



NEWSLETTER

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Theme - The Women of 2023

FOUNDER'S DESK

Gurpreet S. Pasricha
Founder Trustee



I can't believe that it has been more than four years since the birth of PCC. Since formation, we have grown from a small organization to an international organization with over 18 chapters. At this juncture, I think it is a good time for all of us to reflect where we've been, and more importantly, where we wish to go in the future. I believe we are at a pivotal point in our development and we must realize our goal of uniting and enriching the Punjabi community. In an effort to achieve our objectives, some of our chapters will be rolling out paid memberships, ranging from our standard membership to charter membership. Charter Membership offers exclusive benefits such as free admission to all regular PCC programming, access to a global group of other successful Charter Members, enhanced programming, and assistance by our staff for introductions. Charter members will also be eligible to participate as investors in our startup and entrepreneurs' group, which organizes and conducts pitch sessions focused on Punjabi-owned startups. Our membership programs will provide the necessary resources for the continued growth of our chamber. But we always need everyone's support and participation in order to achieve our goal. We need not only financial resources but we need your time and effort. No organization can grow without member participation. "We are not any different". All of must work together and coordinate our efforts with our colleagues within our chapters as well as with other chapters. I wish to recognize the efforts of a few of our notable leaders who have gone beyond the call of duty to help PCC. Thank you to Vivek Agarwal and Nazm Singh, co-chairs of Delhi Chapter, for leading the Welcome Committee for the upcoming PCC Gala which will be held at Andaz Hotel in Aerocity, Delhi on December 1st and 2nd. Our next gala will surely be one to remember with top flight entertainment and speakers. I also wish to thank Aman Cheema and Gurpreet Singh, co-chairs of New York Chapter, and Sonny Malhotra, VP, Marketing NY/NJ, for their tireless efforts in raising New York Chapter's profile by organizing two great events the past two months. It is amazing to see how so many chapters, like New York, are now taking off. Rest assured, the next few months will be very exciting!

Entrepreneur Leadership

As we enter the year 2023, women around the world are making monumental strides in breaking down barriers and overcoming obstacles. Women are making their mark in all fields with their compassion and resilience.

Women are taking on leadership roles in the government and pushing for progressive policies. They are fighting for equal rights and opportunities, and they are making real progress in closing the gender gap. Women like Angela Merkel, Kamala Harris, Sanna Marin, and Jacinda Ardern are proving that women can be just as influential leaders as men and that their voices and perspectives are crucial in shaping the future of our world.



Surinder Sharma

Founder & CEO
Smart Kidz Club Inc.
PCC Co-Chair - Philly Chapter

In business, more women are starting their own companies, breaking through glass ceilings, shattering stereotypes, and pushing for greater gender diversity and inclusion in the workplace. Women CEOs now run more than 10% of Fortune 500 companies for the first time in history. Women like Mary Barra, Karla Lewis, Julia Sloat, Ginni Rometty, Sheryl Sandberg, and many more are inspiring the next generation of female entrepreneurs to aim high and chase their dreams. Having more women in leadership roles is dismantling the very stereotypes that hold women back.

In sports, women are dominating traditionally male-dominated sports like soccer, basketball, and hockey, setting records and winning championships at every level. Women like Serena Williams, Simone Biles, Naomi Osaka, and Megan Rapinoe are inspiring young girls around the world to pursue their passions and break down barriers, both on and off the field.

In the arts, women are using their creativity and talent to inspire, educate, and entertain. They are telling their stories and sharing their perspectives, and using their platforms to advocate for social justice and human rights. Women like Ava DuVernay, Taylor Swift, and Emma Watson are showing that art can be a powerful force for change and that women's voices are essential in shaping the cultural landscape.

Most Americans see men and women as equally capable of key qualities and behaviors essential for leadership. Interestingly, those who see a difference, see women to be better role models in politics and better able to create a safe and respectful workplace in business. Compassion, empathy, and being able to work out compromises are women's intrinsic leadership styles. Women are believed to make better leaders because they tend to be more transformational as they seek to develop others, listen more effectively, and think more outside the box than men.

