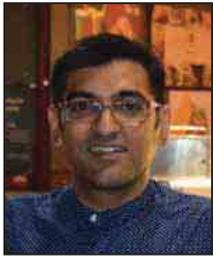
### Shaina Vyas (Regalia, Casa Bella)

I had quit my job when I had moved to Palava. I wanted to be an entrepreneur. For two years I kept experimenting with creative art, trying hard to find where my passion lay. It was at a studio in London that I first spotted a DSLR and fell in love. Once I returned to India, my husband gifted me a DSLR on our anniversary. There began my journey to learn photography. I watched multiple YouTube videos and made my family members my first subjects. Soon, word spread in Palava and people began appreciating my photographs. They asked me to click their personal profiles and family portraits. Every new assignment presented a new opportunity and learning. Slowly, my passion began evolving into a profession and with the help of a few close friends from Palava like Bharti Vyassamudra, Archana, a beauty expert and Ashita, a fashion stylist, we setup a photography project called 'Tasveer'. Since then there has been no looking back, Tasveer has shot across the beautiful landscape of Palava, its gardens, Riverside Promenade and more. Today, Tasveer is five months old and continues to grow in learning and team strength. We are working on a concept to highlight true inner beauty and build self-confidence in our subjects. We will be revealing more shortly. I am happy that my passion is helping others frame wonderful memories. **I have at last found my calling and I am grateful that Palava has helped me get here.**



# Carpool with sRide to save trees

sRide highlights the benefits of carpooling and its influence on new age travel



Nitin Chadha

Palava continues to strengthen its bonhomie with the start-up community and build new partnerships. Its newest hyperlocal partner is 'sRide', a service dedicated towards carpooling

in India. Since its launch in Palava in August, this carpool app has not only helped citizens save time and money on travel to and from Palava, but has also saved 1056 kgs of carbon dioxide, equivalent to planting 50 trees a month. sRide's COO, Nitin Chadha shares insights on the journey of this transportation startup.

## How is sRide changing the way commute is undertaken in the city?

sRide is present across 4 cities, Pune, Hyderabad, Bangalore & Mumbai and one trend that we have seen common across all cities is that when we launch in a city, there are early adopters who have been waiting for a service like this since a while and start using it from day one. There are some who get references from their friends or colleagues and start using it 2-3 times in a week. Eventually, a large part of office going population uses it on a daily basis to commute to office, which one usually does 10 times a week and 44 times a month. While people use taxi app services 2-3 times in a month, the possibility to use sRide is 44 times a month. It is like using some of the other social apps (Whatsapp, Facebook) that we use on a daily basis. This has given riders (who were earlier using public transport) a comfortable & cost-effective commute facility. The saving is substantial in case of both riders as well as car-owners. Apart from that, carpooling not only reduces the pressure on roads but also creates a strong social community with people that you are carpooling with. It connects people with others from their community, office or neighborhood who they have never met earlier. It creates social impact and exchange of interesting stories during commute. The social networking that people

are able to do while carpooling is exclusive to our platform.

## Do you see a trend in commuters becoming more eco-friendly?

Absolutely! This is a very exciting time to be in the transportation industry. Today's generation is very eco-conscious. People are not only looking for easy to use, eco-friendly transportation but also one that is impactful, cost-effective and that gives back to society. Carpooling is one way of commuting that fulfills all these requirements. It helps you reduce traffic & pollution, saves cost and helps one individually create a green impact by reducing levels of CO2. Our users are very conscious and aware of the number of kilometers they are carpooling and carbon emissions being reduced.

## Can you share some highlights on the operation strategy that makes sRide a distinct service?

sRide platform focuses on making its service a way of life. It lays special emphasis on aspects important to users: security, ease of use, online payments and professional networking. We have partnerships with some of the largest IT companies across these cities (sRide works with 150+ companies across cities) and have helped both organizations as well as employees reduce their transportation cost.

