



Bangalore Chamber of Industry and Commerce

# e-SYNERGY

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## Business Growth



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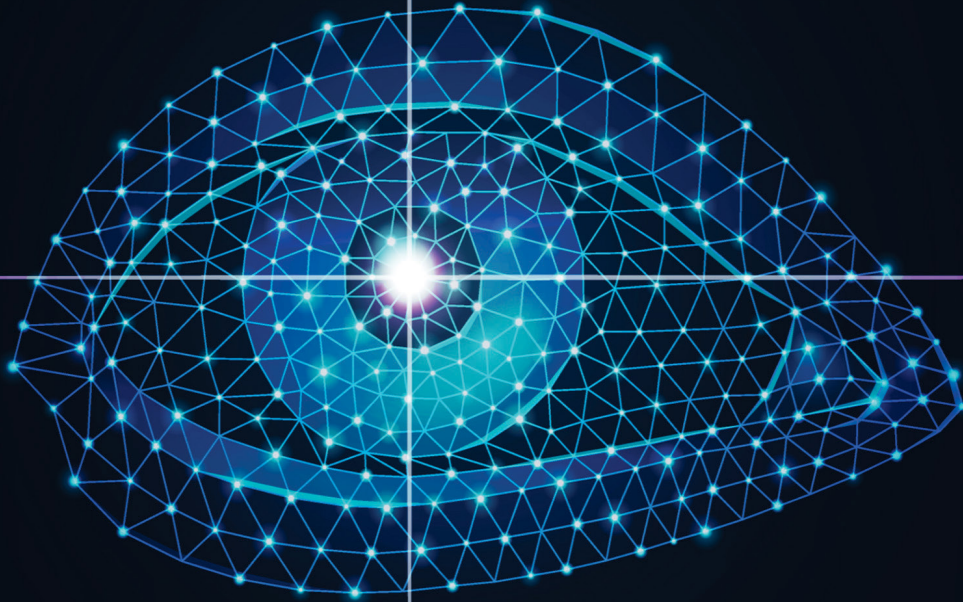
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## MISSION

Namma Karnataka-  
Gateway to Future India

## VISION

Look Beyond

Together We Should

# BCIC Office Bearers

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**Dr. Ravindran L**  
MD & CEO  
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Chief Engineer  
Tata Technologies



*All companies, regardless of their native land, aspire to grow and expand their businesses globally. Whether they are already conducting business abroad or planning to venture into overseas markets, familiarizing themselves with the culture, business values, and systems of the local country is crucial for success.*

## The Importance of Cross-Culture in Overseas Business

**The following are key elements and the role of Cross-Culture in overseas business:**

- 1. Norms of Business Meetings:** Being aware of the norms and processes for conducting business meetings in the targeted country is essential. This includes understanding greetings, appropriate dress, customs, key words/expressions in the local language, time zones, meeting agendas, invitees, communication mode, profiles of attendees, meeting openings and closings, minute-taking, follow-ups, etc.
- 2. Office Norms:** Adhering to local office norms is equally important in effectively running and managing business operations in the overseas country. Swiftly adapting to and embracing these norms is beneficial.
- 3. Greetings in the Local Language:** First impressions matter when meeting people for the first time in the country of operation. Learning a few key words and phrases in the local language to greet, welcome, and express gratitude goes a long way.
- 4. Local Language:** While having a member in the sales or delivery team who is familiar with the local language is helpful, it is also advisable for everyone involved to quickly learn essential words and phrases. This demonstrates willingness to collaborate and build respectful partnerships beyond just business transactions.
- 5. Developing Trust:** Building trust is essential for establishing long-term relationships and ensuring business growth. Trust is cultivated through actions and behaviours demonstrated during discussions and work.
- 6. Say & Do:** It is crucial to be mindful of promises made to customers and to deliver on those promises. Avoiding gaps between what is said and what is done is vital for credibility.
- 7. Do's & Don'ts:** Prior research and preparation on the target business country are important before venturing into it. Creating a list of Do's and Don'ts and sharing it with those visiting the country is helpful. Having a local mentor can guide and align individuals with the country's principles.
- 8. Local Society Values and Relationships:** Understanding the local social community values and systems is crucial for building meaningful relationships, which can facilitate smoother business operations.
- 9. Local Business Leaders and Talent Pool:** Knowing the profiles of local business leaders and available talent, whether experienced or fresh, aids in hiring and interacting effectively for better outcomes.
- 10. Local Culture:** Familiarizing oneself with local customs, dress, language, greetings, beliefs, interactions, and cultural significance of places in advance is valuable for effective engagement.
- 11. Local Food:** Understanding and appreciating local cuisine and its uniqueness can enhance business discussions and create rapport with the local hosts.
- 12. Developing Best Practices:** Documenting new learnings and experiences while working with overseas customers helps create best practices that can benefit colleagues within the organization.

