



# **NEWSLETTER**

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**November - December 2021**  
**(Year End Edition)**

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# FOUNDER'S DESK



**While** year-end celebrations are round the corner, I feel immensely proud to congratulate each one of you for all your accomplishments, good deeds and wish you loads of strength to chase your endeavors in the forthcoming year.

After having witnessed the impact of COVID-19 in almost every existing segment, the second half of the year indeed acted as a booster for individuals and organizations to restore their normal routines. And we did the same.

I am glad to share that around 7 of our chapters organized varied 'in-person' networking 'Meet & Greets' wherein the members not only enjoyed being together but also brainstormed certain activities and initiatives to mobilize the business community in their respective geographies. Not just this, we are also being reached out by people from various parts of India, Canada and USA for dedicated chapter launches in their respective locations.

As a part of our mission to create Punjabi Chamber of Commerce a platform having the Largest Global Community Network, here is the crux of agendas set for year 2022.

**PCC Entrepreneurs and Startups Investment Forum (ESIF)** - An initiative to work as an interface between various stakeholders that drive the commercial ecosystem.

**Mentor Mentee Program** - A program designed to foster 'knowledge dissemination' by connecting Industry Experts (Mentors) with budding professionals (mentees) in varied sectors.

**Global Youth Squad** - Along with the Mentor Mentee program, we are also planning to launch varied educational and informative programs for GYS community to grasp the right kind of career direction.

**Global Gala 2022** - Our Annual Flagship event which aims at bringing various stakeholders from all professional segments on one networking platform to brainstorm, share, exchange ideas & success stories leading to fostering potential alliances and collaborations.

**Chartered Membership** - Our team has been working aggressively with various key stakeholders regarding our upcoming Chartered Membership plan. We are into market research for the same and will be in a position to launch it very soon.

**#LeadersOnRoll Program** - An online talk show wherein leaders from our chapters will be interviewing and interacting with the industry experts to inspire people with their success stories.

In addition to these set of targets, we have lot many initiatives in planning which will broadly encircle around our objective of 'Giving back' to the society. These include programs concerning 'Mental Health', 'Reforms for the NRI Community' and certain ways that can help us create a legacy for the future generations.

This is where we have reached! Honestly, this special edition will always be close to my heart because it is the true evidence of our strength, commitment and the sense of community seva! Going forward, we are also on the mission of extending our wings through various partnerships, associations and collaborations.

***Big thanks to the Trustees, Board of Directors, Co-Chairs and Committee Leaders.***

***Greetings of the Season and a very Happy New Year in advance!***

***May your days be filled with joy and excitement.***

**Cheers**



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

# 2021 IN A NUTSHELL

**10+**  
NEW  
COLLABORATIONS

## COMMUNITY SEVA

Punjabi Chamber Foundation, our charitable arm partnered with **Rotary International** to set-up **2** oxygen plants in Manali & Jalandhar.

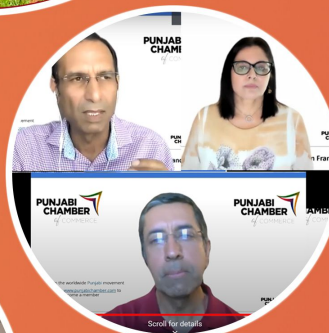
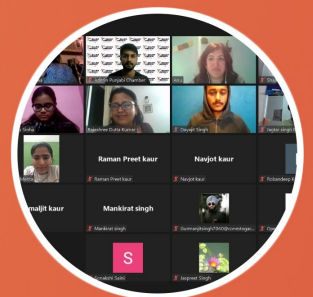
During the First wave of COVID, we raised **\$100,000** and distributed **100** oxygen concentrators in various government hospitals. of Punjab.

**\$34,000** were again raised during the Second wave of COVID to provide food and PPE kits to the front line workers and needy ones.

**686+**  
NEW  
MEMBERS

**20+**  
IN-PERSON  
EVENTS

**35+**  
WEBINARS  
&  
KNOWLEDGE  
DISCRIMINATION  
SESSIONS



# LEADERSHIP SERIES



## RITU NAG

Vice President-Brand Strategy  
& Business Development  
**Zorgers Home Healthcare**

**1. Marketing has indeed become one of the most competitive industries. Being into this industry, how do you prepare your team to cope with this competition?**

Marketing is not about winning the rat race, it's about being able to charter your own path, keeping passion at the core of things. The only advice I have ever given to my team is to put emotions into their work; nothing worth achieving can ever be achieved without enough appetite!

