

# LEGS for Growth

LEGS: Learn, Earn, Grow and Support Others

## Editorial

### Take Rational Buying Decision. Prioritize Value in Use



Harish Chawla

### Value in Use vs. Value in Exchange

The concepts of "Value in Use" and "Value in Exchange" highlight the difference between the practical utility of a product or service and its market value.

#### Value in Use:

Refers to the usefulness or satisfaction derived from using a product or service. For Example: A refrigerator provides consistent value in use by keeping food fresh 24/7, whereas a car might be used only a few hours a week.

#### Value in Exchange:

Refers to the price or value of a product or service in the market, determined by supply and demand. For Example: A t-shirt priced at Rs 1000 or Rs 10000 may have the same value in use (providing comfort and covering the body), but the value in exchange (price) differs significantly.

#### Rational Buying Decision:

A rational buyer should prioritize value in use over value in exchange, focusing on the practical benefits and utility derived from a product or service rather than its market price or prestige. In this way, buyers can make more informed and cost-effective decisions, that align with their needs and priorities avoiding unnecessary expenses on products or services that may not provide proportional benefits.

If you have a different view on this please share with me  
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## Promotional activities can be futile without well- structured content.

Don't let your writing miss the mark.



Ask us to craft a compelling narrative that can drive results.



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## Acknowledge and Accept your fears rather than suppressing them

Fear is an unpleasant emotion that arises in response to danger or threat. But if you control yourself, your fear can also generate unexpected courage and change the situation. To generate unexpected courage from fear, acknowledge and accept your fears rather than suppressing them. Identify the root cause of your fear and develop healthy coping mechanisms like mindfulness or positive self-talk. Focus on your strengths and past successes to boost confidence. Supporting others facing similar fears can also foster a sense of community and shared experience. By reframing fear as an opportunity for growth and taking small steps to face it, you can cultivate courage and transform fear into a catalyst for personal growth and empowerment.

To tap into unexpected courage, consider the following strategies:

- Recognize your fears: Acknowledge and accept your fears, rather than suppressing or denying them.
- Identify the source: Understand the root cause of your fear to better address it.
- Develop coping mechanisms: Learn healthy ways to manage fear, such as mindfulness, deep breathing, or positive self-talk.
- Focus on strengths: Emphasize your strengths and past successes to boost confidence.
- Support others: Help others facing similar fears or struggles, fostering a sense of community and shared experience.
- Draw inspiration: Learn from others' courageous stories and experiences.

**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.**

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## Unlock New Opportunities with Self Assessment

Self Assessment (SA) is a powerful tool that can open doors to new opportunities. By evaluating your strengths, weaknesses, and goals, you can gain valuable insights and create a roadmap for success.

Don't miss out on the benefits of self-assessment. Do it Yourself or Ask us to prepare a comprehensive SA report for you at a nominal fee.

Take charge of your self-assessment and discover your potential. Contact us today to learn more! Email to: [welcome@companionglobal.in](mailto:welcome@companionglobal.in)

## WORK OPPORTUNITIES AS AGENTIC AI PROFESSIONAL

India is experiencing a significant surge in demand for Agentic AI professionals, driven by the growing adoption of AI agents that can autonomously execute tasks and support decision-making. There's a need for professionals with expertise in Agentic AI, particularly AI architects, who are currently in short supply. Here's the current state of Agentic AI demand in India:

- Demand Projection: The demand for Agentic AI professionals is projected to reach 150,000-200,000 by 2026, with the current talent pool standing at under 100,000 professionals.
- Current Shortage: Only about 40% of the demand for Agentic AI talent is being met in the country, resulting in intense competition among companies and soaring salaries.
- Salary Ranges: Agentic AI experts with 2-5 years of experience can command average salaries of ₹25 lakh per annum, while mid-senior level professionals can earn between ₹80 lakh to ₹2 crore.
- Industry Drivers: The demand is driven by Global Capability Centers (GCCs), IT firms, and startups, with industries like autonomous vehicles, smart manufacturing, and healthcare emerging as high-growth segments.

