

Jan-Feb 2020

EKodus

A Bimonthly Newsletter

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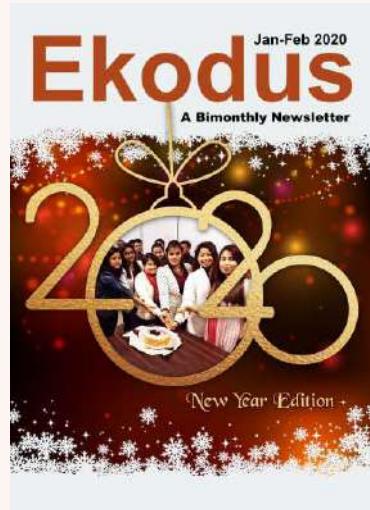
New Year Edition

Jan-Feb 2020

Ekodus

A Bimonthly Newsletter

Fifth Edition ■ First Year



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FROM EDITOR'S DESK

Greetings Readers!
Happy New Year!

As we look forward with hope in our heart for a better and happy future, I welcome you to Ekodus's 5th Edition of the e-Magazine.

Change is the nature of life and adaptability is the air in which it breathes. Enjoy every moment you have because in life there aren't rewinds, only flashbacks. For you, we have worked hard to bring up an exhilarating flashback of the inception of Ekodus, its history and the events and achievements during the year 2019. We are heartfelt with gratitude for everything we have accomplished and experienced. We thank every one of you for your unparallel support and effort.

In this 5th edition of our e-Magazine, we have covered some informative and inspirational articles along with a throwback to our CSR activities of the year, the Growth of Ekodus, the Client of the Month and an article from a guest writer. In our Gallery Section, we have a wide range of photographs captured in the last year that strives diverse developments in the respective departments of Ekodus. Inside you will find a mixture of energetic wishes from our CEO and MD which drive a hint on the traits needed to succeed in today's corporate world with amazing qualities of leadership and teamwork. Our two articles on Digital Publishing and Digital Marketing will help you to understand the importance of 'Good Content Powerplay' and 'SEO Trends' in today's digital world. A write-up on 'Vision -2020' will enhance your knowledge and develop your interpersonal skills that could help you climb the ladder of success.

As a progressive company, we have executed and learned a lot in 2019 and have big plans for 2020. Stay tuned! I would like to thank everyone who contributed to our fifth edition of Ekodus's official e-Magazine. I hope you have a wonderful time reading this issue of our e-Magazine and have a fulfilling 2020 ahead!

Nivedita Chakrobarty





Ekodus: A part of our Life

MARK BORDOLOI

Dear ALL~ New Year Greetings!

We just stepped into the new year 2020; another year with more opportunities to excel ourselves. The past year was an experience and what we have learned from it is that “Success is always temporary and what we learn from our mistakes will shape up our future.”

I am pleased today that Ekodus India has completed 2.5 years and is heading towards its third year. Most businesses are dying before it hits the third year. Cheers to our HODs and all executives who worked hard to reach this level.

Everything in life starts with Trust. We must have trust in ourselves as well as the culture of the company we work for. We are a small drop of water to make an ocean. I believe Ekodus has many more years to experience continued success and help in building a strong community of smart, honest and always willing to give to the poor and needy in society. In my opinion, we can bring into our practice a few important points to be more successful at work

as well as becoming a good human being:

1. Passion: We must be passionate about whatever we do. If we are passionate, we will enjoy our work and most importantly, we bring quality as well as the desired output.

2. Learning: Always keep learning about our industry/department. If we are aware, we will be able to take the right decision and help solve problems. It helps to minimize the mistakes that we do on a regular basis.

3. Self-Evaluation: This will give us an idea of where we lack and progress periodically. Do not be scared of self-evaluations, instead, it helps us to be more accurate and productive at work.

4. Goals: Setting goals for personal and the department is nothing new. But, let's always be a reminder to ourselves to march ahead towards our Goals. At the end of the year, we will really feel great that we moved ahead far enough

goals.

5. Leadership: We all have leadership qualities. Just nurture it and practice it. Practice makes us perfect and prepared.

6. Relationship: Always be good with everyone you are associated with. Improve your relationship for the betterment.

7. Honesty: This is the best Policy, Right? The image that we create for ourselves and the company will stay forever.

It's always hard to develop anything in this world. We should always be committed to what we do and what we long for. A successful team always know their destination and they move ahead inch by inch to reach there.

On the very first month of the new year, I wish you all a Healthy and Prosperous New Year.

We must Love Our Work, Our Culture and Contribute Towards the Community.

Let's make Ekodus a part of our Life. Be Proud!



As another year approaches, I wish you and your family a very happy and pleasant year ahead. I hope that 2020 brings you good health, prosperity, and all the happiness in the World for you and your family.

As we completed one more year of Ekodus, I thank each and every member of our family for the work done and the support shown for the organization. It fills me with pride and jubilation to finally release our 5th issue of e-Magazine. What an accomplishment it has been for us! Ekodus is for its employee and I'm glad we have such a wonderful bunch!

The last year has been an eventful one for Ekodus. We have achieved much, endured a ton, and definitely learned a lot. Ekodus is not only a place of work but also a mixture of creativity and happiness. After all, it's the experiences and lessons learned that fuels us to be driven for success. Our wider reach with YMOC and superior quality served by all the departments has been the pillars of our success last year. I am also pleased to announce new strides in YMOC. We have a brand ambassador for YMOC in the face of Amrita Gogoi and new offers planned to start our new year with smiles and

Words from MD

GITIKA B. BORDOLOI



May this New Year find us with increased energy and greater determination to achieve success and move our organization to greater heights.



surprises!

Some of the highlights I am really proud of is the inauguration of our 24 hours work station in Noida, our expanded reach across entire Northeast India for YMOC, new names in our clientele for International Business from clients abroad, and our new dedicated work station at Guwahati for Digital Publishing.

I am proud of what each and every individual of our Ekodus family has achieved and I wish everyone all the best for the mountains we must climb in 2020.

