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PEOPLE

## Women in real estate: Enduring appeal

*Women in real estate and infrastructure are dominating with ideas, education and knowledge*by [Jayashree Kini Mendes](#) March 3, 2025 [SHARE](#)

The real estate industry, historically male-dominated, has witnessed a significant transformation, with women now forming the majority. Over the decades, **women** have made considerable strides in the field, from tackling deep-seated sexism to redefining success on their own terms. This shift has not only altered the dynamics of the profession but also changed its face, cementing **women's** influence and role within the industry.

According to a recent CREDAI survey, the Indian real estate sector which provides 6% of the country's GDP employs 23% women. This highlights the growing participation and influence of women in a sector that plays a vital role in India's economic growth. Its attractiveness is due to several aspects, such as its high earning potential, flexibility, autonomy, and ease of admission. Women also bring certain qualities to the table that are highly valued in the field, like organization, empathy, resilience, problem-solving abilities, and attention to detail. Construction Week speaks to some key women in the real estate sector on a balance of work and personal growth. Here is what they had to say:

# Pragya Sanghavi, director, Pentaspace Design Studio

**Critical challenge overcome:** What started as a focus on design expanded to include management, business development, marketing, HR, accounts, and even the creation of new verticals within the studio. To effectively juggle these diverse roles, each requiring a different skill set, I consistently invested in upskilling myself to meet the demands of the business and continue driving its success.

**Work life balance:** Work-life balance doesn't really exist. Instead, there are phases where work demands more energy and commitment, and others where we can take a step back to relax and recharge. When we're focused on work, it's important to give it our all, and when we take a break, we should fully embrace that time to unwind. Personally, I find meditation to be a great way to refresh myself.

## **Some favourites:**

\*Favourite holiday location: Japan

\*Favourite food: Chinese

\*Favourite apparel: Causal

\*Most admired woman in history: Mother Teresa. She dedicated her entire life to serving the poor, sick, and needy, embodying compassion and selflessness in everything she did.