



Chegg<sup>®</sup>

Newsletter for H1 2016 (First Quarter)

# Thought for the Quarter

## NURTURE YOUR THOUGHT LEADERS

- Deepa Chakravarti, Manager (HR)

### WHO ARE Thought Leaders



Individuals with expertise in a specialized field whose knowledge is always sought and often rewarded – they are the go-to people who influence others with their ideas and change these ideas into success.

*Every single employee is a prospective thought leader for your team. Your team is made up of individuals who, jointly, create a network of interrelated ideas, perception, and vision. Leverage that you'll have a team full of thought leaders.*

### ESTABLISH GOALS AND STRATEGIES

Summarize your plan and approach by probing high-level questions from key employees of your team. Understand what you want to achieve and what makes your team different from the others.

### BRING OUT YOUR MISSION STATEMENT

This is most important. This states the purpose of the organization. Your team should stand for something concrete. It must have a mission statement that everyone in the team can relate to.

### CHOOSE MEMBERS EFFECTIVELY

Choose the right people for the right job. An individual must fit at the job-level, managerial-level, at the company-level, and at the organizational-culture level. This ensures that the team has tailor-made professionals for the job. If such resources are not available within the company, opt for outsourcing.

### COLLABORATE & IMBIBE THE GOOD

Teams that work with each other constantly learn – be it cooperating, picking up communication skills, or understanding differing viewpoints, especially when working in a complex business environment. If you want to keep your team going strong, focus on developing a robust, energetic and vibrant network.

### PROMOTE YOUR EFFORTS

Knowledge is what knowledge does - to you, to your team, and to others. Thought leadership is just not about being known and recognized. It is about being known for bringing about a difference - by creating evolutionary and revolutionary progress and beckoning people to open up their minds to wider perspectives.

New Territory (MNEngg) added to handle Mechanical & Civil Engg

Expansion of Delhi Office and addition of a new Technology Team

Massive increase in positive ratings after the introduction of Content Feedback process

Massive EA hiring to bring every board up to 90% daily service level

## WHAT'S NEW



# COMPANY OVERVIEW

Chegg! The company that saves students' money and time as well as adds that degree of smartness one would associate top notch students with. A top educational services company in the United States; also a name to reckon with, in India.

Based in **Santa Clara, California**, Chegg Inc. specializes in online textbook rentals (both in physical and digital formats), homework help, online tutoring, scholarships and internship matching. It helps students in high school and college. With nine major acquisitions between 2009 – 2014, including major players in the education industry such as Course Rank, Cramster, Zinch, and InstaEDU, Chegg is counted among one of the most successful Silicon Valley start-ups today. Chegg is proud to have made its mark in the academic foray as a publicly-held company and trades on the NYSE under the symbol CHGG.

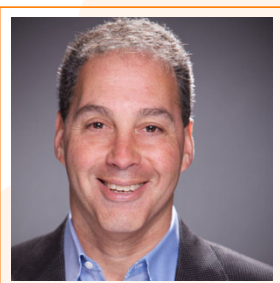


## HIGHLIGHTS

InstaEDU becomes **Chegg Tutors** - one of Chegg's latest major acquisitions

Chegg Enrollment Services named as **Readers' Choice Top Product** by University Business Readers

Chegg won Glassdoor Employee's Choice Award for **Best places to work** in the Small & Medium Business category



Dan Rosensweig, CEO

*Receiving the Glassdoor Employee's Choice award reflects the passion that everyone at Chegg has for helping students save time, save money, and get smarter, and I am very proud to be a part of this team.*





# CHEGG INDIA



Chegg India Pvt. Ltd is a 100% subsidiary of USA based Chegg Inc. The company develops content as well as offers a host of educational services to the parent company. Chegg offers 24x7 support to students and online answers to queries posted by U.S. high-school and college students.

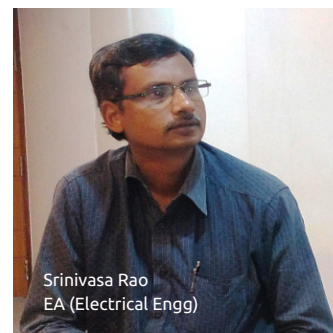
A premier educational services company, Chegg India has been offering high quality services in the area of content creation and management for American University Textbooks. Chegg India primarily creates solutions for the Chegg Study board and also handles several verticals of marketing and content support management.

