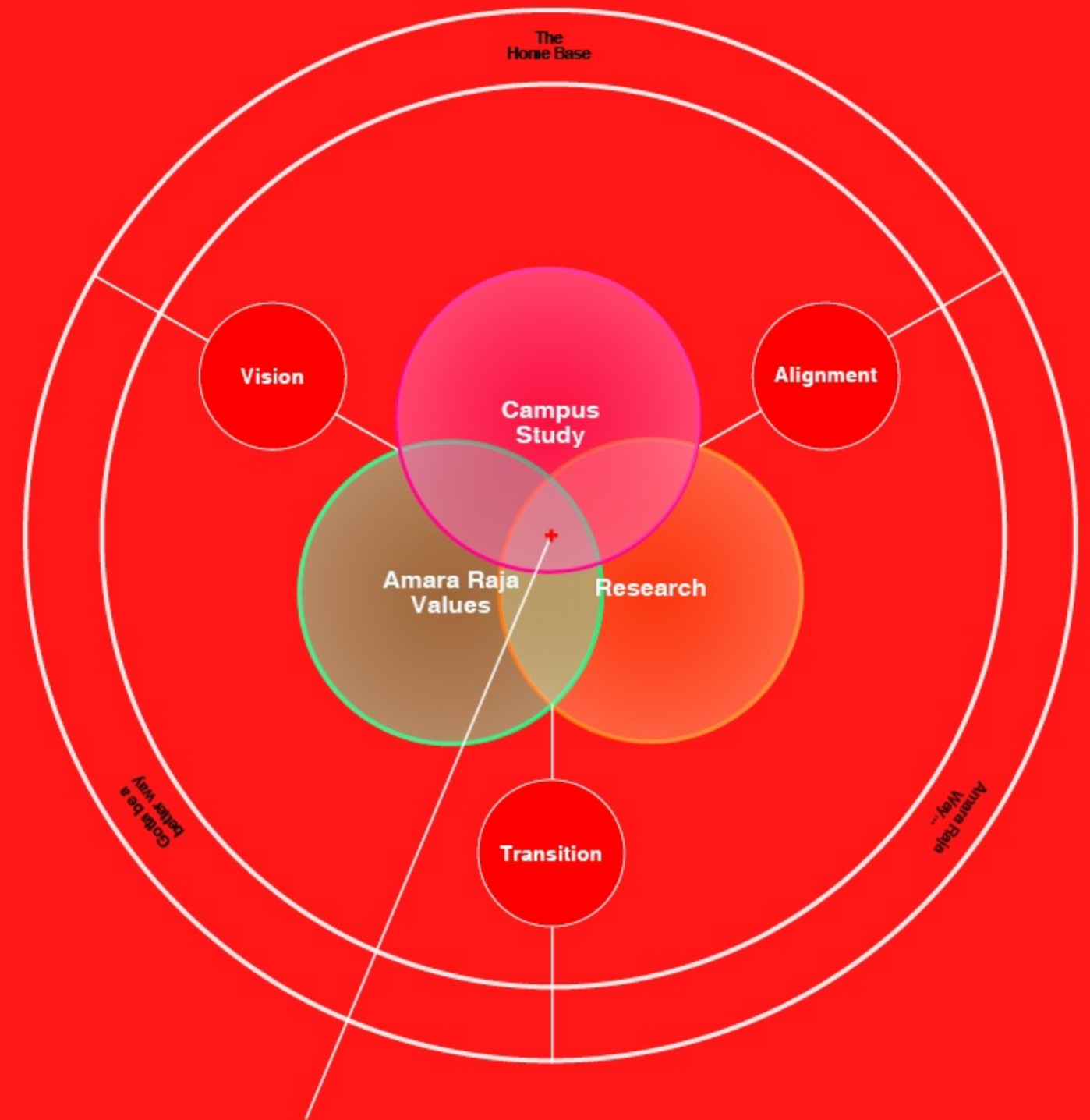
