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November 10 -11, 2021 | Marriott Hotel, Karachi Workshop: Bearing I Facilitator: Khurram Shahzad



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November 25, 2021 | Regent Plaza, Karachi Workshop: Facilitator: Dr. Kamran Yamin

Octara Training Calendar 2021





Jamil Janjua, ceo, Octara & Chief Editor janjua05@gmail.com

Dear Reader,

HURRAH! And no further need to elaborate on that HURRAH! Except perhaps that Pakistan's batting consultant Matthew Hayden is an Aussie from Down Under who has rekindled Pakistan Cricket's fire and thunder to plunder India's batting and bowling in the most spectacular fashion.

Also from Down Under is Muneeba Ali, the subject of our lead story this edition, also in the business of rekindling the fire within folk that sometimes flickers. She is a top order Mindset Coach, much like Matthew Hayden, who practices both the science and art of Rapid Transformational Therapy. What a lovely coincidence!

Also in this issue we report on preemption measures taken in hand by TCS Octara to secure life and property against any misadventure regarding fire.

COVID is down and the mood is upbeat, praise Allah. Thank you Cricket 🙂

Editorial Compiled by Adil Ahmad, Special Correspondent, oclara.com Creative & Design by Zainab Essajee & Nazim Ansari

Decoding the MASTERMIND'S MIND with Melbourne based MUNEEBAALI Mindset Coach, Trainer & Assessor



Transformation

From the little Pakistani border town of Garhi Dupatta in Azad Kashmir to the equally little town of Officer near Melbourne Down Under, via Muzaffarabad, Rawalpindi, Cairo and Dubai has been a long and winding road that Muneeba Ali has trod, acquiring along the way a priceless education that has seen her transform from a shy and inhibited Pakistani girl to a worldly-wise woman whose compassion for her fellow human beings has made her specialize in the field of human resource development and seen her gain recognition as a Rapid Transformational Therapy Practitioner and published researcher in the modality of Spiritual Intelligence (SQ) and Change Management.

In her short life Muneeba Ali has accumulated 8 years of training and coaching experience in HR and Personal Development in countries like USA, UK, Japan, Egypt, UAE and Pakistan, and trained delegates of Westpac Banking, Oji Fibre, Department of Health & Human Services, Commonwealth Bank, Jacobs in Australia, and NESPAK and EY in Pakistan.

Becoming aware and mindful

Very recently Muneeba Ali allied with TCS Octara to pry open the secrets of becoming aware and mindful of the fact that, despite knowing what is right or wrong, we fall prey to our old habits. Why do we make plans and set goals for ourselves but fail to follow through on them? Why do we procrastinate and delay doing important things?

"The time is right to look at subjects that nobody else is talking about, which are the small struggles of lay people in everyday life," says Muneeba Ali. "We have habits and mental blocks that we struggle with and things that we don't want to talk about. It's not voodoo science but is backed by extensive research and statistics."

It was a truly technology enabled intercontinental affair as Muneeba Ali zoomed in from the cozy comfort of her home not far from Melbourne and delivered much more than just her two bits to a very attentive audience that tuned in from the rest of the world, especially so from Pakistan, as she successfully encapsulated in just over one hour a subject that many spend a lifetime coming to grips with.

Complicated childhoods

"I had a very complicated childhood filled with negative feedback about myself that led to a lot of personal struggles that I do not wish others to endure," she said. "The good news is that improvement is always possible no matter in which stage of your life you are. Having said that, there are people who have had a normal and healthy life so what I say is not generalizable."

octara.com caught up with Muneeba Ali long distance, and she graciously granted a generous amount of her time fielding questions from her adopted homeland of Australia which has enjoyed very close ties with the land of her birth, Pakistan, thanks to the games of squash and cricket.

octara.com: Tell us about your transfer to Melbourne, Australia?

Muneeba: I continued to study after I got married, having qualified in HRD from COMSAT. My husband Muhammed Ali Sajjad is an ITC professional and got an assignment in Egypt where we stayed for one year with me working as a freelancer. After Egypt we went to Dubai where we spent 7 years. Then in 2016 we moved to Australia. It wasn't planned. I have two daughters Hiba Ali (Grade 10) and Huda Ali (Grade 9). They grew up in Dubai and have an understanding of issues like discrimination and racism having been exposed to different cultures. Husband worked for Terradata and NCR in Pakistan.

Laidback and sporty

octara.com: How do you find the Aussie way of life Down Under?

Muneeba: We have been here for 6 years and so far so

"The time is right to look at subjects that nobody else is talking about"

good. Life here is very humbling and quite practical. It's very laidback and quite sporty and outdoors oriented. Personally I have been very blessed and haven't experienced any racism. Even in Dubai where there was a lot of talk about Arab culture but we had a really good experience both in Dubai and here in Melbourne. Working with Scouts Victoria on child safety and dispute management issues I am interacting with an all Australian audience and haven't once felt any discrimination or been made to feel inferior in any way.

octara.com: You did your MBA in HRM from the Fatima Jinnah Women's University in Rawalpindi and your MS in HRD from COMSATS Institute of Management sciences and Information Technology. What made you choose HRM&D as your specialization?

Muneeba: I chose HR because I was always interested in human psychology. Also, I noticed that management came very naturally to me and I would score a 4.0 GPA in it and receive appreciation from my teachers. When I did my MBA in 2004 I felt HR was a much neglected aspect of higher education, with people preferring Finance. Today when we view successful organizations we find they are those that have emphasized and prioritized their HR. I was very interested in organizational behavior. HRM is about managing human resource whereas HRD is an advanced level that is more empathetic and focused on improving the individual through training and performance development and not just censoring him or her for the lapses. The COMSATS MS program in HR is excellent and heavily research based.

Behavioral therapy

octara.com: You also have a Certificate in Rapid Transformation Therapy (RTT) from the Marisa Peer Method. What does the Marisa Peer Method entail?

Muneeba: Marisa Peer is a celebrity therapist who has worked with Princess Diana and the Queen of England as well as footballers from Manchester United. She has extensive knowledge and experience that extends to cognitive behavioral therapy. These days when HR job openings are advertised they prefer people with a psychology background and I realized this would help me in my career. Also, I needed help for myself as well in my own struggles. RTT addresses the subconscious level and includes hypnotherapy, cognitive behavioral therapy and psychotherapy. It was an excellent experience which helped me a great deal and I use it in my coaching. **octara.com:** Please tell us about Sacred Heart where you have been employed since 2020 as Trainer & Assessor in the Greater Melbourne Area?

