

# LEGS for Growth

CompanionGlobal.in

**Empower individuals, families, businesses, organizations and societies through our knowledge delivery and empowerment support services.**

**Companion Global****Editorial**

Empowering People, Businesses and Societies



Harish Chawla

## Why We Hesitate to Take Action

Hesitation to take action can stem from various factors, including:

### Fear and Uncertainty

1. **Fear of Failure:** Concerns about potential outcomes or consequences.

2. **Uncertainty:** Lack of clarity or confidence in the outcome.

### Emotional and Psychological Factors

1. **Procrastination:** Delaying tasks due to lack of motivation or overwhelm.

2. **Self-Doubt:** Lack of confidence in one's abilities or judgment.

3. **Perfectionism:** Fear of not meeting high standards.

### External Factors

1. **Lack of Information:** Insufficient knowledge or resources.

2. **External Pressures:** Societal expectations, peer pressure, or conflicting priorities.

You can overcome your hesitation through our online 'LEGS Program'.

## Empower Yourself with Bite-Sized Knowledge

The LEGS for Growth newsletter is designed to:

### Expand Your Knowledge

- Stay updated on global happenings and various fields in a concise format.
- Spark new ideas and drive personal growth.

### Benefits for All

- Suitable for individuals of all ages, including children and family members.
- Fosters a culture of learning and growth.

### Overcoming Hesitation

Regularly following the LEGS for Growth newsletter can help you:

1. **Break Down Tasks:** Learn to divide complex tasks into manageable steps.
2. **Focus on Progress:** Emphasize learning and progress over perfection.
3. **Take Small Steps:** Start with incremental actions to build momentum.
4. **Get Support:** Access guidance and consultation when needed.

By subscribing to the LEGS for Growth newsletter, you'll gain valuable insights and practical advice to drive personal growth and development.

**Your dreams and smiles can establish India as a 'Global Brand' by creating a work oriented society; That's why we care and respect your dreams and smiles to make it a powerful tool.**



welcome@companionglobal.in

For Private Circulation Only

## Can you Guide or Advise Others?

Guide others about 'Work Opportunities to earn money' and 'How to reduce stress and be happy'

Work Opportunities for you:

1. **Career Coaching:** Offer personalized guidance on career paths and job opportunities.
2. **Skill Development:** Provide training and resources for developing in-demand skills.
3. **Entrepreneurship:** Share insights and advice on starting and growing a business.

Stress Reduction and Happiness oriented work:

1. **Mindfulness Techniques:** Share mindfulness practices for reducing stress and increasing well-being.
2. **Self-Care Strategies:** Offer tips and advice on prioritizing self-care and maintaining a healthy work-life balance.
3. **Positive Thinking:** Encourage positive thinking and mindset shifts to promote happiness and resilience.



## City-Knect: Connect with your prospects

City-Knect is a membership-based platform that connects individuals and businesses within a specific geographic region (e.g., a city or metropolitan area). The platform focuses on sharing knowledge, expertise, and experiences, while facilitating meaningful connections among members.

Benefits:

1. **Targeted knowledge sharing:** Members can access relevant, high-quality content and expertise specific to their interests and needs.
2. **Meaningful connections:** The platform facilitates connections among members with similar interests, goals, or challenges, fostering a sense of community and collaboration.
3. **Local focus:** By concentrating on a specific geographic region, City Connect encourages members to engage with their local community, promoting economic growth and development.

For details visit:  
[www.companionglobal.in](http://www.companionglobal.in)

## An institution of Importance

AI4Bharat, a research lab at IIT Madras, is dedicated to advancing AI technology for Indian languages through open-source contributions. Over the past, the lab has developed and released a wide range of datasets, tools, and state-of-the-art models. The focus areas of the lab include transliteration, natural language understanding, generation, translation, automatic speech recognition, and speech synthesis. AI4Bharat's work is recognized globally, with publications in top-tier conferences and deployments in real-world use cases, making a significant impact across academia, industry, and government sectors.

