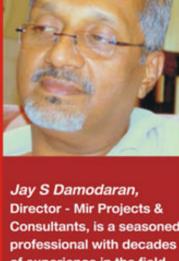


## Enjoy Township Living

## TOGETHER WE ARE HAPPY!

Basic human nature, from time immemorial, was to look for good company in plenty as they felt more secure and inter-dependent. Over the recent years home makers have realized the importance of being in such company. Stand alone apartment blocks, which initially looked attractive, were located on the fringes of cities or in the middle of towns. In both cases the occupants realized they were destined to live with problems as long as they occupied these towering blocks of concrete. The ones on the fringes figured out that they have been isolated - no shops or facilities within walking distance, approach which was non-existent, school buses not within calling distance and many more that they soon stopped complaining. The ones that chose to stay within city limits decided that silence was the best way to comply. Any more loudly and the flat across you would respond by shaking your hands through respective windows. Problems of waste management, drinking water, traffic congestion and having no breathing space became a way of life. So what are the advantages that a large integrated township can offer to home buyers in respect of living conditions, in respect of lifestyle and in respect of social and economical benefits? There must be a large number of benefits, otherwise why would more and more happy families decide to settle themselves at these townships. So let us make an effort to understand what these benefits are and why more families are joining in to make these townships one very large happy family.



**Jay S Damodaran,**  
Director - Mir Projects & Consultants, is a seasoned professional with decades of experience in the field of Project Management & Consultancy. He is an ex-World Bank consultant and has been pro-actively involved in large-scale projects covering water, environment, capacity building and policy reforms. Here, he speaks on the myriad advantages of township living in comparison to stand-alone houses.

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"We value everything that has to do with a green, clean environment and chose Mir Realtors' township at Cochin because we saw that they were involved with projects that had a clear eco message, and felt that they would adhere to what we like to do in day in and day out in congested corridors? In cramped common areas? Or would it be just ideal in open spaces that nourished your mind as well as health and gave you more ammunition for discussions. Urban life and the acute stress of city living has led us to seek more open spaces where we can breathe easy within reach of our homes and, in turn, contributes to a healthier mind in a better neighborhood environment. The lack of support infrastructure in our cities and stand-alone apartment blocks has led to a feeling of discontent and loss of faith in civic administrators, urban planners, designers and builders for creating spaces that lacked facilities which addressed issues that covered a wider spectrum of healthy living. In the past, when density of living spaces was not as bad as it is now, we had town halls, community centers, common parks and theatres which were available to cater to the existing population and helped enhance culture and social interaction. These again became scarce due to urban sprawl and out-growth of cities and towns. Community based living can bring in such values which leave a lasting impression for our children and

**Dr. O.V. Sudheer (Amrita Institute of Medical Sciences, Cochin) & Mrs. Sunitha, residents at Green Metropolis, Cochin**

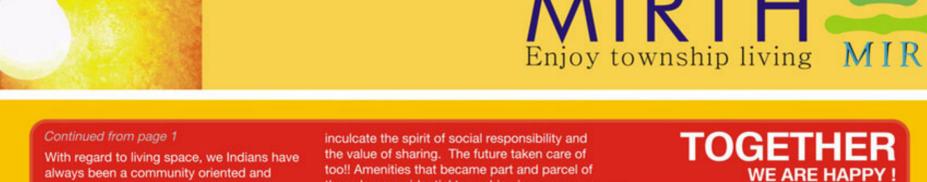
"Having lived a substantial part of my life in Australia, it took some effort for me to identify an ideal eco-friendly builder. Mir offered me a township that abounds in clean, serene atmosphere and natural landscapes. The worries of power cut and clean potable water were my primal fears and I'm really pleased that Mir had already addressed these concerns with their 24 hour generator back-up and water treatment plant. I am really amazed that Mir provides drivers' dormitory and servants' restrooms, which is a great convenience for home owners. Mir's home support division did a fantastic job in giving me a stylish fully furnished apartment that is absolutely stunning. Our friends and family have also commented on our new home, because they can see it's a real green home that has all the quality and values we ourselves have already put into place in our daily lives."

