

Jul-Aug 2019

Ekodus

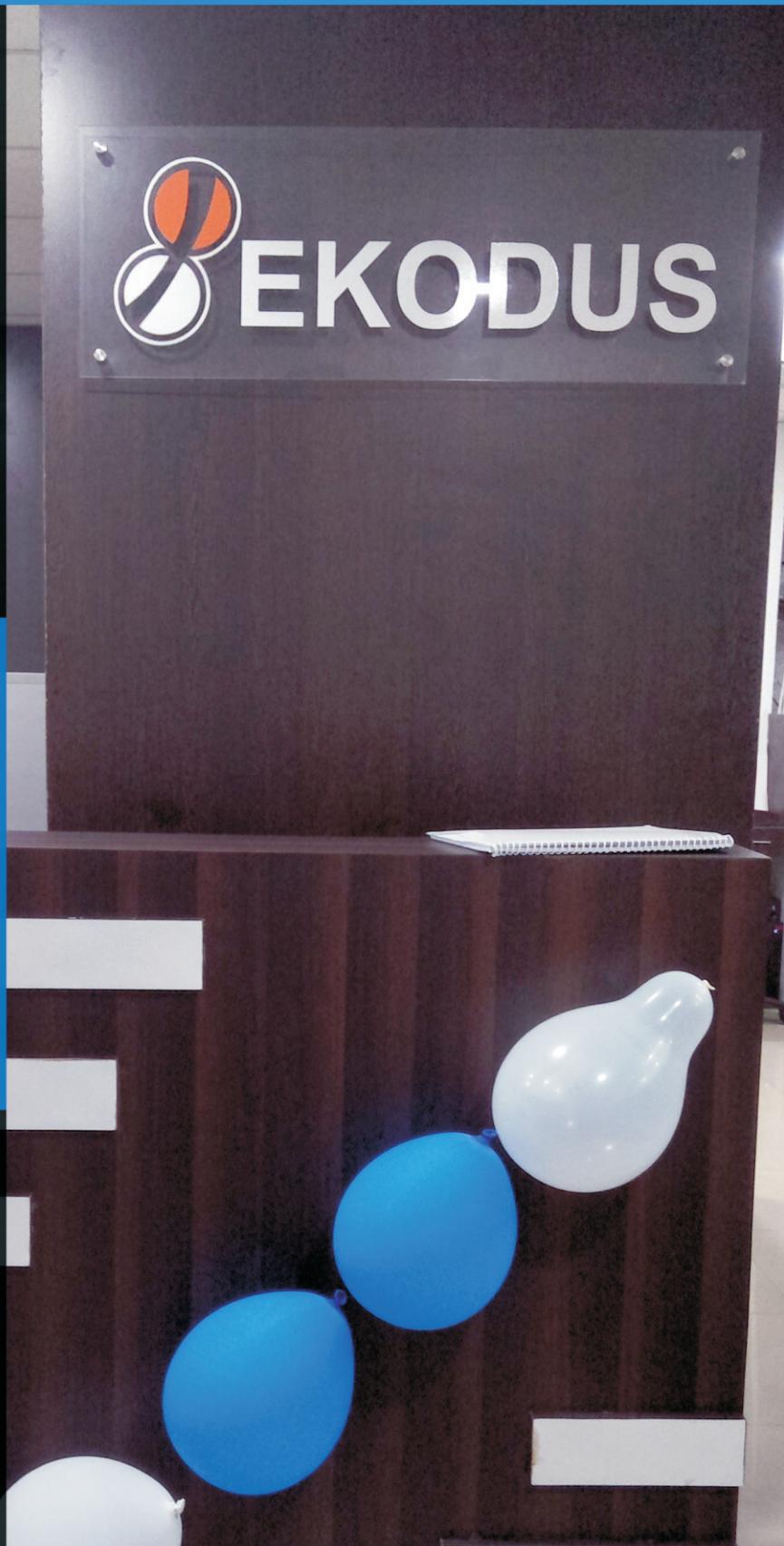
A Bimonthly Newsletter

A Vision
for an
**Empowered
Assam**

**Women
Empowerment**

A Strong belief
in Ekodus
Technologies

The **Future**
of **Mobiles**

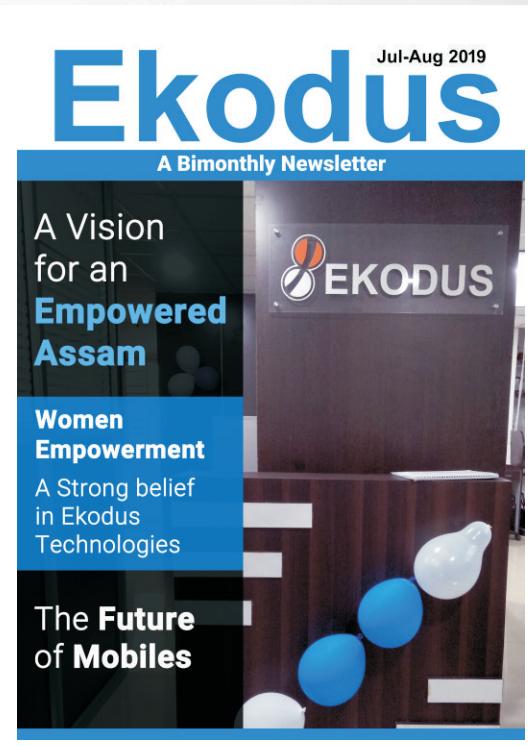


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Ekodus

A Bimonthly Newsletter

Second Edition ■ First Year



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The Editor's Account

NIVEDITA CHAKROBARTY



Welcome to the Second Edition of Ekodus's official e-Magazine.

Following up on the successful launch of our first e-Magazine, this second edition of Ekodus's e-Magazine focuses on the corporate side of Ekodus. Magazines are a mixed form of contexts between ideas and words and in our issue, you'll find just that!

Inside you will find a mixture of interviews, features about our CSR activities, a column on the future of Mobile Phones, and a topic on Women Empowerment and more. For this edition, we kept things more corporate centric. The interviews with our Production Manager and our CEO drives a hint on the traits needed to succeed in today's corporate world. One of our experienced members from YMOC team gives her first-hand account of the journey so far. Our article on the Future of Mobiles informs you about the nearing possibilities in the Tech World pertaining to mobile devices. The Company CSR Activities portray the initiatives taken by us to better the world around us in every possible ways we can. A piece on Women Empowerment by our MD takes you through the hardships of being a woman in a commanding position and guiding a venture towards success.

