



NEWSLETTER

VOLUME #26

EDITION #02

FEBRUARY 2023



T A B L E O F CONTENTS

Founder's Desk	03
PCC Paid Membership	04
Dare to Raise the Bar	05
Glimpses of Digitalization in Banking Sector: Road Ahead (Jalandhar Chapter)	06
Glimpses of Networking Meet & Greet (Philly Chapter)	06
Glimpses of Punjabi Angels 2 nd PitchFest	07
Focus - Is global recession on the cards? Apprehensions & Analysis	08
Entrepreneur Spotlight	09
Notable Accomplishment	10
Leaders on Roll	11
Trustee Connect Series / Global Gala 2023	12
Our Upcoming Events	13 - 14
Advertise With Us / Member to Member Benefits	15
The Women Special	16
Signing Off	16

**Theme - Is global recession on the cards? Apprehensions
& Analysis**

FOUNDER'S DESK

Gurpreet S. Pasricha
Founder Trustee



Making strides, the Punjabi Chamber of Commerce is going ahead with many in-person events across the globe. We thank our community and co-chairs as well as some of our members who go out of their way as leaders and help our community grow stronger.

Our Punjabi Angels second Pitchfest, held last month, saw some remarkable Punjabi start-ups from Green Tech, Ed Tech, E-commerce and Crowd sourcing, with very impressive presentations.

To have this positive impact on our community is worth what we are trying to achieve. The only way we can make Punjab regain its glory is by investing in Punjab and the Punjabi diaspora. Special thanks to Guneet Bedi for the process he has offered and to the investors who took time out of their busy schedules. We need more and more investors to come on board and that is something we will continually strive to achieve.

We are also at the brink of launching our paid memberships in some of our chapters, starting with Charter, Standard and IT Group memberships. The IT Group membership is our new addition where we focus on the growth of IT-related businesses as well as sharing knowledge and building some great relationships with industry leaders.

We are looking forward to some meaningful events this month in NY, Delhi and Chandigarh as well as a global webinar which is garnering a lot of interest. Our idea is always to keep up the momentum and help the Punjabi diaspora grow professionally, business-wise, and meaningfully. Creating an impact and seeing how we all can connect and make this happen.

PCC PAID MEMBERSHIP



PCC CHARTER MEMBERSHIP

2023

Benefits

- Enriched Network, access to Global Charter Member Directory
- Equity Co-investment Opportunities
- Exclusive Bespoke Events (Boat / Yacht Party / Retreats)
- 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, email us at - admin@punjabichamber.com



PCC STANDARD MEMBERSHIP

2023

Become a Member

- PCC Standard Membership
- PCC IT Group
- PCC Student Member

Our Programs

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

Benefits

- Connect with our global community where there are experts, mentors and influencers who can support your professional and entrepreneurial aspirations. Engage with members with your interest or domain expertise at chapters around the world
- PCC assists budding entrepreneurs in their start-up journey by conducting meaningful webinars with investors globally through our Punjabi Angels Program: Punjabi Chamber of Commerce works as an interface between various stakeholders that drive the start-up ecosystem
- Member to Member Benefits (M2M): Opportunity to benefit from our member discount program. Products/services offered at a discount exclusively to our members
- Mentoring sessions with experienced and engaging mentors and serial entrepreneurs
- PCC events including flagship events such as Global Gala, Punjabi Angels Pitch Fest, etc.

For more details, email us at - admin@punjabichamber.com



Dare to Raise the Bar

Leadership is the act of guiding a team of individuals to achieve a certain goal through direction & motivation. Leaders encourage others to take the actions they need to succeed. To be a great leader, it is necessary to learn & cultivate the skills it takes to be effective. There are times when a Leader has to raise the bar in order to set the examples. There are many ways that an effective leader can raise the bar. Some of the important ones are.

1. Raise the bar with transparency

When there is a transparency to goals, processes and outcomes, it is possible for those doing the work to take the ownership.

2. Raise the bar by challenging

We may need to challenge people's limiting belief (i.e. not good enough / experienced enough), assumptions about what's possible (i.e. changing processes / policies) and creativity (i.e. thinking and working differently).

