



**PUNJABI  
CHAMBER**  
*of* COMMERCE

# NEWSLETTER

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# Founder's Desk

*Gurpreet S. Pasricha*

**Founder Trustee**



While people consider food, shelter and clothing as their three fundamental necessities, I still believe that the stated components solely cannot help human minds maintain their mental wellbeing. Taking the example of this pandemic phase itself, many of our friends, relatives, colleagues and peers were stuck alone at their places due to several restrictions. Despite having all these fundamental resources, the true essence of 'Social Connect' was missing. Hence, for me, 'Social Network' holds equivalent importance in this 'need ideology'.

Similarly, for our endeavours, ideas and business, all of us require a distinctive ecosystem consisting of trustworthy, enthusiastic, encouraging and growth-oriented individuals. I am also glad to see that our Chapters are taking up leadership roles, driving our Chamber's vision in the right direction and enriching the network through in-person meet-ups. I take absolute pride in sharing that the PCC Network has not only been part of many individuals' growth journeys but has also contributed significantly in achieving our own milestones.

In line with our mission focussing on sustainable 'community building' and advanced 'capacity building,' I am also pleased to announce the launch of 'PCC ESI (Entrepreneurs & Start-ups Investment) Hub. PCC ESI Hub is a dedicated program that envisions to foster capacity building by creating a transparent interface between various stakeholders that drive the commercial ecosystem. We sensed the necessity of such emergence owing to the increasing number of businesses, start-ups and the equivalent need of facilitating them with a platform wherein they get to explore the opportunities of mutual growth and 'capital building' possibilities.

***Big thanks to all of you for instilling your trust in us, contributing to our mission with your expertise and backing our initiatives by making them more prolific in nature.***





**“Passion is  
energy. Feel the  
power that comes  
from focusing on  
what excites you.”**

— Oprah Winfrey



# Leadership Series

## **1. What made you feel the emerging need for 'Life-Coaching' ?**

I feel that in today's world most of us are facing some challenge or the other. It could be a relationship issue, professional stress, lack of self-confidence, etc. But the bigger challenge is that people cannot share their problems with anyone, forget about finding the solution.

I realized this when I was looking to do something or help people post my 35 years of a corporate career. Honestly, initially, I thought I would become a corporate trainer, which is relatively a much easier thing to do but then while reflecting on my long professional journey it dawned on me that people need something more rather than just acquiring some skills. And I found the answer in "Life Coaching", which helps a person to become the best version of oneself.



**TEJBIR SINGH SAWHNEY**

Transformational Life Coach

## **2. Having been into leadership roles in both national and international organizations, what has been the most remarkable point in your growth journey?**

Well, this is a tough one, in the sense that it's not possible to single out any one event. I always gave my best right from the start of my career and I learnt a lot in every role, every assignment which helped me shape into the person and professional I'm today. Having said that, I must confess that I enjoyed every role but the leadership roles gave me the most satisfaction. It's like holding the steering wheel of a car, one has the freedom to press the accelerator and choose any direction. But all this comes with a great responsibility of achieving the corporate goals and vision, which is extremely satisfying.

## **3. How has PCC added value to your personal and professional journey?**

I'm a relatively new member of PCC but got the opportunity to attend some very insightful webinars, which really helped me in my current role of "Life Coach". I look forward to more interaction and opportunities, wherein I can learn more and at the same time contribute by helping others.

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

[Click here to listen](#)



**VARINDA MEHTA**

Lead - Content & Communications



**POOJA UBEROI**

Artist & Creator  
IKIGAI USA

# Expert Adda *Podcast*



February Edition

6





## **VIJAR KOHLI**

Co-Founder  
**Golden Door**

### *Turning point of my profession*

Joining local business memberships in my mid-20s accelerated my professional career. After college it's tough to expand your network outside of your industry. So, networking with other business men and women can be an eye-opening experience. You can learn so much from an industry expert.

### *My leadership style*

I have an autonomous leadership style. We have a flat, meritocratic corporate structure where the best ideas can come from anyone.

### *Why is crisis management interesting to me?*

The most exciting element of any crisis is the unknown. You never know how things will turn out so every point is a critical one. It keeps the team operating at its best all the time.

