



ASSOCIATION OF REAL ESTATE ADVISORS SILIGURI (AREAS)

REAL ESTATE INSIDER

Monthly Bulletin of AREAS Siliguri

**Volume: 1
August 2020**



Sanjeev Gupta
Editor

Editorial



Rishi Mitruka
Co-editor

On being chosen as the editor of this prestigious Monthly bulletin, I feel honored and responsible at the same time. Responsible to bring in authentic and valuable information related to Real estate market and Real estate fraternity to keep our readers updated and informed. And honored to be entitled with such an important task. I take great privilege in introducing this monthly bulletin to our readers, the thought of publishing this bulletin wouldn't have been possible without the help of our visionary AREAS President Mr. Robin Mitruka who not only initiated the idea but also made sure this idea is manifested into reality. I also would like to thank Mr. Rishi Mitruka (co-editor) for his sustained and continuous effort in publishing this bulletin and entire team member of AREAS. we as a team will put our constant effort and endeavor to keep you updated and informed about the latest buzz and insight about the Indian real estate market through the medium of this bulletin.

Thanking you

Sanjeev Gupta
Editor (The Real Estate Insider)

KNOW YOUR

Realtor ROBIN MITRUKA from Siliguri West Bengal India.
S/o Late Sunil Mitruka & Smt. Pushpa Mitruka & Married
to Mrs. Roma Mitruka.



He is A Realtor by profession and A Distributor cum Wholesaler for Beverages & Confectioneries products for Bengal Hills & Sikkim region with Tea packaging Unit Tea & You.

He as a socialist He has served Lions Club, Leo Club, Rotaract Club, Interact club as President level and District office bearers and presently member of Marwari Yuva Manch

(Siliguri Chapter), Don Bosco Alumni,

Shree Shyam Sakha Seva Parivaar Siliguri,

Charter Vice President of Association of Real Estate

Agents (Advisor's) Siliguri (AREAS) Siliguri, Indian Red Cross Society, Siliguri Merchant Association, Siliguri Tea Traders Association, Akhil Bharatiya Agarwal Sammelan India, Indian Youth Club, Member of Sky watchers Association of North Bengal Chapter, Member National Association of Realtors NAR India, Member of The Indian Chamber of Commerce North Bengal Chapter, President of Lions Club of Siliguri City Regional Youth President of Antarastriya Agarwal Sammelan North Bengal & State of Sikkim and past and presently involved in many more Social and Bussiness Organisation of Siliguri and India with adding lots of Recognition Awards & Rewards in feathers.

**P
R
E
S
I
D
E
N
T**

What is AREAS ?



Area- Association of Real Estate Agents Siliguri is an association of highly committed Real Estate professionals with an aim to take professionalism to the next level in the real estate industry. This association aims to inspire confidence and faith among the real estate consumers and investors by providing fair, transparent and ethical services and practices. We as a realtors aim to achieve world class standard by providing world class service to our clients. With national tie ups all across the country and being affiliated to NAR- India. AREAS Siliguri is fully capable and equipped to cater to both national and local demands. AREAS Siliguri is also closely working with Real Estate Developer fraternity that is CREDAI-NB. With joint programs and events happening all through out the year and by maintaining cordial and healthy relation between Developers and Realtors. Both the organisation ensures that they help each other in understanding their consumer's need better and are in a better position to serve the consumer's needs and demand together.

About NAR- INDIA



NAR-INDIA is the top representative body and advocacy group for those in the Real Estate Transaction Advisory. NAR-INDIA was formed in the year 2008 to establish the highest standards and accreditation in the real estate industry and facilitate professional development for its members. NAR-INDIA is a Non-Profit Organisation created to be the collective voice of the Realtors in India.

NAR-INDIA encourages members to follow the highest professional and ethical standards in the industry. Organisation provides support and education for over 30000 Realtors all over the country through its Member Associations. It also offers comprehensive resources to Realtors to provide world class services & create value for all the stake holders in the Industry.

