

AOE TALKS BY AOE (REGD.) ON 16th July 2022

- **Chaired by:** **AoEan Shishir Chaturvedi**
- **Guest Speaker:** **Ms. Sunita Biddu**
- **Internal Speaker:** **AoEan Abhishek Jain**

Member Attendees:

- 1. Shishir Chaturvedi (Chairman)**
- 2. Naresh Vij (Vice Chairman)**
- 3. Abhineet Seth (Secretary)**
- 4. Vikas Rajput (Treasurer)**
- 5. Veer Sagar (Founding Chairman)**
- 6. Navin Sardana (Past Chairman)**
- 7. Rajeev Kohli**
- 8. Atul Kumar Saxena**
- 9. Neeraj Bhargava**
- 10. Abhishek Jain**
- 11. Sanjiv Narayan**
- 12. Rajiv Mathur**

Guest

- 1. Shubra Chaturvedi (Shishir Chaturvedi)**

Minutes of Meeting

1. The 118th AoE talk of the 16th July 22 was chaired by Chairman Shishir Chaturvedi. A wonderful session of excellent learning & sharing. He welcomed guest speaker and Internal speaker for their presentations. He congratulated Founding Chairman Veer Sagar for the Award and AoEan Neeraj Chauhan for 30th Anniversary of creating wealth. Chairman thanked AoEan Neeraj Bhargava for organizing excellent meet at Friends Club.
2. Starting with introduction, each member introduced themselves.
3. AoEans Birthdays - Wishing AoEan Baljit Singh Bedi and Veerendra Malik a very happy Birthday. An eggless cake was sent from AoE.
4. 1-2-1 Interaction: It is emphasized focus on 1-2-1 interaction to build trust and nurture relationships and business will automatically follow. AoEan Arjun Pandey had opportunity to have enriching 1-2-1 Interaction with AoEan Raaj Muttreja and AoEan Abhineet Seth together, had an inspiring discussion. AoEan Ajay Amar had 1-2-1 with AoEan Arjun Pandey. AoEan Rajiv Mathur had very interesting 1-2-1 with AoEan Abhijit Roy. Vice Chairman Naresh Vij had wonderful 1-2-1 with AoEan Abhishek Jain who he said is on path of scaling up, Abhishek thanked him for sharing his amazing experience and inputs for Process improvements. Founder Chairman Veer Sagar had 1-2-1 with AoEan Arjun Pandey discussing various topics.

5. Guest Speaker:

Treasurer Vikas Rajput introduced guest speaker Ms. Sunita Biddu having vast Coaching experience. Social Media & Power Blogging Coach.

Guest Speaker presented a wonderful session on **"The Why and How of a Profitable Blog for Entrepreneurs"**.

The key learning's were:

- Blog helps to build credibility, visibility, and trust. Generate leads and opportunities. Build stronger personal brand and presence. Generates passive Income.
- It requires patience (> 1year) and hard work. Initially an hour per day. Learning investment around Rs. 1 Lakh. No fixed income expectation.
- You can invest in a Coach.
- Blogging process includes – Thinking, Keyword Research and Planning, Writing, Editing, Optimisation and Publishing, Promotion.
- Secret of Successful Blogging is Consistency.

Founder Chairman thanked the guest speaker for explaining with great clarity, appreciating high participation and great deal of interaction. Her excellent presentation has encouraged everyone to write blogs.

AoE Mentoring

Mentoring Chairman Veer Sagar appraised the status and thanked AoEan Naresh Vij for helping Mentee Abhishek Jain. AoEan Rajiv Mathur thanked Vice Chairman Naresh Vij for action points advised to Mentee on his personal visit and also apprised that deep financial analysis by General Secretary Baljit Singh Bedi is under process for Mentee Bhrigav Jain.

Internal Speaker

Chairman Shishir Chaturvedi introduced the internal speaker AoEan Abhishek Jain as an expert entrepreneur and pioneer of IT Industry(integrations for e-commerce platforms, automations, workflows). Founder – WebBee esolutions Private Limited.

AoEan Abhishek Jain shared about his Learning's, sharing here are some of the major ones:

- Automation – New onboarding of customers increased substantially with automation which is simple, user friendly, self-installable, need based usage and self-payments by customers without involvement, although 24x7 Support is there.
- Quality – Ensuring quality had resulted in 5 Star rating which has favourable impact on business.
- Continuous Improvement Process – Kept on improving based on feedback and resolving issues, simplifying the code base, vigorous launch strategy on different app stores.
- Staying Ahead of Competitors – They launch code in months whereas it is done within a week, by reducing steps of implementation and customization using prebuild workflows.
- Makes best of the eCommerce stores with allowing them to use additional facilities. Optimizing selling cost by avoiding duplicate inventory etc.
- Focused on right customer segment, product, end to end solutions, innovative integrations which are first in the market like Tally. Flexibility in Pricing, Concentrating on New Product Development pays.

Gives And Asks: - Looking for Connection with Company working on SAP and other ERPs, Prioritization, Finance, Start Seller Services.

Chairman Shishir Chaturvedi thanked Internal speaker for brilliant presentation of his wonderful journey and for sharing the Learning's.

Treasurer AoEan Vikas Rajput apprised members of financial status. He thanked AoEans 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 thanked Guest Speaker Sunita Biddu and Internal speaker Abhishek Jain for their excellent presentations.

Chairman requested to do 1-2-1 before our next meet.

Thanked Managing Committee and Mentoring team for their help and involvement.

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

Chairman requested each member to be present on 119th AoE meet next month.

Tejindar Singh Bedi
Executive Administration