**Mr. Joseph (ENSIGN International Energy Services) & Mrs. Delores, residents at Emerald Park apartment, Cochin**



"Mir has excelled not only in their construction projects, but also in their cordial relationship with customers. Personalized attention, immediate response to queries, strict adherence to quality and very friendly approach are the main highlights of the management and staff. Thanks to Mir, we have a lovely home we can always be proud of. The entire team at Mir will always hold a special place in our hearts"

**Mr. Venkataraman (CA) & Dr. Padmavathy (Prof.), residents at Gold Villa - Green Metropolis, Cochin.**



Continued from page 1

With regard to living space, we Indians have always been a community oriented and socially active people. We thrived on extensive social networking for varied reasons, right from discussions on politics, food or just plain gossip. The question here is would we like to do it day in and day out in congested corridors? In cramped common areas? Or would it be just ideal in open spaces that nourished your mind as well as health and gave you more ammunition for discussions. Urban life and the acute stress of city living has led us to seek more open spaces where we can breathe easy within reach of our homes and, in turn, contributes to a healthier mind in a better neighborhood environment. The lack of support infrastructure in our cities and stand-alone apartment blocks has led to a feeling of discontent and loss of faith in civic administrators, urban planners, designers and builders for creating spaces that lacked facilities which addressed issues that covered a wider spectrum of healthy living. In the past, when density of living spaces was not as bad as it is now, we had town halls, community centers, common parks and theatres which were available to cater to the existing population and helped enhance culture and social interaction. These again became scarce due to urban sprawl and out-growth of cities and towns. Community based living can bring in such values which leave a lasting impression for our children and

inculcate the spirit of social responsibility and the value of sharing. The future taken care of too! Amenities that became part and parcel of these large residential townships in many ways filled the vacuum that was created as a result of these urban problems. Club houses, jogging tracks, pools, crèche, cafeterias, guest suites, drivers' accommodation, medical clinics, bank ATMs and many more amenities went a long way to enhance the lifestyle of residents. 24 hour high-speed broadband connectivity made you a global resident!! The lifestyle that would have required time, effort, costs and travel was all made available at your very own location. Could you bargain for more? The community then had the advantage of developing themselves on a unified common platform of understanding each other's lifestyle, cultural and social needs. Neighborhood harmony, common interests that were binding and retaining a strong mental health all followed in quick steps. Social linkages within these townships create more healthy relationships and go a long way in bringing about a harmonious co-existence of neighbors: a very vital and important thread in modern day community living and essential to the very human nature. In any such community-led approach, the advantages of scale of economy play an important factor in the maintenance and upkeep of common facilities within the township and can contribute to reducing per home costs. The cost benefits cover common utilities covering areas of drinking and waste water, solid waste management, water heating,

## TOGETHER WE ARE HAPPY!

Community based living can bring in such values which leave a lasting impression for our children and inculcate the spirit of social responsibility!

swimming pools, water and sewerage treatment systems, upkeep and maintenance of common areas and gardens/lawns. A better cost effective management of these facilities results in better awareness of the needs of families, service provision of a high standard and in the end better utilization of available resources. This will also assist better planning in terms of requirements of resources like water and energy. The socio-economic connection is exposed when these economic decisions are taken as a group and directed towards the common good of the residents within the township. A strong support to this system is that no external interference can be expected and decisions taken internally are for one's own self. The community is able to identify the most effective and suited infrastructure and utility needs and it is here that obvious cost efficiencies in life emerge. We, at Mir, have always planned that we are, will and always be an active member of the large happy family created by us. It is always our interest to see that this family grows and grows in a healthy and happy manner. It is the unity of the group that will always be our strength. So together we will always be happy and stay happy forever.



"Trivandrum holds a special place in my mind because this is where I was born and brought up. When I heard that Kerala's largest eco-friendly township was being built on 11 acres of lush greenery at the most desirable localities in the city, I simply couldn't resist myself from buying a villa here. In fact, when I saw The Greens, I thought it was a luxury resort project. The richness of the greenery and cool fresh air makes you feel you are at a hilly resort on top of the world. And with amenities such as Hi-tech Gym, Supermarket, Swimming pool, Cafeteria, Water Treatment plant and Hydro-pneumatic pump system you don't even have to worry about water shortage or lack of privacy or security. The township is just a honk away from the city and I am sure it will become the most prestigious address that is home to the 'who is who' in the country"

**Dr. Rajesh Subash, (Lakeshore Hospital, Cochin) Resident of Tapovanam Villa at The Greens, Trivandrum.**

## An association to be proud of

Prestigious companies who have been associated with Mir Realtors in giving shape to Kerala's first and largest self-contained townships speak about their experiences

We are extremely happy to be associated with Mir Realtors and look forward to be their number one choice in future as well. The Water & Sewage Treatment Plants we had provided them with are of the latest technology that has not yet been implemented by any other builder in Kerala. Even though both systems installed at their townships are extremely expensive, Mir Realtors insisted on choosing quality above all costs.