### *My vision as Co-Chair - PCC New York Chapter*

The NY chapter will play a meaningful part in educating minority-owned businesses and employees in the tri-state. We seek to become the #1 resource for members to network with other leaders in the community.



## **SUPREET BAINS-SHARMA**

Change Management Consultant & Founder  
**Ark Consulting Services**

### *My definition of success*

Success is whatever you want it to be. It is setting goals and achieving them, and these differ at different stages of life. For me, it's about being well rounded and filling my bucket list with experiences and interactions, about exposure to new learnings and about constantly growing and evolving.

### *My perception of life and profession*

The internet is a tool and should be used as such. My domain area is project management, and these project management skills can be applied to any aspect of life. Amy Hamilton did a TEDx talk where she compares life to a project, and in some ways it is.

### *Bonus Tip to keep Learning*

The key to keeping oneself upskilled is a learning orientation. So, as long as there is a desire to grow, one finds avenues. Set targets – monthly, annual, five-year, and keep building on small pieces of learnings.

# {Entrepreneur Spotlight}



# Dare to Raise the Bar

*“Our sole mission is to bring the latest news to public’s notice, promote our culture and help people explore different aspects of life in Chandigarh.”*



**RAHUL GOYAL**

Founder  
Chandigarh Life

*When I came to Chandigarh for the first time, I noticed that we didn’t have any source to get information about any events and activities happening in Tricity. As we all know, Chandigarh is famous for its city life, so, I thought of founding a platform that can provide all such information to the masses.*

*Initially, we collaborated with various Photographers and Outlets and featured them on our social media channels to gain the momentum. And, it gives me immense pleasure to share that today, Chandigarh Life is a leading Infotainment and Lifestyle Media for positive entertainment, liberal journalism, inspiration, energy and attitude. With our active digital presence through website and social media channels, we reach millions of people every day.*

*Since the launch of Chandigarh Life, we have helped many people in various ways. During the Covid-19 crisis, we helped people in finding hospital beds, oxygen cylinders, provided medical support, etc. together with the efforts of our volunteers.*



<https://chdlife.com/>



<https://www.facebook.com/chdlife>



<https://www.instagram.com/chdlife/>



## Business Wise



### **MANMEET MANACE**

Director of Government Sales  
BuzzClan

### **Key points for Government Contracting and Proposal Management**

- ◆ *Your approach should be targeted and clean your pipeline according to your organization's capability and previous experience. Don't target every vertical for the sake of bidding. Otherwise, it will be a total waste of time and effort.*
- ◆ *If you have all required certifications, business set as a side, and fulfilling evaluation criteria but less strong experience in a particular field then try to find a partner who has good experience in the same field. Teaming up is always better than going alone.*
- ◆ *Do a proper research on opportunities before bidding. Find real discriminators which show your unique picture and something different from other bidders. Don't focus on what you can do? Your focus should be on how your past performance has been. That only can help you win the best value criteria.*
- ◆ *The best winning strategy comes out of customer understanding. Check previous bids and rates for reference. Incumbent vendors are re-competing or not.*
- ◆ *Always attend pre-proposal meetings for a better understanding of requirements. Include a technical team for writing technical approaches. Some people search for a technical approach from the internet which is a major mistake in proposal writing because every project has different requirements.*



## DINESH SHARMA

Founder & CEO  
Brilliant Minds Group (BMG)



***“Committed to Your Growth – We Are Better Together”***

### ***Need***

Our journey started during COVID-19 lockdown, when newcomers to Canada were facing challenges more than usual times. We started organizing virtual sessions that benefitted newcomers in building a professional network and getting expert advice. Soon, we realized that there is so much to do to support immigrants and internationally trained professionals to pursue their Canadian dream.

### ***Idea***

With a team of like-minded professionally settled immigrants, committed & passionate about “Community Development”, the idea is to build an organization for providing post-arrival assistance and support to newcomers & international students to make their transition and settlement smoother in Canada. Since the promoters of BMG are professionally settled immigrants, it would be easier to connect with the newcomers and share their knowledge and experience with them.

We also agreed to reach out to the community by building relationships and collaborating with the business community, academic institutions & other like-minded organizations and build a strong eco-system for the socio-economic well-being of the newcomer & international student community.