The platform is very advanced and can support both intra-city carpool and long distance carpooling. It can be used in any part of the world. Currently, in India, we are focusing only on home-office commute as that forms the bulk of what we like to call as peak hour traffic. This happens everyday, sometimes twice a day and is something everyone wants relief from. A 20% reduction in this issue can bring a huge improvement in employee productivity and health status of people.

## How is sRide helping build community engagement?

sRide is helping communities in a huge way. If you take the example of Palava and people who work in IT companies in Navi Mumbai, there are at least 4000-5000 in each of these companies and a lot of them might be living in

Palava or the nearby areas. The chances of a person knowing all the people from his or her organization are remote but on availing sRide, one gets the option to access and connect with them and also network with other professionals. One has the option to carpool with the same person every day or connect with new people on a daily basis. You can connect with all people who live within 1-2kms from your residence. Who knows one may find a salsa partner or tennis companion while riding to work!

## How are you encouraging commuters to ride with sRide?

Most of our users are self-motivated and see the value in carpooling. Over 50% of our users come from referrals and are encouraged by their friends or family to carpool on a daily basis.

They realize the valuable impact that they are creating on the food chain by reducing CO2, and saving trees and the environment. Other periodical incentives offered to them are often overshadowed by this achievement through personal contribution. A lot of people who are genuinely eco-friendly and want to conserve the environment in reality have never even planted a tree. You can verify this by asking around. **It often never occurs to people that they have never planted a single tree in their lifetime, so when we tell people that by carpooling for 105 km they are reducing CO2 that is equivalent to 1 tree in a year it suddenly makes them beam with pride.**

Everyone wants to contribute to society and sRide helps one accomplish the same. The motivation drawn from this accomplishment is the biggest encouragement for our commuters.

Another encouraging factor is the effective cost saving by carpooling every day, in the long run, for all users be it riders or car owners. After using sRide there are commuters who have been able to cut down their travel costs by up to 70% per month. That is substantial saving, if calculated for 12 months of the year.

## Is sRide redefining the statistics often shared for transport and commute?

Carpooling is a not a new concept in India. It has been around for decades. If you look back 10-15 years, sharing a car or a bike ride with your friend while going to college was nothing but carpooling. But back then, it was unorganized, not trackable and did not give any options to user if his/her co-rider was not available on a particular day. Today at sRide, we work with the city management about information on the city and its traffic routes. We use technology to access relevant information in an effective way to make transportation easier and carpooling more organized and reliable.

## Can you tell us about the partnership of sRide with Palava?

We are very proud to be associated with



Palava and grateful to have got this opportunity to be a part of a Smart City that encourages sustainable transportation. **Citizens of Palava are very eco-friendly and we have seen its impact in the very first month of our launch. The number of trips completed and the number of kilometers carpoled have been very encouraging, considering carpool is a density based solution that takes a while to create a high-density corridor. We expect to make Palava the top Smart City in India with the least amount of carbon footprint from transportation.** Our aim is to reduce carbon emission during office commute by 25%.

## What are the future plans on your partnership with Palava?

Palava is still developing and in the next 2-3 years, the number of citizens living there will be huge. That'll also increase the need for better infrastructure and transportation not only within Palava but essentially outside the city, connecting to Mumbai. **We have committed our full support to the Palava City Management Association to make sustainable transportation as one of the focus points and increase the density & usage of carpooling in the next one year. We want to set Palava as a benchmark for Smart Cities in terms of sustainable transportation as it has the potential to do so.**

## What are the future plans of sRide in India?

Currently, sRide is present in Pune, Hyderabad & Bangalore (apart from Palava). We do have a plan to expand to other major cities in India but as of now, we want to focus on what we are doing in the existing cities and make a larger impact there.

## Could you share some insights about your team?

sRide has a small team of 15 people and we are very proud of what we have achieved with a very small and agile core. Our CEO and Founder, Lakshan Jha has 18+ years of experience in IT and has worked with companies like Infosys and Cognizant.



sRide has helped commuters cut their travel costs by 70% per month.

