




NEWSLETTER

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T A B L E O F CONTENT

FOUNDER'S DESK



Gurpreet S. Pasricha

Founder Trustee

This month being observed as the *Women's History Month*, I feel privileged to thank all the Women Entrepreneurs and Thought Leaders in our network for standing by and adding valuable contributions in our endeavors. It is not just about a day or a month, they all deserve a special mention for always being consistent, committed and devoted in whatever they choose to be a part of.

Looking back at the highlights of this month, I found it awesome to interact with Global Leadership Team – Chapter and Committee Chairs. We, collectively, laid out plans towards our shared vision for the Chamber. We are committed to create a lasting impact for our global community through our flagship programs effectively. It is indeed very encouraging to know that various chapters are planning to organize inter-chapter/ in-person networking events probably around/ after Baisakhi.

We are gradually gearing towards quantifying value proposition in a more elaborated manner and would be in a position to launch *Chartered Membership/Premium Subscription Model* soon. To add to this, I am glad to witness commendable support from the investors and start-up communities from around the globe in our recently launched program *PCC ESI Hub (Entrepreneurs & Start-ups Investment)*.

PCC's existence, activities and initiatives hold significance only because of its members. Hence, I urge all the chapter members to not only extend a proactive support in our endeavors but also put forth their suggestions and expectations. We are here because of you and, honestly, each one of you is important for the network to flourish!