## Quantum Technology

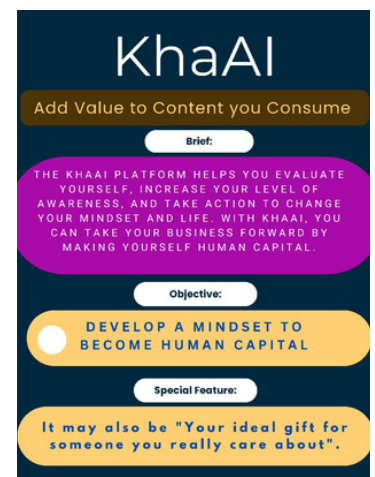
Quantum technology leverages the principles of quantum mechanics to develop innovative solutions. It has the potential to revolutionize various fields, including:

Key Areas

1. **Quantum Computing:** Faster processing and solving complex problems.
2. **Quantum Cryptography:** Secure communication and data protection.
3. **Quantum Sensing:** Enhanced precision in measurements.

## KhaAI for your Children

Gen Z and Alpha, (aged 5-29) are exposed to detrimental content that can harm their mental and emotional well-being, hindering their potential, and fostering unhealthy habits. KhaAI aims to promote healthy growth and well-being among them through a comprehensive approach to replace low-value content with value-based content, fostering positive habits and emotional resilience. By encouraging healthy content consumption habits, KhaAI strives to empower the next generation with positive values, enabling them to reach their full potential and thrive.



**KhaAI**  
Add Value to Content you Consume

**Brief:**

THE KHAAI PLATFORM HELPS YOU EVALUATE YOURSELF, INCREASE YOUR LEVEL OF AWARENESS, AND TAKE ACTION TO CHANGE YOUR MINDSET AND LIFE. WITH KHAAI, YOU CAN TAKE YOUR BUSINESS FORWARD BY MAKING YOURSELF HUMAN CAPITAL.

**Objective:**

DEVELOP A MINDSET TO BECOME HUMAN CAPITAL

**Special Feature:**

It may also be "Your ideal gift for someone you really care about".

## Crafting a Winning Business Write-up

A effective business write-up should incorporate the RISE factors to resonate with potential customers:

RISE Breakdown:

1. R - Reach: Grab the attention of prospects and make them aware of your offerings.
2. I - Interest: Spark curiosity and generate interest in your products or services.
3. S - Solutions: Provide solutions that prospects are expecting, addressing their needs and pain points.
4. E - Educate: Clearly communicate the value you offer, highlighting benefits and unique selling points.



By incorporating these RISE factors, your write-up will:

- Effectively engage prospects
- Showcase your expertise
- Drive conversions
- Grow your business

## Contextual Advertising

Contextual advertising is a form of targeted advertising where ads are displayed based on the content of a webpage, platform, or user behavior. This approach ensures that ads are relevant to the user's interests, increasing the likelihood of engagement.

Key Benefits

1. Relevance: Ads are tailored to the content, enhancing user experience.
2. Targeting: Reaches the right audience based on context.
3. Effectiveness: Increases engagement and conversion rates.

## India's Advertising Market

India's advertisement market has shown significant growth, ranking eighth globally in terms of ad revenue in 2023, according to GroupM's forecast. This marks an improvement from its ninth position the previous year. The global advertising market is expected to grow at an annual rate of 5.8% despite challenges like inflation and economic slowdowns.

## Questions for this week

Do you know what Kandhamal Haladi is and what it is famous for?

Answer on Page 4

## Features of Powerful Content

1. Clear Message
2. Engaging Storytelling
3. Strong Visuals
4. Call-to-Action
5. Authenticity
6. SEO Optimization



These features help create content that resonates with the audience, drives engagement, and promotes a brand or product effectively.

- Content Support for personal and family Growth
- Content Support for Business Promotion
- Content Support for Business Meetings and MICE

Connect with us.

+919823820359

ask@companionglobal.in



www.companionglobal.in

## Puzzle 2: Cost & Selling Price

A shopkeeper sold an article with a loss of 10%. Had it been sold for Rs. 450 more than there would be a profit of 5%. What is the Cost Price of the Article?

