



Unbridled developments for a surging Kerala.



Chief Minister Pinarayi Vijayan
at Rising Kerala organized
by Asset Homes and News 18 Kerala

Managing Director Speaks

Dear friends,

September was a month of celebrations. Onam, Bakrid, Dussehra, Vijaydashami and many more. Even though effective working days were comparatively less, we were able to achieve our targets and plans successfully. Congratulations to all achievers and performers.

The two programmes initiated in the month of August were 'Bandhan' and 'Lead the Leaders.' The outcomes of these programmes were real eye-openers on many aspects including staff welfare. We have reached that time of the year when many people are being appraised on their performance, compensation, and new responsibilities. Traditionally, this is a zero-sum game where management wins at the employee's expense, or the employee wins at his employer's expense. We believe at Asset Homes, it doesn't have to be that way.

We expect that every team member must bring high-value skills and experience to the table. As a responsible organization, we propose to add value and life to the career of each person working with us. This will be a six-month programme, with six new initiatives in each month (October to March). A The broad outline of the same is as follows.

How do we manage mistakes at workplace? We plan to allow team members to make mistakes. Great employees must admit them readily. They should not make excuses for their mistakes; rather they should acknowledge that they made a mistake and openly express what lessons they learned. Fail fast and learn from mistakes is the idea behind this. To promote such behaviour in our team members, we propose to reward and celebrate failures. In a competitive industry, where perfection and standards are at the peak of priorities and members are consistently taught rules and regulations, we will give our team members permission to break the rules in their pursuit of perfection.

Making learning an organizational culture not only engages and retains members, but also motivates them to learn new skills. To create a consistent learning experience for team members, we plan to begin a series of activities to engage our workforce. HR department will send out emails to all team members on Mondays to help them improve their English vocabulary, Tuesdays are for new construction technology, Wednesdays are for health and wellness, Thursdays are for short exercises, yoga and fitness, while Fridays are for general knowledge. As we focus on acquiring the right talent, there needs to be adequate focus on developing existing talent. Ultimately, we believe it's the value that is added to routine jobs that goes a long way in retaining talented employees.

Several research studies reveal that levels of happiness in team members translate into productivity. When a team member is truly happy with his work environment, he is equipped to deliver his best. We plan to introduce 'My Happiness Application Test' to track employee happiness on a regular basis to understand the pulse of the organisation. Team members will be asked to participate in psychometric surveys at periodic intervals, through which they will reveal and indicate indirectly their level of happiness using a rating scale ranging from 'I am unhappy' to 'I am excited.' The overall sentiment of the workforce can be assessed through this.

How can office food help in building a cohesive and productive workforce? We have already started the same at our sites. Food impacts employee well-being and productivity, and there is a need to equip people with the knowledge to make the right food decisions at work place as well as at home. We are committed to our vision of inspiring the members to recognize food choices and experiences as a way to build sustainable lifestyles and communities. The foremost motivation behind this programme is to make healthy foods an integral part of the company culture and available to all our employees. Having healthy employees in body and mind is essential because happy and healthy employees skip work less, are more innovative and also have lower healthcare costs. Another vital part of the programme is to ensure employees don't lose sight of the social aspects of work and thus eating together is given utmost importance creating a collaborative work atmosphere.

Celebrations provide an enjoyable break from the regular routine of the workplace. When morale is high at the office, employees are more likely to work efficiently and stick with the company. We plan to conduct Graduation Dinners to accompany Graduation Ceremonies, celebrating the promotions of employees, as a sign of the value and esteem that an employee is held in by the organization. These employees will receive certificates and other milestone memorabilia, and will get the chance to interact with employees from other branches and departments.

Since the ultimate objective of any rewards and recognition program is to boost performance, its design and success should revolve around impacting organizational goals. We have decided to recognize employees who have gone beyond their call of duty to ensure that organizational goals are met by nominating them for the Wall Of Fame. The wall holds special significance because nominations exclusively mention instances where a special effort, on an important assignment, made a significant impact on business. A life-sized poster is put on display for visitors, vendors, partners, and employees to showcase such employees in all branches and sites.

