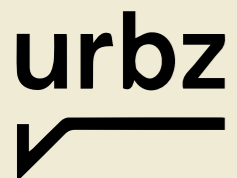


धारावी *Millennials*



Mapping of Young Professionals

Dharavi millennial project



Introduction

Dharavi is home to many industries, from the recycling of plastics to the manufacturing of leather products. These industries employ most of the older generations while the youth have been encouraged to pursue professional education. Today, there are a growing number of young professionals in Dharavi. Although a thriving space for industrial, artisanal businesses, access to pro- working environments in Dharavi is almost nil. This is where urbz sees an opportunity to provide young professionals/ entrepreneurs access to a work- space that sparks collaborations as well as individual growth.

Proposal

In our time working in Dharavi, urbz has come to believe that the addition of a co-working space can be of great benefit to the community. Currently, the homes of Dharavi have just enough room to support the basic functions of a household. These spaces are ingeniously designed to be open and flexible, accommodating up to 5-6 people within 150 sq.ft. Unfortunately, these homes do not have space or features to support the myriad new professions being taken up by the youth. We at urbz would like to expand on the possibilities

for networking and collaboration in order to support enterprise and the exchange of expertise amongst the young professionals of Dharavi and beyond. The project would achieve this through the creation of flexible, dynamic co-working spaces that can truly accommodate the needs of Dharavi's skilful young professionals. These individuals deserve a space like this; they are proven to take initiative and will be sure to make the best of the provisions and adopt the co-working space to fit their needs.

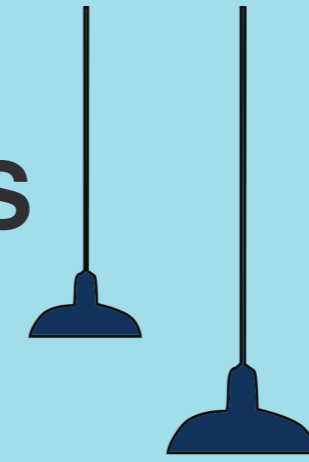
Flexibility to Openness

Taking inspiration from the ingenious spatial arrangements of Dharavi, we propose a co-working space that is highly flexible and open to adaptation by the users. Movable furniture and partitions, along with a broader functional fixity in terms of a dedicated cafeteria and work environment, combine well to offer the flexibility of use. Space can be made more productive by enabling use for recreational and entertainment purposes post working hours. Thus also serving the need for community spaces in the neighbourhood. In essence, we want the building to be able to accommodate diverse professional users and activities.

Besides creating a space dedicated to serving the enterprising residents of Dharavi, we hope space can act as an attractive venue for young professionals outside the locale as well. Mumbai is a large cosmopolitan city housing a multitude of diverse communities, and in creating an inviting co-working space for the professional youth we hope to co-create a setting that

genuinely reflects the mosaic of these disparate communities. Consequently, the co-working space will have the potential to become a melting pot where people are welcomed to share ideas and practices through proactive debates, discussions and workshops.

INTERVIEWING 33 MILLENNIALS



48%

Service

The service sector includes professionals working for IT sector such as Hotstar, Hospitality sector and as corporate lawyers.

24%

Business

The businesses range from the supplying of leather to Interior designing. Many start-up businesses are also slowly emerging .

15%

Students

The age of students in Dharavi is between 18-22 years. The students interviewed have opted for commerce.

4%

Freelancing

Professionals working as rappers or DJ's at events come under the category of creative professionals

9%

Education sector

Most people in Education sector are either teaching in schools or taking tuitions at home.



Program

Work environments need to offer both spaces for collaboration as well as contemplation. Through a sensitive design approach, we hope to create a balance between private/semi-private and communal ambiances.

The organization of the spaces for this project will prioritize three different categories: SoloPro, Collaborative and Collective.

Collaborative

Spaces for collective use will consist of rooms that are mainly reserved for small meetings and gatherings. Possible uses of these spaces could include meetings for startups or other collaborative efforts, music/dance practices, tuition classes etc. Once again, the flexibility of these rooms will play a significant role since the room will have to adapt to the needs of the different users that will take up space. Collaborative activities like brainstorming, sharing presentations and ideas will be enabled by white-boards, drawing boards, projectors and screens. The room partitions can be designed to move or collapse to create larger enclosures

SoloPro

This environment will facilitate individuals to develop their solo professional projects. These spaces would accommodate individual work-stations in a quiet environment. Anyone from students to artists to entrepreneurs could make use of these spaces. These individual workstations are not fixed but movable and open to various arrangements.