### ***Journey till date***

The journey has been very exciting so far. The program and services that we have organized have been attended by more than 1000+ attendees across different industries and professions. BMG has won a “Leadership in Collaboration Award” from Toronto Region Immigrant Employment Council (TRIEC) in March 2021. Honorable Patrick Brown, Mayor of Brampton, joined as the Chief Guest at the launch of one of our programs in June 2021. Both Canadian Immigrant Magazine, the National Multimedia Platform to help Immigrant Community and local community newspapers have highlighted BMG contribution to the community.





# Will Metaverse be the Future?

*“I feel that the concept of Metaverse can redefine the way humans interact”*

On October 29, 2021 Mark Zuckerberg made a grand announcement that Facebook will now be called Meta and as soon as this announcement broke, the press went crazy, social media was on fire! The world finally realised that the next big thing in tech has actually arrived and all of this reminds us of the fact that metaverse is not just a fancy sci-fi looking concept but literally the next version of the internet itself.

Though this buzz is spreading like fire, and we are all aware of it, however many of us do not still know - When will this technology actually be accessible to people like you and me?

Now, the most coming thing that we have heard so far is, all of it doesn't seem real. I mean, they say that you have to wear this giant box on your head to get into the metaverse. This box, if it's Oculus, will first of all cost you 37000 INR and on the top of all, you need to hold something in your hands all the time. I feel, with the current Internet bandwidth, it's not even possible to use the metaverse.

Another major question is why do we need the metaverse and what is its utility value? I mean, obviously for gamers, it's a paradise. But what about others? How is the metaverse going to affect our daily life?

It's a three-word answer - Expressions, engagement and experience.

Metaverse can help us break boundaries and build incredible teams that can spark creativity and Innovation. The fundamental nature of mankind demands for bonding, connection and the feeling of closeness, the world of metaverse is free. Want to catch up with your friend sitting miles away in another country, pick up the oculus and there you go!



**MEHAR DEEP SINGH**

Member

Global Youth Squad



# Our Collaborations



**PUNJABI CHAMBER of COMMERCE** | **PSB Advisory**

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PSB Advisors Chartered Accountants Sydney are offering Complimentary first hour of consultation worth **AUD 200 + GST**

**OFFER APPLICABLE TO ONLY PCC REGISTERED MEMBERS.**

Scan here to join now!

To avail this offer, get in touch with Manisha Singh  
[Manisha.Singh@punjabichamber.net](mailto:Manisha.Singh@punjabichamber.net)

**DISCOUNT**

In a way to create mutual growth opportunities and help PCC Members with the benefit of exclusivity, we have a dedicated **'Member Savings/Group Discounts' Program.**

If you wish to contribute to this drive, share your proposal with Manisha Singh - [Manisha.Singh@punjabichamber.net](mailto:Manisha.Singh@punjabichamber.net)



**PUNJABI CHAMBER of COMMERCE** | **The Little Girl's FOUNDATION**

# BLANKET Drive

**ON 26th JANUARY 2022**

www.thelittlegirlsfoundation.com | www.punjabichamber.com

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Categories: JOB-BANK, PLANT-BANK, FOOD-BANK, HARDORE-BANK, BOOK-BANK, TOY-BANK

The Little Girl's Foundation collaborated with us for an exclusive Blanket Drive on January 26, 2022.



Saturday, 19 February

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# ENTREPRENEURS & STARTUPS INVESTMENT HUB (PCC ESI HUB)

## • WHAT IS PCC- ESI HUB?

We sensed the significance of such an emergence owing to the increasing number of businesses, startups & e-commerce players and the equivalent need of facilitating them with a networking platform like PCC ESI Hub, wherein they get to explore the opportunities of mutual growth & 'Capital Building' possibilities.

