

MYHOME CONSTRUCTIONS PRIVATE LIMITED																	
ENVIRONMENTAL ASPECTS & IMPACT ASSESSMENT (EIA)																	
Marketing																	
Department :		Doc No. 01															
Rev. No.		Issue/ Rev. Date 15 April 2025															
Sl No	Activity	Sub Activity	Aspects	N/A/ E	Impact (AV/ LP/ WP/ RD/ FE/ WG/ OZD/ etc)	Existing control measures	A	B	C	D	Risk Rating (AMRCAD) if more than 30 is significant	Significant / Not significant	Significant Aspect No.	Legislative	Action By		
1	Market Survey	Meeting	Power Consumption	N	RD	Use Led bulbs	1	1	1	1	1	NS					
		Competitors survey	Nil														
		visiting / travelling	Fuel Consumption	N	RD	use public transport	1	1	1	1	1	NS					
		feedback	Noise generation	N	EE	no horn	1	1	1	1	1	NS					
		Preparation of Detailed report	Natural resource (paper)	N	WG	soft copy	1	1	1	1	1	NS					
		submission	Nil			-											
		Creation of Project name and Logo	Nil			-											
		Project brief by Project Team	Power Consumption	N	RD	Use Led bulbs	1	1	1	1	1	NS					
		USP's of the project	Nil			-											
		Target audience profile	Power Consumption	N	RD	Use Led bulbs	1	1	1	1	1	NS					
2	Pre Launch Plan	Floor Plans, Clubhouse and Landscape plans to be rendered	paper	N	WG	soft copy	1	1	1	1	1	NS					
		Send Project details to advertising agency	-	N		-							NS				
		Table layout	-	N		-											
		AV	-	N		-											
		Print Media Advertising plan and Creative Options				WG		1	1	1	1	1	NS				
3	Launch Plan	Outdoor Media Plan and creative Options			WG		1	1	1	1	1	NS					
		Online Marketing Creative(Social Media)			WG		1	1	1	1	1	NS					
		Website			WC		1	1	1	1	1	NS					
		Site Branding Creative with temporary site Office			WC		1	1	1	1	1	NS					
		Temporary allocation of man power			WC		1	1	1	1	1	NS					
		Application Form			WC		1	1	1	1	1	NS					
		Enquiry form (Online/Offline)			WC		1	1	1	1	1	NS					
		Price List			WG		1	1	1	1	1	NS					
		SMM, SEO			WG		1	1	1	1	1	NS					
		Site marketing office creatives			WG		1	1	1	1	1	NS					
4	Pre sales	Project brochure (Soft and Hardcopy)			WG		1	1	1	1	1	NS					
		SMS and Email Campaign			WG		1	1	1	1	1	NS					
		Press Release(if Needed)			WG		1	1	1	1	1	NS					
		Floor Plans			WG		1	1	1	1	1	NS					
		Area Statement of flats			WG		1	1	1	1	1	NS					
		Car parking Details			WG		1	1	1	1	1	NS					
		Elevation			WG		1	1	1	1	1	NS					
		Amenities and Facilities			WG		1	1	1	1	1	NS					
		Specifications			WG		1	1	1	1	1	NS					
		Clubhouse			WG		1	1	1	1	1	NS					
5	Team Briefing	Land Scaping			WG		1	1	1	1	1	NS					
		Location			WG		1	1	1	1	1	NS					
		USP's			RD		1	1	1	1	1	NS					
		Floor Plan Detailing			RD		1	1	1	1	1	NS					
		Amenities and Facilities			RD		1	1	1	1	1	NS					
		Specifications			RD		1	1	1	1	1	NS					
		Pricing			RD		1	1	1	1	1	NS					
		Completion Timelines(Phase-wise)			RD		1	1	1	1	1	NS					
		Marketing/Sales strategy			RD		1	1	1	1	1	NS					
					RD		1	1	1	1	1	NS					

[illegible]

N - NORMAL, AN - ABNORMAL, E - EMERGENCY, LP - LAND POLLUTION, AP - AIR POLLUTION, WP - WATER POLLUTION, RD - RESOURCES DEPLETION, EE - ENERGY EFFICIENCY, OZD - OZONE LAYER DEPLETION, A - PROBABILITY, B - SEVERITY, C - CONTROLS, D - DETECTION, S - SIGNIFICANT, NS - NOT SIGNIFICANT