I am a member of a Leadership Speak Club in the Toastmaster. Last Saturday, I attended a presentation from Tony Bratschitsch on "My Personal Dilemmas". During his presentation, Tony shared many stories, which were very inspiring and thought provoking on how during his professional career he challenged people's limiting belief and assumption. The highlight was when he mentioned that as a Captain of hockey team, he challenged assumptions about what's possible. One highlight was, he allowed few female hockey players to play in the same team with other male hockey players and asked some of the male hockey players to sit on the bench.

3. Raise the bar by creating a culture of continuous learning

Learning is essential in knowledge work. Even when things get tough, resilient leaders are the one that invest in their people's learning and let people drive their own growth and development.

4. Raise the bar by creating a culture of accountability.

A culture of accountability means that people are willing to hold each other accountable. Again Tony shared a very good model where "Right & Wrong Conduct" are in between "Ethics" and "Morals". Sometime we have to use Ethics and hold people accountable for their action. It can be very difficult. However, we can set a great example of holding others accountable and helping encourage others to hold us accountable.

So in the end, when people have transparency to the things that impact their work, they will be able to raise their own bar. Once transparency is established, leaders can challenge people to move beyond limiting beliefs and organizational constraints. Along the way, we grow a culture of continuous learning and accountability. People and teams will WANT to raise their own bar in these kind of environment.



Dinesh Sharma

Founder & CEO

Brilliant Minds Group

PCC Member - Toronto Chapter



Glimpses of Past Events

Digitalization in Banking Sector

Road Ahead (Jalandhar Chapter)



Networking Meet & Greet

(Philly Chapter)



Focus - Is global recession on the cards? Apprehensions & Analysis

Global Economy: Is a Recession on the Horizon?

The Global economy has been recovering from the 2008 recession, but there have been recent indicators suggesting a slowdown in growth. As a result, many experts are speculating whether a global recession is on the horizon and what that would mean for businesses. In this newsletter, we will examine the current state of the global economy and the potential impact of a recession on businesses.

Trade Tensions & The COVID-19 Pandemic

The ongoing trade tension between major economies, such as the United States and China, has resulted in increased tariffs and decreased trade volume. This has had a negative impact on the global economy and has increased uncertainty. The COVID-19 pandemic has also had a significant impact on the global economy, causing widespread job losses and reduced consumer spending.

Impact on Business

A global recession can have far-reaching impacts on businesses. Companies may experience decreased demand for their products and services, resulting in layoffs and reduced investment in new projects. Businesses may also struggle to access credit, as banks become more cautious about lending during an economic downturn.

However, it is important to note that a global recession does not necessarily mean that all businesses will be negatively impacted. Some industries, such as technology and e-commerce, may continue to grow even during a recession. Companies that are well-prepared and have strong financial positions are more likely to weather an economic downturn.

Preparing for a Potential Recession

In the face of uncertainty, it is always a good idea for businesses to have contingency plans in place, keep a close eye on economic indicators and maintain strong financial positions. By being proactive and preparing for a potential slowdown, businesses can minimize the impact of a recession on their operations and emerge stronger on the other side.

Conclusion

While the possibility of a global recession cannot be ruled out, it is important to remember that economic cycles are a natural part of the business cycle. By keeping a close eye on economic indicators and being proactive, businesses can minimize the impact of a recession and emerge stronger on the other side.



Dave Chadha

Founder

Finance To Freedom

PCC Member - New York Chapter



Entrepreneur Spotlight

1. As we anticipate a global recession, what impact will it have on entrepreneurs, particularly startups?

A global recession can have a significant impact on startups and entrepreneurs. Startups often operate with limited resources and limited customer bases, which can make them particularly vulnerable to economic downturns. During a recession, consumer spending decreases, which can lead to a reduction in demand for goods and services. This, in turn, can lead to a decrease in revenue and profitability for startups. Additionally, during a recession, access to capital can become more difficult as investors become more risk-averse. This can make it harder for startups to secure funding, which can limit their ability to grow and scale their businesses. A global recession can present challenges for startups, but it can also present opportunities for those who are able to adapt and innovate.

