



# Can Green Sell Better, Faster?



DACHA HOMES  
CELEBRATING SUSTAINABILITY



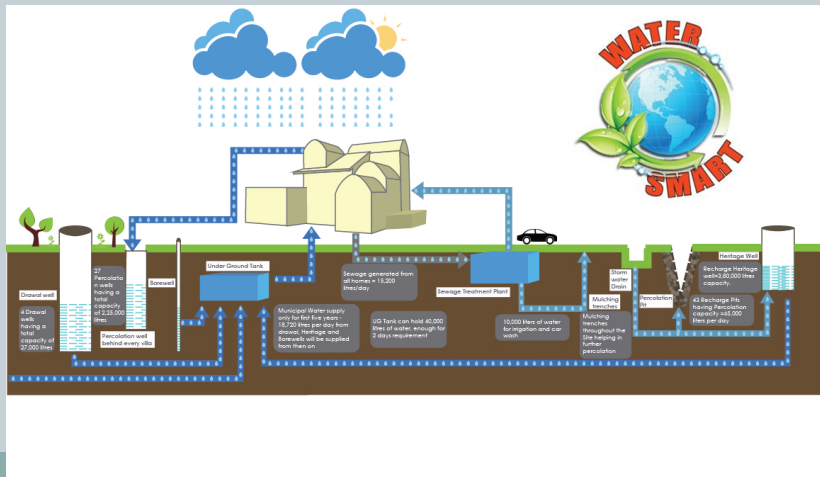
## Tom Sawyer's Trick



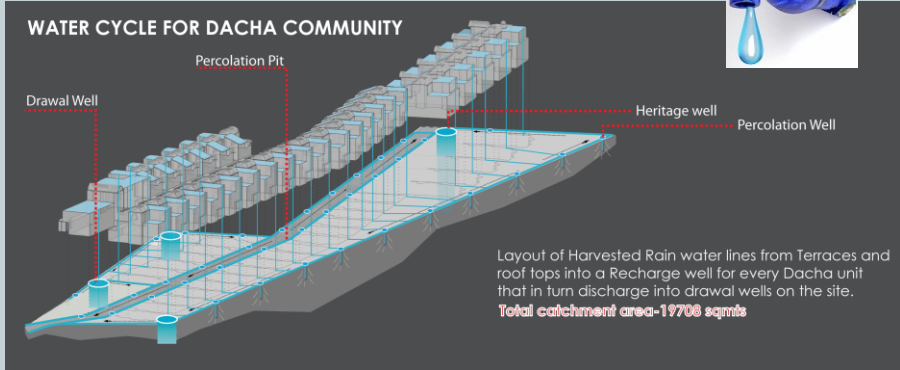
# Schindler did not “Shrug” while Atlas... can... 😊



# 100 % water secure - No water tankers



## Catching every drop that falls on land



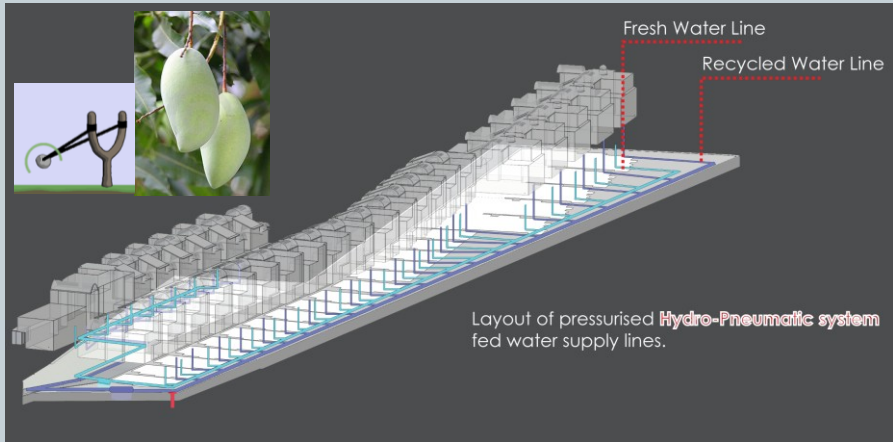
## 8.6 million litres rain water percolated