Muneeba: Sacred Heart's training is specifically related to human resources. There's a lot of emphasis in Australia on vocational training, and I deliver their training on the HR side.

Spiritual Intelligence Quotient

octara.com: Please elaborate upon the Spiritual Intelligence Quotient?

Muneeba: This is my favorite topic. Back in the 1980s when I was growing up there was a lot of emphasis on Intelligence Quotient (IQ) and there was no discussion around Emotional Intelligence (EQ), especially in Pakistan.

Daniel Goleman, an author and science journalist, did a lot of work on Emotional Intelligence and for twelve years wrote for The New York Times reporting on the brain and behavioral sciences. While doing my MS my professor pointed out this field as needing more attention and I became part of a small cohort that started doing work on it in Pakistan.

Spiritual Intelligence (SQ) is the next level of Emotional Intelligence, and involves your ability to behave with compassion no matter what your circumstances are. There are different variables that determine your SQ like how

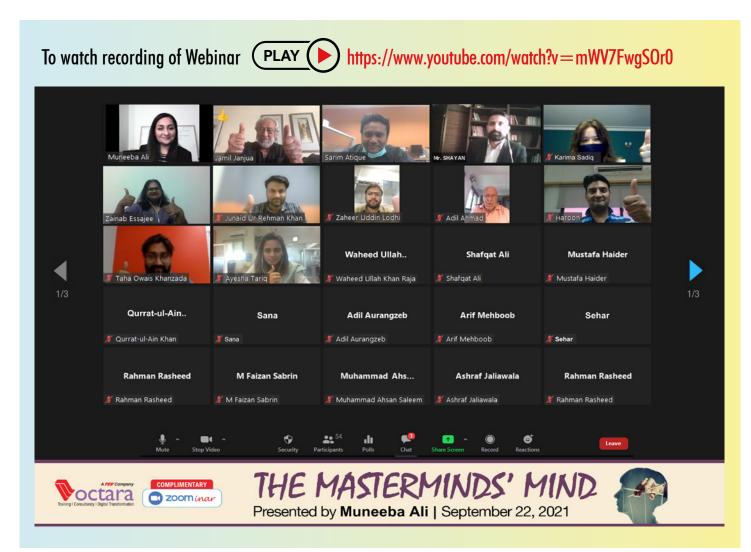
"Why do we procrastinate and delay doing important things?"

virtuous you are and what your values are, and how you find beauty in everyday life. How aware are you of your physical existence and how heightened is your consciousness. SQ is extremely important for leaders, especially so in the world today.

Travel and adventure

octara.com: What were your extracurricular activities going through school, college and university?

Muneeba: I'm from a small town near Muzaffarabad in Azad Kashmir called Garhi Dupatta where my father was the principal of the Degree College and professor of organic chemistry. He was a very learned man and responsible for my interests in life for travel and adventure. He would ask my mother not to stop us kids from playing outdoors and getting our clothes dirty since it added to the creativity of our mind. He would tell us stories of Kenya and Africa which we, living in a small town, couldn't otherwise imagine. Because of my brother and me he started an English medium school in Garhi



Dupatta named Morning Star Public High School which flourishes to this day. I did my Matriculation from the High School Muzaffarabad.

I was extremely interested in the dramatic arts, and got the best actor award while doing my MBA. I also had an interest in singing and recited Naats while in school. I wasn't very confident on stage but the teachers helped me overcome my shyness. I am fond of painting and it helps calm me down whenever I feel turmoil arising in my head and helps me focus. It's very therapeutic.

I never considered taking on my hobbies as a profession. I'm very keen on clothes but never thought of becoming a fashion designer. I feel I'll get bored with it after a while. Every person has a need for which he or she craves appreciation and never tires of doing. That is one's calling. I'm good at singing and acting, and if ever I got a project which excited me then I would do it. But singing and acting as careers never appealed to me.

Diversity and inclusion

octara.com: How do you view the Pakistani HR landscape and what would your recommendations be for Pakistan's policy planners?

LIVE comments from the participants during Muneeba Ali's webinar

"Thank you all for a great session" - Faisal Muhammad - Pak Telecom Mobile Limited (UFONE) "Team Octara, thank you for a wonderful session. Good Job Muneeba Ali" - Adil Aurangzeb - NFEH "It was a wonderful presentation, Muneeba Ali ! It was simple yet convincing session." - Shauzab Mehboob - Pak Elektron Limited "Very informative session. Looking forward for future webinars on emotional intelligence." - Qurrat-ul-Ain Khan - SUN Academy "Thank you all for a great session" - Akbar Ali - Pak Elektron Limited "Such an informative and well-structured presentation! Not only did I learn good knowledge from this webinar, but having the slide deck (and the bonus materials!) will be immensely helpful going forward as I work to make changes to my own life." - Khurram Nisar - TCS Pvt Ltd

"Thanks, Octara Team for scheduling a wonderful webinar on The Masterminds' Mind with Muneeba Ali , the session was very interactive and informative." - Shayan Siddiqui

"RTT addresses the subconscious level and includes hypnotherapy, cognitive behavioral therapy and psychotherapy"

Muneeba: I left Pakistan a very long time ago and am not familiar with HR practices that are in vogue there. This training that I did with TCS Octara is my way of reconnecting with Pakistan and getting to know what's happening there. There are, however, some suggestions that I can make for the policymakers based on things that are being emphasized globally, like gender discrimination, glass ceilings and wage gaps. Mental health and wellbeing practices should find a prominent place in HR. Diversity and inclusion are major issues. We want women to enter the workplace and for that we need to facilitate them. In Australia if moms have to pick up their kids from school then their employers by law have to ensure that they are not assigned work during that period. That's such a wonderful thing.

Understanding consequences

octara.com: "How to Make Strategic Thinking a Habit" is a license that you have acquired from LinkedIn. Does it entail delving into the subconscious mind?

Muneeba: Strategy is a term coined to express a bigger vision. Visualization is most beneficial for strategic thinking about a long term vision. To make strategic thinking into a habit one must question everything that one is doing. If you're buying something ask yourself why you are buying it? Keep prioritizing your tasks and be aware of your biases; improve your listening and questioning skills; learn to understand the consequences of your actions. If we practice these repeatedly then we will make strategic thinking our habit.