I am confident that this year we will scale twice as much as we did last year and celebrate in ways even larger than before! Let's build new pillars of Industry-standard quality together!

GROWTH OF EKODUS FY2018-19



PURABI CHOUDHURY
Human Resource

Our Growth in a Nutshell
Ekodus Technologies Private Limited (Formerly E-Aspire IT Americas) is complete IT Company that is growing every single day with a compounded annual growth rate more than 15% during the past one year. Definition of Success at Ekodus means providing quality services to our clients with cost effectiveness, quality solutions, and product/service differentiation for an unique identity and customer delight . In just three years, Ekodus have successfully established a team of over 100 employees with 8 + services that would not have been possible without the support and dedication of its employees. Every employee has made a significant contribution to making Ekodus a worldwide known IT company.

Ownership

Fast Facts- Ekodus Technologies

Company Name- Ekodus Technologies Private Limited



(Formerly E-Aspire IT Americas)

Company Type- Global IT Company

Service Areas- Software, Digital Marketing, Digital Publishing, IT Staffing, IT Training, Wealth Management, Sales force.

Date of Establishment- 05th June 2017

CEO/ Founder- Manoranjan Bordoloi (Mark)

Managing Director- Gitika

Boro Bordoloi

Employees Strength- 117 on December 2019

Office Geographies- USA, Assam & Noida

Most of the small companies plan to grow their business with increase in sales and profits. However, there are certain methods that the companies must use to implement a growth strategy. Ekodus have used the following methods to expand

its growth with its diversifying team members.

Market Penetration Strategy

One of the growth strategies in business is “market penetration”. Ekodus took the same thing, but with a twist when it decided to market existing products on the same market it has been using. The only way to grow using existing products and markets is to increase market share. Market share is the percent of unit that a company holds within a certain market vs. all other competitors. One way to increase market share is by lowering prices. For example, in markets where there is little differentiation among products, a lower price may help a company increase its share of the market.

Market Expansion or Development

A market expansion growth strategy, often called market development, means selling your current products in a new market. There are many reasons for a company to implement a market expansion strategy. At times, the competition gets so high that there is no room for growth within the current market. If a business does not find new market for its products, it cannot increase sales or profits. Ekodus has found its new uses for its products, spreading its wings across the NE and making profit on different markets with its existing products.

Product Expansion Strategy

A company may also expand its product line by adding new features to increase its sales and profits. Ekodus have

implemented the product expansion strategy with the inclusion of Digital Marketing along with Website & Software Development and continued selling its products within the existing market. A product expansion growth strategy often works well when technology starts to change. A small company may also be forced to add new products as older ones become outdated.

Growth through Diversification

Growth strategies in business also include diversification, where a small company starts selling its new products to a new market. This type of strategy can be very risky. A small company will need to plan carefully when using a diversification growth strategy.

Marketing research is important because a business will have to determine if customers might like the new products on the new market. Ekodus has done the market research and diversified its wings with the inclusion of IT Staffing, Digital Publishing, Wealth Management, IT Training, YMOC and Sales Force team.

All the above methods are directly or indirectly linked to the right manpower in order to expand its growth with its diversifying departments. Employee's expertise and experience is the key to the success of Ekodus. Highly qualified and well trained employees are a part of the Ekodus clan. We started our journey with a limited number of employees' viz. nine (9) in the year of 2017, and now we are more than 115 employees in the year of 2019 with eight

Software Development

Digital Marketing

Digital Publishing

YMOC.com

IT Staffing

IT Training

Wealth Management

Sales force

(8) departments, namely Software Development, Digital Marketing, Digital Publishing, Ekodus Wealth Management, YMOC, IT Staffing, IT Training and Ekodus US Sales force.

However, in Ekodus employees are considered first than the clients or customers. They are also granted freedom to make decisions that make them feel part of the company. Here, employees are the responsibility of the management and customers or clients are the responsibility of the employees.

“Growth is never by mere chance; it is the result of forces working together”.

James Cash Penney



EKODUS DIGITAL

THE CONTENT HOUSE

KANGKANA DEKA, Copy Editor, Digital Publishing

"The world's greatest achievers have been those who have always stayed focused on their goals and have been consistent in their efforts."

Ekodus Digital Services is a full-service knowledge process outsourcing (KPO) partner offering services that cater to the publishing, finance, accounting, marketing, animation and design requirements of its clients. We are a division of Ekodus Inc., a US-based company. Our mission is to reinvent the meaning of genuine simplicity and better understandability of content with the strengthening of joint effort and innovation. We aimed to be a dynamic, advanced publication center that conveys content and research materials of all quality requirements of our clients and publishing the best content.

We have created content for diverse divisions of the industry, from the Hospitality Sector to Medicinal Sector, from Publishers to Super Business Class Companies etc. Set up as a house for all content needs, we utilize the most excellent of innovative minds to suit our client's publishing requirements and necessities. The digital publishing market is

Ekodus Digital is skilled at editorial services, composition services, content development and digital conversion.

growing rapidly, moving beyond the conventional method of publishing. Understanding this, we create high impact content by leveraging technology, innovation, automation and processes.

Ekodus Digital is skilled at editorial services, composition services, content development and digital conversion. We are not bounded by just one style of writing which provides our clients the flexibility to have their editing. We have got copy editing and typesetting departments where all the professionals are trained both

in language and technical editing, latex and indexing along with HTML 5, MS word, Fronted XML and delivers you the best of work.

The editorial services include copy editing, language editing, project management, translation, while content development includes accessibility (alt-text), content development for academics, competitive exams, creative writing. We also have composition services which includes typesetting. Also, art work, SEO, XML, ePub conversion are some of the services that we provide under digital conversion.

Now, let us take you through our services in brief:

Copy Editing: As a part of our copy editing services, Ekodus Digital provides editing services to authors and writers who are looking for professionals to scrutinize and edit their manuscripts. Our copy editing team focuses on your writing style, clarity, organization and tone to ensure consistency.



