

PROJECT PROFILE

CONSTRUCTION OF VILLAS AND FLATS



INTRODUCTION

A unit in the name and style of "**ORCHID VILLAS AND FLATS**" has been formed By **EMPOWER CARE INDIA LIMITED** in joint venture with C K INFRASTRUCTURES LIMITED to under take the project of construction of villas and flats along with facilities like. Park/playing facilities etc. at Mauja Naggar Phati Zana Tehsil and District Kullu on the Kullu – Manali Road, Kullu, H.P. The proposed place is hardly 22 Km. from Manali on Kullu, Nagar Manali Road and hardly 25 Km. from Bhuntar Airport. These Villas and Flats will be sold to the people whether residing in or outside Himachal. The promoter company is headed by Mr. Maqsood Alam. The proposed location of the project is very near to Nagar, Manali and is also away from the hustle and bustle of the Highway, Which makes it very convenient to the owners to reach their villas or while going back to his place and he can stay in peace to rejuvenate him for further hard work and stressful life.

Construction of villas and flats in Himachal has vast potential. This vast potential offers a great scope for undertakings such activities as people of the adjoining states and also of distant states are keen to have residential property in Himachal Besides this the local people now a day's prefer to buy villas and flats because of the exorbitant rates of land and also the time involved in construction, arrangement of all the building material and also passing of site plan form various authorities. Moreover due to Revenue laws landed property can not resident of Himachal. All these factors has resulted in to a big push to the demand of villas and Flats in and around the place. If the location of repute, he is able to sale these constructed properties and even can get the booking amount with just one advertisement in the press and Local area, The proposed location of the project is an ideal one, it is very near to the cash rich areas like, Punjab-Delhi-Haryana-People now tend to own a property where the surrounding is green peace prevails there and is away from the rush of cities. The place offers all such facilities which are needed by the people of big cities. The place is calm and quite and is away from the rush of the cities, with lot many green area besides the facilities like, Playground, Toys, Parking etc. All the desires will be met at one place and that too at nominal cost. Land at ideal location is rare in nearby places. Moreover nonresident of Himachal cannot buy the property in Himachal. With this project they can acquire a constructed villas and Flats developed as per the Sanctioned plan of Authorised Agency at Kullu Manali. The ideal location of the project will ensure the sale of the constructed

property in a very short span of time. There are also such type of project undergoing at various places in Kullu Manali. All such type of projects are doing extremely well all over the Himachal. Many such projects are already completed; many are under construction and more and more are planning to enter in the business of construction and sale of Cottage. With terrorism plaguing the Kashmir, only place left for such activities is Himachal. Himachal besides providing pollution free, clean and serene environment, is also free vagaries of nature like floods, epidemics etc. and man made vagaries like terrorism, riots etc.

Due to small family norms practiced by the families now a day and also with more and more liberization of the economic people are having a taste of opening up of economy. They are becoming rich and wealthy and also very conscious of social status and of providing excellent education to their wards irrespective of the cost involved in it. Owning a residential property in Hill States is constructed to be a status symbol.

Moreover the proposed place is on the way to the world famous tourist place i.e. Manali. It has very good climate all over the year. The weather is neither severe cold in winter nor too hot in summer. The rain also does not bring floods with them. The place is offers a magnificent view of mountains, spring water, tranquility and togetherness with nature. The place is easily approachable by any mode of conveyance. One can reach to Moreover the apple orchard at Kullu and other famous tourist places like lahaul valley across Rohtang pass and Manali are with in easy reach.

SCOPE

Construction of villas and flats for sale has a vast potential. With the opening of economy and with more and more liberization of the economy people are becoming rich and wealthy. Due to this very reasons the fortunes of the companies engaged in such activities has changed in india and particularly in Himachal.

The projection stated in the scope in the project report are likely to be achived without envisaging and difficulty. The scope for undertaking such activities is mainly due to the following reasons:-

- The location of project is an ideal one. It is with in the easily reachable area of richest states of India i.e. Punjab and Haryana also UT Chandigarh. People of these area are having a highest per capita income as per Indian level. People of the area highly informed and lot many are well settled in development countries like USA, Britain, Germany, France, Canada etc. It is due to their exposure to developed countries and also they have not dearth of money. These people therefore prefer to have a residential property in Hill Area located in the calm, serene and pollution free atmosphere. The people of the place mentioned above can visit their place at their will because of its short distance from their place of working. The approachability of the place ensures good demand for the proposed cottages to be constructed.
- With the ball of liberalization/opening of economy rolling more and more people are joining the category of upper middle class of the society. The people have become rich and wealthy. They are quite conscious of their social status; these people are always very keen to have a property at some Hill Station to boast of their wealthiness. As proposed place is known for its calm, serene and pollution

free atmosphere. The proposed venture therefore will have good demand.

- With the growing complexities of life and little time to devote personal entertainment relaxation and lot of hard work, people now a day prefer to have their vacations at some distant place in hill to take a rest so as to be filled with vigor to work hard at their place of work to stay ahead of all others. As the people in foreign countries do to make fun and frolic after days of hard work and stress, the same trend is being witnessed herein India. As the people now a day travel quite frequently to enjoy so they prefer to have a property owned by themselves. Moreover now a day's all big and medium type to companies weather in public sector or private try to own a residential accommodation so as to award of monotony of its executives to enable them to work to their full capacity. This phenomenon will ensure a good demand for the proposed Villas and Flats.
- Whereas all parts of India suffer from vagaries of nature like floods, epidemics, hot weather and also the problem created mankind like riots, terrorism and pollution etc. The proposed location is free from all such problems. Therefore people are to be tempted to have a place where they can safe guard themselves at that time from such vagaries,
- The promoters of the project have sufficient experiences in the field; he is having a very cordial relationship with the people residing at Punjab, Haryana, Chandigarh, Delhi etc. Therefore Sale of villas and Flats to be constructed is not likely to pose any problem.
- Due to revenue laws, the non resident of Himachal can not buy property in Himachal. They can now quire constructed properties and can fulfill their dream. Therefore no difficulty is envisaged in the construction of the property and sale of these.

LOCATION OF PROJECT



The proposed location of the project is Kullu-Manali Road, The proposed location is hardly 22 Km. from Manali and is on the Kullu, Nagar, Manali Road. The place offers a magnificent beauty of mountains, water, pollution free from atmosphere, serene and quite surroundings. It is very near to Punjab, Haryana and UT Chandigarh; Air Port of Bhunter is at 25 Kms from place. The place is very sunny and is surrounded by good number of trees. The view is excellent and will remain un-obstructive. The land in and around the place is scarce and is not everyone's reach. The land now is available at a far off place. The place is also best suited to the people of Punjab, Haryana and UT Chandigarh.