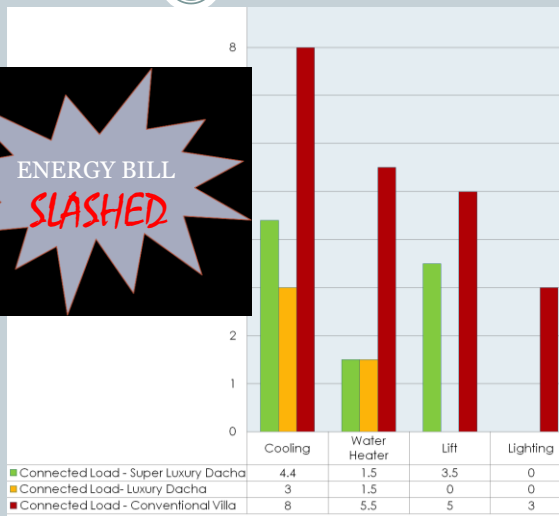
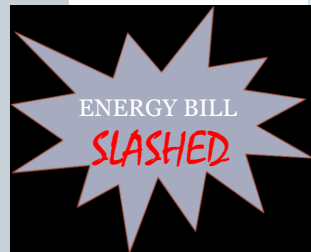
**Annual Total Water requirement 68,28,000 litres**  
**Harvestable Annual Water-86,00,000 Litres**

**We are water sufficient !**

## Dual plumbing lines to recycle treated water



## No Fat energy bills



## 60% less energy capital cost

**Total Connected Load to the transformer is 250 kVA as against 700 kVA in conventional designs**

- 22 Nos. of Luxury Dacha Homes - 5 kW each
- 5 Nos. of Super Luxury Dacha Homes - 7 kW each
- Clubhouse - 9 kW
- Other Amenities - 40 kW

ENERGY DIAGRAM - DACHA

## Solar Power making lighting and water heating off-grid

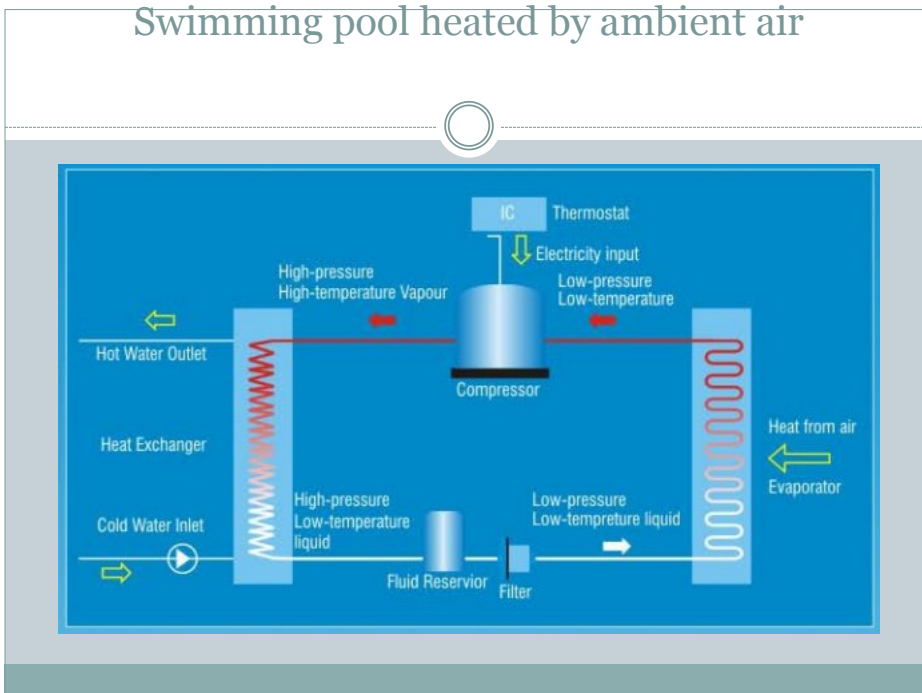
2 kW Solar Panels for Super Luxury Dacha Homes  
1 kW Solar Panels for Luxury Dacha Homes