Language Editing: Our editing experts, being well-versed in both American and British language, edit text for all sections of the industry. We are not bound by just one style of writing which provides our clients the flexibility to have their editing done in their choice of style and grammar, be it Chicago, Manual of Style, the Associated Press Stylebook, Publication Manual of the American Psychological Association, or the Modern Language Association.

Project Management: Project Management is often termed as heart of the publishing process. We, Ekodus Digital, bring our industry knowledge and best practices to each project while building on our own experience. We possess excellent potential from copy editing to conversion with complete trending technology and delivery solutions that ensure quality, productivity, efficiency, integrity, and security.

Translation: Our translation service helps our clients converse better without linguistic barriers. Our in-house SME professionals converts content with accuracy and simplicity so that the concerned people have no problem while understanding the points. We believe that knowledge is a birth-right to which everyone is entitled, and no language should over-ride this human right. Because of this ideology, we are making every effort to ensure that everyone everywhere has a free right to knowledge, regardless of the language.. We specialize in all types of translation starting from websites to

documents, external or internal communications, etc.

Accessibility (alt-text): Accessibility has become an important and desirable goal in ensuring digital equality where seamless content delivery is concerned. Alternative text or alt text thus needs to be an integral part of accessible web design. Since images are also a vital part of the academic content, visually impaired students and other users understand the on-page image better when screen readers read out the alternative text of images in the line with the surrounding text.

Content Development for Academic, Competitive Exams, Creative Writing: Creating clear concepts for Academics sector is a must. It is imperative to convey topics to students in a clear and concise manner so that it is easy to digest and keep in mind for years to come. Understanding this, Ekodus Digital creates specially created academic content for classes I to XII and Higher Education separately.

In today's world of tough competition, it is vital for students to match this level of competition with the level of preparedness. This level of preparedness often calls for trying one's hand at the competitive exams. Ekodus Digital's content for competitive exams circles around books and solution writing for IIT/JEE, Banking Exams, and UPSC.

Creativity is the root of curiosity. Even an already existing concept can find new life if introduced in a unique way. It is how you put things into perspective that pulls an

audience. Our division of creative writing is one of the best in bringing out engaging content for your business to build momentum. Our writers also carve out content for Blogs and Articles.

Typesetting: Our ability to work on the computer typesetting project is to deliver excellence in both Latex and InDesign along with HTML 5, MS word, Fronted XML and Typesetting for better business operations of our customers. Our resources ensure the best quality at both print and electronic imaging formats. Typesetting makes your work look appealing and it gives that right feeling to your work.

SEO: Quality content writing is the most important part of SEO. Along with well-written content, SEO friendly content is also vital since the Google algorithm formula searches for keywords at certain places on your blog post. Our experts create SEO friendly contents for you to bring maximum audience to your website. Types of SEO content we create are blog content, articles, questions and answers, content for forum submission, case studies and video content.

We, at Ekodus Digital thrive to become a vehicle to provide intelligent solutions towards creating amazing contents for our partners. We believe our partners are working round the clock in creating, developing and implementing the best content. We are committed as a Trusted Partner to join the hands of many in accomplishing and educating the world.

VISION 2020

LADDER OF SUCCESS



DEEP JYOTI SHARMA, HOD, Digital Publishing

So, you have just started to work as a junior executive and dreaming to become a manager someday. You are still learning the tricks and turns of business while trying to establish yourself as a good resource to the company and progress up through the ranks. You've fixed your sights on the chair where your boss is seated and you're not sure about your everyday working life to boost your performance. Well, here's a small article that could help you climb the ladder of success.

Learn and develop your skills

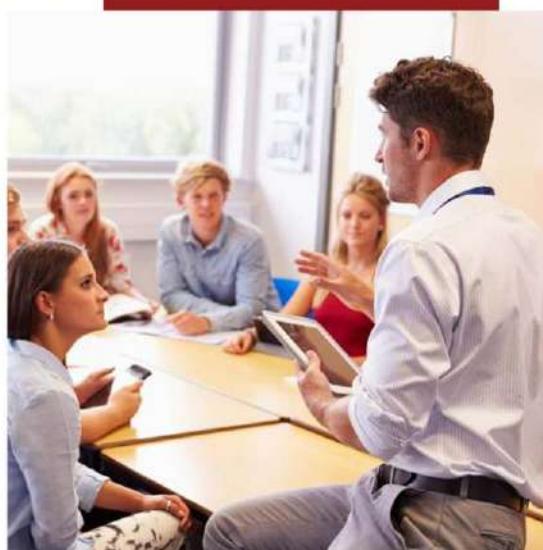
- As a manager, you need to have a clear understanding of the process and how it all operates under you.
- Few things come from experience and not from any theoretical knowledge. Grab all the opportunities that comes your way to gain the knowledge of the business process.
- Seek out to a mentor and take on challenges and responsibilities to help you learn new things and acquire skills. Network with your seniors to develop your skills and competence.
- Attend relevant workshops and training sessions. Visit business events and network with various group of people.

Develop your interpersonal skills

- As a manager, you have to lead the department or a small part of the business. This is difficult to pull off without good support from your co-workers. Co-ordinating and getting work done within the limited deadline is a major job requirement to become a manager. Start learning how to co-ordinate with multiple people. Convey your thoughts clearly and motivate your coworkers to get work done.
- Be a team player. It's good to build a friendly relation with your co-workers and to be empathetic towards their concerns. Talk to your colleagues' opinions and receive guidance on how to be a better partner.
- If you are more of a client facing guy, be polite with your clients. Try to understand what client wants and track feedbacks until they are resolved. Keep the clients informed about the productivity to gain their confidence.
- You can also take courses to improve your interpersonal skills with personality development coaches.

Teach and Mentor

- Teaching your juniors or your colleagues is an effective way





Lookout for opportunities to enhance your skills. Take on new responsibilities, perform your best and improve the quality of business operations and help your company to progress.

of learning new things. Always interact with your fellow workers to develop your personal skills.

- Take initiatives and promote the work of new employees. Provide tips on how to improve productivity and do things better.
- Discuss and help your colleagues solve their difficulties and coordinate them and prepare them effectively and professionally to handle the situation.

