

The myth surrounding **PITRA PAKSHA**



Some people believe that all days are good enough during *Pitra Paksha* because we seek the blessings of our ancestors so that we are able to follow the right path advocated by them and accomplish our goals with the least hindrance. **A K TIWARY** writes

Many Indians consider the fortnight of *Shraadh* or *Pitra Paksha* as inauspicious in purchasing new property. But this is myth, some believe, as all days are considered good enough during this period because we seek the blessings of our ancestors so that we are able to follow the right path advocated by them and accomplish our goals with the least hindrance.

Shraadh or *Pitra Paksha* elicits conflicting opinions when it comes to business in the real estate with some firmly holding that it is not auspicious to start new ventures during this period while others believe that every phase is a good phase.

The view that *Pitra Paksha* is an inauspicious period prevails only in northern India, as in southern and eastern India, the full moon announces the beginning of the auspicious and festive season.

If one still feels it is not advisable to buy new property, then at least they can consider various options available in the market and then do the purchasing during Navaratra, which follows *Pitra Paksha*.

Property is a costly proposition and a one-time buy for most Indians and heralds an auspicious beginning in the lives of end users. Thus, most people prefer to postpone the decision to Navaratra—the period considered as most aus-

spicious for any new transaction—which follows *Pitra Paksha*. But, if market indicators are to be believed, the trend is changing.

Developers expect lucrative offers to have a positive impact on the market and buyers, who are not very rigid about the superstition surrounding *Pitra Paksha*, may book a property during this period.

Market watchers say that the sales during this period could be an outcome of non-believers buying properties or well-to-do young professionals investing in the market to get a better deal during this supposedly off season.

Pitra Paksha is a good time for planning and homework for builders and end users. It is the period for consumer-connect, planning festive offers, campaigns, etc, for developers and builders. Buyers generally do their groundwork during this period like collecting information about shortlisted projects, doing comparative analysis, negotiating with the brokers and dealers, paperwork for bank loans, etc.

"We take stock of our preparations in handling the overwhelming responses during the season ahead. This period helps us do the last-minute follow-up with all the stakeholders and gear up for Navaratra," Aman Agarwal, the director of KV Developers, said.

Rakesh Yadav, the MD of Antriksh Group, says: "A lot of myths are floating

around about *Pitra Paksha*. While the sales reports during this period in previous years do not portray a positive picture, we found that deals were done as many customers wanted to make the best out of off season offers and deals."

Navin M Raheja, the CMD of Raheja Developers, says: "Though sales dip during the *Shraadh* period, the last few years saw a change in buyers' mindset—quite a few people struck deals at bargain prices during *Shraadh*. A philosophy is also prevalent in the market that the *Shraadh* period is also one in which one purchases property with the blessings of one's deceased elders, so a segment does carry out significant purchases during the period."

Rajesh Goyal, the MD of RG Group, says: "We believe that today's homebuyer is well educated with a global outlook. Our youth is of a progressive mindset and finds no logical connect in branding the period of *Pitra Paksha* inauspicious. Even from a religious perspective, this specific period is meant to express our reverence to our ancestors and to seek their blessings. Not buying property during *Pitra Paksha* is merely a superstitious fear according to me."

Abhay Kumar, the CMD of Griha Pravesh Buildteck Pvt Ltd, says: "It's difficult to pinpoint when exactly this period started to be considered inauspicious. In hindsight, how can this period be considered inauspicious when the same has been considered as the most auspicious time for remembering our ancestors? But we Indians go by tradition and in this case superstition overtakes logic."



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