**Mr. Unnikrishnan, Head - Ion Exchange (I) Ltd.**

Mir Realtors is a high-tech company that believes in implementing state-of-the-art technologies at their townships. The 3 H.P Hydro-pneumatic pumps we have provided for the townships uses the most efficient technology and assures high energy savings. This HP System has been implemented only at 5-star hotels and we are proud of projecting this technology at the townships being developed by Mir Realtors.

**Mr. Arun Das, Plumbing Consultant**

When it comes to High Speed Elevators, most builders opt for 1.00 m/sec with High HP normal drive motors but Mir Realtors wanted something faster and safer. We recommended to change the speed to 1.75 meter/second with vfd drive 15 HP from KDS USA for less consumption of energy. The total travel is 68 meters (G+22) and it takes only 39 seconds to reach the 24th floor. We will always value our association with Mir for we have been able to introduce our latest technology through their endeavours.

**Mr. Nair, Head - Johnson Lifts**

We are indeed obliged to Mir Realtors for giving us the opportunity to introduce our latest Fire Hydrant system at their townships in Cochin and Trivandrum. The modern fire fighting equipments with sprinklers is quite a rare technology that have not yet been implemented at other townships or apartment complexes. An association with Mir Realtors is something we will cherish for life. It is always a pleasure when you offer your best services to those who appreciate it the most.

**Mr. Clement, Head - Cochin Fire Tech**

## SOUTH INDIA'S TALLEST TWINS AT COCHIN

The 32-Storeyed twin towers - Jade Heights - coming up at the Green Metropolis eco-friendly township in Cochin, is the talk of the town as a lifestyle experience everyone should experience at least once in a lifetime. Standing tall and handsome at 103.4 Meters, Jade Heights is spacious enough to house 160 Apartments. The first tower has five 3 BHK apartments on each floor measuring 1820 and 1850 sq. ft. The second tower has 224 apartments with 7 apartments on each floor measuring 1820 & 1850 sq. ft. for 3 BHK, 1345 sq. ft. for 2 BHK and 505 sq. ft. for 1 BHK. Each floor on Jade Heights encompasses a perfect blend of freedom, privacy and luxury retaining the harmony of natural greenery and spaces. Balconies built into each room, exclusive car parking at the basement and a combination of world-class amenities such as Guest suites, Drivers' dormitories, Servants' Restroom, Doctor's Clinic are some of the luxuries at Jade Heights. In a city like Cochin where every inch of land space has been occupied, Jade Heights at Green Metropolis is one of the few lifestyle choices where you can live a quiet countryside life in the midst of a fast-paced city.



## Ultimate green address

The Greens township near Peroorkada, Trivandrum is an integrated self-sufficient community of villas and apartments that offer residents a range of eco-friendly innovations and environmentally conscious features created in harmony with nature. The project has been specifically designed to stand apart as a fine example of eco-friendly architecture, symbolizing the essence of community living. Spread across 11 acres of pristine green land atop a picturesque hillock, the township enjoys excellent road access and is undoubtedly, the greenest abodes one can find in Kerala.

The Greens will be a desirable address not only because of its impressive style and interior finish but also because of the utmost quality in materials and construction. More than 50 percent of land has been earmarked as free space and

optimum area is being converted to well-manicured landscapes. In addition to parks, wide black topped roads, walkways and landscaped gardens. The Greens features a range of amenities including a Swimming Pool, Supermarkets, Doctor's Clinic, Club House, Hi-Tech multi gym, Cafeteria, Day Care, Amphitheatre among many others.

Karakulam near Peroorkada is situated in Nedumangad Taluk, about 10 km away from Thiruvananthapuram in Kerala. It is a calm and picturesque panchayath covered with lush greenery, small streams, numerous trees, coconut groves and hillocks. The panchayath houses Karakulam Vocational Higher Secondary School on Mullassery Road and P A Aziz College of Engineering and Technology. In the vicinity of the panchayath also lie several homeopathic and

allopathic hospitals, among these SUT Hospital with Medical college, Vangode, 4 kms from The Greens, is the major one started recently with state-of-the-art facilities. Karakulam has great religious significance. There are many temples, churches and mosques throughout the panchayath. Karakulam which adjoins the city area can be reached easily from Thiruvananthapuram Central Bus Station. It lies on Thiruvananthapuram - Ponnudi road. There are good transportation facilities from the city and state transport buses ply through this panchayath frequently. The nearest railway station and airport are Thiruvananthapuram Central Railway Station (10 km) and Trivandrum International Airport (15 km). With the relocation of the civil station & other upcoming projects this unique eco friendly township will be in the midst of one of the most pulsating locales in the capital city.