The women of 2023 are trailblazers and pioneers inspiring young girls with their courage, resilience, and determination. This journey of inspiring the next generation to become strong successful women of the future continues. Women need to ensure that the rights our ancestors fought for are not taken away. I believe that education plays a key role in defining the future success of women and bringing equity to this world. I hope that my endeavors as a woman entrepreneur of 2023 leading an edtech company continue to make a small yet significant impact on the women leaders of tomorrow.

A Quick Glance at Past Events

Social Media & Influencer Marketing

Learn how they can improve your business (Delhi Chapter)



What are the Top Digital Marketing Trends for 2023

(Chandigarh Chapter)



Leaders on Roll

Women in leadership are important because they bring diverse perspectives and experiences to decision-making processes. They are also able to serve as role models for other women and girls, showing them that they too can aspire to be in leadership roles.

I am an individual with a passion for empowering women and guiding them towards success. With a strong belief in the potential of future generations, My determination, empathy, and commitment to learning has led me to seek out opportunities to develop my skills and knowledge, so that I can make a meaningful impact in the lives of those I mentor. Whether through professional coaching, volunteer work, or personal relationships, I strive to help women unlock their full potential and achieve their goals.

By empowering women and promoting gender diversity in leadership positions, we can help to break down barriers and create a more inclusive world for all.



Neetu Kaushal

VP-Personal and Business Banking
City National Bank
PCC Member - New York Chapter



A Quick Glance at Past Events

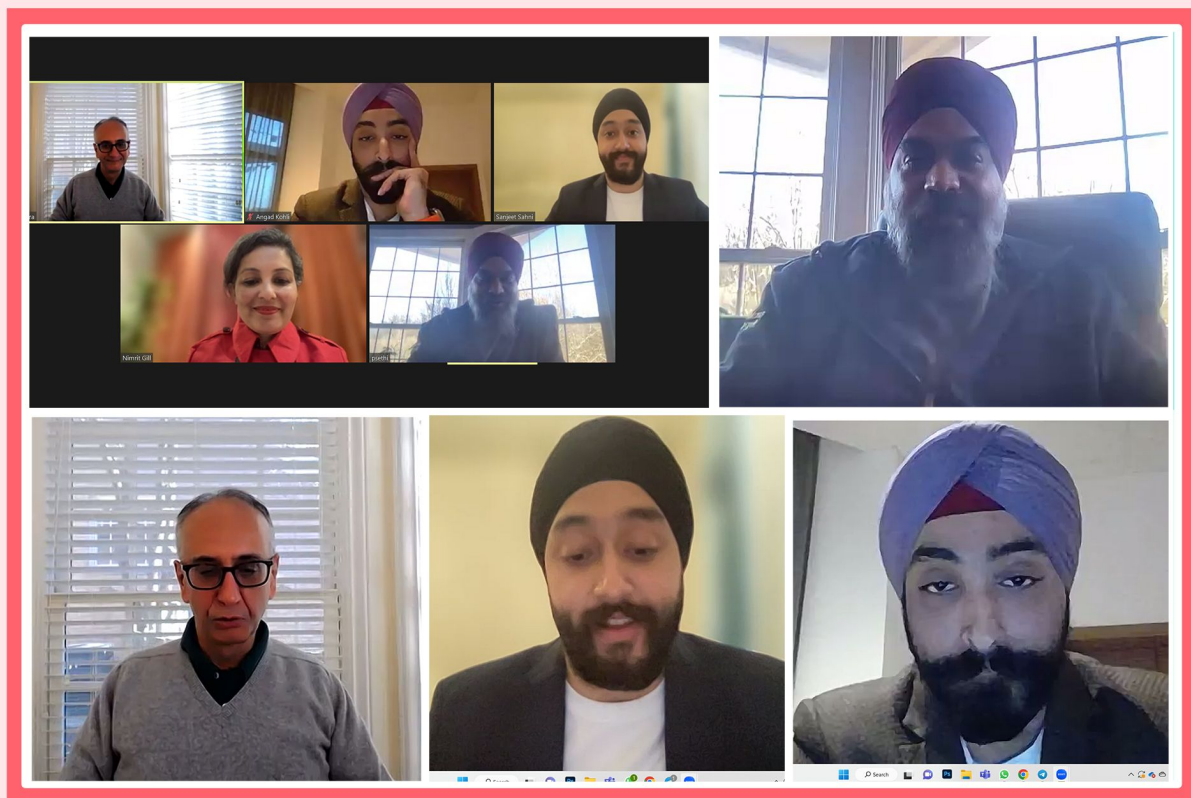
PCC New York Networking Event

(New York Chapter)



PCC Virtual Webinar

(How these entrepreneurs started a Global VC Fund?)