Entrepreneurs who are able to pivot their business models, focus on cost-cutting, and maintain strong relationships with their customers and investors may be able to weather the economic storm and emerge stronger on the other side.

2. What is the mantra of survival for a startup through any adversity?

I would like to provide a 3 point mantra for startups in this situation:

Adapt: Startups need to be flexible and adapt to changes in the market and the economy. This means being willing to pivot the business model if necessary and find new ways to meet the needs of customers.

Innovate: In tough times, startups need to differentiate themselves and find new and unique ways to solve problems and meet the needs of their customers. This requires a culture of innovation and an emphasis on experimentation and continuous improvement.

Focus: Startups need to stay focused on their mission and goals, even in the face of adversity. This requires clear and consistent leadership & effective communication, not only with clients/customers but within the team. In the end it's all about keeping it clear with your team who works with you day and night with low expectations.

3. Could launching or scaling amid a period of market uncertainty help a new startup to sustain or grow?

Launching or scaling a startup during a period of market uncertainty can be challenging, but it can also present opportunities for growth and sustainability. Here are a few ways it might help:

Lower competition: With many established companies retrenching during a recession, there may be less competition for new startups, allowing them to gain a foothold in the market and establish themselves more easily.

Increased demand for innovation: In times of uncertainty, consumers and businesses may be more open to trying new products and services that offer a better value proposition.

Access to talent: During a recession, there may be an increased pool of talented individuals who are available to work for startups, as they may be laid off from established companies.

4. How can you manage and maximise your marketing budget amid economic downturns?

It is important to continue reaching out to customers and promoting your business in order to maintain and grow your customer base during economic downturns. One needs to identify the marketing activities that provide the best return on investment (ROI) and prioritize them. This might involve cutting back on less effective marketing efforts and focusing more on digital marketing, which can often be more cost-effective than traditional methods. One should always consider unconventional or low-cost marketing strategies, such as influencer marketing, community building, or content marketing. Like marketing on social media, Facebook, Instagram, Pinterest is free up to the extent where one can keep the hype about their product alive.

In conclusion, maximizing your marketing budget during economic downturns requires careful planning and a focus on cost-effective strategies that deliver the best ROI. By prioritizing, getting creative, utilizing data, collaborating with others, and being agile, you can continue to reach your target customers and grow your business, even in challenging economic times.



Param Kalra

Founder

Starthub Nation | iTappit
PCC Member - Chandigarh Chapter

Notable Accomplishment



Puneet Kaur Kohli

IT Leader, Author, Speaker
& Innovator

Punjabi Angels - Committee Member



“PCC congratulates Puneet Kaur Kohli for covered under top ten business women in India for the year 2022”



Rippi Karda

President - SABA-NJ

PCC Co-Chair - New Jersey Chapter

PCC congratulates our NJ Co-Chair Rippi Karda on being elected as President of the South Asian Bar Association of New Jersey (SABA-NJ). In her professional life, Rippi is an Associate General Counsel in the Public Policy, Law and Security department at Verizon Communications Inc., where she handles complex contracts for Sourcing involving Human Resources Benefits/Plans, Supplier Diversity, Advertising Agencies, Contact Centers, Contingent Workforce, Executive Recruiting and Collection Services. In addition to being a part of the Legal team, she works with the Diversity Equity & Inclusion Council, PACE AND WAVE organizations at Verizon. Moreover, Rippi continues to inspire young lawyers, especially women lawyers in achieving their dreams. Thank you Rippi for all that you do for our community.



Amanpreet Pall

Human Resources - Bloomberg LP
PCC Co-Chair - New Jersey Chapter

PCC congratulates our NJ Co-Chair Amanpreet Kaur Pall on being personally recognized by Mike Bloomberg for her outstanding accomplishments! We are so proud of you Amanpreet. Keep up the great work.

Leaders on Role

1. What type of a leadership trait is quintessential for an organization to function efficiently?

The art of delegation is essential. We often fall into the trap of micromanagement & trying to achieve perfection.