Invisible diversity

octara.com: Another license that you have acquired from LinkedIn concerns "Skills for Inclusive Conversations". Could you elaborate upon the skills needed for inclusive conversations given that the Taliban in Afghanistan are currently faced with this dilemma of inclusivity in forming their government?

Muneeba: I'll skip the Taliban part since I don't have a background there, but one thing which I do emphasize in my training, and also in my professional and personal lives, is that diversity is often visible and sometimes invisible. Gender and

color are visible, but one's political and religious views are invisible, as are lifestyle preferences. We need to talk about these matters openly and train people to notice these differences and respect them.

octara.com: Please elaborate on TAE 40116?

Muneeba: It's a certification for training and assessment. When delivering my training, just speaking is not enough. Even though I might know my subject there is technical knowledge that one must have to validate one's training. Did I deliver what I came to deliver, or did I just engage in storytelling? I got this certification from an Australian company called Inspire Education.

Limiting beliefs major mental block

octara.com: You are a Certified Rapid Transformational (RTT) Practitioner with 8 years of training and coaching experience in HR and Personal Development in countries like USA, UK, Japan, Egypt, UAE and Pakistan wherein you have trained delegates from Westpac Banking, Oji Fibre, Department of Health & Human Services, Commonwealth Bank, Jacobs in Australia, NESPAK and EY Pakistan. What are the main stumbling blocks that you have identified in this high-end human resource during the course of your training programs?

Muneeba: I have found limiting beliefs to be a major mental block of the delegates and learners that I have worked with. I have noticed this to be true at all levels of the management hierarchy right up to the CEO. I do individual training and executive coaching as well. If you feel you can't do something or you feel you can do something, in both cases you are right.

"Mental health and wellbeing practices should find a prominent place in HR"

Not being enough is another stumbling block, whether it is not good enough, or beautiful enough, not intelligent enough, or not thin enough. We suffer from a complex that we are not enough. This mental block is quite commonplace. These insecurities relate to childhood experiences and their memories.

Also, the human mind always needs a reference point to compare itself with. We need to fight against it and not seek satisfaction in being better than someone else. Because of social media and extensive marketing that we are witnessing there is a huge wave of consumerism that reminds us constantly that we are not good enough unless we have their latest product offering. This has resulted in misplaced desires within us.

The remedies put forward to global warming and climate change require a drastic curtailing of our lifestyles and consumption habits. If the demand decreases production will drop. Do more with less is the slogan of the times, and to be meaningful a heavy reliance on the Spiritual Quotient will be necessary.

Quite a few people have an aversion to repeating the dresses that they wear, driven by their egos. The new thinking favors capsule wardrobes and a culture of mixing and matching your dresses. You need to question your purchase decisions. Do you really need it? In my personal capacity I have become very conscious of what I buy and don't let my kids buy even an extra notebook.

Aversion to littering

Seemingly small things matter like turning off the lights when not in use and not wasting water, or taking printouts out of old

"Personally I have been very blessed and haven't experienced any racism"

habits and not thinking about the trees that got felled to make that paper. My teacher in college made the class stand up and take an oath that we would not throw litter and would dispose of it properly in the garbage can. It had a very profound effect upon me and until today I have an aversion to littering. These messages have to be transmitted at the very basic level. With COVID discarded facemasks have become a big hazard and are finding their way into our oceans.

octara.com: You say that you have had a very complicated childhood filled with negative feedback about yourself that led to a lot of personal struggles that you do not wish others to endure. Do you think the COVID pandemic has made the world a more compassionate place compared to when you were growing up? Or has the situation gone from bad to worse?

Muneeba: My experiences are not generalizable and what I went through had to do with the way I received and interpreted things. COVID forced us to just sit and think and be with ourselves. It's a very difficult thing to be with oneself. Extremely social people who love being with people all the time generally have a problem being with themselves. COVID

"To make strategic thinking into a habit one must question everything that one is doing"

has helped us filter the people who are really important to us. Even though there are a lot of bad things happening around us, I feel as a whole human society is evolving towards betterment and the newer generations will be better than their predecessor generations.

Sane and rational lifestyles

octara.com: The Conscious Mind, you say, encompasses will power, short term memory, logical thinking and critical thinking, and constitutes just 10% of our mental faculty. The Subconscious Mind comprises 90% of our mental faculty and constitutes beliefs, emotions, habits, values, protective reactions, long term memory, imagination and intuition. From pre-birth to the age of 12 comprise the formative years where habits are formed. To bring about a change the Subconscious Mind has to be altered, and if done successfully one can succeed beyond one's wildest dreams. Combating climate change and saving the world going forward will require a substantive paradigm shift in humanity's consumption habits. How optimistic or pessimistic are you of overcoming this existentialist crisis? Considering upward mobility is the major mover of all human endeavors, can we reconcile with doing more with less? What brought about the scourge of conspicuous consumption in the first place? How do we get people to throttle back on their lifestyles? This issue of conspicuous consumption centered on fossil fuel needs to have the focused attention of behavioral scientists lie vourself?

Muneeba: Yes it should, and there are platforms around the world that are working in this direction. Applying the brakes on rampant consumerism is not going to be easy but it has to be done, and can be done by using the very same mass media that promotes conspicuous consumption to change direction and instead promote sane and rational lifestyles.

Go-with-the-flow

octara.com: Discipline trumps motivation as an agent of change, you say. What do you have to say to people who would rather go with the flow?

Muneeba: Happy go lucky, go with the flow people are living an idyllic life. However, when people come to me with

"Today when we view successful organizations we find they are those that have emphasized and prioritized their HR"

their traumatic experiences I can feel their pain and know where they're coming from because I have had some of their experiences, and that's my silver lining. I can empathize because I have been through those traumas and I am grateful for them.

Motivation and discipline come into play when one wants to change one's current status, but if one is satisfied with the direction in which one is going, as in go-with-the-flow, then motivation and discipline become largely inconsequential.

Fear of the unknown

If thoughts of the past generate anger, as mentioned by Sri Sri Ravi Shankar founder of the Art of Living Foundation, then that would depend on whether one is learning from his or her experiences or just dwelling upon the past in resentment. It's a question of one's mindset. Similarly, when he says that thoughts of the future generate anxiety it again depends whether one is thinking of strategies to excel in the future or is seized with the fear of the unknown.

