THE FEATURES THAT MARKED THE SUCCESS OF THE SOCIETY MANAGEMENT APPLICATIONS IN INDIA

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ABSTRACT :- With the advancement of human civilization, the rural population of the country started moving to the towns and the population of the towns turn out to be more ambitious and they started moving to the bigger cities. These demographics changes brought in the problems of demand and supply of different commodities in the market. Their rose the problem of accommodation to accommodate the migrated population. This ultimately gave rise to the apartments and later into gated society. This paper shall deal in how the modern problems were solved in a modern approach by these Society management applications.

KEYWORDS :- Gated society, Security, Application based service, mobile applications, Society Management, Facility management.

1. INTRODUCTION-

The education and the technological advancement opened doors for the people to pursue a better lifestyle with a higher income for them. People started migrating from their hometown to new places to see for better opportunities for them and their family. Human psychology doesn't allow the mind to be isolated and seeks from community which ensures safety. In the busy schedule of their work, they fail to manage to build a house for them and then finally land up in buying flats which not only saves costs for them but also their time. The modern mindset is more attracted to live in a flat/apartment rather than owning a land and later building a house on it.

Living in a apartment or a flat, we tend to acquire two benefits:-

1) **Sense of Community**- This is easily acquired by choosing a good facility when we purchase a property. Our family and children come in contact with good people and learn good things and bring in a good human in themselves. Being with good and similar minded people is the sole motive of any community.

2) **Sense of Security**- Another very important reason for moving into the gated society is the security of our family. Being in a community there is love and

affection and people at your disposal to help you when you need them. With the increase in the crime rates in the urban areas, the bread earner of the family is worried about his family's physical security while he is out for the financial security.

2. LITERATURE REVIEW-

In the last decade, we saw a rapid increment in the construction and sales of these gated societies with an aim of ensuring security to the families. People were very cautious and the appointment of security was priority for the society. But even then few problems remained unsolved. We also saw that there was a trend that kept moving towards a better solution finding to make security as well as the facility management easier as well as efficient at the same time.

It started when the outsiders started entering into the premises which was an unavoidable problem. Crimes rate increased as we couldn't prevent the crime from entering in but solved it once it has already occurred.

Some societies accepted the register option, where they started recording the movement of human in and out of the society.

Details were collected and stored like:-

1)Name

2) Phone number

3) Whom to visit

4) Time

But with the passage of time many flaws were identified which proved the system inefficient.

Then the world saw the rise of Inter-com facility, where the entry access was granted only when permission was received from the resident of the concerned house members over the intercom. But this facility was not an affordable method, as it required an heavy investment and the operations were not very feasible for every society. Even the maintenance of these facility was not very affordable.

This all problem lead to the birth of Facility Management companies in the first place. These companies primarily dealt with the solutions that ensured the safety of the residents and at the same time other secondary problems which could make the residents life even more easier.

3. OBJECTIVES OF STUDY-

- To study the facility management of gated societies.
- How these facility management companies made success by touching the pain points of the residents.
- Which were the most important feature that attracted the residents.

4. Limitation of the study-

- The study is limited to India only and to be more specific (metro cities or big cities)

- Acceptability of technology and the free flow usage of the same by the users.

- These facility management can only be applicable for the gated society where security guards are already appointed.
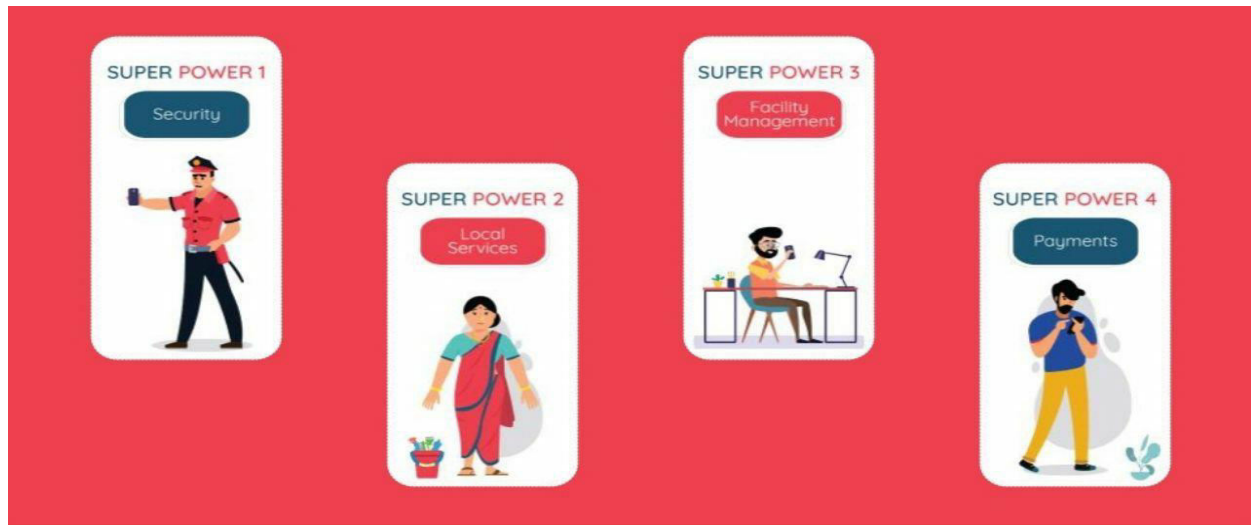
5. Research methodology-