## EXPERT ANSWERERS

From humble beginnings, Chegg India has travelled and traversed many a mile. With a vast network of Managed Network Experts (MNEs), working 24/7, Chegg India has been churning out solutions at the rate of knots. With doubled efforts, the team is always willing to go the extra mile to break its own records. Also, Cheggsters have been actively helping students by answering a volley of questions that are thrown at them, on the Chegg Study platform. While the experts are offered freelance careers with excellent packages, they enjoy working from home at their own comfort and schedule.



Dinesh Kumar  
EA (Electrical Engg)



Srinivasa Rao  
EA (Electrical Engg)



Sai Bramari  
EA (Biology)





## EA HIRING

Chegg India prepared a pilot project to reach out to college students & scout potential Expert Answerers with specific subject area expertise in Engineering, Sciences & Business. Our main agenda was to create brand awareness about Chegg on campus, and to share the opportunity on how prospective students could join the growing community of experts and earn while sharing their knowledge with the other students who face difficulties in understanding a topic using Chegg community forum (Q&A board).

Benefits of joining Chegg as an Expert Answerer (EA):

- Sharpen subject knowledge
- Get hold on practical application of concepts
- Develop subject diversity
- Help other students learn

### DTU Chapter

Delhi Technological University (formerly known as DCE) was our first destination, where we collaborated with Trioka'16 - The Annual technical fest of IEEE, DTU Student Branch. Chegg team, which was on the look out to find potential Expert Answerers, got tremendous response from the students. In addition to an overwhelmingly positive response from students, the team also managed to interact and bring on board faculty members and other visitors with proven subject expertise.

### IIT Chapter

Our next destination was IIT Delhi, where Chegg collaborated with Tryst '16 - the annual technical fest of IIT Delhi. Here, the response was double in quantity, with students from all over India showing interest in the opportunity of freelancing with Chegg as an Expert Answerer. Also, the company sponsored the Paper presentation event and interacted with many potential candidates. In terms of reach, our team had in-person interaction with the students from total 500+ different colleges pan India. And, we also got an opportunity to interact with the faculties, Ph.D. scholars and scientists in the campuses, who were excited to learn about this opportunity.





# SOCIAL EVENTS

## JURASIK PARK ADVENTURE

Jurasik Park Inn, an amusement park situated on the Karnal highway with multiple rides to give you an extravaganza experience was chosen to host the social event. A perfect place for the workaholics to stretch themselves out and let their hair down.



## CHEGGNITE

Cheggnite – Chegg India organized the much awaited annual mega event in Vizag – a spectacular show collaged by a spectrum of breath-taking performances, amusing games, fun, frolic, food and masti! The ambience spelt magic, the stage all set – with dignitaries from the US, Delhi and Vizag adorning the stage, a series of speeches, programs, games that ensued, adding to the ecstasy, and the crowd buzzing with activity.



## HOLI CELEBRATION

Vivid hues tainted the sky as Chegg ushered in the season of spring with the kaleidoscopic festival of Holi. When the festival of colours came round the corner, Cheggsters found themselves united by fun and excitement for the spontaneous celebrations. Stepping out into the pleasant March Sun, with the colours of Yellow, Green, and Pink thrown high in the air (and for the unsuspecting participants, in their hair), it was a beautiful way to end the hectic day by smearing each other with vibrant colors, and feasting on a chilling glass of thandai along with mouthwatering gujjias.







# TECHNOLOGY

Being a part of Chegg India's engineering team, gives one the 360 degree spin-up into the World of Technology . It gives immense opportunity to explore, implement and tweak the world class technology solutions using cutting-edge technology stack. The degree of freedom and the extent of enablement that's been provided to the the techies here, is simply unimaginable. Everyone is free to express as well as enabled to think and implement the best possible products for Chegg Study .

India's Tech team contribution towards most successful projects like Expert Answers, Fast Track, and Content Feedback, makes it one of the core enablers to achieve the mission and vision of the company. With 13+ highly competent team members and targeting to grow to 24 by H2 2016, Chegg India engineering is on a progressive path and will be one of the core pillars for the success of Chegg .



## Looking Back and Looking Ahead into 2016

- Veena Regidi, English Editor

Doesn't it feel as if the New Year was a recent past? Time flies - days to weeks and weeks to months - already through the first quarter and shortly would be halfway through. As we embark on a journey to our second trimester, let's take a moment and ponder on the trimester that just went by.

