

LEGS for Growth

LEGS: Learn, Earn, Grow and Support Others

Editorial

The Opportunity Paradox: Unemployment vs. Worker Shortages



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Why People Miss Out on Unlimited Work Opportunities

In today's digital age, unlimited work opportunities are available to earn money. However, many people fail to capitalize on these opportunities due to various reasons. Some of the key reasons include lack of awareness, fear of failure, limited skillset, procrastination, and lack of confidence. Additionally, distractions, poor time management, and a fixed mindset can also hinder opportunity pursuit.

The Barriers to Success

Other significant barriers include fear of rejection, perfectionism, lack of resilience, and inadequate support systems. Without clear goals, people may struggle to identify and pursue opportunities. Fear of uncertainty and lack of self-discipline can also hold individuals back. These barriers can be overwhelming, but recognizing them is the first step towards overcoming them.

Breaking Down the Barriers

To capitalize on unlimited work opportunities, it's essential to develop a growth mindset, build a strong support system, stay focused and motivated, and acquire the necessary skills. Taking calculated risks and being open to learning and adapting can also help. However, if you're struggling to overcome these barriers, our 3AC Model may provide the guidance and support you need.

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NGOs can play a vital role in addressing this trade-off

In today's economy, a peculiar paradox exists. On one hand, numerous work opportunities are available, and many employers struggle to find suitable candidates. On the other hand, many individuals are jobless and lack a source of income. This mismatch between available work and employable individuals is a pressing issue that warrants attention.

The reasons for this trade-off are multifaceted. Some individuals may lack the necessary skills or training to fill available positions, while others may face barriers such as transportation issues, childcare responsibilities, or health concerns. Additionally, some people may not have access to job training programs or resources that could help them acquire the skills needed for in-demand jobs.

The Human Impact

This situation not only affects the economy but also has a profound impact on individuals' well-being. Due to this situation, stress is rising, and happiness is slowing down. The uncertainty and pressure to find employment can take a toll on mental health, leading to increased anxiety and decreased overall satisfaction with life.

The Role of NGOs

Non-governmental organizations (NGOs) can play a vital role in addressing this trade-off. This can involve partnering with employers to understand their needs, providing training and support to job seekers, and advocating for policies that promote employment opportunities. By providing job training programs, mentorship, and resources, NGOs can help bridge the gap between available work opportunities and employable individuals. They can also work to address underlying issues, that may be contributing to unemployment. By doing so, NGOs can help alleviate stress and promote happiness among individuals, ultimately creating a more prosperous and equitable society.

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AI enabled cameras and new work opportunities



AI-enabled cameras are revolutionizing various industries with their advanced features and capabilities. These cameras are also creating new job and work opportunities for out-of-the-box thinkers. Here are some of the major uses of AI-enabled cameras:

Security and Surveillance: To detect and track subjects, recognize faces, and alert authorities to potential threats. They're widely used in security systems, traffic monitoring, and law enforcement.

Professional Photography: Help photographers capture high-quality images with advanced features like autofocus, subject recognition, and image stabilization.

Smart Home Security: With features like motion detection, night vision, and two-way audio.

Traffic Monitoring: To automate tasks like counting vehicles, monitoring traffic flow, and detecting accidents.

Object Detection: To detect and classify objects, such as people, vehicles, or animals, and trigger alerts or actions accordingly.

Facial Recognition: To recognize faces, making them useful for applications like access control, surveillance, and identity verification.

Revised IT-Bill and NPOs

In the revised IT-Bill, the government has exempted non-profit organisations (NPOs) from paying tax on anonymous donations received by purely religious trusts. However, if a religious trust runs hospitals or educational institutions—such donations will be taxed in accordance with the law.



Protecting with Multi-Factor Authentication (MFA)

MFA adds an extra layer of security to protect against unauthorized access. By implementing MFA, you can protect your accounts and sensitive information. Here's how to use MFA effectively:

1. SMS-based MFA: Codes sent via SMS to verify identity.
2. Authenticator App: Apps like Google Authenticator or Authy generate time-based codes.
3. Biometric MFA: Fingerprint, facial recognition, or voice recognition.
4. Smart Cards: Physical cards with embedded chips for authentication.

Should Know About

ASBA mechanism to apply for an IPO

Application Supported by Blocked Amount (ASBA) is a mechanism for investors to apply for an IPO. When you apply for an IPO through ASBA, the determined amount gets blocked in your account. The money is never debited from your bank account. The blocked money is used to purchase shares during allotment. When the application is rejected, the blocked amount is freed. Since the money never leaves the bank account, investors feel secure. There is no guarantee for allotment in such an offering. Many applications are rejected in the case of an oversubscription. ASBA is a secure mechanism that ensures investors get their money back upon non-allotment. All banks provide the ASBA service free of charge. You don't have to pay a single rupee to apply for an upcoming IPO through ASBA.