A descriptive research was done to understand the Indian gated society market and study the most important features that marked the success of these companies. A structured process of research was done by compiling the data and values obtained from the official sourced and some other sources that are mentioned in the references.

6. FINDINGS-

In the research conducted, we discovered that the acceptance of these Society management application was not solely for these security ensurity but also other feature. We shall see how these application work and features they provide. There are many players operating in the market but all of them work somewhat same. The basic aim remaining same they try to add on with extra unique feature to their service which lets them stand apart and make a difference. There are features like the local help service where they get the details of the maids, cook, house keeper in the near by area. It also provides them with the parking management system where they can identify who has wrongly parked his/her vehicle in your place.

These feature have aimed at making life comfortable for the resident and let the security guard do his duty more efficiently.

1) DIGITAL ENTRY- The most vital task of these application are to ensure the secure entry of visitors and guests in to society. These company usually provide device to the security personal which helps in storing the data of the visitors. It usually takes in the name, number (OTP verified), picture, vehicle number and the concerned flat to be visited.

Once this is done, a notification pops up in the phone of the concerned flat members. They get an option to accept or reject which shall give the command to the security guard whether to allow him or not.

But then the concerned rose about if no one holding their phones or may be there is problem of internet, will this make our important visitor wait or feel offended to not to be allowed into the premises.

To deal with these, the companies came up with the idea of IVR calls which are generated if no one addresses the notification on the app.

2) PRE-NOTIFY- This is yet another feature which adds power to the residents. When we know we are expecting guests in any hour. We can pre-notify to their entry to avoid the work of the guard and even save time of our guests. Using these we can entry the number and name of our guests which gets stored in a database and OTP are shared with us and the guest.

3) APPROVAL SYSTEM- It is a mandate using this application that no person whomsoever can enter I premise without permission. This enables the security of all residents. Even all the residents get notification

of guest entry to their flat irrespective of who has allowed or has granted the access.

4) STAFF CHECK IN/OUT- we usually have certain visitor who come to our houses on a daily basis. Be it our maid, caretaker or cook. These granting permission to them daily is a hectic job. Thus the application creates UID codes for these people which is empowered by the residents. By doing this, they aren't required to seek the permission but their entry is notified to the residents.

5) LEAVE AT GATE- This is yet another superpower provided to the residents. Let's assume that you are expecting any parcel and you are unable to receive it. In such situation you can authorize the security to receive the parcel and later you can collect it.

6) GATE PASS- The theft rate has increased in the urban areas and this has been a matter of concern of the residents. We have many people coming in and out of our society and governing their movement is a tough task. Usually the home helps are the person who create such mess. Thus the gate pass feature of this app helps you to authorize the movement of the commodity out of the society. When you sell or gift any item to any concerned person, you attach a gate pass with it. This gives him the right to take the commodity out of the premise easily.

7) NOTICE BOARD- the traditional notice board has failed in serving its purpose because of the location and the interest of people to look into it. Usually when people come or go out of their houses, then they are pre-occupied with many thoughts thus they ignore. But with the digital notice board the penetration of the message is faster and more efficient.

8) PAYMENT- These apps also provide you with the payment facility of utility. You can easily make UPI payment of rent, electricity bills and society maintenance bills.

9) DATA STORAGE- The committee members of the society can easily store the various data using the software provided by these society management company. Usually all the company uses cloud storage and even data protection.

7) CONCLUSION-

After conducting a thorough research on the various that work on the same solution, we found that more and less each one of them works for the same cause and solve the same problem.

Currently in India there are several company such as MyGate, ApnaComplex, ADDA,NoBroker, VZ Track and SocietyNow. The market is more of a B2B type market where the buying pattern is of cognitive type and more than one person is involved in the purchase behavior.

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