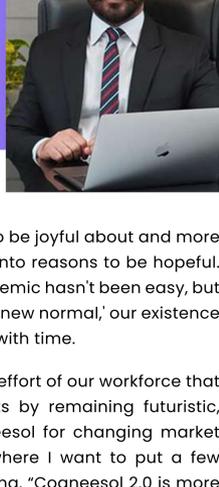


Message From

Taran Sidhu

CEO, Cogneesol



Hello Cogneesol Family,

I welcome the New Year 2022 with reasons to be joyful about and more important than ever, to identify and hang onto reasons to be hopeful. Getting through the second year of the pandemic hasn't been easy, but even as the world continues to adjust to the 'new normal,' our existence as a brand continues to work and progress with time.

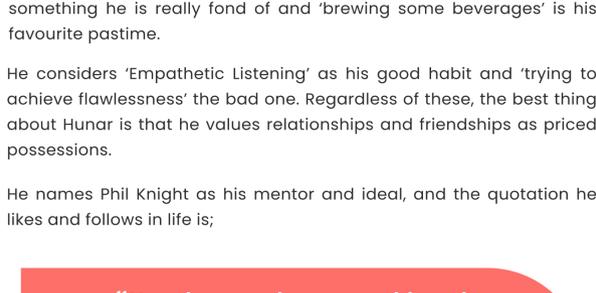
I take immense pride in putting forward the effort of our workforce that has continuously worked on client projects by remaining futuristic, adaptive, and innovative, preparing Cogneesol for changing market conditions and new world orders. That's where I want to put a few words I used during the last Townhall meeting, "Cogneesol 2.0 is more about people + technology." I want to tell you that we are incomplete without our people - YOU.

Since you are at the core of the company values, allow me to help you recall the new version of our core individual and collective values, denoted as **SPEED**.

S Startup Mindset	let's be agile in responding and adapting to change
P Partner in Growth	keeping customers in the centre, let's be more collaborative in driving overall business outcomes;
E Excellence	let's strive for excellence in every aspect of your job;
E Ethics	let's unwaveringly uphold its moral code in the conduct of business;
D Dependability	let's become more consistent and reliable in commitments & execution

Also, considering the impact of the previous Townhall, we have plans to organise more such meetings from time to time. I want to remind you all that change begins with you - the people of Cogneesol, and you have my complete support. With the ongoing training sessions aiming to improve a broad spectrum of the company aspects, we all will reach where we want to be.

Let's start working towards it today.



Know Your Leader

Hunardeep Singh Brar

Hunardeep Singh Brar, Co-Founder & COO of Apni Khedi, has more than 15 years of experience working with organisations like Hewlett Packard, United Nations, International NGOs and Start-ups. Usually called Hunar by his loved ones and sweet family which include his dad, mom and elder brother.

Sharing a little more about him, Hunar tells Man's Search for Meaning as his favourite book, House of Cards as favourite series, Schindler's List & Tamasha as favourite films and Forest Gump as his favourite character played by Tom Hanks.

While the list goes on to Olive Bar & Kitchen as his favourite restaurant, he shares his best travel memory as his tour to Kerala (Pariyar Wildlife & Backwaters); plans to visit Iceland to watch Northern Lights and Belgium to party at Tomorrowland. Hunar says Perfumes are something he is really fond of and 'brewing some beverages' is his favourite pastime.

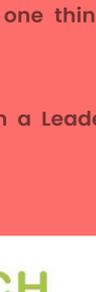
He considers 'Empathetic Listening' as his good habit and 'trying to achieve flawlessness' the bad one. Regardless of these, the best thing about Hunar is that he values relationships and friendships as prized possessions.

He names Phil Knight as his mentor and ideal, and the quotation he likes and follows in life is;

"He who says he can and he who says he cannot, are both usually right"

- Confucius

Question/Answers



1. Every Leader has a story; what's yours?

Learn to Unlearn has always been the mantra to grow which is followed by the 3Ps - Persistence & Perseverance for Perfection.

2. According to you, what's the difference between a Boss or a Leader?

A leader identifies & harnesses the potential of his peers and creates an environment to align their personal growth goals with the organisation. A Boss can't look beyond his/her managerial goals.

3. What would you do with 15 minutes of fame?

Be grateful to the people who would have contributed to my accomplishment. If it comes with power, I will unite the divided Punjab.

5. What is your life's biggest achievement?

Simplifying everyday tasks, finding an easier way to do a team's task/work feels like an achievement and the heap is growing bigger every day.

7. Do you have any regrets in life?

NO, it's been always an experience to unlearn and learn again.

4. If you could do it all over again, would you change anything?

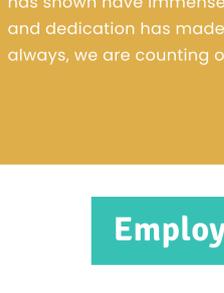
Nothing

6. What's the best thing that's happened to you this or last year?

The year began with the 10 Day Vipassana Session.

8. When's the last time you failed spectacularly at something?

Failing and Learning is part of growth, but I make sure that I FAIL FAST.



9. What is one decision you wish you didn't make?

Not any I can think of

10. What kind of criticism you mostly get?

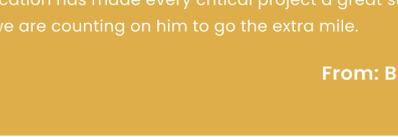
Always Striving perfectionism.

11. If you owned the company, what's one thing you would do differently?

Strong focus on People Management.