Ekodus is a company that doesn't just depend on developments; it depends on its dedicated workforce to make developments of its own! Speaking of a dedicated workforce, the making of this edition has been tough, but a rewarding journey for us. As they say, 'All good things come to an end, and there's always a new beginning', I would like to thank everyone who contributed to our second edition of Ekodus's official e-Magazine. This is one of the major milestone for the members of Ekodus, and I encourage all my colleagues in the Ekodus family, both Guwahati and Noida, to embrace and support this edition. I hope you find our content delightful, engaging, and inspiring.

A Vision for an Empowered Assam

BY MARK BORDOLOI (CEO, Ekodus Inc.)

Editor's Note

This interview was conducted by the Sentinel on 3rd March 2019. Throughout the interview, the vision and mission of Mark Bordoloi are crystal and entrancing. An unassuming visionary person, he has traveled across the seven seas from a small town of Assam to become a highly sought after technocrat and entrepreneur in the United States with interests in diverse fields. I would like our readers to grasp his outstanding ideas towards future and Ekodus. I have presented the interview snippets in our E-Magazine so that it would be easier for all our readers.

“You can take me out of Assam but you can't take Assam out of me,” so begins **Manoranjan Bordoloi**, popularly known as **Mark Bordoloi**, as The Sentinel team calls him last week for a telephonic interview. And rightly so. Manoranjan aka Mark has climbed the rugged steps of success to be counted as one of the top ranking entrepreneurs in the United States of America. But at the same time, his vision throughout his journey has been to work towards the betterment of his people back home and also for the uplift and promotion of the State's rich socio-cultural heritage.

