



**DIGITAL  
TRANSFORMATION**

# NEWSLETTER

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***Theme - Future of Digitalization is now the present***

# FOUNDER'S DESK

*Gurpreet S. Pasricha*  
Founder Trustee



This month I was in India and I got the opportunity to be with the Delhi, Ludhiana and Amritsar co-chairs along with a few key members. The hospitality in Punjab is always heart-warming and that is what we try and do at the Punjabi Chamber of Commerce. Take the warmth of Punjab in every aspect of our lives. Through our networking meetings, through the businesses that we do and the connections we build and create for the good of all. In other words, serving one another.

We are getting to the next phase of paid membership, which is to get all our global chapters hosting valued-based events and meetups for the members and create a strong community. The global connections that one forges by making meaningful partnerships in business and sharing knowledge is what we strive to achieve.

We also want to take our community along by keeping our children in their home country, India, and to stop mass immigration as we see today. The opportunities that we would like to provide is education and internship to our students through our Scholarship Fund, which we will start soon in 2023.

Meanwhile, we have had a successful Holiday Party in New Jersey which is a tradition every year although it is a combined event with two other chambers. However, PCC always has the largest turnout.

Do continue the work and keep the chapters active as the potential is immense in every aspect, from giving back, to taking the opportunity to grow in your own business. I wish you a great Holiday Season!



# PCC MEMBERSHIPS

January 2023

## Become a Member

- PCC Charter Member
- PCC Standard Member
- PCC Sector Member - IT
- PCC Student Member

## Benefits

- Enhanced Network
- Global Group Discounts
- Professional Growth
- Access to Investment Ecosystem
- Advocacy
- Profile Building
- Business Marketing & Brand Building Opportunities
- Advertisement in Newsletter at Discounted Rates
- Career Benefits for Students through GYS Wing

## Our Programs

- Member Connect  
(Inter-Chapter Engagement)
- Punjabi Angels
- Mentor Mentee
- Leaders on Roll
- Expert Adda Podcasts

For more details contact

[admin@punjabichamber.com](mailto:admin@punjabichamber.com)

**PCF**

TAKE A CHANGE.

PUNJABI CHAMBER FOUNDATION

Our  
Wings

**GYS**

GLOBAL YOUTH SQUAD

# PCC CHARTER MEMBERSHIP

January 2023



## Benefits

- Enriched network access to the members directory
- Co-invest in other groups as an investor (in Punjabi Angels and Real Estate opportunities)
- Unlimited access to exclusive Group Benefits with co-chartered members (lounge, hotel discounts, etc)
- Exclusive bespoke events (Boat / Yacht Party/ Retreats)
- Priority listing for an opportunity to participate in the following:
  - ▶ Global Events
  - ▶ Off-site leadership meet-ups
- Exclusive brand listing & recognition in Global Events (will get first offer on sponsorship)
- Opportunity to serve as mentors to budding entrepreneurs & professionals
- Exclusive coverage in all PCC platforms & Media
- Advertisement in PCC Newsletter at discounted rates
- Early bird sponsorship opportunities

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**Our  
Wings**

**PCF** MAKE A CHANGE

**PUNJABI CHAMBER FOUNDATION**

**GYS**

**GLOBAL YOUTH SQUAD**

# Foundation Stone laid by PCC Founder Trustee Mr. Gurpreet Pasricha (Amritsar Chapter)



The foundation stone of extension of M.E.S. Public School, Tarntaran Road, Amritsar was laid down by Mr. Gurpreet Singh Pasricha, Founder Trustee, Punjabi Chamber of Commerce. The financial support will be extended under the Punjabi Chamber Foundation. The school is run by Missionary Educational Society for the weaker section of the society since 2005. Mr. Pasricha assured his every type of help for the school. Mr. Pasricha said that Punjabi and Punjabiyaat is known for 'Seva' and it is our upmost priority and duty to extend our support towards society specially when it comes to upscaling the weaker section. He also briefed about the activities and initiatives carried out by PCC through its 19 chapters spread across various parts of the world. The members present in the event were CA Davinderpal Singh, Dr. Joginder Singh Arora, Mr. Kirpal Singh, Mr. Barinder Pal Singh, Mr. Narinderjit Singh, Mr. Urvinder Singh Bhasin, Mr. Harjinder Singh, Mr. Balwinder Singh Aiden, Arch Inderbir Singh Walia, Mr. Manjit Singh Bath, Mr. Gurcharan Singh Aulakh(USA).



# Grasping the Messy and Lucrative World of Artificial Intelligence for Business Leaders

The Age of Automation has arrived, exponentially altering the world with some seen, some unseen changes. Most traditional businesses are just beginning to adopt Cloud services in the last few years playing catchup to their smaller, nimbler competitors who natively leveraged Cloud/Software as a Service frameworks to offer better, faster and cheaper services. Insurance, Banking, Retail, Hospitality, Real Estate, Healthcare, Consulting and more are all getting disrupted by an undercurrent that has been building slowly and is coming to a head in the next few years, all driven by Artificial Intelligence and Machine Learning.