PCC EXCLUSIVE NETWORKING MIXER

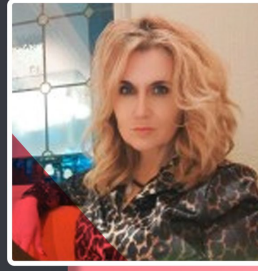
- INTERNATIONAL WOMEN'S DAY

THE TIME BOMBER



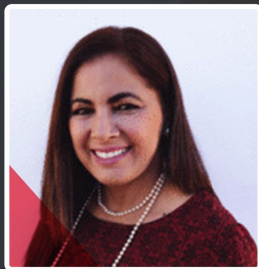
Anchal Passi

THE HAPPY
GO LUCKY



BOGUMILA BUBIAK

THE OH-SO
PERFECT LEADER



Kulwant Sandhu

THE DARING
BAAZ LEADER



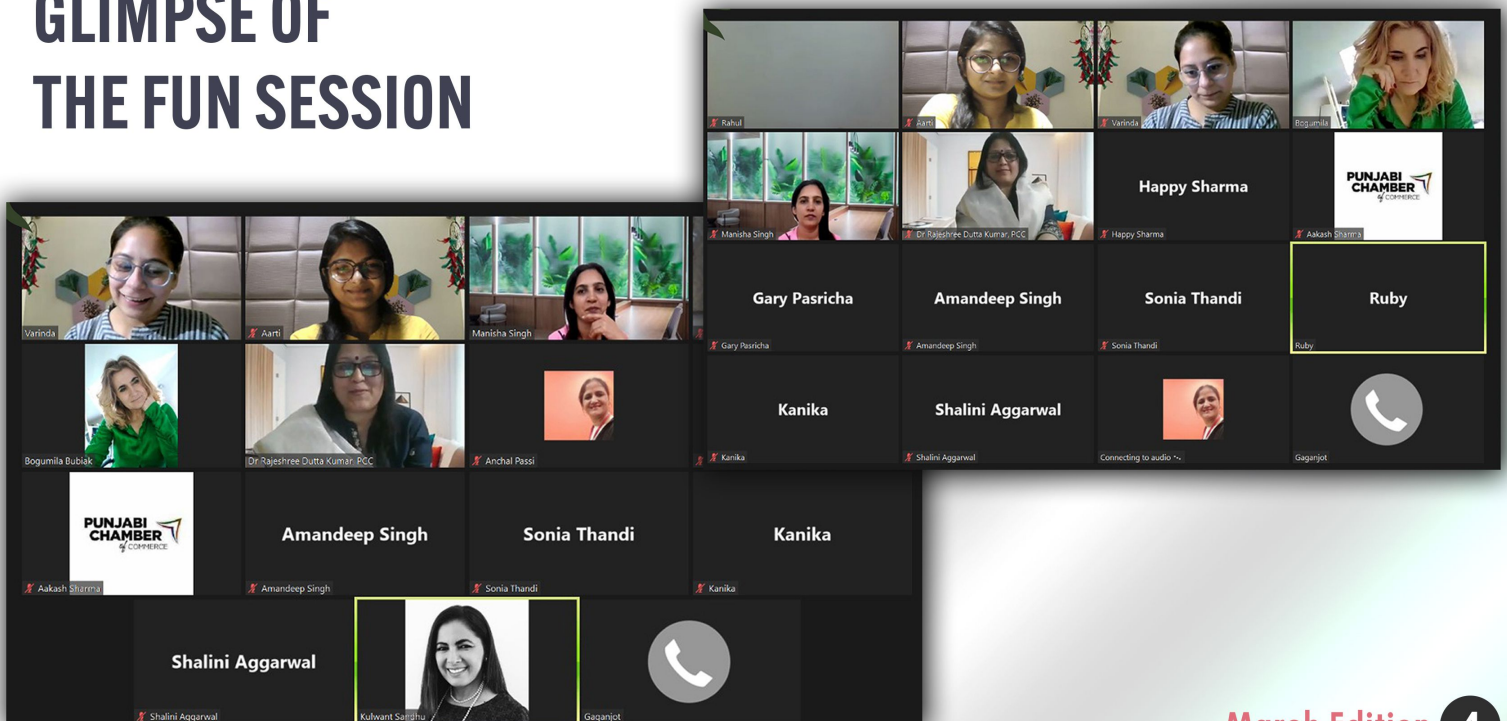
Sonia Thandi

▶ THE CALMNESS AWARD: **Shalini Aggarwal**

▶ THE YOUNG FIRE: **Kanika Sharma**

▶ YOUNG LEADER: **Ruby Jassal**

GLIMPSE OF THE FUN SESSION





Women's History Month
- NEW JERSEY CHAPTER

Click here to listen



AUTHOR SHERRY

TEDx Speakers Coach,
Author of International Best Sellers



VARINDA MEHTA

Lead - Content & Communications

Expert Adda Podcast



PODCAST SERIES

5. Expert Adda Podcast

In conversation with

VARINDA MEHTA
Lead - Content & Communications

INDERPREET KAUR
Chartered Accountant (FCA, CMA, CISA)
Corporate Advisor (Investor, CFO)

Click here <https://youtu.be/LL-qj-3SS5w> 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

Episode 1

Expert Adda Podcast

VARINDA MEHTA
Lead - Content & Communications

In conversation with

ANUPMA SHARMA
CEO - PCH Media, Entrepreneurship & L&D Coach

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Episode 2

Expert Adda Podcast

VARINDA MEHTA
Lead - Content & Communications

In conversation with

PARAM KALRA
Founder at Speech Nation
B.Tangri

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Episode 3

Click here to listen

VARINDA MEHTA
Lead - Content & Communications

POOJA UBEROI
Artist & Creator
BEHOLD UTM

Expert Adda Podcast

February Edition

Episode 4

DARE TO RAISE THE BAR

The popularity of Indian arts and crafts across the world has been testimony of the passion and fine craftsmanship of the Indian artisans. This expertise has been passed down from family members and the artisans have accorded more of sacredness and spirituality towards their products rather than just a source of revenue generation.

With the spurt of industrialization, lack of product design, modern marketing techniques etc. the handcrafted artisanal products have given way to commercially viable machine made products. As a result, many artisans struggled for survival.

There is actually a huge gap between the craftsmen and the audience preferences. Handmade in a general sense is perceived either as a luxury item or an occasional décor. Somehow, it's lagging behind being an everyday utility. The reason is that makers are not able to make (functionality, aesthetics and quality) the products that concerned user want; and current products are out of reach of the users who like these.

There was both a real opportunity and challenge for us at allmyCraft, on one hand convincing the artisans, handholding them to convert their craft into utilities that suit the modern-day function and aesthetics. And on the other hand, creating confidence among the audience, that age-old techniques can be applied to create everyday contemporary utilities.

Today, it is an absolute joy for me to witness the collective journey undertaken by our team in bringing the ancient craft of rural artisans at par with the aesthetics and utility of international standards.

allmyCraft has been instrumental in changing the focus of the artisan from just sustenance to growth and success. And for the end users, the sacred processes of creating India's crafts and designs have indeed, emotionally reached the human heart and mind.



ADITI GUPTA

Co-Founder
allmyCraft

“Live **URBAN**,
stay **ROOTED** and
constantly raise the
bar of **EXCELLENCE!**”



**“Don’t be afraid.
Be focused.
Be determined.
Be hopeful.
Be empowered.”**

— Michelle Obama

WHAT IS YOUR LEADERSHIP STYLE?

