

ASSET
Beyond
squarefeet

AUGUST 2020



A monthly newsletter from Asset Homes

ASSET
ORCHESTRA
Luxury Apartments,
Kozhakkuttam, Thiruvananthapuram

Getting ready to
receive new owners

89th
ISSUE



MANAGING DIRECTOR SPEAKS

Dear friends,

For four continuous weeks, 'Asset Circle' of intense touching episodes was a great experience for me. I am meeting those gentlemen for the first time. The Thursday evening webinars with prospects named ASSET CIRCLE was really an eye-opener where participants shared their expectations with us. We really need to understand and perform as they believe that our brand can serve their requirements and meet their expectations. Believe me, they have great expectations from you.

Yes, definitely customers need a great product. Yes, they need a competitive price too. But the future belongs to the experience around our product or service, through each stage of their acquisition funnel. Customer satisfaction measures how our product, service and overall experience either falls short, meets or exceeds their expectations. In short, companies that prioritise customer satisfaction grow and increase revenue.

In the three-legged stool of organisational design are people, process and technology. The weightage of these parameters varies depending on the type of business. In a technology-oriented company like Uber and Amazon, expertise is embedded not in the people but in the process and

technology. Expertise has to be transferred from people to process and technology, in order to scale, be efficient and cost-effective. In our business, the differentiator is services that are intended to be personal or custom made. So for us, people are indeed the most valuable asset of the business.

If we map out what makes our business unique — is it what we do, how we do it — or does the differentiation lie in the people, the process or the technology? This will give us an insight on what to cut, what to invest in and what can be outsourced. When the top-level expertise has not been fully transferred to the next level and people are hired with lower skillsets, we have a recipe for failure in waiting.

I always feel while attending sales meetings that ours is a price-sensitive business so there is not much margin-left for extra service deliverables. People get what they pay for. But customer satisfaction is our real business. Regardless of the project, engineering or cost, you must make customer service a priority. That's true today and will only increase in importance in the years to come.

What is the key to becoming and being a great customer service person? It's nothing but self-awareness! Being self-aware helps us see ourselves clearly and understand

who we are as a service provider. Equally important, having self-awareness helps us understand how others see us. My advice to our colleagues is to come prepared with the right tool and lenses for the situation. Do not be tempted to look at every problem with the same solution. Give yourself the time to step back and consider, if you have something new to offer based on a previous project, situation, experience or lesson learned. If you need a new tool, ask for help. Nothing great is ever done alone. Lean on your team. Ask a mentor for help. Seek inspiration online. Find a way to use the right tool for every single situation.

Can you think of a time when you feel like introspection dramatically changed or improved a situation for you? What has self-awareness and introspection done for you lately? If you haven't done so, start practising today. It will help you to stand in the shoe of the customer and delight them by providing impartial, improved, immediate and intelligent services to all.

Wish you wonderful Malayalam year ahead and advanced ONAM wishes.

Warm regards,

Sunil Kumar V
Founder & Managing Director
Asset Homes

BUILDING THE FUTURE OF EDUCATION

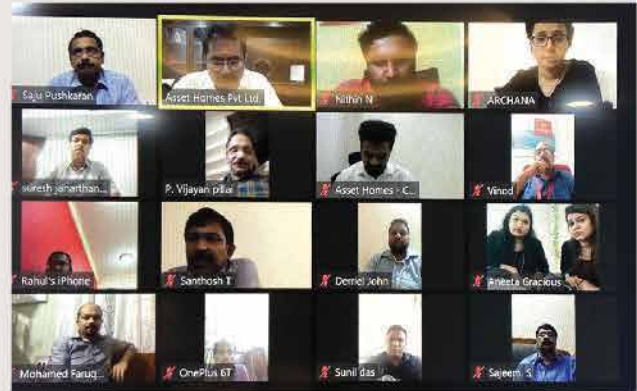


Dr. Shakila Shamsu

Dr. Shakila Shamsu, the owner of **Asset Versatile - GD**, was Officer on Special Duty (New Education Policy), Dept. of Higher Education, MHRD and the Secretary to the State Committee to Draft National Education Policy. The Union Cabinet approved her National Education Policy 2020. Dr. Shakila has done extensive research in Higher Education, Teacher Education, Digital learning Technologies and Educational Policy. She has won many awards and has contributed numerous articles to international journals. As a speaker, she has addressed national/international conferences in the UK, Australia, Thailand, Malaysia, Singapore, Nepal and India.

ASSET CIRCLE

Asset Homes organised a virtual meeting with all the prospects, an exclusive opportunity to interact with the Managing Director.



VIRTUAL WELCOME CALL

Mr. Roshan Rasheed, Flat No 6D, PKS Heritance, was welcomed by Asset Delight via Zoom Meeting.



DELIGHT VISIT

Delight Team visited Mr. Paul Joseph Kattookaran, Joint Venture Partner, Asset Anchorage, on the occasion of his birthday.



ASSET SERVICE CITATION

The employees who have been with Asset Homes for more than 5 years were honoured with service citation award.



SAJEEV KOSHY - 11 years



HARI V SHENOY - 9 years



XAVIER P P - 7 years



HABIBA BINTH P M - 13 years

ASSET QEST



Asset homes has launched a new initiative, 'Asset QEST', weekly in house newsletter designed primarily to highlight and improve on levels of Quality, Economy, Safety and Time at all Asset Homes sites.

The virtual home expo of Asset Precious, 'Precious Days', will be held between 13 - 16 August 2020.
To view the virtual expo log on to www.assethomes.in

PRECIOUS DAYS

VIRTUAL HOME SHOW 13 - 16 AUGUST 2020



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AN INTERNET RADIO BY ASSET

Exclusive programmes by Asset Family members
from 7 to 9 PM on Saturdays.