**BEST OF PALAVA TIMES**

Celebrating its first anniversary, Palava Times brings you the most appreciated features from its previous editions. Read excerpts from the best of art and culture, governance, hyperlocal partnerships and other initiatives undertaken by the city. The digital editions of all the previous issues can be read and downloaded from [www.palava.in/palavatimes](http://www.palava.in/palavatimes)

# A 24 x 7 multi-tier security system keeps a watchful eye on Palava

**SMART CITY**

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 the upkeep of the social welfare of the 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 both in residential areas and public spaces. To cater to emergency situations, the 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 stones unturned to ensure 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 culminate 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



The PCMA Command Centre keeps a 24/7 watch on Palava.

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 of 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.

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

**HEALTH**

'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. **It has partnered with Healthspring, India's leading experts in primary healthcare, to open its first clinic in the city.** Inaugurated in June this year, the Healthspring clinic at Palava presently houses a physician, pediatrician and nurse and an on-call physiotherapist, ENT specialist, dentist, gynaecologist and dietician; it also provides pathology services and X-ray facilities. It will shortly 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 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 the entry level of personal care. Healthspring comprises of family health experts and focuses on family medicine, a specialty devoted to providing comprehensive health care for people of all age groups. We provide pre-hospital care, be it at home or responding to day-to-day health care 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 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 dietitians, supported by in-house diagnostics (pathology and radiology), as well as pharmacy. Unlike hospitals or polyclinics, the entire medical

team comprises of 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, dietitians, 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.

– Continued on page 9–



Team of doctors and health experts at Healthspring.



# Placemaking: Creating Dynamic Cities



Rise: Discover and unlock your potential.

## ART & CULTURE

### Prathima Manohar

Your quality of life is most influenced by the neighbourhood you live in. From being able to enjoy a walk in the neighbourhood park or participating in cultural activities, the community you live in can impact you in simple, positive ways. One of the key features of livable communities is that they have a sense of place. All of us have experienced places in our cities that we love and adore. What makes these places loved? These are places where people want to hang out and relax and not just walk through. Cities around the world are zealously attempting to create such places that are special, where people want to come to live, to work, to play and to learn. The practice of Placemaking is one method used to achieve a sense of place. Placemaking is about tactically crafting places as destinations that people are attracted to. New York-based non-profit organisation, Project for Public Spaces, describes the approach as 'a descriptive word

picture of an exciting community that attracts people to come together and enjoy various events and cool spaces'. The goal here is to create places which are cherished and where people want to go and linger. Public Art is one of the key Placemaking tactics used to create special places that sometimes become iconic.

They play a key role in creating a community's identity and spirit of place. For instance, not only do the London Eye or New York City's Statue of Liberty represent the city of London or New York; they have come to symbolise their countries too. Anish Kapoor's 'Cloudgate', often called 'The Bean', located in Chicago's Millennium Park, is another perfect example. It has come to be a symbol of Chicago. It attracts thousands of visitors everyday who admire quirky reflections of themselves against the Chicago skyline. **Palava citizens will identify the globe at the entrance avenue as an iconic symbol of their city. The globe, which is called Green Legacy, symbolises the aspiration for a green cover and therefore cleaner air, earth, water and space as all the elements are linked to each other. This interactive installation lights up when one pedals the cycles that are placed in the plaza around it. This public art installation is part of a series of works based on the theme of sustainability, which create a sense of identity for the community.**

Another such interactive work is a series of walls featuring 'Eco twirls' – wheels that, on

