



NEWSLETTER

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Theme - Encouraging Positivity in the Workplace

FOUNDER'S DESK

Gurpreet S. Pasricha
Founder Trustee



Happy New Year, Everyone!

As we bid farewell to the past and embrace the possibilities of the future, we at the Punjabi Chamber of Commerce (PCC) are filled with gratitude for the unwavering love and support that has accompanied us on our journey. As we step into the New Year, PCC is not just rejuvenated but driven by an unwavering passion and commitment to elevate our community to new heights, offering unparalleled benefits to our valued members.

In a significant move, PCC has transitioned to a paid membership model for our mature chapters. With this transformation comes the launch of two exciting initiatives exclusively for our esteemed members – the PCC Member Mixer and the PCC Business Referral Meet. These initiatives are designed to open doors to global and regional business opportunities, providing a platform for networking and offering carefully curated premium benefits to enrich your professional journey.

Save the date for a night of opulence, camaraderie, and shared accomplishments at the highly anticipated Toronto Gala 2024 on February 24, 2024. This celebration promises to be an opportunity to forge new connections, celebrate milestones, and embrace the vibrant spirit of the Toronto community.

The Punjabi Chamber of Commerce, Philadelphia Chapter is gearing up for a dynamic start to the year with two enriching events – the 'Philly Book Club' on January 27, 2024, a platform for insightful literature discussions, and the 'Roundtable Leadership Experience - Leadership Game' on February 3, 2024, an interactive space for leadership discussions. These events aim to strengthen not only community bonds, but personal and professional development. Join us for these captivating opportunities to learn, connect, and grow together!

Additionally, brace yourselves for an exciting event organized by the New Jersey chapter – the "Golf Outing 2024" on July 25, 2024. This leisurely outing is designed to foster connections and collaboration within the local business community.

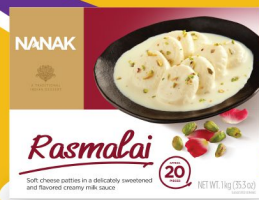
Stay informed about upcoming events, webinars, and networking sessions hosted by the Punjabi Chamber of Commerce. These events serve as platforms to connect, share ideas, and cultivate partnerships, fostering the collective growth of our businesses.

As we embark on this new chapter, we extend our heartfelt wishes for a blissful year ahead. Together, let's reach new milestones and make 2024 a year of shared success and prosperity.

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"A Beacon of Hope: PCC's Impactful Aid to Tajinder Kaur"

I, Tajinder Kaur, a sociopreneur and entrepreneur, run a public service center in rural Amritsar, India, and a tech startup in Vancouver. With a background from Brunel University and NMIMS, I have been a key player in emerging tech for 15 years, focusing on AR, VR, MR, AI, IoT, and Blockchain. Balancing C-suite engagements with community service, I exemplify leadership through data-driven decision-making and pursuing a Ph.D. in social work and policy-making.



Tajinder Kaur

Member - PCC Delhi Chapter
CEO & Founder - LadderClimb

I graduated with BSC in International Business from Brunel University in 2012. After graduation, I secured a job with a technology product-based SME in New Delhi, India. I worked as an Inside sales executive in Delhi & Bangalore branches for 2 years from 2012 – 2014.

Post-resignation, freelanced for 2 years (2014-2016) as a trusted tech vendor in Delhi, leveraging leadership skills from UK education. Effortlessly transitioned to entrepreneurship, running The Kaur Research for 4 years (2018-2021) by successfully engaging clients globally in lead generation, C-level meetings and deal closures.

My Entrepreneurship journey and International Business degree from UK made me gain an invitation as a guest lecturer at their confluence in 2020 at Amity University, Noida, India. I also wrote a book as a ghost author on marketing automation.

At present, I am a CEO & Founder of LadderClimb a startup based out of Vancouver, Canada, which is an exclusive professional platform for C-suite, Techpreneurs, Investors and Mentors.

I am a sociopreneur, a founder of the Rotary Skill Center in rural Amritsar, Punjab, India.

I got married and moved to the rural Punjab area, I witnessed 10s of youths die of drug addiction in our village Amritsar, Punjab and I wanted to find the root cause of the same. Idleness & unemployment were the main causes behind most of the people who were getting into drug addiction or suicide. We are engaging them in a stitching center, computer centre & a public library to learn and get certified by Rotary International Amritsar, Punjab, India. Punjabi Chamber of Commerce helped us to start this centre by becoming a bridge between Rotary and our village welfare. It started by sharing my areas of concern and the ideas to tackle them with Team PCC, who then connected me with the PCC Amritsar Chapter Co-chair. Thereafter all steps got aligned and with the support of PCC I finally got to sign a MoU with the Rotary Club seamlessly.