Many people ask me, why I focus less on how much I pay to my team mates? According to me, salary and monetary rewards don't even feature among the top five drivers of engagement, and great companies have long figured that how you pay and for what you pay wins over how much you pay your team members.

Warm regards,

Sunil Kumar V.
Managing Director

Development will not be Interrupted, Chief Minister



Interruptions in any way by anyone will not hinder developmental projects in our state, said Chief Minister Pinarayi Vijayan. He was speaking at Rising Kerala, a conclave organized by Asset Homes in association with News 18 Kerala at Taj Vivanta, Thiruvananthapuram, on Thursday, September 28.

The event struck a positive note on many matters of concern in the state today. The State Chief Minister Pinarayi Vijayan, while speaking at the

event, underscored his government's support to the developmental projects in the state. He warned that whoever attempted to impede developmental projects would be strongly dealt with under the Goondas Act. He also stated that infrastructural projects, including highways and waterways, will be undertaken for the development of the state.

Sunil Kumar V., Managing Director, Asset Homes, reiterated the need for a safe entrepreneurial culture for building Kerala's future. The conclave was attended by leading personalities from the political, business and social spheres of the state.

Stone-laying Ceremony



Stone-laying ceremony of Asset Raintree held at Podikundu, Kannur. Asset Homes Chief Technical Officer Mahesh L. along with Puthalath Janardhanan & Sujatha Janardhanan laying the foundation stone for Asset Raintree.



Onam Celebrations

Team 3A celebrated Onam with a traditional feast and festivities at Asset Greenford, Aluva. Contests added fun to the day's events. Top performers were recognised at the event.



Customers of the Month



C. N. Somasekharan, 2C, Asset Bay, Kochi



Antony V. D., 9D, Asset Anchorage, Thrissur



Jobina Varun & Varun Raju, 2E, Tower 3, Asset Signature, Thiruvananthapuram

Congratulations



Dr. M P Hassan Kunhi, Director of Asset Homes, receiving Global Media Events Dubai's Golden Achievement Award. The Award is instituted to honor Indian business entrepreneurs in the Middle East and India for their exceptional leadership and social commitment.

First Circle Recognitions



Joy Gopuran, Chief Project Coordinator



Sajith P. N., GM Projects



Vikas Mathew, Manager Finance

Property Expo-Kochi



Customer on Board

"Asset Homes keeps good standards, procedures, norms etc. in all areas of their activities. The strength of Asset Homes is their staff who are easily approachable and cordial."



Asoka Chandran J, 12E, Asset Chirag, Thrissur

Sales Star of the Month

Branch Offices



Vinod Kumar

Charity Lunch



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

Happy B'Day!



Ravisankar J.
4-Oct



Dinil Kuriakose
5-Oct



Joy Gopuran
6-Oct



Saiju Joseph
19-Oct



Xavier P. P.
22-Oct



Nandakishore C. L.
22-Oct



Fina Jose
22-Oct



Syamkumar T. S.
26-Oct



Pretty Paul
27-Oct



Midhun K. Jayaraj
31-Oct

Tool Box Talk

A Tool Box Meet was conducted to raise the awareness of employees and to inform them of the control measures to be put in place to prevent workplace accidents.



Asset Canvas, Kochi



Asset Le Grande, Kochi



Asset Versatile, Kochi



Asset Hillcrest Volga,
Thiruvananthapuram

Safety Meeting



Asset Grandios, Kollam



Asset Le Grande, Kochi

Just Married



Ragesh & Remya



Sreekkutty & Shibin Kumar

Medical Camp



A medical camp was conducted at
Asset Grandstand, Kannur

New Employees



M. C. Govindakumar
Sr. Site Engineer



Hariharan N.
Site Engineer



Vinil V. K.
Safety Officer



Dhanesh Kumar K. G.
Sr. Site Engineer



Renji Thomas
Site Engineer

Wedding Anniversary

Shihabuddeen P. M. 04-Oct

Dhanapal R. 09-Oct

K. K. Paul 14-Oct

Nayna V. Kelkar 17-Oct

Sneharaj P. 20-Oct

Veena L. 23-Oct

Meena Ravindranath 26-Oct

Shabu P. K. 27-Oct

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ASSET

Responsibly Yours