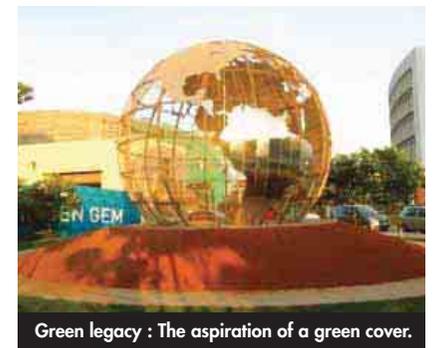
the one hand, evoke memories of colourful paper fans at fairs but, on the other, when set into motion by kids playing with them, plant a seed of thought in young minds on the power of clean wind energy. Art in everyday life also creates memory points. Word sculptures like 'Love' in Philadelphia and 'I Amsterdam' in Amsterdam are the most photographed and memorable places in these cities. **In Palava, not only is the 'Joy' seat installation a landmark spot to take memorable pictures, it is also used to provide functional improvements for the community.** Public art adds cultural stimulation to daily activities like commuting to work or walking and playing in the community. One of the most invigorating aspects of walking around New York's Fifth Avenue and Rockefeller Center is being amidst the much loved giant topiary, 'Puppy' and the inspiring installation, 'Atlas'. At Palava, public art serves a dual purpose – even as citizens enjoy the sight of some wonderful works such as a flock of cranes made using mechanical waste, they are left to ponder on the benefits, indeed, the necessity of recycling goods for a better environment. Similarly, the gigantic, colourful butterflies that peek out from the edge of the main link road provokes us to think about the depleting butterfly population in our cities. **Placemaking is a multi-faceted approach to the planning, design and management of public areas and often takes advantage of the local community's assets, inspiration, and potential.** The public art programme at

Palava is one of the many initiatives being undertaken as a catalyst towards building a livable and sustainable city.

**The writer is a social entrepreneur and the founder of The Urban Vision, a think tank on cities. She is also an architect, critic, writer and a TV journalist.**



Joy: Seat of happiness.



Green legacy : The aspiration of a green cover.

– Continued from page 8 –



Kaushik Sen, co-founder – 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 stabilised on the spot without needing hospitalisation. 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: 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 realised that it was quite 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 the 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 include 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 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-up and we have some great health check-up packages to offer to all citizens.** Following the health check-up, our doctors devise a customised 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 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 and Casa Bella Gold, Palava and accessible to all. Please contact +91 94339 39684 for appointments and further details.)



# Shri Ram: India's No.1 school to open at Palava



A render of the school's facade.

## EDUCATION

Mumbai Metropolitan Region will soon see an iconic name in the academic circles come to its fold. From the promoters that set up the country's most premier and sought-after educational institute, The Shri Ram School, comes The Shri Ram Universal School at Palava. The school will be set up under the aegis of Shri Educare Limited. Shri Ram is widely acknowledged as being the Holy Grail of schooling in Delhi. The first Shri Ram School that was founded in 1988, has progressively emerged as the top choice for Delhi and Gurgaon parents. The school is known to live by its core values of integrity, sensitivity, pride in one's own heritage and pursuit of excellence. The Shri Ram Universal School will follow the teachings, philosophy and best practices of The Shri Ram Universal School.

While making the announcement, Mr. Kartik

Bharat Ram, Board Member of the SRF Foundation (which runs the Shri Ram Schools) and Shri Educare limited said, "The Shri Ram Schools are a manifestation of the vision and passion of Mrs. Manju Bharat Ram who felt a strong need to build an alternative model of school education in Delhi. In an atmosphere of mutual support, equality and dignity, each child is given the opportunity to strive for excellence within the framework of an extensive and diverse curriculum. With this, we are taking the vision forward and expanding outside to provide uniform quality of education across the country." On the association with Lodha Group and choice of Palava as the destination for the school, he said "We see Lodha Group as excellent partners in setting up a quality education institution. As Palava is a Greenfield city development, we will have a larger school premise than an average school in Central Mumbai. This additional space

will help us incorporate more non-academic activities to ensure holistic development of the child." The Shri Ram Schools in Delhi and Gurgaon have consistently held the top positions for the best school to study in India, according to the Education World India School Rankings. Some of the other premiere and leading educational institutions set up by the group are the Shri Ram College of Commerce and Lady Shri Ram College. The Shri Ram Schools have been set up in the same tradition of creating excellent institutions which serve the society. **Mr. Abhishek Lodha, Managing Director, Lodha Group said "It is our vision to make a world-class educational system available to every one of Palava's young citizens. We are confident that in the future, The Shri Ram Universal School in Palava will be a touchstone for academic excellence in the Mumbai Metropolitan Region. We see a lot of alignment in the philosophies followed**