Collective

The collective space will need to accommodate community events and gatherings, both professional and recreational such as banquets, live music, large community meetings, etc. When needed, this space will emerge around the cafeteria and amass the surrounding spaces to maximize functionality. This will be the most layered, adaptable and flexible space of the project.

The co-working space will be provisioned with good natural lighting and ventilation, Air Conditioning where appropriate and wifi coverage to deliver a comfortable working environment.

Business Model for Co-working space

In order to develop an effective business model for a co-working space in Dharavi, sensitivity towards the socio-economic conditions of the neighbourhood will go a long way. Along with a dearth of space, the other pressing issue is its affordability. urbz would like to address this by proposing a business model that makes this co-working space available and affordable for the young professionals of Dharavi. The inherent flexibility and adaptability of the space will not only make the space available but also affordable.

We foresee two types of users, the first are young professionals from Dharavi that can pay a subsidized monthly membership for a quiet desk space, small storage, wifi, printer, coffee (solopro). The second type will be a floating user base, not necessarily from Dharavi, that can rent AC working/meeting rooms by the hour or by the day (collaborative) or pay an hourly rate to chill, work and socialize in an open space - coffee, water and wifi provided (community). Other modes of revenue generation can be through selling merchandise like t-shirts, music, notebooks, etc to visitors. All of this ensures affordability (subsidized rates) for the members while also attracting people from other parts of Mumbai that would be willing to pay a competitive rate for a central location.

Thus the Dharavi millennials model is for addressing middle-class entrepreneurs who cannot find an alternative workspace. Drawing on the efficiency-based model of co-working spaces we aim to provide better working facilities than home, access to the professional community leading to increased business opportunities. Additionally, a revenue sharing model between the owner and operator will best

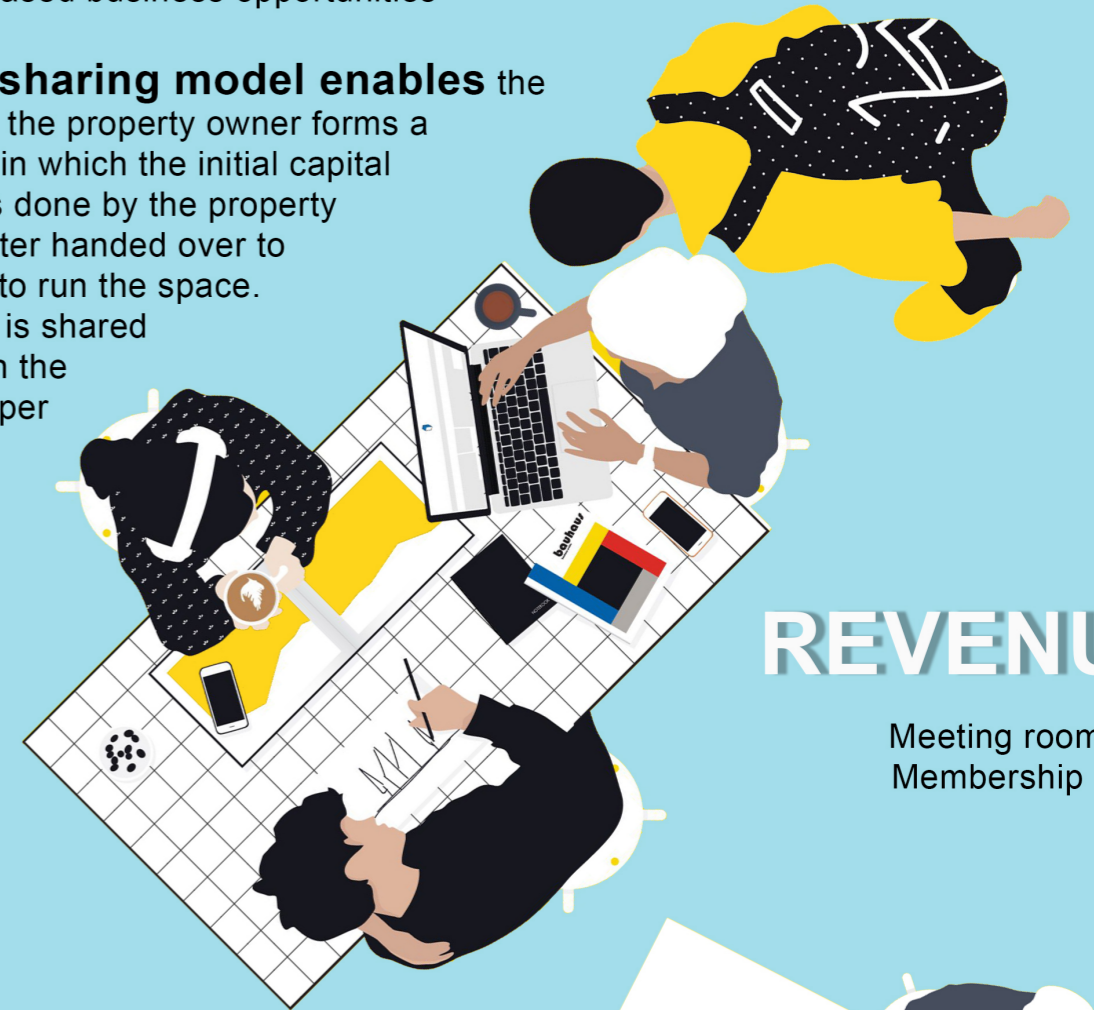
suit the Dharavi Millennial model as the risks within the business can be taken collectively.

