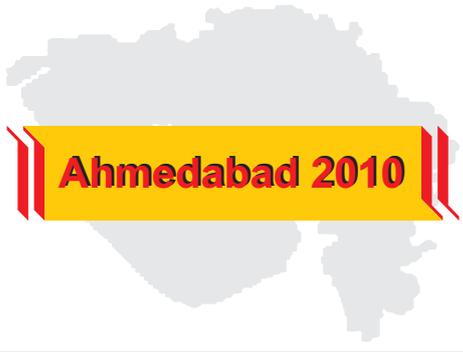




Coming soon in an Area close to you: The IT boom of Ahmedabad.

Structural Engineer Bipin Shah is busy enabling Ahmedabad's IT revolution



Ahmedabad 2010

The "Ahmedabad 2010" series will meet architects, builders, town-planners, engineers and historians to examine what Ahmedabad is transforming into.

For, there is no doubt about it anybody's mind that the transformation Ahmedabad is going through now will catapult it into the club of major cities of Asia.



Mr. Bipin Shah of Pyramid Ahmedabad

Vaastuyogam spoke to Mr. Bipin Shah of Pyramid Associates about his upcoming IT park and other projects. Established in 1993, "PYRAMID ASSOCIATES" is one of the leading firms in the field of Structural designing in varied aspects and in providing consultancy work for execution of different projects through the total management of project. The firm has rendered services to more than two thousand various types of projects, comprising of Residential, Industrial,

Institutional, Commercial Hotels, Multiplexes, Sports Complexes and Infrastructure Projects.

Born 1968, Mr. Bipin Shah has been a structural engineer since the past fifteen years having designed over 5000 buildings in this period including several challenging projects.

Can you tell us something about the role of a structural Engineer?

The structural engineer plays a key role in building construction. In fact a structural engineer does more planning than an architect. He has to keep pace with advancing technology and the plethora of new products available in the market.

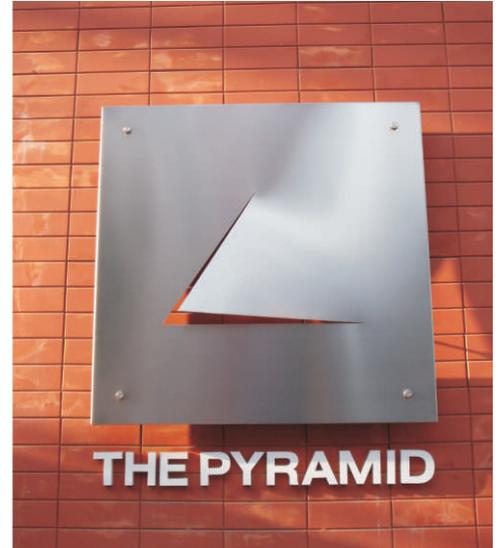
You have been known for taking up challenging projects. Can you tell us about one such project?

Yes , the roofing of the Sardar Patel Stadium at Motera, Ahmedabad. The roof of the Motera Cricket Stadium is the largest cantilever roof in India. In this we used the hollow sections made by Tata Steel. They had just been introduced at that time in 2002. These sections were designed for light weight non-structural applications like railings, canopies and gates. Using these light weight sections I designed the heaviest structure possible.

Thereafter these sections have replaced conventional angles, channels and T sections etc. This was a first-class innovation and has been recognized as such by Tata Steel . They have a 200 feet picture of this roof in their Jamshedpur plant.

You are developing an IT park. Can you tell us about the IT scenario in Ahmedabad?

It may come as a surprise to you but the truth is that a recent Nasscom survey on



THE PYRAMID

CORPORATE OFFICE OF PYRAMID ASSOCIATES, "The pyramid is the most stable structure. For a structural engineering firm, what better name and logo can there be." ...Bipin Shah

the 'Super Nine Indian Destinations' for IT-enabled services (ITES) has ranked Ahmedabad fifth among the top nine most competitive cities in the country as an ITES destination. Ahmedabad has pipped cities like Bangalore, Mumbai and New Delhi in the survey, but lagged behind Hyderabad, Kochi, Chennai and Kolkata. Additionally, industry buzz says several existing software companies in the state are planning to diversify into the ITES sector.

After missing the software bus because of disadvantages like education and training, ITES is a sector which can be addressed by local industry. Areas like e-publishing and data management can also follow suit since there is a large presence of the manufacturing sector in Maharashtra and Gujarat that can be tapped for business process outsourcing activities.