A “progressive” entrepreneur as he likes to introduce himself, Mark Bordoloi has been working in the field of data processing and IT industry for more than 25 years now. In 2008, he shifted to USA where he gave birth to Ekodus Inc, a New Jersey-based Information Technology and within a very short

span of time, he took the company to the pinnacles of success. The company was listed in INC magazine as one of the fastest growing companies of the US in 2014, besides being acknowledged by the Diversity Business Group as the fastest company in New Jersey. Not just IT, he has also made a mark by opening a chain of Indian restaurants across the United States.

Mark's endeavour to promote the culture and take the people of his own State along with him is exemplary. While his company's entire staffing division is located in New Delhi, he has also played a pivotal role in the promotion of Assamese culture and tourism in the West, besides facilitating the performances of a number of prominent Assamese artists in the US.

At present, Mark is busy with the implementation of two new B2B and B2C services YMOC.COM and Oirabot in India and the US. While YMOC is a online meal ordering portal launched across pan India, Oirabot is a one-of-its-kind Artificial Intelligence-enabled Chatbot aimed at closing the gap between various stakeholders in the healthcare interface of USA. A technology which is still being developed in the Guwahati Development Centre of Ekodus, Oirabot has its target customer base in the USA.

In his recent interview with The Sentinel, Mark talks about his journey so far. Following are excerpts:



While growing up in the pristine lap of nature in Assam, I participated in various sports, including football, cricket and Badminton.

Please tell us about your childhood and growing up years in Assam.

I was born in a small village named “Mekurikuchi” in Rani (near Azara) in Kamrup district. I grew up in Azara and started my schooling at Dharapur. I passed my matriculation from Azara RBHS School. Actually, my mother worked for the Block department while my father worked in the agriculture department of the Government of Assam. So, we had to move to Government quarters from Rani to Dharapur. I have spent my entire growing up years at Dharapur. I attended Dharapur MV School, Dharapur High School and then Azara RBHS School after which I completed my secondary and graduation from B. Barooah College, Guwahati.

While growing up in the pristine lap of nature in Assam, I participated in various sports, including football, cricket and Badminton. I won various essay writing competitions too. In fact, I wrote poems and a unpublished novel, named “Bhagoruwa Vastav”. I do not have the script of the novel now but I still remember the story. I will try to recollect the same and write it once again in the future.

You have managed to make a mark in the USA as a successful entrepreneur, not just as an Assamese but as a World Citizen. Can you please recount your journey to USA and your journey as an entrepreneur in the States?

Instead of the term “successful entrepreneur”, I would like to call myself as a “progressive entrepreneur”. As I already said, my parents used to work for the Government of Assam. What I learnt from them was to be dedicated and serve the needy. My mother used to take me to the various developmental centers where women came to see my mother for suggestions. In fact, as a Gram Sevika, my mother used to teach rural women how to cook nutritious meals in a hygienic environment. It was

a “feast moment” for me whenever my mother took me to these centers. Similarly, my father was the most disciplined and punctual person at work. I think, I have learnt most of life's lessons from my father. My father won the hearts of the farmers and he is actually a “Farmer's Person” in the truest sense of the term. I learnt an important message from my parents i.e. “Never lie to yourself and serve people ruthlessly”. This is how I learnt to serve people.

I have always dreamt of achieving the good things in life. At a very early stage, I learnt that I have to do business to earn good things in life. My grandfather's family was in the business line and they used to operate

transportation buses in the 80s. We used to say, “We run Bordoloi Poribohon (Bordoloi Travels) from Nowgaon Town to Kampur”. Somehow, business has always been in our blood, at least from our grandfather's side.

After my graduation, I moved to Delhi for Higher Education. I completed my PG in Advertising and Communications Management. I was lucky to find my mentor at the very early stage of my career at Thompson Press, Noida, UP. I was given training into all Typesetting workflow as a Production co-ordinator by Joseph Vargese. I realized then that the publishing industry was going to be my career. It was during that time I started my data processing company in Delhi. I used to



I grew up in Azara and started my schooling at Dharapur. I passed my matriculation from Azara RBHS School.

work for domestic clients. The company started doing good and I was able to acquire my first project from a USA based company. This is how the thought of shifting to USA started entering my mind. When I got the chance to travel to the USA, my first plan was to meet the client first for whom we have been working. By god's grace, I was successful there.