On the work front, the first quarter buzzed with numerous activities, as it bade goodbye to 2015 with success stories, and heralded the year 2016 with newer challenges and promises to accomplish. Chegg ushered in the year, setting fresh goals and attaining new scales, and kept the ball rolling.

Looking back at the very challenging season of energy, both on the work and fun fronts, there are many a moments of pride and joy to reminisce. We put in print our **first edition of the MNE Newsletter**, and the **first edition of the Quarterly Newsletter**, taking the happenings of Chegg to every desk, every employee in the organization.

With great anticipation, we welcome the 2nd quarter of the year.  
More buzz coming in! Stay tuned for the next edition...

*Here's to a great, profitable 2016!*





Photo by Samik Sarkar

## SUBJECT MATTER EXPERT - AN INSIDE STORY

- Prabhat Pingreja, SME (Economics)

When I was asked to pen down for this newsletter how my work experience with Chegg has been so far, I knew I was not doing it, for I am someone who draws a lot of inspiration from the following saying:

*It is better to remain silent and be thought a fool than  
to open one's mouth and remove all doubt.*

About two years ago, I started working with Chegg as an MNE, unaware of the major disappointment I was about to face. My solution files started getting rejected over and over again. If I don't suffer from selective amnesia, I think my solution files got rejected more number of times than I submitted them. And the quality checkers kept asking me to follow guidelines. Refer to guideline number this and guideline number that. I felt I had ventured into a land of guidelines. They kept asking me to follow guidelines until my brain came on the verge of explosion. And then, they asked me to follow some more guidelines.

Nevertheless, I kept patience. And finally, defying all odds, there came a time when not a single file of mine would get rejected. I wrote a number of solutions pertaining to the field of economics, my area of expertise. I wrote solutions for questions based on microeconomics, macroeconomics, international economics, mathematics and statistics used in economics, econometrics, and even finance. I started working with several graphing software and, in a matter of a few days, started creating graphs and figures of a quality I always deemed formidable. After a year of my work as an MNE, I got an interview call for the SME role, and lo and behold, much to my own surprise, I got selected.

To work with Chegg is a luxury. You come to office, you do something that is quite akin to what you anyway do in your free time, and you get paid; you get paid for diving into the sea of knowledge. And the job is not mechanical, for you are reading something fascinating and doing something creative every other day. More important than anything else, this is a purposeful job for me as I derive purpose from being associated with the study of economic literature.

In academia, there is no dearth of enchanting insights. But, at the same time, these enchanting insights are often served with boring descriptions. I take pleasure in describing different concepts in as lucid a manner as possible without compromising even a bit with precision. Chegg gives one an opportunity to do exactly that. Moreover, praiseful comments that keep coming from students never let your vanity go ungratified. What else does one want!



## Khajjiar - an experience of a lifetime

The car takes a turn at the edge of the road. The cold moist mist gushes across your face. Believe me, nothing is as frightening and beautiful at the same time as this. Dense cedar trees, a stream of melting snow flowing down from the plateaus, and large chunks of rocks bending dangerously, as if a simple blow would be enough for them to tumble down. Welcome to the dangerous yet serene mountain roads of Dalhousie-Khajjiar. The feeling of being on the edge, not just the expression but literally can only be felt when you venture into these paths.

Icy cold rain showers hovering on us furiously welcomed me into Khajjiar, a hill station located approximately 24 km from Dalhousie at an elevation of 1,920 m. Also, it was declared by the Head of Chancery of Switzerland as the 'Switzerland of India'. In fact, a small miniature tower with a board shows the distance from Khajjiar to Bern (Swiss capital); a perfect spot to click your selfies.

Honestly, there isn't much to name as places of interest or 'the must visit places' in Khajjiar. The feeling of being so close to nature, that someone who has spent their entire life amidst the polluted city air would take at least a minute or two to adjust to the pure and fresh form, the real prodigy of mother earth. To see and hear the stream of water splashing against the rocks is an experience that will last lifelong. And what can be more magical than looking out of the window of your room and see the clouds forming and slowly covering the Himalayan Mountains far away from you. If you are lucky enough to encounter mountains in the rain, the experience is hauntingly beautiful. All in all, you take back a whole lot of experience and memories to leave the rest of the world behind you!

