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# **BRILLIANT MINDS GROUP**

COMMUNITY • CONTRIBUTION • CONNECTION

## **THE STORY OF CHINESE BAMBOO TREE**

The Parable of the Chinese Bamboo Tree teaches us lessons about patience, faith, perseverance, growth and development and very importantly – human potential!!!

Like any plant, to flourish the Chinese Bamboo Tree requires nurturing – water, fertile soil, sunshine. In the first year, there are no visible signs of activity or development. In the second year, again, no growth above the soil. And the third and fourth, still no signs. Patience is tested and we begin to wonder if our efforts will ever be rewarded.

Finally, in the fifth year – Voila!! There is growth....and what growth it is! The Chinese Bamboo Tree grows 80 feet (nearly 30m) in just six weeks.

So, the question is: Does the Chinese Bamboo Tree really grow 80 feet in six weeks? Did it lie dormant for four years only to grow exponentially in the fifth? Or, was the little tree growing underground, developing a root system and a stable base strong enough to support its potential for outward growth in the fifth year and beyond?

We have had a similar phase of the journey for “Brilliant Minds Group” in the second half of 2021. After working hard for the entire year of 2020 and the first six months of 2021, organizing back-to-back webinars, organizing different programs and failing to attract attendees to our paid programs, having other internal conflicts to manage, the faith, perseverance and realizing that the work we are doing is needed, kept us going in second half of the year. The second half of the 2021 has brought what everyone said – Voila!!! The growth – the growth that the Chinese Bamboo Tree gets in six weeks of growing 80 feet.

## **The Journey of Second Half of 2021 and continuing!!!**

The journey has been very exciting. The journey started with Honorable Patrick Brown, Mayor of Brampton, becoming a Chief Guest at the launch of our “Springboard – A Mentoring Program” in June 2021. We then took a break in the summer to set up our strategies for the second half. At the same time, we continued our outreach in the community by building relationship with business community, academic institutions and other not-for-profit organizations.

## Understanding the Immigrant Demographics

We started on a project with students of University of Canada West, Vancouver to do the "Market Research on the Immigrant Population of Canada" more specifically in the Peel Region. It was a wonderful experience working with these dedicated and committed university

students, majority of them immigrant themselves. The market research gave us good insight into the demographics of the immigrant population of Peel Region, which is our first target market.

## Building an Internal Structure

We started to establish our internal structure and are very pleased to build a team of "Committed", "Dedicated" professionally settled immigrant "Very Passionate about "Community Development".

Here is our team.



**Dinesh Sharma**  
Founder & CEO



**Venu Gandreti**  
President



**Hitender Sachdeva**  
Digital Marketing &  
Strategic Alliances Director



**Vaidehi Bhagat**  
Membership &  
Community Outreach  
Director



**Loralie Prinzen**  
Programs Director



**Dan Lawrence**  
Finance &  
Administration Director



**Aamir Amla**  
Student Relations  
Director



**Brenda Fernandes**  
Administration Executive



**Alexandra Belan**  
Digital Marketing  
Executive

The team has already started working together like a well-oiled machinery and is working on building the Program & Services that we will be offering in 2022 onwards, while at the same time setting up the Vision & Mission for the organization.

## Community Outreach

1. BMG team was invited by Brampton City Council to make a delegation to City Council to create awareness on the Program & Services it is offering to Immigrant population of Peel Region.
2. We had another meeting with the team of a financial institution to explore the possibility of working together.
3. The major breakthrough in our community outreach program came in, when Peel Police invited BMG team to explore the possibility of collaborating on a "Community Safety & Wellbeing" project. The initial discussion has been very fruitful and we are looking forward to this collaboration.
4. We signed up for a 3 months of media campaign with Star Metroland Media (publisher of Canadian Immigrant Magazine, Brampton Guardian, Mississauga news) to outreach in the community.

## Program & Services

While, we were busy building community outreach, internal structure, we didn't lose focus on the important aspect of our Program & Services. On the one side, we are building our Program & Services for 2022, we delivered the following programs to the community so far in the second half of 2021.

1. A Career in Digital Marketing – September 25
2. Networking for Success – October 2
3. Communication Leadership Series – 3 weeks communication workshop – October 16 – October 30
4. LinkedIn Profile Optimization – November 27 & December 4



## New Event

Don't forget to enroll for our next upcoming events

### **Virtual Holiday Party – December 9th**

Please keep checking our social media platforms to know details about new initiatives from BMG.

Your feedback is very important for us. Please like, share and comment on our social media posts. Lastly, is there some-one you feel can benefit from our offerings. It does not matter where they are (In Canada or outside Canada) and whatever their status is (Canadian, PR, Student, Work Permit, Refugee or waiting for PR). In this digital world, we all have become part of one large family. Please ask them to reach out to us. We are glad to help and look forward to growing this community.

Subscribe to our mailing list at  
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**BMG TEAM**  
wishes everyone a  
safe & happy  
holidays season