**by the Shri Ram Group and are extremely happy to partner with a group that is a pioneer in the education sector."**

**The Shri Ram Universal School will be set up in Lakeshore Greens at Palava and will cater to students from Nursery to Class XII.**

It will be one of the over 20 schools planned in Palava. Palava, today, has two operational ICSE schools – Lodha World School and Pawar Public School. With this one-of-its-kind alliance, the citizens of Palava will get an enviable chance to enroll their children into India's top educational institute, and that too, located just a short walk away. The Shri Ram Universal School in Palava is expected to carry the legacy of being progressive, secular, child-centered and committed to providing quality education for all their students.

**The first session of the school is expected to commence in 2018.**

## Tête-à-tête with Housejoy!

### HOME

In 2015, two friends decided to explore the territory of home services and launch an e-start up to deliver convenience to households. Service veterans Sunil Goel and Arjun Kumar began Housejoy by servicing 40-50 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 insights into the ambitious journey of this 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 meets 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: 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: What were the first few challenges you encountered in starting this business 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?

**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: Do you feel the Indian consumer is adapting easily to

### e-offerings of home service?

**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 the 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 from the association with Palava?

**A:** We aim to pursue a long-standing partnership with Palava as it fits in 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.



# LETTERS TO THE EDITOR

"We enjoyed the Funfair. At the outset the Sr. Citizen's Forum congratulates the PCMA specially Mr. Tushar & Mr. Sachin and their whole team for their hard work in organising a wonderful and memorable Fun Fair in the Central Park of the CBG. All residents of Palava enjoyed the Fair. We are also thankful for starting the screening of the Film show on each Saturday for elderly residents".

**Secretary, Sr. Citizen Forum**

"Palava City provides good opportunities to grow a child holistically through its cultural programs, its sports events and various events at school. I wish Palava continues its good works in providing much more and wish them best for the future."

**- Mr. Kiran**

"The security guard at the gate was alert and found the bag I had left behind in the auto that dropped me at Arabiana. I would like to specially thank the security personnel at the main gate along with PCMA."

**- Kiran Kumar Chamarthi**

Dear Mr. Shailendra ji,

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

Really appreciated the efforts you & your team have taken to explain in details about the Fire / Safety Drill. Your presentation was extremely informative & well received by all who attended.

You are free to bring to our notice if any of the rules regarding - 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.

**- Sudhir Gupte**

Hi,

I'm a resident of Palava and Tarang is an awesome opportunity for us. I don't think we will be able to ever see maestros like these perform at our doorstep. Would really like to thank PCMA.

**- Arpita**

Hi,

I'm a Palava resident. Tarang has truly been a wonderful experience for me and my family. We could just stroll after work and unwind by listening to such great artists. Great entertainment for all. Keep it up, PCMA.

**- Sanjay**

My son wants to play and learn football. At the Sports Facility here, they are preparing kids for competitive games without missing out on the fun factor. The facility is excellent. It has been a positive experience for both my son and me.

**- Ajay Sartape** (Eashan Sartape's father) Eashan has been offered a Youth Development Centre Scholarship.

Dear Team,

With the ongoing cricket fever in mind, Palava came up with the idea of conducting the Palava Woman's Cricket Tournament-2016. Unaware of the response it would get, Palavites were surprised to watch an eventful game with enthusiastic 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. Casa Rio Cricket Ground venue was finalised for the event.

Winning the first ever Palava Woman's Cricket Tournament Trophy was a challenging task. 60 days of cricket practice session was filled with drama, melodrama, comedy and action packed events.

