

Strategies for Sustainable Practices with Reference to Use of Technology in Gated Community for Safer Living during Pandemic and Post Pandemic

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Abstract: Today when security of children and family has become a concern of majority of the families in the societies and apartments in all the metro cities, most of the apartments and societies spend good chunk of their revenue in keeping and maintaining a very vigilant security for the families residing. Whether we take small societies with some odd 50– 100 flats or large societies having 300-500 flats, every family and societies want a very vigilant security set up. But in today's scenario, gone are the days where to keep a very vigilant security, recruitment, background verification and training needs to be done. Today with the help of technology, with apps which are built for "gated community" are preferred by many societies and apartments as it is cost saving and every record is maintained with reference to who had come and gone out and the purpose and more importantly no un-authorized person would be able to enter without the permission of the family members. The gated community was a game changer in this pandemic scenario and lot of things can be integrated with the gated community app for future needs for good sustainable business practices.

Keywords: Best Covid Practices by Gated Communities, Covid 19, Gated Community, Pandemic, Sustainable Business Practices

I. INTRODUCTION

Today when everybody wants to live safely whether in apartments or societies in different cities, inspite of having a vigilant security and noting down the numbers and name of the individuals who visited the gated community, nobody was confident that whoever entered the society premises were genuine and given all his / her credentials which were authentic. In spite of having vigilant securities at the gated communities across metro cities, we have heard many cases related to robberies, entering the premises without any work, eve-teasing and many other cases.

With the technology comes solutions as they come with some innovations and thus in today's context, if it is seen many of the gated communities are moving from the traditional approach of keeping vigilant securities at their gated community and incurring cost towards technology where in with the help of an app, everything will be managed. It is a one-time investment but worth it as it is for life-long and saves huge amount of cost on month on month basis. With technology integrated to the gated communities, the families residing feels safe and no external party can visit the gated community without authorization from the members of the gated communities.

Today in metro cities like Bangalore, Mumbai and Pune, every 3 gated communities out of 10 gated communities have moved towards the technology integrated gated community. Today the firms having the product for the integrated gated communities with the use of technology are making the members of the gated communities across

different cities realize the importance of it.

At present situation when the pandemic has brought the world to standstill, it is the technology driven companies and products which are coming to the rescue. Today, in this pandemic, the technology integrated gated communities are coming to rescue for the members of the gated community and the society at large as the body temperatures, pulse-reading is recorded of any visitor coming to the gated community and sent for authorization to the members of the gated community wherein the members will be able to check and keep a record that all SOP's pertaining to safety are followed in this pandemic and thus authorize the visitor. This is becoming very useful when not the un-lock has become and directives have come from the Central government – "The New Normal" thus making the technology driven gated community firms become sustainable in this pandemic.

II. NEED FOR THE STUDY

Every business whether established or start-up should have strategies to sustain in difficult times and move ahead. Start-up like "MyGate" in the field of technology integrated gated communities came into the market with the concept of "safe living" highlighting how technology can be used to live safely inside the gated communities and reduce the cost which is incurred on month on month basis. With this pandemic, where every world has come to a stand-still and businesses struggling, MyGate has come with strategies for sustaining in this pandemic situation and with the help of technology integrated the safety SOP's laid down by the

Central and State Government regarding wearing of mask compulsory, checking pulse rates and body temperature, which are very vital and important things in the Safety SOP in this pandemic and very strategically these have been integrated with the MyGate technology driven gated community app. In this disguise the technology integration has come as a blessing and making every member of gated community with MyGate very safe.

III. OBJECTIVE OF THE STUDY

The objective of the study is to know -

- a) How technology integration helped members of the gated community
- b) To authorize only genuine external visitors in the gated community
- c) How use of technology in gated community is sustainable in this pandemic – during Covid 19
- d) Post this pandemic how it can be further integrated for good practices for sustaining in this business

IV. INTRODUCTION TOMYGATE – A GATED COMMUNITY APP

(Pradhan, 2018) MyGate’s solution for the gated community app is a first mover advantage for the firm. It has built a mobile-based application to enable communication between security guards and residents which addresses the all-important security problem — whom to allow entry and whom to deny. The app replaces intercom and other hardware, making the communication process smoother and less intrusive.

Many times, something wrong happens as to how visitors’ footfall is managed at gated communities in India. Although security guards at most complexes maintain a visitors’ registry, unauthorized people often manage to slip through the cracks. And we can’t deny the role e-commerce and doorstep deliveries have played in upping this risk.

Small loopholes born out of manual errors caused by unskilled guards, inefficient and time-consuming visitor authentication, and inefficient management of inbound traffic raise security concerns for residents.

