



# NEWSLETTER

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*Theme - Festive Season Kickoff - Boost Your  
Business*

# FOUNDER'S DESK

**Gurpreet S. Pasricha**  
Founder Trustee



As we embrace the auspicious occasion of Diwali, the festival of lights, I extend my warmest greetings to each and every one of you. This vibrant celebration, symbolizing the triumph of good over evil, knowledge over ignorance, and light over darkness, holds immense significance for our Punjabi community.

Diwali not only illuminates our homes and surroundings but also enlightens our hearts with the spirit of unity, compassion, and togetherness. It is a time to reflect on the values that bind us together as a community, values that have been instrumental in our collective success and prosperity.

The members of the Punjabi Chamber of Commerce play a pivotal role in fostering a thriving business environment, strengthening our community bonds, and preserving our rich cultural heritage. Diwali serves as a poignant reminder of the importance of working together, whether that means collaborating, supporting each other, and engaging with our community. Our PCC Philly Diwali Celebration 2023 served as a great representation of it.

This Diwali let us pledge to uphold the principles of cooperation, mutual support, and community engagement that have been the cornerstones of our chamber's success. Let us work together to create a business environment that is conducive to growth and innovation, while also preserving and promoting our cultural heritage.

May this Diwali bring, you and your loved ones abundance of joy, prosperity, and good health. Let the radiant glow of this festival illuminate your paths and guide you towards a brighter future.

Wishing you a joyous and blessed Diwali!

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# Happy Diwali

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love, laughter, and togetherness. Have a  
wonderful celebration

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# Punjabi Chamber of Commerce Joins Forces with NJOHSP and Religious Organizations for Community Benefit, with Co-Chair Indy Samra on Interfaith Advisory Council ExComm



## Headquartered in Edison, NJ

In a collaborative endeavor to bolster the safety and well-being of the community, the Punjabi Chamber of Commerce in New Jersey is pleased to announce its partnership with the New Jersey Office of Homeland Security and Preparedness (NJOHSP) and various religious organizations. This joint effort seeks to fortify community resilience and is facilitated by Indy Samra, Co-Chair of the Punjabi Chamber of Commerce NJ Chapter, who also serves on the Interfaith Advisory Council (IAC) Executive Committee.

The Interfaith Advisory Council (IAC), an initiative established by NJOHSP in 2012, remains steadfast in its mission to encourage equitable dialogue and address the needs of the interfaith community. Through the convergence of diverse groups, we aim to make a substantial and positive impact on the security and overall well-being of our community.

The collaborative effort recently bore fruit as three out of four Sikh Gurdwaras and Hindu Mandirs were awarded FEMA grants totaling \$150,000 each for target hardening. This accomplishment is the result of the concerted efforts of the Punjabi Chamber of Commerce, NJOHSP, and the religious organizations involved. These funds will significantly enhance the safety and security of these places of worship, thereby safeguarding the community.

This partnership extends beyond grants. The Chamber is working closely with select vendors to secure preferential pricing for our places of worship, ensuring a cost-effective approach. Plans are also underway to provide comprehensive training in lockdown and fire drills at religious institutions, along with first aid training and a fundraising campaign to acquire 'Stop the Bleed' kits. These initiatives underscore the commitment to the safety and well-being of the community.

Shamsher Singh, a committee member of Guru Nanak Sikh Heritage Gurdwara in Monroe, NJ, expressed the significance of this partnership: "This collaboration is of utmost importance to our community, and we eagerly anticipate further strengthening this relationship and extending our support to other Gurdwaras."

Founder Gary Pasricha emphasized the power of unity within the community, stating, "Our community grows stronger when we come together to exchange ideas, share information, and network."

The Punjabi Chamber of Commerce extends its heartfelt appreciation to Detective Ehtesham Chaudhry of NJOHSP for his invaluable support. In addition to current initiatives, the Chamber is actively assisting religious organizations in the state in their applications for the Nonprofit Security Grant Program, which provides up to \$100,000 in funding for target hardening.

As a dedicated community partner, the Punjabi Chamber of Commerce remains committed to promoting unity, safety, and prosperity. We eagerly anticipate future collaborations and initiatives that will further strengthen our community.