Answer on page 4.

## Adopt different marketing strategies to grow your business

In today's competitive business landscape, standing out from the crowd requires more than just traditional marketing strategies. To truly make an impact, businesses must think outside the box and adopt innovative approaches that not only promote their brand but also contribute to the greater good. By focusing on knowledge delivery and running a business with benevolence, companies can differentiate themselves, build strong relationships with customers, and create a lasting positive impact on society. This approach not only enhances reputation and fosters loyalty but also paves the way for sustainable growth and success.

### MICE

Meetings, Incentives, Conferences, and Exhibitions (MICE) activities offer a powerful platform for businesses to grow and thrive. Beyond their economic benefits, MICE events can also serve as a knowledge-sharing hub, bridging the gap between industries, experts, and communities. By leveraging MICE activities, businesses can not only expand their professional networks and showcase their products or services but also contribute to reducing the knowledge divide in society. This can be achieved by facilitating the exchange of ideas, best practices, and innovative solutions, ultimately promoting knowledge linkage and empowering individuals and organizations to grow and succeed.

## Invest to Empower Others

Interested to invest in a project with a difference? Invest in projects that make a difference and empower others. Let's create a better future together. Consider investing in projects or activities.

### Impactful Investments

1. Social Impact Projects: Support initiatives that drive positive change.
2. Education and Training: Invest in programs that enhance skills and knowledge.
3. Community Development: Contribute to projects that uplift local communities.
4. Sustainable Initiatives: Invest in eco-friendly and sustainable projects.



### Answer : GI Tag

## Kandhamal Haladi



Kandhamal Haladi is a type of turmeric known for its distinct characteristics and origin. Grown in the Hilly Tribal district of Kandhamal in state of Odisha is Organic by default as it requires very minimum human interference from sowing to harvest owing to the rich climatic conditions of the Region. GI Status Awarded in 2019. It's 344th GI Product of India.

### Quick Insights

## Right to Public Service Act

Right to Public Service Act is in force in almost all the states and union territories since last 10 to 15 years but many people are still unaware about it. RPSA ensures that notified services are provided to the citizens in a transparent, speedy and time-bound manner by various Government Departments and Public Authorities under the Government. Some of the common public services which are to be provided within the fixed time frame as a right under the Acts, includes issuing caste, birth, marriage and domicile certificates, electric connections, voter's card, ration cards, copies of land records, etc.

## Action Required

- Assess your potential
- Expand your knowledge and generate new ideas.
- Develop skills to overcome hesitation and achieve goals.
- Improve your communication skills
- Invest in yourself

### Answer to Puzzle 2:

Let us suppose the Cost price=100.  
 At 10% loss, Selling Price =90. At  
 5% profit SP= 105. Difference of  
 both SP= 105-90=15.  
 With Rs 15 difference in SP then CP  
 =100. So Rs 450 difference of both  
 SP then CP= RS 3000

## Can you develop content? Join us

MET-FET sectors, which encompass media, education, technology, finance, entertainment and tourism, offer a wide range of job roles and career paths. To create awareness about these opportunities, we have developed a comprehensive content strategy that highlights the growth potential, required skills and success stories in these industries. Through engaging blog posts, social media content, videos and infographics, we aim to inspire and guide individuals, especially youth, girls, housewives and unemployed individuals to pursue careers in MET-FET sectors. If you are capable of developing content, join us and add value to your content. Contact: [qualitycontent@companionglobal.in](mailto:qualitycontent@companionglobal.in)



## Companion Global: Empowering Change

Life's beauty lies in transformation, which requires action. However, many individuals and businesses struggle to develop the right mindset to drive growth and innovation. To overcome this, self-awareness and strategic insights are key. Our approach combines knowledge management with personalized processing to mentally prepare individuals and businesses for action. Through micro and macro-level research, we aim to empower people and organizations to change their mindset, drive meaningful transformation, and achieve their goals. Visit: [www.companionglobal.in](http://www.companionglobal.in)