The course of action was not always easy. Along with household responsibilities and work commitments, they would have to find the time to practice regularly for two months. Often in the scorching heat the women would be seen practicing on weekends while their little ones played around in the open. Finally, five teams namely Bella Stunners, Bella Thunders, Rio Challengers, Rio Sparkles and Rio Riders were formed. Each team had to play two games to qualify for the finals.

Strategies were laid out, jerseys were readied, schedules were prepared, practices got intense and the players were all charged up.

Finally, the D-Day arrived. Each team eyeing the trophy was confident and determined to play a fair game with team spirit. The stadium was filled with spouses, children, relatives, friends and neighbours supporting their respective team. The audience cheered the teams on with gusto.

It was decided that each team would play six overs per match. Matches began as per the schedule. All players gave their best performance on the ground. A true team spirit was showcased by each team.

I am happy to announce that Bella Stunners and Bella Thunders qualified for the finals. Bella Stunners won the final match and Bella Thunders took home the runners-up trophy. Their sheer determination and dedication paid off. The friendly match not only gave everyone a new set of friends for life and but also good memories to cherish. In those 60 days, apart from playing cricket the teams celebrated festivals together, enjoyed pot-luck get-togethers and their innumerable selfies are a witness to the same.

**- Chaitra Dilip**

Dear Editor,

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

Regards,

**- Kartik**

Respected Sir,

I want to congratulate your entire team for organising a wonderful event at Casa Rio recently. It was a very well organised 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 the 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 a very good luck to all.

**- Naresh Sabhani**

Dear Sir,

I am a retired Principal and served under the Govt. of Arunachal Pradesh. I was staying with my younger son at Kendriya Vihar, Kharghar, Navi Mumbai. Luckily, my son got a flat at Casa Bella Gold in Palava recently and I got a chance to see the complex developed by Lodhas. It was well planned and nicely built and also spread like a city so close to Mumbai. Being an educationist, I had a chance to visit your newly built school building. I have no words to praise the architectural design and futuristic vision. I also went around the school and found that it was functioning wonderfully. All the teachers, the Principal and the staff are putting a lot of effort into the all-round development of the children. This is further boosted by the superb clubhouse which has every sporting facility one can think of! I congratulate you and all the members of the management for long-term planning and providing a great experience to the residents of the complex.

**One suggestion:** Keeping in view the existing financial environment in the country, most couples are working professionals who leave early in the morning and return in the evening. While you have a crèche already that is operational for some hours, it will be good if you could start a day care or day boarding in the complex which may function from 8 a.m. to 8 p.m. for the children of the residents of Palava City. It will be a huge help to parents. Charges are not a problem, but the facility matters.

**- Naresh Bhatnagar**  
**Rtd. Principal**

PCMA's response:

Dear Sir,

Thank you for your valuable feedback. We are happy to share with you that a day care facility is being opened shortly at Palava. It is our endeavour to provide every convenience possible to our residents so that a high quality life can be enjoyed by one and all.

**Best Regards,**  
**PCMA team**

# PALAVA TIMES QUIZ

**1. What is Palava's unique citizen card called?**

- a) Palava Identity Card
- b) Palava Smart Card
- c) Palava Resident Card
- d) Palava City Card

**2. Pedro Ortiz is presently the senior urban planner for which of the below?**

- a) UNESCO
- b) World Bank
- c) NYC Central Park
- d) Madrid's Central District

**3. What was the time taken by Palava citizen, Rupali Repale to swim the English Channel?**

- a) 16 hours 10 minutes
- b) 16 hours 03 minutes
- c) 16 hours 17 minutes
- d) 16 hours 07 minutes

**4. The 'Black Pearl of India Football' visited Palava. Who is this sportsperson?**

- a) Baichung Bhutia
- b) I.M.Vijayan
- c) Sunil Chettri
- d) Gurpreet Sandhu

**5. What is the new retail and entertainment destination at Palava called?**

- a) Experia Mall
- b) Palava Central
- c) Xperia Mall
- d) Palava One

**6. Which art installation in Palava is made using mechanical waste?**

- a) Green Legacy
- b) Eco Twirls
- c) Cranes
- d) Butterflies

**7. Which school is scheduled to open in Palava in 2018?**

- a) St Xavier's Academy
- b) Shri Ram Universal School
- c) Bishop Cotton School
- d) Learner's Academy

