



ASSET Beyond squarefeet

A monthly newsletter from Asset Homes Issue: 68 Nov. 2018



ASSET COMES DOWNTOWN



East Brook Stone Laying



Vajra Award

Managing Director Speaks

Dear friends,

Shaky businesses, tough competition, rigid and grey laws, confused markets, hard cash flows and what else do you need to make you feel insecure? But CONFIDENCE is the one and only thing that really helps you overcome all these issues. How bad these days can be really depend on how you handle them. Though we all know how difficult powering through a challenging day at work can be, motivating ourselves to stay positive when things aren't going as planned is a real workplace superpower that can help us rise above the rest of the pack. We can turn lemons into lemonade by building up the morale of everyone around us.

Humans have lots of rituals to choose from when greeting each other — embrace, kiss on cheek, etc. But one ritual that is remarkably consistent across cultures is the handshake. We shake hands when we say hello to someone, and we shake hands after a deal is done. Centuries ago, the handshake may have originated as a way for people to show each other that they were unarmed. Shaking hands is a powerful gesture that creates a cooperative spirit and leads to better outcomes on both sides of the table. Let me wish more handshakes to bring in more deals and business to our home.

'Stick to your schedules' is the uncompromising decision these days. Though unexpected events or information can come up anytime, having a rigid schedule in place can keep us focused on our goals and direction. We have to be strategically resilient as, at many times, we might get turned away or turned down, maybe even repeatedly. Refusing to quit isn't easy, but doing it can make a huge difference in reaching our goals. Bad days have a way of making us feel the world is crashing down — in fact, it has been proven that troubling experiences affect us much more strongly than positive ones do. In moments when everything seems to be going wrong, we should be able to bring things that have gone right to the front of our mind. We all know that positive work cultures are more productive. Figure out what works and nail down the personal go-to strategy for staying motivated during tough times. It might take a little bit of practice, but once we know how to lift the spirits back up and keep the momentum going, we will win the GOLD medal, and, not to mention, become an inspiration to everyone around us in the industry.

Reporting to a new boss or a change in department can happen often in any growing organization. A new boss or transfer to a new department can be exciting or can create frustrating challenges that you've never dealt with before. In both cases you have to report to a new boss. Even though highly qualified, no new leader is going to be the perfect manager from day one. So it becomes the duty of the reporting staff to handle the situation without letting that person affect your work or general well-being.

Being a new manager can be a little overwhelming and a little lonely. So take a look at what your new boss is struggling with and try to identify opportunities where you can step in and help. It is always good to take the initiative to extend a helping hand to your new boss rather than waiting for him or her to ask for it.

All new managers have a tendency to micromanage their team members initially. It is not because of their lesser faith in you to complete a task, but they come with a baggage of their own. So it's better to play along with this nature in the beginning at least for a few days. You have a great responsibility to respect and not to shoot down every new idea that the new boss tries to bring in. Having a new person in charge of your work or changing your work front doesn't have to be a drag — it can actually be an important and exciting career opportunity only if you let it!

Wish you all success for good numbers in November!!!

Regards,

Sunil Kumar V.
Managing Director

Asset Taurus Identity



Asset Homes is a proud participant in Downtown Trivandrum, the third phase of Technopark, which was launched by Hon'ble Chief Minister of Kerala Shri. Pinarayi Vijayan on 12th October 2018. Asset Homes' upcoming project in Downtown Trivandrum, Asset Taurus Identity, offers 4.4-lakh sq. ft. fully furnished serviced apartments. The project introduces the revolutionary concept of 'selfie apartments' which should be ideal for the new generation of techies who are likely to be the future residents of the project. The project also offers 2 & 3 BHK apartments.

Selfie apartments are 100-sq. ft. apartments which are fully furnished and self-contained with all the essential features offered by a normal apartment. Asset Taurus Identity also includes 300-sq. ft. 'selfie-plus' apartments which are similar to selfie apartments with a larger area. This new concept in design enables even students and young employees to enjoy the comfort and luxury of owning their own living space. The regular 2 & 3 BHK apartments range from 1250 to 1950 sq. ft. in area. The quality of the features and amenities of the project will be on par with the high standards maintained by the Asset brand in all their projects.

The total built-up area of Downtown Trivandrum is 57 lakh square feet. The entire project will come up in 20 acres in Phase III campus of Technopark, of which 12.43 acres will be exclusively for office space and remaining for retail, hotel and serviced apartments. On completion, the project can bring direct employment to 35,000 and indirect employment to another 75,000.

Serenity Meets Safety at Asset East Brook

Asset East Brook, launched at Desom, Aluva, on the Periyar riverside would be the perfect fulfilment to one's eternal desire for a riverside home. Geographically located above high-flood level and designed for flood protection, the project, while fulfilling your dream, keeps flood risks at bay.