For more information, please contact Manisha Singh at [manisha.singh@punjabichamber.com](mailto:manisha.singh@punjabichamber.com) or +1 732 837 4840

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# ILLUMINATE YOUR SUCCESS: A Festive Journey Begins

As the festival season approaches, businesses find themselves in a unique position, not only to elevate their operations but also to cultivate profound connections with their local communities. Beyond the allure of twinkling lights and joyous celebrations, this season offers a golden opportunity to fortify your community bonds. Let's delve into methods for propelling your business into a state of flourishing during the festival season while emphasizing the significance of community outreach and relationship building.

## **"Crafting Connections and Building Prosperity"**

Effective planning serves as the cornerstone for a triumphant festive season. The development of a meticulous strategy, encompassing product offerings, marketing campaigns, and inventory management, is pivotal. However, excelling in the pursuit of profit, it is imperative to consider how your business can serve as a catalyst for positive change within the community. Job creation and the stimulation of the local economy stand as valuable by-products of a thriving enterprise, highlighting the link between business success and community prosperity.

## **"Turning Lights into Opportunities"**

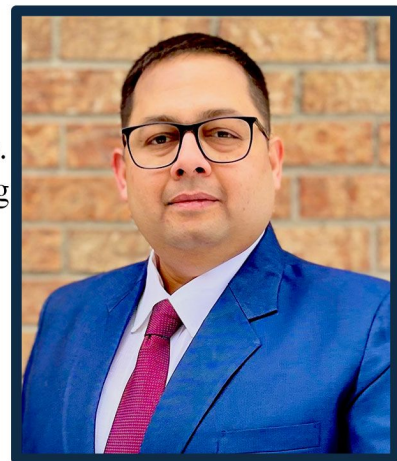
The festival season calls for more than just revenue generation; it beckons the offering of something truly exceptional to the community. This entails the creation of promotions that resonate with the festive spirit, such as special discounts, bundled deals, and limited-time offers. These initiatives not only yield benefits for the business but also confer upon your community an enriched festival experience. By crafting these connections, you not only bolster your business but also enrich your community's celebration.

## **"Online Presence: Beyond Convenience, It's Connection"**

In this digital age, a robust online presence has assumed the utmost importance. With the increasing prevalence of online shopping, ensuring the user-friendliness of your website and active engagement with your audience via social media platforms is crucial. The endeavour transcends mere convenience; it's about establishing a genuine connection with the community through a medium they interact with daily. By turning these digital lights into opportunities, you strengthen the bond between your business and the community.

## **"Where Customer Engagement Meets Community Bonding"**

Effective community relationship-building transcends the realm of transactional exchanges. The process entails engaging with your customers through avenues such as email marketing, social media interactions, and the delivery of impeccable customer service. Such an approach fosters a sense of value within the community. Satisfied customers evolve into loyal advocates who not only augment community bonds but also fortify your business, emphasizing the connection between customer engagement and community bonding.



**Jitender Luthra**

PCC Member - Toronto Chapter

Founder - AI TechTrans Inc

## **"A Splash of Colour to Brighten Your Business"**

Visual aesthetics wield considerable power during the festive season. The incorporation of festive-themed graphics into your marketing materials is more than just an attraction; it contributes vibrancy and joy to your community. It serves as a visual reminder that your business is an integral part of the season's celebration, reinforcing the idea that your business is not just a participant but a contributor to the community's festive spirit.

## **"Inventory: Serving Needs, Fulfilling Desires"**

Efficient inventory management stands as a critical element in ensuring that your community has unfettered access to the products they desire when they require them. This not only preserves the profitability of your business but also ensures the reliability of your business as a provider to the community, solidifying your role as a dependable partner in the community's celebrations.

## **"Collaboration: Where Business Meets Community"**

Collaborations with local businesses offer an exciting avenue for community engagement and relationship strengthening. Partnerships open doors to an expanded customer base and foster an atmosphere of excitement. Such collaborations bear fruit for both your business and the community, as local enterprises join forces to celebrate the season. These collaborative efforts will lead to heightened sales and revenue for all parties involved, showcasing how business and community can unite for mutual growth.