**8. Which city is called the 'Athens of America'?**

- a) Philadelphia
- b) Boston
- c) New York
- d) Houston

**9. What is Palava's mobile app for e-governance called?**

- a) Palava Local
- b) MyPalava App
- c) Palava Pulse
- d) Follow Palava

**10. Which of the below cities is sRide NOT present in?**

- a) Bangalore
- b) Chandigarh
- c) Pune
- d) Mumbai

### Winners of the previous quiz:

- |                 |                      |
|-----------------|----------------------|
| 1. Vijay Bhasin | 5. Avni Jain         |
| 2. Panna Kirti  | 6. Kullbhusan Tandon |
| 3. Minu Davis   | 7. Havovi Mirza      |
| 4. Ketan Vora   | 8. Pinky Dholakia    |

Email your answers to [palava.times@pcma.in](mailto:palava.times@pcma.in) mentioning your name, age and location. 10 lucky winners will win gift vouchers.



# Corporates boot their suits for Futsal play

## SPORTS

"What doesn't break you, only makes you stronger", "Dreams don't work until you do", "Genius is a one percent inspiration and ninety-nine percent perspiration", "In the midst of chaos, there is also opportunity" are often heard being quoted by warriors in suited armour. This fact is soon becoming fiction as suits are being replaced with boots and boardroom wars are being battled on sports 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 customised 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 organised the first ever Palava Corporate Challenge. 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. Though with Rink Football, contained play space, smaller teams and shorter playtime makes playing it easier and doubles the excitement," says Nitin.

Rink Football is a 15-minute game played on an astro turf 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 customised 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.



PCC 2016 finalists J.P Morgan and Intelnet with I.M.Vijayan at Palava.

**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.**

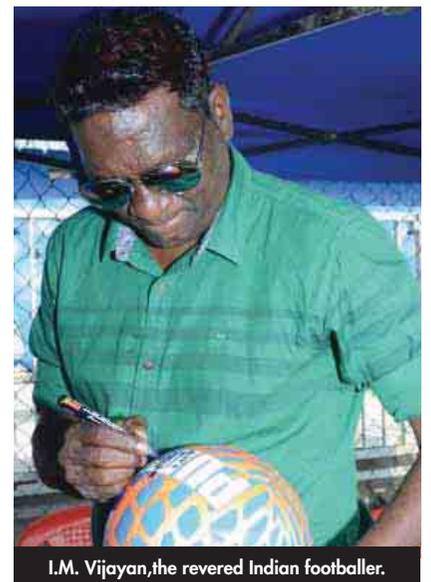
Echoing the objective of this new format of football, Palava too aims to provide its citizens the opportunity and best suited facilities to experience sports and identify their interest and strengthen them further. The Palava Football Stadium, situated on the periphery of the city is furnished with a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



Players have some fun on field during a break.

Palava are being trained by professionals from Kenkre Football Academy.

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



I.M. Vijayan, the revered Indian footballer.

played between JP Morgan and Intelnet, 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.

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 the 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."



Weekend sporting action at the Palava Corporate Challenge 2016.

## 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.

## LATEST NEWS:

## Palava Awards Scholarship to Football Stars

Palava hosted its second scholarship programme and dedicated it to football. Palava, in association with the Kenkre Football Academy, hosted free football trials for children U-18 and awarded scholarships to the top 20 players. The free trials witnessed the participation of 250 children from across MMR. The expert coaches from the Kenkre Football Academy assessed every participant and initially shortlisted 120 players before selecting the final 20 winners. The winners will now have the opportunity to train under the expert guidance of Kenkre Football Academy and hone their skills for a promising football career. Stay tuned for more updates on these budding stars on our Facebook page: @Palavathecity and read more about their progress in the next issue of Palava Times.