

AOE TALKS BY AOE (REGD.) ON 17th July 2021

- **Chaired by:** **AoEan Shishir Chaturvedi**
- **Guest Speaker:** **Jaisimha Muthegere**
- **Internal Speaker:** **AoEan Naresh Vij**

Member Attendees:

1. **Shishir Chaturvedi (Chairman)**
2. **Naresh Vij (Vice Chairman)**
3. **Baljit Singh Bedi (General Secretary)**
4. **Abhineet Seth (Secretary)**
5. **Navin Sardana (Past Chairman)**
6. **Veer Sagar (Past Chairman)**
7. **Neeraj Bhargava**
8. **Rajeev Kohli**
9. **Atul Kumar Saxena**
10. **Abhijit Roy**
11. **Sanjiv Narayan**
12. **Praveen Prasangi**
13. **Rajiv Mathur**

- **Guest Attendees:**

1. **Sumit Singh (AoEan Atul Saxena)**

Minutes of Meeting

1. The 106th AoE talk of the 17th July 21 was chaired by Chairman Shishir Chaturvedi. A wonderful session of excellent learning & sharing.
2. Starting with introduction, each member and guests introduced themselves. Wisdom and Social Media Interaction sessions starting from this month.
3. AoEans Birthdays July 2021 - Wished AoEan's Veerendra Malik and Baljit Singh Bedi a very happy Birthday. An eggless cake will be sent to them from AoE.
4. 1-2-1 Interaction: Secretary Abhineet Seth emphasized focus on 1-2-1 interaction to build trust and nurture relationships and business will automatically follow.
 - AoEan Shishir Chaturvedi had 1-2-1 interaction with AoEan Neeraj Bhargava. Both Shishir and Neeraj were appreciative of each other as a person that both love taking care of their parents and in terms of giving full liberty to their children to choose their life.
 - AoEan Neeraj Bhargava is in his family business HBD Packaging that makes packaging for FMCG companies. Ritu Bhargava is a dynamic entrepreneur and their daughter Rini works in a Unicef project in Maharashtra and son Rohan is renowned choreographer in US.

- Shishir, his wife and elder daughter jointly manage their essential oil business Meraki Essentials. His elder daughter Shubhra is married and lives in Mumbai while his younger daughter Shreya is in Ireland working in social sector.

5. Internal Speaker

Secretary Abhineet Seth introduced the internal speaker. Vice Chairman AoEan Naresh Vij is Founder Director at Kaveri Consultants, Management consultant, World Rank Holder in Tennis and Visiting Faculty at Management Institutions. Wife Ritu Vij helps Kaveri Consultants as GM-Administration and daughter Kaveri Vij, Partner at Designers Events Inc, New Delhi manages business of wedding Planner & Events.

He shared huge learning's from his journey, sharing here some majors here:

- Passion is the key word to be successful and happy in life.
- High Family values, education and sportsman spirit leads to successful life.
- Help others to help yourself. Perseverance, Trust, High Integrity, Hard work and benefitting others before self are Mantra for successful Entrepreneurship.
- Remember that Leader is also a follower. Lead in a way that followers become leaders by practicing success as a way of life.
- Share your experiences and practice Management style of participative working. Involve all in hierarchy and pose problem and seek solution. Out of box solution comes. Responsibility and onus becomes for every participant. It consumes time but reaps huge results.
- Get cornered to finish and your job will be done.
- Be flexible with time, but do manage it.
- Family is the best motivator in all times, ups or downs as well as your associates in work place.
- Believe in power of positive thoughts.
- A sport is a big teacher. Failure or losing can be taken in stride and perseverance puts you to the achievement of your goal.

General Secretary Baljit Singh Bedi congratulated Vice Chairman Naresh Vij on distinguishing himself playing tennis, dressing impeccably, as a cook and as an educator and thanked him for a wonderful presentation today at AoE Meet.

AoE Mentoring

Mentoring Group interactions have restarted. Had fruitful meeting with Mentee Vikas Rajput. Will reconnect with Mentee Sanjoy Sahgal after he settles down thru his travelling tour. Another Mentee will be added up in July for resolution of his issues.

