



NEWSLETTER

VOLUME #25

EDITION #01

JANUARY 2023



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Theme - Importance of Communities in the Start-up space

FOUNDER'S DESK

Gurpreet S. Pasricha
Founder Trustee



Happy New Year!

It is wonderful to see PCC grow this year. We begin with value added events in some of our chapters. Later this month our second Global Pitchfest is being held, the need for Punjabi start-ups to get discovered and get on to the road is our mission. This time round we are stronger and bigger.

We are also ready to launch our paid memberships starting with chapters in Punjab and in New York/ New Jersey where we will go first with Charter memberships and Regular memberships.

PCC Women is also what we launch this time. The need for PCC Women's Group came from women entrepreneurs, we sensed a requirement for women to have their own space where they can network and grow their businesses globally. Staying connected with other like-minded women that helps them reach their potential.

This year our Global Gala will be held in Delhi, India. We all look forward to one mega event and this is a great way to have all India chapters to come together and grow their businesses and network. Those who are outside of India can look forward to plan a trip to their home country. The dates for the Gala are 1st and 2nd December, 2023.

A lot more is always coming your way, stay tuned!

PCC CHARTER MEMBERSHIP

January 2023



Benefits

- Enriched Network, access to Global Charter Member directory
- Equity Co-investment Opportunities
- Exclusive Bespoke Events (Boat / Yacht Party/ Retreats) exclusive to Charter members
- Exclusive branding opportunity
- Priority listed for opportunity to participate in the following:
 - ▶ Global Events
 - ▶ Off-site leadership meet-ups
 - ▶ Speaking opportunities
 - ▶ Free attendance for regular events and meetings
- Featured coverage on PCC platforms & Media
- Discounted sponsorship opportunities
- Dedicated facilitations for introductions and meeting opportunities across our global chapters

Our Programs

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

For more details contact

admin@punjabichamber.com

Our
Wings

PCF
MAKE A CHANGE

PUNJABI CHAMBER FOUNDATION

GYS

GLOBAL YOUTH SQUAD

DARE TO RAISE THE BAR



Pungra, is a not-for-profit organisation based in West London, UK, which is focused on professionalising group exercise to Punjabi music, also known as bhangra. Inspired by the authentic pronunciation of bhangra, the first challenge for the founder, Ravi Sandhu, was to consider the question, ‘what can we call an exercise brand, that sits up there with the greats like Zumba, Booya, Boxercise, Pelaton and even Yoga? It needs to be catchy, definitely a single word, and make for a great logo”.

Ravi started teaching his classes with the name Pungra in 2013. Having learned many lessons and amassing a following of tens of thousands of regular exercisers, mostly through YouTube, he is determined to step up the gear in 2023.

Partly by increasing the quality of the videos, freely available on YouTube, and partly by registering Pungra as a charity in the UK. The aim is to use the videos, and funds donated to the charity, to train bhangra dancers to become fully fledged group exercise to Punjabi music instructors. They will be trained to the standards expected in the fitness sector; which currently almost all bhangra dance class teachers are not.

Why this is important? Obesity and other lifestyle conditions are a growing problem globally. South Asians are definitely not immune to the epidemic that is going on. In these times, it is more important than ever to provide opportunities for people to exercise and stay healthy. Most of the bhangra fit classes currently available do not operate with quality assurance, appropriate insurance, or even legally. This has to improve.

Pungra aims to help improve this by raising the bar and providing a pathway for enthusiastic champions of bhangra dancing to teach classes that convert to become centered on exercise and education, rather than entertainment.

We believe that Pungra is a great contribution to the world, and one that has its origins in the Punjab region. We hope that you will join us in supporting this movement and helping to spread the word about the importance of professionalising bhangra dancing as a form of exercise.

-Ravi Sandhu
Founder, Pungra

Glimpses of Human Resources

for Start-ups: What's important (Chandigarh Chapter)



Glimpses of Entrepreneur's Cafe

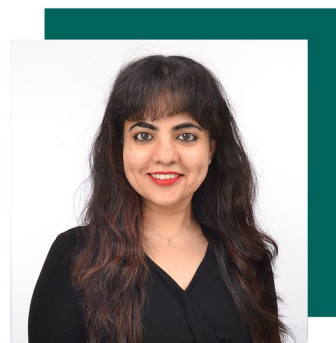
Understanding Start-ups Eco System (Amritsar Chapter)



Women Entrepreneurs in Startup Communities

Can you name any 4 objectives of Women Startup Communities ?

Objective of my Women in Finance & Technology - Start Up community is Acknowledge, Inspire, Promote – I think we as Women do an insufficient job of acknowledging our own strengths and acknowledging our peers for their great work, so it starts with acknowledgement...Inspiring other Women with the journey taken and Promoting one another through the road ahead as Financial Services and Technology continue to be the most challenging sectors for Women to rise up the ranks!



