

LEGS for Growth

LEGS: Learn, Earn, Grow and Support Others

Editorial

The creator economy is booming, and AI is revolutionizing this space



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Be part of a Creator-Centric Ecosystem

India's content production ecosystem is evolving rapidly, driven by the growth of digital platforms and increasing demand for engaging content. AI tools empower creators to produce high-quality content, engage audiences, and monetize their work efficiently. The ecosystem is shifting towards digital-first content, including short-form skits, micro-dramas, and vertical social content. Brands are increasingly looking to partner with creators to produce culturally resonant content that connects with their target audience.

India's content creation ecosystem is heading towards a transformation with aims to empower creators to tell their stories and showcase their talent. If you have a creative mind, can write impactful articles, design content, create podcasts or videos or any kind of digital content, then you can be a part of the creator-centric ecosystem. You can Create content that resonates with Indian audiences and showcases the country's diverse culture.

Scalable Content Production: The ecosystem is designed to produce scalable content that can reach a wide audience across various platforms and MET-FET (Media, Education, Technology, Finance, Entertainment, Tourism) Sector can play an important role.

The creator economy is growing rapidly and AI is revolutionizing the sector. Are you interested in becoming a part of the creator ecosystem? To join us, fill the feedback form by clicking on this article.

INTRODUCING THE 4-WEEK LEGS PROGRAM

Specially designed for:

- Freshers
- Girls
- Working Women
- Housewives
- Small Businesses
- Start-ups
- Unemployed Youths



Forum Shopping: Legal Implications and Challenges

Forum shopping is a legal strategy where a party chooses a particular court or jurisdiction to file a lawsuit, often to gain a tactical advantage or more favorable outcome. This can involve:

- Selecting a favorable jurisdiction: Choosing a court with laws, precedents, or procedures that are more favorable to one's case.
- Shopping for favorable laws: Looking for jurisdictions with laws that are more lenient or strict, depending on the party's interests.
- Avoiding unfavorable laws: Avoiding courts or jurisdictions with laws that might be detrimental to one's case.

Forum shopping can be legitimate, but it can also raise ethical concerns, such as:

- Abuse of process: Using forum shopping to harass or oppress the opposing party.
- Jurisdictional manipulation: Manipulating jurisdictional rules to gain an unfair advantage.

Courts have developed various doctrines to address forum shopping, including:

- Forum non conveniens: A doctrine that allows a court to dismiss a case if it determines that another forum is more suitable.
- Anti-suit injunctions: Court orders that prevent a party from pursuing a lawsuit in another jurisdiction.

Overall, forum shopping is a complex issue that requires careful consideration of jurisdictional rules, laws, and ethical implications.

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.



Large Cap Funds: Stable and Liquid investment option

Large Cap Funds are a type of equity mutual fund that primarily invests in large-cap companies. These companies are typically well-established, financially stable, and have a large market capitalization. Large-cap funds are suitable for Investors who are risk-averse and want to avoid high volatility.

Characteristics of Large Cap Funds

1. **Market Capitalization:** Large-cap companies have a market capitalization of over ₹20,000 crores to ₹1 lakh crores or more.
2. **Stability and Liquidity:** Large-cap stocks are generally more stable and liquid, making them less volatile than mid-cap or small-cap stocks.
3. **Established Companies:** Large-cap companies are often industry leaders, with a strong track record of performance and a proven business model.

Benefits of Large Cap Funds

1. **Lower Risk:** Large-cap funds are considered relatively safer than mid-cap or small-cap funds due to the stability of the underlying companies.
2. **Liquidity:** Large-cap stocks are highly liquid, making it easier to buy and sell shares.
3. **Dividend Income:** Many large-cap companies have a history of paying consistent dividends, providing a regular income stream.

Selling Products vs Selling Services: What's the Difference?

When selling products, the focus is on highlighting the features and benefits of the product. The goal is to convince the customer that the product is the best solution for their needs. In contrast, when selling services or solutions, It's not just about showcasing the features and benefits of the service or solution, but also about delivering knowledge and expertise to the customer.

If you are unable to create the right sales strategy, let us help you. Contact us: ask@companionglobal.in

Assets Under Management (AUM)

Assets Under Management (AUM) refers to the total market value of assets that a financial institution, such as a mutual fund, hedge fund, or investment management company, manages on behalf of its clients.