When I came to Australia I was literally dying with apprehension. I never wanted to come here. Living in Pakistan is a different experience with plenty of help available and in Dubai it wasn't too different. But in Australia I knew that I would have to manage on my own and would get properly ironed and pressed in the process. My husband had immigration for the USA as well but I didn't want to go there. So yes, you have to be open to ideas and experiment, and be open to change. My first two years in Australia when I was ironed and pressed were the best years when I look back. I wasn't happy back then but my personality evolved and developed, and I discovered a lot of things about myself.

Audio books

octara.com: Which books and authors would you recommend to our readership?

Muneeba: I am not much of a reader because I suffer from a lack of focus, but I listen to books all the time, especially during my one hour long drive to work. I have a large collection of audio books. These days I am listening to "A Radical Awakening" by Dr. Shefali Tsabary, a powerful call for women to divest themselves of their patriarchy imposed roles of automatic and compulsive caregivers at the cost of their physical health, emotional freedom and spiritual awareness.

"Who Moved My Cheese" by Dr. Spencer Johnson was another book that I really enjoyed. It is a fable about four characters who live in a maze and they all love cheese. When the cheese disappears, Scurry and Sniff enthusiastically head out into the maze to find new cheese. On the other hand, Hem and Hall feel betrayed and complain. "How to Do the Work" by Dr. Nicole LePera is another favorite of mine that deals with recognizing your patterns, healing from your past, and creating yourself.

I feel that no matter who you are until you sort out your past mess matters will not improve, and the ego is a major hindrance to that.

Small town called Officer

Muneeba Ali lives ten minutes from Upper Pakenham in a small town called Officer with a recorded population of 7,133 at the 2016 Census. Officer is situated in the Kulin nation, a traditional Aboriginal country. The Boon Wurrung people are local custodians within the Kulin nation.

The suburb is named after the Officer family, who were early settlers in the area. A timber industry was established, and by 1870 timber was being transported from the railway sidings, named Officer's Wood Siding. This was shortened to Officer's and later, Officer.

Pakenham is a satellite suburb of Melbourne on the edge of the West Gippsland region of Victoria, Australia, 53 km (33 miles) south-east of Melbourne's Central Business District, located within the Shire of Cardinia local government area. Pakenham recorded a population of 46,421 at the 2016 Census.

Afghani Tikkas, Halwa Puri and Nihari

Aussie meals are mostly barbeques, Muneeba says, and then there is Veggie bites which she is not very partial to. "In Pakenham you'll find Afghani Tikkas, Halwa Puri and Nihari. There is a large Turkish and Afghan community here and getting Halal food is not a problem, with even KFC and Zinger Burgers made from Halal meat. We crave for Biryani sometimes." Whether the Pak in Pakenham has anything to do with Pakistan is an inquiry worth making.

THANK YOU MUNEEBA ALI

Webinar Reviewed by Adil Ahmad, Special Correspondent, OCTARA.COM

The Miracle of Self Discovery



A blog by Rose-marie Fernandez M.A., CPC, ELI-MP



y mother Olivia was a trail blazer. She was among the first group of women in Karachi to have become a Certified Montessori Administrator. I was in middle school at the time and part of the curriculum for her certification was the book "The Absorbent Mind", by Maria Montessori (1949). Maria was ahead of her time in realizing the power of child's mind. The book piqued my curiosity further when I began helping my mother complete her materials and journals for presentation. This gave me insights into how one develops the fertile minds of pre-school kids. The Montessori method is used in pre-schools all over the world even today. This book lit the fire that set me off into the world of discovering how mindsets can be changed to improve our life performance.

It was not until I immigrated to Canada, and embarked on a career in Human Resources that I was able to devour, scavenge, beg for and borrow books on the subject of how the human mind works. Fast forward to, when I completed the Life Skills Coach Certification while employed at the YWCA, I was exposed to the plethora of writings by many a well-known author, which had a profound impact on my own mindset and facilitated my growth as an Intentional Change Catalyst.

I am sharing my Top 10 readings from then till now, and my take-aways with you that have had a profound impact on my journey into experiencing The Miracle of Self Discovery, and hope that it will do the same for you.

1 - Are You The One For Me?

Take-away: By the time we are 5 years old we are programmed 85%, add another 5% to age 18 and another 5% to age 21. Does that mean we are doomed to the programming of our past? No, definitely not. Our mindsets are so strong that with the balance 5% we can reprogram our programming. We are not slaves to our past.

2 - Simple Steps to Impossible Dreams

Take-away: "You were programmed to be mediocre but born to be extraordinary. "Failure is not a person; it is only a situation".

3 - Wayne Dyer - The Power of Intention

Take-away: Intention is a source of energy that you can tap into, to use as a resource to co-create a new life.

4 - Richard Boyatzis - Intentional Change Theory

Take-away: Five major discoveries for intentional change to occur:

The ideal self | The real self | The learning agenda | Experimenting with and practicing new ideas | Developing and maintaining close relationships.

5 - Benjamin Hardy - Personality Isn't Permanent

Take-away: "The more emotionally evolved you become, the less defined you'll be by your circumstances". And the practice a daily brain dump through journaling.

6 - Steven Covey - 7 Habits of Highly Effective People Take-away: The we have Independent will – the right to choose

what it is we want and these two habits: Begin with The End in Mind & Sharpen the Saw.

7 - Peter Bregman – Leading with Emotional Courage

Take-away: "If you can feel everything, you can do anything".

8 - Maria Nemeth - Mastering Life's Energies

Take-away: Once you discover your life's intentions, you'll find that you naturally think about how to realize them".

9 - Lorna McLeod - Make Peace with Money

Take-away: How to carry your new peace with money out into the world and make a real difference – developing a positive relationship with money.

10 - Brene Brown - Daring Greatly

Take-away: What is shame and what we can do about it?

https://coachingworx.ca/



Rose-marie Fernandez is a Human Resources expert, worked with several fortune 500 companies in the South Asian sub-continent, USA and Canada. She has been recognized Professional Certified Coach (PCC) and credentialed by the International Coaching Federation (ICF). Rose is also Founder & Transformational Coach at Coaching Worx, Canada. She is exclusively working with Octara for her online trainings.

For Inquiries, info@octara.com

FOR TREND WATCHERS

The Future Normal: Fast Forward #20

A Blog by Henry Coutinho-Mason Published on September 24 2021

There's a powerful energy in thinking about the future. It's not just that the founders and backers of new ventures are placing a bet on the future that hasn't yet paid off (although that uncertainty is always exciting); more broadly it is the far-reaching possibilities that ripple out from these new ventures, products and behaviors that them so compelling.