Act like a manager

- Get the work done at any cost. Attention to details and some extra effort makes your work stand out. Involve yourself to get the quality work.
- Consider your mistake and take responsibility for the

errors made by the members of your team. Discuss your mistakes and correct them appropriately. Understand what went wrong to avoid more errors during the process.

- Lookout for opportunities to enhance your skills. Take on new responsibilities, perform your best and improve the quality of business operations and help your company to progress.
- Keep a track of all the work that you do with proper documentation.

Down the line, you would be competing with other employees and peers for a growth. Be polite and gentle with all your dealings. Don't let office politics and gossip get to you. The ladder of success will open its door for you.

GUEST ARTICLE

SAMBIT ANUPAM AND ASHMITA KALITA
Founders of Inspira Makeup Studio and IADAE, Bangalore



Hello Readers!

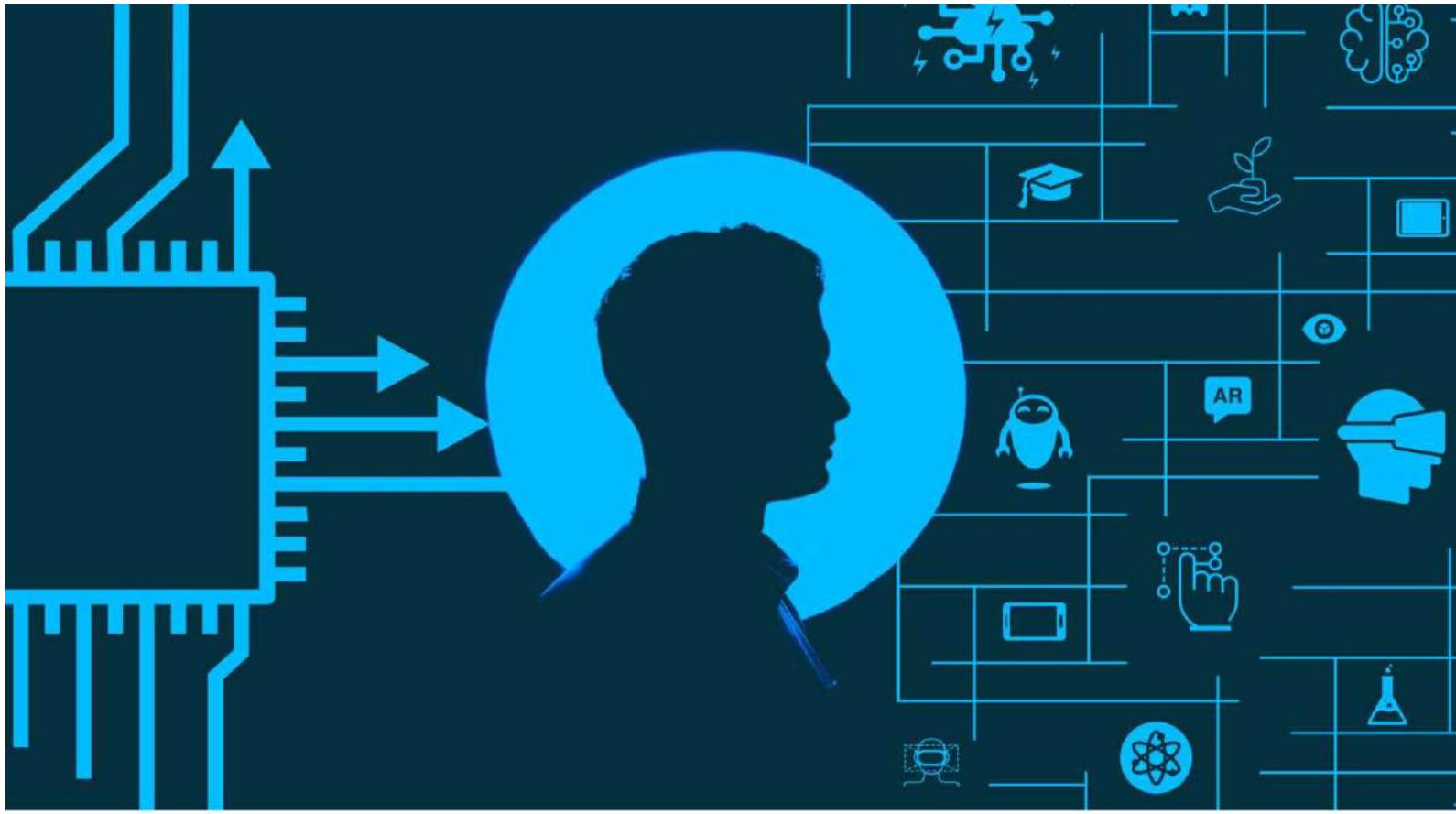
We're Sambit Anupam and Ashmita Kalita, Founders of Inspira Makeup Studio and IADAE, Bangalore. We're a make-up academy-cum-service provider with professional expertise in all types of make-up. As part of our academy and promoting a career in make-up, we also rent out our office premises for the young budding make-up artists to practice the profession with the help of our rented equipment. Apart from this, we also offer a range of skincare treatments for healthy and radiant skin.

Ekodus came to us as a reference and we're glad it did. We're currently in business with them for their Digital Marketing services with respect to Social Media Marketing, PPC, Lead Generation, and Content Writing.

We're extremely pleased with the service they provide and commend their spirit of professionalism in their work. We have been in business with them for quite a few months now and we couldn't be much happier with their service.

We wish them all the best for all their future endeavors.

Lastly, we would like to wish you and your family a Happy New Year 2020. Hope you have a wonderful and a beautiful year ahead!