AREAS President's Message



I take the opportunity to thank each one for bestowing your Faith in me for selecting me as President of the vibrant AREAS Siliguri, I believe each member of This vibrant Association together will definitely bring a change into Real Estate Sector of region. As we all Know AREAS (Association of Real Estate Advisors Siliguri) is a body of Realtors of Siliguri area. Its members are experts in the field giving wide range of Real Estate Services to builders, Corporate and common people at large. AREAS is affiliated with NAR India and is one of its ever growing strength of members organizations across cities. NAR-INDIA has been fashioned not only as a single national level umbrella organization representing the interests of thousands of realtors/brokers operating all over the country, but also an organization which aims to elevate the standards of practice of the real estate brokerage business to a global level where ethics, transparency, accountability, rule of law and good governance prevail. NAR India is a part of The National Association of REALTORS®, "The Voice for Real Estate," which is America's largest trade association, representing over 1.2 million members, involved in all aspects of the residential and commercial real estate industries.

Wishing all the Very Best to Each Real Estate Advisors for a Fruitful Year Ahead.

Thanking You,

Yours Faithfully
Robin Mitruka
President 20-21

NAR- INDIA President's Message



AREAS Siliguri has been one of the Key Associations of National Association of Realtors India in the East Zone. It has always been proactively contributing for the Realtors cause since its inception through its Progressive Leadership.

I would like to congratulate the New Team of AREAS Siliguri which would take charge on the 23 of August 2020. I'm sure under the able Leadership of Robin Mitruka, the association will not only create value for its members but also to all the stakeholders of the Real Sector across North East. I know times are tough but believe me, life challenges you to bring the best of you. Success is an Idea that has to be believed, nurtured & persisted till it becomes a reality. With Teamwork every challenge can be overcome & i believe Team AREAS Siliguri under the new leadership will overcome all those challenges to emerge as one of the Best Associations in NAR-INDIA. I, on behalf of the National Association of Realtors India would like to assure & extend all the support to the best of our abilities. Also, My Best Wishes to the entire Team of AREAS Siliguri.

Warm Regards,

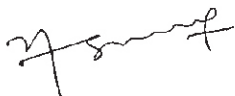
Sumanth Reddy
President
National Association of Realtors - India

CREDAI -NB President's Message



Dear Friends, The Real Estate Industry is one of the Largest Industry of the Entire Country and contributes immensely towards the GDP of the Nations. Its is also an Industry which is one of the Largest Employment generation industry in India today. It is the responsibility of each Individual associated with the Industry to take the responsibility for the growth and sustainability of the Real Estate Industry. CREDAI North Bengal has been working diligently towards the Interest of the Members, Stakeholders and the entire Industry and has been regularly Interacting with the various stake holders to protect the interest of the Industry and also to pave the way for future growth. I have always felt and also said at various forums that “Builders” and “Realtors” are two sides of the same coin and we have to work hand in hand for the development of the Industry. Here at Siliguri we have been making a conscious effort to improve and strengthen the relationship between the Realtors and the Builders. We shall keep doing the same in the future and we are sure that together “we can and we will” make a difference in days to come. My best Wishes to the New Team of AREAS Siliguri . I congratulate them and hope that the Flag of AREAS Siliguri will reach a new high in the days to come.

Thanking you



Naresh Agarwal

President- CREDAI North Bengal

Vice President- CREDAI Bengal

NAR- INDIA Honorary Secretary's Message



Vaastu is an important aspect of Real Estate Industry and North East makes a near perfect Vaastu :). AREA Siliguri, the perfect Vaastu Association of Real Estate Advisors has been an integral part of the growth of National Association of Realtors – India and NAR-India is proud of the contributions from AREA Siliguri. I am confident that under the dynamic leadership of Robin Mitruka who takes the reigns of AREA Siliguri as the President and with the support of the Managing Committee and Members of AREAS, the association will see a growth in Business, Network, Knowledge sharing platforms and create a platform for the Brokers & Real Estate Agents that will create new milestones.