This week's links capture this perfectly. The stories below are worth celebrating in and of themselves. But more than that, it's their transformational potential that should inspire you. Zoom out, and you'll a Future Normal that's radically human-focused: across mobility within our cities, entertainment and status, and in the products we use. It's head-spinning. Let's dive in...



The Liberation of Paris From Cars Is Working. That Paris' politicians are pushing a car-free future is hardly surprising - it's European, dense, affluent.

Developers Offer Mobility Services to Lure Car-Free Renters. More attention-grabbing is that hard-nosed US capitalists are embracing the same vision, in Arizona.

Brazil's Gol Orders 250 Vertical Aerospace Flying Taxis. Speaking at Founders Forum's Climate Tech event, Stephen Fitzpatrick painted a compelling vision of a world where eVTOLs offer clean, quiet, safe and cheap aerial mobility.

The Future Normal is cities that are both focused around smaller and more convenient local hubs, and more geographical distributed suburbs serviced by flying cars. It's the sustainable version of sci-fi's 2050 all over again...

Dapper Labs Partners with La Liga, Hits \$7.6 Billion Valuation

Sorare Raises \$680 million for its fantasy sports NFT game

It's a big week for sports-related NFTs, as two of the leading players raise huge amounts of funding. These eye-popping numbers are based on the notion that in The Future Normal, billions of global sports fans will want to pay money (and LOTS of money!) for limited edition, collectible, digital memorabilia.

And why not? Are virtual status symbols really more surprising or hard to rationally explain than physical ones?



My go-to example of fungibility when explaining NFTs:

- Dollar bill: fungible
- Dollar bill signed by Andy Warhol: non-fungible



Fast Company's Innovation By Design Awards 2021

Good design will save the world. Whether it is solving last century's hangovers with car-free cities and electric air-taxis, or today's new issues (virtual status symbols & NFTs will never be universally desirable until the blockchains that underpin them become more sustainable).

Here are three winners that should also make you think: what if the design ideas behind these ripple outwards? We need the design principles above - circularity, inclusivity and Al for good to be applied as widely as possible in The Future Normal.

The Polestar 2: a luxury EV built with water bottles and old fishing nets. It ticks all the boxes you'd expect of a car in 2021. But there are also touches that feel novel today: the blockchain-traced cobalt in the battery and the vegan interior (the carpets are made from recycled fishing nets).

Nike's Go FlyEase: how universal design leads to better products for everyone. The brand is having to ramp up production of its shoe aimed at those with disabilities because it turns out, lots of people loved the idea of a hands-free shoe.

Crisis Contact Simulator: a chatbot that teaches counselors how to talk to LGBTQ kids in crisis. Al meets chatbots, are we back in 2016? Only now, instead of virtual assistants for the 1%, the emphasis is radically different: how can we use tech to augment and empower humans to help other humans?

Source:

https://www.linkedin.com/pulse/future-normal-fast-forward-20-henry-coutinho-mason



TrendWatching / cofounder 3Space & Redo

Author The Future Normal / ex-MD @

Better safe than sorry

TCS Octara Gears up for a fire fight

In times of peace prepare for war!

Allah Forbid that such an eventuality should come to pass, and may Allah keep us all in His protection, Ameen. Allah has ordained, however, that He will help those who help themselves, and keeping that in view TCS Octara had its staff gather around a *presentation on the use of fire extinguishers* installed upon its premises, with good Samaritan Vlogger **Amir Jamil** holding forth on the screen about the types of fires we are liable to encounter and the mechanisms and manner of using a fire extinguisher of the dry chemical powder (DCP) type powered by Nitrogen gas, and the type which uses carbon dioxide CO2 gas which when sprayed with high pressure does the job.

Types of fires

Amir Jamil classified in 6 categories the various types of fire. Class A fires arise from dry material like clothing, paper, grass and wood; Class B include flammable liquids like petrol, diesel and oils; Class C includes gases like acetylene, ammonia, hydrogen and methane; Class D arises from Flammable chemicals known as metal fire; Class E is electrical fire resulting from electric short circuit; finally, Class K includes kitchen fire resulting from cooking oil, etc.

PASS methodology

Fire extinguishers are used in compliance with the PASS methodology – P (pull the pin), A (aim the nozzle at the fire), S (squeeze the lever that depresses the plunger), S (swipe the nozzle from left to right, back and forth on the fire). They both have a release mechanism, a lever that depresses a plunger button to activate, secured by a safety pin that has to be taken out before use can be made. The DCP also has a pressure gauge that must show the needle in the red zone above the green zone signaling adequate pressure.

Dry chemical powder (DCP) type powered by Nitrogen gas are best used outdoors to spare the lungs from inhaling the dry chemical powder emitted at a ferocious force. Indoors the carbon dioxide CO2 type works best.

Preemption

Forewarned is forearmed, they say, and while having a fire extinguisher handy may be mentally reassuring we would be far better off ensuring that no fire hazards exist on our premises, something which requires periodic, even frequent, oversight. Alongside, fire exits should be clearly marked and understood by all on the premises, and it would help to organize a fire drill a few times a year like they do in schools given to best management practices.

"Forewarned is forearmed"

To reinforce the importance of a fire extinguisher, TCS Manager Security-KHI **RAJAB ALI** visited Octara office premises in-person to explain the process of dealing with fire extinguishing.

His presentation was similar to **Amir Jamil**, explaining the types of fire, what factors contribute to lilting up of fire, what is expected from team members and what Preventive measures should be taken for damage control.



Rajab Ali, Manager Security TCS is briefing about Fire Safety at TCS Octara



Team Octara watching a video presentation on how to use Fire Extinguishers

'Non-hungami' tea

Inviting the local fire brigade over for a cup of tea and patties, or samosas, every now and then in 'non-hungami' times would not only boost the morale of these often neglected first responders, but also ensure that they will know where to come when called.

In the meantime, may Allah keep us all in His protection, Ameen

Report by Adil Ahmad, Special Correspondent, OCTARA.COM

Lifelong Learning Tips

Contributions from TCS Octara People!!!

The 'Lifelong Learning Tips' is a self-learning process for promoting continuous learning among Octara people and shared with readers. Octara people are provided with business publications and then asked to choose and reflect their thoughts, perspectives and opinions based on their selected article in the Fortnightly octara.com e-Newsletter.

Each contributor further discusses and shares their learnings in the weekly 'Glue Meeting' held every Friday among the team mates. Basically, it's a 360 Degree Personal Development Drive from reading to selecting to understanding to explaining the thoughts perceived.