Hot water generated from Solar water heaters of 200lt capacity mounted on the individual Dacha roof top

## energy usage

The diagram illustrates a smart home's energy usage and control systems. On the left, a house cross-section is shown with various smart features: Home Theatre Lighting, Music Control, Out Door Light Sensors, Curtain Control, TV Internet Control, Sensor Based Burglar Alarm, Irrigation Control, Video Conferencing, A/C Control, Motion Sensors, Water Leakage Detection, Toilet Lighting Sensors, and Door Video Communication. A smartphone in the center displays a 'S.O.S. Alarm' app with options for Remote Access & Surveillance, Child Lock, and Central Lock. On the right, a collage of images shows smart home scenarios with callouts: 'Sets schedule of events to make your home look occupied, day and night when you are away on holiday. Give yourself the peace of mind that thieves are likely to ignore your home.', 'Turn devices on and off around your home, such as a radio, to make some noise.', 'Open and close curtains.', and 'Forgot to do this before you left home? Just set everything on the mobile app, from the comfort of your hotel.' Below the house diagram are three starburst callouts: 'Feel Green Mode' (red), 'Kids safe Mode' (yellow), and 'Off to off Mode' (cyan). A large green starburst in the center reads 'Good Morning Home!'.

## Swimming pool heated by ambient air



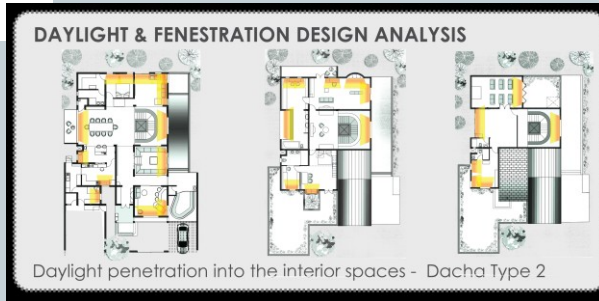
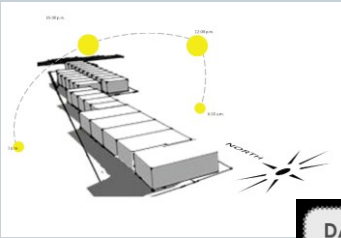
## LED lighting throughout



## Day lit...colourfully...



## Naturally cool, bioclimatic design



## 5 Amps air conditioning only for bedrooms



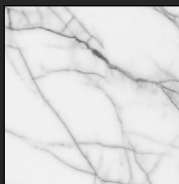


## Hoodwinking with materials



## Tom Sawyer's Methodology

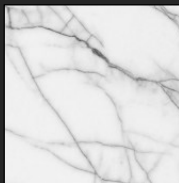
### GREEN FACTOR



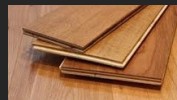
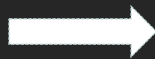
Italian Marble



Lower embodied energy



Italian Marble



Lower embodied energy, use of sustainably renewed resource

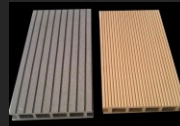
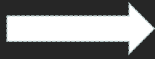
Hard Wood Floor

## Tom Sawyer's Methodology

### GREEN FACTOR



Polished Granite  
for Decks



Wood composite

Recycled  
material lower  
carbon foot print



Paints

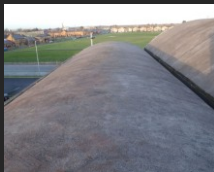


Low VOC Paint

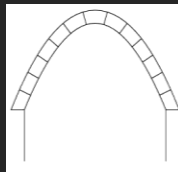
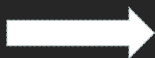
Less toxic