- Sagar Ghosh  
SEO Associate (Marketing)

Photo by Sagar Ghosh

बात तो आम है मगर बड़ी खास थी |  
आगे आगे चल रही, एक इंसान की लाश थी | |

उसके पीछे चल रहे बहुत से इंसान थे |  
ना ही उन्हें कोई गम था ना ही वो परेशान थे | |

जाने कैसी थी उस इंसान की अंतिम बिदाई |  
जिसके गम में, इंसान ने असु बूँद भी ना गिराई | |

इंसान जब वह था जीवित, सबका था सहारा |  
सबको था उससे प्रेम, उसे भी था जग प्यारा | |

वह तो था उच्च आदर्शों का स्तंभ अचल |  
सानिध्यता भी देती थी, जिसकी अदभुत बल | |

आज उस इंसान को, इंसानों ने ही मारा |  
आज बना हेर इंसान, एक इंसान का हत्यारा | |

ब्यर्थ ही इंसानों में, इंसानों की तलाश है |  
हर इंसान के कंधों पर, एक इंसान की लाश है | |

- Prashant Chaturvedi  
Manager (People Analytics)

The night sky propels me to look at the stars,  
The light is distinct but the distance seems too far,  
Each star is sparkling with its own light,  
Excavating the spark within us to hold on and keep  
on the fight!

The morning sky propels me to look at the sun,  
So bright and colossal like firing from a huge  
machine gun,  
The sun is sparkling with its own light,  
Excavating the spark within us to hold on and keep  
on the fight!

Every second I breathe, propels me to feel my life,  
Its good but to better it, requires a bit of strive,  
Life is sparkling with its own light,  
Excavating the spark within us to hold on and keep  
on the fight!

- Mani Devesh  
Content Support Executive

Photo by Basheer Baba Sheik

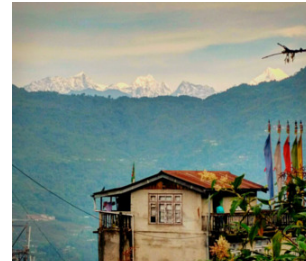
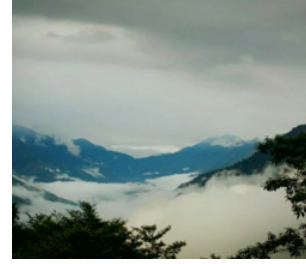


## The Story of Seven Sisters and One Brother

- Abhishek Debnath, SEO Associate

When I started writing this travelogue, I thought to cover the mesmerizing Boulevard Road in Srinagar or the captivating Havelock of Andamans or perhaps the boisterous Mumbai metropolis. But then, all these destinations slowly diminished in my mind, making way for the road less traveled.

India is indeed incredible. On one hand, we have Latur in Maharashtra which is battling its worst ever draught, and on the other, rain just doesn't seem to stop in the small village, Mawsynram, in Meghalaya. In a year, the village receives over 10 meters of rain, making it the wettest place on the planet. Not just the climate, but people, food, languages, every bit of the North East has a unique story to tell.



Photos by Abhishek Debnath



Photos by Abhishek Debnath

In a flight from Delhi lasting a little over 2 hours, one is transported to this wonderland. Now whether you'd like to take a spiritual journey across the monasteries in Sikkim or soak yourself in the tranquility of nature in Meghalaya or simply celebrate life at Zero Music Festival in Arunachal, the choice is yours.

But my love affair with this region is not limited to the natural beauty, there's a lot more than that. Little known Mizoram and Tripura are the states with the highest literacy rates in India. The far-flung Sikkim with no aerial connectivity became the only state in India with 100% organic farming in place. Long before the Swachh Bharat campaign was initiated, people out there in Mawlynnong in Meghalaya, adopted cleanliness as their religion. And while you're enjoying this article with a small cup of tea, don't forget that Assam, singularly, accounts for more than 50% of India's tea production. With over 220 ethnic groups and dialects, North East India never fails to allure me. Although, I wonder why we know so less when the story of seven sisters and the brother has so much to share.

**IN FOCUS** ORIGINAL FEATURED PHOTOGRAPHY



Photo by Basheer Baba Sheik



Photo by Samik Sarkar



Photo by Parimala Sandhya



## My Experience with Experiment

This happened in my B.Sc. We were conducting an experiment to determine the value of temperature, at which resistance was supposed to approach zero. Obtaining accurate results was a far-off probability - almost impossible with the college equipment. We started the experiment with a great deal of enthusiasm, and to our surprise, the 'zero' value did approach at a particular temperature. This was almost a miracle, and we jumped with joy at the success of our experiment, only to realize later that the instrument had displayed a zero value, due to power cut and not because we were successful. Though the feelings of triumph lasted only a few minutes, the memory lingers on and to this day, we laugh at our silliness and are amused. True, college days are unforgettable.

