

ELEMENTS POST

NOVEMBER 2018

INDIA EDITION

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6 WAYS TO IMPROVE YOUR WORKPLACE **PRODUCTIVITY**

PROMOTING QUALITY EDUCATION – **THE CSR INITIATIVE WITH AN IMPACT**

CHIL **CHERRY HILL INNOVATION LABS**
 A CSR INITIATIVE BY CHERRY HILL INTERIORS PVT LTD
 IN ASSOCIATION WITH CAMPUS GULLY PVT LTD

cherry HILL
 The future of workplace

25+ CAMPUSES ENGAGED
200+ UNIQUE IDEAS UNEARTHED
500+ STUDENTS NURTURED

SCHOLARSHIPS | SKILL DEVELOPMENT | MENTORING | CAREER OPPORTUNITIES

NURTURING NEXT-GEN IDEAS FROM THE GEN-NEXT

Campus Gully®

CSR is an important aspect for companies, employees, and customers alike. Businesses that demonstrate their commitment towards social responsibility are more philanthropic, than companies whose corporate social responsibility endeavours are non-existent.

CHERRY HILL INTERIORS PRIVATE LIMITED, the leaders in occupancy services and one of the distinguished front runners in supporting Corporate Social Responsibility, realise their role in creating a positive future for the upcoming generation, and thus have taken upon an initiative in supporting ‘quality education’ and promoting key talent among the academia, as part of their relentless pursuit of ‘giving back to the society’. The company is extensively pursuing CSR initiatives in promoting education – **CHERRY HILL INNOVATION LABS (CHIL)**. It has been shaped as an innovation hub that invites students across various streams to come forth and put forward futuristic ideas & concepts that are disruptive & aimed at radically changing the way businesses innovate.

The management at Cherry Hill firmly believe in nurturing talent right at its inception, and **CHIL** is their way of opening its doors to the untapped and unexplored student fraternity pan-India. It acknowledges the crucial role of employers in taking

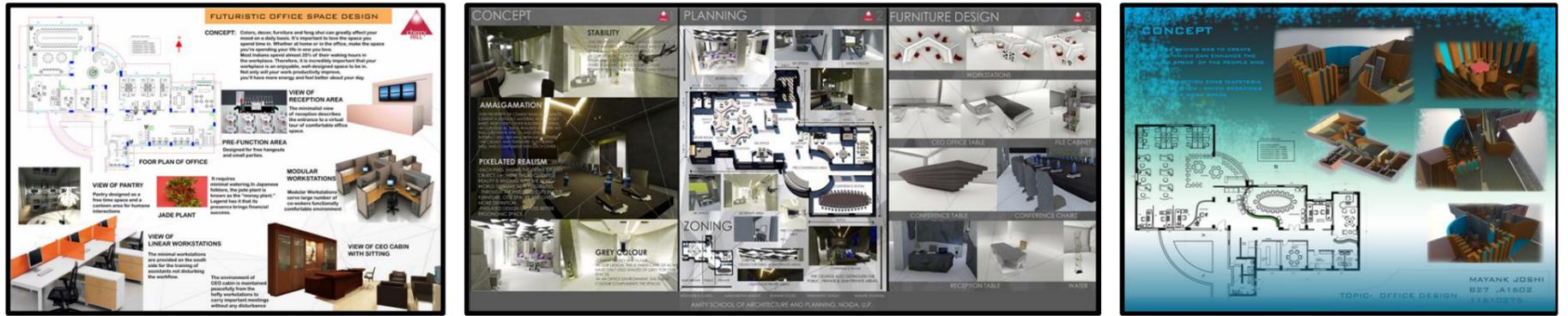
responsibility for their own talent pipeline by engaging with schools and colleges, as well as reaching out to students to highlight potential career opportunities.

For this, Cherry Hill interiors have collaborated with Campus Gully, a start-up that provides a platform for businesses to connect with the youth and execute business strategies such as CSR campaigns, marketing & brand-building campaigns, youth-oriented activities, and crowd-sourcing content, concepts, and creatives. Campus Gully allows companies to fulfil business requirements by eliminating the professionals & passing on the opportunity to the Youth - students who are pursuing professional courses! Campus Gully provides the network, methodology, platform, and the expert support needed for the innovative potential of this connected world to be fully realised. Campus Gully specialises in executing CSR projects via online competitions aimed at screening & identifying talented students & providing them with opportunities such as internships, mentorships, placement opportunities, scholarships, and more. The objective of executing these activities in the form of contests is to promote quality education & encourage the gen-next by nurturing their next-gen ideas. The contests provide a platform for the students to showcase their innovative & out-of-the-box concepts which may otherwise go unnoticed or wasted.

