Minutes of Meeting

Meeting Summary

Meeting Title	December to January Business Target Setting Meeting

Date & Time	24 Jan 2025 , 12:10 PM to 01 :06 PM	**Meeting Mode**	Physical

Location	Conference Room 430, Chandaka Industrial Estate, Patia, Bhubaneswar, Odisha 751024

Attendance

#	Name & Email	Attendance
1	Aditya Kumar Sahoo (aditya.sahoo@ntspl.co.in)	Present
2	Soumya Ranjan Mishra (soumya.mishra@ntspl.co.in)	Present
3	Harihara Nayak (node.js@ntspl.co.in)	Present
4	Debasis Behera (sipulucky111@gmail.com)	Absent
5	Guest 1 (gu@gma.com)	Present
6	Biplab Nayak (biplabb@ntsyypl.co.in)	Absent
7	Rajesh Kumar Sahoo (momtesteremployee@gmail.com)	Absent
8	GUEST 12 (guest12@g.com)	Present
9	Subham Lenka (subham1@ntsfgffpl.co.in)	Present
10	dafsdfre (dwse@gmahbn.com)	Absent

Dear Sir/Madam,

With reference to the meeting held on 24 Jan 2025, please find the below points for your reference.

Agenda Title
Opening Remarks (Edited)

Topic To Discuss
a. Quick recap of last month's progress and key takeaways b. Current month progress according to individual and team responsibilities. Added discussion points.

#	Minutes	Responsible Person	Due Date	Priority
1	**Minute Title** Enterprise Business Targets Minute Description --> **Minute Description** - Set goals for new client acquisition, upselling existing services (Chatbots, WhatsApp business API, security audits, hosting packages & etc.), and cross-selling website redesign to current clients - Define revenue targets from top-tier and mid-level enterprise accounts.	Aditya Kumar Sahoo (aditya.sahoo@ntspl.co.in)	30 Jan 2025	Normal

Agenda Title
Target Setting for December to January 2024

Topic To Discuss

a. Government Business Targets:

i. Need to set accountability for lead generation and budget understanding of different govt. departments / agencies.

ii. Identify specific revenue goals from government tenders and projects.

iii. Number of proposals/RFPs to be submitted and minimum win ratio targets.

iv. Key action: Discuss with CA/ Legal teams to ensure timely submission and adherence to procurement norms.

v. Partnership/ Alliances with different partners to create JV opportunities in Govt.

vi. business. Need to set deadlines & accountability for all possible alliances.

vii. Need to identify and reach target govt. customers for all available solutions with NTSPL and Partner's.

viii. According to extended business portfolios need to identify the target enterprise business.

b. **Enterprise Business Targets:**

 i. Set goals for new client acquisition, upselling existing services (Chatbots, WhatsApp business API, security audits, hosting packages & etc.), and cross-selling website redesign to current clients.

ii. Define revenue targets from top-tier and mid-level enterprise accounts.

iii. Need to identify and reach target enterprise customers for all available solutions with NTSPL and Partner's.

iv. All solutions presentation and sister site must be prepared along with white papers.

v. According to extended business portfolios need to identify the target enterprise business.

vi. Key action: Improve lead nurturing, refine value propositions, and implement targeted marketing to enterprise segments.

c. Market Reach Expansion (December to January 2024):

i. Number of new leads generated from digital marketing campaigns, social outreach, and webinars.

 ii. Targets for LinkedIn, email marketing campaigns, and industry events attended.

Agenda Title
Target Setting for December to January 2024

#	Minutes	Responsible Person	Due Date	Priority

1	**Minute Title**
	
	Government Business Targets Minute 1
	Minute Description -->
	Minute Description
	
	  i. Need to set accountability for lead generation and budget understanding of different govt. departments / agencies.
	
	  ii. Identify specific revenue goals from government tenders and projects.
	
	  iii. Number of proposals/RFPs to be submitted and minimum win ratio targets.
		Aditya Kumar Sahoo (aditya.sahoo@ntspl.co.in)	26 Jan 2025	High

2	**Minute Title** Government Business Targets Minute 2 Minute Description --> **Minute Description** 1. Key action: Discuss with CA/ Legal teams to ensure timely submission and adherence to procurement norms. 2. Partnership/ Alliances with different partners to create JV opportunities in Govt. 3. business. Need to set deadlines & accountability for all possible alliances.	Harihara Nayak (node.js@ntspl.co.in)	29 Jan 2025	High

Agenda Title
Business Performance Recap

Topic To Discuss

a. **Government Business Review:** Status of ongoing RFPs, proposals, contracts, and any pending government project deliverables.

b. **Enterprise Business Review:** Current pipeline, key accounts, upcoming renewals, and potential large-scale project opportunities.