Continued.....



■ Conducting Sikhi education campaign for village teenagers and kids, I gather them at Gurudwara Sahib, sharing Sikh history and Guru Gobind Singh ji's sacrifices. The initiative includes quiz contests, open mics, and tests, with enthusiastic kids prepared to speak on Sikhi at any stage.

■ Stitching center, handcraft art. Entrepreneurship skill development, computer center and a public library in a rural Punjab area that is affected by drug addiction in youth of Punjab, India.

■ Recognized as a sociopreneur through Rotary Club Amritsar, Punjabi Chamber of Commerce, and Textile Manufacturing Association in Amritsar, I've established a training center fostering entrepreneurship and empowering women in rural Punjab. By offering stitching skills and orders from various sectors, we're aiding unemployed females, particularly those affected by the drug epidemic or unemployment among male family members.

■ Operating a computer center within the social service center, I provide essential computer skills to underprivileged teenagers, youth, and adults. Collaborating with national and international channels, we facilitate remote job opportunities. Future plans include skill development in website design, social media and Google marketing, open mic activities, podcasting, and art and handcraft development, offering a platform for rural talents to thrive.

■ Establishing a public library to foster reading habits and provide companionship through books, villagers gather at my home, issuing Punjabi and English books. This achievement fuels my motivation to enhance rural areas, even on a smaller scale.

PROUD MOMENT



Congratulation Iqleen Virdi



for swearing-in as Marlboro Councilwoman

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ENCOURAGING POSITIVITY IN THE WORKPLACE

A positive workplace isn't just a feel-good concept; it's a strategic imperative for success. By fostering a culture of positivity, you're not only investing in the well-being of your team but also creating an environment where innovation and excellence thrive.

In the fast-paced world of today, fostering a positive workplace culture is not just a luxury—it's a necessity. A positive work environment not only enhances employee well-being but also boosts productivity and creativity. Here is my experience which I keep on exploring to infuse positivity into my workplace. Start implementing these tips today, and watch as your workplace transforms into a hub of positivity and productivity.

Introduction:

1. Open Communication Channels:

Encourage transparent and open communication among team members. A culture where everyone feels heard promotes collaboration and strengthens team bonds.

2. Recognition and Appreciation:

Regularly acknowledge and appreciate the efforts of your team members. Simple gestures, like a shoutout during meetings or a recognition program, can go a long way in boosting morale.

3. Work-Life Balance:

Promote a healthy work-life balance to prevent burnout. Encourage breaks, flexible schedules, and time-off policies that support overall well-being.

4. Team Building Activities:

Organize team-building activities to foster camaraderie and create a sense of community. This can range from casual Friday lunches to offsite retreats.

5. Professional Development Opportunities:

Invest in the growth of your team members by providing training and development opportunities. This not only enhances their skills but also demonstrates your commitment to their success.

6. Empowerment and Trust:

Empower your team by trusting them with responsibilities and decision-making. A culture of trust leads to increased confidence and job satisfaction.

7. Celebrate Milestones:

Acknowledge and celebrate both personal and professional milestones. Whether it's work anniversaries, birthdays, or project successes, these moments contribute to a positive atmosphere.

8. Continuous Feedback Loop:

Establish a feedback culture where constructive criticism is delivered with a focus on improvement. Regular check-ins help keep everyone aligned and motivated.



