

SUSTAINABILITY IN 120 SECONDS

Schneider
Electric
Green Yodha
in association with THE ECONOMIC TIMES

SUSTAINABILITY WITH TOMORROW'S VISION

"We have been focused on reduce, reuse and rejuvenate philosophy," says Jagadish Nangineni, CEO, Sobha Limited, in an exclusive chat.



JAGADISH NANGINENI
CEO, Sobha Limited

>> What is Sobha Realty's sustainability vision?

Sobha's vision has been to transform the way people perceive quality. Quality apart from the quality of the product is the quality of life for the customers. And one of the biggest ingredients of quality of life is sustainable practices. We have been focused on sustainable practices right from the beginning. That is how we have been able to execute our vision, our own ideas of green future and green developments in all our communities.

>> What is your sustainability practice?

One of the things that we do is, we have our own in-house environmental engineering team which takes care of, which gives inputs both at the time of design, compliance and execution and later, maintenance stage. This has helped us achieve our passionate goal of focusing on not only our quality of product that we deliver but also in the way the communities live forever in those projects that we build. In some of our large projects we have gone way beyond what is typically expected out of a development.

"We have always committed to sustainability in Sobha. Our endeavour is to use more and more energy efficient solutions, which will accelerate us towards our sustainability journey"

>> What is your message for the industry?

We have come a long way in terms of compliance, in terms of other eco-system that has developed, whether it is regulators who are setting up the norms for the environmentally sensitive or environmentally friendly developments and the architects, the contractors, the developers themselves, all these have helped improving the overall sustainable practices in the industry. if we continue to be more conscious about our choices when we do the developments right from design to material selection to execution to the maintenance, that will lead us to a far more enjoyable future for the whole country.

>> What makes you a Green Yodha?

We are a Green Yodha because we care for our community, we care for the product that we develop, how it is used, how people live in our homes for multiple years.

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