



## Founder's Corner



During my visit to Patna, I discussed the need to change our culture to encourage an ownership mindset. I want to use this V-Rock message to illustrate further what an ownership mindset means to me and how we can weave it into the culture of FirstBit.

The most significant factor that brings the ownership mindset is your philosophy of approaching your work like you would if you owned the company. Some associates will find it natural, but most of you must adjust to this thought. Assuming managers and leaders have this mindset, they should work with their direct report to instill this philosophy. For managers who feel they have little stake in the company's success, I suggest a severe introspection and moving on to another company if you don't find a reason for the ownership mindset.

**Here is how the ownership culture within the company will reflect in your daily activities:**

- ✔ You will feel proud when the company does excellent and sad if it stumbles. The marketing profession is full of successes and failures, and feeling a sense of responsibility for successes and failures would lead you to introspect after each and suggest actions to either prevent future failures or replicate successes.
- ✔ You will primarily focus on helping the company by finishing your work diligently and be annoyed by unnecessary activities that are not helpful to the company's progress. Most of us went through the Diwali cleaning of our homes and expected all family members to do their share. We can only succeed if all members of the FirstBit family do their share of work, so speak up if you see activities of associates that are not helping the business or hurting it.
- ✔ Your supervisor would listen to your ideas intently, give them a fair hearing, enthusiastically forward ideas they agree to, and explain their reasons if they disagree. Please note that we always encourage ideas but cannot guarantee their acceptance. However, I would rather have someone who brings 50 ideas and gets one approved than someone who calibrates and only suggests the idea that's approved. Brimming with ideas shows your enthusiasm and an ownership mindset.
- ✔ Every associate is responsible for completing their tasks diligently and on time as required. Any task not completed on time is a sign that the person doing it did not take it seriously; hence, they don't feel like they have a stake in the company.
- ✔ Associates take pride in their output and always focus on improving the quality.
- ✔ Associates hold other people responsible for their work. Praise them if they do well and complain if they drag the company down.

I don't expect everyone to start following the principles of the ownership mindset immediately. However, I expect the leaders to instill it and make changes, as needed, to get the right people in the right place. We have grown to the size where a cohesive culture of everyone focused on understanding how their jobs are essential for the business and taking responsibility for completing tasks on time to the best of their abilities is critical to moving forward. Failing to instill the ownership mindset will fail the business, so let us start thinking like owners and help the company reach new heights.

## Featured Associates



### SUMIT KUMAR

Greetings! I'm Sumit Kumar, originally from Bihar, where I completed my schooling and earned a B.Sc. degree in mathematics at Magadh University, Bihar. My academic journey continued with an MCA in Bihar, laying the foundation for my career. On August, 2023, I embarked on my professional journey with Firstbit Digital Technologies as a data entry executive, driven by a great desire to acquire new knowledge at all times. I'm primarily fascinated by sports.



### AAGASTYA

I completed my BJMC degree in 2018 from Indraprastha University, New Delhi, after much convincing to my mother that I could not be an Engineer. I love trying new things and traveling to off-beat destinations (only mountains).

Frankly, 90% of my brain consists of movie dialogues and song lyrics. The remaining 10% is reserved for my family and friends. Oh yes, also my career.

And most importantly, 'We don't pray for LOVE, we just pray for CARS!'

## HR Speaks

Let's extend a warm welcome to **Avinash Kumar Sinha**, **Aaliya Shakeel** & **Vivek Aryan** for becoming valuable additions to the Marketing Team.



**Avinash Kumar Sinha**  
Marketing Team



**Aaliya Shakeel**  
Marketing Team



**Vivek Aryan**  
Marketing Team

## 2023 Flash Back



## Work Anniversaries Celebrated

SUMIT VERMA  
SIDHARTH KUMAR  
MD SOAIB ANSARI  
TARANNUM FATMA

## 🎂 Happy Birthday! 🎂

MOHAMMED ABDUL AZIZ  
SUMIT VERMA  
BINOD PRASAD  
AMARJEET KUMAR SUDHANSOO  
CHANCHAL KUMAR  
SAURABH SHEKHAR  
KUMARI KIRTI BALA  
ASHISH KUMAR  
RAMESH KUMAR  
RAKESH NANDAN  
MD SADIQUE HUSSAIN  
SHUBHAM RAJ  
RAHUL RAVI  
SAURAV KUMAR  
MASEEH AHMAD SHEIKH

## New Projects Signed Up

Excel Urology  
Diva Clinic