TALENT SHOWCASE

FUTURISTIC OFFICE DESIGNS

SEASON 1



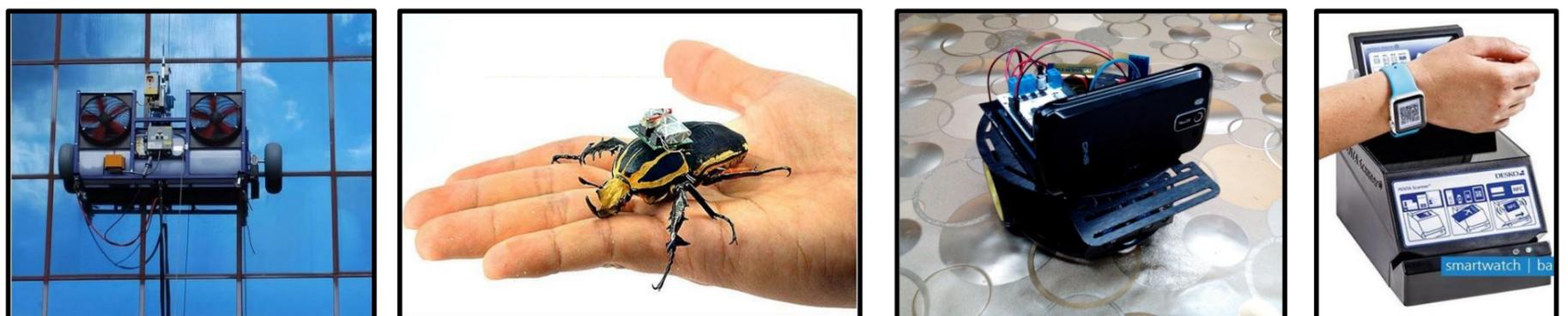
INNOVATIVE FEATURED PRODUCT DESIGNS

SEASON 1



ARTIFICIAL INTELLIGENCE (A.I.) IN CONSTRUCTION & FUTURISTIC OFFICES

SEASON 2



AI SELF CLEANING ROBOT

BEETLE GUARD (AI DRONE)

AI SPY ROBOT

AI SMARTWATCH

So far, the company has executed two contests under the **Cherry Hill Innovation Labs** program. The first season aimed at identifying and recognizing the hidden talent across students pursuing Designing and Architecture. Students were challenged to come up with innovative interior-designs for a given office space; and showcase their creativity by designing futuristic office products, such as cafeteria furniture, workstations, lounge furniture, tech-enabled chairs, conference tables, dustbins, etc. The initiative was highly appreciated & welcomed by the academia.

The second season of CHIL challenged students to demonstrate how the power of Artificial Intelligence (AI) technology can be tapped to tackle the challenges posed in construction & office interiors. The contest sparked creative, innovative, and audacious demonstrations of the technology that are truly scalable and solve pivotal engineering challenges and accelerate the adoption of the AI technology.