Been Through The Tough

1: You have set an example for all those passing through tough times. What helped you to sustain and continue living your life?

As someone with personal lived/living experience of mental health diagnosed with Anorexia Nervosa, Body Dysmorphic Disorder (BDD) and Obsessive Compulsive Disorder (OCD) and a Suicide Survivor, it helped me see myself and the whole world in a different light. As you are reading this, the biggest goal for me by far is being alive. I am a firm believer that everything happens for a reason in life, and I am alive to tell the tale – my journey, to help others. Speaking about my recovery journey, supporting others struggling with their mental illnesses and giving back to and working with mental health charities UK and globally is my catalyst and my form of therapy. It gives me a sense of purpose, a sense of being and a sense of focus to keep going for as long as I can.



Sandeep Saib

Sr. BDE - CMS UK
PCC Committee Member
London Chapter

2: Do problems in living necessitate sacrifices? Was there ever a time in your life when you felt this way?

Personally I don't think that is or should be seen as a 'problem' in the first instance. I also believe that sacrifices are necessary and a key aspect of living and being in this world. Even though the thought of making sacrifices to get or achieve something you want may sound unappealing and rather complex to comprehend, if applied well, it can help you reach important goals, values and aspirations in life. I do think that it is unlikely that you will achieve anything significant without making sacrifices. It also shows another side to us, challenging our capabilities and the strength of willpower to take the leap. To become better achievers in life and in work, sacrifices is paramount. I once took part in the Emmaus Homeless Charity's 'Big Sleepout' campaign where we slept overnight to raise awareness and funds about homelessness. Talk about sacrifice!

3: What does support mean to you? What role does family play?

The definition of 'support' can mean different things for different people so it is very personalised. For me, support is focused around proactively doing something non-passively to/for someone or something, and helping and providing comfort to them. It is also about not being alone with one's thoughts and know that there is someone you can reach out to. Support is at the heart of my mental health advocacy work and just being there for the person struggling in silence is enough. Also the song 'Lean on me' really resonates when thinking about the word 'support' and what it means to me. Personally, family is my backbone and key pillar of strength and support throughout my life – we lift up one another and going through my mental health recovery journey has allowed us all to open more and talk frankly about our struggles, our trials and tribulations and so much more. With family, I am always in a safe, empowering free-spirited space.

4: Did you have any kind of a fear? Is fear always negative?

I have many fears and to name a few, mainly the fear of being 'out of control' with my mental health illnesses and getting worse, the fear of losing my purpose and what I stood for when I was on furlough during the pandemic, the fear of drowning (I nearly did so when on a family holiday to Corfu, Greece in August 2022), the fear of small spaces i.e. claustrophobia such as being on a packed out train/tube during rush hour, and the fear of some animals. Fear is very much aligned to phobias and we need to understand that there are 3 types: rational, primal and irrational and to bear in mind the Fight/Freeze/Faint/Flee fear mode we go through. Fear helps protect us and keeps us safe. It makes us alert to danger and prepares us to deal with it. Feeling afraid is very natural and helpful in some situations. Fear can be like a warning, a signal that cautions us to be careful.

5: What, in your opinion, does it take to 'tunnel through the mountain of fear' and emerge victorious?

