

NEWSLETTER

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1. Founder's desk

“Perpetual transformation drives growth, development & advancement.”

If we look at the world's scenario about 20 years ago, there was no rush, people always had that space to gradually transform their strategies, to experiment and a lot more. Things are definitely not the same today. We're flooded with extensive information pertaining to innovation, news, learnings, marketing trends, and a list that can never be ended. The beauty of digital media is, there is a lot and each out of that lot is important.



For the ones who sensed the gravity of this transformation and have already incorporated relevant strategies into the system, growth is definitely the outcome. In line with the same fact, PCC is evolving each day with new engagement strategies, ideas and plans to bring in the best for the community!

I'm pleased to thank each one of you for possessing a keen interest in contributing to our monthly newsletter. With the objective of creating more opportunities and space for your thoughts and updates, the Chamber will now be releasing the newsletters 'fortnightly.' New collaborations aimed at driving modern day entrepreneurship have already kick-started.

In the coming future, the Chamber is also planning to introduce Global Senior Squad Wing, a division dedicated to foster connectivity and networking amongst the senior/retired community and provide them with a platform to share their knowledge for the young generation to flourish.

Cheers,

A handwritten signature in purple ink, appearing to read 'Gurpreet S. Pasricha'. The signature is fluid and cursive.

Gurpreet S. Pasricha
Founder Trustee, Punjabi Chamber of Commerce



2. Leadership Series

1. Your initial career milestones were that in the field of core management profiles. What inspired you to switch the role to an altogether different & new segment, Parenting Education?

From not wanting to be a parent to being a parent coach to more than 2 lac parents across the globe started from the belief – that ‘I don’t know parenting.’ The quest to figure out the process to bring joy and fulfilment in my own parenting journey while being able to support children to access & unleash their limitless potential led me to continuous research and implementation of the model, which evolved in the last 20 years! The passion to make a difference to every parent & child pushed me to quit my flourishing career and take this plunge of setting up an institute of Parenting.

2. How well would you describe yourself as a leading Parenting & Teacher Coach?

The 20+ years of research, development and practice has established Me and Parwarish as a Specialist in the field of Child Development & Growth. In the last 12 years, the work done in the field and the recognitions speak for themselves.

3. Today, Digital exposure is the biggest cause of peer pressure. What are your opinions on this?

I won’t call it the biggest cause but it’s the most damaging medium of peer pressure. Bullying, comparisons, ganging up, exposure to sexual content, drugs, alcohol etc. which was limited to certain times and places is now haunting us 24 x 7 on our personal handsets. Children and Parents generally don’t have an idea on the extent of the damage and also don’t have the where-with-all to manage these.



SUSHANT KALRA

Founder of Parwarish Institute
of Parenting
& Tedx Speaker

- **Author of ‘Perfect Parenting’** – How to raise Happy & Successful Children
- Trained **25000+** teachers across the globe.
- **Invited to TEDx multiple times**
 - Failure is WOW!!
 - Aao Baat Karein (Eradication of Child Sexual Abuse)
 - Expanding the Assessment Tools for Students

Awards & Accreditations

- **Best Teacher and Parent Coach Award** by the Federation of Public Schools of Delhi.
- **Education Innovator Award at the 5th Ed Leadership International Conference**, Conferred by The Council for Global Education, USA, The Center For Innovation in Education, USA.
- Conferred with the **Courageous Class Award** by the **Kenneth Cole Foundation, US.**

Visit <https://punjabichamber.com/blogs/> to read more about his journey!

3. Dare to Raise the Bar

Case Study

“Being a retail banking training institute, the game of online digital marketing picked up pace on 29th March 2020, when management called to put off the project ASAP, as COVID lockdown was extended from 22nd March. There was only breather up till 15th April, since me and my team wanted to play one last over with full hope.”

Back in **2019**, I joined my current organization as a Digital Media Manager with a clear view that there would be more of inward calls & query leads than the outbound ones. The education sector classically followed all offline marketing methods like meeting students in seminars, workshops and certain outreach activities with the purpose of spreading brand awareness in both urban and rural areas.

After just **9 months** of my joining, the COVID-19 crisis emerged with a completely new set of challenges for the industry to survive. While the world was preparing to witness some black days ahead, I personally wanted to steer our **6 years** old start-up organization on dark tough bouncy patch ahead with much positivity and courage, so that the business is not halted.



SUMEET KAUR

Vice-President Sales, Marketing and HR
Institute of Professional Banking

Our complete digital marketing schedule was revamped and totally followed for optimization for the upcoming **15 days**. The team of admission counsellors were given leads and each lead was tracked on right from the time of creation, point of click, region of click and more. While we just did **4 admissions** in the first month, we closed a total of **650 admissions** in Corona Pandemic financial year. The response was tremendous and it came from identifying the loopholes and learning new things every day.

