



# NEWSLETTER

VOLUME #21

EDITION #09

SEPTEMBER 2022



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**Theme - Social Media: A Game Changer  
for Businesses**



# FOUNDER'S DESK

*Gurpreet S. Pasricha*  
Founder Trustee



It is a buzzing time for us as we look forward to the new events, programs and schemes we are launching this month. To kick off, we have the PCC Global Gala 2022 in October in New Jersey, which is a huge show of coming together for all of us. A set of remarkable speakers, great influencers who will get to bond with the community on key partnerships in business, ideas and investors is all on the cards.

With equal excitement we are also ready to launch the Punjabi Angels First PitchFest, which will be the coming together of promising startups and potential investors on September 24, 2022. Punjabi Chamber Foundation, the charitable wing of PCC, will also launch the scholarship program through which we aim to aid college/university students with books, tuition fees, boarding, and other expenses. We will also be launching the PCC Chartered Membership Program for our members, under which they will get special benefits while networking with high-profile entrepreneurs and business leaders.

This month we are talking about Social Media: A Game Changer for Businesses. Today, social media has become more essential than ever, we are so easily connected and informed than ever before, all thanks to technology and social media.

As our community grows and strengthens, we request all of you to send in your suggestions and keep in action!



# Entrepreneur Spotlight

Tech startup Digital Punjab Labs is ready to launch its Metaverse solutions. Digital Village will provide an immersive experience to businesses around the globe and help them reach their target market. Virtual Reality labs in Ludhiana, Chandigarh, and Dallas will be set in the coming month. Keep an eye out for release updates through the Punjabi Chamber of Commerce.

## 1. What was your inspiration or idea behind Digital Punjab Labs?

'Bridgital Nation: Solving Technology's People Problem' book co-authored by Natarajan Chandrasekaran, Chairman- Tata Sons, and Roopa Purushothaman. This book is my inspiration behind Digital Punjab Labs. The real-life stories in this book are very relatable since I was born in a small rural village in Punjab.

## 2. Creating a Punjabi village space in the metaverse is innovative. How will it help businesses to grow or showcase their products in this space?

Metaverse is a virtual reality space that allows users to interact in an immersive environment. Punjabi village is an effort to allow users to visit and interact from anywhere in the world. Users can conduct real-life interactions to demonstrate their products or services irrespective of their location.

## 3. How far has virtual reality technology come in recent times? How do you think it will affect businesses in the future?

Virtual reality is the next iteration of the internet and is projected to reach USD 825 billion market size by 2030. Businesses will fall behind if they are not Metaverse ready, similar to the early internet era in the 90s.

## 4. What will be your word of advice to entrepreneurs who wish to set up businesses in the metaverse space?

Metaverse is an opportunity for businesses to grow in this post-pandemic world. Consumer behaviors have evolved and they are not limited by physical geographies. Businesses should find unique use cases for their respective product or services to execute effective Metaverse strategies.



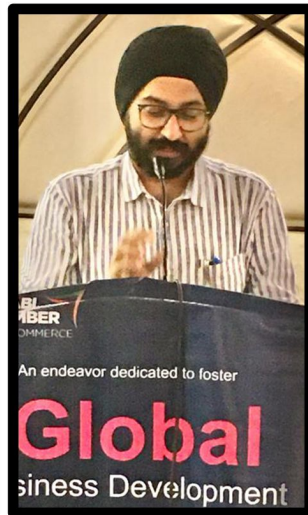
**Mr. Inderjit Singh**  
Workday Engagement Manager  
Tata Group  
Co-chair - Dallas Chapter



# Glimpses of PCC Event

(In-Person Event)

## Impact of GST on Small Hotels and Guest Houses Amritsar Chapter



## Networking Mixer Dallas Chapter





# Glimpses of PCC Event

(Collaboration Event)

**International Speaking Championship & Awards 2022**  
New Delhi Chapter (In Collaboration with MS Talks)



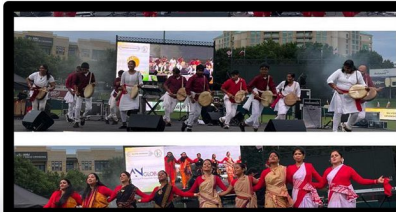
## Vision Punjab

Chandigarh Chapter (In Collaboration with Assocham)



## Anand Bazaar

Dallas Chapter (In Collaboration with Anand Bazaar)





# Notable Accomplishments



PCC congratulates Trustees Mr. Jatinder Singh Bakshi and Mr. Mani Singh Bakshi of Singh & Singh for being honored with the Front Line Award at the 75th India Flag Raising Day Ceremony by the Consulate General of India, Commissioner of Hudson County, New Jersey. Being at the forefront of service during COVID-19, they served the community in its time of need.