MR. GAURAV KASHYAP
Chief Executive Officer
Cherry Hill Interiors Pvt Ltd

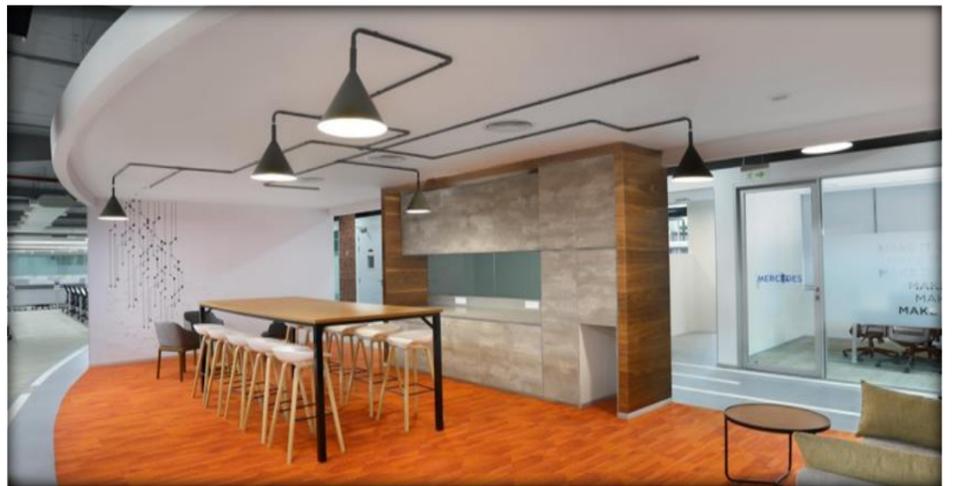
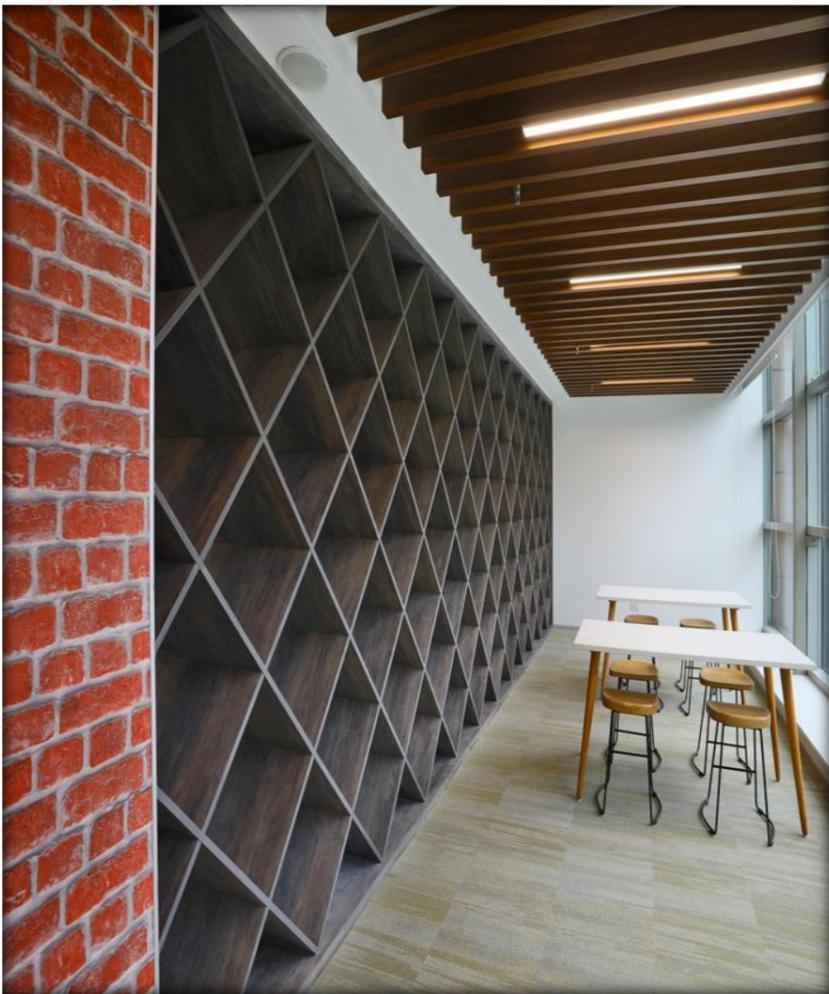
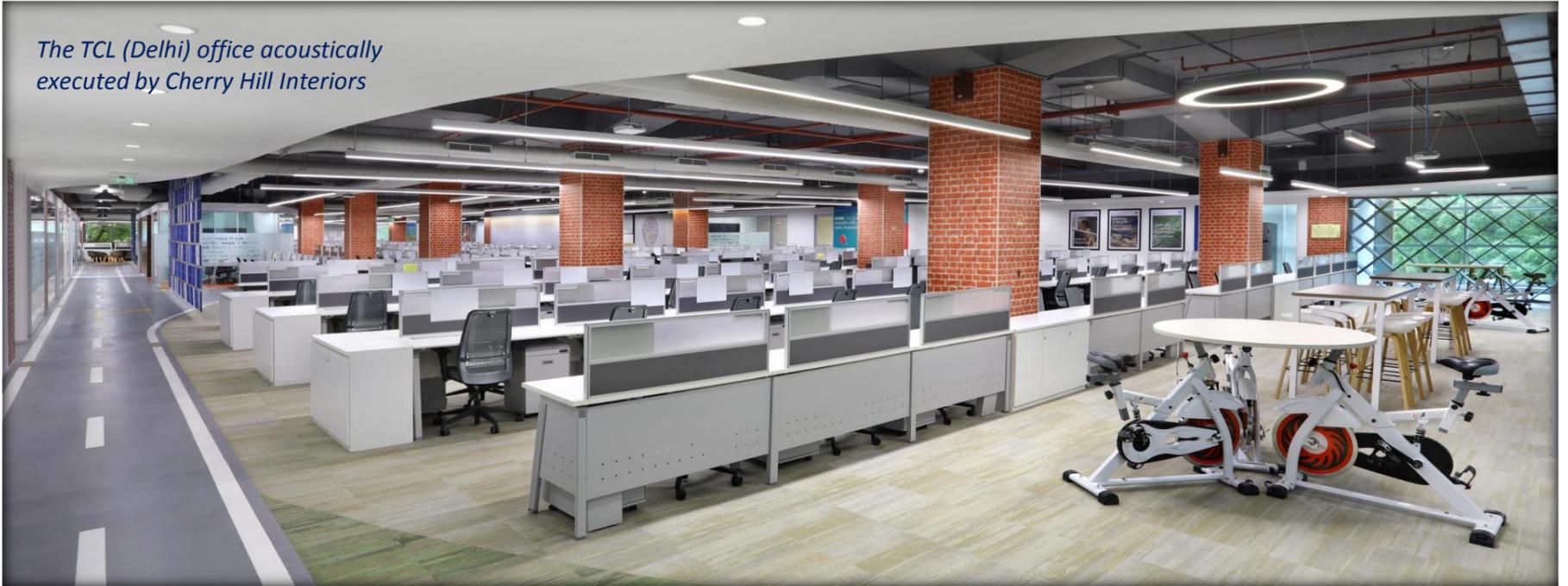
“ *It is always important to invest in young talents and the talents of tomorrow.* ”