**Our Mission: To work as an interface between various stakeholders that drive the commercial ecosystem.**

## • WHY TO JOIN?

- Access to best ideas and targets
- Centrally managed portfolios
- Co-investments with other Angel Investors
- Comprehensive & seamless exit policies
- Negotiation on investment terms as a group
- Engage with interested Investors

## • ELIGIBILITY

- The Investors must be interested in investing at least \$5k - \$25k per year
- ESI Hub is open to all PCC registered members (For a limited period)

## • KEY HIGHLIGHTS

### INVESTORS

Seeking active and passive angels  
Mixed group of industry experience

### COMMITTEES

Deal screening  
Due diligence

### MEETINGS

Periodic investor pitch meetings (virtual/ In Person)  
Monthly deal sourcing e-mails

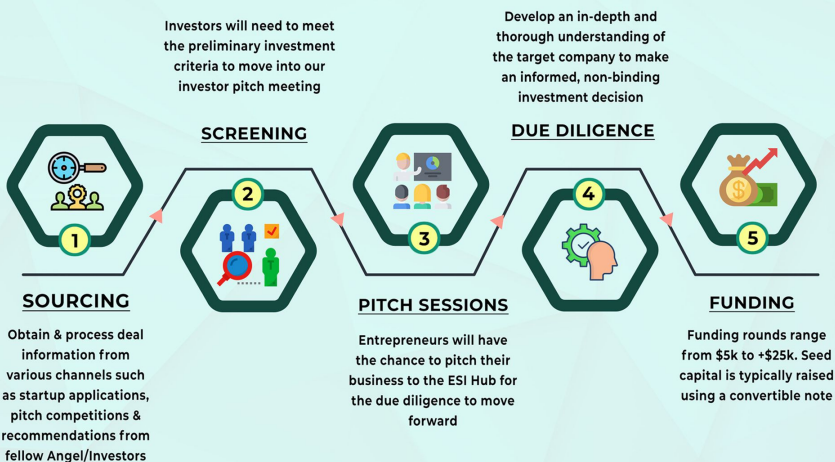
### INVESTMENT TYPES

Seed  
Early stage  
Mature



Click <https://forms.gle/sorsVkai3GRH2Zbp8> Or Scan to fill in the application form NOW!

## • DEAL FLOW STAGES



### INVESTMENT CHANNELS

Real Estate | Micro Investments | Start-ups & Emerging Companies

## • BENEFITS TO THE INVESTOR

- Segmented Investee listing on PCC Website
- Access to Investee Repository
- Exclusive Newsletter and Social Media Feature 'Investor Spotlight'
- Specialized Sponsorship Packages
- Member Expo | Legislative Receptions | Periodic Meetings – To foster Networking with potential Investees
- Zone based Finance Related Educational Programs Partnership Opportunities
- Plan and execute Socio-economic activities with Like-minded individuals
- Attend PitchFest
- Investors Circle/Showcase Dinners
- Special pitch sessions for small businesses



