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1. Founder's Desk



Over the past few months, with national lockdowns becoming the 'new normal', organizations have focused their efforts on making a rapid transition to remote working, while still keeping their operations afloat in the midst of this epidemic. Interestingly, while the majority of remote workers are of the opinion that they would rather be back in the office in some capacity, only 19% say they are completely satisfied with their current work-from-home arrangements. More than half want to cap their remote work time to one or two days a week. These are some of the key takeaways from a global survey of 32,000 workers polled by Steelcase.

However, it is really seminal that we all continue to adhere to the guidelines that each country is issuing for its citizens.

At the chamber, we are all very excited to welcome this 'new normal' with equal vigor. Our fundraising initiative towards covid relief activities, under Punjabi Chamber Foundation, continues. We have set ourselves for the next phase of the Covid relief activities with sustainability remains at the core. As has been apprised to all of you, we are setting up Oxygen Plants in two national charitable hospitals in Manali, Himachal Pradesh, and Jalandhar, Punjab in association with Rotary International. We thank all our members for having contributed generously and we urge you all once again to help us raise funds for this noble act.

It gives me immense pride to share with you that we have been going strong with our outreach and membership drive. Our chapters have started gearing up towards organizing more contextual and relevant webinars/seminars, workshops, networking meets (in-person/virtual), and what not. Please share your thoughts and input so that the Chamber serves your interests better.

Chamber wishes to know more from you on-

- a) the burning issues that are of global significance;
- b) how best can we secure each other's business interest;
- c) what are the advocacy agenda we should have;
- d) how best can we represent this community.

Together we shall create a Better Tomorrow! I thank all of you for extending all your support.

Cheers,

Gurpreet S. Pasricha
Founder Trustee, Punjabi Chamber of Commerce



**Punjabi Chamber of Commerce
Team**

Dr. Rajeshree Dutta Kumar,
Executive Director

Jinia Nath,
Manager, HR, Designs & Programs

Aarti Rawat,
Creative Assistant

2. Leadership Series

Interview with CJ Singh

Co-Chair of PCC (Chandigarh Chapter)

Founder-CEO, CorePR



1. Have any of your personal experiences helped you to become a good leader?

I do not know if I am a good leader but I feel leadership is a journey, an attitude of taking charge of your life. It is to do things even if no one is watching you. My best learning came from my engagement with various voluntary and professional organizations, where you are amongst equals. I have led groups of admirable, multi-billionaire leaders with vast corporate empires, but have worked towards a common goal and accomplished great results.

2. How would your co-workers/colleagues describe your leadership style?

I believe leadership is not an authority to smack anyone with the baton or whip. It is a responsibility and a great learning opportunity to work with the people towards a given task, goal, mission, or vision. My leadership style is not limited to or dependent upon the “designation” I hold but is self-driven to achieve an objective. I love to work with people and allow them to discover their inner potential while I, at the most, steer the energies in the desired direction.

3. What values are the most important to you?

I consider that no leader should consider oneself indispensable or stay rigid to one’s opinions and ideas. The most important value is integrity, honesty, and truthfulness. As a leader, these are the values that I celebrate and acknowledge amongst people.

4. How do you deal with people who disagree with you?

Everyone has the right to disagree and hold ones’ opinion. The key to success in any leadership position is to listen actively and consciously. I allow the people to disagree and follow their chosen course of action to learn from their own experiences. If their idea is good for the organization, I acknowledge them and even accept my misjudgment.

5. Are you a risk-taker?

Every Punjabi is a risk-taker. It is in our genes. It is the ability to say “Yes” to one’s potential and confidence to try out something for the larger good. It is a strong belief that “shubh karman se kabhun na taron” if it is a good cause, the Divine Power shall help you achieve it. And there is nothing like a failure in Punjabi’s lexicon; “Nishchey kar aapni jeet karon”.

6. What is your vision of PCC?

Somewhere Punjabis have lost track of their rich heritage and values, fighting over non-issues, forgetting the unity of all existence. Together we need to keep that Punjabi spark ignited in the best interest of humanity. Sarbat da bhala.

3. Business Wise

WHY PEOPLE MIGHT COME INTO AN OFFICE

As the workplace has evolved with the pandemic, it has only caused people to be more comfortable and in a literal sense, at home with the new Work From Home opportunity. As easing into their new normal had begun, there was no apprehension that people yearned to commute, work, and spend their time in their offices.

Workplace, associated with the words "tiring" and "monotonous" had progressed into a desire to return to their old desks at the workplace.



Here are the top 3 reasons why people might come to a workplace and ditch the new normal for a change.

01 *They miss the banter, gossip, and teasing.*

"Laughter is an instant vacation"

This laughter is usually an aftermath of the clever banter that the employees might share. The playful harmless conversations and fun camaraderie between the employees have gradually ceased to exist online. Hence, the people might miss the laughter and water filter gossip.

02 *To escape Zoom fatigue and avoid technical glitches*

The Zoom meetings have grown to be exhausting and unending. The discussions aren't as lively and exciting as they used to be, claim workers. The technical glitches, new technology to adapt to, and Zoom meetings worry workers about the new normal, making them desire the workplace even more.

03 *To brainstorm or work collaboratively in person*

The essence of work is thinking out loud, resolving issues, and indulging in teamwork. This essence was lost when the workplace shifted online. The idea of employees sharing ideas and working in person has dissolved with the virtual workspace environment. This certainly holds a special place in work motivation and is missed by the employees.

The workplace is not just a place where people come to work. It's also a place of intriguing conversations, fun banter, teamwork, and cooperation where minds exist and work together for achieving and learning together.