PCC congratulates Mr. SB Singh, PCC Committee Member for receiving Award of Excellence from Federation of Industrial & Commercial Organisations "FICO" at State Level Independence Day Celebration in MSME Development & Facilitation Office, Ludhiana.



*Presents*

# GLOBAL GALA 2022

OCTOBER 29, 2022  
06:30 PM ONWARDS

HILTON MEADOWLANDS,  
EAST RUTHERFORD, NEW JERSEY, USA

**SPEAKER**



**INDERPAL BHANDARI**  
GLOBAL CHIEF DATA OFFICER  
IBM

**SPEAKER**



**SAVNEET SINGH**  
CEO  
PAR TECHNOLOGY (NYSE)

**SPEAKER**



**TRISHNEET ARORA**  
CEO  
TAC SECURITY



**GARRY SANDHU**

DJ  
**DJ KUCHA**

EMCEE  
**SHILPY CHAWLA**

**Sponsorship opportunities available, Please contact**

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+1 (631) 949-0275

Manisha Singh  
manisha.singh@punjabichamber.net  
+91 93242 28823



# Gala Ticket Sales are Live



Punjabi Chamber of Commerce

Presents

## GLOBAL GALA 2022



OCTOBER 29, 2022  
06:30 PM ONWARDS

HILTON MEADOWLANDS,  
EAST RUTHERFORD, NEW JERSEY, USA

Sponsorship opportunities available,  
Please contact

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Manisha Singh  
manisha.singh@punjabichamber.net  
+91 93242 28823

### VIP Pass - \$500

### General Pass - \$250

<input checked="" type="checkbox"/>	Access to PCC Global Gala	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Opportunity to interact with business leaders	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Entertainment and Dinner	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Valet Parking included	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	VIP Seating	
<input checked="" type="checkbox"/>	Photo opportunity with Garry Sandhu	
<input checked="" type="checkbox"/>	VIP Gift Hamper	
<input checked="" type="checkbox"/>	Discounted Room Rate	
<input checked="" type="checkbox"/>	Breakfast with Board Members, the following day	
<input checked="" type="checkbox"/>	Exclusive VIP hand band identifier	

**Ticket Sale  
is Live**

**Buy Now**

SCAN ME



## ADVERTISE WITH US

ADVERTISE WITH US

Unfold your Business' growth journey  
*with Punjabi Chamber of Commerce!*

2,500+ Members in 18 Chapters across the Globe

<input checked="" type="checkbox"/>	Website - <b>1,000+</b> Unique Visitors every month
<input checked="" type="checkbox"/>	Email Campaign - <b>38%</b> Daily Open Rate
<input checked="" type="checkbox"/>	Newsletter - <b>50%</b> Click Through Rate & <b>2,000+</b> Impressions
<input checked="" type="checkbox"/>	Podcast - <b>1,000+</b> Distinctive Impressions & Engagements
<input checked="" type="checkbox"/>	Webinar - <b>100+</b> Viewers on FB, LinkedIn & YouTube LIVE
<input checked="" type="checkbox"/>	Social Media - <b>6,000+</b> Followers

Write to Manisha.Singh@punjabichamber.net

# WE WELCOME INDY SAMRA AS AN ESTEEMED TRUSTEE



## INDY SAMRA Trustee of PCC



### WE WELCOME YOU AS OUR ESTEEMED TRUSTEE

Indy Samra is a Private Wealth Advisor with Samra Wealth Management, a Member of Advisory Services Network, LLC. As a Private Wealth Advisor, Indy works with select families and small businesses with the goal of providing peace of mind.

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

## Member to Member Benefits



### Explore Mutual Growth opportunities



by Curating **Exclusive Discount Vouchers**  
for your Fellow PCC Members around the Globe!

Email your proposal to Manisha Singh >

✉ [Manisha.Singh@punjabichamber.net](mailto:Manisha.Singh@punjabichamber.net)

More Info simply dial  
(732) 837-4840



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



# Social Media: A Game Changer for Businesses

## How would you explain social media?

Social media is the most effective way for us to reach out to current and prospective members.

## How does social media benefit a business?

It increases your presence and reputation while also spreading your message to a large number of people.

## What according to you is the best social media strategy to use?

There is no silver bullet; the most effective strategy is one that gets you in front of your intended audience.

## What social media platform would you recommend to do business on?

LinkedIn is the most effective business platform in North America, followed by a slew of others, including Instagram, Tik Tok, and Facebook.

