

# NEWSLETTER

EDITION #09 • SEPTEMBER 2021

## PUNJABI CHAMBER

*of* COMMERCE

[www.punjabichamber.com](http://www.punjabichamber.com)



### Punjabi Chamber of Commerce Team

**Dr. Rajeshree Dutta Kumar,**  
Executive Director

**Jinia Nath,**  
Manager-HR, Designs & Programs

**Anshu Sinha,**  
Senior Executive Content & Social Media

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Creative Assistant

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# 1 FOUNDER'S DESK

It has been few very exciting years since we embarked on a profound transformation dedicated to the countless souls who have plunged into the abyss of uncertainties following their entrepreneurial dreams.

The ongoing rapid growth and advancements in this ever-changing world often do not permit one to slow down. Forever daunting, rarely considerate, however, this is something that can not blind us from the revolutionaries that this same space has given birth to.

Today, we are on a mission to engage with professionals, leaders and entrepreneurs into the arenas of creativity, hard work, and contribution, our efforts shall always aim to serve you better, cater to your professional development, and be a part of your success story.



The last couple of years have proved to be a challenging phase for the world in the aspects of economic growth, wellness, and a lot more. The constant struggle to gain and revive to the normal phase has added to the already prevalent mental health and stress management issues.

Striving to make our mental health better should be a priority and for this we must take out time to indulge ourselves in self-care, hobbies, or better yet, tourism. Tourism and travel do not just make a person feel better but also help in strengthening self-awareness and mindfulness.

*With this, at the outset, I would like to thank our members who have been supportive throughout the journey and contributed with their quality time to be with PCC.*

*We endeavor to create a bigger platform and include newer ideas, updates, and information to facilitate the members with our services pertaining to network building and business growth.*

*"There is no stepping stone to success if there weren't for hard work and setbacks."*

**Cheers,**

**Gurpreet S. Pasricha**  
**Founder Trustee, Punjabi Chamber of Commerce**



**1. How would your co-workers/colleagues define your leadership style?**

The best to answer this would be my team. I believe it to be visionary, defined, strong on conviction, accommodating and empathetic, being able to drive the car with unequal tires.

**2. Have any of your personal experiences helped you to evolve into the leader you are?**

In an industry which is based on hits and flops, failures, film projects, and collaborations which failed have been a great learning. Directing films basically means visioning, guiding, and hand-holding of all key departments and working with people coming from diverse backgrounds. A good film, and a successful one is a result of good leadership. If my films work, then I feel I have done a good job in getting the best out of my team.

**3. What virtues are the most valuable to you?**

I would count almost all of them. Making films is like living a new world altogether every time with the same or variant team, a journey full of excitement, conviction and anxiety.

Hard-work, Integrity, Gratitude, Humility, Fortitude and Self-Control would be my pick. I feel wisdom comes with experiences.

**Ojaswhee Sharma**

Director Pinaka Mediaworks LLP,  
Channel Head, Producer &  
Head of Distribution- Rolling  
Frames Entertainment RFE TV,  
India Head - SikhLens,  
Festival Director - SikhLens: Sikh  
Arts & Film Festival (India Chapter),  
Co-Chair of Punjabi Chamber  
of Commerce (Chandigarh Chapter)

**4. What is your favorite thing to do when you are not working?**

Though I do not remember not working.  
I prefer spending time with family, cooking,  
hitting the gym, exploring new music.  
I just don't read. I watch films.

**5. Looking back, what was the biggest takeaway from your professional journey?**

Never put all your eggs in one basket.  
Never try to re-impress your partners and  
clients. People who believe in me, never  
seek a re-validation.

**6. What is your perception of PCC?**

**I do not have perception of PCC. I have a belief.**

PCC is a strong network and a consortium build by the most enterprising, fearless, humble and far thinking Punjabi Community across the globe, who neither sink, nor let anyone sink in trying times. It is a definitive strength of the chamber to vouch for

## “MENTAL HEALTH SERIES”

**PUNJABI CHAMBER OF COMMERCE**  
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### Self-Awareness & IKIGAI Workshop

WHAT I LOVE  
WHAT I AM GOOD AT  
WHAT THE WORLD NEEDS  
WHAT SOCIETY PAYS FOR

WHAT DOES THE WORD 'CAREER' MEAN TO YOU?  
DO YOU FEEL ALIGNED WITH YOUR PURPOSE AND VALUES?