**2. Where there is technological intervention, there's always a scope of persistent up-gradation. What are your thoughts on this?**

Absolutely; but I also believe in inserting the human element into technology driven projects. The up-gradation has to be on both sides!

**3. How have things changed In the Healthcare segment from a Marketing and Client Relationships perspective?**

Clients and patients are far more clued up of advances in technology and risk factors. They are discerning and judicious. Like I said, sincerity and transparency is the key for any kind of business model to succeed!

**4. Any message for the budding success leaders out there?**

Leadership is not a popularity game. Try to do the right thing, not what is easy or acceptable. John C Maxwell said " Leadership is not about titles, positions or flowcharts. It's about one life influencing another"

# Expert Adda Podcast

**VARINDA MEHTA**

Sr. Executive- Content &  
Communications



*In conversation with*



**ANUPMA SHARMA**

CEO – PCHS Media,  
Empowerment & Life Coach

Click here <https://youtu.be/TXiZVU2pPo4> to listen to this Episode of the  
*Expert Adda Podcast.*

*To get yourself featured in our next episode, please write to  
[varinda.mehta@punjabichamber.net](mailto:varinda.mehta@punjabichamber.net)*



# STORY OF THE 'GREY SHADES'



## INDERPREET

Founder & Trustee  
Grey Shades

At any age, with few good companions, a sense of purpose, dignity and passion, life is enjoyable. But nowadays when people reach a certain age, they take a backseat and stop living life completely. Grey Shades is building happy and positive spaces for senior citizens so they recognize, rejuvenate and create value for themselves and others in society.

I was just 7 years old when my grandmother died because of throat cancer. By then she had managed to live for 23 years post diagnosis and I believe it was only because of her hope to live and of course the sort of care she received. Since then, I craved a lot for grandmotherly love and want to feel connected to elders in our society.

But nowadays I find the elders in society to be constant victims of neglect and abandonment. On observing this stark contrast between how I'd been taught to be with my elders and the way they are being treated today. So, I decided to explore the actual situation and discovered that they were deprived of emotional, social and psychological connect, whilst the money was only being spent on materialistic needs.

**About us:** Grey Shades is a youth run organization working for the social and emotional well-being of senior citizens. It started with a mission to re-establish the social and epistemic value of the elderly in our society. Slowly and systematically, assessing the actual needs of elderly, Grey Shades began its changemaking journey in June 2016 when it was just a project called SPEEE (Society for Productive Engagement and Entertainment for Elderly).

I initially started working with the elder community in 2016, spending one year with the senior citizens I found felt that I never wanted to discontinue my work. But continuous pressure and concern from the family became a reason for me to step back.

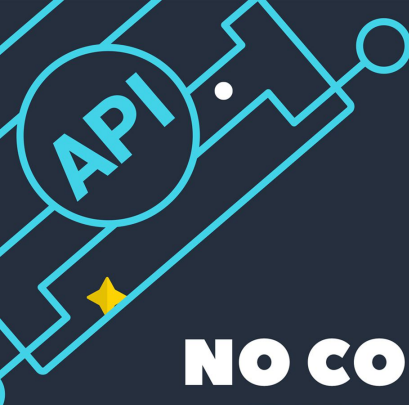
Today, it's been a beautiful 3 year long journey working with senior citizens of Chandigarh Tricity and establish the organization to take this work with many more seniors.

