

# Beyond Squarefeet to promote sustainability

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**Mumbai:** Beyond Squarefeet has partnered with Terracon Ecotech to evaluate, support and implement economically viable, low-carbon, ecological and sustainable concepts and solutions for Shopping Centre/Mall developers. Beyond Squarefeet is the 1st Indian Mall Advisory & Management Company to offer such services.

Speaking on this development Dr Ramesh Madav, chairman, Terracon Ecotech said “As a Mall developer, every Mall developer should invest in developing Sustainable and Responsible Malls as Malls are integral part of the social and economic activity and it is imperative for them to look at environmental aspects as well. We would offer solutions that would make malls greener with reduced carbon, waste and water footprint, improving its operational efficiency and profitability”.

Susil Dunganarwal, chief mall mechanic, Beyond Squarefeet said “Together with Terracon Ecotech, we aim to destroy the myth that creating a Mall with principles of sustainability is an expensive and cumbersome affair. In fact, Sustainable Mall will not only be environmentally responsible but financially sustainable too”.

Global warming, the depleting natural resources, the fragility of the eco-system, industrialization and commercial growth has brought to light the need for sustainable change is needed in order to avert a catastrophe and there has been increasing conserving energy, alternative sources of energy, increasing efficiency and buildings etc. all of which are vital in reducing the environmental burden of commercial & industrial developments.

Environmental sustainability forces businesses to look beyond making short term gains and look at the long term impact they are having on the society. Shopping Malls have become an inevitable part of our society and community. They have become more of a social destination than a destination for just shopping. Generally, Malls are perceived to be major energy consuming and waste/pollution generating from all aspects such as noise, heat, air, greenhouse gases, water etc. With the increasing environmental concerns and international pressure on creating sustainable and environment friendly development, Malls are the next crucial area for implementing sustainable solutions. The need for Sustainable Malls has become the need of the hour and an inevitable business proposition.

Terracon Ecotech Pvt Ltd, India’s leading ecological and sustainability solutions service company, has been at the forefront of designing and executing unique projects for its clients. Terracon Ecotech has been associated with several urban to infrastructure projects from base line studies to planning and executing ecological and resource management solutions. It is the first agency to offer tree census activity using geoinformatics to local bodies and created India’s first City Biodiversity Index (CBI) for a city using Convention on Biological Diversity (CBD) platform and tool. It has also initiated tree species specific carbon absorption and valuation research project for propagating the importance of trees in urban planning and greenbelt development. Terracon Ecotech® has also created India’s first Biodiversity Action Plan (BAP) with international norms for the extractive industry and is at the cusp of providing solutions for CSR obligations of the industry by mainstreaming environmental sustainability projects with business operations for reducing social and environmental risks for the industry.

Beyond Squarefeet, a start-up Mall advisory company that offers end-to end solutions in specialized areas of Shopping Mall Conceptualization to Shopping Mall Management has introduced many

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innovative and international concepts in its services and has always been known to have set benchmarks based on global standards. Beyond Squarefeet is also the 1st Indian Mall Management company to go international. Realising the global need for sustainability and with an intention to introducing global models of sustainability to the still nascent Indian Mall Industry, Beyond Squarefeet adds one more feather to its array of services;

#### About Terracon:

Founded in 2008, Terracon Ecotech is India's leading ecological solutions & natural resource management service company. Its strengths include its technical knowledge and capabilities in the domain of ecology, botany, agriculture, environmental science and planning, as well as its deep understanding of today's sustainability issues. Having successfully completed several projects across India, Terracon Ecotech is known for undertaking and executing unique projects which has made them a leading solutions provider in the area of environment and natural resource management. With a national presence, Terracon Ecotech has worked with PSU's, Government Sector and Private Sector across different industries (i.e. Mining, Infrastructure, Utilities, Urban body etc.). With an aim to bring aggressive environmental intervention and to create awareness on sustainability, Terracon Ecotech provides an array of services that include Tree census & inventory, Green Belt development, Biodiversity studies & action planning, Environment Impact Assessment, Ecological restoration, Eco Landscaping, Environmental finance & Climate Change Advisory, Sustainability, Renewable Energy management & CSR projects. Terracon Ecotech has worked with various government and corporate conglomerates like Vedanta, Reliance, JSW, ACC-Holcim, L&T, HPCL, Godrej, Government of Assam, Maharashtra & Kerala, C&O Group and several local bodies and government agencies.

#### About Beyond Squarefeet:

India's first mall advisory company which provides end-to-end solutions in the specialized areas of Mall conceptualization to Mall Management, with extensive "hands-on" experience in Retail & Mall development. Beyond Squarefeet focuses on Mall Conceptualization, Mall Positioning, Mall Marketing & Leasing, Facility & Mall management and Mall Re-orientation. Beyond Squarefeet is currently hand holding 22 Malls spread over 13 million sq. ft. across India, Iran, Qatar, Nigeria and Nepal. Some of the key current projects of Beyond Squarefeet are DLF Mall of India (Noida), Ado Bayero Mall (Nigeria), Oberon Mall (Cochin), Logix City Centre (Noida), Omaxe Connaught place (Greater Noida), HBN Town Center ( Lake front) & HBN Town Center (Sunrise city) in Bathinda, Aashima Mall (Bhopal), Lonavala Square (Lonavala), Gokulam Galleria (Calicut, Kerala), RP Mall (Kollam, Kerala), K10 Mall (Jalna), a mix-use project in Thrissur (yet to be named), CG Malls & CG Retail across Nepal, etc. A few of the past projects of Beyond Squarefeet include LULU International Shopping Mall (Cochin, Kerala), Neptune Magnet Mall (Mumbai), Bergamo (Chennai), Moments Mall (Delhi), and Parco Mall (Doha, Qatar) among others.

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