By considering and acting upon these key aspects, businesses can penetrate foreign markets successfully and build long-lasting relationships in the countries where they operate or plan to operate.



**Dr. Krishna Kumar NG Ph.D**  
 Author, Business Coach,  
 Mentor & Trainer  
 Business Growth  
 Consultancy Services

MSME business owners are one of the main and key nation builders and contributors to the growth of the economy. Business owners are creators of wealth on one side and destroy their own health on the other side. When they would have created good wealth, they do not have good health to enjoy it. Is it due to stress? We, should not blame it on stress. Stress is everywhere.

Stress and anxiety start from the time you start up your business. You become a business owner as a passionate person who started the enterprise, or as an outcome of a partnership with another person, or maybe you just took over someone's business. Irrespective of the reason for starting the business your stress begins with arranging finance, acquiring customers, delivering successfully the promised product / service or solution, and collecting the outstanding amount. Small business ownership can be a rewarding and fulfilling endeavour, but it can also be a source of stress and anxiety. The reasons for this stress and anxiety are varied, but some common causes include financial instability, uncertainty about the future of the business, and the pressure to succeed.



## Business Stress & Your Health

Successful entrepreneurs are worshipped like heroes in our culture. Before they made it big, they struggled through moments of incapacitating anxiety and hopelessness when it seemed everything might crumble. We only see the success. We do not get to see their struggles. It is like a man riding on a tiger. People think, 'This guy is brave.' And he is thinking, 'How the hell did I get on a tiger, and how should I keep myself safe from not getting eaten by the tiger?'

We all know of the sad ending of one of the finest entrepreneurs who created the ubiquitous coffee shops across India. Many of us would meet and greet at that place. Many people got bright ideas and started their business from that place. The "Coffee Day" outlets. Late V G Siddhartha, committed suicide in July 2019. He was an iconic figure before this dastardly act happened. No one knows the reason why he did this. Each one of us during some phase or other would have thought of taking or committing some highly stupid shameful act. Which is very bad. But we would have been desperate at that moment.

One of the main reasons for small business owners' mental stress and anxiety is financial instability. Small businesses often operate on tight budgets and margins, and unexpected expenses or slow sales or piled up huge outstanding collections can quickly put a business in to a difficult financial situation. This financial instability can lead to stress and anxiety as business owners worry about paying the salaries, paying the overhead bills, managing the expenses, and keeping the business afloat.

Another common cause of stress and anxiety among small business owners is uncertainty about the future of the business. Small businesses are often at the mercy of market conditions and changes in consumer behaviour, and it can be difficult for business owners to

predict how their business will perform in the future. This uncertainty can lead to stress and anxiety as business owners worry about whether their business will be successful and if they will be able to continue operating the business.

The pressure to succeed is also a common cause of stress and anxiety among small business owners. Small business owners are often their own bosses, and they may feel a sense of personal responsibility for the success or failure of the business. This pressure can lead to stress and anxiety as business owners worry about meeting expectations and achieving their goals.

Entrepreneurs often juggle many roles and face countless setbacks like, lost customers, disputes with partners, increased competition, staffing problems, struggling to provide for the payroll etc among many others.

Under the circumstances how should we know whether we are passing through some sort of stress or not?

Many of us may not actually know it. But we would be passing through the stress internally. Watch out for warning signs that stress and anxiety are starting to build up. You may need to pay more attention to your mental health or seek some outside support. You may not notice the warning signs yourself, so listen to comments and feedback from people close to you. There is no shame in asking for help. Many of us do experience a mental health condition during our lifetime. Having good mental health is also good for the health of your business. I am giving here some salient conditions which may indicate that you may be passing through some sort of anxiety or stress

- Finding it hard to concentrate or make decisions
- Feeling overwhelmed and unable to solve problems
- Regularly feeling irritable, sensitive, tense, or close to tears

- Constantly thinking of work, even during personal time
- Finding reasons not to get out of bed or go to work
- Avoiding essential day-to-day tasks
- Spending less time with family or friends and generally avoiding social gatherings
- Drinking excessive alcohol or smoking more

Now let us look at this stress and anxiety in a different light. How does this build up happen. Depending on the type of small business that you have, the challenges may include:

1. Putting in long hours and working deeply on a regular basis to meet the demands of the business or to get the product to the market.