## Structures looking nicer using lesser concrete

### GREEN FACTOR



Concrete Vault

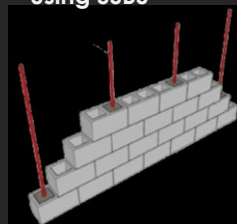
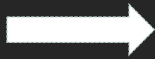


Catenary Vault  
using SSBS

Lower carbon  
foot print



Concrete  
Column




Grouted  
Columns

Lower Carbon  
Footprint

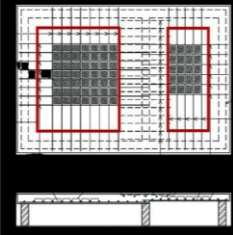
## Structures looking nicer using lesser concrete

GREEN FACTOR




**RCC**

➔



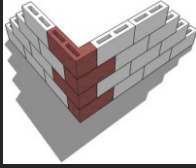
**FILLER SLAB**

Lower Carbon Footprint













**Bricks**

➔

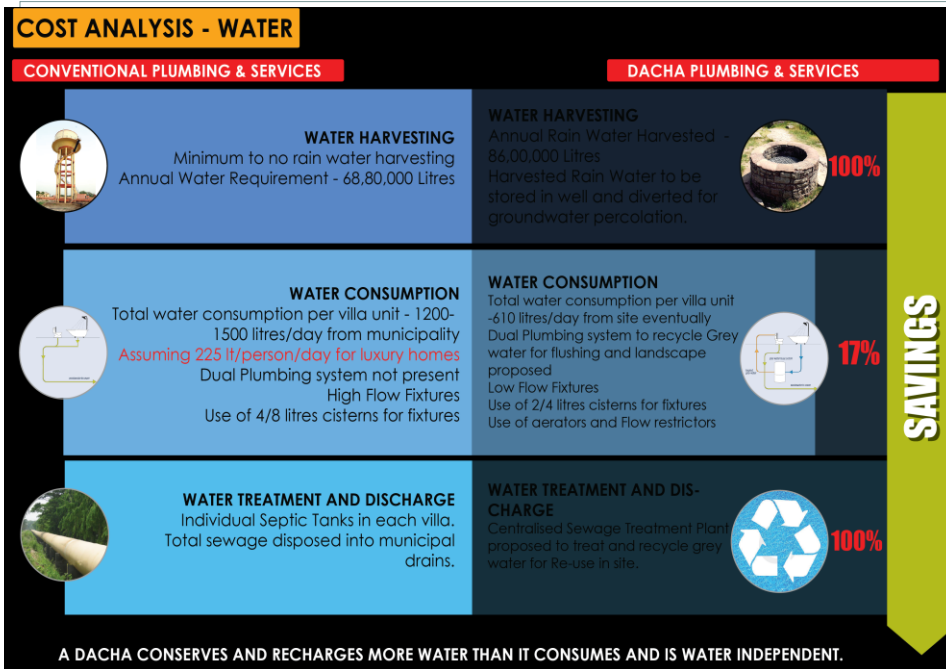
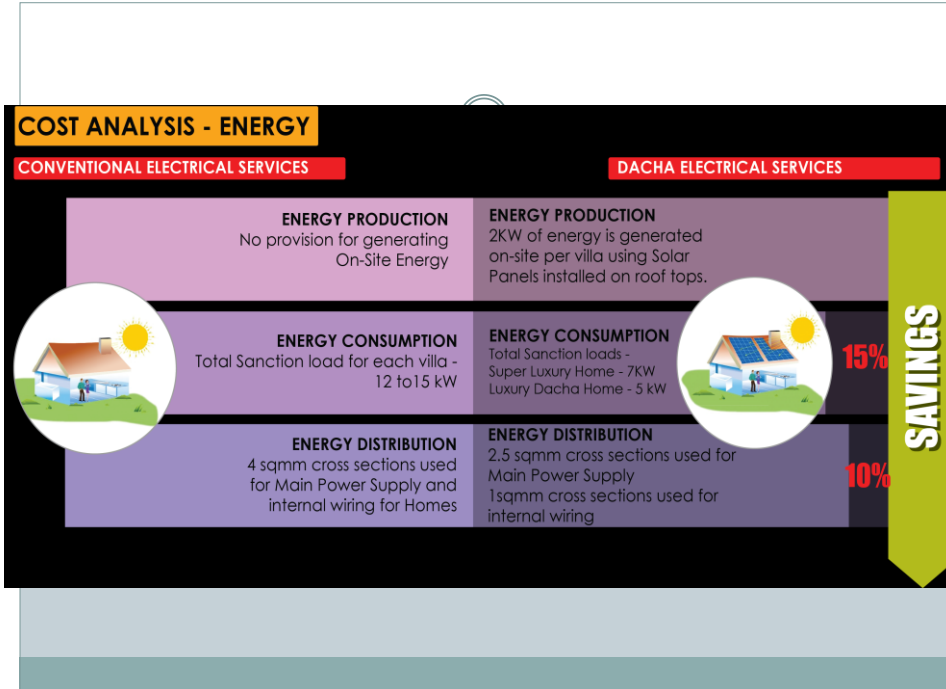


