



Crafting a sustainable legacy by being at the forefront of green real estate

The real estate industry has dramatically transitioned in recent years, with sustainability and environmental responsibility taking centre stage. Green real estate, defined by energy-efficient and sustainable buildings, has emerged as a market-driving factor. The demand for buildings that lower their ecological footprint and energy usage has expanded dramatically, benefiting both the environment and the bottom line. Developers, investors, and homeowners increasingly recognise the necessity of incorporating sustainable practices into the real estate business.

In 2022, India secured second rank on the famous list of top countries and regions for LEED certification compiled by the US Green Building Council. This accolade highlights India's significant progress toward promoting health-conscious, sustainable, and environmentally friendly resilient designs. Environmentally responsible and resource-efficient structures are paramount to the construction industry's future.

GREEN REAL ESTATE: EVOLVING FROM AWARENESS TO ACTION

Developers are adding eco-friendly building

components such as recycled materials and low-VOC paints to reduce environmental impact. According to studies, green buildings can save up to 30% of their energy and 50% of their water.

Yoga lawns, running trails, fruit gardens, mist gardens, flower gardens, tiered plantations bordering paths, and even green amphitheatres have all found a home in residential developments. This seamless infusion of nature into urban environments has gained traction, linking modern living with environmental awareness.

Initiatives to manage trash efficiently, such as recycling and composting, help to decrease environmental stress. Water conservation, another critical aspect of sustainability, is aggressively pursued by incorporating water treatment facilities and rainfall collection systems. These measures promote responsible water use and connect with the vision of a greener future. Builders are innovating and integrating modern technologies alongside traditional methods to achieve environmental goals.

SUSTAINABLE REAL ESTATE REDEFINED THROUGH NET ZERO ENERGY BUILDINGS

Sustainable construction has arisen as a disruptive movement in the real estate market, revolutionising how buildings are designed, built, and operated. Net zero energy buildings are at the forefront of the green real estate trend. These revolutionary constructions are designed to generate as much energy as they consume in a year, eliminating carbon emissions. Net zero energy buildings achieve this feat through energy-



efficient design, renewable energy generation, and modern energy management systems.

The advantages of net zero energy buildings go beyond their excellent environmental impact. These structures help its owners and occupants by dramatically lowering or eliminating energy expenditures. Furthermore, as renewable energy technology becomes more economical and accessible, the financial sustainability of net-zero-energy buildings improves.

GREEN REAL ESTATE DRIVEN BY TECHNOLOGICAL INNOVATIONS

Technological improvements have played a critical role in propelling the green real estate revolution. Buildings progressively incorporate renewable energy technologies such as solar panels and sophisticated energy-efficient air conditioning. These systems use clean and renewable energy sources to reduce reliance on fossil fuels and greenhouse gas emissions.

Energy management systems and smart building technologies also optimise energy consumption in real time. To reduce energy waste, these systems monitor and manage different parts of a building's operations, such as lighting, heating, ventilation, and air conditioning. Furthermore, modern sensors and data analytics

enable building owners and managers to pinpoint inefficiencies and execute targeted energy-saving solutions. Materials science advancements have resulted in the creation of eco-friendly building materials that lessen the environmental impact of construction.

REDEFINING THE GO GREEN INITIATIVE

The country is aggressively moving towards a greener and more sustainable future by reducing greenhouse gas emissions, improving energy efficiency, and adopting renewable energy sources. Policymakers should continue to provide legislative support, financial incentives, and public education to promote sustainable practices. By creating a favourable climate for green real estate development, we can pave the way for a future in which net zero energy buildings and technical advances are the norm rather than the exception.

The future of green real estate is promising and depends on the joint efforts of industry players. By embracing sustainability, we can construct structures that suit the present's requirements and protect the environment for future generations. The moment to act is now, and the future of green real estate awaits us with open arms.

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