- Sruthi  
SME (Physics)

Listening to the time that is ticking by  
Watching the moon as it climbs the sky  
Letting your soul sink into the warmth of the  
grass and wood,  
Daydreaming about all those magical places  
that you would,  
Love to see  
While listening to the pitter patter of the  
falling rain  
Letting the rain drops wash away all your pain.

- Anjum Tahira  
Content Editor

## Be Patient With Yourself

It is common to be in a rush to reach the destination called success. There's success with a romantic partner, which usually means marriage or success with a business, which usually means an initial public offering or exit strategy. Success is often measured by the destination. However, if you can learn to be patient, and continually improve yourself while enjoying the journey, the trip to every success will be as pleasant as the destination. Improving yourself is always worth the investment.

- Jai Kishore  
Network Administrator

A little sand between your toes  
takes away all your woes.

- Parimala Sandhya  
SME (Gen. Business)

Photo by P. Sandhya

Of the things we see,  
Roads we take,  
Serenity is where we relate,  
Tranquility is what we cherish,  
Not to find freedom from the storm,  
But to find peace within the storm.

- Parimala Sandhya  
SME (Gen. Business)

Photo by Samik Sarkar

## The Park

- Venkatasrikanth Gairuboina, SME (EE)



A middle-aged woman (let's call her W1) was sitting on a park bench one morning. She looked very sad. Another woman (let's call her W2) looked at W1 while she walked. She tried to speak with W1, but hesitated and went for another round instead. After she came back, she found W1 still looking sad. Now, W2 sat beside W1 on the bench and their conversation went something like this.

"Hi! Are you ok?" W1 didn't reply. "You look so depressed. What's the problem?" W2 asked again.

W1 looked at her once and thought for a while whether to tell her the reason or not, and replied, "I'm a house-wife and I cannot understand my family these days." W2 asked "What! What happened? Can you tell it briefly?"

W1: My younger daughter is behaving like the character of Swetha in the novel, **Dark Night**.

W2: Oh! May I know how she was behaving?

W1: She is a medical student. Her behavior has changed these days. She is not like her earlier self anymore. She doesn't eat well. She doesn't sleep at night. She is not even talking with us. I think she is in love with someone.

W2: Oh! Are you worried about it?

W1: No. It's not only about that. My husband also seems changed. He does not come home early. It seems like he doesn't like me. He does not praise the food I cook, like he used to before. He is behaving like the character of Krishna Rao in the novel, **Someone Else**.

W2: What do you mean?

W1: I think he is having an affair with another woman.

W2: Oh, I'm sorry.

W1: It's not only about that.

W2: And?

W1: My grandchild has become very violent these days. He is only seven years old but his temper and the words he speaks worry me a lot. He is behaving like an adult, just like the character of Nitin in the novel, **Play School**.

W2 asked impatiently "That's it?"

"Yes. I cannot tolerate these things. I'm very worried about them." W1 said, almost in tears.

W2: "Don't worry. Look there." Three middle-aged men were laughing in the park. W2 pointed them out and asked W1, "Can you tell me what they are doing?"

W1: One of them must have cracked a joke and all are laughing at it.

W2: No. They are doing *Anandaasana*. They are laughing at themselves without any reason. Now, look there. W2 pointed towards the other side and asked W1, "What is happening over there?"

W1: Someone seems to be exercising by moving their hands and legs fast while lying on the ground.

W2: He might be having fits, because of which he is behaving like that.

"What, Madam! Are you serious? Let's go and help him!" said W1 while getting up from the bench. She started to take her keys out from her purse. But W2 sat without any tension and said, "Don't worry. I'm just kidding." W1 relaxed and kept her keys and purse on the bench as she sat back down.

W1 asked W2 "Why are you showing all these to me?"

