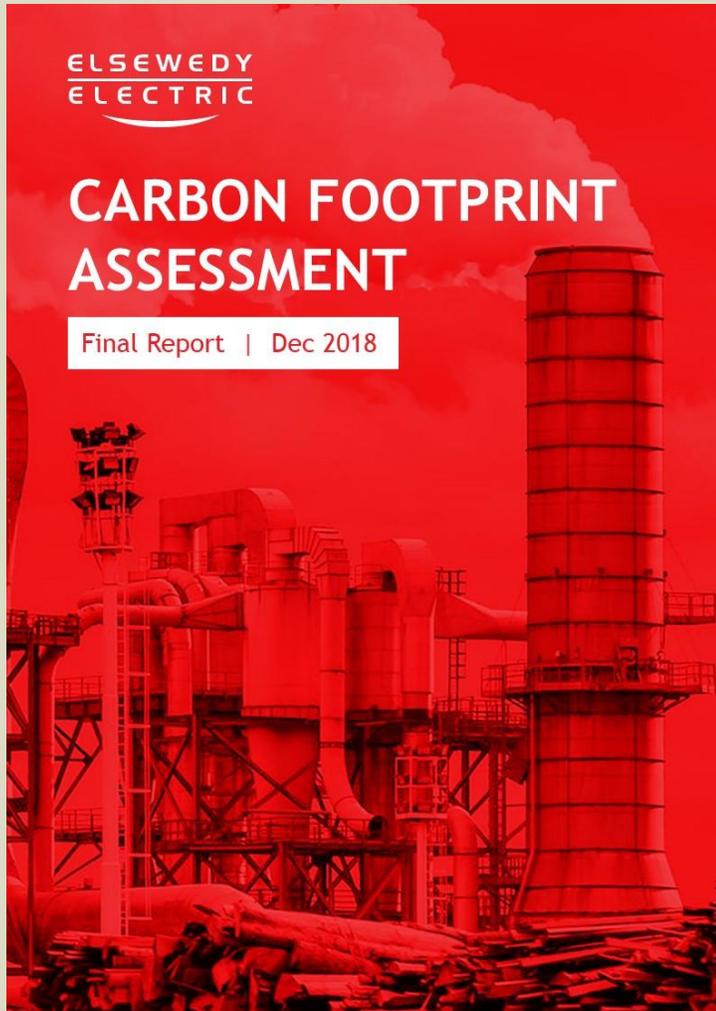


PORTFOLIO

— PRAKASH DURAIRAJ —

#1 / BROCHURES





01 | SUMMARY

This study aims to layout and calculate the corporate carbon footprint of six of Elsewedy Electric organizations:

- Iskraemeco Energy Measurement
- United Industries company
- Egyptian Company For Plastic Industry - Elsewedy Egplast
- Elsewedy Transformers
- Egytech Cables and Elsewedy Cables
- Iskraemeco, d.d. Slovenia

Within the scope of this corporate carbon footprint, Elsewedy Electric organizations were assessed for its carbon emissions for the year 2018. footprint were identified:

- Per total footprint (emissions)
- Per scope (term used to classify emissions sources into different to the Greenhouse Gas Protocol)
- Per level of activity (such as electricity travel related emissions, comm waste management and disposal applicable)

The results of the Elsewedy Electric total carbon footprint in tCO₂e 18 Total carbon footprint

ELSEWEDY ELECTRIC OVER CARBON FOOTPRINT IN

1683.35	3383.51
Iskraemeco	United Trans

Further relevant information, such as inventory and the goals of a carbon



03 | INTRODUCTION

Become climate safe and achieve overall sustainable development, This is the challenge that was set out when the world agreed on the Sustainable Development Goals, The Sustainable Development Goals (SDGs) are a collection of 17 global goals set by the United Nations General Assembly in September 2015 and then a few weeks later on the Paris Climate Agreement in December 2015. SDG 13 says control climate change-that's the global warming that we humans are causing on the planet. These agreements are so urgent that governments have scrambled to start putting them into effect, and indeed for the Paris Climate Agreement.

These agreements are so urgent that governments have scrambled to start putting them into effect, and indeed for the Paris Climate Agreement.