I got my work authorization in the year 2008. I started working to set up my company concurrently. And this is how the entrepreneurship sage in the United States begun. I started the company at the time when the country was going through recession. You will not believe it but the very first employee of the company has been working with us since then. I was able to take the company to INC magazine's fastest growing companies in 2014 and was also awarded by the Diversity Business group as the fastest growing company in New Jersey.

I have also been trying my hands into diversified businesses. I started my restaurant chain also which I later stopped focusing to grow my other business interest.

You have also been working towards promoting Assamese culture across the West. Can you tell us a bit about your activities in this direction?

I must say that 'you can take me out of Assam but you cannot take Assam out of me'. Right from my childhood days, I have been very social. The United States is my Karambhumi (workplace) now, but I always want to do something better for my Matribhumi (motherland). I have been giving my time up to my full capacity to promote my matribhumi. I got a chance to give a presentation about "Tribes in Northeast India" at the Sri Srivenkateswara Temple in New Jersey. I have been participating in various social activities to promote Assam and the Northeast. I have been speaking with the Assam Tourism department about how we can promote our rich

culture and create an awareness among the global audience. Yes, given a chance, I will be able to dedicate my time to promote Assam Tourism here in the United States.

Your spirit towards promoting your motherland is exemplary. You have helped numerous artists from Assam to establish themselves in the global stage. What are your long-term plans regarding Assam in the future?

Yes, Sometimes I feel proud that I was the first person to organize Papon's first ticketed singing show outside India in the year 2014. It was during the Assam Convention held in New Jersey. I try to

Apart from other services portfolio, Ekodus has two own B2B and B2C services YMOC.COM and Oirabot.

promote new artists. My father used to act at local theaters when I was a child. I grew up watching stage rehearsals and then the final drama performance during the Durga Puja season. So, I still have a soft corner for the cultural side of life.

I feel that we Assamese are blessed with a lot of resources but, at the same time, we are not resourceful. By now, we should have been able to come out into the global platform and take play a leadership role. We need leaders to take forward our rich heritage in the global map. I will always put my best foot forward to help or take part in every way to promote my motherland.

You have a entirely home-grown baby in the form of Ekodus which launched the unique YMOC (Your Meal On Call) app recently. Please tell us about the journey and your plans?

Ekodus is actually a subsidiary company of our USA based Ekodus Inc. Yes, the India head office is based in Guwahati even though we have our US IT Staffing division in Noida, UP. Ekodus is an Information Technology investment company.

Apart from other services portfolio, Ekodus has two own B2B and B2C services YMOC.COM and Oirabot. YMOC.COM stands for Your Meal On Call. It is basically an online meal ordering portal. We proudly say that YMOC.COM was born in the USA but raised in Guwahati. We plan to add all restaurants and make their menu available for online customers. On the other hand, Oirabot is an Artificial intelligence enabled Chatbot. Through Oirabot, patients will be able to book, schedule, cancel and reschedule their Doctor's Appointment over the phone. Oirabot is still under development at our Guwahati Development Center. Oirabot has its target customers in the United States at this time.

What do you think should be the roadmap of Assam as well as other State governments to establish home-grown entrepreneurs on the global map?

Communication and accessibility of information to the general public are very important. If we keep everything within the community and other states, we will have limited scope of growth.

First and foremost, the State governments should bring the Non-Resident Indians into confidence. Many NRIs like me are always keeping alive our dreams to do something for our motherland. The governments should open up more lines of communications. The NRIs need good partners in the form of home grown entrepreneurs who can be an extended help. This will develop an entrepreneurial movement in our states. If we trust ourselves, then we will be united and strong. You know that any community which is united and strong is successful worldwide. This will enhance our global reach!

From the Kitchen to the Doorsteps.