Join us for a workshop that will help you find your true passion!

By: **Gagandeep Singh, Sport & Performance Psychologist**

Date: 29th June, 2021 (Tuesday)  
Time: 7:30 pm IST / 2:00 pm GMT / 10:00 am ET

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

## 1. Self awareness and Ikigai Workshop

With the firm objective of helping the youth comprehend the purpose of their existence and raise intrinsic motivation to achieve their goals, a workshop on '**Self-awareness and Ikigai**' was hosted by **Mr. Gagandeep Singh (Founder of Hello Excellence, Sports and Performance Psychologist, and Certified Professional Coach)** on **29th June**. He incorporated certain exercises, fun activities etc. to make the workshop more purposeful and interactive!

## 2. Peer Pressure Positivity Workshop

The students from **MBA batch of IBS Business School, Mumbai** conducted '**Peer Pressure Positivity**' workshop with the agenda of changing the youth's perspective about Peer Pressure and inculcate a positive approach around the same. Since, it was a youth-to-youth interaction, the presentation too was presented in a very creative manner having verses, poems, songs, idioms, animations etc.

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Mental Health Series: Part Two

### Peer Pressure Workshop

Show me your friends & I'll show you your future

Positive habits  
Positive habits & interests  
Increased self-confidence  
Peer pressure  
Avenue of learning  
Peer support

Date: 13th July, 2021 (Tuesday)  
Time: 7:30 pm (IST)/2:00 pm GMT/10:00 am ET

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

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Mental Health Series: Part Three

### Resilience Workshop

No matter how much falls on us, we keep plowing ahead.  
That's the only way to keep the roads clear.

SPEAKER

Date: 23rd July, 2021 (Friday)  
Time: 7:30 pm IST / 2:00 pm GMT / 10:00 am ET

**Sushant Kalra**  
Parenting and Trainer Coach  
TEDx speaker  
Founder of Parvarish Institute of Parenting

Mentoring Mental Health Series  
14th August 2021 (Saturday) SKILLS & BUILD PRODUCTIVITY

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

## 3. Resilience Workshop

Holistic Growth is something that plays a very crucial role not just at the professional front but also at the personal front too. In order to acquaint the youth with certain concepts and facts related to significance of growth and development in life, **Mr. Sushant Kalra (one of the renowned Parenting Coaches, TEDx Speaker and the Founder of Parvarish Institute of Parenting)** conducted the **Resilience Workshop**.

## 4. Skills and Productivity Workshop

**Ms. Sandeep Saib (Mental Health Advocate, Co-Director of Happy Heads and Business Management Executive)** conducted a workshop on Skills and Productivity wherein she shared certain facts and concepts pertaining to SMART Goals, skills and productivity level management, work structuring etc.

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Mental Health Series: Part Four

### Skills & Build Productivity

Being productive means being able to accomplish things you have never done before.

Speaker  
**Sandeep Saib**  
Leading Mental Health Advocate,  
Philanthropist and Public Speaker

Date: 13th August 2021, (Friday)  
Time: 7:30 pm (IST)/2:00 pm GMT/10:00 am ET

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



# A NEW TOMORROW

## COVID-19 AND TOURISM

In this crisis, we have an opportunity to rethink how tourism interacts with our societies, other economic sectors, and our natural resources, and to measure and manage it better, to ensure a fair distribution of its benefits, and to advance the transition toward a carbon-neutral and resilient tourism industry.

To balance the massive effects on lives and economies, the brief makes recommendations in five priority areas. It outlines how the governments are supporting the sector, calls for a reopening that prioritizes workers, travelers, and host communities, and provides a roadmap to transform tourism.