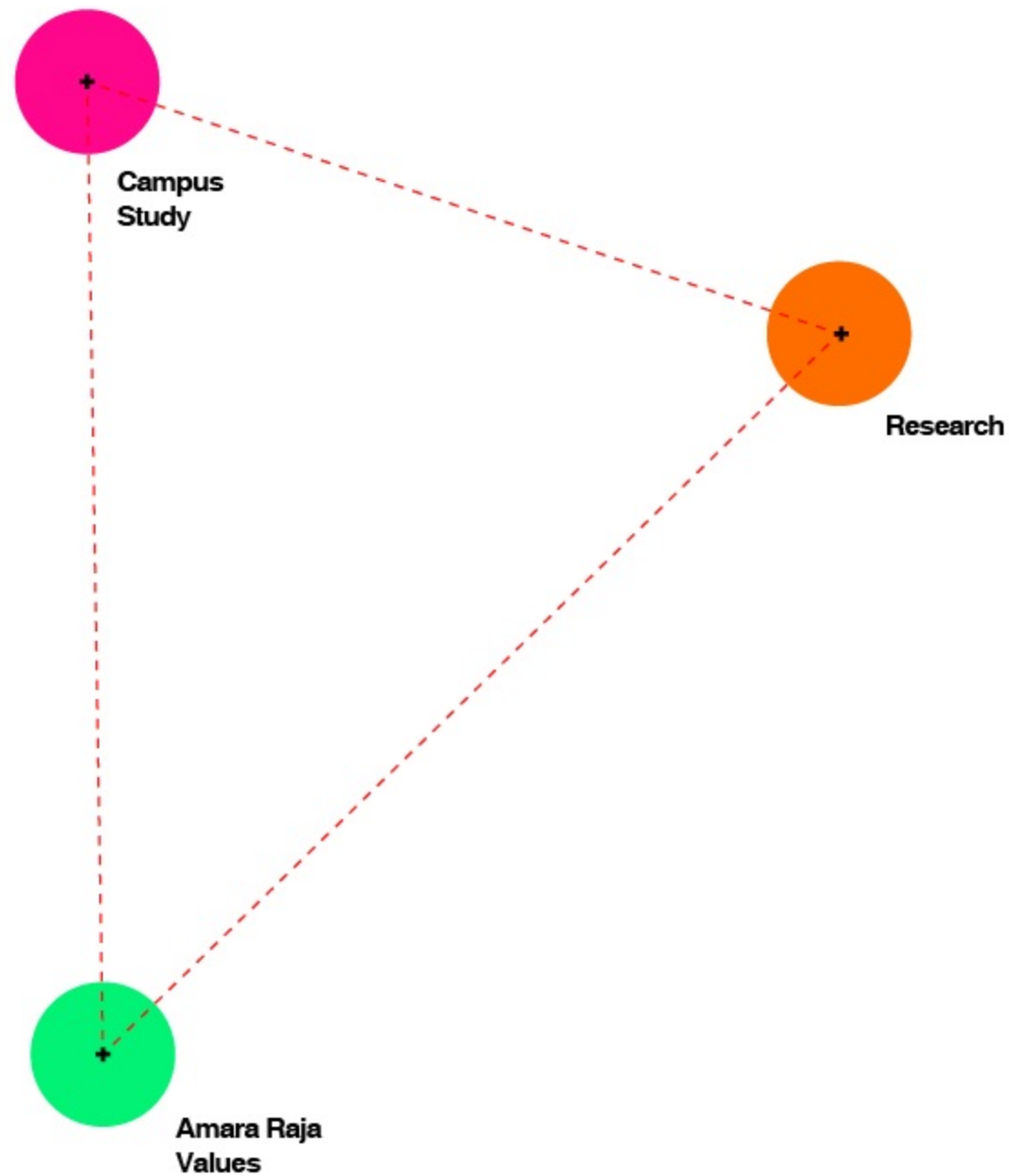


