

Celebration

TIMES

Noida
Special

CONSUMER CONNECT INITIATIVE

BUDDING ACTOR TURNED DIRECTOR

After working as an assistant director for three Bollywood movies, Ritika Malhotra is planning to direct her own film soon

Avantika Tyagi
@timesgroup.com

She had always wanted to be an actor, but little did she know that she would become a director one day. Working on three projects as assistant director for Bollywood movies, she gradually realised that she was cut out for direction, not acting. Ritika Malhotra, 26, is young and wants to explore new things about her. She doesn't want to restrict herself to a certain field. As she says, "When I stepped into the real world of cinema, I realised that while I dreamt of becoming an actor, my strength lay in directing. Hence, I have not restricted myself to just one stream."

Malhotra is a dreamer and believes in achieving them too. According to her, hard work and perseverance are the two keys to success. Talking about her success, she says, "At a young age, I have gained experience over a variety of projects in the areas of animation films, mainstream cinema, offbeat cinema, marketing and branding portfolios." Malhotra has worked as an assistant director for movies named *Babluo Happy Hal* (Directed by - Nila Madhab Panda), *Kaun Kitne Pani Main* (Directed by Nila Madhab Panda, Starring - Kunal Kapoor, Radika Apte, Saurabh Shukla, Gulshan Grover, Robin Das), and one as an Associate Director - *Kash Main Mandakini Hoti* (Directed

by Prabhat Thakur) and this is what she says about her experience. "It has been a roller coaster ride; I have had great learning experiences and also got the opportunity to give it back. It is a very dynamic industry driven by people with dreams and people with money. There is a lot of struggle (to be read as hard work) but hard work pays off and I am a living example."

After doing a Bachelors and Masters in Animation and Multimedia from one of the institutes in Noida, she decided to work as an associate director with any of the film directors. It was then that she realised her love for film making. Currently, she is planning to make her own film. "I am switching hats on a few projects; I am also working on a couple of scripts for my own film. That way, I am able to balance my finances," says Malhotra.

It wasn't very long ago when she was struggling to get work, but she had confidence on her talent and faith in her work. This is what made her get the projects. She shares, "I used networking skills, all my friends knew my talent and hence I landed with my first cinema job offer. Yes, the road is definitely bumpy but it takes

you to the destination if you do not give up. I had my own share of cakes and cuts, but in the end it tastes sweet."

Apart from film making, Malhotra also loves photography and travelling, especially to off-beat places. This confident Noidaite considers success as her inspiration, but never forgets to thank her parents for being extremely supportive to her. According to her, it's her parent's support that keeps her going.



VIKRA VERMA

Noida real estate sector is, presently, witness to a generation change of developers

Whether it is the clash of two generations or natural progression where the generation next has taken the business forward to the next level, the tale of two generations has always been a subject of interest in the business community. The dynamics of the two generations gets all the more curious in the business of real estate since the nature of the business is such that often the grounded wisdom of the first generation is juxtaposed to the fancy ideas of the second generation. In Noida market, many second-generation developers have overtaken the business and hence, it is worth a look to evaluate the performance of the respective generations.

Analysts point out that it is not just about being two different generations, but two different thought process and work culture in many of the cases. While the first-generation real estate entrepreneurs secured their positions in this field adopting conventional methods of construction technology and business practices; the second generation is more dependent on technology, professionalism, branding and latest construction practices, prevalent in developed countries banking upon on the reputation they inherited from their predecessors.

Generation change in NOIDA REAL ESTATE



VINOD KUMAR

Experienced with the transition of the business to his next generation, RK Arora, CMD of Supertech Ltd, maintains that it won't be right to say that the second generation lacks the understanding of ground realities. According to him, the second generation is privileged with strong business foundation, established brand reputation, protected opportunities and lower risks.

"Once, the real estate in Noida was all about construction of flats and housing complexes, but the situation is fast changing. With the transformation of the city into an international hub, the real estate needs are also changing. Malls, multiplexes, sports complexes, infrastructure, educational institutions, IT and ITeS parks and much more has come under the umbrella of the real estate sector," says Arora.

A candid second-genera-

tion developer Nikhil Hawella, managing director of Hawella Group, says that the core of the business remains the same, but functional difference can be there in terms of use of technology.

"I do not agree that second generation lacks the understanding of ground realities of real estate business. To some extent, it depends on the natural instinct of understanding the business. If the person



FUTURE READY

Malls, multiplexes, sports complexes, infrastructure, educational institutions, IT and ITeS parks and much more has come under the umbrella of the real estate sector

has right understanding of the business and organisational skills, he can be seen as a right person to take a responsible role for the company," says Hawella.

In contrast, a first-generation developer in Noida real estate, Abhay Kumar, CMD of Griha Pravesh Buildteck, says that the second-generation developers get most of the things in plate by their fathers and forefathers. The first-generation developers have provided deep pockets to their successors where they have ample margin to commit errors and keep trying till they get success.

"Second-generation developers are usually not nurtured from the scratch level whereas the first-generation developers are extremely hard working, and also, they enjoy good relations in the society which is an added advantage. Second-generation developers are usually too

professional, lacking the in-depth knowledge of the creation per say. They are, in general, well educated, but not well trained. It has been observed that the human values are less in the second-generation developers, compared to the first-generation ones. First-generation developers try their best to nurture their children to become the best suited for the succession, but mostly they are not able to hone overall skills," says Kumar.

Noida is a tough market which gives immense experience to the developers and most of the developers, both, first as well as the second generation, maintain that after accomplishing a project in Noida, a developer can sail through quite well in other markets. To become successful in Noida, a developer needs to master almost all the art of development.

What can be vouchsafed is that the transition has given some cases of success to the Noida market. In many cases, the baton has been passed to the next generation successfully, while in others, the first generation is grooming the generation next. Some of the second-generation developers have actually been catalyst to the drastic change in skyline of Noida in recent times.

Noida has been blessed with the change of generation at the helm of affairs to come across the flow of innovative ideas in theme-based projects, world-class technology for quality and faster construction with cheaper processes, making tie-ups or alliances with globally renowned architects, interior designers or any other associates who have proven records to their credit and have delivered architectural marvel world over.

—Ravi Sinha