

Topic - 'CSR - Handing Over Deeds'

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The Fairmount – Environment-Friendly And Socially Responsible

Just outside the city, what was once an isolated village area in Rajagiriya has been transformed into something truly amazing. 'The Fairmount – Urban Oasis' apartment complex, a 31-storey, slim, elegant building stands out in the midst of a tropical green zone and catches the eye of any passer-by. Comprising 112 three bed-roomed luxury apartments, the construction of this complex was recently completed in an exemplary environment-friendly and socially responsible manner.

"The preservation of the natural ecology surrounding the site of The Fairmount was always an important aspect of our project," commented Neluka De Alwis, Director - Fairway Condominiums (Pvt) Ltd, the developer of The Fairmount. "We also made a conscious effort to uplift the living conditions in the neighboring community and to create employment opportunities for its youth through this project."

The area where The Fairmount is situated was not a developed one. There were two tanneries located at the site where the building now stands and some of the dwellers around were illegal occupants of private land. The effluent from the tanneries were discharged to the surrounding wetlands and the area was polluted with foul odours.

Today the picture has totally changed. The roadway leading directly to



Neluka de Alwis - Director (Fairway Condominiums (Pvt) Ltd), Saminda Jayasekera - Director (Fairway Condominiums (Pvt) Ltd) and Prassana Kumara - Project Coordinator (Fairway Condominiums (Pvt) Ltd)

The Fairmount has been improved beyond recognition for those who remember it as it used to be. What was a narrow road full of potholes a few years back is today a broad elevated carpeted road benefiting not only occupants of The Fairmount but the entire nearby village. The canals and waterways have been dredged and all pollutants removed. A beautiful

stream runs placidly alongside the roadway and around The Fairmount. The stream is kept clean and its banks are voluntarily maintained by The Fairmount.

The illegal dwellings are no more. Helped by The Fairmount, the occupants have moved out. In fact, eight low-income families are the lucky recipients of houses built and gifted to them by The Fairmount. These three bedroom houses have been built on six-perch blocks and the occupants are heaving a sigh of relief that they have now got permanent dwellings. The deeds of ownership of these houses were recently handed over to the recipients.

"We consider ourselves very lucky. To have a place of our own is indeed a big thing," says Santana Mariamma after collecting her deed from Neluka De Alwis. Her daughter Sulosina agrees that they can now live with dignity. In addition to the houses that were donated to the needy neighbours, five young men from the village have been fortunate enough to become owners of their very own three-wheelers with the compliments of The Fairmount. These vehicles were gifted as part of the Company's CSR programme to help local youngsters set themselves up in self-employment projects.