**Engineered Hollow concrete blocks**

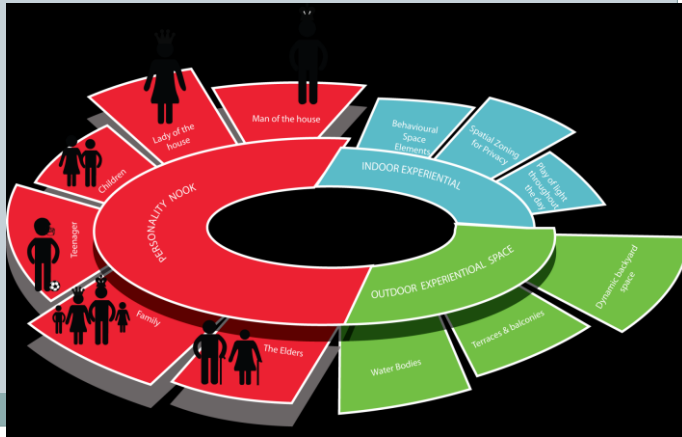
Lower Carbon Footprint

COST ANALYSIS - CONSTRUCTION	
CONVENTIONAL CONSTRUCTION	DACHA CONSTRUCTION
 <b>FRAMED STRUCTURE</b> Concrete= 9800 cuft	 <b>LOAD BEARING STRUCTURE</b> Load bearing walls with grouted columns and beams = 6100 cuft (Concrete) <span style="float: right; color: red; font-weight: bold;">30%</span>
 <b>BRICK MASONRY</b> No. bricks per sqmt - 60 nos. U-value = 1.42 w/m <sup>2</sup> K	 <b>HOLLOW CONCRETE BLOCK MASONRY</b> No. of blocks per sqmt - 15 nos. U-value = 1.9 w/m <sup>2</sup> K <span style="float: right; color: red; font-weight: bold;">15%</span>
 <b>RCC SLAB</b> Concrete quantity for all slabs = 2273cuft Total steel Quantity = 4.5 kg/sqft	 <b>FILLER SLAB</b> Concrete quantity for all slabs =1600 cuft Total Steel quantity = 2.5Kg/sqft <span style="float: right; color: red; font-weight: bold;">55%</span>
 <b>RCC COLUMNS</b> Concrete quantity for all columns = 476 cuft	 <b>GRAUDED MASONRY COLUMNS</b> Concrete quantity for all grouted columns = 130.6 cuft <span style="float: right; color: red; font-weight: bold;">27%</span>
 <b>RCC VAULTS</b> Concrete quantity for all vaults =1083 cuft Steel quantity = 3 kg/sqft	 <b>CSEB MASONRY VAULTS</b> Concrete quantity for all vaults = NIL Steel quantity = NIL Compressed stabilised earth blocks = 1083 cuft <span style="float: right; color: red; font-weight: bold;">8%</span>
<b>A DACHA COSTS 30% LESSER THAN A CONVENTIONAL BUILDING STRUCTURE OF SIMILAR SIZE AND AREA.</b>	