4.Sustainability Interview

1.How did you come up with the idea for FarmerStory and how did it all start?

My company, FarmerStory started as an initiative to connect the various Farmers, Artisans & Tribals SHG's from across India to broader market opportunities, in all fairness. Growing up in Jamshedpur (part of Jharkhand – with 65%+ Tribal population), I was always amongst communities. I witnessed how they were disconnected from the mainstream & had multiple challenges to sustain.It was natural for me to create an eco-system for this segment – with more than 200M+ in India.



Harvinder Matharu
Founder of FarmerStory

2.What makes FarmerStory unique?

FarmerStory is impacting the most deprived but highly talented lives at the bottom of the pyramid in our society. While it is easier to pick the produce at a cheap price and sell at exorbitant rates, we've chosen the long path where we create the communities and provide them consistent support to grow and create a product/service niche for themselves.

3.Given that there are so many ways to do good, how did you choose this one?

Doing good is one of the tenets of Sikhism. Living & growing up amongst communities, one realizes the privileges we have yet it is equally important to share those better opportunities to grow the deprived. By this, we are simply sharing & creating the building blocks for the larger good.

4.How do you manage the balance between driving revenue and doing good?

No business or good work can survive without that. There exists a market potential for the products made by the communities. However, the links to markets are broken & imbalanced – we are making it equitable. Our customers have rewarded our work with consistent growth which, we try to plow it back to the communities. product/service niche for themselves.

5.Finally, what advice would you give to any budding social or environmental entrepreneurs out there?

The world needs many Social & Green Entrepreneurs to reverse the damage done in the past. It awaits multiple innovations and identification of the social or environmental problem. The new-age, tech-driven solutions should be the guiding principle for any entrepreneur.

5. Digital Dialogue



Add your Tweets to your Instagram stories.

Hate taking screenshots to share your favorite tweets on Instagram? The new update of Twitter is here to help. Twitter just added a new capability for its users to share a tweet directly on their Instagram stories, letting its users port over their clever cross platform moments, easily. This update is a part of Twitter's recent flurry of product activity and seems to be very interesting for its users to get their hands on.

This new feature is available on iOS.

Facebook adds shops to WhatsApp

Like a new jacket in a picture but don't know how to buy it? Facebook is making it easier for you! A new feature of WhatsApp allows its users to scan through the picture and shop for it, right there. Interesting, isn't it? In a Live Audio Room discussion, CEO Mark Zuckerberg announced that three e-commerce updates are coming to Facebook products: Shops on WhatsApp and Marketplace, Shops Ads and Instagram Visual Search.



Amazon's Zoox designs its self-driving vehicles to prevent crashes.

Amazon's Zoox has issued a safety report that aims to give new insight into its custom electric autonomous vehicle and on preventing crashes and protecting if they do. Zoox, unveiled in December, was introduced as the electric, autonomous robotaxi, with sensors, no steering wheel and a moonroof that is capable of transporting four people at speeds of up to 75 miles per hour.

With this new upgradation, Zoox has also designed and included more than 100 designs into its vehicle. It promises driving control, utmost safety and rider protection, in its report.

Meet Air bank, a startup that centralizes your financial data!

Taking advantage of open banking regulation and related APIs, Airbank can be used to aggregate all your bank accounts. Focused on startups and small and medium companies, the company wants to build an all-in-one banking interface to access financial data, and more. With Airbank, you can enter your login information for all the bank accounts and view everything from your one account.

GILL ENERGY

Getting You There



Mobil



- Extensive network of company/dealer operations
- Rack supply contracts with BP, Sunoco, ExxonMobil, ConocoPhillips and Gulf
- Lowest prices on unbranded fuel
- Equipment purchase programs
- Provide maintenance, station upgrade, environmental and financing support
- Engineering and Zoning Assistance for new sites

Gill Energy
732-696-2201
www.gillenergy.com

www.punjabichamber.com

6. Chamber Dashboard

1. Events Recap

June 19, 2021

Self Sewa: To successfully lead others, we must first lead ourselves

An interactive, mindful webinar on effective leadership was conducted by Kaveeraj Salh, Certified Leadership Coach.

June 20, 2021

San Francisco Chapter- Content is King for B2B marketing- A chat between marketing and Supply Chain leaders.

Sandeep Dhall and Kulwant Sandhu conversed on effective B2B strategies and discussed the prominence of content strategies and marketing.

June 25, 2021

Chandigarh Chapter MIX FIX Friday

Chandigarh Chapter of PCC came together for an evening of intriguing discussions, celebrations and conversations on businesses and charity.

June 26, 2021

PCC Global Meet & Greet: How to make the most of LinkedIn

An exciting event, filled with learning and discussions on the future of PCC, followed by tips on how to make the most of LinkedIn by Sampark Sachdeva.

June 30, 2021

Self- Awareness & IKIGAI Workshop

For students confused about their career and purpose in life, an IKIGAI workshop was hosted by the Global Youth Squad of PCC where Gagandeep Singh, a Sports and Performance Psychologist guided the participants.

2. UPCOMING EVENT

»	<u>Peer Pressure Workshop</u>	<u>July 12, 2021</u>	«
»	<u>Resilience Workshop</u>	<u>July 23, 2021</u>	«
»	<u>Networking Event</u>	<u>July 28, 2021</u>	«
»	<u>Diversity & AI: The world of AI.</u>	<u>July 31, 2021</u>	«

Register for the events: <https://punjabichamber.com/our-events/>

The Chamber now has a LinkedIn group! You will be delighted to know it is a closed group and only for PCC members. We value your participation in our group and we would encourage you to launch new discussions, polls, post relevant articles, upload white papers and blogs as well as commenting on existing posts.