It indeed took a Dare to Raise the bar and we not only expanded admissions, but gained a lot of brand trust with digital marketing. And it enabled us to expand from 10 to 15 centres PAN India. While pandemic year blew financials worldwide, we took our education start-up to an Edutech unicorn in the banking training sector and are now planning to launch India's first of its kind e-learning portal in the retail banking sector promising sure placements!

4. Business Transformation:

How can it help you?

'Consistent upgradation plays a fundamental role in inclusive growth.'

The present-day consumers are 'Smart Consumers'. Much before making a decision to buy something, they often tend to research, compare and checkout reviews by the other consumers. While yes, Digitization has facilitated these smart buyers with utmost convenience and transparency, it has however been a challenge for a lot many business giants out there.

Having said that, it is important to consider the potential benefits of digital transformation for your organization.



1

Improved Data Collection

Data collection, and big data in general, are coin of the realm today. By updating the mechanisms and methods you use to collect data, and by making sure you're collecting the right data, you can conduct a more thorough analysis.

2

Improved Collaboration and Communication

Your digital presence plays a very significant role in getting your business a good number of collaborations. *It's simple, more reach = more consumer base = more engagement.* Make sure you understand your target audience, their likings and their social activities etc. Communication keeps things rolling. Right from the time a lead is generated to the time the service/product is delivered, talk to your customers, seek feedbacks, share their experiences online to build authenticity.

3

Increased Profits

The initial investment required for digital transformation may seem costly, but it ultimately pays off. As per the recent studies, around 80% of organizations that transformed digitally experienced hike in profits and more than eighty percent claimed that their market share also shot up.

5. Expert Adda Podcast

In conversation with



VARINDA MEHTA

Sr. Executive- Content & Communications



INDERPREET KAUR

Chartered Governance Prof (ICSA-ICSI) |
Governance Advisor | Director at PCC

Click here <https://youtu.be/LL15j-XSSnw> to listen to our very First Episode of the Expert Adda Podcast. To share your interest in getting featured in our next episode, please write to us at Anshu.Sinha@punjabichamber.net

6. Tomorrow's Thought Leaders

'Social tools are not just about giving people a voice but also facilitating a medium to collaborate, contribute and connect.'

Each action counts in creating a difference. It's surely true that 'one cannot change the ocean or the weather, so it is best to learn how to sail', similarly, one cannot overlook the trends and stay stagnant. The way digitization is ruling our lives these days, it's not wrong to consider the fact that **'Digital is the New Tomorrow.'** It provides for a great platform for youngsters to express their views, spread awareness and even earn by creating engaging content.



JAGTAR SINGH MATHARU

Global Youth Squad Volunteer

In contrast to the earlier times when people used to invest a lot in advertisements to expand their businesses, they have now started promoting products/services through digital platforms absolutely free of cost. Such an approach has given rise to many young entrepreneurs managing their start-ups completely online.

In a country like India with a huge population and the problem of unemployment, a significant increase in the number of such start-ups is definitely going to generate more employment. The social media platforms were over the top during the pandemic because most of the things were occluded except the online platforms. These platforms have now become a part of human lives and made every single operation easier.



AARTI RAWAT

Creative Assistant at
Punjabi Chamber of Commerce

'Designs, it's all around us. Your desk, Your shoes, Your phone, Your computer, Your bed. Even that random paper clip you play with for hours when you start running out of ideas.'

With modification and upgradation in almost every aspect of life, the way we present information is also something that has changed drastically. The more minimal you go with your design, the more communication you get in your court. The concept of aesthetic designs is indeed ruling the design world today. Believe me people do wait to interpret your designs, absorb the rationale and retain it in their memory for quite a long period.

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7. Chamber Dashboard

EVENTS RECAP

1

September 24, 2021

Global Chapter

WEBINAR ON

HOW TO GENERATE HIGH QUALITY LEADS WITH FACEBOOK ADS

by Mr. Mintu Jha, a Leading Digital Marketer & Facebook Advertising Pro

2

September 27, 2021

Chandigarh Chapter

PANEL DISCUSSION ON

'TOURISM FOR INCLUSIVE GROWTH'

On account of World Tourism Day, the event was organized to sensitize the importance of tourism for economic development

3

September 29, 2021

San Francisco Chapter

WEBINAR ON

'LITTLE KNOWN PROFIT BUILDING STRATEGIES'

by Mr. Mike Patterson (Award-Winning Speaker) and Mr. Sandeep Dhall (Founder and CEO Win4Local)

4

October 2, 2021

New Jersey Chapter

ANNUAL FAMILY PICNIC

With people joining in from varied communities, the event was aimed at fostering engagement and connectivity through the medium of fun games & activities.