Wisdom Session : AoEan Neeraj Bhargava : Electrical Cars

a) Plus points of Electrical car being used by him:

Very good pickup, hardly any noise, In-house Fast charging system – fully charges in 6 hours, Rs.1.25 per Km (cost of Power), Low Servicing Cost – Rs 3K for 30K Kms so far, decent AC. 8 Year Warranty for batteries.

b) Negative

Mileage is 450 Km of High End Car (Rs. 28 Lakh cost on Purchase) on a single charge, low end cars mileage is 200-400 Km. Less Charging stations within and outside city.

If possible, keep 2 cars, Petrol / Diesel for multicity and Electrical car is good for city only.

Exclusive offer for AoEans only: His driver will bring car to your door for test drive for a day.

6. **Guest Speaker:**

General Secretary Baljit Singh Bedi introduced guest speaker Jaisimha Muthegere having vast Global Engineering and leadership experience. Most recently he was CTO at the HR Tech Company Reflektive.

Mr. Jaisimha Muthegere presented a wonderful session on **"Thoughts on Software"**.

The key learning's were:

- Software can be distributed – 1) On Premises 2) Thru Cloud and 3) Hybrid of both.
- Revenue Models – 1) Perpetual license based 2) Usage based 3) Subscription based 4) Revenue from services thru Support and/or Customisation 5) In-app purchases /Freemium – not all features will be enabled , For Advance features pay money Thru payment based on Perpetual / Usage / Subscription. Revenue is also generated thru Advertisements / Donations.
- Digital Advertising – It is advertising that takes place online. Ultra super complex ecosystem of Vendors, Software Providers, Platforms and Services Companies. Advertisements are shown on websites, apps, in content like TV streaming, social media etc. –collectively called Publishers.

Advertising Platforms and Channels – Display ads, Social ads (Facebook), Search ads (Google), E-Commerce ads (Amazon), Video (Hotstar).

Targeting –What type of audience or user are you trying to reach. Time of the day, Geography, Previously seen user, Type of device, Demographics, Behavioral.

Devices – Mobile, desktop, smart TV, electronic billboard, linear TV and Cross device.

Advertisers want to pay for

CPM- Cost per Milli (1000 impressions)
CPC- Clicks (on ad)
CPL/CPA- Clicks provided lead or action
CPE- Clicks leading to user Engagement
CPD- user Downloaded

Beware of Frauds – Fake website, fake bot traffic, spoofing etc.

Vice Chairman Naresh Vij thanked guest speaker Jaisimha Muthegere for giving us an eye opener and putting a background picture on infrastructure of digital advertising in our minds. He invited him for another talk and would love to have him for a specific agenda again.

AoE Social Media report by AoEan Praveen Prasangi emphasized that knowledge base to be curated like an article and to be put on various platforms. Delhipedia can be given the links. Detailed plan will be circulated for member's comments and ideas.

Treasurer AoEan Vikas Rajput was unwell so Chairman apprised members of financial status. He thanked AoEans Bhrigav Jain and others who paid for the Subscription. Renewal Subscription Invoices were sent where due. Requesting to all those AoEans who have received information on their dues to please clear them at the earliest. Payment gateway is already introduced, that can accept payment thru direct, Credit cards and Wallet's also. Online payment Link has already been shared with the members.

Chairman Shishir Chaturvedi thanked AoEan Naresh Vij for his great presentation and passion and Guest speaker Jaisimha for his inputs, appreciating his vast knowledge and expertise.

Chairman thanked Management Committee and Executive Administration for their relentless efforts for AoE. He expressed gratitude for stupendous effort to AoEans Veer Sagar, Rajiv Mathur, Sanjiv Narayan in the Mentoring group. 1-2-1 should be done by all members, was an emotional appeal by the Chairman.

Chairman requested to subscribe AoE youtube and watch AoEan Veer Sagar's videos, the links are available at the AoE website.

Chairman thanked the attending AoEans for making their contribution in the success of this meet by being present.

Next meeting will be held on 21st August.

Tejindar Singh Bedi
Executive Administration