HOW EDTECH HAS REVOLUTIONIZED THE EDUCATION SYSTEM IN INDIA



India's education system, perceived by many to be outdated, has proved time and time again that it has the ability to improve and imbibe new aspects and processes in itself. The method moved from gurukul to colonial or British way of education. The gurukul system had students living with the teacher and most of the things taught, learnt, practised and examined in an oral manner till a certain age, the colonial or the British way didn't require students living with their teachers and most of the learning and testing was done in a written manner. Even this system with time has become old, and like every old

machine, it has now come to a point where it is damaging the products that it is producing. In Indian context, we generally notice a very less number of prime institutions for higher studies. There is also limited number of seats for the selected students and those who are spending their time in the classroom are also not getting much benefit. Along with all these, due to the availability of minimum teachers, there is less attention paid to the students and therefore their issues and problems remain undiagnosed and untreated.

With the advent of Educational Technologies or

EdTech, there is a significant change in the country's education system. Educational technology is a combination of hardware and software to improve teaching, learning and the analysis of the performance of the students. It gives a better understanding of each student's issue and problems and uses educational theories to solve the same. This incorporates philosophy of learning, using computers for studying, practicing and reviewing, and improving skills that are more important in today's world. Gradually but undoubtedly, EdTech is changing the education system in India, and it has



revolutionized it in the following ways:

Accessibility: The EdTech has virtually brought the classroom in the houses and education is basically on the fingertips of the students. So the unavailability of enough teachers or infrastructure has lost its essence with time. The students can learn anything using various platforms, and there are no restrictions of time and presence anywhere. This has drastically improved education in rural areas.

Range: The range of classes is not limited. Anyone can access courses of any subject without any restriction of his/her level of expertise or class for that matter. This has improved the

overall understanding of concepts for students who are curious and want to know about their standard.

Quality of education: Due to EdTech, there is no bar on the quality of education. In most cases, students are not able to access with the excellent teachers to qualify their prime exams. But with the help of EdTech, students can attend live online classes with those teachers and also ask questions and attempt tests forwarded by them. They can even receive certificates, degrees or even diplomas from the leading institutions in many places.

Cost-efficient: The education provided by many of these platforms is cost-effective and

resources-effective. People from various walks of life can take up these courses, and many platforms provide student aids to those who cannot afford.

Attractive methods: The methods used by these EdTech companies are unique as many of these use games and contests to help students learn and test subjects. These methods attract students as they make learning fun and testing a fun activity.

Efficient testing: Many of the EdTech platforms don't just go for traditional testing; instead, they go for projects and assignment which work on the application of the principles taught. Thus, by this way, they can efficiently test whether the student has only mugged up to score points in the test or he can also apply the concepts learnt to do some actual work in the real world.



2020 SEO TRENDS

BRISTI SAIKIA, Content Writer, Digital Marketing

'Today is not about 'get the traffic- it's about 'get the targeted and relevant traffic.'

The 2020 SEO trends in today's competitive market are becoming more important than ever. Search engines represent millions of users every day in search of answers or solutions to their problems. The 2020 SEO trends will help you to get targeted free traffic from search engines for your website.

Many brands and businesses use SEO for their digital properties. They also know about the benefits that they will receive after implementing SEO. It will improve the visibility of their websites.

The 2020 SEO trends will help you to update your website in a more effective way. It will ensure that more clients find you in the results of the search engine. There are also some

other values that 2020 SEO trends offer. Here are some useful 2020 SEO trends you need to know to take your brands to the next level.

1) Featured Snippets for more search clicks: Snippets are specific information that can be identified on the page by the search engine. It helps to enhance the understanding of the searcher about the significance of that page. In e-commerce rich snippets, ratings, pricing and availability are commonly seen. Featured snippets help searchers to make a more informed click decision. It also increases the likelihood that searchers will choose a page to suit their needs. To take advantage of this feature, you have to

provide clear answers to commonly asked questions on your website in order to gain more clicks on your website. Just like Google, the featured snippets are evaluated and boosted to the top based on their performance. Even if you are not in the top position, by using featured snippets you will be able to generate more organic traffic.

2) Mobile and Voice Search: With the rising use of personal assistants like Siri, Cortana, Alexa and Ok Google, voice search is now most common in the web. Voice search provides customer queries with direct results through personal assistant devices. A recent research has shown that by 2020, more than 50% of

searches will be voice-based. Because voice search is much easier than typing a query, there is an increase in number of people going for mobile search. Yet, when using voice searches, the search engine must do much more to find the relevant information. Thus, to stand out in the current search engines, the content should respond to this new trend.

3) Using videos as source of information: Along with voice searches, videos on the internet are also increasing. Younger users prefer information for educational or entertainment purposes through online videos. That's why a quality video can attract a lot of users if it is vibrant and interesting. You have to optimize it for search users to reach more people with your videos. Use appropriate keywords and headlines in the description of the video to engage more viewers. It will ensure that the video reaches the largest number of people interested in that topic. Video content can improve your SEO and boost the social presence of your brand.

4) Rank with Mobile UX: A website without a mobile version in the coming years could lose most of its users. This is because, mobile web pages are a growing trend now and it will become even more popular by 2020. Since people use smart phones, it is crucial that your website has a mobile version to reach larger amount of people. The technology of attaining information through mobile devices is becoming very much advanced. But

having only a mobile website is not enough; the interface should be-
Easy to read
Grab people's attention
Able to answer the questions
Able to keep people entertained.

5) Importance of high quality content: We can see that the online ads are driving business in a positive way. But soon they will become even more expensive in coming years. Moreover, there is no guarantee that the customers will respond to your ads.

6) Use of Influencer Marketing for SEO: Intrusive ads and trusted authentic reviews are always welcomed by the users. Influencer marketing will help you create trustworthy connections. It helps in increasing the signals, traffic and awareness of your user engagement. The problem with using sponsored influencers for inbound links is that as sponsored, many will disclose the links. One way to get around this is to create influencer campaigns through contents, videos and texts. In this way, you can limit the need

Younger users prefer information for educational or entertainment purposes through online videos. That's why a quality video can attract a lot of users if it is vibrant and interesting.