5

October 6, 2021

New York Chapter

HAPPY HOUR MIXER

An in-person networking event organized to facilitate networking with experienced professionals coming from varied Global Industry backgrounds!


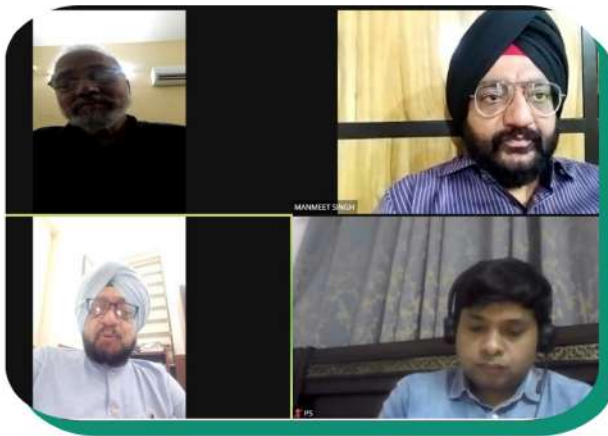
For details about the Upcoming Events, head to our website.

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

GLIMPSE OF FAMILY PICNIC (NEW JERSEY CHAPTER)



GLIMPSE OF TOURISM FOR INCLUSIVE GROWTH (CHANDIGARH CHAPTER)



Indy Samra
Co-chair
Punjabi Chamber of Commerce

A private wealth adviser at Samra Wealth Management, he also serves as co-chair of the Edison-based Punjabi Chamber of Commerce, which aims to unite the global Indian Punjabi diaspora through commerce and cooperation.

Congratulations to Indy Samra for being recognized by ROI-NJ as 2021 ROI Influencers: People of Color!

GLIMPSE OF NETWORKING EVENT (GLOBAL CHAPTER)



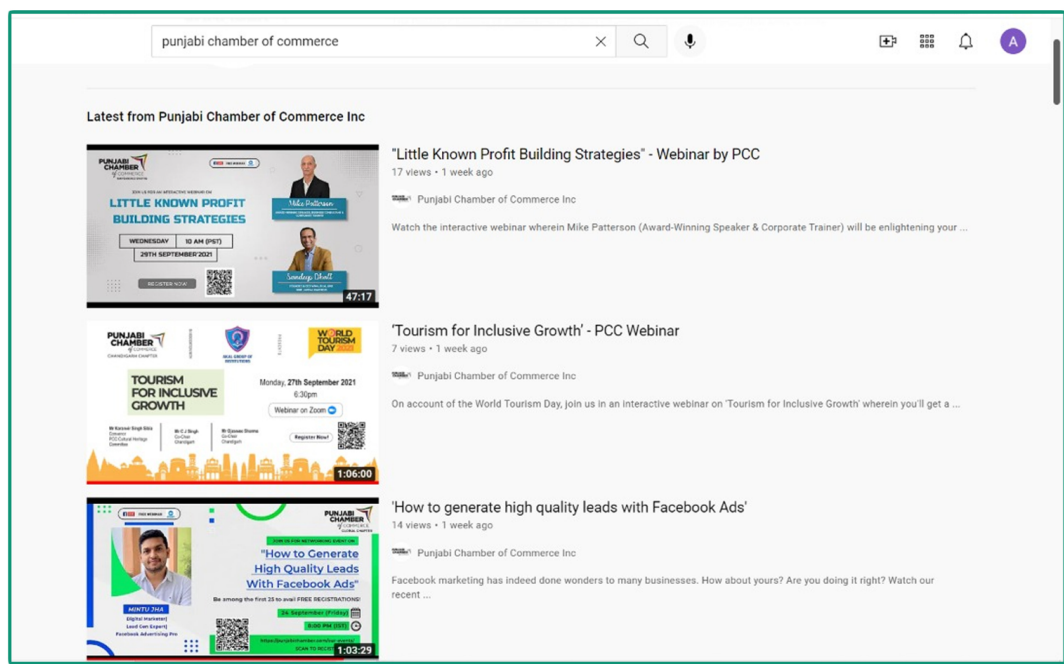
Message from the Executive Director

It's been a pleasure for the entire team of Punjabi Chamber of Commerce to cater to the needs of our members, to facilitate them with updated trends, and ultimately be a part of their flourishing journeys. I appreciate each little contribution being made by the community stakeholders to strengthen our focus on the mission of making PCC, The Global Leading Networking Platform. In the days to come, we're all set to introduce more engaging, leadership driven campaigns aimed at boosting connectivity and participation across the Globe! Your feedback, suggestions and support would definitely make us serve the community better towards a progressive world.



DR. RAJESHREE DUTTA KUMAR

Executive Director at
Punjabi Chamber of Commerce



To watch out our webinars or virtual events, subscribe to our youtube channel.

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