Methodology



Design Scope and Approaches

Design Interventions

STEP I

What We'll Do:
Evaluate the existing campus conditions, study industry best practices, and understand Amara Raja's processes.

Goals:
Identify areas for improvement and outline initial intervention plans.

Outcome:
Detailed report that evaluates the current conditions and proposes interventions.

STEP II

What We'll Do:
Conduct detailed analysis of specific campus areas and propose cost-effective design solutions.

Goals:
Address immediate needs that enhance employee experience in an expeditious and cost effective manner.

Outcome:
Recommendations for short-term interventions and improvement plans.

STEP III

What We'll Do:
Develop tailored recommendations based on thorough analysis and stakeholder input.

Goals:
Create comprehensive solutions aligned with Amara Raja's values and design strategies to create the ideal factory campus.

Outcome:
Design proposals and implementation plan for long-term campus enhancement.

STEP IV

What We'll Do:
Prioritize interventions and plan their phased implementation.

Goals:
Rejuvenate the campus efficiently and within budget.

Outcome:
Prioritized list of interventions and phased implementation strategy.

CURRENT STAGE

Detailed Evaluations

Detailed Recommendations

Phasing and Prioritizing

THE ROAD MAP



Amara Raja
Values

The Amara Raja Way...



80% First Time Employment



By starting an industry in **rural areas**, develop the possibilities of employing rural population and utilize the skills of **dedicated and hardworking** people of **India**. There is a dire need to create a **nonmigratory labor** population, with employment opportunities in the rural areas so that there can be a sense of stability in the **rural socio-ecosystem**, which is very necessary for the **agricultural sector to thrive**.

Why **Tirupati**

The idea was to bring in the technology that is the best and start development in an area that was underdeveloped.

-Dr. Ramachandra N Galla

“ We are a proud organization today that we are living our purpose - to make a difference to rural India! ”

Such a trend was bold, innovative & forward thinking step to create **non-migratory employment**.



**Proactively
rebellious
for a better
way of doing
things leading
to newer
possibilities.**

“INNOVATION is to be
new, to be different, to change.



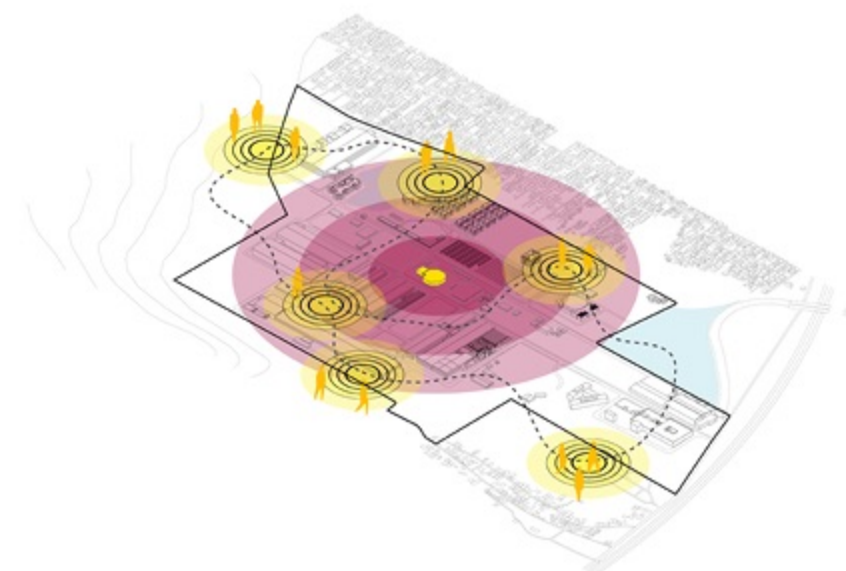
INNOVATION

For many of us, Innovation stems from the desire for easier, more efficient smart & better - ways of doing things. This applies to both incremental and small changes as well as radical and revolutionary changes in thinking, products, processes, or organizations.

At one level, it is about doing common and complex things in simple & better ways.

Also Innovation is the creation of the new ways.