The Paris Climate Agreement says that we should hold the increase of temperatures caused by human activity to well below 2 degrees Celsius, 1% UNFCCC members have signed the agreement. Under the Paris Agreement, each country must determine, plan, and regularly report on the contribution that it undertakes to mitigate global warming. The aim of the agreement is described in its Article 2, "enhancing the implementation" of the UNFCCC through:

- A** Holding the increase in the global average temperature to well below 2 °C above pre-industrial levels and to pursue efforts to limit the temperature increase to 1.5 °C above pre-industrial levels, recognizing that this would significantly reduce the risks and impacts of climate change;
- B** Increasing the ability to adapt to the adverse impacts of climate change and foster climate resilience and low greenhouse gas emissions development, in a manner that does not threaten food production;
- C** Making finance flows consistent with a pathway towards low greenhouse gas emissions and climate-resilient development.

PAGE 4 | CARBON FOOTPRINT ASSESSMENT



PAGE 7 | CARBON FOOTPRINT ASSESSMENT



Transformers Egypt

Transformers is one of the vital sectors of Elsewedy Electric Group. It has vast experience in providing high standard solutions for Power Generation and Distribution Field; covering the whole Project cycle; starting from Designing & Manufacturing, up to Supplying, Installing, Testing and finally the handover of the transformers.

Transformers Vision & mission is to be a world class & reliable brand in the field of Power Generation & service provider and utilizing the most updated technologies, skilled workforce & legacy of our experiences to achieve the needs and exceed expectations of our customers. Following International standards Quality Management System ISO 9001:2015, Occupational Health, Safety & Environment Management System ISO 14001:2015 and Occupational Health, Safety & Environment Management System ISO 45001:2018. Elsewedy Transformers produces Power Transformers up to 1000 MVA (Oil Immersed up to 5 MVA; 33 kV) & (Dry / Cast Resin up to 220kV).

ELSEWEDY ELECTRIC

#1 / BROCHURES

CLIENT NAME
UAF

DATE PREPARED
OCT 30, 2022

TERMA



EXECUTIVE COACHING PROPOSAL

BRIAN NEWMAN
EXECUTIVE COACH (PCC)

EXECUTIVE COACHING PROPOSAL

About Executive Coaching

Executive Coaching

The coaching conversations between the Coach and Coachee will be 100% confidential per the International Coaching Federation's (ICF) code of ethics.

Executive Coaching is a thought-provoking, creative process that inspires the Client to maximize personal and professional potential, and achieve excellence in all domains where excellence is required.

Common themes discussed in Executive Coaching are:

- Generating new business
- Anticipating market trends
- Discovering solutions to daunting challenges
- Re-energizing determination and focus
- Skillfully managing teams and internal stakeholders
- Building new competencies quickly
- Optimizing executive presence and resilience

Terma's Approach

Executive Coaching is a rigorous path of self-development that requires close mutual commitment and focus from both the Client and the Coach.

The aim of Executive Coaching is to make a developmental step, with greater capacity to accomplish what you set out to accomplish.

Everything we do in Executive Coaching is in response to the question "How do I become the executive, and the person, that I want to be?"

EXECUTIVE COACHING PROPOSAL

3

Team Members

The coaching conversations between the Coach and Coachee will be 100% confidential per the International Coaching Federation's (ICF) code of ethics.



Brian Newman
Executive Coach (ICF, PCC)

Brian will act as the primary commercial contact for UAF and support Amy as needed.



Ronald Wong
Executive Coach (ICF, PCC)

Ronald will liaise with Amy regarding the Lumina 360 assessment.