The above question is often asked in various 'Leadership Networking' circles. More importantly, since the start of COVID-19, there have been a lot of discussions about how different leaders around the world have handled the situation in their respective geographies.

"Leadership is the act of guiding a team of individuals to achieve a certain goal through direction and motivation. Leaders encourage others to take the actions they need to succeed. Knowing one's leadership style is a part of being a good leader. Developing a signature style with the ability to stretch into others as the situation warrants may help enhance one's leadership effectively."



DINESH SHARMA

Founder & CEO

Brilliant Minds Group (BMG)

PRIMARY LEADERSHIP STYLES

AUTOCRATIC

The most illustrative of an autocratic leadership style is "Do as I say". They make all the decisions with little input from team members. This command-and-control approach is typical of this leadership style (and it doesn't hold much water with today's talent).

DEMOCRATIC

Democratic leaders are more likely to ask the people working with them "How do you see it". They share the information with employees that affects their work responsibilities and also seek employee's opinion before making a final decision.

PACE-SETTING

"Keep up!!" is the style describing a very driven leader, who sets the pace as in racing. Pace-setters set the bar high and push their team members to run hard and fast to the finish line.

AFFILITATIVE

This type of leader believes "People come first" and pay attention to the emotional needs of team members and encourages harmony within teams by forming collaborative relationships.

COACHING

A leader, who coaches, views people as a reservoir of talent to be developed. The leader who uses coaching approach seeks to unlock people's potential.

AUTHORITATIVE

The most illustrative of an authoritative leadership style is "Follow me". The authoritative leader maps the way, set the expectations, while engaging and energizing followers along the way. In a climate of uncertainty, these leaders become the pillar for people. Unlike autocratic leaders, authoritative leaders take the time to explain their thinking.

LAISSEZ-FAIRE

The laissez-faire leader may appear "to trust people to know what to do". However, such a hands-off leader gives people room to run and finds a balance while remaining in control of the critical goals of the organization.

Know Yourself. Start by learning what your current dominant leadership style is. Ask trusted colleagues to describe the strength of your leadership style.

US AND CANADA BUSINESS IMMIGRATION: SOME NUTS AND BOLTS

US Immigration, with unique manufacturing talent, makes significant contributions to our nation's economic infrastructure.

It is extremely important to bring manufacturing back to the United States in order to expand the U.S. job market and develop jobs for U.S. workers. Bringing highly skilled workers, who are familiar with manufacturing in their countries, and who are able to establish manufacturing facilities in the U.S. is the key to achieving this goal. Manufacturing facilities in the pharmaceutical, technology, and other industries will open the door to developing jobs and economic infrastructure for our nation.

Manufacturing employers typically employ foreign nationals initially in a temporary nonimmigrant visa category, such as H-1B (specialty occupation), L-1A (intra-company transferees), TN (Mexican and Canadian professionals), E-2 (treaty investor), O-1 (extraordinary ability), E-3 (Australian professionals), H-1B1 (Chile and Singapore professionals), F-1 (students), J-1 (exchange visitors), B-1 (visitor visas for business travel). Thereafter, the manufacturer may begin working on a permanent residency (green card) case once the company has determined that it wishes to try to employ foreign nationals on a permanent basis.

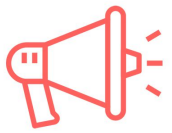


GAGANJOT MUNDRA

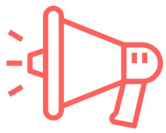
Barrister & Solicitor,
Canada at NPZ Law Group, PC

Likewise, Canada welcomes successful business people who are seeking new opportunities and challenges. Business Immigration is designed to encourage and facilitate the admission of these individuals. Both the federal and provincial/territorial governments welcome business immigrants and offer services to help immigrants start a business and settle in Canada. Such programs include a wide array of programs - start up visa program, entrepreneurial program, provincial nominee program, provincial pilot programs, business visa, and various other business work permits. With a broad spectrum of possibilities and high standard of living, business options have high chances to be successful in Canada.





Attention Readers!!



You have a Business, We have a Platform

We are inviting entries for our Classifieds Segment at a discounted price of just \$65!!

**For more information,
kindly write to Manisha.Singh@punjabichamber.net**

Happy
HOLI

May this festival of colors
bring prosperity and happiness in your life!

