



## Kudumbashree Forays into Apartment Maintenance in Collaboration with Asset Homes



Launched by the Government of Kerala in 1998 for wiping out absolute poverty from the State through concerted community action under the leadership of Local Self Governments, Kudumbashree is today one of the largest women-empowering projects in the country. Since inception, Kudumbashree has launched a number of programmes that has created vast employment opportunities to marginalized women in the state.

Now, in an effort to reach out to more women and to make a significant dent on the poverty of the state, Kudumbashree with the support of Kerala's leading builder Asset Homes, is venturing to act as the nodal agency that provides maintenance to multi-storied apartments and gated-communities. The Kudumbashree will provide services in Security, Caretaking, Cleaning, Maintenance, Garden Care and waste management. Moreover, the unit will also take care of the day today operation and maintenance of the new age facilities like Lifts, Generator, Sewage Treatment Plant, Swimming Pool and Health Club.

The pilot project of the programme will be launched on Sept 6th at Asset Portico, the premium townhose project of Asset Homes at Kadavanthra. The maintenance of Asset Portico is given to a 10 member Kudumbashree team who has been given extensive training on building maintenance and care. The state level inauguration of the programme will be made by Shri Oommen Chandy, the Chief Minister of Kerala, in Thiruvananthapuram.

By providing employment opportunities to the members of Kudumbashree, Asset Homes deems it an honor to be part of the Kerala Governments' women empowerment initiate, said V Sunil Kumar, Managing Director of Asset Homes. The service will be extended to other projects of Asset Homes, added Sunil Kumar.

The service will be extended to 500 multi-storied buildings in the state within a year which can create 5000 jobs to women in the state, said K B Valsalakumari, Kudumbashree Mission Executive Director.





## Keeping abreast with Technology, Asset Homes to go Q Neon!



For any company to be successful it is a 'proven fact' that it should have the right persons in the right jobs. But for the right persons to take the right decisions, it is equally important that they are able to access the right information at the right time. The success of a project manager, for example, is determined by not only what he knows about his project but when he knows about it. This becomes all the more important in a fiercely competitive market where 'you have to run twice as fast just to stay where you are'. With this objective in mind, we have decided to implement a real estate ERP package called Q Neon.

Quadra software solution is a market leader for Construction & Real estate verticals with over 180 customers in 3 continents. Their seminal product- Q Neon- is an integrated software solution that will integrate all the functions of the enterprise; be it Planning, HR, Finance, Construction, Sales or Customer Service. Right now information is largely available in excel sheets which have to be prepared by our employees. With implementation of Q Neon we will have an integrated data base that will cover all branches and all functions and MIS will be available on a real time basis. Needless to say the impact on productivity and cost savings will be huge. Many large real estate players are using this software and are reaping immense benefits out of it.

Hence, Asset Homes, with its unflinching determination to provide on-time and quality housing to the customers, has decided to go for the premium version of the Q Neon software. But obtaining the best software is not enough, all that matters is its successful implementation. You will agree with me that there is no pain without gain and this would require additional efforts on your part for the next 5 months and we should target to go-live on 1st January, 2014. When implemented, we will be the first real estate company in Kerala which has implemented Q Neon.

**Deepak Thomas**  
CFO



Going Hi-Tech: Quadra Q Neon Software training in progress.

### The Aristocratic Address taken to heart by the people of Thrissur!



Asset Anchorage, the Architectural Marvel located at Avenue Road, Thrissur, launched officially on 19th of August. The project got positive response from discerning customers, investors, media and well wishers. This overwhelming response from all to the iconic address is a towering testimony to the trust people have placed on Asset Homes.



## Managing Director Speaks

### Dear friends,

We have a great vision set ahead for Asset homes and they need to be achieved on time. Without a vision we are all dead.

Now what is a vision? Vision is our ability to see your work and life in a way that is personally meaningful, stimulating, inspiring, and fulfilling and in alignment with who you are. So vision defines why we are and who we are, defines why we do and what we do and finally provides inspiration, motivation and direction. Quintessentially, it is the vision that we have defined for ourselves that will kindle the fire to jump out of the bed each morning to go over and over again.

Being human and mortal, day in and day out, we are faced with diverse life situations of good and bad.