## How do you create a social media calendar?

How frequently should one post and so on. - Our calendar is divided into three sections: LinkedIn, Instagram, and Facebook. Our goal is to post on all three platforms at least three times per week. We keep up with business trends. For example, the best days to post on LinkedIn are Wednesdays and Thursdays between the hours of 8 a.m. and 3 p.m. (EST)

## What are the negative effects of social media?

Although social media has a lot of positives, the negative effects that it can have are:

1. Chronic social users are more likely to report poor mental health, such as anxiety and depression symptoms.
2. Bullying was only possible in person before the advent of social media. People can now bully others online, whether anonymously or not. - Cyberbullying
3. Fear of Missing Out (FOMO) is a phenomenon that emerged concurrently with the rise of social media. It's not surprising that it's one of the most common negative effects of social media on society.
4. As most people are probably aware, social media instills in us unrealistic expectations of life and friendship. - Unrealistic expectations.
5. Social media has the potential to be more addictive than cigarettes and alcohol. It has a powerful draw for many people, causing them to check it constantly without even thinking about it. - Addiction



**Dinesh Sharma**

Founder & CEO  
Brilliant Minds Group  
Member - Toronto Chapter



# SIGNING OFF

As we all are drawing closer to the Global Gala 2022, the most awaited event for the year, we've noticed how strong our community at Punjabi Chamber of Commerce is growing.

The action-packed time with the much-awaited launch of Punjabi Angels Pitch fest is something we all have been planning and now it comes to shape and unravels on September 24, 2022. We are grateful for the events that have taken place, especially in Amritsar, it was our first and the co-chairs did a great job in putting it together, notably for the tourism community in Amritsar.

We are also looking forward to an interesting in-person panel discussion in New Jersey 'A Recession and your Portfolio,' on Sept. 22 2022 organised by one of our very valued members, board of directors and recently appointed Trustee Mr. Indy Samra. As well the an interesting upcoming event in Chandigarh on Sept. 30, 2022 on Emotional Intelligence.



**NIMRIT NAIN GILL**  
Executive Director, PCC

While each of us are endeavouring to do our bit for creating this engaged platform, we request you all to keep the enthusiasm going and help us with more ideas and co creations as we move forward with lots of new programs that will be unfolding shortly.

## OUR UPCOMING EVENTS

**PUNJABI ANGELS** Punjabi Angels Launches Its **First PitchFest**

**Eligibility**

- Must not have completed a period of ten years from the date of incorporation/registration.
- Must be working towards innovation, development, or improvement of products or processes or services, or a scalable business.
- If pre-revenue, the Start-Up must have a Minimum Viable Product (MVP)
- Pitch Participants must be registered members of Punjabi Chamber of Commerce

Submit your Pitch Deck Presentation, not later than **September 10, 2022**, for our Punjabi Community

**September 24, 2022** 09:30 am (EST), 07:00 pm (IST), 02:30 pm (BST) **Join Punjabi Angels Now** to escalate your business to the next level

To know more, write to [Angels@punjabichamber.net](mailto:Angels@punjabichamber.net) or simply dial +1 732 83 74840 or +91 93242 20923 **SCAN AND REGISTER**

**PUNJABI CHAMBER of COMMERCE** Chandigarh Chapter **PLAKSHA UNIVERSITY**

IN COLLABORATION WITH PLAKSHA UNIVERSITY

**EMOTIONAL INTELLIGENCE: HOW IT IMPACTS YOUR SUCCESS**

**Save the Date**

**Speaker**

**Jagmohan S Bhogal**  
Founder & CEO  
Thinkfluence Academy

Plaksha University  
September 30, 2022  
05:00pm to 07:00pm

**PUNJABI CHAMBER of COMMERCE** NEW JERSEY CHAPTER

King Palace, Banquet Hall, Oak Tree Rd Edison, NJ 08820  
September 22, 2022, 6 pm  
Ticket Price - USD 60

**MODERATOR**

**AMANPREET PALL**  
HUMAN RESOURCES  
BLOOMBERG LP

**PANELISTS**

**WILL GIBSON**  
RESEARCH ANALYST  
NASDAQ DORSEY WRIGHT (DWA)

**DR. ARTURO OSORIO**  
ASSOCIATE PROFESSOR  
RUTGERS BUSINESS SCHOOL

**INDY SAMRA**  
PRIVATE WEALTH ADVISOR  
SAMRA WEALTH MANAGEMENT

**Our Sponsors**

**PASRICHA & PATEL** ATTORNEYS AT LAW  
**SAMRA** WEALTH MANAGEMENT  
**DOGRA CPA LLC** Accounting Tax Valuation Inspiring Small Businesses to thrive and lead



## Punjabi Chamber of Commerce Team

**Nimrit Nain Gill**  
*Executive Director*



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

### Contact us

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

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