

- Affordability and Sustainability .. must go hand in hand .. demonstrated to be doable
- Awareness .. Incentivization .. Demonstration .. Demand to drive Investment/ Supply
- Key challenge - perceived myth around incremental cost of green residential building
- Inadequate supply of green labelled residential housing stock .. Inadequate marketing strategy
 - NHB-KfW programme (2010-13) on Energy Efficient Residential Housing .. € 50 mn /~2000 units
 - Collaboration with AFD-EU (2017-22) 'SUNREF' - Green Housing prog .. € 100 mn /~5300 units
 - Promotional events at metros .. Seminars/workshops for State Housing Agencies, Developers, Lending Institutions .. National Study Tours of Light House Projects
 - Green Building Handbook for Developers, Architects as well as for the Building Users .. SUNREF India Success Story Booklet - a compilation of case studies on best practices followed in 11 Affordable Housing projects