High-quality content creation is, thus, an essential element of effective SEO approaches. Google rewards the relevant, helpful and timely contents with high search engine ranking. Content needs to be well researched with a clear framework to makes navigation and learning simple. Articles of information and value are the only type of content that will increase the success of a website in 2020 and beyond. High-quality content, such as blog posts, videos, podcasts, infographics, etc., is what people want in recent times.

for transparency. It is better to start with engaging audiences to earn those inbound links. Today, SEO is very important for companies regardless of the industry.

For the 2020 SEO trends, it does not only involve the use of keywords but also optimizing user content. It's fantastic if you are already aware with these trends- now it's time to double them so that you can create more targeted traffic from Google.



RELISHING 'THE FOOD' YMOC

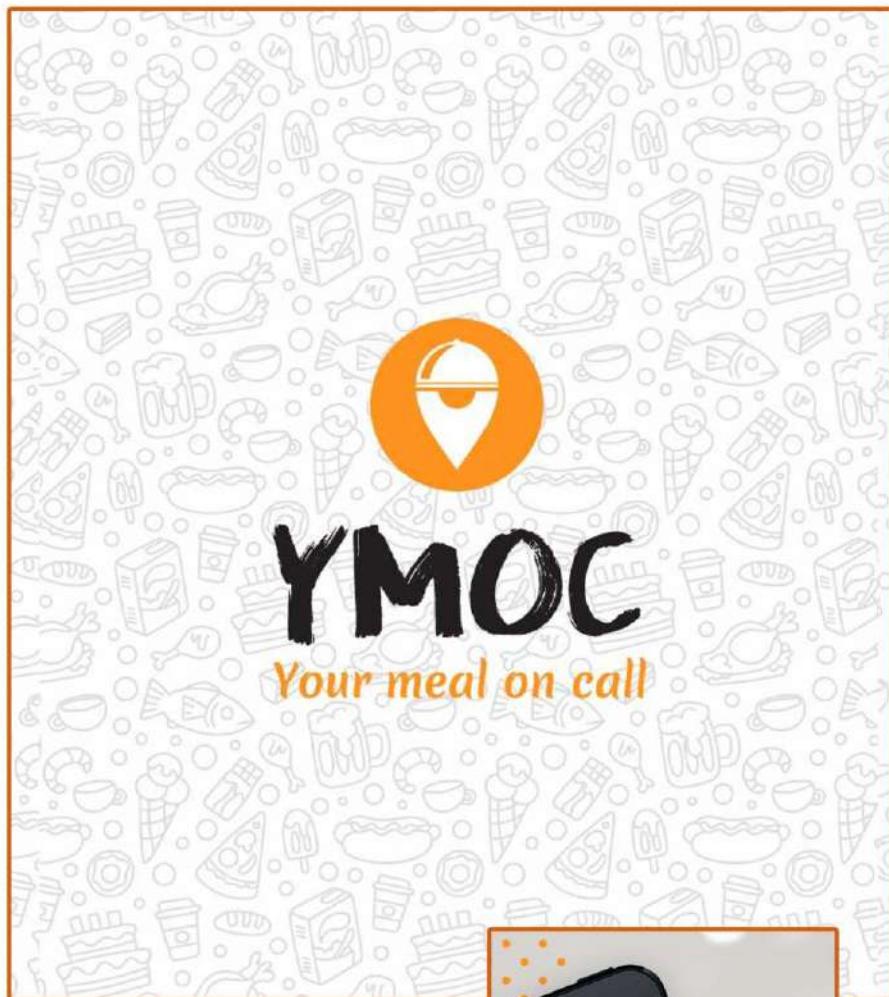
SIDHARTHA PRATIM SAIKIA, Vendor Manager, YMOC

"Mobile order and pay is being adapted full-scale across the restaurant and foodservice industry."

The concept of food delivery has occupied the most common-place in the modern world. The very idea of food delivery comes up with the combination of both quality food and convenient service in delivering the same. The current phase at which the popularity of food delivery is growing in India is the highest when compared to any other day in the past. For instance, in a metropolitan city like Bangalore, the current rate at which online delivery of food is growing has resulted in an increase in the number of orders per day reaching to around 40,000. This, in turn, means that the food deliveries went up to 56% of the total number of orders delivered by the food tech sector in India.

Mobile technology has drastically changed the way many businesses operate. The restaurant world is an area where mobile apps have a major impact and one of the highest growth rates compared to other areas.

The market share of restaurant-related mobile applications in recent years has grown significantly, raising the demand on restaurant mobile app development. Using mobile app technology can help restaurant owners to strengthen their market presence and also helps them to promote their brands online.



BENEFITS OF RESTAURANT APP

Besides the extensive marketing potential that an app offers, here are a few compelling stats from the restaurant industry that show the value of being mobile-ready:

1. **83% of adults use their electronic devices** (such as tablets and smart phones) to





search for restaurant locations, directions, and hours of operation. 75% look up menus, 55% read reviews, 51% order takeout or delivery directly from the restaurant website and 50% use rewards or special deals.

2. Four in five restaurant operators agree that restaurant technology helps them increase their sales, makes their restaurant more efficient, and gives them a competitive edge.

3. Restaurant businesses using self-order kiosks generate **average check sizes 5-10% higher** than if they offered counter service.

Zomato, previously known as “Urban Spoon”, is another great restaurant app for locating food in new, unknown cities. Users can see a full list of restaurants, with filters available for various cuisines and price ranges. If you’re feeling adventurous, simply shake your iPhone to pick a restaurant at random. Zomato will ask you to rate the restaurant right after you’ve finished your meal in order to help other tourists enjoy delicious food, cozy interiors and great service.

ONLINE ORDERING/PRE-ORDERING CAPABILITIES

Allow users to place their order online (for eating in, pick-up, or delivery, depending on the services your restaurant offers). This is a perfect way to simplify the order process, reduce the waiting lines and increase the quality of the service.

Benefit to customer: “Add to order” buttons next to menu dishes makes ordering easy, quick, and convenient for the customer. Order history can provide customers with easy ways to keep track of their favourite meals and can make re-ordering faster.

Benefit to restaurant: Online ordering provides your restaurant with valuable information regarding customer preferences, order turnaround, and much more. Using the data gathered through online orders and order history, you can identify common meal preferences, allowing you to refine your menu options.