### UNPRECEDENTED ECONOMIC IMPACTS

● Tourism is one of the world's most important economic sectors. In **2019**, it accounted for **7%** of global trade (after fuels and chemicals).

● In some countries, it can represent over **20%** of their **GDP**, and it is overall the third-largest export sector in the world.

● Tourism is one of the sectors most affected by the **Covid-19** pandemic, impacting economies, livelihoods, public services, and opportunities on all continents. All parts of its vast value chain have been affected.

● Tourism export revenues are expected to fall by **\$910 billion to \$1.2 trillion** in **2020**. Global GDP could be reduced by **1.5% to 2.8%** as a result.

● Both in developing and developed economies, tourism supports one out of every **ten jobs** and provides livelihoods for **many millions** more.

● There are dozens and dozens of Small Island Developing States (**SIDS**) whose economies depend heavily on tourism, while it contributes to developing and developed countries' economies alike.



## POSSIBLE SCENARIOS FOR 2021

The three scenarios presented below are consistent with UNWTO (2021b) projections for 2021.

In the first scenario, tourists will arrive in fewer numbers in 2020 than they did in 2017. The reductions averaged 74 percent, with considerable variation between countries. Compared to UNWTO's pessimistic scenario, this average reduction is close to 75 percent.

The second scenario is a reduction in arrivals averaging 63 percent, which the UNWTO sees as an optimistic outcome in 2021.

The third scenario assumes a reduction of 75 percent in countries with low vaccination rates and a reduction of 37 percent in those with relatively high vaccination rates<sup>3</sup>. According to Our World in Data<sup>4</sup>, 55 such countries exist. This includes major destination countries such as the United States, Italy, France, and Spain as well as many smaller ones.

Description	Average reduction compared to 2019 levels
1 Reduction in arrivals as in 2020	↓ 74%
2 Partial recovery	↓ 63%
3 Uneven vaccination	↓ 75% low ↔ ↓ 37% high vaccination share



**1. How did you decide that you would want to be a Technology Leader and how did it all start?**

Unbeknownst to me, the universe has always been conspiring for me to be a 'tech guy', no matter what work I did in Supply Chain, Logistics, Information systems, I have always been gravitated towards technology to solutionize and I finally I feel like I have found my realm and I am having a ball working in one of the most innovative start-ups in manufacturing tech and also bootstrapping my own start-up on the side while consulting entrepreneurs on their startup ideas and platforms.

**2. What makes your start-up unique?**

All start-ups are unique in their own way, the start-up we are bootstrapping is all comprised of family members and the best part is that it never feels like work. We are having a great time building this company together.

**3. How do you stay productive, every day?**

The levels of productivity vary, but the drive always is to make some progress every day, however little it may be. Progress can be professional, personal, or parental.

**4. What is your advice to budding entrepreneurs?**

Just build version 1.0 of whatever it is that you want to build, start selling, and adapt your product to customer feedback and don't forget to have fun, that is what makes it all worth it.

**HARSIMRAN GREWAL**

Pre-Sales Engineering Leader  
at Litmus.io and  
Co-Founder at Techgrid.ca

**WORLD SUICIDE PREVENTION DAY 2021 - FOR ME, IT'S PERSONAL****Sandeep Saib**

Leading Mental Health  
Advocate, Philanthropist  
and Public Speaker

**Did you know that 1 in every 100 deaths worldwide is the result of suicide?**

Know that it can indeed affect each and every one of us – at all levels.

Each and every suicide is soul-destroying and devastating with such profound impact on those around them.

**CREATING HOPE  
THROUGH ACTION.  
SEPTEMBER 10**

**International Association  
for Suicide Prevention  
World Suicide  
Prevention Day**



It has always been the time to raise awareness and reduce the stigma around suicide and encourage well-informed action. We need to keep going.

World Suicide Prevention Day 10 September 2021 is here, an opportunity for the whole of humanity to raise awareness of suicide and to promote action through proven and holistic means that will reduce the number of suicides and suicide attempts globally.