In my opinion, to fight your fears head on you need to: 1) pause, take time out and calm down, 2) breathe slow and deeply despite any panic, 3) do face your fears head on and perhaps explore the world of exposure therapy – take small steps each time, 4) know that fear is temporary and short term – the feeling will slowly diminish or end entirely, 5) have a positive outlook on it and think about things that make you happy, 6) don't do your research – let it be, 7) talk about how you are feeling with others that you trust as much as possible, 8) be sure to reward yourself at the end i.e. run a warm bath, buy a favourite top next time you go shopping etc. To emerge victorious, you need to become comfortable with the uncomfortable.

Been Through The Tough

My inner strength and willpower helped me to move on to attain my set goals. 'Never Given in', is my motto in life. The ball is my motivation because the more we bang the ball the more it will bounce back.

I try my best not to get stuck under problems but to make a detour. Like after my near-to-death situation, I participated in veterans athletics and did throws as running was difficult for me. But I know how to handle my problems.



Opinder Sekhon

Freelance Writer

PCC Member - Chandigarh Chapter

Support from friends near and dear counts a lot. Family support is the main buffer. From there the strength gets momentum.

The fighters have no fear in them. They have already overcome all the fear and difficulties which make them iron lady or iron man. Rather the fighters become stronger.

It's all in mind to sit or brace up. God Helps those who help themselves. Believe in God. Count the Blessings of the Almighty.



A Quick Glance at Past Events

I HAVE AN IDEA, NOW WHAT?

A Conversation with Startup Entrepreneurs (New York Chapter)



EMPLOYMENT DRIVE

(Chandigarh Chapter)



Mindful Leadership

1. How do you define a Mindful leader and what are the important traits?

Mindful leaders - are people who exemplify leadership presence by cultivating transparency, motivation, creativity, and kind-heartedness in the service of others.

Leadership is a function of knowing yourself, having a vision that is well communicated, building trust among colleagues, and taking effective action.

The Traits which are important are being Adaptable to situations, Alert to social environment, Ambitious and achievement orientated, Assertive, Cooperative, Decisive, Dependable, Dominant (desire to influence others), Energetic (high activity level), Persistent, Self-confident, Tolerant of stress and Willing to assume responsibility.



Dr. Ashima Puri
Clinical Psychologist
Daivam Wellness
PCC Member - Delhi Chapter

Buddha:- “the secret of health for the mind and body is not to mourn for the past, worry about the future, or anticipate troubles, but to live in the present moment wisely and earnestly.”

2. What do you believe is the most essential thing educators can do to help young people improve their leadership skill?

Educators should explain to the young people exactly what mindfulness is and its benefits.

Mindfulness is paying attention in a systemic way to whatever you decide to focus on, which can include awareness of your thoughts.

People who are mindful tend to be more effective in understanding and relating to others, and motivating them toward shared goals. Thus they become more effective in leadership roles.

Mindfulness helps to reduce stress, anxiety and conflict, and increases resilience and emotional intelligence, while improving communication in the workplace.

Mindfulness is being aware of the HERE AND NOW and can be practiced in many ways like: meditation, Yoga, Prayer, Singing, Body scan, Music, Muscle relaxation, Conscious breathing etc.

3. What do you think are the most significant obstacles confronting community leaders today in terms of supporting the growth of young people's leadership skills?

- Gender Biases
- Cultural differences
- Your uncomfortableness with another's emotions
- Not viewing the other individual as a equal

Your preconceived ideas and beliefs, Judging · Criticizing· Advising, Probing or questioning and Lecturing.

4. What do you consider is the most essential thing that employers can do to help young people improve their leadership skills?

- Guide/coordinate team members – encourage teamwork and motivate individuals
- Provide structure for team – set mission and purpose, clarify roles and responsibilities, allocate tasks and set objectives
- Focus on performance – anticipate challenges, monitor performance, delegate and provide CPD support

5. What do you feel are the most significant difficulties confronting employers today in terms of supporting the growth of young people's leadership skills?

- A good employer should have empathy and a vision that is well communicated. He should build trust among colleagues, and take effective action.
- He should be able to Delegate and give Responsibility for objects, tasks or people.