2. Any historical leader, you relate yourself with?

I take a lot of inspiration from Martin Luther King and businessman Warren Buffet.

3. In our daily lives, we all face situations that need us to act as leaders; do you have a personal anecdote you'd like to share with us?

We all have a leader hidden inside somewhere, which surfaces when an emergency calls itself. Below are 2 such incidents - you can choose the more relevant one for the newsletter -

I was 13 years old when we went on a boat trip with family. Our boat engine failed while my father had jumped into the sea for a swim and he started being pushed further in by the waves. Without waiting for rescue boats to come, I instinctively jumped in the sea, tied the boat tug rope to one foot and started swimming towards the waves, pulling the boat with me until we reached him. I'm usually petrified of deep oceans but that fear never crossed my mind during that time of trouble.

Another incident is at my office, when we hired a differently abled electrician for our maintenance work. Everyone thought he would fail at his job. When the head of maintenance division fell sick, we were all surprised at how well this new trainee handled the entire dept single handedly & so much more efficiently than his seniors. We later promoted him to assistant manager and his story was diverted in the local newspaper.

4. During challenging times what are the leadership traits one needs to have?

Perseverance & courage can do wonders during challenging times. The attitude of never giving up can take us all a long way.



Nazm Singh Bilochpura
Founder - IFBA
PCC Co-Chair - Delhi Chapter



TRUSTEE CONNECT PROGRAM



PUNJABI CHAMBER of COMMERCE

▶

TRUSTEE CONNECT SERIES FEAT. INDY SAMRA

UNDERSTANDING GLOBAL RECESSION IS IT REALLY ON THE CARDS?

WATCH ON ▶

Avneet Singh
Assistant Director
Punjabi Chamber of Commerce

Indy Samra
PCC Trustee &
Private Wealth Advisor
Samra Wealth Management

GLOBAL GALA 2023



PUNJABI CHAMBER of COMMERCE

PCC GLOBAL Gala 2023

Save the Date

Global Gala 2023

December 1st & 2nd

Andaz Delhi, Hospitality District Delhi, Aerocity,
New Delhi, Delhi 110037

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OUR UPCOMING EVENTS



Venue Partner



Scan & Register





Social Media and Influencer Marketing

Learn how they can improve your business

Date: February 18, 2023
Time: 04:30 PM onwards
Venue: Hotel Celebration Gardens
Near International airport, NH8 Highway,
Mahipalpur, Delhi



Esteemed Speaker
Dr. Ridhima Bhanot Sharma
Digital Marketing Expert
& Business Coach



Esteemed Speaker
Jatin Saini
Marketing Expert
& Community Builder

www.punjabichamber.com

Ticket Price: Rs. 1000 (Includes Hi-Tea)



Punjab Chamber of Commerce's NY Chapter
invites you to its must attend inaugural

Scan & Register



Networking Event

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For sponsorship opportunity,
please contact:
sonny.malhotra@punjabichamber.net
www.punjabichamber.com

Wednesday, February 15th, 2023
06:00 PM to 08:00 PM
Nomiya
630 Old Country Rd Unit #1148B,
Garden City, NY 11530
Ticket Price: \$30
(will not be sold at the venue on the day of the event)
Available at: punjabichamber.com & [Eventbrite](#)

- ▶ Hear the conversation with restaurateur Ajay Chawla as to how he turned his idea into reality
- ▶ Meet your peers in various industries
- ▶ Network with like minded professionals
- ▶ Create lasting business relationships
- ▶ Mingle and enjoy scrumptious appetizers (included in ticket price)
- ▶ Get your brand out there!





February 18, 2022

09:00 am (EST), 02:00 pm (BST), 07:30 pm (IST),
06:00 pm (GST)

SCAN & REGISTER



Virtual Webinar

How these entrepreneurs started a Global VC Fund?