To encourage innovation in any form, the competition was kept as an open challenge - rather than set a single, universal goal for all teams, this competition invited teams to create their own goals and solutions within the broader spectrum.

The essence of Corporate Social Responsibility lies in the success and severity of the impact that is created as part of the initiative. Initiatives promoting quality education are deemed as investing in the youth of the nation - the benefits of which are enormous and the returns are beyond plain numbers. Cherry Hill is committed to supporting the nation's youth & bringing about a stronger and positive future. So far, the company has recognized and promoted talent and ideas of over 500 students across 25+ campuses, besides offering them various other benefits such as mentorships, internships & job offers, and a unique way of showing their skill & work to the world at large.

DESIGN SHOWCASE

OFFICE DESIGN IN FOCUS: **TCL (NEW DELHI)**



PRODUCT SHOWCASE

SINETICA – ACCOUSTIC CHAIRS & OFFICE FURNITURE**CAPTAIN
PLAY**

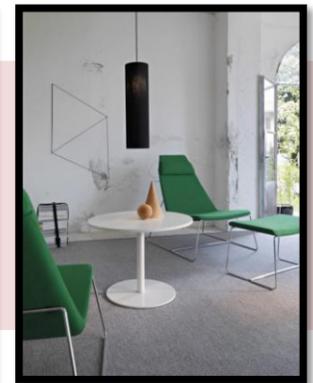
A concentration of craftsmanship, technology and design: the Captain Play Reception lounge chair brings together a number of stylish details in a single chair suitable for sales areas, offices, auditoriums and professional offices. Captain Play Reception goes beyond the concept of a lounge chair intended exclusively for relaxing and confidently enters the field of work, where it is a valid alternative waiting room solution.



The Faro Reception waiting room chair is attractive and comfortable. Designed for reception areas, this office chair helps manage waiting times better. Comprising a load-bearing structure in shaped steel, this is a tub chair padded in non-deforming, flexible polyurethane foam. The Faro Reception waiting room chair brings a new air to reception areas and contributes to a positive image of the company.

**SINETICA
FARO****SINETICA
MULTI TASK**

This collection of designer occasional tables includes models with soft, rounded lines suitable for public areas, lounges, offices, reception and hospitality zones. The Multitask Reception collection of tables features wood or melamine tops and robust bases with polished stainless steel columns.



A new way to conceive an office armchair that can confidently take its place in meeting rooms and conference halls. Featuring a tub shell, this office armchair has a non-deforming polyurethane foam seat, steel inserts and fabric, eco-leather or leather upholstery. Comfort meets elegance.