Surbhi Dhir
Senior Partner
Publicis Sapient
PCC Member

What are the quintessential characteristics that are prerequisite for women entrepreneurs to upscale themselves in the Startup Community?

1. Discipline – To do the practical / right thing.
2. Determination – To do it regardless of the circumstances or challenges at hand. You just have to keep going!
3. Dedication – Steadfastness/ Undying Commitment to deliver results. Not everyone will agree with you first but if you put your head down and deliver, everyone will follow when the results will follow
4. Mindset – To have a mindset of Discoverer, Creator, Learner as opposed to knowing it all.

What is your opinion of the statement, "Being an entrepreneur is not an easy endeavor, especially for women, who frequently lack a network to lean on or learn from"?

In my opinion, Women don't lack the network, we have the biggest network – The most influential Men are married to Women and they are in turn connected to other Women. We are born Entrepreneurs and Managers. Our Grandmothers, Mothers are the biggest example – They are Finance Managers, Task Managers, Influencers and are the single driving force driving our Grandfathers, Fathers and Next Gen Kids to dream Big! I think, the gap is some Women are either too shy to ask for help or too proud to ask for help. The five fingers in our hand are not of the same length meaning, each finger has a strength and purpose, its only when they come together the hand can pick up a pen and we can write similarly, if we acknowledge our strengths, Ask for help, leverage our network where we need help, and apply the guidance I think you will see a lot more Women Entrepreneurs.

What are a few less risky finance options available to women entrepreneurs in the early phases of their businesses? How startup communities can help?

1. Investing your own savings – If you aren't investing in your own idea, nobody else will!
2. Getting funding from immediate family members – If the people who you live with, or have grown with, don't trust you with money. The outside world will never be convinced if your own family is not even partially bought in. All the successful Entrepreneurs took initial investments from their respective partners / families – Jeff Bezos, Shri Narayan Krishnamurthy, Late Shri Dhirubhai Ambani and the list goes on.
3. Pooling resources – Each one bring SUM i.e. each member should be treated as an equity holder to help raise funds.
4. Exploring Funding options through Govt Grants / Initiatives – There are several programs and grants that are offered by the Govt. to encourage more Women to explore independent career options.

Would you like to share with us any initiatives you are working on to support women in fintech?

I am the Founder of Women in Finance & Tech – North America. Additionally, I mentor Women at ASCEND Canada, Women in Product – North America, University of Toronto Entrepreneur Network and act as Advisory Board member to several Women Tech Groups in Toronto, Chicago and NYC.

You are passionate about promoting women in fintech, any quote in your life, you relate yourself with?

My Fav Quote is from George Bernard Shaw (which is also in my signature everywhere) You see things; and you say 'Why?' But I dream things that never were; and I say 'Why not?' I have lived and worked in 10+ countries and I don't think it would have been possible without dreaming Big and By Gods Blessings! I genuinely believe if your dreams don't keep you up at night you aren't dreaming big enough, its then just a Goal that you will achieve

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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

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How Community Builds Startup

What according to you are the key components of being a CEO/founder?

Being a C-founder/CEO of an early-stage company is firstly not at all a "bed of roses" and not something that allows you either an easy path or a job profile that will be purely delegation, leadership, or fancy business/funding work. It is the combination of day-to-day operations and getting stuff done; while creating and executing a strategy for value creation. One of my mentors said that a successful person in this role will be able to "wrestle with the pigs one minute, and then soar with the eagles next; and do that switch multiple number of times"

The most important component in my mind is the Passion and your WHY you are founding and going to build a business for that problem. Grit, determination, standing up and continuing to fight and not give up in the early stages of the company's life is critical. Next comes the hard and soft skills and experience to be a CEO/Founder. I feel then the other important element is your Empathy and EQ (Emotional Quotient). Of course, Hustle is key; and discipline in execution is critical beyond a great idea and business.

Once the growth starts and product-market fit is established; a good CEO/Founder also finds the right people to hire and build a scalable team



Guneet Bedi
CEO, Co-Founder
Stealth Mode
PCC Member

In the world of technology how important is community growth and what are the steps to get there?

Technology is an ever-changing, dynamic industry and community is critical for the success of a CEO/company. Firstly, one of the most important things is to keep up to speed with the latest and greatest trends in the market and to understand how you can leverage a community of experts that you build that allow you to learn and understand the technical and intellectual elements. Secondly, there will be a lot of things that you will have not done before and you will have to learn on the job - fundraising, governance, people leadership for some, technical domain for others, etc., and only if you have a community of well wishers around you; can you get guidance and coaching for these. You need a community of folks that are non-judgemental and allow you to learn and grow; while give you critical and unfiltered feedback. That makes you better.

Lastly, as this is a stressful environment, it is very important to have a personal community of friends and family to motivate you, keep you going, give you a reality check and perspective outside of work; and have your back when things are not Hunky-dory :)

How do you value community-based growth for a company in a work space?