A Foodies App

MANISHA THAPA
 (Sr. Vice President, Ekodus India)



YMOC™
Your meal on call

Your Meal on Call also known as YMOC was first launched in the USA. After positive feedback from the market, this product was customized as per Indian Market and hence, officially launched in Guwahati.

It was a fine November 13th, 2018 afternoon and work was going on as normal for Guwahati but not for Ekodus Technologies. The in-house product of Ekodus- YMOC.com, the brainchild of our CEO, Mr. Mark Bordoloi was launched in Guwahati on this day.

Your Meal on Call aka YMOC was first launched in the USA. After positive feedback from the market, this product was customized as per Indian Market and hence, officially launched in Guwahati. Your Meal on Call is an online Digital Marketing and Food Delivery platform exclusively for the restaurants. Our vision is to empower the restaurants of our region and ensure maximum business to them in terms of both online and offline sales. We differentiate ourselves through our Digital Marketing initiatives for

individual restaurants. Our expert team provides an optimized marketing strategy for our clients to enhance their visibility among their target audience.

Being our first in-house product, the team was fully pumped to make it a success. We began with bringing the vendors (restaurants) onboard with offers and one of the minimum market rates. Within two months of our launch, after some trials and errors, we were successfully able to design a process to ensure smooth customer and restaurant experience. However, we were facing issues in our application. Not being the first mover in the food delivery field came with its own challenges. Our customers and vendors were both accustomed to a convenient process which allowed minimum manual intervention. This is where our production team stepped in

and upgraded our application to ensure we had a market-ready product well ahead of the committed time. This prepped our go-to-market time significantly. We were able to gain significant traction among the customers by using our Digital Marketing initiatives rather than traditional Marketing or Word of Mouth.

As of today, we are a team of 32 working relentlessly to make our product a success. We currently have close to 300 restaurants listed with us. Due to the continuous efforts of our team, we are able to get regular orders from the Guwahati market and are gearing up for bigger marketing campaigns to scale up.

From June, we officially launched YMOC.com in Nagaon and we aspire to be the first such platform to cover all of North East within this year.

The Executive Coloring Experience

PORISHMITA GOSWAMI
(Manager, Software Development)

Ekodus started initially with a small workforce with IT as a service and now stands with a workforce of more than hundred engaged in four different services

From there the journey started under the guidance of our CEO. He has always made me realize my potential, believed in me and provided me ample opportunities to flourish. Now, I am on the verge of completing fruitful two years in this organization, and not only have I grown as a professional but also as an individual. My team has always been my backbone and plays a very vital role in this journey of mine. Life at Ekodus is full of rewards and recognition. Working at Ekodus is about making work fun and also having a healthy work-life balance.

for achieving success in the corporate world?

Each and every person has different ways to define success. My personal motto for achieving success in the corporate world is personal development. As quoted by Brian Tracy, "Personal development is your springboard to personal excellence. Ongoing, continuous, non-stop personal development literally assures you that there is no limit to what you can accomplish."

Describe a scene of your vision for the future at Ekodus.

Ekodus started initially with a small workforce with IT as a service and now stands with a workforce of more than hundred engaged in four different services and an in house product called YMOC. I envisage Ekodus in the following years as a more successful company with extended employee strength and client database, spreading its roots nationally as well as internationally.

What would be your personal motto

Tell us something about Ekodus, which is not mentioned on the company website.

Ekodus started as a software development company and slowly expanded by adding services like Digital Marketing, Digital Publishing, and Wealth Management. Ekodus is also building its product base by adding YMOC & Oirabot to the company profile. It is amazing to see in person how the different services or departments of the organization interact and work in coordination with each other to meet the objectives of the organization. The cordial relationship that exists between the departments is worth mentioning and outside the scope of explaining it on the company website.

Your experience at Ekodus.

My journey in Ekodus has always been action oriented. I joined the organization when it was just a couple of weeks old. We were a team of four trying our best to break the first lead.



Power Play: Striking a Balance!

AMIT SINGH
(Managing Partner, Ekodus Noida, India)

What makes you consider that your work at Ekodus is unique?