6

#2 / LOGOS



#3 / FLYERS

TERMA

RELATIONSHIP ANALYTICS 2020

FUNCTIONS TRAINED
 ATG Akatek
 Sales Solution Architect
 Pre-Sales VSE

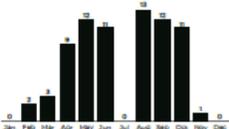


TEACHING

Total Akamai employees trained in 2020: **1084**

Number of virtual workshops	71	Total participants	294
Number of live workshops (costa rica)	3	Total participants	410
Number of video recorded workshops (bangalore)	2	Total participants	380

TRAINING SESSIONS BY MONTH



COACHING

Total Akamai employees 1-1 coached 2020: **69**

Total coaching session hours: **322**

Total coaches who rated "agree" for the question "Now that I have experienced coaching I would recommend it to others.": **100%**

Total stakeholder interviews conducted: **66**

Akamai Strengths Coaches

Total trained as	8	Total sessions conducted	162
------------------	---	--------------------------	-----



EMBRACE THE TALENT ECONOMY

Support working parents to attract and retain gender diverse talent.

EXEC-LEVEL GENDER DIVERSE COMPANIES ARE 21% MORE LIKELY TO EXPERIENCE ABOVE-AVERAGE PROFITABILITY.*

+21%

GENDER DIVERSITY IS GOOD FOR BUSINESS.

Less Gender Diverse → → More Gender Diverse

HERE'S THE PROBLEM

WORKING PARENTHOOD IS HARD...YOU CAN HELP

MOTHERS

73% of mothers leave their job due to childcare and caregiving needs

Post-Maternity attrition has increased to 45% in 2020 from 40% in 2018-2019

The pressure is real for working mothers. When women return to their roles at work, they end up on a default double shift of professional and caregiving responsibilities.

More than 600,000 career women go on maternity leave every year in India; less than 42% feel adequately prepared to return to work!

FATHERS

India has the second-highest percentage of employees facing burnout at 29%.

A study found that 50% of working dads find it difficult to balance all their responsibilities at work and home.

Being a working dad is more challenging than meets the eye. Having a new baby means added financial stress, sleep deprivation, and much more family work.

WORK-LIFE NEEDS ARE NOT GENDER SPECIFIC

APRIL 2020

20%

Families considering having one or both parents leave their job.

WORKING PARENTS ARE BURNT-OUT BY THE PANDEMIC

AUGUST 2020

50%

Families had one or both parents leave their job, reduce hours, or take a leave of absence.

YOU SHOULD CARE

71% Managers said that in the wake of insufficient support from organizations made the integration phases less smoother.

Gender-diverse companies are 21% more likely to experience above average profitability. (Source: McKinsey)

Leaky talent pipeline: Despite investment in D&I efforts, 45% maternal attrition leads to scarcity of women in mid and senior management positions. Only 4% of women reach till executive leadership roles.

Significant cost of attrition: The average replacement cost to you for each new mother that quits is 9-15 months of annual pay (cost of hiring and training and opportunity cost of unfilled role).

By supporting new parents during a significant life change, you create strong employee loyalty and also build up your brand to attract fresh talent.

YOU CAN SUPPORT NEW PARENTS

Talk to us at Mindful Return - We are a specialized support from organizations for working parents by working parents. We work with 80+ firms from startups to top law firms and global banks.

Mindful Return digs deep and gives you powerful insights into life as a working parent. But there's more to it than modules and worksheets.

In the Mindful Return program, your team gets access to an expert-level curriculum, while also becoming a part of a powerful peer mentoring community.

Yes, there's step-by-step guidance. But there's also a group of other working parents to lean on whenever you need help or support at work or at home.

We help you make the necessary investment in the most important asset - human capital

- ✓ Expert led proactive sessions
- ✓ Tactical strategies and tips to make work and parenting easy
- ✓ Community of support
- ✓ Ease of access - anywhere, anytime, any device
- ✓ Curated cohorts to ensure the right fit of participants

PARTNER WITH US

Trusted by 80+ firms in the US, UK, India.

Startups, Fortune 100, Legal & Financial services firms, Non-profits.

Increase talent retention and workforce diversity.

Reduced attrition rate for new mothers by more than 30% for participating firms. Over 80% of returning mothers are still with the same employer.

Created by working parents for working parents.

Provide your employees with high-quality evidence based well-being support and strategies to excel at work and childcare.

TO START PLEASE CONTACT

✉ AADIYA@LAADO.ME 📷 @LAADO.ME 🌐 MINDFULRETURN.IN





what is personal branding?