What is Included in AUM?

1. **Investments:** AUM includes the total value of investments made by the fund, such as stocks, bonds, real estate, and other securities.
2. **Cash and Equivalents:** AUM also includes cash and cash equivalents, such as money market funds and short-term deposits.
3. **Client Accounts:** AUM represents the total assets held in client accounts, including individual and institutional investors.

Explore earning opportunities through content creation



Create awareness about earning opportunities among youth, girls, housewives and unemployed and earn money through content creation. We will provide you content ideas and evaluation support for different types of Content like:

Blog Posts: Articles highlighting job roles, career paths, and industry trends. **Social Media Posts:** Engaging content showcasing success stories, job openings, and industry insights. **Videos:** Interviews with professionals, job descriptions, and industry overviews. **Infographics:** Visual representations of industry statistics, job growth, and required skills. Click on image

Build a successful e-commerce store and start earning

Setting up and launching a successful e-commerce store requires careful planning and execution. To start, choose a niche or product category that resonates with your target audience and has a demand in the market. Conduct thorough market research to understand your competition, target audience, and potential revenue streams. This will help you create a unique value proposition and differentiate your store from others.

Once you've selected your niche, choose an e-commerce platform that suits your needs, such as Shopify, WooCommerce, or BigCommerce. These platforms offer customizable templates, payment gateways, and inventory management tools to streamline your operations. Set up your store's infrastructure, including product categories, payment options, and shipping integrations. Ensure that your store is user-friendly, secure, and optimized for search engines.

To launch your store, create high-quality product listings with compelling descriptions, images, and pricing information. Develop a marketing strategy that includes social media promotion, email marketing, and paid advertising to drive traffic to your store. Stay up-to-date with the latest e-commerce trends and best practices to ensure your store remains competitive and profitable. With persistence, dedication, and a customer-centric approach, you can build a successful e-commerce store and start earning a steady income.

Let us reduce our dependence on China -4

If India aims to reduce its dependency on China, increasing patent registration is a crucial step towards achieving this goal. By fostering innovation and protecting intellectual property, India can promote domestic manufacturing, reduce reliance on imports, and create a competitive edge in the global market.

Patent Registration Comparison: India vs. China

China: Filed 1.58 million patent applications in 2022, with a growth rate of 3.1%. China's dominance in patent filings reflects its strong focus on innovation and R&D.

India Filed 64,480 patent applications in 2023, with a growth rate of 15.7%. While India's numbers are significantly lower than China's, its growth rate is impressive and Knowledge indicates a positive trend.

Strategies to Increase Patent Registration in India

To bridge the gap, India can focus on the following strategies:

- Boosting R&D investment can lead to more innovative ideas and patent filings. Currently, India's R&D spending is only 0.65% of GDP, compared to 3.6% in the US and 2.4% in China.
- Reducing the average pendency time for patent applications can help encourage more applicants. The current pendency time in India is around 42-51 months.
- Increasing the workforce at the patent office can help clear the backlog and process applications more efficiently. India's patent office has only around 900 personnel, compared to China's 13,704.

Puzzle 10:

Speed & Distance Covered

Two buses are approaching each other at 60 km/h, with 60 km between them. A bird starts flying between them at 50 km/h until they collide. What is the total distance the bird covers?

Answer on page 4.

Questions for this week

Who is a virtual office the best choice for?

Answer on Page 4

Prompt Engineers for AI Models

Prompt engineers design and optimize text prompts that interact with AI models to elicit specific, accurate, and relevant responses. Their role involves:

Crafting effective prompts: Creating clear, concise, and well-structured prompts that guide AI models to produce desired outputs.

Testing and iteration: Continuously testing and refining prompts to improve AI model performance, accuracy, and relevance.

Understanding model limitations: Recognizing the strengths and weaknesses of AI models and tailoring prompts to maximize their potential.

By fine-tuning prompts, prompt engineers can significantly enhance the performance and reliability of AI models, making them more effective in various applications, such as language translation, text generation, and conversational AI.

Concern

AI, GPU and CO₂

A single high-end GPU for a large AI models like GPT-4 requires an estimated 10-100 megawatt-hours (MWh) of electricity, equivalent to powering hundreds of homes for a day or a small town. Additionally, one GPU producing nearly 0.7 kg of CO₂ per hour.