The good associations affiliated to NAR-India ask, What can NAR-India do for us ? The best associations affiliated with NAR-India ask, What can we do for NAR-India and via NAR-India how can we contribute the cause of Real Estate Industry and our fraternity ? I am sure AREAS will be one of the best associations that will contribute to the growth of its own members at AREA Siliguri, Realtor fraternity in WB and East Zone as also across India.

It is my privilege and honour, as the Hon. Secretary of NAR-India to welcome aboard the new Team for 2020 from AREA Siliguri and Congratulate each one of them at their Installation ceremony, especially the young & dynamic President, Robin Mitruka. The REAL TIES are the way forward and I am confident our Industry will benefit immensely from the new Robin Hood of Real Estate :)

I take this opportunity to Congratulate Robin and entire team of AREA Siliguri and wish them the very best in their endeavors on behalf of National Association of Realtors-India.

Best wishes,

Samir Arora

Hon. Secretary, NAR-INDIA

+91 9845165703

secretary@narindia.com | www.narindia.com |

NAR- INDIA East Zone, Head's Message



It gives me great joy and happiness to learn that AREAS is coming up with its bulletin "Real Estate Insider". I am sure it will provide pertinent information regarding Real Estate in general and also specific to Siliguri.

It is a great initiative and I wholeheartedly commend the leadership at AREAS for the same. I am confident that the new board at AREAS will undertake many more projects for the betterment of Real Estate fraternity and take the Association to greater heights.

My best wishes to the entire team at AREAS for the successful launch of the bulletin and also for a successful year ahead.

Shailesh Bahety

NAR INDIA East Zone Head

THE NEW NORMAL market trend



New normal of real estate consulting business has evolved since last 5 months. Real Estate transaction business has grossly affected in West Bengal amidst Pandemic as : April 2020 was really terrific and almost reduced the real estate transaction advisory business to the tune of 10 percentile of the monthly average due to complete immobility and loss of market confidence & sentiments. May 2020 has little bit improved and transacted to the tune of 30 percentile of monthly average due to better understanding of online methodology of happening of transactions, better offering from Developers. June 2020 has almost achieved the 50% business due to regain of confidence in the market and happening of new inspection of Properties. July 2020 has reached the height of almost 80 percentile. New launches have begun. Now, property seekers have understood that there will be no distress sale in the market, rather price hike is expected soon. Most of enquiries are genuine and lag period of conversion is shorter. In fact, West Bengal market is completely the end use segment and inventory is always short comparison to new launch supply. If any project has appropriate configuration, suitable pricing, legally compliant with reputed brand track record, sale is bound to happen. Expecting a big boom by mid of 2021 with at least 7 to 10 percentile hike in prices within a year. Residential and Warehousing sector have resumed to the original monthly average. Land transactions has completely resumed, rather better than original normal. Office space/retail/hospitality sector are still struggling. Will take another 6 months to resume to original normal.

Thanks.

Mahesh Somani

Managing Director : Liyaans Group

Vice President : NAR INDIA

Chairman : National RERA Committee, NAR INDIA

NAR- INDIA Past Vice President's Message



My hearty congratulations to the new team of Areas Siliguri! I feel proud to see my teammates so enthusiastic and motivated to organise and work in unison. It's nice to see our visionary and young leader Mr. Robin Mitruka taking charge of Areas siliguri. I am sure it will flourish well and prosper under him! It feels like Siliguri is my second home. Whenever I have Visited Siliguri I have Never felt that I am Out of My Home. During this period of pandemic , all sectors of business have seen ups and downs and we're slowly coming back on track. My best wishes to y'all and hope it gets better for everyone , there will a Great demand in E-commerce Industry ..