A personal brand is what you are known for (or want to be known for), and in time, are sought out as an expert on. It is what you choose to put front and centre and promise to deliver better than anybody else. It is your way to stand out.

Personal branding is the art of cultivating and consistently showing up in an authentic, memorable and meaningful way that positively influences how others see you. It is how you build trust, credibility and visibility in your superpower, your brand.

FACTS!
How personal branding and social media is changing the way we do business:

- 43%** of employers and employees use social media to research team members
- 70%** of employers use social media to screen people before promotions
- 96.1%** of people go to LinkedIn as their first place to vet a new connection
- 82%** of customers trust a company when their senior leaders are active on social media
- 78%** more sales are made by people who use social media than their peers who don't
- 561%** more reach happens when brand messages are shared by employees on social media

Source: Data from research conducted by Monster.com, Entrepreneur.com, LinkedIn.com

brand packaging audit

How I am currently strengthening or diluting my brand?

Think of what it takes to achieve a status of 'exceptional' and now rate how you are currently performing for each of the following brand packaging elements:

1 = Poor | 3 = Average | 5 = Excelling

Image Quality	My Rating				
	1	2	3	4	5
Communication Skills - verbal	<input type="radio"/>				
Communication Skills - written	<input type="radio"/>				
Presentation Skills	<input type="radio"/>				
Speaking Under Pressure	<input type="radio"/>				
Voice Quality & Projection	<input type="radio"/>				
Listening Skills	<input type="radio"/>				
Constructive Feedback Skills	<input type="radio"/>				
Small Talk & Networking	<input type="radio"/>				
Punctuality	<input type="radio"/>				
1st Impression	<input type="radio"/>				
Positive Attitude / Resilience	<input type="radio"/>				
Dress Style	<input type="radio"/>				
Posture	<input type="radio"/>				
Handshake	<input type="radio"/>				
Eye Contact	<input type="radio"/>				
Grooming / Attention to Detail	<input type="radio"/>				
Present and Attentive	<input type="radio"/>				
Environment (Desk/Backdrop)	<input type="radio"/>				

#4 / GUIDE/WORKBOOK

TERMA 

COMPANION GUIDE

fascinate with your strengths

June-Oct 2020



“ The most effective way to develop and empower people is to help them use their strengths.

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partners in strength



After you have finished reading and analyzing your partner's profile, jot down some notes on the following questions and prepare to share with your partner.

Prep: 5m
Discussion: 10m each (total 20m)

Questions to Discuss:

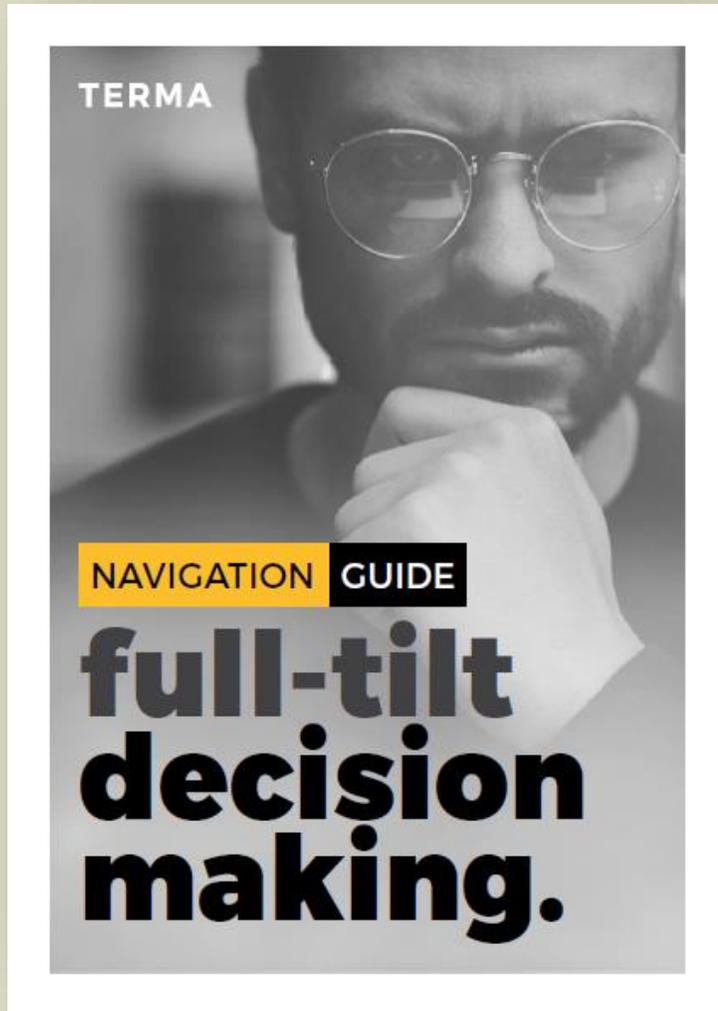
Where/when have you observed this person's strengths?