#	Minutes	Responsible Person	Due Date	Priority
1	**Minute Title** Enterprise Business Targets Minutes 3 Minute Description --> **Minute Description** **iv. All solutions presentation and sister site must be prepared along with white papers.** **v. According to extended business portfolios need to identify the target enterprise business.** **vi. Key action: Improve lead nurturing, refine value propositions, and implement targeted marketing to enterprise segments.**	Debasis Behera (sipulucky111@gmail.com)	30 Jan 2025	Normal

Agenda Title				
Business Performance Recap				
2	**Minute Title** Market Reach Expansion Minute Description --> **Minute Description** i. Number of new leads generated from digital marketing campaigns, social outreach, and webinars. ii. Targets for LinkedIn, email marketing campaigns, and industry events attended.	Soumya Ranjan Mishra (soumya.mishra@ntspl.co.in)	30 Jan 2025	High

Agenda Title
Roles & Responsibilities Mapping
Topic To Discuss

Agenda Title
Roles & Responsibilities Mapping

a. Government Business Team:

i.   Management: Create new business relationships with different Govt. organizations.

ii.   Business Development Lead: Identify and respond to government RFPs, maintain relationships with procurement officials, coordinate with tech teams for solution demos.

iii.   Proposal Writer: Ensure timely, compliant submissions and handle documentation.

iv.   Accounts: For in-time EMD & BG Preparation and EMD Refund

b. Enterprise Business Team:

i.   Key Account Managers: Engage with existing enterprise clients, identify upselling opportunities, and ensure client satisfaction.

ii.   Sales & Marketing Lead: Drive lead generation campaigns, liaise with solution architects for pitch decks, arrange client workshops/webinars.

c. Core Services Delivery Team (Website Design & Development, Security, Hosting):

i.   Project Managers & Tech Leads: Oversee end-to-end project execution in design & development, set timelines and ensure quality deliverables.

ii.   Security Audit Specialist: Conduct audits, prepare compliance reports, recommend improvement measures.

iii.   Hosting & Infra Manager: Manage server provisioning, optimize performance, and coordinate with support teams for issue resolution.

d. Support Functions (HR, Finance, Legal):

i.   HR: Ensure the right skill sets are available, coordinate training programs for emerging technologies or compliance updates.

ii.   Finance: Track budget allocations, pricing models, and profitability for each business segment.

iii.   Legal & Compliance: Ensure all government and enterprise contracts adhere to regulatory requirements and internal policies.

d. Support Functions (HR, Finance, Legal):

i.   HR: Ensure the right skill sets are available, coordinate training programs for emerging technologies or compliance updates.

ii.   Finance: Track budget allocations, pricing models, and profitability for each business segment.

Agenda Title
Roles & Responsibilities Mapping

iii.   Legal & Compliance: Ensure all government and enterprise contracts adhere to regulatory requirements and internal policies.

d. Support Functions (HR, Finance, Legal):

i.   HR: Ensure the right skill sets are available, coordinate training programs for emerging technologies or compliance updates.

ii.   Finance: Track budget allocations, pricing models, and profitability for each business segment.

iii.   Legal & Compliance: Ensure all government and enterprise contracts adhere to regulatory requirements and internal policies.

#	Minutes	Responsible Person	Due Date	Priority
1	**Minute Title** Action Plans & Resource Requirements Minute Description --> **Minute Description** a. Confirm headcount needs, third-party vendor involvements, or strategic partnerships required. b. Address any technology investments (new software tools, security solutions) needed to meet targets.	Biplab Nayak (biplabb@ntsyypl.co.in)	29 Jan 2025	Normal

Agenda Title
Action Plans & Resource Requirements

Topic To Discuss
a.   Confirm headcount needs, third-party vendor involvements, or strategic partnerships required.
b.   Address any technology investments (new software tools, security solutions) needed to meet targets.
No Minute Created

Agenda Title
AGENDA 6

#	Minutes	Responsible Person	Due Date	Priority
1	**Minute Title** Minute for cancel Minute Description --> **Minute Description** Minute for cancel	Debasis Behera (sipulucky111@gmail.com)	30 Jan 2025	Low