Total hustling i.e. undertaking all business-related activities such as replying to the emails and taking calls after hours - distorting the limits between work and home.



2. Feeling isolated, not always having someone to share business worries with or with someone who can understand the demands of running a small business through experience.
3. Managing ongoing cash flow and financial issues, and feeling concerned over where the next job is coming from.
4. Having multiple roles as well as managing the additional demands of administrative and government regulations - on top of everything else.

5. Feeling responsible to yourself and to others such as family and employees who are being involved in the business to ensure it is successful.

I will share here few of the remedial measures that would help in reducing the stress and anxiety. It is impossible to eliminate stress from our lives, including the unique stress related to being a business owner. You can learn to manage your stress and anxiety so that it does not affect your work-life. However, do not allow stress to negatively impact your success.

Just keep in mind that the longer you endure certain levels of stress, the more harmful it is to you, even potentially affecting your physical health.

There are several potential remedies for the stress and anxiety experienced by small business owners.

1. One potential remedy is to seek out professional counselling or therapy. A therapist or counsellor can help business owners identify the sources of their stress and anxiety and develop strategies for coping with these emotions.
2. Another potential remedy is to practice mindfulness and relaxation techniques. Mindfulness techniques, such as deep breathing, and meditation, can help business owners focus on the present moment and reduce feelings of stress and anxiety. Relaxation techniques, such as yoga or exercise, can also help business owners relax and reduce stress and anxiety.
3. Another potential remedy is to seek out support from other small business owners. Joining a small business

association or networking group can provide business owners with a community of peers who understand the challenges and pressures of small business ownership. This support can help business owners feel less alone in their struggles and provide them with valuable advice and mentorship.

4. You can also find relief by taking a break and setting boundaries. Small business owners often work long hours and are always on call, which can lead to burnout and increased stress and anxiety. By setting boundaries, such as taking regular breaks and disconnecting from work during non-working hours, business owners can reduce stress and anxiety and improve their overall well-being.
5. Exercise can decrease stress levels and improve physical, mental, and emotional health in several ways. Even short, low-impact exercise sessions can improve your overall mood & outlook.
6. Sleep and stress are entangled. Business owners often withhold on sleep. It is understandable but it can compound over time and really wear you down. This is an issue that gets progressively worse as you become increasingly sleep-deprived. It is simple: rest more; stress less.

In conclusion, small business ownership can be a source of stress and anxiety for many business owners. By taking steps to address their stress and anxiety, small business owners can improve their well-being and increase their chances of success. Have a mentor, like in the old days' families used have a family physician. Be bold. Become strong. Kick the stress out.





**Mr. Gaurav Sharma**  
 Founder and CEO  
 Flexi Analyst Pvt Ltd

The digital marketing landscape, with LinkedIn as a key player, is evolving, opening opportunities for enterprises in various sectors such as Direct-to-Consumer (D2C), health tech, and EdTech. LinkedIn, boasting a vast network of professionals, offers businesses the chance to enhance their visibility and attract valuable leads. However, understanding and applying LinkedIn content analytics becomes crucial to utilize these opportunities fully. This case study offers a deep dive into the transformative influence of LinkedIn content analytics, illustrating this with real-world examples.



# Leveraging LinkedIn content analytics to navigate your next

## Understanding LinkedIn Content Analytics

LinkedIn content analytics provides data-driven insights about the reach and engagement of a company's content. It offers crucial information about the audience, such as their job functions, industries, and geographical locations. This data is instrumental in shaping a more accurate and effective content strategy.

## Industry Application: D2C, HealthTech, EdTech, and Beyond

Enterprises across various sectors, including D2C, HealthTech, and EdTech, often need help to enhance their LinkedIn audience engagement. This is primarily due to the need for a data-based strategy, resulting in a disconnect between the content and the target audience.

A solution was introduced that involved meticulous analysis of existing content and comparison with the target audience's interests and engagement patterns, leading to the creation of a data-driven content strategy. Within six months, enterprises noticed a significant increase in LinkedIn engagement - their posts garnered more views, likes, and shares. Most notably, they experienced a 75% increase in lead generation from LinkedIn, attesting to the impact of the revised strategy.