## Scope for STEM Students in GCCs

STEM (Science, Technology, Engineering, and Mathematics) students have a wide range of opportunities in GCCs (Global Capability Centers) in India, with many companies looking for talented individuals with technical skills. Some of the key areas where STEM students can explore career opportunities include:

- Software Development: Designing, developing, and testing software applications.
- Data Science and Analytics: Analyzing and interpreting complex data to inform business decisions.
- Artificial Intelligence and Machine Learning: Developing AI and ML models to solve complex problems.
- Cybersecurity: Protecting computer systems and networks from cyber threats.
- Engineering and R&D: Product development, engineering services, and research and development.

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## How to become a Registered Mutual Fund Distributor in India

To become a registered mutual fund distributor in India, follow these steps:

1. Pass the NISM Series V-A certification exam, which covers mutual fund distribution and Obtain Certification.
2. Register with the Association of Mutual Funds in India (AMFI) and obtain an ARN (AMFI Registration Number).
3. Comply with SEBI (Securities and Exchange Board of India) guidelines and regulations.
4. Establish relationships with mutual fund houses to distribute their products.
5. Adhere to the code of conduct and ethics set by AMFI and SEBI.

By following these steps, you can become a registered mutual fund distributor in India and start distributing mutual fund products to investors.

### Exhibition to Visit

#### Drone International Expo 2025 :

International Exhibition for Drones, Unmanned Systems, LiDAR, Geospatial and Unmanned System Manufg.  
• Venue: Hall No. 12 & 12A  
Bharat Mandapam, New Delhi  
Entry of Visitor - Gate No. 1 & 10  
• Display/Exhibition Period:  
31st July – 1st August, 2025



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## Let us reduce our dependence on China -1

With this edition, we are beginning this series, "Let us reduce our dependence on China", to highlight areas where you can contribute to empowering India by doing business or investing.

India is heavily dependent on China in many sectors. These sectors have business, investment and work opportunities for those who are confused about where to work or invest. Here is a Brief on Electronics sectors.

- Electronic components, such as semiconductors, capacitors, and resistors.
- Automation and robotics equipment, including industrial robots, CNC machines, and control systems.
- Semiconductor Chips which are used in various applications
- Solar Panels and Equipment
- Lithium-Ion Batteries
- Electric Vehicles and components, including batteries, motors, and control systems.
- IoT Devices such as sensors, gateways, and modules.
- AI-related hardware, including GPUs, TPUs, and other specialized processors.

This newsletter has some expandable content. Click on the Arrow Box  in the content and see the details.



### Puzzle 7: Work and Time

A and B can do a piece of work in 20 and 24 days respectively. They began the work together but B leaves after 6 days and A finished the remaining work. In how many days total work would be finished?

Answer on page 4.

### Questions for this week

What is Occupancy Certificate (OC)?

Answer on Page 4

### Evaluate your Promotional Content

Evaluate the effectiveness of your promotional content. Assess your content's impact, engagement, and conversion rates to refine your marketing strategy. Get Expert Support.

Need help with Content Evaluation? Our CE-related services can assist you in:

- Analyzing content performance
- Identifying areas for improvement
- Optimizing content for better results

Contact us for expert support and take your content marketing to the next level!

#### The National Technical Research Organisation (NTRO)

NTRO is a technical intelligence agency of India. It is responsible for maintaining a database of information related to technology and developing advanced tools and techniques for intelligence gathering. It also conducts research and development activities in the field of technical intelligence.

### Stand Out as a Market Leader

To become a market leader, it's not enough to just sell a product or service or cut costs. You need to add social value to your business and operations to truly stand out. By becoming a Value Producer, you can differentiate your company and offerings in a crowded market.

