
Aarusha Homes Private Limited

Housing Solutions for Migrant Population

Presentation at India Urban Conference

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Aarusha Homes

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Company Purpose

- Provide **Housing Solutions for Migrant Population**
 - 35 million migrants in 90s to cities
 - 30% of urban population is migrants
 - 35% of urban families live in rental housing
 - Migrants stay in hostels, rooms, rental housing
 - Company provides organised, affordable rental housing to Singles (Students and Employees)
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Product/Service

- Current Product/Service
 - Hostels – shared accommodation with food
 - Price point Rs 2100 to 8000 per person/month
 - Sharing 2 to 5 persons per room

 - Future Products/Services
 - Rooms – shared - furnished and unfurnished – singles
 - Rental Housing – for families
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Value Creation

■ For Customers

- ❑ Professional solutions, convenient locations, good quality services and affordable prices
- ❑ Choice of service level and locations
- ❑ Additional services such as insurance, training

■ For Corporate and Institutions

- ❑ Low attrition, discipline of attendance, dedicated service and nearby locations, lower prices, counseling
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Progress

- Current retail capacity 1300 beds in Hyderabad and Bangalore
 - Wholesale 100 beds
 - Centre for Persons with Differently Abled Livelihood
 - Group 4 Security (G4S)
 - In past, worked with AP Government for rural youth
 - Customer Profile
 - Low to middle income students,
 - Vocational training students,
 - Employees (security guards to IT/ITES)
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Data Gaps (1)

- What kind of data gaps exist in this sector? What are the data that you wish were available?
 - Research on rental housing (legal, financial, taxation issues) across states
 - Migration studies (informal and formal workers and across segments) – Census and NSSO cover, but qualitative analysis is missing
 - Typology and Conditions of Housing
 - Cross tabulation of families with rental housing and migrants
 - What do migrants need across segments?
 - Annual reports on migration not there
 - Rental market statistics (across geographies and time)
 - Household Expenditure on Housing – Annual
 - Job creation in formal market across geographies and cities – open data bases
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Data Gaps (2)

- What prevents the availability of this data?
What prevents the collection of this data?
What are the legal or systemic issues, if any, on collecting this data?
 - Lack of systemic data collection system at city, state and central levels
 - Lack of focus on regular research on rental housing
 - NGO focus especially for poor is also limited
 - No industry bodies for this area
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Data Gaps (3)

- In talking about your own experiences, how have the data gaps affected your work?
 - Design of products across geographies and segments
 - Uncertainty of regulatory framework
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Data Gaps (4)

- What are the workarounds that you use to get around these data gaps in practice? How have you managed to create a viable business model?
 - Gut feeling and risk taking attitude
 - Based on own market research and discussion with informal players and corporate
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Data Gaps (5)

- What are the broader impacts of not having that data for your sector, and more broadly for equality and social justice? Does the lack of information create actually prevent markets from being created?
 - Part 1
 - Lack of understanding on part of policy makers (for example – singles market)
 - In appropriate policy and regulatory design especially informal worker segment (construction, domestic)
 - Part 2
 - To some extent, informal players have created market with market knowledge and entrepreneurship
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Data Gaps (6)

- What needs to be done in order for this data to be systematically created?
 - Housing ministry to take lead in setting up data
 - Statistical organization to increase scope and periodicity of housing surveys
 - Research institutions to focus
 - Regular surveys
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