A good leader accepts ultimate responsibility:

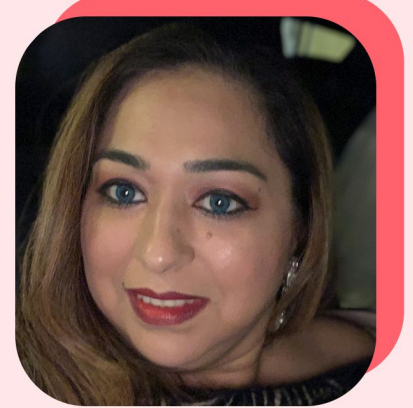
- a. He will give credit to others when delegated responsibilities succeed.
- b. He will accept blame when delegated responsibilities fail.

Mindful Leadership

1. How do you define a mindful leader and what are the important traits?

A mindful leader is someone who practices mindfulness, which is a state of being aware, open-minded and compassionate in the present moment. I as the CEO of KIV Group and Executive Chairwoman of Ambhar Tequila, believe in the following traits:

- Compassion: Cares about team members and shows empathy and kindness.
- Flexibility: Adapting to changing situations and embracing uncertainty.
- Presence: Focuses on what is happening now and avoids distractions. Leading with vision and passion, inspiring others with their energy and enthusiasm.
- Authenticity: Is honest, transparent and true to oneself.
- Responsibility: Taking ownership of one's actions and decisions. Striving for excellence and quality in everything.



Iqleen Virdi

CEO

KIV Group - KIV Spirits

PCC Member - New York Chapter

2. What do you believe is the most essential thing educators can do to help young people improve their leadership skills?

I as a leader who acts as an educator in their role, always believe educators can help young people improve their leadership skills by creating learning environments that empower students to master academic subjects, collaborate with others, influence policies at different levels, and appreciate and include the diversity of their colleagues and students. I believe these are essential skills for young people who aspire to be leaders in their fields.

3. What do you think are the most significant obstacles confronting community leaders today in terms of supporting the growth of young people's leadership skills?

Some challenges that community leaders face today in fostering youth leadership are: fear, lack of self-confidence and impatience, which can hinder their personal growth and development; limited opportunities for youth to practice leadership in real situations, which can affect their skills and confidence; and low engagement and empowerment of youth as leaders, which can reduce their motivation and impact.

4. What do you consider is the most essential thing that employers can do to help young people improve their leadership skills?

I believe the most important thing that employers can do to help young people improve their leadership skills is by providing opportunities for growth, mentoring, networking, feedback and leading by example. It all comes down to improving the leadership development programs and align it with company's strategy and vision. In addition employers should engage in leadership training that focuses on whole-person growth, self-reflection, stress management, psychological barriers, and long-term impact.

5. What do you feel are the most significant difficulties confronting employers today in terms of supporting the growth of young people's leadership skills?

I believe the most significant difficulties confronting employers today in terms of supporting the growth of young people's leadership skills include finding effective ways to provide feedback, mentoring and coaching to younger workers who may have different expectations and preferences than older generations. In addition, employers are challenged in providing opportunities for skill development, especially in areas that were disrupted by the pandemic such as communication, collaboration and creativity. Addressing the stress and mental health challenges that young people may face due to uncertainty, isolation and lack of social support is another challenge for the employers today.

Mindful Leadership

Glossophobia is the most common phobia in adults as well as children. It is what we fear more than death! (Psychology Today November 29, 2012 Glenn Croston, Ph.D)

Sweaty palms... Butterflies in your stomach... A frog in your throat.... Your heart thumping so loudly you swear everyone can hear it....

Let's face it, public speaking is nerve wracking!

Your entire body reacts before, during and after your presentation, even if it's just a 5-minute introduction of yourself. It is one of the most dreaded activities, right up there with the all-time favorite nightmare of rats crawling all over you! Individuals consistently shy away from speaking in public and the effects are long-lasting, both professionally and personally.



Rajnarind Kaur

Global Program Manager | Professor
PCC Member - New York Chapter

"To conquer fear is the beginning of wisdom." (Bertrand Russell, philosopher and mathematician)

In other words, to overcome this obstacle, one must learn to manage, not master the fear as it still exists. Fear is energy. Take that energy and redirect it to reach your true potential. The energy quotient is passion, inspiration, motivation. The butterflies will fly in formation, your heart perceived to be thumping loudly will return to its normal beats per minute, the frog in the throat will have leaped out, the sweaty palms, flushed face and dry mouth will all have disappeared.