## Key Takeaways and Recommendations

The results across these sectors underline the transformative potential of LinkedIn content analytics. It emphasizes the significance of making data-driven decisions over assumptions in content strategy. Here are a few recommendations:

1. **Audience Analysis:** It is vital to understand your audience, their interests, and their interactions with content.
2. **Content Optimization:** Content should be tailored to resonate with your audience, focusing on engagement and actions.
3. **Performance Tracking:** Consistently analyze your content's performance to identify what's working and what needs improvement.

## Conclusion

LinkedIn content analytics can revolutionize businesses by enabling them to maximize their content's impact. It allows enterprises to shift from guesswork to data-based strategies, enhancing brand visibility, customer engagement, and lead generation. The role of data analysis in facilitating business success is set to become even more prominent as more industries adopt this approach.

A testament to the power of LinkedIn content analytics is the case of an analyst content viewing company that has become the world's largest, with an average of 7.5 million impressions every quarter. This success story underscores that LinkedIn content analytics offer a powerful tool to inspire business growth and stand as a testament to the potential of data analysis in shaping business success.





**Mrs. Ranjna Sah**  
Project Manager  
Tata Technologies

When I first came across the term "Personal Agility", I was curious and at the same time little confused about what is the concept and how an agility is supposed to work when it comes to personal behavior. I read more and more about it and decided to note down whatever I could understand.

Nowadays, the term "VUCA" is used to describe the world we live in where the Complex change comes up in unprecedented, widespread, and contradictory ways.

**V - "Volatile"** - the speed of changes makes it impossible to set rules and procedures. It describes the unstable and unexpected.

**U - "Uncertain"** - meaning the lack of predictability. The environment requires a culture focused on risk management.

**C - "Complex"** - relates to the multiplicity of forces, chaos, and confusion around us.

**A - "Ambiguous"** - because the context allows various interpretations of the same.

**The big question for all of us is - how to keep pace with VUCA World and how to succeed?**

And there comes the significance of "Agile".

Agile, as we all know, is the ability to create and respond to change. It is a way of dealing with, and ultimately succeeding in, an uncertain and turbulent environment.

## Personal Agility

Working with the Agile methodology enables teams to quickly adapt to change — internal or external to the business — respond to user needs faster, and get products to market in a more cost-effective way. By simplifying processes, more value can be delivered in a shorter time-period while inspecting and adapting to improve along the way.

Personal Agility applies these agile concepts beyond the workplace. Personal Agility helps people identify what matters most in their lives and ensure that their actions are aligned. Personal Agility takes its name because it is based on the same values, principles and patterns as Scrum and Agile methodologies and focus on organizing our life.

Personal Agility enables you to reflect on your goals and intentions at regular intervals so you can ensure that you are doing the right things first and you can stop working when additional work brings no further benefit.

I believe that for an organization to be agile and answer rapidly to changes in the context, agility at the personal level should be encouraged and to be developed. "Personal agility" should be considered a new soft skill or competence, and leaders should help their teams to develop it as a new ability.

Personal agility means having a positive attitude, resilience, and being open to changes in processes, structures, life or relationships. It involves adapting your personal approach as the situation changes, feeling comfortable in difficult situations, and working effectively in different scenarios and with individuals or groups of diverse backgrounds and experience.

**There are different levels for personal agility.**

**Level 1** - The person is reluctant to any change that are being done and feels very uncomfortable about the change.

**Level 2** - The person changes when change is imposed on them and there is no option left but to change to the new environment.

**Level 3** - the change is still being imposed to them, but at this level they are open to evaluate it and are willing to learn something new

**Level 4** - At this level they can adapt to change rapidly and easily and are comfortable with it. They start learning new things as per the new environment and quickly fits in.

**Level 5** - At this level, Not only they adapt to multiple changes and feel comfortable about them, they also flourish and grow in changing environments.

No matter how personally agile we usually are, we can also move a level above or below our original level when standing in front of specific situations. If the change before us presents a possible threat to our well-being or status quo, we might be less open to it than if it is something related to our work or less personal aspects of our lives.

**Here are the eleven practices to employ in order to achieve Personal Agility:**

1. Decide your purpose
2. Get in touch with your purpose
3. Prioritize your task – get the right things done to attain your purpose
4. Break task into smaller pieces
5. Use Time boxing
6. Do not attach yourself with anything/ any idea
7. Learn – unlearn and relearn – new things
8. Innovate yourself
9. Rest, Reset and Re-engage
10. Experiment
11. Celebrate your achievement

In conclusion, using agile principles in our daily life, we can help ourselves to become more productive, organized, and satisfied. By prioritizing tasks, using time-boxing, practicing continuous improvement, collaborating with others, breaking tasks into smaller pieces, embracing change, and celebrating #successes, we can achieve our goals and live a more fulfilling life.