## **"Success Stories: Inspiring Business and Community Growth"**

In conclusion, a thriving business does not merely enrich its owner; it enriches the entire community. This festive season, let your business transcend the role of a mere shopping destination; let it become an integral part of your community's celebration. By following the outlined planned steps, you secure the success of your business while simultaneously contributing to the construction of a more robust, vibrant local community. This approach will sow the seeds of belonging and unity among your customers and the community as a whole, fostering a deeper sense of togetherness and shared prosperity.



# A Quick Glance at Past Events

## Networking Dinner

(Toronto Chapter)



## Book Club Launched

(Philadelphia Chapter)



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# A Quick Glance at Past Event

## PCC Philly's Diwali Celebration

(Philadelphia Chapter)



# NPZ Law Group Guide: Navigating U.S. and Canadian Holiday Travels for Foreign Nationals

## Intro:

The holiday season witnesses a surge in international travel. For foreign nationals, understanding entry processes into the U.S. and Canada can be daunting. This guide simplifies it.

## U.S. Travel Tips:

**Stay Updated on U.S. Eligibility:** U.S. immigration rules are ever-evolving. Ensure you're informed by consulting an immigration specialist.

## Essential U.S. Documents:

- **Passport:** Ensure it's valid for at least six months beyond your intended U.S. stay.
- **U.S. Visa:** Keep it current and ensure it matches your travel purpose.
- **Form I-797:** Vital for nonimmigrant petitions.
- **Advance Parole Document:** Necessary for those awaiting status adjustments.
- **Permanent Resident Card:** A must-have for established residents.

**Demystifying the I-94:** This electronic form, managed by the CBP, is a record of your travels. Ensure you print it after each U.S. entry.

## Navigating U.S. Consulate Visits:

- **Plan Ahead:** The holiday rush means appointments fill up quickly.
- **Be Prepared for Interviews:** If you're between 14-79, expect an interview.
- **Understand TCP:** Every Third Country Processing is unique. Dive into details and consider security clearances based on INA section 221(g).

## Canadian Travel Insights:

**Check Canadian Entry Protocols:** Canada's entry norms can change. Stay updated, and when in doubt, seek expert advice.

## Must-have Travel Documents for Canada:

- **Passport:** Your primary identification.
- **eTA or Visa:** Needed based on your nationality.
- **Proof of Funds:** Ensure you can sustain during your stay.
- **TRP:** Apply in advance or at the land crossing.

**CBSA Entry Protocols:** Prepare yourself to provide immigration status, types of goods bringing with you, detailed reason and duration of travel. Ask for help if you don't speak English or French.

## Consider Immigration path to Canada:

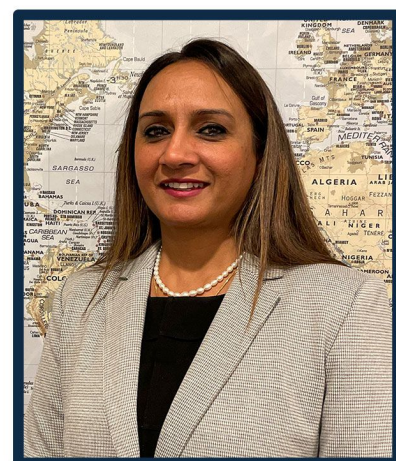
- **Discover Your Options:** Express Entry, Provincial Nominee Program, Entrepreneurial Visa, Business Visa, Work Permit, Study Permit, International Trade Agreements, CUSMA, and more.
- **Stay updated:** Monitor processing timelines on the IRCC's official platform.
- **Key Factors:** Canada values traits like age, education, job experience in STEM, and French language proficiency.

**Conclusion:** The journey to the U.S. or Canada involves numerous steps. Equip yourself with knowledge and documentation.



**David Nachman**

PCC Member - Toronto Chapter  
Managing Attorney  
Nachman Phulwani Zimovcak  
(NPZ) Law Group



**Gagan Mundra**

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- 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
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# CALL FOR INVESTORS

**PUNJABI Angels**

## CALL FOR INVESTORS!



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- ✓ The Investors must be interested in investing at least \$5k - \$25k per year
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# CALL FOR START-UPS

**PUNJABI Angels**



## CALL FOR START-UPS!

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- ▶ If pre-revenue, the Start-Up must have a Minimum Viable Product (MVP)
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# Thank You



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