WATCH LIVE ON





SPEAKERS

MODERATOR



ANGAD SINGH KOHLI
Founder and Managing Partner
Swing Capital



SANJEET SAHNI
Founder and Managing Partner
Swing Capital



NEERAJ VOHRA
Founder and Managing Partner
Latitude38 Venture Partners



HARRY GREWAL
Strategic Partnership Manager
Litmus

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OUR UPCOMING EVENTS

PUNJABI CHAMBER
of COMMERCE



**PCC in collaboration with Department of Employment
Generation & Training, Government of Punjab**

Employment Drive

In Partnership With

 **Institute of Professional Banking**
Nurturing Aspiring Bankers...

Date: February 21, 2023
Time: 10 AM onwards
Venue: District Bureau of Employment and Enterprise, Pratap Chowk, Ludhiana

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PUNJABI CHAMBER
of COMMERCE
Chandigarh Chapter

In Collaboration With
INNOVATION MISSION PUNJAB
INFINITE POSSIBILITIES

WHAT ARE THE TOP DIGITAL MARKETING TRENDS FOR 2023?

February 24, 2023
03:30 PM onwards
Innovation Mission Punjab, 2nd Floor, Kalkat Bhawan Building,
Aerocity Block C, Sec. 66B, Mohali
No entry without registration



DIGITAL MARKETING

Moderator


Manmeet Singh Duggal
Co-Founder
Wildly Pure

Speakers


Neha Gupta
CEO
Brand Th3ory


Amanbir Kaur
Founder
LearnPPCwithme


Param Kalra
Founder
Starthub Nation | Tappit

Scan & Register



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PUNJABI CHAMBER
of COMMERCE
New York Chapter

City National Bank - Hudson Yards
450 West 33rd Street,
New York, NY 10001

March 8, 2023, 06:30 PM - 08:30 PM

For Sponsorship Opportunities,
Please contact Sonny Malhotra at
sonny.malhotra@punjabichamber.net

Ticket Price: \$30

I HAVE AN IDEA, NOW WHAT?

A Conversation with Startup Entrepreneurs

Panelists

Scan & Register




Jasdeep Kherra
CEO & Founder,
Yieldwink


Manjusha Tipre
Co-Founder & Chief Revenue Officer
Yaala Labs


Jason Sidana
Director of Business Development
Maxburst, Inc.


Avantika Daing
Managing Partner
Plum Alley Investments

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2,800+ Members in 18 chapters across the Globe

- ✓ Website - **1,000+** Unique Visitors every month
- ✓ Email Campaign - **38%** Daily Open Rate
- ✓ Newsletter - **50%** Click Through Rate & **2,000+** Impressions
- ✓ 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

www.punjabichamber.com

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PUNJABI CHAMBER of COMMERCE

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

More Info simply dial **(732) 837-4840**

THE WOMEN SPECIAL



Voice your opinions and expertise by getting featured in

PCC Newsletter 2023 Edition #03

Theme: The Women of 2023

Calling entries for

- ✓ LEADERSHIP SERIES
- ✓ FOCUS ON WOMEN ENTREPRENEUR
- ✓ BUSINESS WISE
- ✓ ENTREPRENEUR SPOTLIGHT
- ✓ DARE TO RAISE THE BAR
- ✓ EXPERT ADDA PODCAST

Interested? write to Manisha Singh

✉ Manisha.Singh@punjabichamber.net
www.punjabichamber.com



SIGNING OFF

The month of February is an active month. A lot of things that we had started are now at the point of execution. Keeping the youth of Punjab in mind, it is our continuous endeavor to see whether they have the facilitation for their dreams to come true. All this is done via our events and our tie-ups with the government.



NIMRIT NAIN GILL
Executive Director, PCC

Recently, we have tied up with the Punjab Employment Division helping students get jobs in most of our districts. Starting with Ludhiana and surrounding areas, we are in touch with 75 students ready to get jobs in banks. Similarly, we would like to begin this in the IT and entrepreneur sectors where the youth would be keen to work in.

We have plans to host a Punjab event for Baisakhi which again will emphasize on the opportunities available here and to stop brain drain. After that, we will be launching our paid memberships in Punjab chapters.

Let's continue and be persistent in making the changes we want to see.

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

🌐 www.punjabichamber.com



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admin@punjabichamber.com