# Overview of BCIC



## BANGALORE CHAMBER OF INDUSTRY AND COMMERCE

# Namma Karnataka

The Gateway to Future India

- Promoting Trade and Industry in Karnataka since 1976
- Apex organisation of large and medium industries
- An amalgam of Domestic, International and wholly owned subsidiaries of foreign companies
- Facilitating and promoting business contacts and networking



## INDUSTRY AND GOVERNMENT FORCES MEET TO PARTNER PROGRESS

We have presently a membership of 880+ companies representing various sectors of Industry such as - Manufacturing, ITI/ITES Biotechnology, Engineering, Consultancy and Legalfirms etc.

BCIC plays an active and important role in promoting trade and investment in the State and has an excellent domestic and International network with MoUs with the leading Chambers of Commerce across the globe. Being the apex Chamber of Commerce in Karnataka, BCIC organises Seminars / Workshops and Interactions with Senior Government Officials both from the Centre / State on critical issues concerning trade and industry from time to time.

### BCIC - Partner in Progress

- Outreach
- Government Interaction
- Eminence
- Special Projects
- Governance and Member Services



### MoUs with Foreign Trade Offices/Associations/ Universities and Colleges

- BCIC and The Association of People with Disability (APD)
- BCIC - Brigade Skill Development Academy
- BCIC - MS Ramaiah Institute of Management
- BCIC - Institute of Indian Interior Designers,
- Bangalore Regional Centre, Bangalore (IID)
- BCIC - Best Cluster of Indian Institute of Science
- BCIC Tokyo Office MoU: BCIC, Japan External Trade Organisation, Toyota Tsusho India Private Limited, Inter Trade K K, India Research Institute Pvt. Ltd
- BCIC and Bangalore International Mediation, Arbitration and Conciliation Centre (BIMACC)
- JSS Science and Technology University, Mysore

### Industry Focus

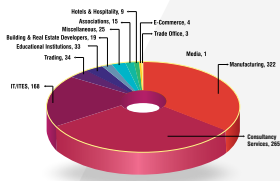
- Aerospace and Aviation
- Agro and Food Processing
- Automotive
- Banking, Financial Services and Fintech
- e-Commerce, Retail, Logistics & Warehouse
- Infrastructure: Energy, Environment and Water
- IT & Cybersecurity
- Pharmaceuticals
- Real Estate
- Semiconductor, Electronics and Telecom
- Start-Up
- Tourism, Hospitality and Facility

### Our Offices (Domestic and International Office)



### Cross Section of Our Members

#### INDUSTRY CLASSIFICATION



### Start-up Hub Programs and Activities

- Fireside chat with eminent entrepreneur
- Mini Conference - Thematic Start-up conference Technology Commercialisation
- BCIC Annual Start-up Award 2022-23
- Start-up Conclave
- Series of Start-Up Showcases

### Major Summits and Conclaves

- BCIC Economic Analysis Research Report
- Report on Direct Tax Administration and Capital Gains Tax Regime
- Direct Tax Recommendations-Policy Paper
- Approach Note to Transfer Pricing
- Human Capital Index in Karnataka
- Co-existence stakeholder model for effective healthcare delivery in the backdrop of pandemic
- Chief Financial Officers - handbook
- Synergy
- Annual Report

### Policy Advocacy and Government Interaction

- Request for easing the pain points of industries operating at Chikaballapura District
- Request for exemption on levy of road tax, registration fees on purchases of all forms and types of EVs up to March 31, 2030 and to extend the benefits of Karnataka Electric Vehicle and Energy Storage Policy, 2017.
- Matters requiring attention for enhancing Customer experience of using Indian Railways for Bangaloreans
- BCIC Policy Paper in Relation to Income Tax Matters
- BCIC Pre-Budget Memorandum 2023-2024 on Customs
- Recommendations on Direct Taxes- both at Policy level and Tax Administration level.
- Note on Difficulties faced by LLPs with MCA 3 system
- Request to expedite the construction work at Bengaluru-Mysuru Expressway
- Request to empanel BCIC to support Govt. in infrastructure planning and management in times of distress, caused due to flooding

### Research Report and Publications

- BCIC Economic Analysis Research Report
- Report on Direct Tax Administration and Capital Gains Tax Regime
- Direct Tax Recommendations-Policy Paper
- Approach Note to Transfer Pricing
- Human Capital Index in Karnataka
- Co-existence stakeholder model for effective healthcare delivery in the backdrop of pandemic
- Chief Financial Officers - handbook
- Synergy
- Annual Report