How could this person be misperceived/misunderstood?

How might this individual add even more value to the team based on their strengths profile?

How could you be a good partner to this person?

Fascinate With Your Strengths | Companion Guide 21



How Might We Be Wrong?

21



In his essay, *On Liberty*, the British philosopher and one of the most influential thinkers **John Stuart Mill (1806-1873)** wrote that in the pursuit of truth, we need to be both humble and open. Mill advocates:

- We need to have the humility that we might not be right about everything all of the time; that we have something to learn from others and...
- We need to be open to the possibility of altering our views and opinions and even our values, based on our engagement with the world.

Key Quotes from Stuart Mill:

“ The opinion may possibly be true.
Translation: The other person's ideas, however different from ours may turn out to be right.

“ He who only know his own side of the case, knows little of that.
Translation: Even if our opinion is largely correct, we hold it more rationally and securely as a result of being challenged.

“ Conflicting doctrines share the truth between them.
Translation: Opposing truths may each contain a portion of the truth, which when combined strengthens the position.

your decisions make you

3

Two things determine how our life turns out:

- 01 | luck
- 02 | quality of your decisions

We only have control over one of these.

We spend a significant portion of our time and energy making choices on who we are, what we are, where should we live, what company should we work for, who should we marry, and where should we invest.

The list goes on. And yet, too few of us consciously create a robust process to help us make better decisions for those big, important moments.

Full-Tilt Decision Making is about giving you frameworks and mental models to improve the quality of your decisions. The better the quality of your decisions, the better the chances good things will happen to you.

Along the way, we look at how we make decisions at an individual level and at a team or group level. We examine what trips us up, why we don't like being wrong, and why having everyone in the team 'getting along' isn't always conducive to great decision making.

We share some of the latest research and thinking around decision-making and what makes us reluctant to change our minds.

Let's dive in.