**FOR ME, IT'S PERSONAL. EVERY DAY IS WORLD SUICIDE PREVENTION DAY.**

29 Aug 2014, I attempted to take my own life. 10 Sep 2021, I am alive to tell my story, please listen and share with others <https://bit.ly/2ZYFoNI> (trigger warning).

**I beg you please talk - life does gets better.**

**“HOW THE PANDEMIC HAS IMPACTED YOUR BUSINESS”**



**Ojaswwee Sharma**

Director Pinaka Mediaworks LLP,  
Channel Head, Producer &  
Head of Distribution- Rolling  
Frames Entertainment RFE TV,  
India Head - SikhLens,  
Festival Director - SikhLens: Sikh  
Arts & Film Festival (India Chapter),  
Co-Chair of Punjabi Chamber  
of Commerce (Chandigarh Chapter)

When everything was deemed to have been shut down, everything in momentum took a halt, except entertainment. The audience which was at home saw enormous amount of videos, films and web-series which had viewership like never before.

All released content which was available on free streaming platforms or paid - subscription based platforms saw growth.

Where on one side, filming and production activities had to go on a sabbatical, releasing and distribution of programs and films which never hoped to see the day, saw hope and received viewership.

The internet, as the only immediate option brought the horses and the mules of the films together in the same pool of viewers. The time came its goodness with abundance of catalogue for the audience, a time of eclipse for the producers and distributors for independent and large budget productions, and plethora of options for the release platforms to capture more viewers and increase the evaluation and subscription revenue.

Our production plans, budgets and plots were reworked, some scrapped, some new ones grew.

We accepted the learning and the opportunities on micro-budgets that came with the flow, and are looking forward to accept and deliver new films in the coming months to our partners and viewers of Rolling Frames Entertainment - RFE TV.

**AFTER ALL, ENTERTAINMENT NEVER STOPPED AND NEVER WILL.**



# 6 TECHNOLOGY TRENDS

The Covid-19 epidemic has advanced digitization and automation, helping businesses to thrive even in the face of hardship. Many companies have adapted disruptive technology and changed their business strategies as a result.

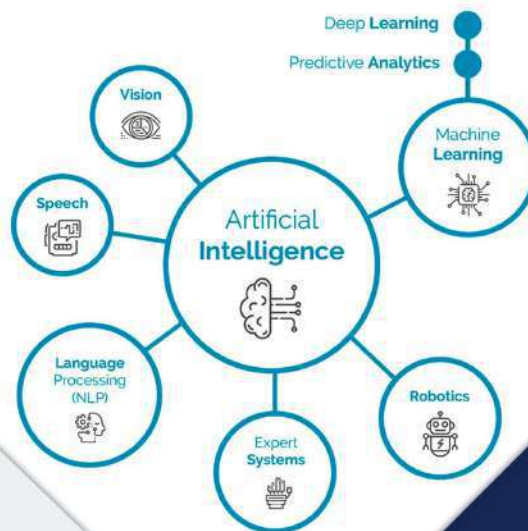
Let's look at some recent technological advances so that everyone understands what to look for, embrace, and take with them.

## Machine Learning and Artificial Intelligence (AI)



### Artificial Intelligence

AI has generated a lot of hype over the last decade. Since its profound implications for how we live, work and play remain in their infancy, it will likely remain one of the newest technological trends. It nevertheless offers extensive functionality in a wide range of applications including image and speech recognition, navigation apps, smartphone assistants, ride-hailing apps, and many other areas.



### Quantum Information Processing

The next significant technological development is quantum computing, which utilizes quantum phenomena such as superposition and quantum entanglement. This great technological trend limits the spread of the Coronavirus and develops possible vaccines because of its capacity to quickly query, monitor, analyze and act on data from any source. Quantum computing has also been applied in banks and finance to control credit risk, perform high-frequency trading, and find fraud.

1

3

2

### Automation of Robotic Processes (RPA)

Robotic Process Automation, or RPA, is a technology that automates jobs like AI and Machine Learning. RPA uses software to automate business activities such as application interpretation, transaction processing, data management, and even email response. RPA automates tasks that formerly required human intervention.

