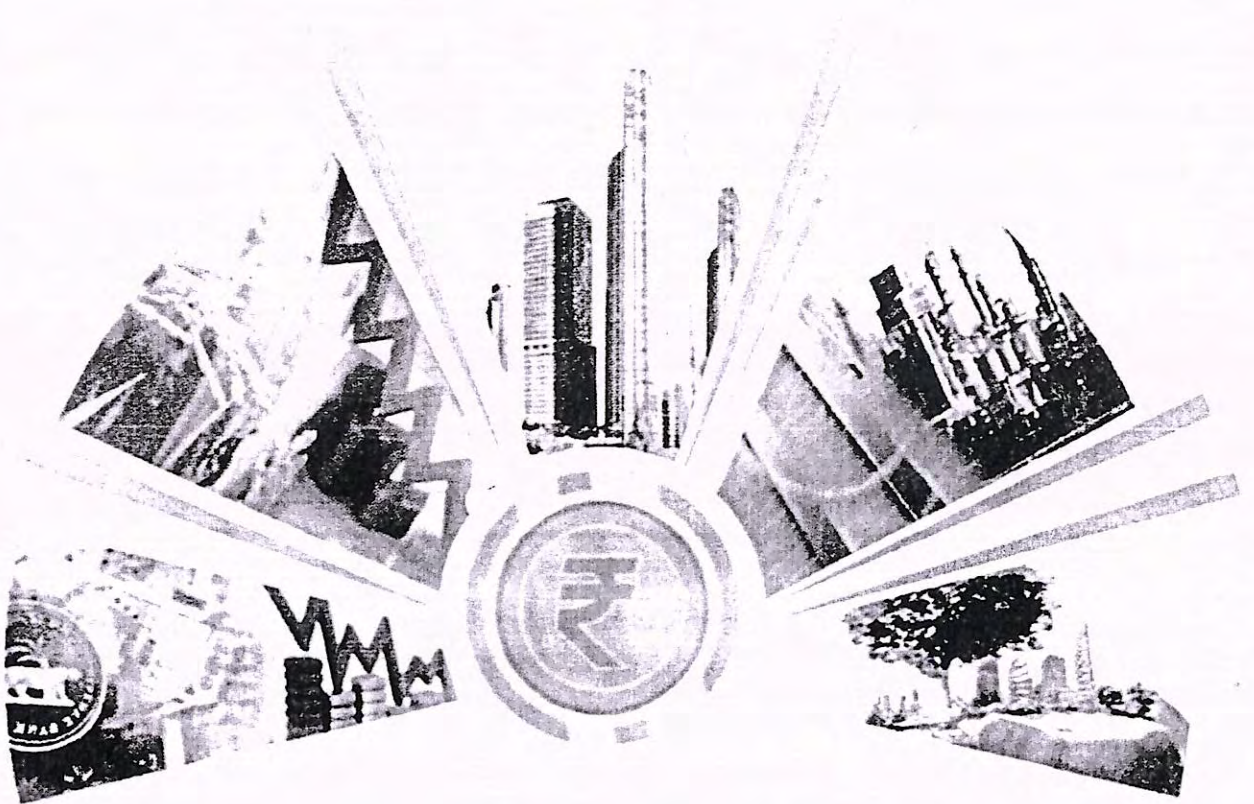


REMODELLING STRATEGIES FOR BUSINESS
AND ECONOMIC DEVELOPMENT IN THE POST
PANDEMIC ERA




PRINCIPAL
RAMNIRANJAN JHUNJHUNWALA COLLEGE
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)
Ghatkopar (W), Mumbai-400 086, Maharashtra, INDIA


DR. SHASHI YADAV

The present volume focuses over the modified strategies required to cope up with the challenges of crisis created by the COVID-19 for the development of business and economic activities. The academic inputs in the book provide valuable insights into the remodelling and redesigning strategies for business into various sector of economy. A total of 16 chapters contributed by the academicians from across the country has thrown light over the impact of COVID-19 on various dimensions of the economy like education, inflation, trends in e-commerce, corporate governance, stress management, etc. An attempt has been made to cover a wide area through the academic material of the present volume with a view to fulfill the expectation of the academic fraternity.



Dr. Shashi Yadav is working as an Assistant Professor in Faculty of Commerce, Banaras Hindu University, Varanasi, Uttar Pradesh since February 2014. She also has industrial experience of five years in Banking Sector. Presently, she has to her credit 10 research papers published in several national international journals and two edited book published from national publisher. She has presented papers in various National International seminars and conferences. She is also a certified member of Indian Institute of Banking & Finance (IIBF). She has specialized in Marketing and her research area includes Banking, Service Marketing, Agricultural Marketing, and other areas of marketing.

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CHAPTER-6

INNOVATIVE TECHNOLOGY INITIATIVE FOR HOUSING UNDER PRADHAN MANTRI AWAS YOJANA (PMAY)

Dr. Saraswathi Moorthy
Associate Professor,
R. J. College of Arts,
Science and Commerce
(Autonomous)
Ghatkopar, West Mumbai

Ms. Reeta Singh
Assistant Professor
Chinai College of Commerce
& Economics,
Andheri East, Mumbai.

Abstract

With a vision to provide a boost to the “Housing for All” initiative under PMAY on 1.1.2021, Hon. Prime Minister Shri Narendra Damodardas Modi laid the foundation of a revolutionary project. This project is a part of the Global Housing Technology Challenge-India (GHTC-India) initiative and will be carried out in six cities across India. The onus of helping out poor with subsidy under this project will be shared by both the Central and State Government. The chapter aims to highlight the latest innovative technologies used in the project and the challenges associated with the project to provide affordable housing for poor middle class sections of society.

Keywords: GHTC – India, LHP, Innovative construction.

1.1 Introduction to GHTC – India and Light House Projects (LHPS)

Prime Minister Shri Narendra Modi, on January 1, 2021, laid the foundation stone of Light House Projects that

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