

## "Public Places are the Back Bones of Cities"

Ar. Madhav Joshi

### THE SECOND EDITION OF "BEYOND SQUARE FEET" LECTURE HELD ON OCT 5<sup>TH</sup> WORLD HABITAT DAY

With a great sense of pride and responsibility, we like to share with you that the 2<sup>nd</sup> talk in the Triannual Lecture Series named "Beyond Square Feet" was held in Thiruvananthapuram, on Oct 5<sup>th</sup> World Habitat Day. The keynote lecture on "The Unbuilt Defines the Built" was delivered by world renowned Architect, thinker, teacher, speaker and visionary Ar. Madhav Joshi. Ar. Madhav Joshi in his thought provoking and appealing Keynote Address said that public places are the back bones of cities. If they are constructed with vision coupled with best design and structure, they will enhance the standards of living of people dwelling there. Besides, such beautifully constructed places ensure the financial stability of the cities, he added.



Renowned architect Madhav Joshi delivering the keynote lecture on Oct 5<sup>th</sup>- World Habitat Day, in connection with "Beyond Square Feet" a Triannual Lecture Series organized by Asset Homes.

Ar Madhav Joshi pointed out during the lecture that this year the UN fixed "Public Spaces for All" as the topic for World Habitat Day, just to call attention to the frequently overlooked importance of public spaces.

On the occasion of the World Habitat Day, the latest CSR initiative by Asset Homes "Treedhan" was launched. The programme aims at providing a teak sapling to all baby girls born at affiliated hospitals. Shri. Raghuchandran, national vice-president, CREDAI, inaugurated Treedhan by handing over a teak sapling to a new born baby. Actor Prithviraj detailed on the project.

Presently Asset Homes collaborates with Shri. Uthradam Thirunal Hospital, Pattom, Thiruvananthapuram to distribute the teak sapling to every new born girl child born at the hospital. Asset Homes Managing Director Shri. Sunil Kumar V said that the new initiative aims at Environment protection and Women Empowerment.

Speaking further on his lecture series, Madhav Joshi pointed out "Those streets and public places which were once discarded have now become the main attractions of the cities. With the coming up of parks, streets, markets, playgrounds, sidewalks, religious centers, water front, the public places have literally become the life line of the cities".

The next edition of the much awaited Beyond Square Feet lecture shall take place on March 22nd 2016, World Water Day.



Shri. Raghuchandran Nair, National Vice President, CREDAI, inaugurating "Treedhan" the new CSR initiative of Asset Homes by handing over a teak sapling to Dr. Ashwathi, the mother of the new born baby girl Shreya Ranjith. Also seen are Ar. Madhav Joshi; Shri. K Abooty, Sr Vice President, SUT Hospital; Shri. V Sunil Kumar, MD, Asset Homes and N Mohanan, Director, Asset Homes.



Ar. G Shankar felicitating Ar. Madhav Joshi, the keynote speaker of the second edition of "Beyond Square Feet" lecture series by presenting a memento.



Mr. Sunil Kumar V, Managing Director of Asset Homes and Mr. Mithun Chittilappally, Managing Director of the V-Gurd Group, with the speakers and delegates of "The Kitchen", a collaboration and networking meetup for big businesses and startups.

## Business Minds Meet at "The Kitchen"

**Brewing Ideas:** Founders of up-and-coming startups met at "The Kitchen" a networking gathering for established business and startups. The session witnessed brewing ideas and experiences from Startup CEOs like Varun Priyan of Voxel Technologies, Jofin Joseph of Vibe, Brijeeesh Mohammed of Waffle Street, Mukund Krishnan, CEO of Suyati and Rajesh Nair, Director of Ernst and Young LLP. Another session "Brewed in Kerala" was centered around two of the biggest business names of Kerala: Mithun Chittilappally, Managing Director of the V-Gurd Group and Mr. Sunil Kumar V, Managing Director of Asset Homes.



## Joining the Most Coveted Ivy League



Asset Homes Managing Director Mr Sunil Kumar V. with his fellow batch mates at the end of his course on Real Estate Management at the Harvard Business School, USA.

## Igniting the Habit of Reading!

In order to encourage reading habits among children, Asset Homes, joined hands with Malayala Manorama to promote the 'Vayanakalari' project. In a programme organized at St. Teresa's Higher Secondary School, Ernakulam, the Chief Administrative Offer of Asset Homes, Mr. Xavier PP inaugurated the function by handing over a copy of the newspaper to the school Principal.



"Asset Homes - Malayala Manorama Vayanakalari" being inaugurated by CAO, Mr. Xavier at St. Teresa's higher secondary school, Ernakulam

### Karunyasparsham



Financial Aid for Medical treatment to Mr. Sajesh is being given away by Mr. P P Xavier, CAO from employees charity fund "Karunyasparsham"

### Pooja



On the occasion of Vijayadasami festival, Saraswathi pooja being performed at the corporate office.

### Q-Lab Tests



Quality guarantees the reliability and responsibility of our brand. Technicians performing test in the moving civil engineering laboratory.

## In Pursuit of Vision Twenty 20



In our cohesive effort to achieve the Vision Twenty 20, the Project Department team gathered together at Asset Kasavu Club House for a review meeting. The meeting reviewed the activities of the Department and also deliberated on improvements/suggestions for achieving the noble vision.