You’re also able to distinguish between “rush hours” and “off-peak times” for customer inflow, allowing you to better

distribute restaurant staff and other resources. As well, you’re able to show special offers and promotions to your customers as they are placing an order, boosting sales.



LETTER OF APPRECIATION

Our client relationships are our most valuable asset. We are humbled and absolutely ecstatic to collaborate with an awesome group of enthusiastic customers who are as excited about their business goals as we are about problem-solving, designing, coding, etc. We work closely with customers from strategy to design and development to form good bonds. One of our special clients, "Shemford Futuristic School", shared their appreciation for our work done. We are grateful for their praise and appreciation that has helped in motivating and encouraging us to work more sincerely.

The letter is framed in gold and contains the following text:

SHEMFORD FUTURISTIC SCHOOL GUWAHATI
In Collaboration with **SKILL INSTITUTE**, Institute of Education, Guwahati

To Whom it may concern

We'd like to compliment Mr. Pankaj Barman, Ms. Gitumoni Barman, Ms. Priya Borah, Mr. Rahul Baruah and Mr. Jyoti Prakash Barman for the excellent service, they have provided us. We appreciate your creative thinking and positive attitude with great promptness to bring out the best in the campaign.

We are always pleased with the service we receive at your end. The team's professionalism exceeded our expectations.

Such a commitment to great customer service is to be commended.

Thank you team Ekodus Technologies Private LTD.

Sincerely,

Mousumi Ganguly
Mousumi Ganguly
Headmistress

The photograph shows a group of six people (three men and three women) standing in front of a large yellow banner. The banner features the text "India's Fastest Growing Award Winning School Chain", "SHEMFORD FUTURISTIC SCHOOL", "SHEMROCK Group of Schools", and "100+ Campuses". The people are dressed formally, with one woman in the center holding a white envelope or certificate.

NEW YEAR BRINGS EXCITING NEWS!

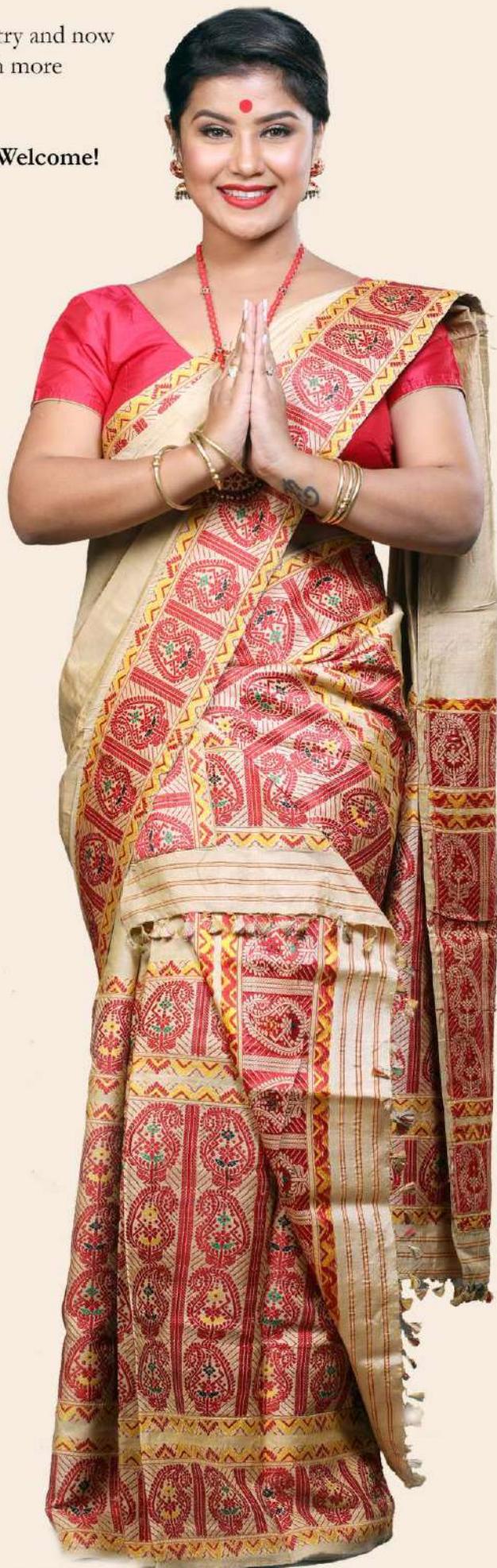


YMOC presents its Brand Ambassador,
MS. AMRITA GOGOI.



You might have seen her in the Assamese Film Industry and now you will see her going hand-in-hand with YMOC with more exciting offers and surprises.

We are happy to have her on board with YMOC. Welcome!



A SEMINAR ON TEAMWORK

Teamwork is the essence of success. A mere cavalry is not enough, it needs a well-coordinated army to ensure success. A little something that Ekodus is all about!

To begin the new year with positive vibes and a motivational boost, Ekodus invited Dr. Jonali B. Panging, a professor of Tarleton State University

and a member of Texas A&M University System to Ekodus Guwahati.