TOOL-KIT TO ACE YOUR DIGITAL MARKETING EFFORTS

SOCIAL MEDIA MARKETING



- ▶ *Sprout Social*
- ▶ *Loomly*
- ▶ *Audiense*

- ◀ *SendGrid*
- ◀ *Lemlist*
- ◀ *Moosend*

EMAIL MARKETING



SEARCH ENGINE OPTIMIZATION (SEO)



- ▶ *Ahrefs*
- ▶ *Clearscope*
- ▶ *SEMrush*

- ◀ *Unbounce*
- ◀ *Optimizely*
- ◀ *Hotjar*

CONVERSION OPTIMIZATION



LANDING PAGE AND LEAD CAPTURE



- ▶ *OptiMonk*
- ▶ *Typeform*
- ▶ *Mailmunch*

- ◀ *Creatopy*
- ◀ *Visme*
- ◀ *Venngage*

GRAPHIC CREATION



#PUNJABIYATFORME



Togetherness

Angad Hira



*Prosperity and
Happiness*

Deepinder Loomba



*Seva and
Khushi*

Gurpreet S. Pasricha



*Seva and
Pride*

Harry Grewal



*Bravery and
Unity*

Jeff Singh Saini



*Helping others
and Fun*

Raveesh Dewan



*Chardi Kala
and Happiness*

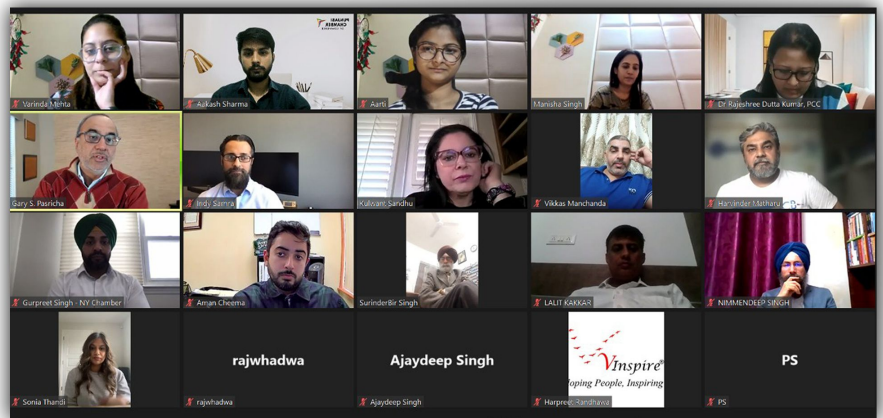
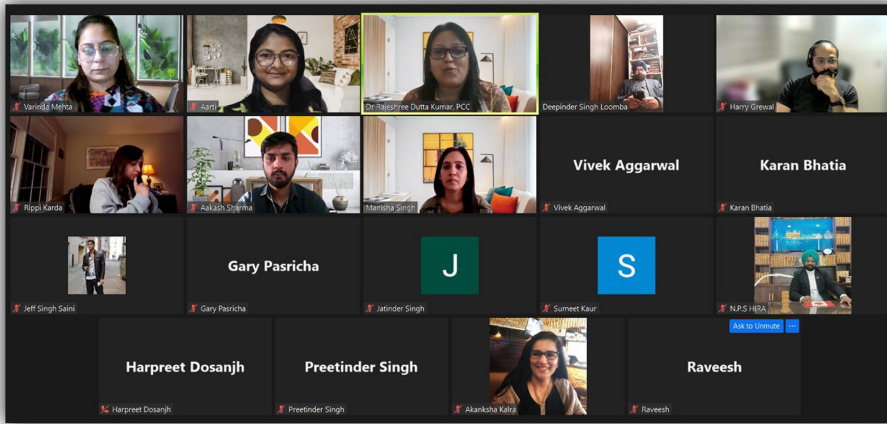
Rippi Karda



*Seva and Feeling
of Extended Family*

Vivek Aggarwal

GLIMPSES OF GLOBAL CHAIR MEET 2022



SIGNING OFF

“It is becoming one close knit and connected global community!”

It has been a super-energetic month with a lot many activities happening around. I thank the Chapter and Committee Chairs for joining us in the Global Chairs Meet 2022 and sharing their set of ideas to engage the community in each geography. I am also glad to appreciate the ‘Women’s History Month’ Campaign initiative by New Jersey Chapter and urge other chapters to come up with dedicated campaigns pertaining to the interests of members in their chapters. Going forward, we are gearing up together with the chapter leads to hold an in-person networking event around Baisakhi and look forward to catering to a wider member base across all 18 chapters. We, at the Chamber level, are also working on fostering partnerships and alliances in-line with this very objective.



DR. RAJESHREE DUTTA KUMAR
Executive Director, PCC

Punjabi Chamber of Commerce Team

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