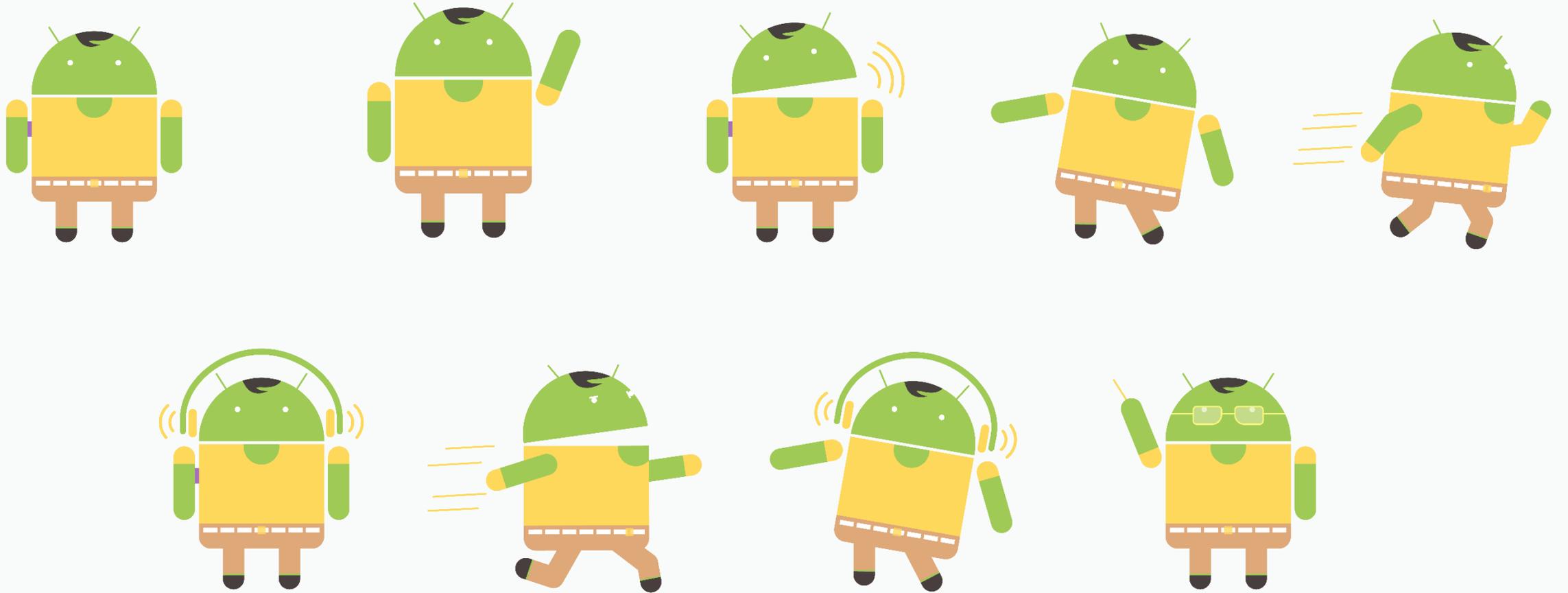
#5 / ILLUSTRATION



#5 / ILLUSTRATION



#5 / ILLUSTRATION



#6 / POSTERS



CUSTOMER APPRECIATION DAY ★★★★★

THIS FRIDAY
NOVEMBER 19TH @ 8-11

We are grateful for our customers and for being able to serve you for over 75 years!



 Chick-fil-A biscuits, donuts and coffee will be served!

WE CANNOT WAIT TO SEE YOU!

OUR ST PATTY'S DAY
BABY BOY BLESSING

Christian Alexander Appin

IS TURNING **1** ONE

Please come celebrate him with us on Saturday, March 19th at Cypress Point Park... We will have hors d'oeuvres galore and cake! You can enjoy the beach or the playground with your little ones (or yourself), and we will also be going on a sunset ride on the Courtney Campbell causeway to finish out the day!

BRING YOURSELF AND YOUR BIKE IF YOU'D LIKE!

PARTY AT 3-5ISH, RIDE AFTER THAT!



TO OUR COLLEAGUES,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est

HAPPY THANKSGIVING DAY



#7 / PRESENTATIONS

TERMA

FINANCIAL WELLBEING

Ronald Wong

TOYOTA RESEARCH INSTITUTE

Human-Centric Driving Research (HCDR)

Part of HCAI Division

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HAVING PURPOSE, PRIORITIES AND A PLAN

The WHY, WHAT & HOW

FINANCIAL WELLBEING

- Purpose**

The "Why"

 - Our bigger picture
 - Who / what is important in my life?
 - What is a meaningful life for me?
- Priorities**

The "What"

 - What will I need?
 - What do I need it for?
 - How much is enough?
- Plan**

The "How"

 - What next?

CHECK IN: WHAT DOES 'A RICH LIFE' MEAN TO ME?

We all start from different places

A state of being:

- Having a plan
- Being in balance, control
- Having financial freedom

It is not the man who has too little, but the man who craves more, who is poor.

Seneca

MISSION

Accelerate the path to build a truly intelligent vehicle which places the human at the center of a superior driving experience

- Driver/Vehicle Performance & Safety**

Build core human-centric technologies to push the boundaries of performance and safety for driver/vehicle
- Mobility-for-all**

Increase accessibility in vehicles by creating novel, interesting, personal and experiences that can benefit all
- Personalization**

Create robust, scalable and adaptable technologies that can incorporate elements of individual driving behavior and preferences
- Human Modeling**