Well, every work is unique and what makes your work different is your style to do it. My work is Unique because I have to do several things at one time like- handling client to handling team for doing Business Development. I feel really proud and good, the moment we get appreciated for our hard work. That is priceless! That makes my work and motivation unique, every day!

Your experience at Ekodus.

It's a really great experience where we have seen lots of ups and downs in all these years. I have learned and experienced things differently. But I am happy to be a part of Ekodus as we are growing every day. Ekodus is not just a name, it's an emotion. Once you work here, you will see how magnificent and vibrant all the team members and the departments are. The kind of bonding, competition, and growth are worth experiencing.

Is there any advice you would give to a person who is starting out in your field/designation?

Be ready to experience lots of excitement with a bit more frustration, as this position demands your skill and energy both. You must know about planning and strategies

very well. Dedication to smart work could make this designation easier. All the best to experience a totally new thing and I am sure, you will learn many things.

What does a normal day in the life of a Business Head look like?

Well, It's really hard to answer as it is all different every day. But, yes one thing is sure it starts with surprises only. We come to the office with lots of planning and strategy every day and once we open our systems and see e-mails, all our plans change to the big question mark! And then, the real work starts. You have to control your temperament and use the brain. It's all different every single day like *Kabhi Khushi Kabhi Ghum*.

What is your most proud achievement at Ekodus?

We have achieved many things. One of them is- we started at 2 Mbps and 3 people where we are now on 10 Mbps and have more than 15 employees. And the most achieved thing was, the day when we closed 8 deals in a single day last year crossing \$280/hr billing mark. Ekodus has taught me to prioritize my time, build great habits and stay focused on my goals. I am proud of each and every accomplishment at Ekodus, and I feel that what I learned is going to give me a big advantage in my future.



The Future of Mobiles

GUNJAN KALITA
(Android Developer)

Mobiles have become an integral part of life. From shopping to finding a cab, gaming & entertainment, to ordering your favorite food, modern man is heavily dependent on the smartphone near to him or her. This fact can also be supported by the fact that in 2018 there was almost 2 billion smartphone users across the world who have downloaded almost 27.5 billion applications from the play store, which brings us a curiosity about what will be the future of mobile software or ecosystems. Your curiosity will be answered in great deal in this article. Just to give a taste of it, computer's performance depends heavily on its hardware. With all the huge RAMs and blazing fast processors, the hope is really high that the next generation mobiles are going to perform terrifically well. Also, with the evolvement of nanotechnology, devices in your hand are going to be more and more smaller, slimmer and all these without compromising performance.

Let us now see what's new in the mobile development that will greatly shape its future.

IOT (Internet of Things)

Google have recently introduced a technology named Internet of things. As it sounds the technology will help existing developers to create applications that can talk to the IOT devices it is looking for. Which means you can communicate with all the IOT devices from the smartphone in your hand. This technology is openly available to all the developers which means now any

organization regardless of size or budget can use it for their needs to bring IOT closer to our day to day life.

Machine Learning

Machine learning refers to the algorithm and technology that can be used to predict the occurrence or results of the future events. This is done by the help of huge amount of data that contains the information of the past occurrence of the events under concern, on which you use a right algorithm to draw conclusions. It is sometimes like a linear equation. You add values for all the constants and variables and you get corresponding Y.

Now a lot of technologies are available that can bring in machine learning to mobile. Some of the examples are Netflix that uses algorithms adapting to user behavior to provide them with personalized content. Tinder, for example, uses machine learning to increase a user's chances to find a match. Google Maps is making the process of choosing a parking spot easier, thanks to machine learning appliance.

AR (Augmented Reality)

AR is something that is usually connected to fun (we all remember Pokemon Go euphoria) but it can be used for more practical tasks too. One of the examples can be Google Translator with an AR feature, it allows you to launch a camera mode within the software and snap a photo of a text you don't understand. After that, it uses the tech to try and translate the printed lines. Another example is IKEA catalog, where you



Your
Curiosity will
be answered
in great
Deal in this
Article.

can look through different pages and that way see their offer. The latest buzzword associated with it is e-commerce and with e-commerce, there's a chance of rattling the entire e-commerce field. Consumers will be in a position to test out clothes, gear, and a lot of different products before purchasing. One of the examples is Alibaba, that in November of 2016 introduced VR shopping to its customers across China.