No matter whether we find ourselves in the valley, or upon the mountain top - the vision will continue to sustain us and to guide us. For vision is our compass that leads us through the smoke, the fire, the fog, the hail, the rain, the sunshine and even the haze - step by step - one at a time.

Most often vision comes as a blazing light, where the path and focus is clear to reach the destination. But sometimes vision reveals itself in the guise of a single lit match and we are treacherously lured to take the step forward. But intuitively, when we are about to take that step, our mind declares that we are about to fall into a dark abyss. Having cleared the foggy, deceiving vision, we will

actually plant our foot firmly on solid earth and treads further along the path that leads us all the way to the fulfillment of our vision.

Vision, when accompanied by her friends faith and wisdom, will empower us to lift up our eyes higher than we ever thought we could look, to dig deeper than we ever believed we could dig, to stretch farther than we ever thought we could stretch, to reach farther than we ever thought we could reach, and to become more than we ever thought that we could become.

A vision draws you; and at times it will be the only thing that will literally drag you – as a chain – through muck and through mire. Because you know for certain that no matter what you experience on the way – there is always another side and a silver lining. There is a firm footing. There is a future. There is a hope. There is a plan. And there is a way. For our vision is the breath of our life, the resuscitation, the propulsion, the pull, the thread that is so vital for a life filled with purpose.

So, now we have an idea of vision that underpins what we stand for and why we exit. This core ideology should propel us to have an envisioned future clearly defines what we aspire to become, to achieve and to create. Nurture that vision. Stick with that vision throughout our work life. Hold onto it tightly and never let it go. For it will secure us and at times even save us. So too will it settle us, while filling our life with solidity that will stand us in good stead – to shine throughout the test of time.

Wish you all a wonderful work and family life.

*Sunil Kumar V*



Thripunithura Municipal Chairman R Venugopal inaugurating SBT-Asset Property Expo at Asset Iris, Thripunithura. Asset Homes Managing Director V Sunil Kumar and Executive Director K Anil Varma are also seen.



Prof. Dr. Babu T. Jose, Former Director of School of Engineering, CUSAT, giving away the award for Sales Star of the Month- Corporate office to Mr. Sunildas.



Perumbavoor Municipal Chairman Abdul Salam inaugurating Asset Property Expo at Perumbavoor. Asset Homes Executive Director K Anil Varma and Marketing Head K A Mohamed Faruqu are also seen.



Zubin Nair, Kottayam Branch Manager, giving away the award for Sales Star of the Month- Branch office to Mr. Kiran Kottarathil.





**Babu K V**  
3<sup>rd</sup> September



**Vilas Thomas**  
3<sup>rd</sup> September



**Shaju abraham**  
4<sup>th</sup> September



**Suresh J**  
9<sup>th</sup> September



**Subin V S**  
11<sup>th</sup> September



**Johnny Varghese**  
14<sup>th</sup> September



**Rema V B**  
17<sup>th</sup> September



**Saju T R**  
27<sup>th</sup> September



**Najumudheen V and Faseela K**



Sales training class by  
Mr. Shameem Rafeeqe in progress



*Many Many  
Happy  
Returns of the Day*



**Unnikrishnan C R**  
1<sup>st</sup> September



**Rajesh K R**  
3<sup>rd</sup> September



**Kuruvila Rony Zacharia**  
12<sup>th</sup> September



**Nisha T K**  
15<sup>th</sup> September



**Anish M Mathew**  
16<sup>th</sup> September



**Sunish B S**  
26<sup>th</sup> September



**Savad Abdul Samad**  
28<sup>th</sup> September

### New Members of the Asset Family



**Mary Sherby Thomas**



**Syamkumar S**



**Xavier P P**

Joined as Chief Administrative Officer. Has about 36 years of experience in the area of office administration. Prior to joining Asset Homes, he was with BPCL for 26 years and retired in the grade of Deputy Manager in the CEO's office.



The responsible builder

Kochi | Thiruvananthapuram | Kottayam | Kannur | Thrissur

Corp. Off: G-129, 28/34 A, Panampilly Nagar

Kochi - 36. Tel: 0484 6456474

E-mail: [mail@assethomes.in](mailto:mail@assethomes.in) | [www.assethomes.in](http://www.assethomes.in)

Call: 98464 99999