Discover models that can better predict human behavior and preferences

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Trends in Technology

- Connected
- Shared & Services
- Electric
- Autonomous

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#7 / PRESENTATIONS



A banner for the Talend Innovation Summit. It features a dark background with a network of colorful lines radiating from a central bright point. A red circle with the word "talend" in white is positioned in the center. Below it, the text "Talend Innovation Summit" and "March 18th, 2021" is displayed in white.

talend

Talend
Innovation Summit
March 18th, 2021



A presentation slide for Swiggy. The top right corner features the Swiggy logo. The main title "What's the Swiggy Story?" is written in large, bold, orange letters. To the left of the title, the words "SWIGGY'S STORY" are written vertically in white. Below the title, a paragraph of text describes Swiggy as the leading food ordering and delivery platform in India, highlighting its innovative technology, large and nimble delivery service, and exceptional consumer focus.

SWIGGY'S STORY

What's the Swiggy Story?

Swiggy is the leading food ordering and delivery platform in India. The innovative technology, large and nimble delivery service, and exceptional consumer focus at Swiggy enabled a host of benefits that includes lightning fast deliveries, live order tracking and no restrictions on order amount, all while having the pleasure of enjoying your favourite meal wherever you'd like it.



A diagram with a central red circle containing the text "Shape the business". To the right of this circle are three smaller circles, each containing an icon and a label: "Data driven" (with a gear icon), "Agile" (with a circular arrow icon), and "Democratize" (with a person icon).

Shape the business

- Data driven
- Agile
- Democratize



A red background with a circular pattern of white dots. In the center is a white circle with the word "talend" in red. To the right of this circle, the text "is changing the way the world makes decisions" is written in white.

talend

is changing the way the world makes decisions



A presentation slide for Swiggy. The top left corner features the Swiggy logo. The main title "WHAT'S THE SWIGGY STORY?" is written in bold, black letters. Below the title, a paragraph of text describes Swiggy as the leading food ordering and delivery platform in India. The background features a top-down view of various Indian dishes like biryani, dosa, and chutneys.

SWIGGY'S STORY

WHAT'S THE SWIGGY STORY?

Swiggy is the leading food ordering and delivery platform in India. The innovative technology, large and nimble delivery service, and exceptional consumer focus at Swiggy enabled a host of benefits that includes lightning fast deliveries, live order tracking and no restrictions on order amount, all while having the pleasure of enjoying your favourite meal wherever you'd like it.



A presentation slide for Swiggy. The top right corner features the Swiggy logo. The main title "What's the Swiggy Story?" is written in bold, black letters. Below the title, a paragraph of text describes Swiggy as the leading food ordering and delivery platform in India. The background features an illustration of a delivery person in an orange uniform holding a Swiggy bag, with a smartphone showing the Swiggy app interface.

SWIGGY'S STORY

What's the Swiggy Story?

Swiggy is the leading food ordering and delivery platform in India. The innovative technology, large and nimble delivery service, and exceptional consumer focus at Swiggy enabled a host of benefits that includes lightning fast deliveries, live order tracking and no restrictions on order amount, all while having the pleasure of enjoying your favourite meal wherever you'd like it.

#7 / PRESENTATIONS

Created a presentation for sales pitch, conveyed the message using storytelling concept.

Sales Pitch Storyboard



Script:
Guest arrive



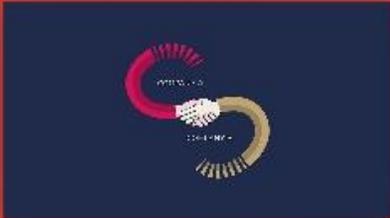
Script:
The door opens.
And opportunity to market your hotel walks in.



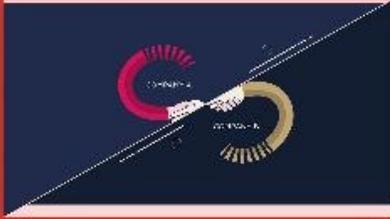
Transition:
Door zooms in...



Script:
COMPANY A is here to help you



Script:
COMPANY A is here to help you enhance the guest experience - and build your business...



Transition:
Frame transition....



Script:
We're your approved supplier for printed and marketing materials such as latest branded key cards, key card holders, door hangers, notepads, promotional materials, and much more.