It also denotes the ability and willingness to finding a solution or determined effort to overcome a past failure leading to future success. It is all about making a difference & embracing change.





It is not about luxury or extra favour to the customer but an “essential” for being “special” in what we do.

“**EXCELLENCE** to us is continually enhancing our performance to consistently produce outstanding results with lasting impact.”

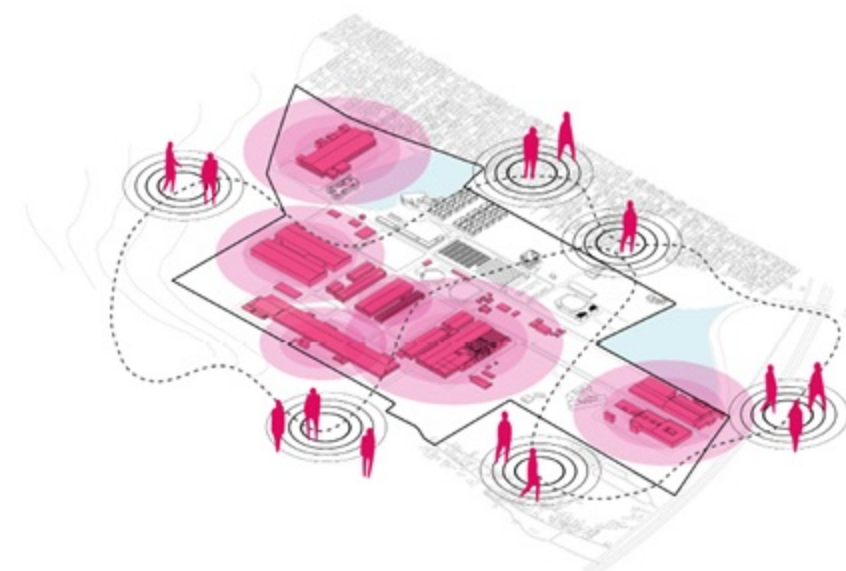


EXCELLENCE

At the heart of excellence is the constant urge to do better and “not settling down” at any point of time. When one gets the feeling that “this is the **ultimate level of performance** and nothing more can match it”, a sense of indifference sets in.

This is the typical “**comfort zone**” syndrome. This leads to complacency.

We need to move on, to go beyond the current standards of performance, constantly. Through this, striving “to be the best” becomes a habit. As much as excellence will position us ahead of others and make us “**market leaders**”, the real focus should be a constant endeavour to be “ahead of ourselves”. This is possible if we recognize that it is all about.





**Entrepreneur's
defining
quality is the
ability to face &
accept failures,
and to learn
from them.**



ENTREPRENEURSHIP

to us is leading with courage and conviction to convert gaps into opportunities, create wealth and contribute to growth.