Anup Dalmia

IPP Reca Kolkata & Past VP NAR INDIA
President 20-21

Event of the month.. Independence day celebration



AREAS
Association of Real Estate Advisors Siliguri

CREDAI
NORTH BENGAL
Confederation of Real Estate Developers' Association of India

**A joint event of
AREAS and CREDAI NORTH BENGAL**



Insights Into Real-Estate at Siliguri

Rakesh Garg Rba



“Real estate is an imperishable asset, ever increasing in value. It is the most solid security that human ingenuity has devised. It is the basis of all security and about the only indestructible security.” While the Covid 19 has virtually brought to a standstill most economic activity in the country, including real estate & its allied industries, the Real Estate Sector in Siliguri & North Bengal is likely to be least affected. Even before the lockdown, when the real estate segments across India was down, North Bengal's market size kept on expanding & flourishing. This place is a platform for investors from all across the nation majorly due to its advantages of geopolitical location. The market size is ever since broadening as the Siliguri real estate sector has witnessed high growth in recent times with the rise in demand for office as well a residential spaces. CREDAI - North Bengal , which is the Builders Group has a positive message and the road ahead seems more promising for the buyers & home-seekers. The Association of Real Estate Advisors at Siliguri (AREAS) too is working in collaboration, hand in hand. The developers have lesser setbacks at Siliguri as here they have no such pile up of stocks like in major cities. Demand here has always been higher than availability of stocks. Being a labor-intensive industry, there will be project delays, but once lockdown is withdrawn workforce is expected soon restore normalcy as the artisans, craftsmen & wage workers here are generally from local neighborhoods. Analytics & trends say that it will take some time to regain confidence but things are going to be better post advisory withdrawal of the lockdown. Property prices will be as usual with no such hike. Owning a home would be infact more convenient & easier due to the post Covid initiatives and reforms of the government & availability of home loans. The centre in the recent past had announced higher tax breaks and lower interest rates on home loans to make purchases more lucrative. The Government has taken several initiatives to encourage the development in this sector. The anxiety surrounding the virus has increased focus on air quality, improving hygiene and sanitisation and awareness. Moreover, this pandemic has strengthened people's belief that in the times of crisis, it's your family, your loved ones and your home that always stands by you. “Owning a home is a keystone of wealth, both financial affluence and emotional security”.

Colour Therapy

GIVE YOUR HOME **C O L O U R** THERAPY

If only choosing a colour palette for your interiors was that easy, but that doesn't mean you can't cheer up your space! Why stick to boring beige when you can pump up your pad with a kaleidoscope of color? Colour has the ability to completely alter the atmosphere and ambiance of your home. Using colour to enhance a home and make its occupants feel more content and peaceful is a useful way to counteract any sense of stress and negativity that you may feel in your home. It is colour therapy for the inhabitants as much as for the home.

There are many variations of the basic colours. The paler versions, which are sometimes more appropriate for covering the walls within our homes, give us the same qualities as the bold colour but in a gentler way.

When decorating an area - the complementary colours, and their variations, should be remembered and combined with our main choice of colour by way of soft furnishings perhaps picture etc.

It is also helpful to take into account the aspect of a room. For example, should you require a calming atmosphere in a north facing room, which may well be one of the colder rooms in your house, remember to use some warm colours (i.e. variations of yellow, orange and red) to prevent the room from feeling colder.

When using colour in the home environment, we all have our own personal choice. Particular colour choice though can towards providing a specific 'feeling' for a space.

Below we have put together some suggested uses of colour in the home, workplace and other various environments, and the effects these colours can produce.

RED

Effects of Red Colour

- Energizing, exciting the emotions
- Stimulates appetite

Suggested Areas of Use

- Any activity area but red needs careful choice of tone and depth and the space in which it is to be used as it can make a space look smaller and can be claustrophobic or oppressive. However, used well, red and its variations can make a space feel warm and cosy. Often used in restaurants

MAGENTA

Effects of Magenta Colour

- Magenta is the eighth colour in the colour spectrum and is a combination of red and violet. It combines our earthly and spiritual self, thus balancing spirit and matter
- It is uplifting and helps us to gain a feeling of completeness and fulfillment