**Joti Balani**

Founder & Managing Director  
Freshriver.ai

To illustrate, Resorts Worlds Las Vegas was launched in 2021 as digital first with an AI Assistant to help guests with everything from room service to booking restaurant reservations. Lowe's, the home improvement retail giant, has an AI Assistant that answers the phones at stores as the first line of customer service. Banks are using predictive machine learning models to upsell customers on credit cards in real time when they hit their spending limits.

Many business leaders are still working with old frameworks not adaptable to AI/ML. Employees need upskilling to understand the impact to strategy, processes, tools and data, the new oil, to feed these AI/ML systems. As responsible corporate citizens, we are going to have to change our mindsets on how we work and play with AI and ensure that Data, the blood flow of any Business, which is naturally dirty, does not negatively infect AI/ML systems. Data has to be cleaned, much like human blood before its allowed to freely roam AI/ML systems.

Coupled with the Great Resignation and the Recession, there is a perfect storm brewing, where the majority of businesses will mistakenly not invest in transformative technologies and training, and as history has shown, the best time to transform your business is in a downturn to be prepared for when the cycle shifts, and it will, to be primed to grasp market demand with the best in class services. The time to make these transformative choices is now.

# Glimpses of Meet & Greet

(Ludhiana Chapter)

Members of PCC Ludhiana Chapter held a luncheon meeting with Founder Trustee **Mr. Gurpreet Pasricha** on December 5th, 2022. Respected Trustee, illuminated the house on the background of PCC and key initiatives & achievements of the Chamber. He mentioned that there is a dire need to uplift the Punjabi community across the globe and extend the ambit of 'SEVA' to handhold the enterprises as they grow. Furthermore, Mr. Pasricha discussed the roadmap ahead of the Chamber and shared his inputs, all in the name of the extending the Chamber's outreach.





# The Evolution of Digitalization

Modern business requires leading-edge technologies and innovations for competitive advantages. However, when you adopt the technology, the bedrock requirement is to manage it for the best return on investment. To get that result, every IT organization to focus on optimizing their IT Operations (ITOps). The ITOps include full-stack monitoring, cybersecurity, endpoint management, remote support, end-user engageability, and many other services.



**Valerian Fernandes**

OEM Channel Partner Management  
Algomox

Evolving IT operations and digital transformation improve the IT team's productivity, reduce downtime, improve accuracy, reduces operational costs, and address end-user issues to provide a quality IT experience. In addition, every industry's newer applications, services, and products indicate the increasing digital transformation. But there are many challenges concerning digital transformation due to ITOpreations.

## **\*Digital Transformation Challenges\***

Along with digitization, the complexity of the modern IT environment increases multifold. Today, middle to large companies use an average of three cloud service providers for various enterprise applications and services. In addition, the sheer amount of data generated by application infrastructure and the high likelihood of performance issues every time an update or change is made to that existing infrastructure add to this complexity. Even though application performance monitoring (APM) solutions provide real-time alerts for performance issues, there is evidence that IT teams require more assistance to monitor the increasingly complicated landscape successfully. This complexity creates a lot of hurdles for traditional ITOperations. Therefore, the IT organization should look for more intelligent approaches.

## **\*The Solution is AIOps - AI-based ITOps\***

AIOps is an emerging system that combines big data and AI or machine learning functionality to enhance and partially replace a broad range of IT operations processes and tasks. These tasks include availability and performance monitoring, event correlation and analysis, IT service management, and automation. By adopting and leveraging AIOps, IT organizations can automate and enhance IT operational practices and access continuous insight into the performance of their business services. The primary objective of AIOps is to provide insights from the IT infrastructure using machine learning and reinforcement learning, and they can act upon these insights using cognitive automation.

The vendors like Algomox provide a best-in-class AIOps platform that enables enterprises to meet their Digital Transformation demands. Implementing such an AIOps solution helps automatically identify unknown issues and anomalies from a huge volume of IT data using real-time advanced machine learning. It also helps in providing actionable insights into data and enables the IT team to resolve them quickly. As a result, solutions like Algomox AIOps help revolutionize IT operations to the next level and accelerate your digital transformation journey.