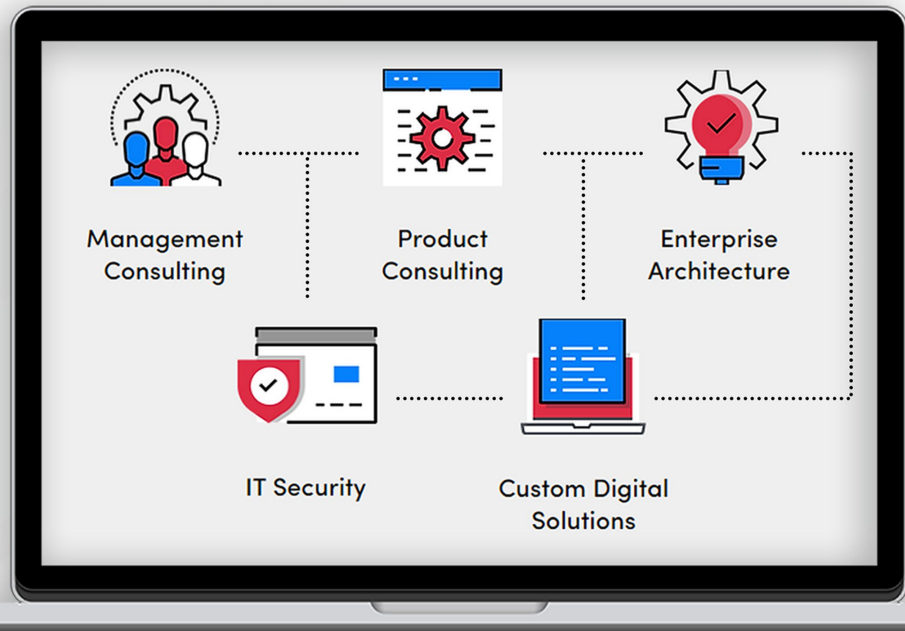
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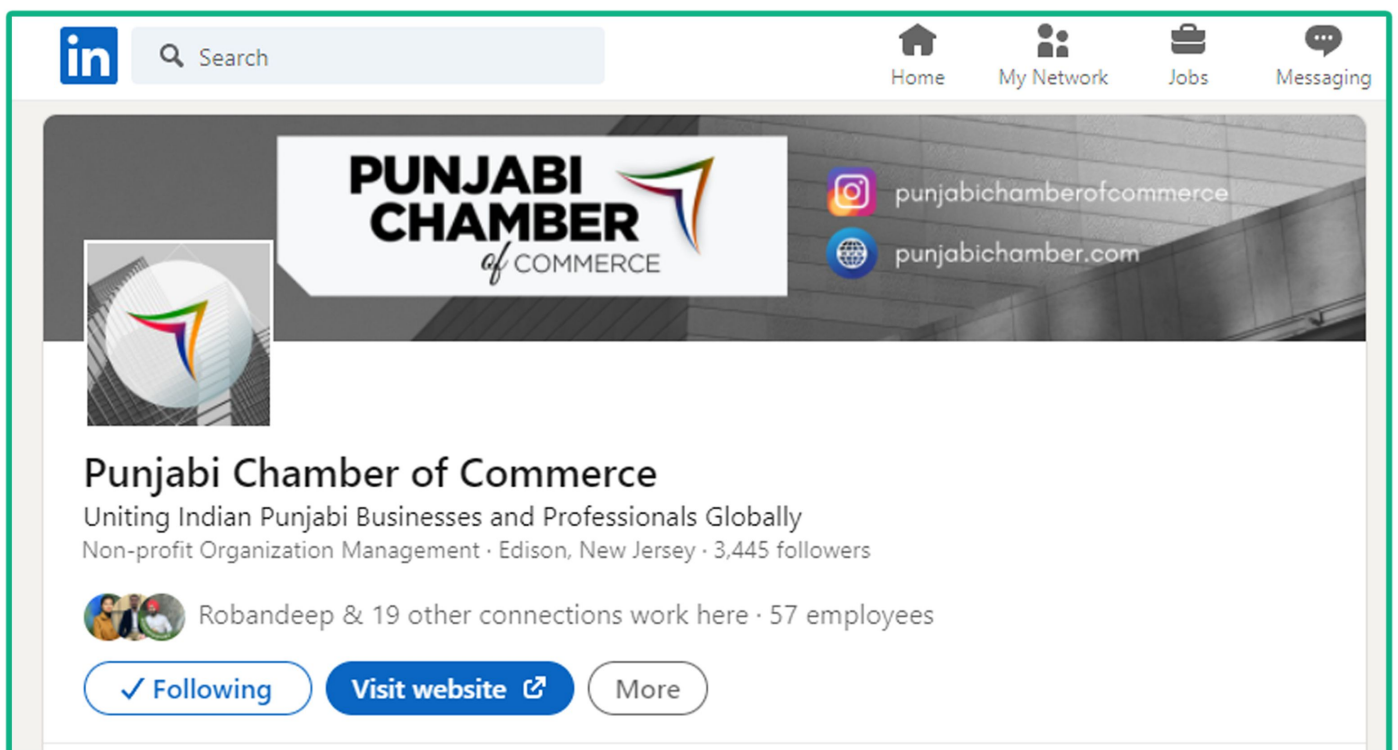
# Signing Off

*I am pleased to thank all the organizations and individuals who collaborated with us in various events this month. Such gestures indeed are very instrumental in boosting our confidence and outreach to a significant level. We also saw members coming up and taking initiative in our mutual growth-oriented campaigns like 'Group Benefits Program/Membership Savings Program'. All of us truly are enjoying this journey and cherishing the new global connections being fostered out of it. Moving forward, I urge all of you to keep the energy flowing and together we can create a sustainable development model for the community.*

*If you wish to share your suggestions, please feel free to write to us. We will be more than happy to add value to your vision!*



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



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