

# GREEN BUILDING CONCEPT: BUILDER'S AWARENESS TOWARDS IT A STUDY OF BUILDERS IN KOLKATA

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## ABSTRACT

For a good long time the environmentalists have been putting their best foot forward to warn the human race to slow down their pace of economic activity which is affecting our planet more than we can imagine. Yet we continue to move even faster pushing those limits back with new technologies. Our environment has fallen prey directly to one of such industries which is emphatically driving this growth & it is none other than the real estate industry. Though time is running but we should start reversing some of the practices that had been destroying the equilibrium of the environment before it becomes too late. There is many ways of stopping or reducing the degradation of environment but green building seems to be the lowest hanging fruit in order to achieve sustainable growth. As we know sustainability is the ability to pursue continuous economic prosperity while protecting the environment & high quality life style to the people, green building fits nicely with these concepts as it promotes building practices that conserves energy & water resources, preserves open space & many more. The development of green buildings in India witnessed a significant growth in 2013 with an overwhelming 1588 members (119 founding members). About 2190 buildings are now registered under the LEED India rating system with a significant 1.63 billion sq. ft Green Building footprint. Among these 398 buildings are certified and operational. But is this convincing enough in a countrylike India where the contribution of the real estate sector to India's GDP has been estimated at 6.3% in 2013, according to a report. So how the shift can be achieved regarding the green building campaign from a select few to mass movement? One obvious answer is awareness. This study attempts to find builder's awareness towards the green building concept.

**KEYWORDS:** Green Building, Sustainability, Environment, Conservation of Energy, Cost