Hope readers find it as interesting and useful as the TCS Octara Team does !!

Digital Transformation Has Arrived!

Due to coronavirus pandemic there was titanic shift in the business world and most of the organizations are in the process of digitalization their processes and functions. Digital adoption has taken a quantum leap at both the organizational and industry levels and the funding for digital initiatives has increased considerably. According to McKinsey report World most top level leadership recognize technology's strategic importance as a critical component of the business and industries that have significant impact includes healthcare and pharma, financial services, and professional services. In these industries a rapid shift toward interacting with customers through digital channels not only in customer side.Source: Mckinsey Report

Implementing Digital transformation in Octara:

Having a customer centric approach, Octara is adapting digital

transformation, to maintain and build undisrupted relationship with clients in the presence of constant change. The steps taken include replacing publishing hard copy of newsletter with bi-monthly e-newsletter, physical face-to-face training with online training, created a platform on WhatsApp called WebMall for sharing complimentary Webinars from established sources around the world, sharing Micro-learning webinars and Online trainings with HR every Thursday via email and posting Micro-learning webinars on LinkedIn.



Contribution by **Ayesha Tariq** Product Specialist Training Octara Pvt. Ltd. - A TCS Company Source: McKinsev Report

What Do I Say When... ... A Colleague Uses Offensive Language

PEOPLE are becoming quicker at challenging others about their language these days than fairly careful about the terms they use. People who habitually use offensive language and don't realise the effect they have on other people. You should talk to them without getting into argument.

• Chose a time when you're alone with the person and tell them about your concern. This works best if it's said in an informal atmosphere and it can sound like an unprepared remark.

• Be prepared for the person to laugh at you or even attack you verbally for daring to mention it. Don't react. Just keep calm and answer as though they had spoken to you normally.

• Wait for them to calm down, then explain to them why you and other people find their language difficult to cope with. Ask if they would mind toning it down when they're at work

The above actions/reactions make them think about what they're saying. If not, you'll have to consider whether you find it offensive enough to make an official complaint or give a formal warning about their behavior



Contribution by **M. Umair Tariq** Admin & Accounts Executive Octara Private Limited - A TCS Company Source: Business Now Issue No. 83

Culture Comes Last

One common theory about change is that they should begin by changing the culture. Culture, however, is not some-thing that can be adopted and changed so easily. You can't teach a new culture in a class. Only by first doing the change convincing people to try new practices and then producing results can you hope to anchor new attitudes and habits into the culture. Of course, being sensitive to cultural issues helps you find the best to create sense of urgency, to create a guiding coalition, to shape a vision, and so forth. But implementing change in the culture only happens after you've done the rest of the work.



Contribution by **M. Shahzad** Office Support Octara Pvt. Ltd. - A TCS Company Source: Soundreview Executive Book Summaries Vol No. 18

Lifelong Learning Tips

Contributions from TCS Octara People!!!

Why Sales Training Is Needed

Some Sales people have innate talent of selling. They have extroverted personality that makes them a natural match for the profession, however effective selling remains a skill that must be learned especially if you are pursuing a long career in the field. Professional academic education can give an edge to aspiring salespeople but there is always a continuous need of sales training to meet with changing internal and external needs in this profession. Below are few basic and current skills/ attributes which are essential to become effective salesperson.

- **Confidence:** Keep a positive and optimistic attitude even in unfavourable situations
- **Client Engagement:** Address clients' need rather than forcing them to buy your product
- **Communication skills:** Be clear and transparent in conveying your message

- **Rejection Handling:** Tackle rejections with open mind and respond tactfully
- Negotiation skills: Negotiate to arrive at Win-Win situation
- **Critical Thinking :** Analyse and evaluate different facts that can help to close the sales
- **Emotional intelligence:** Empathize with clients' situation and offer best possible solution
- **Interpersonal Skills:** Learn to interact effectively with different people



Contribution by **Sarim Atique** Assistant Manager Business Development Octara Private Limited - A TCS Company Source: Based on my Learning in Sales

Playing for Power Position

POSITION power is all about the power that your position in a company gives you. Some managers behave like mini-dictators because of their position that can cause bitterness and resentment.

Position power has many aspects to it and there are things that you can do to enhance your position power. For example, if your position gives you significant scope to make your own decisions; if your role is recognized as being key to the organization then you will exert considerable influence and power over other people that hold parallel positions but who don't make the same kind of contribution

Employees understand that their bosses have the right to make decisions and to ask them to perform certain tasks. However to have a healthy relationship managers must be able to communicate with clear, logical explanations of why a certain task is important and how it needs to be performed. In this manner employee can see the relevance and importance of the request and not just the position manager hold. Nevertheless, it is important that the employee ultimately understands that the manager has the power to make a certain request if he wants to, and to use his position power.



Contribution by **Zurk A. Hussain** CG & Motion Graphic Artist Octara Private Limited - A TCS Company Source: Business Now Issue No. 83

Smooth Talking In Rough Conditions

The article comprised of some useful tips regarding situations when you are required to speak in rough conditions and especially when you have a dry throat.

In these types of situations, slow speech is easier on the voice than fast. It also gives you time to think between sentences. Slower pace and pauses always feel longer to the speaker than the listeners, so no one else will think your speech is slow.

Avoid tea and coffee or anything with milk in it. These things make your throat dry. Have light, refreshing drinks throughout the meal but avoid ice, because it might ease your throat but it won't help your speech! If your throat's really bad, try gargling with salt water beforehand, and for the safe side keep some tablets handy. Do practice in advance before the speech begins and set a pitch that's most comfortable for you. This may be slightly lower than your normal pitch.

Lastly, People will understand if you need to clear your throat during your speech, so don't carry on in any great pain.



Contribution by **M. Nazim Ansari** Creative Manager Octara Private Limited - A TCS Company Source: Business Now Issue No. 79

Readers are encouraged to share their comments and feedback on the e-Newsletter with us at zainab@octara.com for inclusion in our upcoming issues.

Don't forget to send your recent picture and complete contact details.





Mark Your Calendar November 4, 2021 | 3:00 - 4:00 pm (PAK Time)

Growth Mind-set for Lifelong Learning

Overview

The session is about developing Growth Mindset and how it is essential to Lifelong Learning process. It talks about few fundamental beliefs that differentiate Growth Mindset vs Fixed Mindset, including some takeaways for Leaders to develop Growth Mindset embracing Lifelong Learning.

