



Says

What have we heard them say?
What can we imagine them saying?

To suggest policies for improving the housing situation in the city .

To analyse the structure and functioning of the housing market in india.

To explain the various forces which have influenced the size to the housing market in the city.

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

From the individuals point of view, low (or zero) initial investment and greater flexibility are two of them.

As share of the total budget outlay, investment in housing has been stagnant at about 2% .

The overall investment in housing as a percentage of total planned outlay remained low.



Analysing housing prices in metropolitan areas of india

Low investment in building new infrastructure and in maintaining existing infrastructure.

Stress on quality and large area suitable for township project.

Increases house prices in the formal sector; reduction in provision of public housing.

To allow development without detering the environment and minimizing its impacts.

Loans to building companies backed by Government.

Increasing in growing demand for affordable housing areas in India.



Does

What behavior have we observed?
What can we imagine them doing?

[See an example](#)

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?