CA Davinder Singh

Co-Chair – PCC Amritsar Chapter
Income Tax & Accounting Consultant

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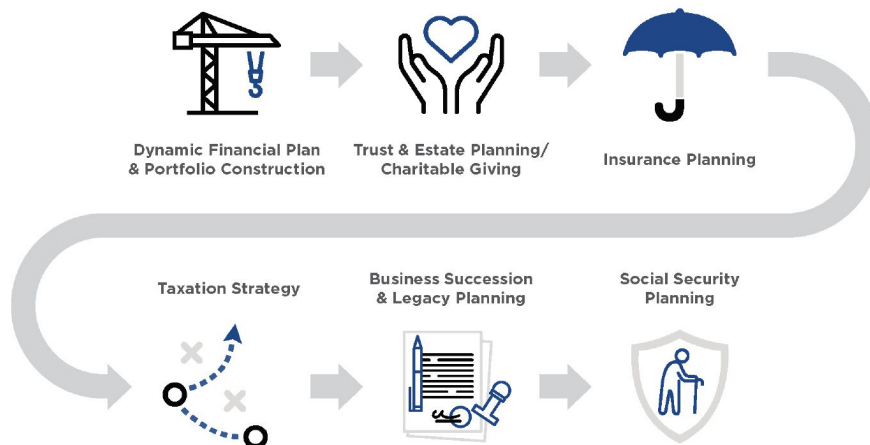
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ENABLING ORGANIZATIONAL CULTURE AND WORKPLACE POSITIVITY

Organizations strive for optimal productivity by implementing motivational tools and incentives. A key challenge is fostering workplace positivity, encouraging a positive mindset, openness to change, and effective teamwork. Collaboration among employees can lead to breakthrough results, although achieving this may initially seem utopian.

The pursuit of excellence involves fostering a culture of workplace positivity, where the interlinked dynamics of organizational culture and positivity are mutually reinforcing for synergistic outcomes.

Established research emphasizes the impact of culture on performance, urging a focus on fostering productivity and positivity-driven organizational culture.

To engineer such a culture, organizations must consider the six primary work motives: play, purpose, potential, emotional pressure, economic pressure, and inertia. Emphasizing play, purpose, and potential while minimizing emotional and economic pressures and inertia tends to yield better outcomes.

Road Map for Leaders

Senior leaders, akin to an organization's operating system, cultivate a high-performing culture through training managers in motivating leadership. CEOs play a crucial role in enhancing cultural elements, ranging from role design to performance reviews. They must:

1. Hold a reflection huddle with their teams once a week by asking: 1) What did they learn this week? 2) What impact did it have? & 3) What do they want to learn next week?
2. Explaining the why behind the work of their team?
3. Does everyone understand the impact of their work?

Though great culture is not easy to build, it leads to a powerful competitive advantage. Yet organizations that build great cultures are able to meet the challenges of the highly competitive business environment.

How to develop Positivity in Work Place

Positivity in workplace is a function of developing a positive attitude in the organization. This is possible only if we can develop the right perspective to work and how it is done. Leaders must:

1. **Be encouraging and empathetic.** Injecting optimism and encouragement into the workplace, benefits all.
2. **Be a team player.** Talk with all your stake holders, employees and co-workers to see how you can assist them.
3. **Work with the right people.** It will help you handle everyday stress in a more constructive way.
4. **Focus on what's in your control.** Your mission at work is to get your job done as effectively as possible, so focus on the factors you can oversee.
5. **Treat yourself positively.** Practice positive self-talk. If you start to think negatively, evaluate these ideas rationally. Developing an enabling organizational culture leading to positivity in workplace is not ad hoc or transactional but continuous work in progress for creating an excellent and resilient organization.



Dr. Parvinder Singh

Member - PCC Ludhiana Chapter

Head - Department of Business Management

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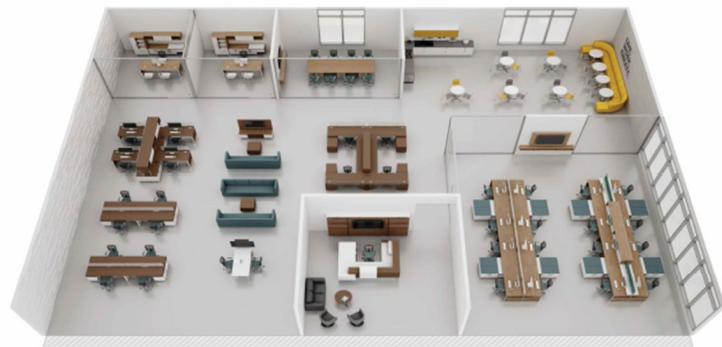
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A Quick Glance at Past Event

Multifamily Masterclass: Sourcing and Underwriting Deals (New York Chapter)