Talking points:

- Carol Dweck's Definition of "Mindset"
- · Growth Mindset: Embrace learning new things
- Beliefs that shape mindset: Curiosity OR Desire to Learn
- · Process of adopting Lifelong Learning
- Why Unlearning is Important?
- Growth Mindset for Leaders

Who should attend?

Anyone who wants to understand Growth Mindset and its importance for Continuous Learning.

Zoom Registration, click here: https://bit·ly/3EdK3xL Spots are limited to 100 Only, register now so you won't miss out !



Product Specialist Training & Moderator of Octara's Webinars & trainings

o Register

- Content Creator for Marketing Collateral
- Introduced International & National trainers on Digital Transformation, Branding, Leadership, Data Analytics, HR, Marketing, Sales Finance and other subjects
- Provide Post-Workshop advisory services to clients
- Member of CA Toastmaster Club, & Winner of Best Speaker 2021
- · Diploma on Creative Advertising from Indus Valley School of Arts
- MBA Marketing, Bahria University
- · Love to read books, watching movies, walk and meditation



Guest Speaker ROSEMARIE FERNANDEZ

- Founder, Transformational Coach and Change Management Expert at Coaching Worx, Canada
- Professional Certified Coach International Coach Federation (ICF)
- Abundance Coach, signature program on mindset 'From Overwhelm to Abundance'

Linked in Profile:

https://www.linkedin.com/in/rosemariefernandez/

For Details & Registration contact

Sarim Atique at: sarim.atique@octara.com, Mobile 0345-8949470 info@octara.com fteamoctara @octara.com Doctara - A TCS Company





10 Days to **Register!**

BEARING DAMAGE ANA

November 10-11, 2021 | Marriott Hotel, Karachi 10:00 AM to 5:00 PM

PROGRAM OVERVIEW:

This is an advanced level rolling bearing technology course offered with premium international ISO Standard content delivered by qualified, experienced, and internationally certified master trainer. This training program will help the participants to transform themselves into bearing damage analysis experts who can easily conduct complex and complicated bearing root cause damage analysis by themselves and save millions of dollars' worth of failures & downtime at their plant sites.

The 2-day workshop discusses the modes of bearing failures in equipment's root cause analysis, how to check root cause and what methods are available to eliminate them to not occur in the future again. This course will help participants to improve the performance of rolling element bearings in all applications.

PROGRAM BENEFITS:

- · Understand the common bearing failures, their causes, and remedies
- · Able to run analysis & conduct RCFA of any damaged/ failed bearing independently without any support from an external consultant
- · Learn the technical terminology to write correct bearing damage analysis reports

WHO SHOULD ATTEND?

This training program is specially designed for the following professionals to attend and acquire new skills to grow as expert bearing damage analysts.

- · Condition Monitoring Technicians and Engineers
- · Rotating Equipment, Maintenance, and Reliability Engineers
- Maintenance Personnel & Supervisors
- · Workshop Supervisors
- · Maintenance Engineers, Assistant Managers/mechanicals
- · Technical Staff involved in Bearing Mounting, Dismounting, and Bearing Maintenance.

Workshop Facilitator: KHURRAM SHAHZAD

Internationally certified Expert on Bearing **Damage Analysis**

VALUE ADDED SERVICES:

- · Get 1 free root-cause bearing damage analysis report free of cost.
- · After the training Get free of cost technical RCFA consulting for three months in case if there is any bearing damage case at the plant site.

As an attendee of the program you will get:

- · Report format to write reports later by yourself
- Bearing load calculation software for industrial fan applications
- A catalogue on damage analysis [soft copy]
- · Sample reports for your reference
- Complete original copy of the presentation and training material for usage and reference later

Only Vaccinated Participants are eligible to attend the workshop * Date of training program is subject to change as per the guidelines from GoP on COVID-19

2 Day Workshop Investment

PKR 29,500/-

- **Fee Includes:**
- 5 Star Hotel Venue for Training
- Course Material Certificate of Attendance
- +SST/PST Per Participant

Group Discount Available

- Lunch & Refreshments
 Business Networking
- Post-Workshop Advisory Services
- Membership for TCS Octara WebMall+ (WhatsApp Group)

• Value Added Octara Loyalty Card*





*Entitles card holder to 15% discount on all future Octara Trainings

Bring this program In-house at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings. Please contact Sarim Atique at sarim.atique@octara.com or call at 0345-8949470

For Details & Registration contact

Sarim Atique at: sarim.atique@octara.com, Mobile 0345-8949470 Sinfo@octara.com fteamoctara @octara.com Doctara - A TCS Company

..only from Octara!!!

Helping You Succeed!



Storytelling From Numbers MASTERING DATA INTERPRETATIO

ONLINE ((•)) TRAINING

November 19, 2021 | 11:00am to 4:00pm PKT @ Zoom

PROGRAM OVERVIEW

The disruption caused by the 4th Industrial Revolution has created access to unprecedented amounts of data-leading to most decisions being made on the basis of numbers. In order to ensure data driven strategies are robust, it is critical to be able to interpret numbers in the right context. In this session we will aid you in speaking the language of data more fluently by helping you understand what you are measuring and its limitations. Moreover, you will understand how to avoid being overwhelmed by multiple sources of data and to build a coherent narrative out of numbers.

KEY TAKEAWAYS:

- Become fluent in the language of Data: learn how to apply context to KPIs.
- Tips & tricks on how to measure your goals.
- Gauge what analysis applies to which business question.
- Rationalize multiple sources of data to identify trends and build narratives.
- Understand the limitations of statistics while measuring behaviours

Who Should Attend?

This workshop is aimed for professionals of all levels who leverage numbers to create data driven decisions. You may be a product designer, marketer, salesperson, finance executive, or work in HR, this workshop is for you if you have to work with numbers on a daily basis.



Fee Includes:

- e-Learning Material
- Digital Certificate of Attendance
- Virtual Business Networking

Group Discount Available

- Post-Workshop Advisory Services
- Membership for TCS Octara WebMall+ (WhatsApp Group)







*Entitles card holder to 15% discount on all future Octara Trainings

Bring this program In-house at attractive discount This workshop can be customized to suit specific needs of your organization which may lead to significant savings. Please contact Sarim Atique at sarim.atique@octara.com or call at 0345-8949470

For Details & Registration contact

Sarim Atique at: sarim.atique@octara.com, Mobile 0345-8949470 Sarim fo@octara.com () teamoctara () octara.com () Octara - A TCS Company ...only from Octara!!!