Once the product market fit is established and the company has initial wins; it is critical for the business to pivot to a channel/community based business vs. trying to capture the entire market yourself. The power of ecosystems is very strong; and with mutual benefit to a community - the community can help each other grow. Grow effectively and more economically. Also this allows that you are not alone and there are always sparring and brainstorming partners available

What is your advice to young start-ups when it comes to building a community for themselves?

The key for us is to make a lot of efforts and ensure that the startups orchestrate a community of both networks, business associates, and partners in every element of their business; as well as for most of the employees - from C-Suite to folks who really get it done. Having rigor in making this a key part of your goals and company culture is one way to ensure that this happens. One question I would ask is can I get a task completed or business objective achieved in a more efficient and effective manner through a community vs. myself.

OUR UPCOMING EVENTS



Digitalization in Banking Sector Road Ahead

Guest of Honor



Mr. Prabhat Kumar
DGM
State Bank of India

January 20, 2023

3:30-5:00 pm

The Regent Park, Jalandhar

Ticket Price: Rs 200

Our Speaker



Mr. Aman Bandvi
Co-Founder
India Blockchain Alliance

www.punjabichamber.com



Entrepreneur Cafe: Success Mantra for Women Startups

January 21, 2023

4pm to 6pm

Timeless, Amritsar

Our Speaker



Ms. Mandeep Kaur Tangra
Founder & CEO
SimbaQuartz

Scan & Register



Ticket Price: Rs 200

www.punjabichamber.com



Philly Meet & Greet

Date: January 21, 2023

Time: 11 am-2 pm

Venue: Aavya Indian Cuisine

Address: 201 2nd Ave Unit 109
Collegeville, PA 19426

Snow Date: January 28, 2023

Free Entry

Pay for what you eat. Appetizers will be provided
www.punjabichamber.com



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OUR UPCOMING EVENTS

PUNJABI CHAMBER of COMMERCE
New Jersey Chapter

January 25, 2023
6:30 pm
Guru Palace,
2215 US Highway 1 South
North Brunswick, NJ 08902

Future of Crypto Currencies

Our Speakers


Mr. Shubh Varma
CEO
Hyblock Capital


Mr. Pramod Attarde
CEO
Crypto Asset Rating Inc

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Ticket Price: \$60

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PUNJABI CHAMBER of COMMERCE
Dallas Chapter

Dallas knowledge Sharing Session

January 27, 2023
7pm Onwords
MobileComm HQ 465 W President
George Bush Hwy, Richardson, TX 75080

Remote session will be organized through Digital Village - Metaverse space


Our Speaker
Mr. Gurmeet Likhari
President
MobileComm Professionals, Inc.
www.punjabichamber.com



PUNJABI Angels

PUNJABI CHAMBER of COMMERCE

Punjabi Angels 2nd PitchFest

January 28, 2023

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January 2023

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- PCC IT Group
- PCC Student Member

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- Enriched Network, access to Global Charter Member directory
- Global Group discounts
- Equity Co-investment Opportunities
- Opportunity to attend Punjabi Angels Pitchfest for your start-up
- Opportunity to conduct business with other group members
- Featured coverage on PCC platforms & Media
- Discounted sponsorship opportunities
- Internship opportunities with our members

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Our
Wings

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GYS

GLOBAL YOUTH SQUAD



EXPERT ADDA PODCAST



PUNJABI CHAMBER of COMMERCE

EXPERT ADDA PODCAST

2023

CYBERSPACE AWARENESS

Mr. Avneet Singh
Assistant Director
Punjabi Chamber of Commerce

Dr. P Prasant
Cyber Expert &
Motivational Speaker

SIGNING OFF

Wishing everyone a wonderful 2023!

PCC has kicked off on a great start. We have some of our chapters launching in-person events with the enthusiasm of our co-chairs. In Punjab we are also making inroads with the government and our industry partners for skill-based programs creating job opportunities for the youth. This skilling program is being looked at in the banking and IT sector.

We have members who are reaching out to us and are keen to be involved in our programs and events and that keeps the ball rolling.

The PCC network is powerful as we set up events and want to help businesses flourish, it is possible with being connected to the network. Our podcasts have restarted. Do write to us if you have an inspiring story to share.

Make the right connections!



NIMRIT NAIN GILL

Punjabi Chamber of Commerce Team

Nimrit Nain Gill
Executive Director

Manisha Singh
Manager - Operations, HR & Admin

Avneet Singh
Assistant Director

Prabhjot Singh
Assistant Manager - Marketing & Digital Media

Kanak Prabha Rauthan
Chapter Coordinator

Nitish Singh Bhandari
Lead - Graphics & Creatives



Contact us

📍 1794 Oak Tree Road, Edison, NJ

☎ (732) 837-4840

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