In the first year of operating the model, the fees should be subsidized in such a way that it can meet 75% of its cost at 80% occupancy. If this idea is a success then fees should be gradually increased at a rate of 10% per year. Extra facilities like the conference rooms (collaborative) should have a premier rate. Usually, co-working spaces generate their revenue by a membership model, in the case of the Dharavi millennial project this is partly true. While members will contribute to revenue, the larger chunk of revenue will be generated by the floating user base from other parts of Mumbai, warranting additional promotional activities to be undertaken beyond Dharavi.

BUSINESS MODELS

Efficiency based model focuses on better working facilities than home, getting access to the community (for a healthy and cooperative work space), increased business opportunities

Revenue sharing model enables the operator and the property owner forms a joint venture in which the initial capital investment is done by the property owner and later handed over to the operator to run the space. The revenue is shared between both the partners are per the agreed contract.



REVENUE

Meeting rooms and Membership Model

INVESTMENTS

Rent of the space, furniture, electrical fittings (lights, fans, AC, plug points, etc.) IT systems, pantry supplies and administration expenses.

COST

Maintenance and Taxes



Conclusion

Imagine what a co-working space can do for an environment like Dharavi! It would have the ability to transform the economic ecosystem with the potential to become a centre for creativity and startups. The co-working space can act as a public forum to discuss and debate ongoing issues. It can act as a venue for musicians and performers to showcase their talents. Furthermore, it can become an enticing location for people outside of Dharavi, which can help bridge communities and build networks that span beyond the local.

By engaging with young professionals from other parts of the city, there arises a space for dialogue which can eventually help reduce, if not transform, the misconceptions that are commonly held about Dharavi. This would help others see the potential of this informal settlement and allow them to witness, first-hand, what it truly has to offer. People should recognize Dharavi as the prospering community that it is and not just as poverty inflicted, an informal slum. The view of Dharavi as a 'slum' is a bit concerning because of the growing status Dharavi has achieved as a tourist attraction. Visitors come to see the highly dense and crowded environment; yet, they might miss the growing production sites and will probably not get a chance to converse with the proactive young professionals. The coworking space can attract those who are looking to grab a cup of coffee or a quick snack and in the meanwhile can meet and hang out with some of the locals. It can act as a place for people interested in researching the settlement of Dharavi, starting a project, or searching for a specific skill. Thus, the space can act as an entry point for people willing to engage in meaningful relationships

with this hard-working, enterprising community.