Asset Homes, through this project, sets an example and takes the first step forward in rebuilding Kerala sustainably for a better and safer future. An infinity pool overlooking the Periyar, a multi-recreation hall, a yoga court, an open-air theatre, an open terrace party area and a fitness centre are some of the amenities provided at Asset East Brook. The project offers 52 apartments, including 2 & 3 BHK units, on an area of 69.18 cents.

Urbanization is Inevitable



Beyond Square Feet, the tri-annual lecture series organized by Asset Homes, was held on October 1, 2018, in connection with World Habitat Day, where Architect Kirtee Shah was the Chief Guest. Ar. Shah spoke about the inevitability of urbanization considering the increasing urban population. With the rapid increase in the urban population, the acceleration in urbanization is a phenomenon that can in no way be controlled, he said.

A Nest of Hope



Asset Homes handed over a house constructed under the aegis of Ashiyana, a CSR initiative of the company to build cost-effective homes for the homeless and needy, to Smt. Vijayamma at Keezhmad, Ernakulam.



Asset Lounge Meet



Asset Homes and Team 3A jointly organised an Asset Lounge Meet at Raviz, Kozhikode with select members of the society and prospective customers for a casual interaction to discuss their priorities and preferences relating to new homes. This initiative was part of the company's efforts to understand customers' expectations and offer enhanced home experiences.

CREDAI Meet



V. Sunil Kumar, MD, Asset Homes delivering a lecture on 'Great Place to Work' on the 7th General Body Meeting of CREDAI conducted at Thrissur.

DSA Meet



DSA Meet held at Kozhikode in Hotel Copper Folio on 15th Oct.

Vajra Award

Asset Homes received Certificate of Excellence (VAJRA) for over all performance in labour relations and compliance instituted by Govt. of Kerala, for overall performance in labour relations and compliance from Hon'ble Minister Shri. TP Ramakrishnan and Shri. Hibi Eden MLA

Luminaire Sample Flat Inauguration



A sample flat at Asset Luminaire, Kadavanthra, was inaugurated by Smt. C Jayalakshmi Rajendran and Shri. K V Rajendran, JV Partners of Asset Homes.



Happy B'Day!



Shihab C R
Nov. 1



Babu K V
Nov. 2



Albin P A
Nov. 5



Benjamin Thomas
Nov. 8



Mahesh L
Nov. 9



Ebin Kunjumon
Nov. 19



Abheesh C S
Nov. 22



Vinodkumar K
Nov. 23



Amrutha P
Nov. 23



Sajesh S
Nov. 24



Hari V Shenoy
Nov. 26



Kalidoss K
Nov. 27



U A Azeer
Nov. 27



Roshnimol M V
Nov. 28

New Employees



K B Shilpa
Site Engineer Trainee



Anisha Ajayan
Front office Executive



Ajith J S
Site Engineer



Remiz Noordheen
MEP Engineer Trainee



Nadiya Liyakath
Engineer Trainee



Krishna M J
Site Engineer



Chippy K Gopi
Site Engineer Trainee



Abdul Fathah K T
Site Engineer



Tony George
Site Engineer

Sales Star



Sunildas K M

Service Star



Sajju Joseph

Engineer of the Month



Saju T R

Charity Lunch



Asset Homes observed Charity Day on 19th October by spending time with the children of Sree Narayana Samajam, Aluva.

CREDAI Training



Conducted CREDAI Skill India Training Program for Assistant Mason Level 2

Just Married



Anoopkumar K & Amrutha

Wedding Anniversary

| | |
|--------------------|--------|
| Hashim N M | Nov-1 |
| Vinayan N V | Nov-1 |
| Linsha Vijayan | Nov-2 |
| Jijith M K | Nov-2 |
| Archa K Shaji | Nov-4 |
| Moorthy Nair | Nov-8 |
| Saneesh M | Nov-8 |
| Rajive Thannippara | Nov-9 |
| Mathew Koshy | Nov-19 |
| Dhanya Pillai | Nov-23 |
| Sajith P N | Nov-24 |
| Resmi C | Nov-25 |
| Sonia Joseph | Nov-26 |
| Sabu G | Nov-28 |



Customer of the Month



Dr. Varghese & Gracy Varghese
7B, Asset Le Grande, Kochi



Anu Raj, TC, Asset Hillcrest
Thames, Thiruvananthapuram

My Home Expo Mathrubhumi



Thrissur



Thiruvananthapuram

Safety Meeting



Monthly Safety Meeting at
Asset Canvas

Tool Box Talk



Tool Box Talk at
Asset Githanjali

Ayudha Pooja



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