However, MyGate has set out to change that through its app, which provides residents “peace of mind” by offering them a real-time view into who is entering the community and absolute control to allow or deny entry to the visitor. “What residents of gated communities want is that whoever is inside is authorized and authenticated. That is the reason the

MyGate has the technology in place to integrate with the members of the gated community with convenience.

V. TECHNOLOGY INTEGRATION WITH GATED COMMUNITIES

Today technology is considered as one of the key factors for any business. Many business firms are today adopting the latest technologies to take their business to the next level without worrying the geographical boundaries which exist in the market. MyGate also has done the same thing wherein they integrated the technology with the smart mobile phones and have all the features starting from –

- i. Authorization of the visitors to be allowed or denied
- ii. With the help of this app, the members of the gated community can already book and inform the security about a visitor who is expected
- iii. Regular details of the maids and other staffs can be uploaded in this app
- iv. Payment management system - Payment links can be integrated and connected with each of the members of the gated community for smooth payment of the charges of the society or apartments.
- v. Complaint management

Today almost everyone uses a smart phone and in urban metro cities almost everyone has access to the internet in their mobile phones and hence technology integration is very easy with the mobile phones of the members of the gated community and the best part is more than one member’s mobile phone can be integrated with this technology so that the members feel “safe living”.

VI. BUSINESS SUSTAINABILITY MODEL OF THE MYGATE APP

The business sustainability model of MyGate app has been proven as when this app has been installed initially in few of the metro cities, it was observed that managing all the things like – authorization of the visitors, making sure correct visitor has entered with proper authorization, payment management, attendance system linked of the staff and many other features have made it easy to manage and the members of the gated community are liking it too.

It was also noted that the cost had come down to 20% from the existing cost which the gated communities were incurring on month on month basis. (Thakare, 2020)

This has also brought to the notice that the members have got the confidence in the MyGate app and most importantly it is user friendly. How people use mobile phones and when an app is downloaded and installed and used, same way MyGate is being used.

From training point of view, the firm that is MyGate takes care of the training as no much of training is required and hence the training team sends video supported by the audio for better understanding of the members of the gated community in WhatsApp group along with the user manual and a session is conducted of 2 hrs wherein if any doubts or anything is there is taken care of.

Even members of the gated community, if they have ordered something online they can inform the security at the gate via the app and instruct them to allow the delivery person and a message containing the QR code is shared with the delivery person.

Another advantage of this model is the member of the gated community can authorize any visitor sitting from any place and any location. It does not have any geographic boundary limitations. It is totally technology driven and only mobile should be in the network area. This will surely be a game – changer in the near future.

VII. BUSINESS SUSTAINABILITY MODEL IN PANDEMIC

In this Pandemic where the whole world has come to the standstill and businesses are struggling, technology integrated app for gated communities have come out with new strategies to counter pandemic and sustain even in pandemic. In this pandemic where very important guidelines have been issued by the Central and State government with reference to wearing masks, most of the gated community have started checking the body temperatures and oxygen pulse rates too of all the visitors. This is where app like MyGate has done innovation and has come up with strategies for sustaining in this pandemic where they have done innovation in their app and technology and have given provision to –

- i. Clicking of photo of the visitors and record it in the app
- ii. Record of body temperature in the app
- iii. Record of oxygen pulse rate in the app
- iv. His area where he has come from
- v. Area where he resides

All this information once taken of the visitor, will immediately will be recorded in the MyGate app and will send to the member of the gated community to in whose house he has come to visit, and the member of the gated community can check whether the visitor is wearing the mask or not, whether his body temperature and pulse rate was checked at the main-entrance or not by the security and hence they feel safe also to authorize too. Many times it has been noted that generally most of the residential apartments and societies had denied entry of the maids and other staff members during the pandemic and now when the unlock has begun and we are at present in un-lock.4 stage which is the new normal, many members of the gated community are still apprehensive as to the staff, maids or the delivery persons who are coming inside the residential apartments or societies, are they fully checked by the security at the main gate? This is where the technology integrated MyGate app

comes handy where in it records all the necessary information and sends it in the mobile phone of the member of the gated community and it make “safe living”.

Today this model has become a very sustainable model in Pandemic too and many societies and residential apartments are coming forward to install this app in their apartments and societies.