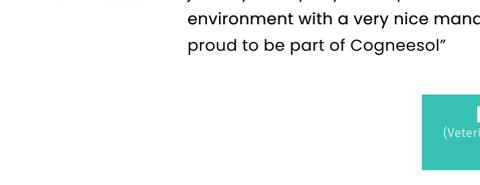
12. What is the most dangerous trait in a Leader's career?

Not being receptive to constructive feedback.



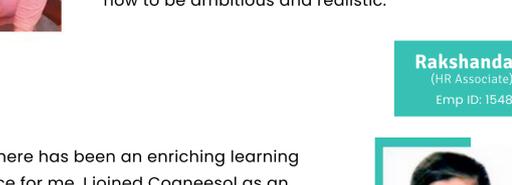
Environment Conservation Fair 2021

Apni Khedi, in association with SOCH, organised an Environment Conservation Fair in Khosa Kotla Village, District Moga, on 18th December 2021 to raise awareness about the deteriorating environment & to bring everyone together for its conservation.



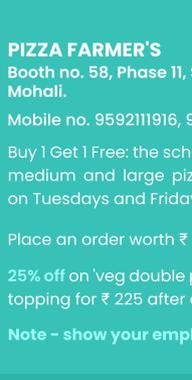
Individuals and Organisations already working towards this motto participated in the event, and the high achievers were also awarded Cash Prizes worth Rs. 3,50,000.

Besides, Padma Shri Award winner and Punjabi Poet Dr. Surjit Patar, Environmentalist Dr. Balwinder Singh Lakhewali, Vice Chancellor of Punjab Agricultural University (Retd.) Dr. Manjeet Singh Kang and many Punjabi Film & TV actors attended the event.



The event also witnessed stalls by farmers, performances by folk music artists, poets and singers who enlightened the fair, encouraging all attendees by their beautiful poems and songs about environmental conservation.

Kudos to Employees



Kiran Bala
Emp ID: 759

Every job is a self-portrait of the person who did it. You've Autographed your work with excellence. Keep up the good work.

From: **Avneet Kaur**
Manager

Manmohan has exhibited outstanding efforts in Training Department last year with over 20 trainings conducted for New Hire as well as building competency of existing employees. He is exceptionally talented and delivers all his KRA with utmost dedication and due diligence. He has been instrumental in setting up New Hire Certification process as well. We appreciate everything he has done over the last year. The honest hours spent by him at work and the professional skill that he has shown have immensely motivated the entire team. His hard work and dedication has made every critical project a great success. As always, we are counting on him to go the extra mile.



Manmohan Singh
Emp ID: 536

From: **Bithi Rohtagi**
Manager

Employees' Testimonials

Harish Garg
(Asst. Team Leader)
Emp ID: 228



"Around 6 years in Cogneesol! Time has flown and I cherish all the memories of the people I have met during this time. I have learnt and grown professionally and personally along with the widening of Cogneesol. I would like to thank everyone who has contributed in any way in my journey. Company has a pleasant multicultural environment with a very nice management. I am proud to be part of Cogneesol!"

From: **Ravi Kumar**
(Veterinary Care Executive)
Emp ID: 525



It's been more than four years since I am working with Cogneesol. While working here, I have enhanced my knowledge and confidence. The working environment is full of positivity. My overall experience with Cogneesol is great so far.

Savneet Kaur
(Legal Associate)
Emp ID: 1463



Cogneesol the name itself depicts ethics and decorum. As an employee, this organisation is one of the huge platforms for one to initiate a professional career. A great organisation where employees work well together. One can learn how to be ambitious and realistic.

From: **Rakshanda**
(HR Associate)
Emp ID: 1548

Working here has been an enriching learning experience for me. I joined Cogneesol as an Intern and since then it has provided me with ample opportunities to explore new skills thereby enabling me to grow professionally. The guidance provided to me by my team has helped me to overcome challenges and has instilled in me the confidence to accept new challenges and overcome them gracefully. I am truly thankful for the opportunity. Looking forward to the journey ahead...

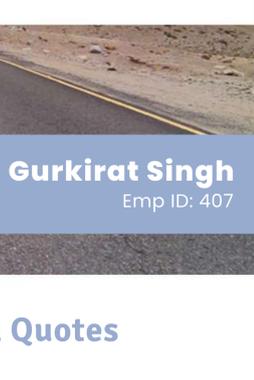
Corporate Tie-ups

PIZZA FARMER'S
Booth no. 58, Phase 11, Sector 65, Mohali.

Mobile no. 9592111916, 9814802312
Buy 1 Get 1 Free: the scheme applies to medium and large pizzas, valid only on Tuesdays and Fridays.

Place an order worth ₹ 500 or more to get 30% off on your bill.
25% off on 'veg double pizzas with combo': get 4 regular pizzas with double topping for ₹ 225 after discount.

Note - show your employee id card to avail offers.



CHENNAI MARATHA
Phase 7 Mohali and Sector 34

Flash your employee ID card and get a straight 20% discount on your bill.



We have joined hands with **Munch Music & More** (House no: 595, Sector 16-D, Chandigarh), a pet-friendly garden cafe that opens exclusively on Saturdays and Sundays, from 5:30 pm to 9:00 pm. Flash your employee ID card and get a straight 25% discount on your bill.

[munchmusicmore](#)

Winner of "walk down the memory lane" contest

Gurkirat Singh
Emp ID: 407

Motivational Quotes

" Opportunity is missed by most people because it is dressed in overalls and looks like work. "

- Thomas Edison

" Do what you do so well that they will want to see it again and again and bring their friend. "

-Walt Disney

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