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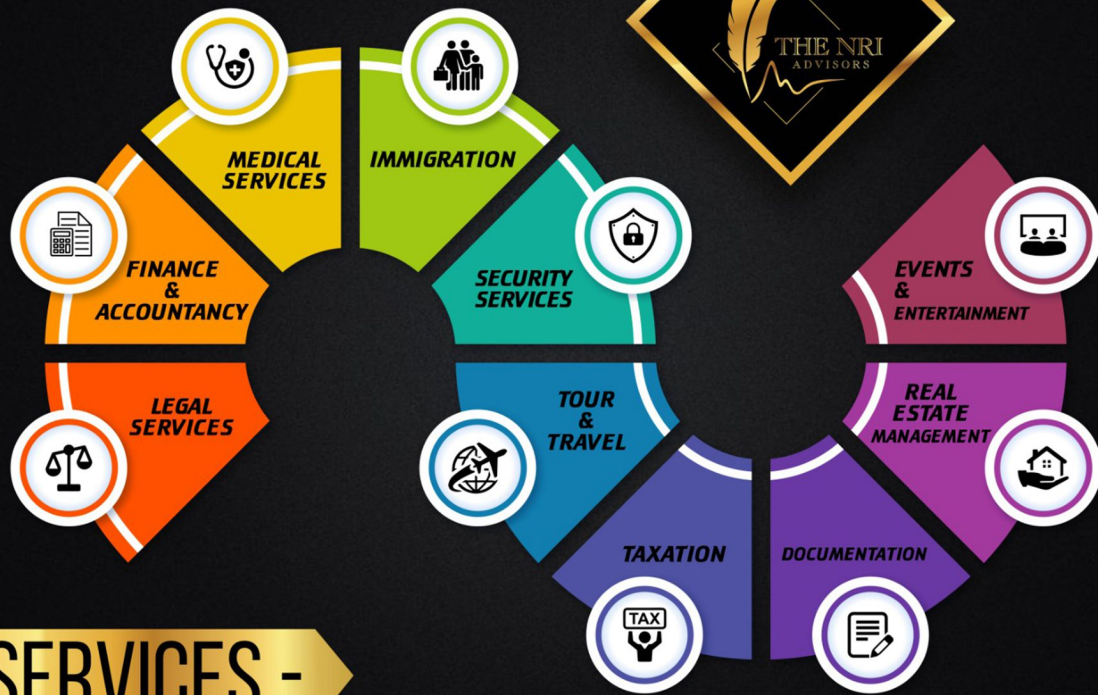
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- Enriched Network, access to Global Charter Member Directory
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- Priority listed for opportunity to participate in the following:
 - ▶ Global Events
 - ▶ Off-site leadership meet-ups
 - ▶ Speaking 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

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Our Programs

- Member Connect (Inter-Chapter Engagement)
- Investment Opportunities
- Mentor Mentee
- Leaders on Roll
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Benefits

- Enriched Network, access to Standard Members Directory
- 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

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



OUR UPCOMING EVENTS



NRI BANKING AND REMITTANCE

"Demystifying NRI Banking: Understand NRI Status, Account Types in Bharat, and Optimal Remittance Strategies."

 January 24, 2024

 Platform: Zoom

 06:00 pm (EST), 04:30 am (IST), 11:00 pm (GMT), 03:00 am (GST)

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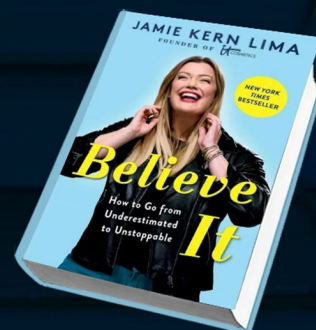
Date: Saturday, January 27, 2024

Time: 01:00 pm to 03:00 pm

Venue: Karma Indian Restaurant, 114 Chestnut Street, Philadelphia, PA 19106



Led by: Monica Marwah
School Psychologist
School District of Philadelphia



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OUR UPCOMING EVENTS



MEMBER MIXER

📅 February 02, 2024 📄 Platform: Zoom
🕒 08:00 am (EST), 01:00 am (GMT), 06:30 pm (IST), 05:00 pm (GST)

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Founder & CEO, RSJ Academy
Certified and Licensed Coach, Trainer, and Inspirational Speaker with the Maxwell Leadership Team

Date: February 03, 2024 **Time:** 11:00 am (EST), 04:00 pm (GMT), 09:30 pm (IST), 08:00 pm (GST)

This session will be conducted in a virtual format

Zoom link: <https://bit.ly/47OX0Nc>

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OUR UPCOMING EVENTS



Toronto Gala

Vision 2024

📅 Saturday, 24 February, 2024 ⌚ 06:00 pm to 01:00 am EST
📍 Canadian Convention Centre, 79 Bramsteele Rd,
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