### Membership Privileges

- Thought Leadership**
- Dissemination of industry best practices
  - 27 Expert committee - Workshops, seminars, industrial site visits, training and skilling
  - Access to resources and opportunities
- Industry Voice - Business Support and Advocacy**
- Strong advocacy with Union and State Governments
  - Representation to Government in consultation with industry to support Ease of Doing business
- Foreign Collaboration**
- Collaboration with Foreign Embassies and Trade offices
  - Regular interaction with foreign offices for opportunities and hassle-free business interactions
  - Regular hosting of trade delegations from abroad and facilitate business delegation visits to foreign countries to business expansion
- Networking, Outreach and Visibility**
- Networking opportunity with ThoughtLeaders and Professionals from Large, Medium, Small Industries, Educational Institutions and Government organisations
  - Networking events to exchange and validate innovative ideas with industry professionals
  - Foster collaboration with members for expansion of business interests

### Women Empowerment and Leadership and Start-up Awards



## Our Industry Focus



- Agri Business and Food Processing
- Automobiles and Components
- Apparel and Readymade Garments
- Aerospace and Aviation
- Electronics Energy Environment
- IT/BT
- Tourism
- Machine Tools
- Human Resource
- Startups/Innovations
- Real Estate
- Pharmaceuticals
- Precision Engineering
- Telecommunications
- Consultancy
- Women Entrepreneurs
- BFSI

**BCIC has developed excellent and extensive contacts with Foreign Embassies and Trade Offices in India and counterpart Associations in other countries.**

## Partners and network

- Key Departments of Union and State Governments
- State owned Corporations
- Industry Associations and Chambers of Commerce in India and abroad
- Foreign Embassies, Consulates and Trade Missions
- Trade and Investment Promotion Organisations in India and abroad Financial Institutions

## Expert Committee:

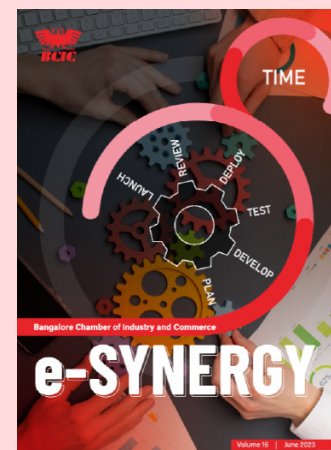
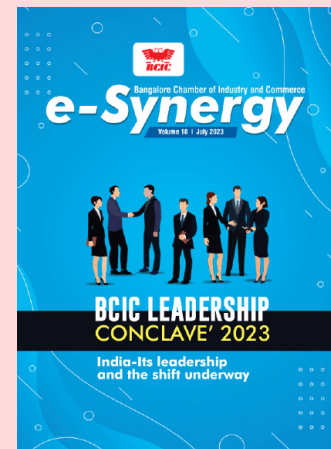
- Aviation and Aerospace
- Agro and Food Processing
- Banking, Financial Services and Fintech
- Corporate, Economic Affairs and Legal
- CSR & Societal Branding
- Direct Taxes
- Ease of Doing Business Council
- Environmental, Social, and Corporate Governance
- e-Commerce, Retail, Logistics & Warehouse
- Human Resources & Women Leadership
- Healthcare, Wellness and Regional Culture
- Hospitality, Tourism & Travel
- Indirect Taxes
- Industry 4.0
- Industry-Institute Interface and Edutech
- IT & Cybersecurity
- Infrastructure: Energy, Environment and Water
- International Business
- Leadership Forum
- Manufacturing
- MSME
- Publications and Corporate Branding
- Real Estate
- Semiconductor, Electronics and Telecom
- State Coordination
- Start-Up
- Start-Up Hub

The Functions of BCIC are driven by exceptionally-enabled Apex Advisory and Expert Committees comprising of senior Industry representatives from Core Sectors.

## Expert Committees

Our Expert Committees are Chaired by senior Representatives who are experts in their respective industry segments

## BCIC Publications: Connecting with Members





## **Bangalore Chamber of Industry and Commerce**

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**BCIC BRANCHES:** Mysore and Dharwad

**BCIC INTERNATIONAL OFFICE:** Tokyo, Japan

**MEDIATION CENTER:** Tie-up with BIMACC, Bangalore

**START-UP AND INCUBATION CENTER,** MG Road, Bangalore

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