

TIMES PROPERTY

The Times of India

Ahmedabad November 20, 2011

Realty news you can use

Advertorial, Property Promotional Feature

PIX: BHADRESH GAJJAR & YOGESH CHAWDA

SANAND AUTO INDUSTRIAL CLUSTER - THE FUTURE GROWTH DRIVER



Come 2014, Sanand, a small town around 40 kms from Ahmedabad, will be a name to reckon with in the country's automotive sector. Sanand, which already plays home to Ford and Tata Motors' manufacturing plant for the small car Tata Nano, recently welcomed the French car manufacturer PSA Peugeot Citroen.

Soon Sanand will be among India's prominent auto hubs such as Pune in Maharashtra and Sriperumbudur in Tamil Nadu. Moreover, Maruti is also eyeing Gujarat as a most probable destination for their new plant, while even Hyundai has shown interest for presence in state. Truly, in the last few years, Sanand has emerged as the most promising destination, thanks to the Gujarat government's vision of making the Sanand-Viramgam road as an auto industrial cluster. Today, for auto giants, Gujarat is another name of Opportunity.

MEETING THE PREREQUISITES FOR INDUSTRIAL CLUSTERS

Although various factors are associated with clustering, a conducive business environment is a fundamental prerequisite for triggering industrial agglomeration, because

agglomeration and clustering are driven by the private sector and market forces, with appropriate support from the public sector. Local conditions have a larger influence on companies' selection of specific locations to set base. Infrastructure, including roads, ports and utilities and the size of local markets, are of notable importance. Liberal trade policies and investment incentives have been the key policy instruments used to entice MNCs, which provide the driving force for industrial development. Liberal trade policies are essential to overcome constraints, e.g. limited size of local markets and weakness of supporting industries.

It has been witnessed worldwide that planned industrial clusters are the growth drivers for the development of any region. Sensing the same, the government of Gujarat has played the key role of facilitator to pull Auto majors to the Sanand auto hub/cluster, by meeting all prerequisites. Once a sufficient amount of strongly related industries are grouped together, they can be addressed as a preliminary cluster. Clusters are groups of inter-related industries that drive wealth creation in a region, primarily through export of goods and services. The use of clusters as a descriptive tool for regional economic relationships provides a richer,

more meaningful representation of local industry drivers and regional dynamics.

SANAND - THE GROWTH DRIVER

Today, Sanand is all set to become a dynamic auto hub of western India. Investments worth thousands of crores are being made by auto majors. For the young aspirant technocrats, this region will provide new opportunities and employment. Also, there is demand for industrial land till Viramgam. Understanding the potential housing demand, renowned city based developers are coming up with splashing townships, massive modern housing schemes, plotted developments, logistics park etc in this belt. South Bopal, Shantipura, Sanathal-Sanand road and Nalsarovar road will witness some eye pleasing residential developments. Many large-scale projects by realty majors of Ahmedabad are in the pipeline. In the coming months, many affordable property options will flood this area. In every sense, a new development era is about to begin for Ahmedabad - the address being the Sanand vicinity.

Anushrav Bhatt

(The author is a city-based housing planner, civil engineer and lawyer)

Mobile-site: m.hdfc.com www.hdfc.com

Pick your dream home.
We'll help put your name on the door.

- Home Loan Counselling • Property Assist
- Legal & Technical Counselling

HDFC HOME LOANS

Call: 6630 7000
SMS: HDFCHOME to 56767 WITH YOU, RIGHT THROUGH

Conditions apply. Network HDFC1392-11 Ahm