20 reasons why capable people are not able to earn money

Everyone can make money by taking advantage of the unlimited work opportunities available, provided they understand the reasons why they are missing out on opportunities and what steps they can take to unleash their potential. Here are 20 reasons why capable people are not able to earn money.

1. Lack of awareness: Many people are unaware of the various opportunities available to them.
2. Fear of failure: Fear of failure can hold people back from taking risks and pursuing new opportunities.
3. Limited skillset: Without the right skills, people may struggle to take advantage of opportunities.
4. Procrastination: Putting off tasks and decisions can lead to missed opportunities.
5. Lack of confidence: Self-doubt and lack of confidence can prevent people from pursuing opportunities.
6. Fear of change: Some people may be hesitant to adapt to new situations or technologies.
7. Comfort zone: Staying within one's comfort zone can limit exposure to new opportunities.
8. Lack of networking: Not building relationships and connections can limit access to opportunities.
9. Insufficient resources: Limited access to resources, such as funding or equipment, can hinder opportunity pursuit.
10. Poor time management: Ineffective time management can lead to missed deadlines and opportunities.
11. Distractions: Distractions, such as social media or personal issues, can derail focus and productivity.
12. Lack of motivation: Without a clear purpose or motivation, people may struggle to pursue opportunities.
13. Fear of rejection: Fear of rejection or criticism can hold people back from pursuing opportunities.
14. Limited mindset: A fixed mindset can limit people's ability to see opportunities and adapt to new situations.
15. Perfectionism: Striving for perfection can lead to analysis paralysis and missed opportunities.
16. Lack of resilience: Inability to bounce back from setbacks can prevent people from pursuing opportunities.
17. Inadequate support system: Lack of support from family, friends, or mentors can limit opportunity pursuit.
18. Unclear goals: Without clear goals, people may struggle to identify and pursue opportunities.
19. Fear of uncertainty: Uncertainty about the future or outcomes can hold people back from pursuing opportunities.
20. Lack of self-discipline: Without self-discipline, people may struggle to stay focused and motivated.

A Disturbing Trend in Startups: Neglecting Employee Well-being

We've been following the startup ecosystem closely, and it's disheartening to see many startups prioritizing growth over employee well-being. It's not uncommon for employees, including lecturers in coaching startups, to be denied basic necessities like regular breaks and time for lunch. The situation becomes even more alarming when employees who dare to complain about these working conditions are met with a draconian response: "Leave the job if you can't handle it." This attitude not only reflects poorly on the management but also highlights the lack of empathy and understanding for the human element in the workforce. **A Call to Action for Startups**



Startups must recognize the value of their employees and prioritize their well-being. This includes:

1. Providing Regular Breaks: Ensuring employees have adequate time for lunch, relaxation, and rejuvenation.
2. Fostering a Positive Work Culture: Encouraging open communication, empathy, and understanding.
3. Valuing Employee Feedback: Listening to employee concerns and addressing them in a constructive manner.

By prioritizing employee well-being, startups can create a positive and productive work environment that fosters growth, creativity, and success. Anything less is a recipe for burnout and failure.

Puzzle 11:

Share in Profit

Rashesh started a business by investing Rs. 1,00,000. After 6 months Anshul joined him with a capital of Rs. 1,60,000. After 3 years, they earned a profit of Rs 49000. What was Rashesh's share in the profit.

Questions for this week

What is Just-in-Time strategy ?

Answer on Page 4

India's government procure around \$600 billion annually, approx 15% of the country's GDP.

Changes in nonimmigrant visa interview policy

The US Department of State has updated its nonimmigrant visa interview policy, affecting B1 and B2 visa categories. Now Applicants must have to renew a full validity B-1, B-2, or B1/B2 visa within 12 months of the prior visa's expiration to qualify for an interview waiver. Earlier it was 48 months.

To be eligible, applicants must apply in their Country of Nationality or Residence. Have never been refused a visa (unless the refusal was overcome or waived). Not have any apparent or potential ineligibility.

Impact on Indian Workers:

Indian H-1B and B1/B2 visa holders will face longer wait times and processing delays due to increased demand for in-person interviews. This may cause travel disruptions for business travelers and professionals needing quick renewals.

Dedicated center for Alternative Investments

IIM Bangalore has launched the Tony James Centre for Private Equity and Venture Capital, India's first dedicated center for alternative investments. Supported by Mathew Cyriac, it aims to bridge the gap between academic research and the needs of India's PE/VC ecosystem. It will offer specialised academic programmes, host events, and act as a forum for policy discussions.