Suggested Areas of Use

- Lecture spaces
- Chapels halls, etc.
- Not ideal for play rooms or activity rooms

INDIGO

Effects of Indigo Colour

- Sedative
- Helps to open up our intuition
- The colour of divine knowledge and the higher mind

Suggested Areas of Use

- Indigo is suitable for more 'quiet' spaces and less suitable for areas of entertainment
- Bedrooms and treatment rooms
- Some people find indigo is helpful for studying so this colour could be used as part of the decor of a library or study

GREEN

Effects of Green Colour

- Balancing, harmonising and encourages tolerance and understanding

Suggested Areas of Use

- Depending upon the shade, can be used for most areas
- Use with other colour(s) as well to avoid the balance and harmony becoming more like total inactivity and indecision

YELLOW

Effects of Yellow Colour

- Stimulates mental activity
- Promotes feeling of confidence
- Helpful for study as it helps us to stay alert

Suggested Areas of Use

- Activity rooms
- Entrance halls
- Not for bedrooms as yellow can interfere with sleep since it tends to keep our minds "switched on"
- Not ideal for areas of possible stress

ORANGE

Effects of Orange Colour

- Warming and energizing
- Can stimulate creativity
- Orange is the colour of fun and sociability

Suggested Areas of Use

- Any activity area and creative areas
- Not ideal for bedrooms or areas of possible stress

PINK

Effects of Pink Colour

- This colour soothes and nurtures
- It helps to dissolve anger and encourages unconditional love

Suggested Areas of Use

- Ideal for a baby's or child's bedroom

BLUE

Effects of Blue Colour

- Calming, relaxing and healing
- Not as sedating as indigo. Also the colour of communication

Suggested Areas of Use

- All rooms except those used for physical activity or play

TURQUOISE

Effects of Turquoise Colour

- Cool and calming and good for the nervous system and immune system

Suggested Areas of Use

- Any room except it is not ideal for activity areas

VIOLET

Effects of Violet Colour

- Calming for body and mind
- Good for meditation and prayer
- Enhances purpose and dignity
- Heightens our awareness and helps us to give our very best
- Purifying

Suggested Areas of Use

- Places of worship
- Entry areas to clinics and hospitals
- Festival areas
- Pale violet in bedrooms

BLACK

Effects of Black Colour

- Black used with another colour enhances the energy of that second colour
- Black gives us the space for reflection and inner searching

Suggested Areas of Use

- Not ideal as a single colour, but when used with care, can enhance and complement other colours in almost any situation

WHITE

Effects of White Colour

- White contains all the colours. It emphasizes purity and illuminates our thoughts, giving us clarity

Suggested Areas of Use

- Any room, but it can be a little intimidating to some. Needs to be broken up with another colour or with plants, ornaments, pictures, etc."

Source:

<http://www.colourtherapyhealing.com>



ARE YOU PROMOTER /
BUILDER / DEVELOPER /
PROPERTY DEALER ?
WANT TO SALE OR RENT OUT ?

Join the Biggest Property Posting Platform in This Region.

POST YOUR PROPERTY FREE

Get Direct viewers / Customers Calls.

*Free Posting for limited Time Offer.

PropertySetu.com

Property Ka Maha Mela

An initiative by,

kalpadeep
— PROPERTIES —



**ADVERTISE WITH PROPERTYSETU.COM AND REACH YOUR PROPERTY TO
SPECIFIC & PROFITABLE CUSTOMERS IN NORTH BENGAL & SIKKIM**



9999-130-499



www.propertysetu.com

Some Past Glimpse of AREAS Siliguri



Buying a home is an investment of
a lifetime – allow us to
give you **'The Keys to Your Home'**



Buy

Sell

Rent

Residential | Commercial | Land | Warehouse | Industrial | Corporate Leasing

🌐 www.clearflat.com

📞 98000 76000

**"Galaxy House", 2nd Floor, Beside P.C. Mittal Bus Terminal, Sevoke Road
Siliguri - 734001, Dist. Darjeeling, West Bengal**