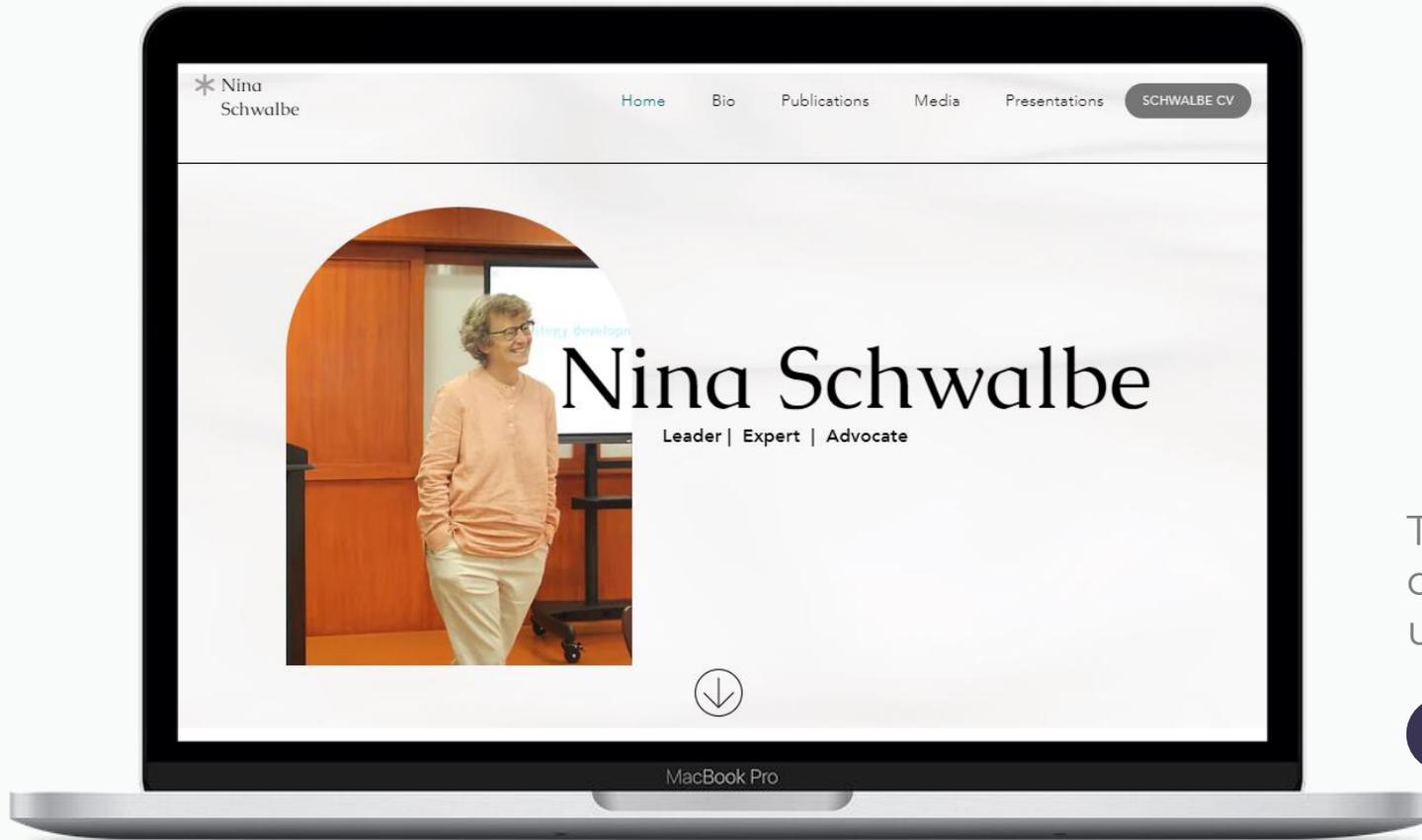


Transition:
Frame transition....



Script:
Through our exclusive global program created just for Company B Hotels & Resorts, you can leverage the buying power of over 8,000 hotels.

#8 / WEBSITE



This is the website,
designed and developed
using WIX.

Explore

THANK YOU