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

Work Opportunities for Freelancer

Freelance opportunities in India are abundant and diverse, offering a range of options for various skill sets. Here are some popular freelance jobs and platforms to consider:

Graphic Design: Create visual content for websites, advertisements, and social media. Pay ranges from ₹2 to ₹7.2 lakhs

Video Editing: Transform raw footage into polished videos. Pay ranges from ₹2.4 lakhs to ₹6 lakhs per annum.

Digital Marketing: Help businesses drive traffic and sales through online marketing. Pay ranges from ₹3 lakhs to ₹5.5 lakhs per annum.

Content Writing: Write engaging content for websites, blogs, and social media. Pay ranges from ₹2 lakhs to ₹4 lakhs per annum.

Web Development: Design and maintain websites for clients. Pay ranges from ₹20,000 to ₹1,50,000 per month.

Photography and Videography: Capture and edit photos and videos for various purposes. Pay ranges from ₹10,000 to ₹1,50,000 per month.

Tutoring and Online Teaching: Teach subjects like mathematics, science, and languages online. Pay ranges from ₹10,000 to ₹60,000 per month.

Translation and Transcription: Convert spoken or written content from one language to another. Pay ranges from ₹8,000 to ₹50,000 per month.

How to get an e-Visa

An e-Visa is an electronic visa that allows travelers to apply for and receive a visa online, eliminating the need for a physical stamp in their passport. Here's how it works:

Travelers submit their visa application online through the official government website or a designated e-Visa portal. Applicants upload required documents, such as a valid passport, proof of travel arrangements, and payment receipt (The Visa fee). The government verifies the applicant's information and documents. If the application is approved, the e-Visa is sent to the applicant via email.

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Maximizing Your Marketing Impact by Effectively Using Promotional Materials

Are you looking to elevate your brand's visibility and drive business growth? Promotional materials are a crucial component of any marketing strategy, but creating them is just the first step. To truly maximize their impact, you need to use them effectively across various channels and audiences. From optimizing your website and social media presence to leveraging email marketing and events, you need the insights and expertise to make the most of your promotional materials.

Need help in creating and effectively using promotional materials?

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

Connect with us.

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ask@companionglobal.in

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Our team of experts is here to support you with:

- Website Updation and search engine optimization
- Content creation and strategy
- Promotional planning and execution
- Weekly Newsletter
- Digital marketing and social media management
- Event planning and management

Contact us today to learn more about our support services and how we can help you achieve your marketing goals. We'll explore the best practices for using promotional materials to achieve your marketing goals.

Answer :

Who is a virtual office the best choice for?

Are you planning to start your own business but confused about the office space to work in? Then opt for a virtual office. Using a virtual office offers several advantages, including cost-effectiveness, a professional business image, access to meeting facilities, compliance with legal requirements, operational flexibility and so on. Virtual Office is an ideal solution for startups, small businesses, and companies looking to minimize expenses while maintaining a formal presence with administrative support services.

Promote your Products or Services with Low-Cost Solutions ✓

We offer various services and solutions to promote your products or services and grow your business. To Learn more about our Low-Cost Solutions and Pricing to Grow Your Business. Click on this Box.

Let's Associate for MICE Activities

We are looking for business collaborations with companies or organisations interested in conducting MICE activities on development issues that matters to individuals, small businesses, professionals and organisations. If you are interested, please email: proposal@companionglobal.in

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Answer to Puzzle 10

Combined speed of the buses is 120 km/h. Time to collision = $60/120 = 0.5$ hours. Total distance the bird covers = speed \times time = $50 \times 0.5 = 25$ km. Answer

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Multitasking: Women Entrepreneurs' Secret to Success

Women entrepreneurs possess a unique ability to multitask, which proves to be a significant advantage in becoming successful business leaders. This skill allows them to manage multiple responsibilities simultaneously, prioritize tasks effectively, and adapt to changing situations. By juggling various aspects of their business, women entrepreneurs can make informed decisions, build strong relationships with their teams and clients, and drive business growth and innovation.

Their ability to multitask also enables women entrepreneurs to balance their work and personal life, leading to increased productivity and reduced stress. This, in turn, allows them to focus on their business goals and achieve success. By leveraging their multitasking abilities, women entrepreneurs can excel in leadership roles and make a lasting impact in their industries. Their unique perspective and skills make them valuable assets to any organization, and their ability to multitask is a key factor in their success.