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

Broadband enables you to work efficiently online



Broadband is a type of high-speed internet connection that allows you to access online content, communicate with others, and use various online services quickly and efficiently. Broadband provides access to a wide range of online services, including streaming platforms, social media, and online education resources. Broadband connections are typically always-on, meaning you don't need to dial up or log in each time you want to access the internet.

Broadband connections have high bandwidth, allowing multiple devices to connect to the internet simultaneously without a significant decrease in speed. Broadband provides fast and reliable internet access, making it ideal for online work, entertainment, and communication.

Types of Broadband

Fiber-Optic Broadband uses fiber-optic cables to deliver high-speed internet, while Cable Broadband Uses cable television infrastructure.

DSL Broadband uses traditional phone lines and Wireless Broadband uses wireless technologies like Wi-Fi or mobile networks to deliver internet.

What is "Spray-and-Pray" approach

The "spray-and-pray" approach is a strategy where a large number of messages, emails, or resume are sent out with little to no personalization or targeting. This approach relies on sheer volume, hoping that a small percentage of recipients will respond positively. It's a scattershot method that often yields disappointing results. One of the main drawbacks of the "spray-and-pray" approach is its inefficiency. Resources are wasted on unproductive efforts, and recipients may view the messages as spam or irrelevant. This can lead to a negative perception of the sender and damage their reputation. Identify specific recipients and tailor messages to their needs and interests. By adopting a more targeted and personalized approach, you can increase the effectiveness of your outreach efforts and build stronger relationships with your audience.

Improve your user experience with chatbots



Chatbots can revolutionize your business by providing 24/7 customer support, enhancing user experience, and driving sales. Here's how:

Benefits of Chatbots:

1. **Automated Customer Support:** Chatbots can handle frequently asked questions, freeing up human resources for complex issues.
2. **Personalized Experience:** Chatbots can offer tailored recommendations and responses based on user data.
3. **Increased Engagement:** Chatbots can engage users in interactive conversations, improving user experience and driving conversions.

Content for Chatbots:

To create an effective chatbot, you need well-crafted content that resonates with your audience. Our team can assist you in creating high-quality content for your chatbot, including:

1. Content Strategy that aligns with your business goals.
2. Content Creation that resonates with your audience.
3. Conversational Flow Design that is natural and user-friendly.



Let's Get Started:

If you're interested in growing your business with chatbots, we'd be happy to help. Contact us to discuss how we can assist you in developing effective chatbot content.

Answer to Puzzle 11

Anshul join after 6 months and Profit is shared after 3 years

Ratio= 1,00,000x36 (Rashesh) : 1,60,000x30 (Anshul)

Ratio = 36:48, or 3:4

Sum of Ratio=7

Total Profit = 49,000

Profit of Rashesh = $\frac{3}{7} \times 49,000 = 21,000$

Answer: 21,000

GeM: Local bidders may face increased competition



The Government e-Marketplace (GeM) portal is introducing a global tender enquiry feature to boost competition and align with India's public procurement policies under Free Trade Agreements (FTAs) with countries like the UAE and the UK. This feature will enable ministries to access a broader range of international vendors, increasing the pool of potential suppliers. However, Small local bidders may face increased competition from larger, more established international companies, which could make it more challenging for them to win contracts. This feature is expected to be launched within the current financial year. India's government procurement market is estimated to be around \$600 billion annually, approximately 15% of the country's GDP.

Answer :

What is Just-in-Time strategy?

Just-in-Time is a production strategy that aims to produce and deliver products just in time to meet customer demand. This approach focuses on minimizing inventory levels by producing and receiving inventory just in time, rather than stockpiling excess inventory. By doing so, businesses can reduce inventory holding costs, decrease waste, and improve overall efficiency. Implementing a JIT strategy requires accurate demand forecasting to ensure that production meets customer requirements.

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Crafting a Compelling Business Write-up

A well-written business write-up can effectively communicate your brand's value proposition, showcase your products or services, and attract new customers. Our team can help you prepare a business write-up that highlights your unique strengths and resonates with your target audience. We Can Help You craft a clear and concise message that effectively communicates your brand's value proposition. We tailor the content to your target audience, ensuring that it resonates with them and addresses their needs. We maintain a professional tone and style that reflects your brand's image and values.

Benefits of a Business Write-up:

A well-written business write-up can attract new customers and help you expand your customer base and can effectively showcase your brand's value proposition, products, and services. A professional business write-up can help establish your brand as a credible and trustworthy player in your industry.

If you're interested in preparing a business write-up that showcases your brand's value proposition and attracts new customers, we'd be happy to help. Please provide us with some information about your business, and we'll get started on crafting a compelling business write-up for you.