

Special Report

Women's Day: Role of women in real estate

Bhawana Bhatnagar
Founder
Casa Exotique

Several studies reveal that entrepreneurial activities among women have increased by 10 percent in the last five years, and the gender gap has reduced by five percent during the reported period. One of the most striking features in this transition is the growing participation of women in sectors, which used to be dominated by males earlier.



Real estate is one of the industries that has been male-dominated since time immemorial. However, the industry has witnessed increased women participation over multiple years, and that too, in various spheres. It is a known fact the inclusion of women in any field tends to diffuse mellow and beauty in the environment with their amiable and creative senses. They make a home even more welcoming with their instincts to shape things better, colourful, and lively. This is the reason why women are becoming successful in almost all fields of real estate and other related industries. Be it real estate agents, or realtors, interior designers, or buyers - women are ruling the roost almost everywhere.

Real estate is a sector wherein, the [presence of women](#) was earlier limited to either sales and customer care or HR departments. Now, with the rising disposable income of people, changing lifestyle, and increased proclivity towards luxury and fine living, the definition of living spaces has changed dramatically in the last decade. Besides safety and comfort, the new-age consumer also wants a home/office enticing and aesthetically better. The paradigm shift in the mindset of the buyers has opened immense opportunities for women professionals and entrepreneurs, especially in the field of interior designing and décor.

Today, many young interior stylists, designers, architects, and procurement consultants are leveraging the growth of the realty sector with their creativity, design sense, and procurement skills. From handling turnkey interior projects of hotels and bungalows to giving Vastu tips to builders; designing layouts of fashion boutiques to providing services as procurement advisor; women are gradually making deep grooves in the [real estate sector](#).

Everyone wants to design their living space a bit different, a bit creative and a bit innovative. And, who can be better at designing a beautiful home other than a woman? In fact, a deluge of artistic disposition that a woman beholds in her senses enables her to make the surroundings not only tidy but inviting and refreshing, too. Post polishing their skills in colleges and institutions, they are now better equipped to utilise their skills in a more professional manner. As a result of this, the traditionally male-dominated society with very few women in the leadership positions, is now acknowledging the efforts of a woman and her contributions in the development of the industries, including real estate.

India is the fifth-largest economy in the world and has a huge potential to improve the participation of women in the workforce. Clearly, the involvement of a woman in higher productivity sectors will be a great boost to the industries. Additionally, it will provide a further thrust to the economic development of the Nation.

Disclaimer: The views expressed above are for informational purposes only based on industry reports and related news stories. 99acres does not guarantee the accuracy, completeness, or reliability of the information and shall not be held responsible for any action taken based on the published information.

★★★★★ (1 votes, average: 5.00 out of 5)

POST A NEW COMMENT

Popular and Trending

Invest Right: Raj Nagar Extension vs Crossings Republik, Ghaziabad

Gautam Sharma
Research Analyst
Jan 29, 2021

145

[VIEW MORE](#)

Properties to

New Projects in Delhi / NCR

House for sale in Delhi / NCR

Builder Floor for sale in Delhi / NCR

Apartments for sale in Delhi / NCR

Flats in Delhi / NCR

Property for sale in Delhi / NCR

Property rates in Delhi / NCR



Projects in Delhi NCR

New Projects in Delhi / NCR

House for sale in Delhi / NCR

Builder Floor for sale in Delhi / NCR

Apartments for sale in Delhi / NCR

Flats in Delhi / NCR

Property for sale in Delhi / NCR

Property rates in Delhi / NCR

Real Estate Updates

Be the first to know

[Subscribe Now →](#)