*"I believe the cutest thing on this planet is the smile on wrinkled face, and I want to keep that intact."*

 <https://greyshades.org.in/>

 [www.facebook.com/greyshades.org.in](https://www.facebook.com/greyshades.org.in)

 [www.instagram.com/greyshades.org.in](https://www.instagram.com/greyshades.org.in)



# INTRODUCING B2B NO CODE - LOW CODE API /SERVICE BUILDER ON ANY DATA SOURCE

# ABSTRACTA™



AUTO-GENERATED APIS  
WITHOUT ANY CODE



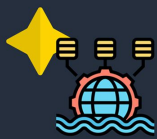
NO DEPLOYMENT  
WHEN API CHANGES



DATA SECURITY & DATA  
POLICIES ENFORCEMENT



AUTOMATED  
DOCUMENTATION



CONNECT TO ANY DATA  
SOURCE IN SAME WAY



AUTOMATED  
VERSIONING



## 10X PRODUCTIVITY AND RAPID PRODUCT DEVELOPMENT



CONTACT US

[SALES@EKAHAA.COM](mailto:SALES@EKAHAA.COM)



WEBINAR ON DEC 15, 2021 •  
9 AM EST | 7:30 PM IST -  
VIRTUAL / ONLINE



# MEMBER SPOTLIGHT



## AKSHAYDEEP PUNJ

Founder  
**Akki Studios**

**Here** today, I would like to share the experience of building Chandigarh region's exclusive video publishing network - Rolling Frames Entertainment (RFE TV) which is present across 20 leading video and audio streaming platforms. In the beginning, it was indeed very challenging for us to get all the content up and live in a systematic manner for audience to enjoy on a web platform that is compatible to all devices.

The data bank was huge with over 500+ media files including Movies, Podcasts, Featured, Talk Shows, Promos, Television Commercials and a lot more. Something that made the whole task more challenging was that each file had its own set of thumbnails, descriptions, ratings, comments and series! However, Our team ensured to work flawlessly to get it up and LIVE in the allotted timeline.

From loading it with more features like reviews for each movie/episode, creating separate sections for events and a whole new section for the RFE Unplugged Podcast Series on Spotify, the platform today is ever growing with more and more content being published for the audience.



## POOJA VERMA D'SOUZA

Development Manager  
**The Independence School**  
& Commissioner, **State of Delaware for Indian Culture & Heritage**

*'Leadership is about bringing people together to achieve a common goal and not about forcing my ideas onto my team. If my ideas are worthwhile, I know that I can get my team to buy-in to make them work'*

### **1. Education, Banking and Healthcare are 3 majorly different sectors. How has your experience been while switching from one such segment to another?**

I had a great experience switching from each of these sectors. While every area has its own unique set of challenges and ways of doing things, each of these three areas have a customer. The customer just differs from each segment and success & outcomes are measured by the level of satisfaction and prosperity. I have been able to apply my customer service skills to each sector in order to maintain success.

### **2. Marketing and Management have seen drastic changes over a good period of time. How do you prepare your team to cope with these changes?**

We are adaptable. You could have a to-do list prepared in the morning, but as the day goes on, that to-do list changes drastically. If you are able to change with the day, changing with time is much easier. You also have to trust your team. I always set the right expectations, goals and deadlines ahead of time and make myself approachable for questions.

### **3. What makes your leadership style stand out?**

I like to take a very hands-on approach to lead my team. I make sure my team knows that I appreciate and support them. Handwritten notes that show recognition for their dedication and achievements go a long way. Collaborative team lunches are a great way to bring ideas together and keep team spirit positive.

### **4. Any advice to the budding thought leaders out there?**

Be humble and start with a plan & goal in mind. Make everyone feel important and wanted, while showcasing the "superstars" in your team. Surround yourself with people who are smarter than you and keep an open mind and listen to your team. Leadership is about bringing people together to achieve a common goal & not about forcing my ideas onto my team. If my ideas are worthwhile, I know that I can get my team to buy-in to make them work.

**GEAR UP FOR THE LARGEST COMMUNITY EVENT EVER!**

# *Global* **GALA 2022**

**JUNE 25**

**EXPO/TRADE FAIRS | BREAKOUT ROOMS | CONFERENCE  
INVESTORS' CIRCLE | ENTREPRENEUR SPOTLIGHT**



**START-UP STARS | PITCH SESSIONS | PRODUCT LAUNCHES  
NETWORKING DINNER | CASE STUDIES | OFFSITE MEET-UP**

**A PLATFORM TOWARDS MODERN DAY CORPORATE SUSTAINABILITY**

**STAY TUNED FOR MORE UPDATES!!!**



**BIKRAM GILL**

*Trustee - PCC, has recently joined the Board of Directors of Rochelle Bank*



**COL KARAMINDER SINGH (RETD)**

*Member - Chandigarh Chapter, Society for the Welfare of the Handicapped is honored with the Best NGO Award for special education to the children with disabilities.*