VIII. HYPOTHESIS

(H0) MyGate App is user friendly

(H1) MyGate App is not user friendly

(H0) MyGate App helped in this pandemic by recording all the necessary data of the visitors including the body temperature, oxygen level and informed us by the app about the visitor in our gated community

(H1) MyGate App did not helped in this pandemic and did not record all the necessary data of the visitors including the body temperature, oxygen level and did not informed us by the app about the visitor in our gated community

(H0) MyGate App is overall for safer living

(H1) MyGate App is not for safer living

IX. RESEARCH METHODOLOGY

The research methodology states as to how the study is conducted. This includes combination of primary research and secondary research. The details are as follows;

9.1 Pilot Study

A pilot study was undertaken in order to establish and check the points mentioned in the hypothesis –

9.2 Population and Sample

Sample size of 150 respondents were taken Pune from Warje and Hinjewadi area where MyGate app is installed in the societies and apartments.

9.3 Data and Sources of Data

For this study primary and secondary data has been collected mainly via two methods –

- a) By collecting the questionnaires from the societies via google form and contacting the Chairman and Secretary of the societies and apartments.

- b) Visiting different websites

9.4 Sampling Method Used

Random sampling method was used wherein respondents were identified and approached randomly to give their responses via google forms

9.5 Validation of Questionnaires

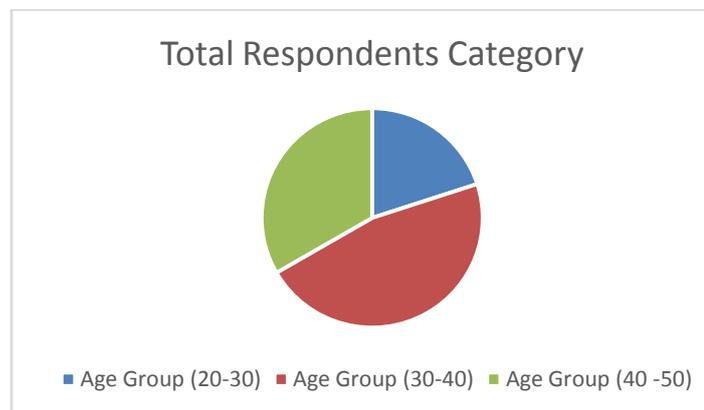
Validation of questionnaires were tested and validated by taking a sample size of 50 among the 150 samples collected. Initially 50 samples were collected and based on the parameters of –

- a) User friendly app
- b) App helped to collect all the necessary information and record it in the app and send it to the members of the gated community
- c) Safe living

X. DATA ANALYSIS, RESULTS AND INTERPRETATION

10.1 Total Respondents Surveyed (Table I)

Total Respondents	Age Group (20 – 30)	Age Group (30 – 40)	Age Group (40-50)
150	30	70	50



Total respondents who were surveyed are 150 and out of that –

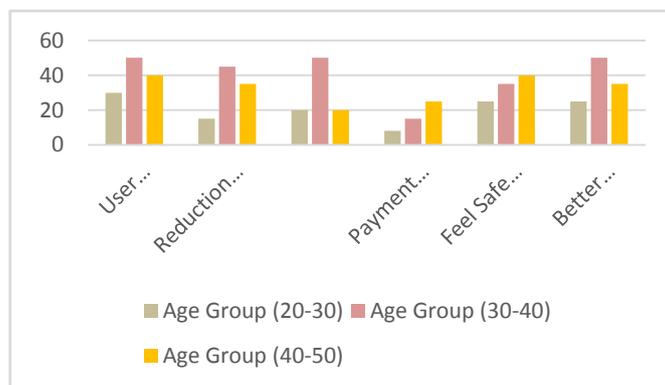
- 30 respondents i.e. 20% belong to the age group of 20 - 30
- 70 respondents i.e. 47% belong to the age group of 30 - 40
- 50 respondents i.e. 33% belong to the age group of 40-50

10.2 Data Representation Area Wise – (Table II)

Age Group	User Friendly	Reduction in Cost Towards Security Manpower (p.a)	Have used this app to book slot for a visitor and authorization given	Payment Management System Services Accessed	Do you feel Safe Living with the help of this app	Better then tradition method of deploying security
20-30	30	15	20	8	25	25
30-40	50	45	50	15	35	50
40-50	40	35	20	25	40	35

From the above table and graph, it can be found out that –

- a) Majority of the people said that the MyGate is user friendly
- b) Majority of the people acknowledged that their maintenance cost when compared on YTY (Year to Year) has come down with installation of MyGate app
- c) Many members of the gated community have used the technology integrated MyGate app to book visitors visit and authorize in advance



- d) Majority of the members felt safe after installing MyGate app in their gated communities
- e) Many of them felt that technology integrated app is being used to make payments too with wide use of technology and integration with the society offices which makes it more sustainable
- f) Many felt it is far better than tradition method of large number of securities at the societies or apartments

XI. BUSINESS SUSTAINABILITY MODEL POST PANDEMIC

Post pandemic, to sustain, the technology integrated app for the gated community need to bring more features which could be used in the daily life like –

- i. Feature where in when a staff that is a laundry person if he takes cloths from your house in the gated community, how many clothes have been given, if it can be put by the member in the app and verify and record in the app again at the main entrance and exit gate and vice versa that is when the laundry person will bring the cloths ironed, how many cloths are brought for which member of the gated community and flat number which is recorded in the app and the member verifies and acknowledges it. This will lead to an excellent security and safety feature with reference to the articles being taken out or brought in by the visitors.