# Glimpses of Holiday Party

(New Jersey Chapter)



# Glimpses of Meet & Greet

(London Chapter)



# ADVERTISEMENT

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## MEMBER TO MEMBER BENEFITS



**Explore Mutual  
Growth opportunities**

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

For any query, please contact  
[admin@punjabichamber.com](mailto:admin@punjabichamber.com)

More Info simply dial  
(732) 837-4840

**PUNJABI CHAMBER of COMMERCE Dallas Chapter**

# Networking Meet & Greet



📍 **Date:** December 15, 2022

📅 **Venue:** Fernando's Mexican Cuisine 1250 State St #100, Richardson, TX 75082

🕒 **Time:** 6.30pm

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

**PUNJABI CHAMBER of COMMERCE Amritsar Chapter**



# Entrepreneur's Cafe

(Understanding Start-up Eco System)

**Day & Date :** Friday, 23 December  
**Timings:** 3:00 PM to 5:00 PM  
**Venue:** Timeless Amritsar, Queens Road Amritsar

**Our Speaker**  
**Dr P Prasant**  
 Deputy Dean (I&A)  
 Khalsa College Charitable Society



**Scan & Pay**  
**Registration:** Rs 200/-

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

**PUNJABI CHAMBER of COMMERCE Chandigarh Chapter**



# Human Resources for Start-ups: What's important?

**Moderator**  
  
**Param Kalra**  
 Founder Starhub Nation

**Panelists**  
  
**Sumeet Kaur**  
 Senior Vice President Institute of Professional Banking

  
**Jorawer Singh**  
 Director & CEO Olympus PAS Pvt Ltd

  
**Sandeep Brar**  
 HR & Business Leader

**Scan to Buy**  


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**Ticket Price: Rs.300**

📅 **December 23, 2022**  
 🕒 **04:00 PM to 07:00 PM**  
 📍 **Sebiz Square, Sector 67, SAS Nagar**

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

# ADVERTISE WITH US (LAST CHANCE TO AVAIL THE FESTIVE OFFER)



**PUNJABI**  
CHAMBER  
of COMMERCE

## ADVERTISE WITH US

*Unfold your Business' growth journey with  
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**2,500+** Members in **18** chapters across the **Globe**

- ☑ Website - **1,000+** Unique Visitors every month
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- ☑ Podcast - **1,000+** Distinctive Impressions & Engagements
- ☑ Webinar - **100+** Viewers on FB, LinkedIn & YouTube LIVE
- ☑ Social Media - **6,000+** Followers

✉ Write to [prabhjot.singh@punjabichamber.net](mailto:prabhjot.singh@punjabichamber.net)

# CALL FOR INVESTORS & START-UPS

**PUNJABI**  
Angels

## CALL FOR INVESTORS!

### Eligibility

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



To fill in the application form, visit  
<https://forms.gle/sorsVkai3GRH2Zbp8>



**Join the Punjabi Angels Now**  
to foster Mutual Business Development

✉ To know more, write to  
[Manisha.Singh@punjabichamber.net](mailto:Manisha.Singh@punjabichamber.net)

☎ or simply dial  
(732) 837-4840

**PUNJABI**  
Angels

## CALL FOR START-UPS!

### 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.



To fill in the application form, visit  
<https://forms.gle/UxN68DFIDc2joXXQ9>



**Join the Punjabi Angels Now**  
to Escalate your Business to the next level!

✉ To know more, write to  
[Manisha.Singh@punjabichamber.net](mailto:Manisha.Singh@punjabichamber.net)

☎ or simply dial  
(732) 837-4840

# GLOBAL GALA 2022

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# SOCIAL MEDIA CONNECT



**SOCIAL MEDIA CONNECT**

To keep yourself updated with the Chamber's activities.  
and to get timely notifications:  
Below are PCC social media handles, please follow, connect & subscribe



## SIGNING OFF

As the year comes to a close, PCC is geared up to move in the direction of paid memberships. We will be launching with Charter Membership, Standard Membership and Student Membership. Along with this, we are starting with the first special group: the Information Technology membership, which will be launched in New Jersey and New York chapters initially and then rolled out to the rest of the chapters.



**NIMRIT NAIN GILL**

To get our memberships off the ground, we have expanded the Chamber team. We now have an assistant director on board, Avneet Singh, who has a background working with Chambers – the PHD Chamber of Commerce and Industry in Chandigarh and Confederation of Indian Industry (CII). With a sound industry background, we are now ready to get our chapters conduct once-a-month theme and value-based events.

We can do all of that and more with complete commitment of all our members. We are proud of our network and to keep it strong, the meetups and engagements with commerce are critical as we have so much in store. Stay tuned and stay connected!

# Punjabi Chamber of Commerce Team

**Nimrit Nain Gill**  
*Executive Director*



## Contact us

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☎ (732) 837-4840

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

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**Prabhjot Singh**  
*Assistant Manager - Marketing & Digital Media*

**Nitish Singh Bhandari**  
*Lead - Graphics & Creatives*



For Content & Programs | Marketing & Advertising related queries, write to

[admin@punjabichamber.com](mailto:admin@punjabichamber.com)