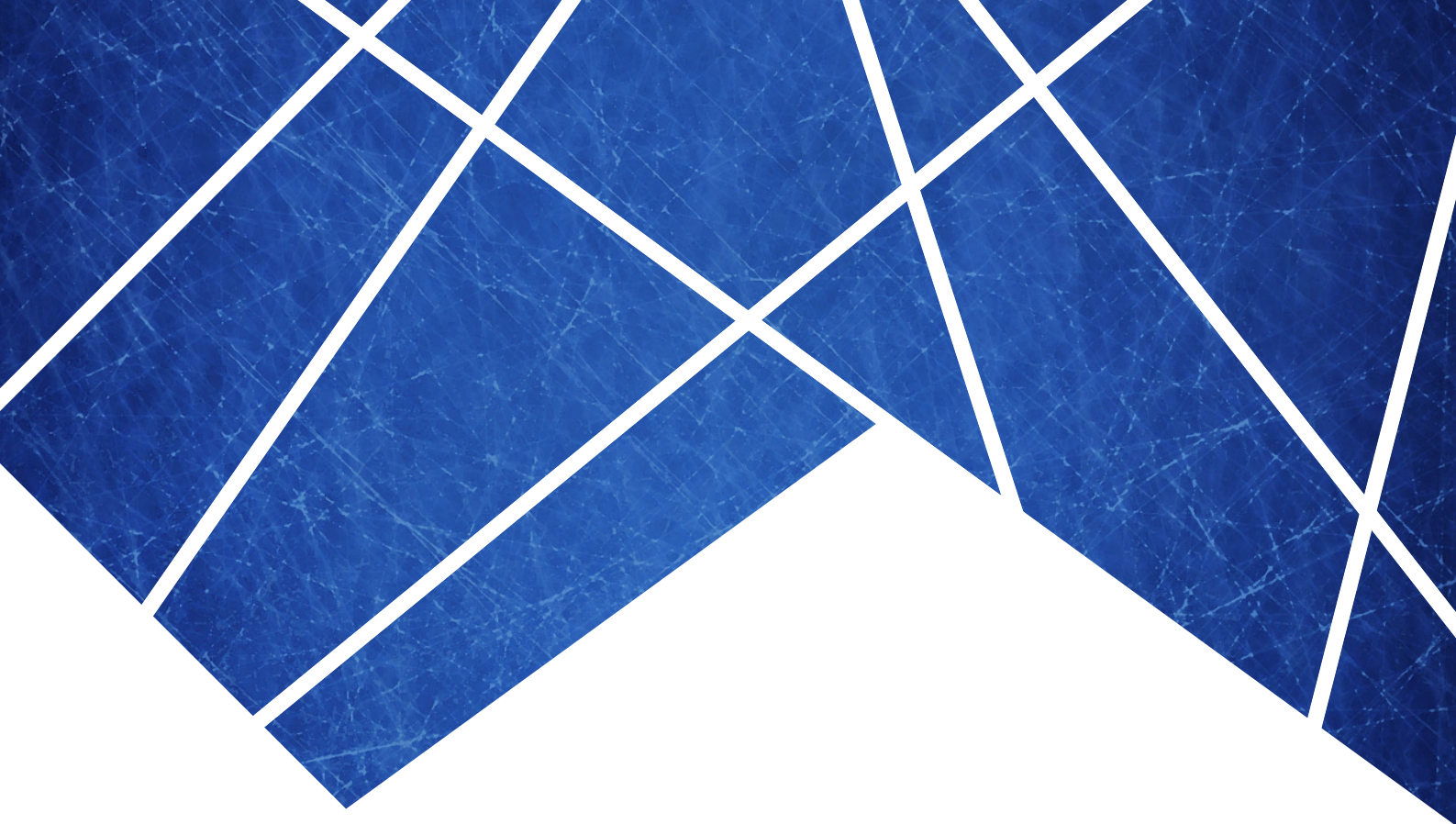
W2: The emotion you see might have different reasons. We may think of a reason based on what our mind perceives, but there might be a different reason altogether. She continued. "Similarly, you have seen and understood your family in your own way, but there might be other reasons for their behavior. So, you better try to adjust with their behavior and try to find their problem, that is, if they really have one."

W1 thought for awhile and looked pleasantly towards W2. W1 said thankfully to W2. "I think you are right. You made me think in a positive way. Now I have a feeling that I don't have any problem and I'm there for my family."

W1: "Thank you very much. Anyway, who are you? What do you do?"

W2 replied, "My name is Adiba. I'm the writer of those three novels that you mentioned earlier."





The contribution and support of all team members have helped us in drafting this Newsletter.

*Special thanks to*

Anjum Tahira, Veena Regidi,  
Aptachaitanya Dodlanki, Johnsundarkumar Gandhi

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