These are few of the things that you will see in your mobile devices in the years to come. Some of it you may be seeing now. I just want to conclude by saying that the possibilities are enormous.

CSR Activities

PURABI CHOUDHURY
(Human Resource)

Corporate Social Responsibility (CSR) is an initiative towards community services considering the betterment of society. CSR strategies encourage the company to make a positive impact on the environment and stakeholders including employees, investors, communities, and others. **EKODUS TECHNOLOGIES** took initiatives towards society in order to provide help and contribute to them. Followings are the two activities given below:-

Under our CSR initiatives, on 7th

of April, we went to Gohela Boro, the nation's and region's pride in Archery from Kokrajhar, Assam. With 72 medals in District, State, and National Level, including a Gold Medal in National Games 2015 and Four National Gold Medals, she is used to be known for her flawless aim but not anymore. She is now fighting with SLE (Systemic Lupus Erythematosus) and ANCA (Anti-Neutrophil Cytoplasmic Antibodies) since November 2016. Ekodus did best to help the national hero in need and will also contribute to her faster

well-being for the next few months.

On 16th May 2019, we went to Akshar Foundation, which gives under privileged students all the skills they need to build productive lives for themselves. Akshar strives to develop teens' skills until they are in college, employed in a trade, or apprenticed: on the path to a fulfilling career. Ekodus team spent a tranquillity time with the students of Akshar and also forwarded their foundation to AANA (Assam Association of North America) for funding purposes.



Women Empowerment - A Strong belief in Ekodus Technologies

GITIKA B. BORDOLOI
(Managing Director, Ekodus India)

The Corporate World is an unforgiving World running solely on the basis of Performance. However, amidst the mix of various scenarios, performance often takes a back seat. It is unfair, but sadly it is not wrong to say that it's not the truth. It is important that performance gets rewarded, irrespective of caste, race, and most of all gender. Women have been discriminated against since centuries and this is fast changing in today's world.

Women Empowerment is an important factor in the World today, Corporate and otherwise. Ekodus has always been committed to this cause. At a time when companies are coming up with regulations to ensure women presence in their teams, Ekodus boasts of a 50% female representation in our Management Team. We are an equal opportunity

organization and do not differentiate based on gender, caste, religion, etc. 50% of our employees are women and they are one of the top performers in our company.

We understand that merely giving work to a female does not indicate women empowerment. We believe in giving a strong voice to our female employees. We ensure that we retain them and that they don't have to give up due to workplace obstacles. We have strict policies regarding sexual harassment at work and a no tolerance view towards any offense. We also encourage working mothers in the organization and have policies to help them overcome domestic hurdles. We have introduced work from home facilities exclusively for working mothers in our organization in line with this.

Apart from this, we also aim to

encourage women entrepreneurs through our product YMOC.com. Under this initiative, we urge the home cooks to start their own cloud kitchen and provide them the much-required handholding to establish themselves as equal earning members of the household. We help them in getting the required certifications and a business strategy, to begin with.

Currently, in accordance with this venture, we're already in touch with various self-help groups in this regard and look forward to empowering the women entrepreneurs of the region. Women Empowerment is a journey that can only be completed as a group and we need all the support required for this journey. We hope you're with us in this Journey as well!



Quotes to Inspire

RASHMI REKHA DEKA

"The real test is not whether you avoid this failure, because you won't. It's whether you let it harden or shame you into inaction, or whether you learn from it; whether you choose to persevere."

-- Barack Obama

"If you are not willing to risk the usual,
you will have to settle for the ordinary."

- Jim Rohn

"Don't be distracted by criticism. Remember--the only taste of success some people get is to take a bite out of you."

-- Zig Ziglar

Photo Gallery



Ekodus Wealth Management ICICI Meet at Hotel Vishwaratna, Guwahati



Ekodus Celebrates its 2nd Anniversary on 5th June 2019



CSR Activity at Aksar Foundation



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