To listen to Sallapam Radio, login to the below link:
www.radio.sallapambyasset.com

Download the Sallapam app from :



AMOR DU VERT



Mi amor, eyes sunlit, amber
Hanging clothes on the line
With sweet perspiration,
Standing tall and fine.

Through the bitter pain,
Her soul flickers sparks,
The sky and the winds
Welcomes the larks.

Her love of green,
Runs through pens, plates and dress;
For her giddy self
Doesn't take anything less.

Give her power to change the world
And freedom to say;
She'll change everything
To a deep ludicrous verte.



Athma Pullelil

Daughter of Deepa P S, Billing Engineer, Asset Sunny Days

KNOW YOUR COLLEAGUE

My Dear Assetians,

I hope you all are keeping well and taking care of yourself in this pandemic time. I am Kiran Kumar, a site engineer at Asset Precious. My home town is Thrissur, the cultural capital of god's own country. I completed my B. Tech in Civil Engineering from the University of Calicut. I have been a part of Asset Homes since December 2018. Working here is a fantastic learning experience for me and I am thankful for all the skills I've acquired. I feel as if being here with you all each day has made me a more complete and well-rounded person. I have learned how to take direction, criticism and compliments. These are three things I was not so great at taking before and now I feel as though I can apply that in many different situations.

My Family

I live with my parents and younger brother. They are my real supporters and will be always there for me. I can trust them with my eyes closed. I am what I am because of them only. My parents are one of the sweetest things that have happened to me. I am blessed to have them with me; they took good care of me and is my rock of Gibraltar. My dad is one of the coolest people one can ever meet. A reasonable man with high ethics who inculcated high moral values in me and always supported me to take the right path even if initially it's hard. My one and only, my mother, an emotional and caring person. She showed me the meaning of selfless love and was always standing by my side smiling that made me face the problems in life with ease. Cause of them I had the assurance of stability and support from them. While my parents are my strength, my brother is my weakness. I will do anything to make him happy and want to take care of him all my life.



My Hobbies

Travelling and reading books are my favourite hobbies; even my medicine for all. I love to travel alone, though I often find myself in difficult situations in unfamiliar places. Sometimes long

journeys are tiring, that doesn't stop me. First of all, it's like food for the soul which is necessary to de-stress and then get back to my day job with renewed vigour. Secondly, I'm interested in seeing new sights, exploring different cultures which makes me independent and helps build my confidence. Third, I love to spend time in beautiful places and admire the beauty of natural attractions such as mountains, waterfalls, forest lakes, oceans, forests, valleys, hills, etc.

Reading is the best way to escape from the torment of the world. To rest in a world of imagination. Undisturbed by the troubles of my life, my mind can rest from all the stress it goes through every day and finds comfort in the words of wise writers or happiness in those that like more light-hearted topics. There are no words that can describe my admiration and respect for the written word



and the modest book that houses them. Even though great thinkers of antiquity like Socrates despised the written word calling it unresponsive and dead, we have to give out thanks to its ability to conserve knowledge for generations. The fact of the matter is that there is no better way for me to rest and at the same time keep my brain active is by reading. So as far as my hobby reading books goes this way; it is the best pass time I can have. Believe me, once you start exploring

the sea of stories written on paper you will never want to stop exploring.

My Life in Asset Homes: It was a cold December when I joined Asset Homes. With baby steps, I entered in this organisation and not only have I grown as a professional but also as an individual. In the last few years, I've made good friends and have met charismatic leaders. I consider myself fortunate enough to have encountered such talented, inspiring and enthusiastic leaders whom I've always found committed to our motto 'Responsibly Yours'. I've also learned to be open-minded, to value other people's opinions and to consider others' ideas along with mine, to end up with a great final result. Being part of a team has taught me skills that I can use in more than just the professional area of my life. My relationships on a personal level are in a better place than they were. Thanks to some of the things, I've learned from many of you.

Thank You All!

TOOL BOX TALK

Tool Box Talks were organised for Asset Homes workers at various project sites.



Asset Precious



Asset Rangoli



Asset Sovereign

NEW JOINEE



SIMNA RISHAB
Executive - Asset Delight
Kannur Branch Office

SAFETY COMMITTEE



Asset Rangoli



Safety Day celebrations were held at Asset Rangoli

STAR AWARDS



SEEMA LENIN
Dy. Manager-Asset Delight
Service Star



ARUN BHASKARAN
Electrical Supervisor
Service Star

WEDDING ANNIVERSARY

SUNAINA REJIN	August 16	KRISHNAKUMAR V	August 24
HABIBA BINTH P M	August 19	THAMBI P BOSE	August 25
SHIHAB C R	August 21	SANDEEP K S	August 26
SANDHEEP CHANDRAN	August 23	VINODKUMAR K	August 29
SARANKUMAR G G	August 23	RAGESH R	August 31
EBIBENSAM M	August 24	SRUTHI RAJ K	August 31



SHINE VICTOR
Deputy Sales Manager
Sales Star of the Month



RAJESH KUMAR C S
Sr. Site Engineer
Engineer of the Month

HAPPY BIRTHDAY



LIGO GEORGE
August 4



PRIYANKA PREMLAL
August 4



NAYNA V KELKAR
August 5



ARATHY K S
August 5



BINDU T
August 6



SANGEETHA SURESH
August 8



PRASANTH A P
August 10



ARJUN P S
August 16



ARUN S
August 17



MAHESH N
August 19



RAJESH G K
August 20



HELNA JOHN
August 22



ARUN RAJ
August 23



SUBIN BABU
August 25



VAYSAKH P
August 25



TINU DAVIS
August 28



HARIKRISHNAN R S
August 29



RAJESH P S
August 30



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