Workshop Facilitator ANS KHURRAM

Consumer Insights Specialist

Freelance writer on Analytics

Speaker at TEDxGIKI on the theme 'The Harbinger of Change'

Recognized as one of Business of Data's 30 under 30: Rising Stars of Data and Analytics 2021

Linked in Profile of Ans Khurram: https://www.linkedin.com/in/ans-khurram/



"Once you stop learning, you start dying". Albert Einstein

Lead Through Transforming L&D

November 25, 2021 | 10:00 am – 5:00 pm | Regent Plaza, Karachi*

Course Overview:

In today's highly competitive era where challenges are increasing day by day, where time, resources and quality manpower is getting scarce, where dearth of talent is an issue. To overcome these obstacles, it's not sufficient to just hire good talent. Organizations need to retain, develop and groom their existing and new talent to make them productivity contributor for organizational success.

This full-day workshop **"Lead through Transforming L&D"** will facilitate you to tackle the problems related to Learning & Development processes and enhance your accuracy in designing different tools for different employees.

The course will help organizations to understand that L&D is now transforming from a support to critical function as business partner. This will also help participants in managing the L&D role within organizations.

Learning Outcomes:

- Focus on learning and development partnering with business
- Use of rifle & gunshot shooting, one fit for all is not applicable any more in L&D
- Assess the training need analysis as per JD rather than fulfilling wish list of employees & bosses
- Apply different strokes for different folks, addressing diverse professional needs
- Build a competitive culture based on required competencies & skill sets
- Change of mindsets in terms of "Investing on people development or expenses on training"

Who Should Attend?

The course has been specifically designed for HR professionals including:

- Learning & Development Managers
- Organizational Development Managers, Training Managers
- Talent and Culture Manager
- Talent Acquisition & Talent Development Managers
- HR Business Partners & Analysts

Only Vaccinated Participants are eligible to attend the workshop * Date of training program is subject to change as per the guidelines from GoP on COVID-19

Workshop Investment

PKR 14,500/-

+SST Per Participant

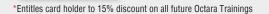
Group Discount Available

Fee Includes:

- Hotel Venue for Training
- Course Material
 Certificate of Attendance
- Lunch & Refreshments
 Business Networking
- Post-Workshop Advisory Services
- Membership for TCS Octara WebMall+ (WhatsApp Group)



Value Added Octara Loyalty Card*



Bring this program In-house at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings. Please contact Sarim Atique at sarim.atique@octara.com or call at 0345-8949470

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Course Facilitator: DR. KAMRAN YAMIN

European Certified Coach, French Certified Leadership Trainer, Turkish Certified HR consultant



OCTARA **SPEAKER** BUREAU

BRING THE EXPERT IN-HOUSE





SPECIALIST SUBJECTS

- · Innovation and Design Thinking
- The Future of Work
- Agile Leadership
- · Leadership in a Digital Age
- Virtual Presentation & Facilitation Skills
- Managing Change

MARK WORKED WITH INTERNATIONAL ORGANISATIONS:

Mark has worked with over 400+ organisations in 19 countries across Asia and the Middle East, including Grab, E&Y, Coca-Cola, Ufone, Pfizer, Microsoft, Hermes, Credit Suisse, CITIC, Singtel, Mersen, Turner, Daimler, and more.





MARK STUART, CSP

International Expert on Future of Work & Leadership in the Digital Age

Looking for fee and availability for Mark Stuart?

Inquire

- Spoken at over 200+ virtual events from March 2020 to September 2021, Mark is one of the most sought-after virtual speakers in Asia
- Winner of the Future of Work Award for his work in transforming organisations through training
- Certified Scrum Master (Agile Certification) and Certified in Innovation & Design Thinking by MIT
- Mark is a Certified Speaking Professional (CSP) Member of Asia Professional Speakers Singapore (top 15% of global speakers)
- · Certified Virtual Presenter (accredited to give virtual workshops and speeches)
- · Mark gets 'Excellent' ratings from over 85% of audiences in 21 countries
- 8 years speaking & training experience with 400+ companies in 21 countries, Clients include a wide range of government agencies and MNCs
- 16 years corporate management experience



Winner of the 'Future of Work' Award for transforming organisations through trainings

For Details & Registration contact Sarim Atique at: sarim.atique@octara.com, Mobile 0345-8949470 info@octara.com ① teamoctara ② octara.com ① Octara - A TCS Company ...only from Octara!!!

Helping You Succeed!



Training Calendar

Programs in November-December 2021

Topics of Trainings

Duration Trainer Name Date Loc.

NOVEMBER				
Webinar: Growth Mindset for Lifelong Learning	60-Min	Ayesha Tariq	04-Nov-21	Zoom
Workshop: Bearing Damage Analysis	2-Days	Khurram Shahzad	10-11-Nov-21	Karachi
Online Training: Storytelling from Numbers-Mastering Data Interpretation	5-hours	Ans Khurram	19-Nov-21	Zoom
Workshop: Lead through Transforming L&D	1-Day	Dr. Kamran Yamin	25-Nov-21	Karachi

DECEMBER

Workshop: Emotional Intelligence for HR Leaders	1-Day	John Bentley	08-Dec-21	Karachi
Workshop: Strategic Thinking & Planning	1-Day	John Bentley	09-Dec-21	Karachi
Workshop: Building Organisational Change Capability	1-Day	Uzma Aitqad	15-Dec-21	Karachi

UPCOMING PROGRAMS IN 2021-2022

Online Training: Innovation & Design Thinking	5-hours	Mark Stuart	TBC	Zoom
Online Training: 21 Effective Brainstorming Techniques	5-hours	Dave Nelissen	TBC	Zoom
HR Leadership Using HR Metrics & HR Analytics	5-hour	Talha Asim	TBC	Zoom
Understanding Fintech, Cryptocurrencies & Blockchain	TBC	Petros Geroulanos	TBC	Zoom
Designing Agile Organizations	2-Days	Fredrick Haentjens	TBC	Karachi



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For Details & Registration contact Sarim Atique at: sarim.atique@octara.com Mobile: 0345-8949470, Ph: +92-21-34520093 info@octara.com f teamoctara @ www.octara.com f Octara - A TCS Company Avail complimentary TCS Octara Loyalty Card which will entitle you to a flat 15% discount on regular fee to all Octara workshops (online & classroom) & 'MORE' during the whole year 2021.

Browse website for more details: http://www.octara.com/loyaltycard/