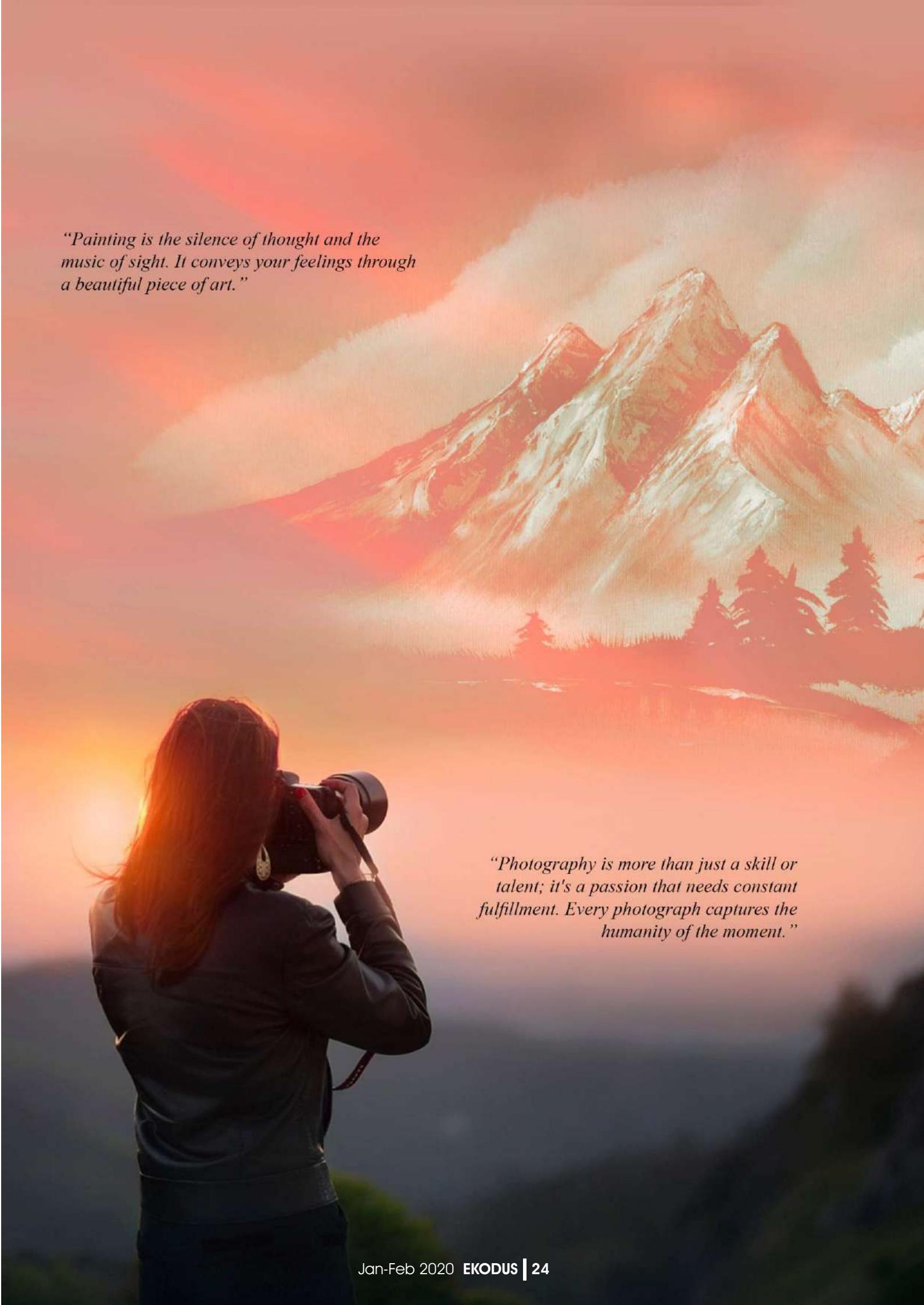
On the 4th of Jan, she had empowered us with a day-long seminar with her incredibly engaging activities. The seminar spoke about behavior in teamwork, proper streamlined plan for optimum productivity, and team building activities with

Individual Brainstorming, Team Brainstorming, and Brain Writing.

Other than this, she helped the team to understand the importance of proper planning for teamwork with the help of tower building exercises and a lot more of such activities.

Ekodus thanks Dr. Jonali B. Panging for her time and her enlightening activities. We hope to see you again!



A photograph of a woman with long dark hair, seen from behind, holding a professional DSLR camera and taking a picture of a vast, snow-capped mountain range under a dramatic orange and yellow sunset sky.

“Painting is the silence of thought and the music of sight. It conveys your feelings through a beautiful piece of art.”

“Photography is more than just a skill or talent; it's a passion that needs constant fulfillment. Every photograph captures the humanity of the moment.”



SAGARIKA BAISHYA, Graphic Designer, Digital Marketing



Rainy Street Story



Motherhood



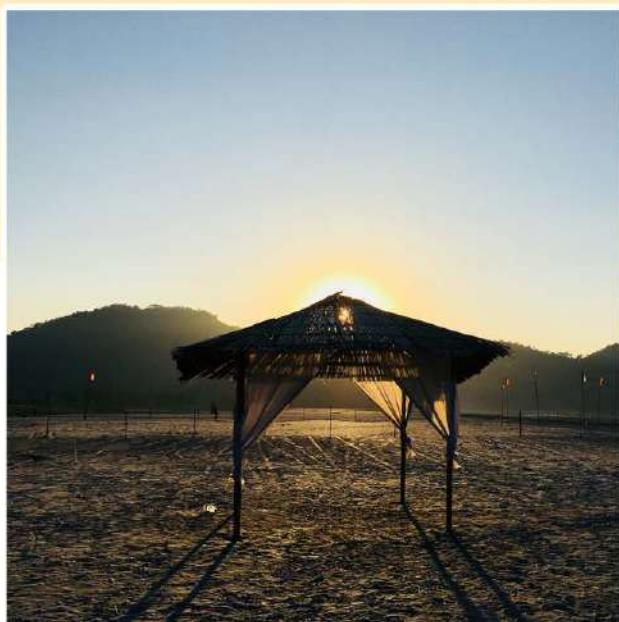
Empowering Culture



GYANDEEP CHOUDHURY, Graphic Designer, Digital Marketing



The most gorgeous thing Nature can show us



Walk into the Nature to witness the true colors of life



PARISMITA GOGOI, Business Development



Art has a voice-let it speak



Radha Krishna



Hand Art: Art is a self discovery, the more you discover the more you uncover

2019

FLASHBACK



EKODUS CHRISTMAS 2019



EKODUS CSR ACTIVITIES 2019



donation of Indian Rupees 1 Lac to Chief Minister's Flood Relief Fund



Felicitation of Gobela Boro, the nation's and region's pride in Archery from Kokrajhar, Assam



CSR Activity at Aksar Foundation

SOME OF OUR AUSPICIOUS MEMORIES FROM 2019





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