SAVINGS



# Experiential spaces and not just rooms



# Personas related to spaces

**Children's Nook**

Dynamic multi-level space for various activities. Personal spaces for each kid of the house. Sensory garden on the upper terrace to create a healthy reaction between the child & environment. Adventure, excitement & easy learning through experiential environment.

- 1) Separate bed space for two kids under attic.
- 2) Soft board game space
- 3) Hobby nook
- 4) Bay window reading nook
- 5) Outdoor Sensory garden & terrace play area.

**Family Room**

A family space where they can gather casually & watch tv or play board games or discuss books. The space also doubles up on a guest bed space for having a comfortable sofa cum bed.

**Man's Room**

This is the space for the man of the house to work peacefully, read & entertain. It's quiet. It's placed right in the rear portion of the site.

- 1) Lazy Boy chair along a huge window on looking greenery & water body
- 2) Book shelf
- 3) Bar counter to entertain his close friends and spill over into the swimming pool area.
- 4) Workstation

**Lady of the House**

Her room activity circle & centrally zoned in the house to enhance the entire house. There are also personal nooks for her to relax during the day and a private space for other emotional needs.

- 1) Coffee nook to have a relaxed sip of coffee & read paper
- 2) Subordinate dining space for family dinner time
- 3) Party space to prepare before the dinner, spaced between the dining & kitchen

**Teenager's Nook**

The most active/active & creative person of the house needs a more dynamic space that can facilitate all his developmental needs.

- 1) Reading nook along a huge window.
- 2) Connected to the home gym
- 3) 180 degree Astronomical dome for sky gazing
- 4) Gaming space with friends

**The Elderly's Nooks**

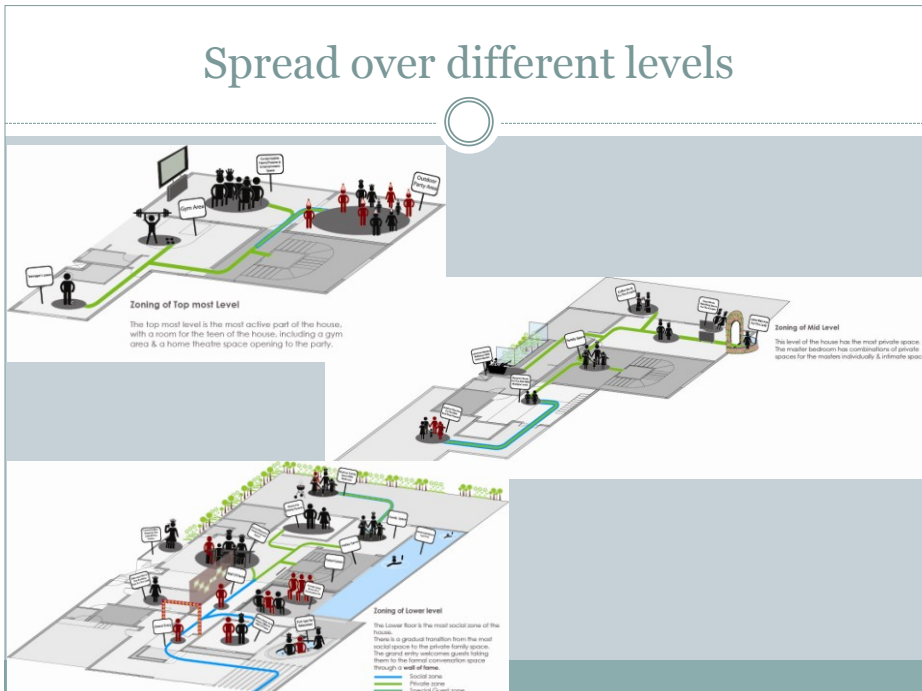
Spaces that they can relax in. Make connect with the outdoor for peace of mind & connect to their childhood experiences.