**GURDEEP SINGH**

*Committee Member - Delhi Chapter, has been honored by the All India Council of Human Rights, Liberties & Social Justice.*



**MANICK ARORA**

*Committee Member - Philadelphia Chapter, has been named as one of the Most Admired CEOs in Philadelphia Business Journal 2021.*



**OJASWEE SHARMA**

*Co-Chair - Chandigarh Chapter, has won Excellence Award for Impactful Communication by Public Relations Council of India (PRCI) at the PRCI State Level Communication Awards 2021.*



**SURINDERBIR SINGH**

*Committee Member - Ludhiana Chapter, has been appointed as Convener-MSME Committee, Punjab State Chapter of PHD Chamber of Commerce & Industry.*

## Major Settlement Changes How USCIS Adjudicates Work Permits for Nonimmigrant Spouses

Ridgewood New Jersey - The Immigration and Nationality lawyers at the NPZ Law Group - VISASERVE - join their colleagues from the American Immigration Lawyers Association (AILA) and its litigation partners to celebrate the historic settlement with the Department of

**Read More** *Source: PR: Nachman, Phulwani, Zimovcak (NPZ) Law Group, P.C*

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## Turning Policies Into Action

Speaking at this year's 12th Pharmaceutical Industry Network Group (PING) Conference organised by VWV law firm's specialist Pharmaceuticals and Life Sciences sector, and held virtually in conjunction with IQVIA and supported by Hertfordshire Local Enterprise Partnership, Pfizer UK's Country Manager and ABPI President, Ben Osborn, shared his inspirational journey and vision around innovation and collaboration over the last two years. **Read More**

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## Cultivating Scientific Collaboration

Collaborations have been important for some time, but the vaccination roll-out has shown how collaborations have come of age. There are more happening, with bigger plans and larger projects. Collaboration is key to accelerating the innovations, and allowing people to benefit from each others' strengths by working together. Relationships are key to a successful collaboration. **Read More**

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## Summing up the PING 2021

IQVIA's Vice President, Strategic Planning Northern Europe, Angela McFarlane, stated:

*"What a conference. It's left us in no doubt that our next mission as a life science community is to collaborate on the seven 'Healthcare Missions' in the Government Life Sciences Vision, combining the 'best of British' - our unique health data, our world-leading genomics, transformative real world research and innovation in research. If we embrace a mission-led culture in medicines discovery and access, with collaboration being the new norm the UK could become the life sciences."* **Read More**

*Source: PR: UK Life Sciences Opportunities in a Changed World - Pfizer, NHS England, MHRA, GSK, Genomics Plc etc.*

# Signing Off



**DR. RAJESHREE DUTTA KUMAR**  
Executive Director, PCC

It has indeed been a great year together! We met, encouraged more people and added a lot of value to PCC's 'Commercial Ecosystem.' As very rightly mentioned by our Founder Mr. Gurpreet S. Pasricha, we have a lot on our To-Do list that is ultimately going to help us flourish, experiment and explore together in our personal and professional capacities. I am pleased to thank all the Key Stakeholders, Trustees, Board of Directors and our prestigious members! I cherish the sort of relationships that we have formed as a community and motivate more and more people to contribute to their best possible level to help us all achieve the mission of making PCC 'The Largest Community Network.'

## EVENTS TO WATCH OUT FOR



Greetings from Prophecy Events,

We are an event management company specialized in production, technical, show running, artists, anchors etc. all aspects related to different kinds of events. We have our clientele based across all over India. Our expertise lies in curating apt ways for utmost execution of ideas keeping target audience in consideration and thereby benefitting the client.

Visit [www.prophecyevents.in](http://www.prophecyevents.in) to have a look at our Portfolio!

**Dr. Rajeshree Dutta Kumar**  
Executive Director

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

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

**Anshu Sinha**  
Researcher and Program Coordinator

**Varinda Mehta**  
Lead - Content & Communications

**Aarti Rawat**  
Lead - Graphics & Creatives



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