**CAPTAIN
JOIN****SINETICA
MURA TAP**

The Miura Tap Operative ergonomic office chair evolves the concept of design for work areas. The high backrest with definite, uncluttered lines is supported by a comfortable, padded seat. Movement is regulated by body weight and height is adjusted by a gas pump mechanism. The Miura Tap Operative ergonomic office chair gives high performance and strength: ideal for prolonged work sessions.



The Deva Net Executive office chair amazes with its construction and elegant styling. Designed for professional environments and offices, this modern chair is ideal for managerial activities, with its robust chrome-plated steel body and polished aluminium armrests. A mesh backrest, available in a choice of colours, keeps the spine in the right position, and the chair reclines according to body weight.

**SINETICA
DEVA NET**

INDUSTRY SHOWCASE

TGH LIFESTYLE – HOW TO INCREASE YOUR WORKPLACE PRODUCTIVITY

A global cultural movement is redefining the corporate workplace. In the global quest for talent and the escalating need for employee engagement & productivity, a societal shift advocating for informal, authentic and inspiring spaces has taken hold.

Let's understand what companies are doing today to improve their productivity. Research studies have shown that the following increases workplace productivity:

1. **Working in high-performing, green-certified buildings** helps improve employee decision-making. Poor lighting can affect workers' mood and ability to focus as employees tend to take more frequent breaks, feel fatigue easily, and even suffer from depression.
2. **Natural light** is most effective in boosting productivity and reducing depression.
3. Redefining work place- - **Open & Collaborative work places** boost employee/team engagement and productivity. Companies are designing work environment to help reduce distraction by balancing employees' engagement, togetherness and privacy.
4. **Standing desks are a new trend** and not only good for employee health, but also great for productivity. Standing desks promote circulation and bring oxygen to the brain to boost mental clarity.
5. Companies that have improved workplace conditions and run **workplace health & safety programs** achieved a better rate of return. When a company focuses on employee health and wellness, worker engagement increases. And retention rates improve, and absenteeism declines – which are all signs of a productive workforce.
6. Technologies using **collaboration tools** can also help increase the productivity of your business.

TGH offers Integrated Facilities Management Service, from property consultancy to day-to-day operations, through our dedicated team of experts since 1998. We achieve results with our high calibre technical staff, established and robust systems and procedures use our two decades of expertise and most importantly a detailed understating of how to conduct business truly locally but with global standards.

Our approach is recognized as TGH has won many awards from our clients as well as recognition by many industry forums. All of our services are designed to generate the best value through efficiency, cost savings and quality of service.

Mrs. RITU GROVER
Founder & CEO
TGH Lifestyle Services

(1st Generation Entrepreneur)



This month in history

NOVEMBER



- 1838 *The world's largest selling English daily– The Times of India – was founded*
- 1858 *Queen Victoria is proclaimed ruler of India, replacing the reign of the East India Co.*
- 1872 *The first-ever international football match takes place between Scotland and England*
- 1877 *The invention of the Phonograph, a machine that can record sound, is announced by Thomas Edison*
- 1936 *The world's first regular TV service was started by the British Broadcasting Corporation, about 100 TV owners tuned in to the broadcast*
- 1984 *McDonald's makes its 50 billionth hamburger*

QUOTE OF THE MONTH



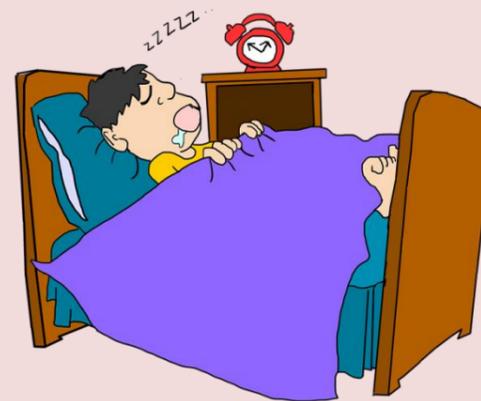
"I don't believe in taking right decisions. I **take decisions** and then **make them right.**"



~Ratan Tata



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THE BRAIN BENEFITS OF EXERCISE



- 

INCREASES PRODUCTION OF NEUROCHEMICALS THAT PROMOTE BRAIN CELL REPAIR
- 

IMPROVES MEMORY
- 

LENGTHENS ATTENTION SPAN
- 

BOOSTS DECISION-MAKING SKILLS
- 

PROMPTS GROWTH OF NEW NERVE CELLS AND BLOOD VESSELS
- 

IMPROVES MULTI-TASKING AND PLANNING

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