- 1) Backyard Garden
- 2) Pub space with gathering area
- 3) Relaxing swing in family area

## Over a 100 such experiences



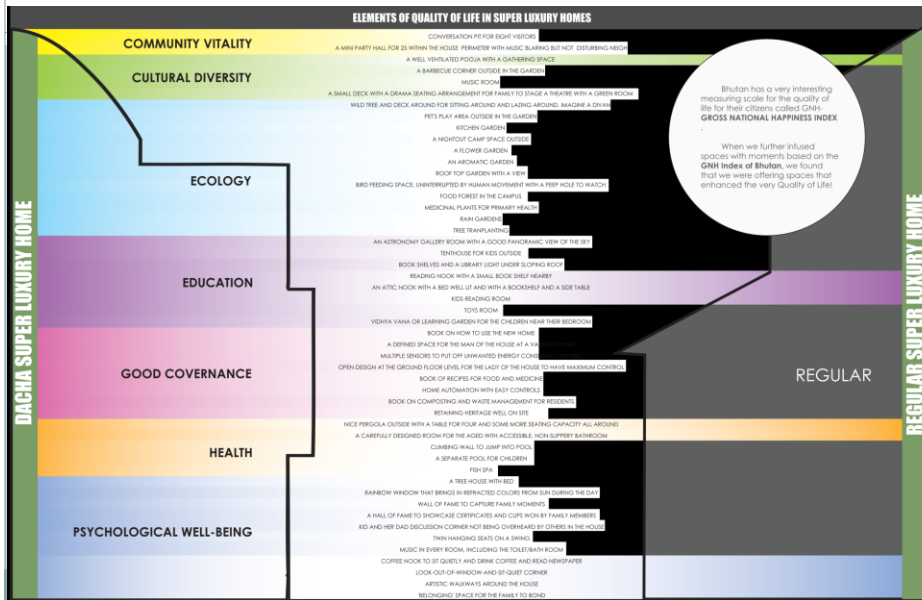
## Spread over different levels



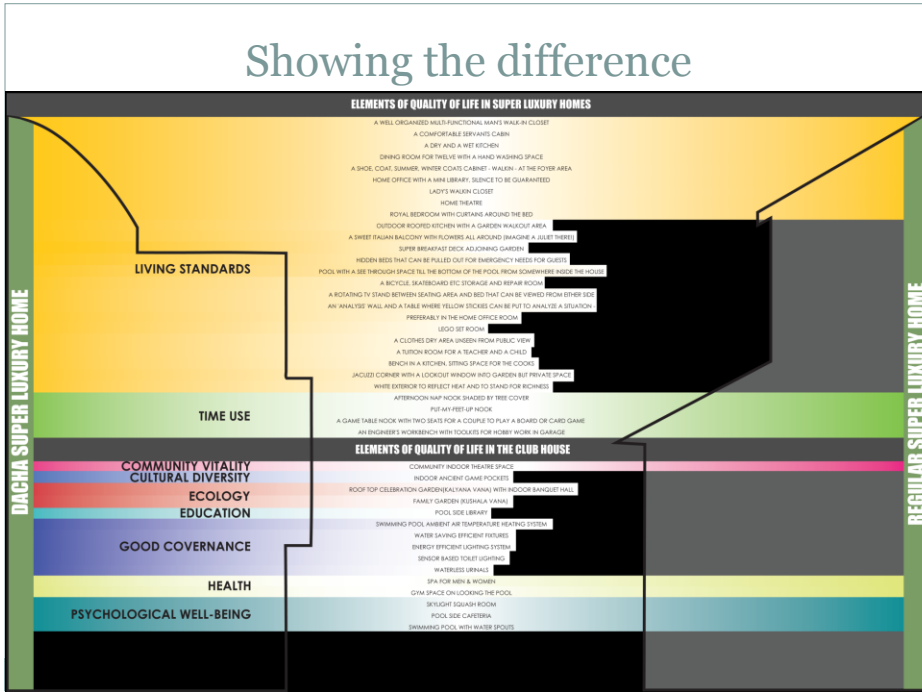
# Little nooks and corners that tug at hearts