# 7

# NOTABLE ACCOMPLISHMENTS



## GLIMPSE OF NETWORKING EVENT (NEW JERSEY CHAPTER)



We're pleased to share that Ms. Jaswinder Kaur, one of the most accomplished members of our Amritsar Chapter is among the 100 inspiring Indian whose struggle and success story has a mention in Dr. Tilak Tanwar's recently released book '100 Inspiring Indians'



## GLIMPSE OF VIRTUAL NETWORKING EVENT (GLOBAL CHAPTER)



## GLIMPSE OF PCC CHANDIGARH EXECUTIVE COMMITTEE MEETING (CHANDIGARH CHAPTER)



Our Founder, Mr. Gurpreet S. Pasricha was honoured with the Commendation for Community Service by County Executive, Laura Curran at the Punjabi American Night held at Eisenhower Park.



## Business Loans and Commercial Mortgages Nationwide

### Our Programs

- COVID 19 - Special Loan Programs
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- Business Line of Credit
- All Types of Retail Business
- SBA Loans for all types of Business with or without Real Estate Upto 90% Financing
- Special Programs for Professionals – Doctors, Engineers, CPA, Upto 100% Financing
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### MEET THE TEAM



**Aakash Sharma**  
Assistant Manager-  
Marketing, Social  
Media & Digital



**Manisha Singh**  
Assistant Manager-  
Admin, Operations  
& HR



**Varinda Mehta**  
Sr. Executive-  
Content &  
Communications



**Aarti Rawat**  
Creative Assistant



**Anshu Sinha**  
Researcher and  
Program Coordinator



**Dr. Rajeshree Dutta Kumar**  
Executive Director

## EVENTS RECAP

August 06, 2021

Delhi Chapter

**DELHI CHAPTER MIX FIX FRIDAY**

Business networking, meetings, and communication were held on Friday.

August 06, 2021

Sydney Chapter

**MENTAL HEALTH DURING PANDEMIC**

Sushant Kalra, TEDx Speaker and Parenting and Teacher Coach discussed Mental Health After The Pandemic at PCC's Sydney Chapter.

August 13, 2021

Global Youth Squad

MENTAL HEALTH SERIES PART 4

**SKILLS AND PRODUCTIVITY**

The Global Youth Squad at the PCC conducted a webinar on Skills and Productivity hosted by Ms. Sandheep Saib (Co-Director at Happy Heads and Mental Health Advocate)

August 19, 2021

New Jersey Chapter

**PROFESSIONAL NETWORKING MIX**

A networking event for business professionals was held at Akbar Restaurant in Edison, New Jersey wherein business personnel from varied backgrounds joined in and build networks.

August 21, 2021

San Francisco Chapter

**"CYBERATTACKS LIKE RANSOMWARE ARE ON THE RISE. HOW CAN CYBER INSURANCE HELP PROTECT YOU?"**

Mr. Jack Kudale (CEO of Cowbell Cyber10) conducted a webinar concerning cybercrimes and certain security measures that must be taken care of.

August 27, 2021

Global Chapter

**LET'S LEARN HOW TO GENERATE LEADS AND SALES FROM LINKEDIN**

Mr. Mintu Jha (Digital Marketer and Lead Generation Expert) conducted a LIVE Webinar wherein he shared strategies about LinkedIn Marketing that foster sales and Lead Generation.

August 28, 2021

San Francisco Chapter

**GET FOUND & TRUSTED BY CUSTOMERS**

An interactive webinar by Mr. Sandeep Dhall (Founder & CEO Win4Local and SMB Capital Partners) and Ms. Kulwant Sandhu (Vice-President, Integrated Supply Chain at Outset Medical) about the ongoing changes in marketing trends.

For details about the Upcoming Events, head to our website.

<https://punjabichamber.com/our-events/>

Join us - [www.punjabichamber.com](http://www.punjabichamber.com)

## THANKS TO OUR EVENT SPONSORS



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