

## 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	dafsdgre (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.

#	Minutes	Responsible Person	Due Date	Priority
Agenda Title				
Opening Remarks (Edited)				
Topic To Discuss				
<p>a. Quick recap of last month's progress and key takeaways</p> <p>b. Current month progress according to individual and team responsibilities. Added discussion points.</p>				
1	<b>Minute Title</b>  Enterprise Business Targets <b>Minute Description</b> <ul style="list-style-type: none"> <li>Set goals for new client acquisition, upselling existing services (Chatbots, WhatsApp business API, security audits, hosting packages &amp; etc.), and cross-selling website redesign to current clients</li> <li>Define revenue targets from top-tier and mid-level enterprise accounts.</li> </ul>	Aditya Kumar Sahoo (aditya.sahoo@ntspl.co.in)	30 Jan 2025	Normal

#	Minutes	Responsible Person	Due Date	Priority
Agenda Title				
Target Setting for December to January 2024				
Topic To Discuss				

#	Minutes	Responsible Person	Due Date	Priority
<p><b>a. Government Business Targets:</b></p> <p>i. Need to set accountability for lead generation and budget understanding of different govt. departments / agencies.</p> <p>ii. Identify specific revenue goals from government tenders and projects.</p> <p>iii. Number of proposals/RFPs to be submitted and minimum win ratio targets.</p> <p>iv. Key action: Discuss with CA/ Legal teams to ensure timely submission and adherence to procurement norms.</p> <p>v. Partnership/ Alliances with different partners to create JV opportunities in Govt.</p> <p>vi. business. Need to set deadlines &amp; accountability for all possible alliances.</p> <p>vii. Need to identify and reach target govt. customers for all available solutions with NTSP and Partner's.</p> <p>viii. According to extended business portfolios need to identify the target enterprise business.</p> <p><b>b. Enterprise Business Targets:</b></p> <p>i. Set goals for new client acquisition, upselling existing services (Chatbots, WhatsApp business API, security audits, hosting packages &amp; etc.), and cross-selling website redesign to current clients.</p> <p>ii. Define revenue targets from top-tier and mid-level enterprise accounts.</p> <p>iii. Need to identify and reach target enterprise customers for all available solutions with NTSP and Partner's.</p> <p>iv. All solutions presentation and sister site must be prepared along with white papers.</p> <p>v. According to extended business portfolios need to identify the target enterprise business.</p> <p>vi. Key action: Improve lead nurturing, refine value propositions, and implement targeted marketing to enterprise segments.</p> <p><b>c. Market Reach Expansion (December to January 2024):</b></p> <p>i. Number of new leads generated from digital marketing campaigns, social outreach, and webinars.</p> <p>ii. Targets for LinkedIn, email marketing campaigns, and industry events attended.</p>				

#	Minutes	Responsible Person	Due Date	Priority
1	<p><b>Minute Title</b></p> <p>Government Business Targets Minute 1</p> <p><b>Minute Description</b></p> <ul style="list-style-type: none"> <li>i. Need to set accountability for lead generation and budget understanding of different govt. departments / agencies.</li> <li>ii. Identify specific revenue goals from government tenders and projects.</li> <li>iii. Number of proposals/RFPs to be submitted and minimum win ratio targets.</li> </ul>	Aditya Kumar Sahoo (aditya.sahoo@ntspl.co.in)	26 Jan 2025	High
2	<p><b>Minute Title</b></p> <p>Government Business Targets Minute 2</p> <p><b>Minute Description</b></p> <ul style="list-style-type: none"> <li>1. Key action: Discuss with CA/ Legal teams to ensure timely submission and adherence to procurement norms.</li> <li>2. Partnership/ Alliances with different partners to create JV opportunities in Govt.</li> <li>3. business. Need to set deadlines &amp; accountability for all possible alliances.</li> </ul>	Harihara Nayak (node.js@ntspl.co.in)	29 Jan 2025	High

#	Minutes	Responsible Person	Due Date	Priority
Agenda Title				
Business Performance Recap				
Topic To Discuss				
<p>a. <b>Government Business Review:</b> Status of ongoing RFPs, proposals, contracts, and any pending government project deliverables.</p> <p>b. <b>Enterprise Business Review:</b> Current pipeline, key accounts, upcoming renewals, and potential large-scale project opportunities.</p>				
1	<b>Minute Title</b> Enterprise Business Targets Minutes 3 <b>Minute Description</b>  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
2	<b>Minute Title</b> Market Reach Expansion <b>Minute Description</b>  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

#	Minutes	Responsible Person	Due Date	Priority
Agenda Title				
Roles & Responsibilities Mapping				
Topic To Discuss				

#	Minutes	Responsible Person	Due Date	Priority
	<p>a. Government Business Team:</p> <p>i. Management: Create new business relationships with different Govt. organizations.</p> <p>ii. Business Development Lead: Identify and respond to government RFPs, maintain relationships with procurement officials, coordinate with tech teams for solution demos.</p> <p>iii. Proposal Writer: Ensure timely, compliant submissions and handle documentation.</p> <p>iv. Accounts: For in-time EMD &amp; BG Preparation and EMD Refund</p> <p>b. Enterprise Business Team:</p> <p>i. Key Account Managers: Engage with existing enterprise clients, identify upselling opportunities, and ensure client satisfaction.</p> <p>ii. Sales &amp; Marketing Lead: Drive lead generation campaigns, liaise with solution architects for pitch decks, arrange client workshops/webinars.</p> <p>c. Core Services Delivery Team (Website Design &amp; Development, Security, Hosting):</p> <p>i. Project Managers &amp; Tech Leads: Oversee end-to-end project execution in design &amp; development, set timelines and ensure quality deliverables.</p> <p>ii. Security Audit Specialist: Conduct audits, prepare compliance reports, recommend improvement measures.</p> <p>iii. Hosting &amp; Infra Manager: Manage server provisioning, optimize performance, and coordinate with support teams for issue resolution.</p> <p>d. Support Functions (HR, Finance, Legal):</p> <p>i. HR: Ensure the right skill sets are available, coordinate training programs for emerging technologies or compliance updates.</p> <p>ii. Finance: Track budget allocations, pricing models, and profitability for each business segment.</p> <p>iii. Legal &amp; Compliance: Ensure all government and enterprise contracts adhere to regulatory requirements and internal policies.</p> <p>d. Support Functions (HR, Finance, Legal):</p> <p>i. HR: Ensure the right skill sets are available, coordinate training programs for emerging technologies or compliance updates.</p> <p>ii. Finance: Track budget allocations, pricing models, and profitability for each business segment.</p> <p>iii. Legal &amp; Compliance: Ensure all government and enterprise contracts adhere to regulatory requirements and internal policies.</p>			



#	Minutes	Responsible Person	Due Date	Priority
	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.			
1	<b>Minute Title</b>  Action Plans & Resource Requirements <b>Minute Description</b>  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

No Minute Created	
<b>Agenda Title</b>	
Action Plans & Resource Requirements	
<b>Topic To Discuss</b>	
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.	

#	Minutes	Responsible Person	Due Date	Priority
Agenda Title				
AGENDA 6				
1	<b>Minute Title</b>  Minute for cancel <b>Minute Description</b>  Minute for cancel	Debasis Behera (sipulucky111@gmail.com)	30 Jan 2025	Low