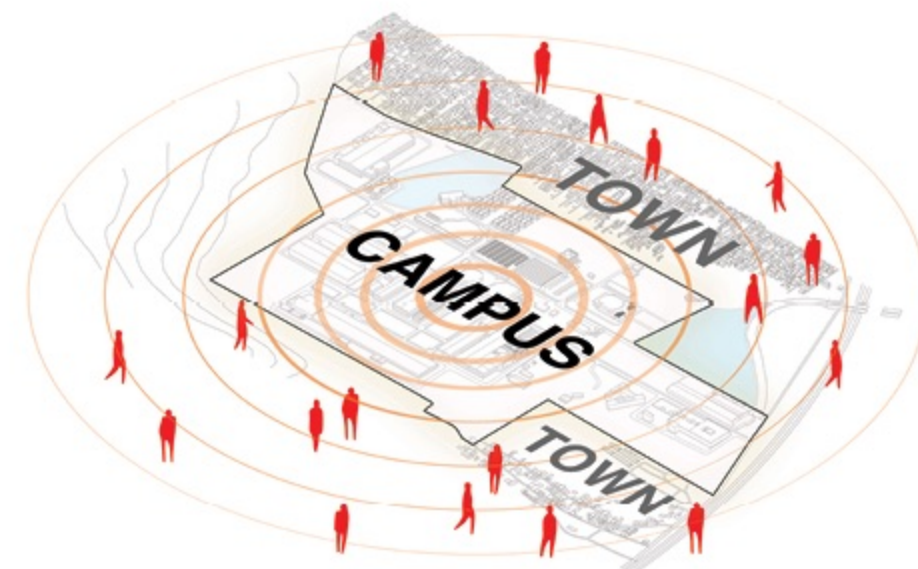


ENTREPRENEURSHIP

An entrepreneur has to be a true visionary in order to recognize opportunities when they present themselves and possess the motivation to exploit them. The employees – his team of people- look for both security and growth possibility.

They had bold aspirations in their life! With it comes, for the entrepreneur, the challenge of creating conviction within the organization about the future, about the vision and the purpose of the organization.

Entrepreneurship is a long-haul journey; there are no shortcuts. If one has a feeble mind, this is not possible. One needs conviction that it can be done, and "I can make it happen."





Experiences of the past build the “culture” of the organization.

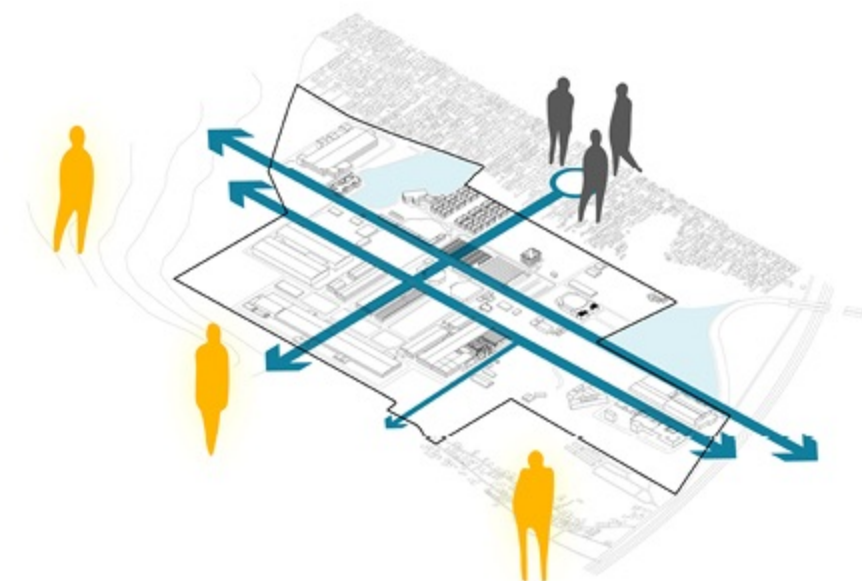
“**EXPERIENCES** to us are what we create for our stakeholders which make them feel part of something special, leading to endearing relationships.”



All human beings look forward to positive, joyful, valuable experiences in life. Whatever be the situation, the human beings present have an important role to play in creating the experience for others.

Experiences are also the foundation for all learning. We learn about things, subjects but more importantly we learn about what caused for us “good feelings” or “bad feelings.”

They are stored in our memory and we are reminded of them whenever a trigger or a connection happens with our past. It is the knowledge and exposure gained over a stipulated time. Diverse experiences create the feeling of learning, maturing and evolving





To be responsible is to consider the need, sensitivities & the impact of your actions.

“ RESPONSIBILITY is the total ownership of our thoughts & actions in every situation to achieve maximum common good in the best interest of Environment, Society, Customer, Supplier, Employee and Shareholders.



RESPONSIBILITY

Responsibility is to focus on what needs to be done and also seeking perfection, delivering the best, being value driven, doing things in the most efficient manner, creating real value for customer, and in the economic sense, finding the most cost conscious way of doing things. To have a sense of responsibility is to consider the need, sensitivities and the impact of what you choose to do.

Responsibility calls for stretching to help others, sharing the load with others, offering to help others in a pro-active way.