## Customer in the Board Room.



**"To my experience, the decision to buy a flat from Asset Homes was not wrong. The post sales service and customer prop up demonstrate their responsibility".**

Mr. Binoy C, Manager Projects - Vodafone  
Asset Synergy Heights - 5D,  
Tripunithura

## SMT Meet



Mr. Binoj C, Manager Projects-Vodafone, giving away the award for the Sales Star of the Month - Branch offices to Mr. Jayanash T.J.



Mr. Madhav Mohan, Advisory Board Member, giving away the award for the Service Star of the month to Mrs. Harsh Thara Jose.



Mr. Madhav Mohan, Advisory Board Member, giving away the award for the Engineer of the month to Mr. Najmudheen.

## Customer of the Month



Mrs. & Mr. Jentil Jose, 4B, Asset Silver Streak Aluva.



Mrs. Delina Sam, Asset Picasso Palette Apt- 13 C, Kottayam.



Mrs. Thanuja Haseeb, Asset Midtown 1A, Thrissur.



Mr. Manoj mathew, Asset Signaure Apt-T-1, 6 C, Thiruvananthapuram.

Dear friends,

October was blessed. I had the privilege of learning at the famous Harvard business school USA, for a crash course in real estate management. 90 builders from 35 countries participated in the program. It was a great experience to learn, understand the world of real estate in those countries, and creation of a big network. Thank you for your prayers and best wishes. As usual, we have done our level best, this month too. Congratulations to all performers.

As part of what I do in business I have always wanted to make a contribution. I have always sought to leave a rich legacy. I wanted most of all in business to set an example to my team. I have also wanted to ensure that I was not just always on the take in business, but that I was always on the give.

To achieve the same an IDEA is the most essential and first thing required. I love ideas. They are free. They are readily available if we wish to discover them and then explore them more deeply. And then ACT! So what am I saying? Never underestimate the power of an idea, and the incredible force of an idea acted upon.

No idea is too small. All ideas start as a seed that can grow into an enormous tree that will shelter the multitudes.

A new idea for increased sales is being formulated and launched this month by us. It is innovative, strategic and result oriented. The real estate industry of Kerala will be witnessing such a theme for the first time. Let's all wait for the launch with prayers, for a grand success.

Wish everyone a fruitful month of Nov.

Sunil Kumar V

## Sample Apartment Expo



Shri. Paul Kattukaran, JV Partner, inaugurating the Sample Apartment Expo at Asset Anchorage, Thrissur.

## HDFC Dubai Expo



Asset Team at the HDFC Dubai Expo Stall.

## Dubai Expo



Asset Team at the Dubai Expo Stall.

## CREDAI Mumbai Expo



Asset Team at the CREDAI Expo in Mumbai.

## Doctors Meet



Conference of Association of South Indian Doctors Meet in Lulu Thrissur.

## Real Time Experience



Project team from Asset Homes interacting with the Chief of Jacson's Furniture in the wake of a visit to their factory for a real time experience.

## A Day with the MD



Mr. Vikas Mathew, Finance Manager was chosen to spend a day with the Managing Director, Mr. Sunil Kumar V.

## Tool Box Meet



Tool Box meeting in progress at Asset Corridor, Edappally. Tool Box talks have become a part of every site. They are considered one of the very effective methods to refresh worker's knowledge, cover last minute safety checks and exchange information with the experienced workers.

## Safety First



Monthly safety meeting in progress at the Project site of Bellevue. The safety training was organized to impart safety awareness among workers.

## Charity Lunch



**Charity Day:** Asset Homes observed Charity Day on 19<sup>th</sup> October by spending time with the children of Sree Narayana Samajam, Aluva.

## NEW MEMBERS OF THE ASSET FAMILY



Ansal P M



Asha Gangan



Alwyn Sebastian



Chandrabhabhath K R



Charles Christopher D'cruz



Magesh P M



Manesh K



Midhun K Jayaraj



Parvathy U Gopal



Sagar V K



Shivapriya



Siril Mathew



Tinu Davis

## MANY HAPPY RETURNS OF THE DAY



Shihab C R  
1<sup>st</sup> November



Babu K V  
2<sup>nd</sup> November



Manesh K  
2<sup>nd</sup> November



Benjamin Thomas  
8<sup>th</sup> November



K V Valsan  
15<sup>th</sup> November



Sandeep K S  
17<sup>th</sup> November



Abhilash C M  
21<sup>st</sup> November



Shaji Abraham  
21<sup>st</sup> November



Abheesh C S  
22<sup>nd</sup> November



Hari V Shenoy  
26<sup>th</sup> November

## HAPPY WEDDING ANNIVERSARY



Archa K Shaji  
4<sup>th</sup> November



Haseeme M K  
7<sup>th</sup> November



Manesh K  
9<sup>th</sup> November



Rajive T  
9<sup>th</sup> November



Krishnaprasad  
15<sup>th</sup> November



Mathew Koshy  
19<sup>th</sup> November



Aseena M S  
24<sup>th</sup> November



Sajeev Koshy  
29<sup>th</sup> November



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