# Comparisons that impact



# Showing the difference



# A site with over 230 grown trees

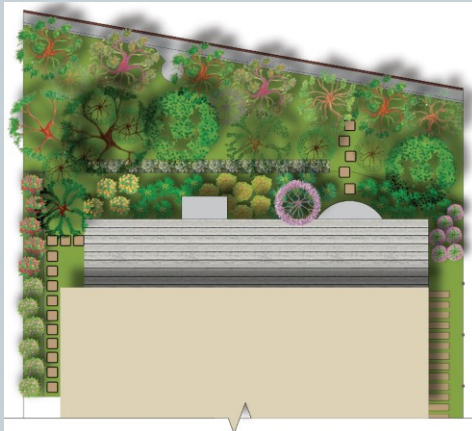




## Food forests using zero budget farming methods



## Herbal gardens for primary health care at home



## 10000 kg of veggies and 5000 kg of fruits from campus



### POSHAK VANA - FOOD FOREST

Food forests are laid out with native heirloom varieties of trees, herbs, shrubs, and climbers that provide a wide range of fruits, vegetables and millets.

## 100% native and medicinal plants for landscape



### KUSHALA VANA - FAMILY GARDENS

Plants with intriguing features and those of cultural relevance, aimed at stimulating minds and words alike in people of all age groups.



### KALYANA VANA - ENTERTAINMENT GARDEN

Plants with bright-coloured blooms that instigate a mood of celebration. These include shrubs and herbs that create beautiful backdrops and focal points that grab attention.

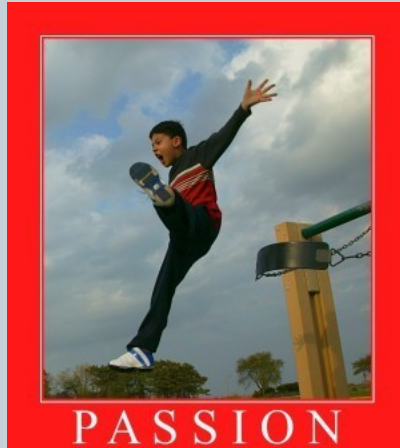
## No chemicals needed for maintenance



## What do you pay for?



## Passion Sells



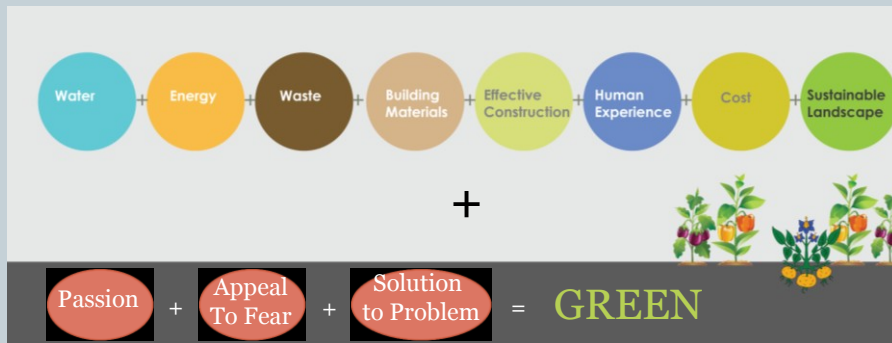
## Appeal to Fear Sells



## Solutions to Problems Sell



## So why can't green sell faster or better?



# Dacha Homes

**Launch Price = 30% more than competition**



Thank You