"Action cures fear, inaction creates terror." (Doug Horton, science fiction writer)

So, to master the hurdle of fear, the action to overcome glossophobia then is to prepare and practice. Know your audience, speak to your passions, and transform your self-consciousness into self-confidence.

Preparation is crucial to developing speeches where ideas are presented logically and convincingly. We have a surplus of language, but the 'Art of Speaking' lies in the economy of words to say volumes. It's mostly in the delivery, not the content. In an effort to manage and control the nervousness associated with speaking publicly, believe in your content, practice to give the appearance of spontaneity, remember to breathe, pause effectively, and exude the confidence to sell ice to Eskimos! My public speaking journey started at a young age delivering speeches in large congregations. At that time, I realized that practice is so critical in effectively delivering a speech. While remembering the words to my speech, I had to keep my tone, pace, modulation, gestures and eye contact in mind. My father used to write the words "SLOW DOWN" in the margins of my speech as one's tendency is to rush thru the delivery, so you are out of the limelight and can safely sit back in your seat. I had to consciously remember to look up from my notes and find a few individuals to visually connect with in the audience. Body language also played an important role when delivering my presentations as I was able to stress certain messages which separated me from my competition.

Now after working in the corporate world for over 20 years, I realize that while practice is essential, this doesn't mean that one's speech needs to be rehearsed a million times. In fact, if the presentation is continuously practiced, emotion and impact is depleted from the delivery when it really matters. The key concept to understand is that the ease and comfortability of an individual speaking to an audience comes with practice, but not memorizing and rehearsing the lines. The familiarity of speaking in front of an audience boosts one's confidence and the speaker's nonverbal communication plays a critical role with those receiving the content.

Public speaking is truly an art!

To confidently deliver effective presentations and creatively develop your leadership style is an empowering skill that you should invest in, so that you can extract the value of your true potential.

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Women in Leadership

*"With grace and grit, we rise above,
Tackling each challenge with fierce love.
Our intelligence and poise on full display,
In a world where we command the way.
As women, we pave our own path,
Defying limits with our unbridled wrath.
For we are the architects of our destiny,
Unafraid to embrace our feminine legacy"*



Mehak Sharma
Owner and Founder
The Social Verse
PCC Member - Ludhiana Chapter

As we stand on the cusp of a new era, it is important to acknowledge the strides that women have made, not just in the corporate world but in all walks of life. Gone are the days when women were relegated to the background, their voices unheard, and their talents unrecognized. Today, we see women taking the helm of major corporations, breaking glass ceilings and paving the way for a more inclusive and equitable world.

As a young entrepreneur myself, I have had the privilege of witnessing this firsthand. I have seen women from all walks of life take charge of their destinies, harnessing their skills and talents to build successful businesses and make a positive impact in their communities. But make no mistake, this journey has not been easy. Women have had to fight tooth and nail to get to where we are today, overcoming societal norms and stereotypes that have held us back for centuries. But our resilience and determination have prevailed. We have shown the world that gender is not a barrier to success, that we can compete and excel on an equal footing with men.

And yet, our work is far from done. There are still far too many women out there who face discrimination and barriers to success. We owe it to ourselves and to future generations to continue fighting for a more equitable and just world, where everyone has an equal chance to succeed, regardless of their gender.

So, let us continue to inspire, to uplift, and to empower one another. Let us be the change that we want to see in the world, and let us continue to blaze a trail for the women of tomorrow.



Women in Leadership

As a woman who has made a successful career transition from banking in India to becoming a financial advisor in the US, my story is one of resilience, perseverance and a testament to the power of following your passion.

My professional journey began in India, where I worked at a large private bank for over a decade, gaining valuable knowledge and expertise in the financial services. However, when I moved to the US, I faced a daunting challenge - starting over in a new country with a different financial system and culture all together.