Same way, if any delivery person has brought any packets, how many packets, all records would be captured in the app.

- ii. It can also be looked upon to record the health records of the staff like drivers, maids, laundry persons, gardeners so that the members of the gated community are aware of the health adversities which each of them has or may get into and react in case of any emergency.
- iii. This can also be used in a colour coding system where residential units occupied by tenants and residential units occupied by owners would be shown in different colours and the members in the gated community would make out with this colour coding the tenant and owners.
- iv. We have also seen in many of the metro cities, where brokers charge huge amount of money from tenants for giving the residential units on rent and hence this app can be used for giving information among the members of the gated community if any residential unit would be vacated by any of the tenant as members of the gated community can give their own reference of friends, colleagues or relatives to pass on the info to the owner of the residential unit to talk and then let their residential unit in the gated community. With this feature, brokerage amount will also be saved and less time will be consumed and saved with reference to contacting the broker, giving the details to the broker, etc which is a time consuming activity.
- v. It can be used as an intercom and messaging app where in members of the same gated community can have conversation among themselves without shelling any extra cost from their pocket. This will really be a game-changer and the a very good strategy for sustaining post this pandemic and increase customer base.

11.1 Data Representation Area Wise – (Table III)

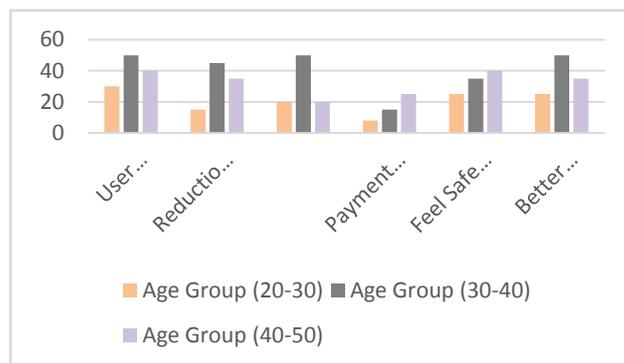
With reference to the above table (table III), it has been found that the business sustainability points which are

mentioned post pandemic are written based on a research with a sample size of 150.

Age Group	Health records of the staff like cook, maids, drivers, gardeners, etc	Messaging Facility among the same gated community	Intercom Facility among the same gated community	Info of Tenants and Owners	Info about vacant flats or rented flats
20-30	15	30	30	10	15
30-40	35	40	40	45	45
40-50	30	10	28	40	30

Majority of the members of the gated community are in favour of –

- i. Addition of health records of the staff like cook, maids, drivers, gardeners and etc.
- ii. Addition of intercom facility among the age group of (30-40) and (20-30) and messaging app among



- iii. the age group of (20-30) Most of the members of the gated community wanted to add the feature of information to be displayed wherein owners and tenants are known as most of the buildings in the same societies or apartments where owners and tenants reside, very few members have full information about who all are the tenants and who all are the owners.
- iv. Majority voiced about if the info is displayed about to be rented out flats which will help brokerage amount for the existing tenants who changes their residential units post the agreement is over and hence need to go through brokers and need to give brokerage amount which are relatively high at the metro cities.

XII. CONCLUSION

Technology integrated products will play a key role to be able to sustain in this pandemic and post pandemic. Today

we can develop customer centric products with the help of technology and hence if the above research is look upon, MyGate is one firm where with the help of technology integration with smart mobile phones, they are able to cater to the needs of the gated community in the metro cities in this Pandemic situation and growing in this Pandemic situation and also post Pandemic new strategies if adopted based on the research done where customers voiced their need i.e. the new features which they want to be integrated in the existing technology, it will be really a game changer as in India catering to the gated community with technology integration, MyGate is the first firm having the first move advantage followed by another firm known as Bizlo.

XIII. HYPOTHESIS PROVED

THUS FROM THE ABOVE RESEARCH, THE HYPOTHESIS STATED ARE PROVED THAT ARE –

- (H0) MyGate App is user friendly
- (H0) MyGate App helped in this pandemic by recording all the necessary data of the visitors including the body temperature, oxygen level and informed us by the app about the visitor in our gated community
- (H0) MyGate App is overall for safer living

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