Please tell us something about your upcoming IT Park?

We have launched an Information Technology (IT) and IT enabled Services special economic zone (SEZ) 'Third Eye Voice' worth Rs 650 crore at Ahmedabad. The SEZ will take place at the outer region of the city in over 20 acres of land and would house small as well as



"The roof of the Sardar Patel Stadium - Motera - One of Bipin Shah's big design challenges



medium sized IT companies. The first segment of the project will be completed within two years with initial investment of Rs 300 crore. As many as 40-45 companies have shown interest in setting up their business in our SEZ. We plan to come up with 10 buildings on an area of 36 lakh sq ft to accommodate them. While nine of the buildings are 10-storeyed, we have designed a 200 meter high 50-storey building, which may become one of the tallest buildings of Gujarat. We are investing Rs 300 crore for phase I, for which we have considered banks as a major source of finance. For the second phase the company will go for an IPO.

What are your views on Vaastu?

I strongly believe in Vaastu but in my own way. However, I have a strong case against those Vaastushastris whom I hold responsible for spreading false myths on the subject. I am still to come across an erudite Vaastushastri who can explain all the Vaastu fundamentals satisfactorily to me in a scientific manner, if you know someone I would like to meet him. I am sure there are many who must have benefitted from Vaastu advice, but somehow I still have my doubts.

I do believe in astrology but haven't taken recourse to wearing rings to beget planetary munificence. I subscribe to the idea of planetary influence on our fate but yet I have not met someone who has cracked this connection. Let me illustrate with an analogy of a mobile. Every mobile has a sim card. There are thousands of mobiles yet the signal allotted to this sim card are received and transmitted by this sim card only. So too, in our body and soul, nature has planted a sim card which receives specific and individualized influence from the planets. Thus our lives are styled by astrological influence. Our success or failure, health or sickness all are ordained from above by the stars.

Similarly directions etc too have their undeniable role. Only thing is no one knows

Promoting Ahmedabad Real Estate World Wide

Vaastuyogam spoke to Nishit Shah of IN IT Design at his Ahmedabad office. IN IT Design is in to servicing real estate companies in and around Ahmedabad by providing them savvy marketing collaterals, launch events as well as their road shows across the country and abroad.

Excerpts from the Interview:-



Mr. Nishit Shah of IN IT Design

There are varied ways and means in which the real estate industry is being promoted worldwide. In Ahmedabad the real estate industry has been making rapid advances and obviously it requires the right kind of promotion and projection.

Go Bananas and In It Design studios having their major domain into Real estate, fashion, lifestyle has created lot of many firsts in terms of promotion for the real estate industry. We have been working very closely with GIHED. We have been doing the GIHED property shows since last four years. We also did the first GIHED award show and also an amazing film for them that explores the myriad facets of Ahmedabad city.

Last year we joined with members of GIHED participated in a campaign to promote the city of Ahmedabad in New Jersey and Chicago

how to handle it. Yet in my projects – to the extent I know and scientifically accept – I have kept in mind directional influences as described in Vaastu and yes and that always helps.

U.S.A. GIHED had taken several builders and organized a proper trade show there to showcase all the real estate development of Ahmedabad.

Just recently we brought out a catalogue at **Experience Gujarat** show held at Leicester UK in collaboration with the Leicester City Council.

Can you tell us something about GIHED?

As explained by Shekhar Patel, the current President, **The Gujarat Institute of Housing & Estate Developers'** (GIHED) is an apex body established in 1980 by the builder community, GIHED represents the predominant interest of those engaged in construction and its allied industries. With an active involvement of various Government and private bodies like Federation of Real Estate Developers of Gujarat (FREDAG), Gujarat Institute of Civil Engineers & Architects (GICEA), Gujarat Chambers of Commerce, Gujarat Contractors Association, Builders' Association of India (Gujarat Chapter), and Institute of Engineers & Material Suppliers & Service Providers, GIHED has successfully represented the concerns of the construction fraternity, while also creating awareness amongst the masses for better living in a safe, hygienic and environment friendly accommodation.

Through its "Mega Property Exposition" every year, GIHED has successfully created interactive platforms whereby inviting the best in the infrastructure industry across the world to interact, showcase and put wholehearted efforts towards building Ahmedabad as the hottest Real Estate and Infrastructure destination.

What is the significance of the name Pyramid that you have chosen for your company.

Pyramid is the most stable structure. For a structural engineering firm, what better name and logo can there be. ■