Manpreet Saluja

Financial Advisor

Merrill Lynch Wealth Management
PCC Member - New York Chapter

As a woman, I faced additional hurdles being a person of colour, including the prevalent gender bias that exists in many industries. However, I did not let this discourage me. I persevered and proved that women of any colour can excel in the world of finance just as well as men.

I continue to learn each day, earn more designations, grow my network and aspire to break through barriers and pursue my dreams.

On this Women's Day, my story serves as a reminder that women have the power to achieve great things when they follow their passion and never give up. My success is a testament to my hard work, determination, and unwavering belief in myself.

Congratulations to all the women who continue to follow their dreams and achieve new heights each day.



PCC GLOBAL GALA 2023



CALL FOR INVESTORS & START-UPS





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/sorsVkaiz3GRH2Zbp8>

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to foster Mutual Business Development

or simply dial
(732) 837-4840

To know more, write to
angels@punjabichamber.net





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.
- ▶ If pre-revenue, the Start-Up must have a Minimum Viable Product (MVP)
- ▶ Only registered member of Punjabi Chamber of Commerce can apply



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

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Bridging The Cultural Divide

The first thing that struck me when I came across Harvinder's profile was that her initials are "HR" (we were looking for an HR leader for our nascent start up)!

She has more than lived up to her initials as we have progressed to a 500+ workforce in the last 3 years.

It was a leap of faith for us to set up our HR function out of India (none of our peer group was doing it). While Harvinder had extensive experience as an HR leader working for SME organizations in India, she had never been exposed to the US market. However, her passion shone through during the interview process and she joined Ovation as associate #6.



Harvinder Rekhi
Human Resource Director
OVATION Workplace Services
PCC Member - Global Chapter

We decided to use a PEO to manage day to day HR operations and all the legal and compliance stuff. There was still a need for someone to not only manage and direct the PEO, but more importantly take care of our associates needs and drive a consistent organizational culture.

Harvinder dove into the challenge head first. She had to very quickly understand US labor laws and conventions, direct recruitment operations and manage onboarding for new hires.

Our business model dictates that our associates are spread across the country, and work exclusively at client sites. So all interactions she has with the associates are "virtual". Add a pandemic and a rapidly growing start up organization and you have an explosive mix to manage!

Harvinder has proven to be a mature leader, quickly adapting to working in a global organization, ensuring compliance to local regulations and effectively supporting a diverse workforce "half way around the globe" by being attentive to their needs and treating them with respect.



OUR UPCOMING EVENTS



Scan & Register



Business Networking Opportunities for Women in the New Normal

March 25th, 2023

12:00 PM onwards

Army Officers Institute
Military Road, Devle Road, Juhu,
Mumbai 400053

Entry Fee: INR 150

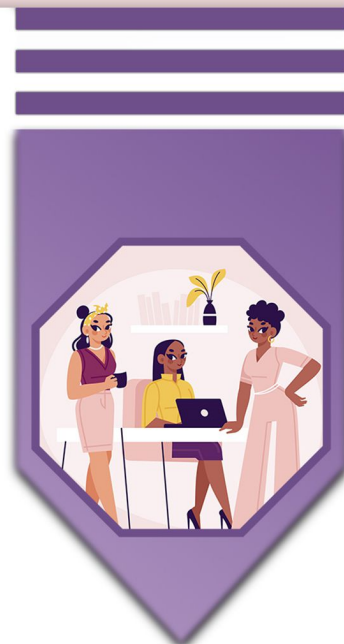
Pay for what you eat

Speaker



Puneet Kaur Kohli
PCC Committee Member
Mumbai Chapter

www.punjabichamber.com



Scan & Register



Benefits of Gender Diversity at Workplace!!

March 25th, 2023 , 04:00 PM onwards
(Followed by Business Networking and Hi-Tea.)

Indian Habitat Centre,
Lodhi Rd, Lodhi Estate, New Delhi - 110003

Ticket Price: INR 999



Speaker

Sameet Gambhir
Vice President (Corp. Law) & Company Secretary
DCM Shriram LTD

www.punjabichamber.com



Speaker

Dr. Nirupama Srivastava
CHRO (Vice President - HR & L&D)
Kreate Energy (I) Pvt. Ltd.



Thank You



Contact us

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