Add Social Value, Achieve Market Leadership If you're struggling to create this value due to time constraints or other reasons, our services can help. Let us support you in becoming a Value Producer and achieving market leadership. Email to: [welcome@companionglobal.in](mailto:welcome@companionglobal.in)

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### MSME SAMADHAN

MSME SAMADHAN is an online platform launched by the Ministry of Micro, Small and Medium Enterprises (MSME) to facilitate timely payment of dues to MSMEs by government departments and Central Public Sector Enterprises (CPSEs). The platform aims to:

- Monitor Payment Delays: Track and monitor payment delays to MSMEs.
- File Complaints: Enable MSMEs to file online complaints regarding delayed payments.
- Ensure Timely Payments: Facilitate speedy resolution of payment issues and ensure timely payments to MSME

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**Answer :  
Occupancy Certificate (OC)**

OC is a legal document that permits occupants to reside in the building. In India, a builder receives an Occupancy Certificate (OC) from the local municipal authority or development body after completing a construction project and ensuring compliance with building regulations, safety standards, and other statutory requirements.

**Requirements for OC**

- The building must be fully constructed and ready for occupation.
- The construction must adhere to the approved building plans and specifications.
- The building must meet safety, health, and environmental standards.

**Importance of OC:** OC can impact the resale value of a property, as it ensures that the building meets regulatory standards.

**Answer to Puzzle 7:**

Let us suppose the total work is completed in X days.

$$\begin{aligned} X/20 + 6/24 &= 1 \text{ or} \\ X/20 + 1/4 &= 1 \text{ so that} \\ X + 5/20 &= 1 \\ X + 5 &= 20 \\ X &= 15 \text{ days Answer} \end{aligned}$$

**Effective Customer Engagement with the RISE Strategy**

The RISE strategy is a customer-centric approach to marketing and sales. It involves:

1. Reach: Connect with your target audience and increase brand visibility.
2. Create Interest: Engage your audience with compelling content and messaging.
3. Provide Solutions: Offer solutions that address the needs and pain points of your customers.
4. Educate: Empower your customers with valuable information and insights.

You can adopt the RISE strategy without spending any extra money by reworking your existing marketing and promotion strategy.

By implementing the RISE strategy, businesses can build strong relationships with their customers, drive conversions, and ultimately achieve their marketing goals. For details Visit: [www.companionglobal.in](http://www.companionglobal.in)

**Skill India Digital Program:**

The Skill India Digital (SID) program is designed to provide industry-relevant skill training, employment opportunities, and entrepreneurial support. Provide training and certification in Industry 4.0 skills, digital literacy, and entrepreneurship.

**Key Features:**

- SID uses AI and ML-powered recommendations to offer tailored learning experiences.
- Users can access learning resources and features on-the-go through mobile devices.
- SID offers support for multiple Indian languages, promoting inclusivity.

**CRDMO: A Key Player in India's R&D**

A Contract Research and Development Manufacturing Organization (CRDMO) provides research, development, and manufacturing services to pharmaceutical, biotechnology, and chemical companies, like Anthem Biosciences. In India, CRDMOs play a crucial role in:

- Innovation:** Enabling companies to outsource R&D and manufacturing, fostering innovation and reducing costs.
- Growth:** Contributing to India's growing pharmaceutical and biotechnology industry.
- Job Creation:** Creating employment opportunities for scientists, researchers, and professionals.

It's time to transition from being merely a Human Resource to becoming valuable Huuman Capital.

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**Associate with us as a Subject Expert**

India's electronics manufacturing sector is booming, with a potential to create 12 million jobs by 2027-28, including 3 million direct and 9 million indirect roles. However, the industry faces a significant skill gap. Share your expertise and create awareness about work opportunities in the electronic sector. As a subject expert, you can:

- **Mentor Students:** Guide students and professionals in electronics and related fields.
- **Create Content:** Develop informative content on emerging trends and job roles in electronics.
- **Promote Industry-Academia Collaboration:** Facilitate partnerships between industry and academia to bridge the skill gap.

Associate with us a Subject Experts in creating awareness about work opportunities and empowering the next generation of electronics experts. Email: [proposal@companionglobal.in](mailto:proposal@companionglobal.in)