

May-June 2019

# Ekodus

A Bimonthly Newsletter



**From the  
desk of  
MD (India)  
Services  
Investment  
Changes I have  
experienced in transition  
from classroom to  
corporate world.....**

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A Bimonthly Newsletter

First Edition ■ First Year



#### Advisors

Gitika B. Bordoloi

Manisha Thapa

Purabi Choudhury

#### Editor

Rashmi Rekha Deka

#### Contributors

Kangana Deka

Purabi Choudhury

Nazima Y. Akhtar

Susmita Thakuria

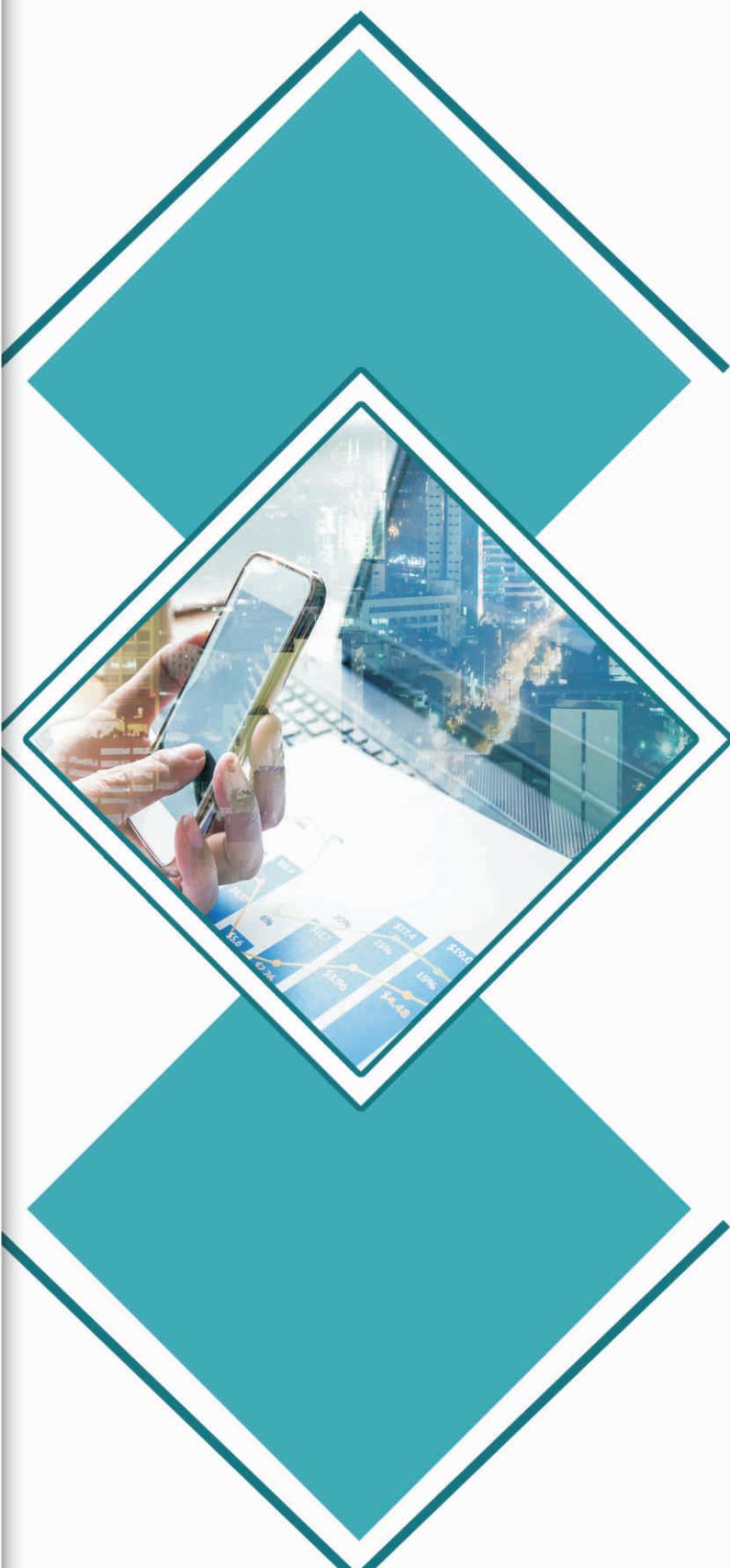
Lipoklemshi Lemdor

#### Layout and Design

Sharbani Sharma

# TOP STORIES

Thought for the Month	6
Quotes for the Month	6
From the desk of MD (India)	7
Lines from the HOD <i>Deep Jyoti Sharma</i>	8
Pieces of Experience! A Journey to Cherish... <i>Sharbani Sharma</i>	9
Changes I have experienced in transition from classroom to corporate world..... <i>Purabi Choudhury</i>	10
Investment <i>Nazima Y. Akhtar</i>	11
Messages	12
Paintings	13
Achievements	14
Photo Gallery	16
Services	18



Congratulations to the Team Ekodus on your first E-Magazine. On its 3rd year of progressive growth, I must dedicate this first edition to all the members of Ekodus Family. When we decided to name the company, we were thinking about building a community of talents who live, work and enjoy like a family. We wanted to keep a bunch of service portfolios into the company's domain. This is how we identified the word "Kodu". Kodu is basically a small village in Estonia. In Estonian language, Kodu means "Home".

It's always a great feeling to work as a team towards a mutual goal. We, at Ekodus always must try to be united and keep "Employees First." A good team will always keep the clients happy. In the coming future, Ekodus must improve its communications with clients and be a solution provider. We should thrive for "At Your Service. Always."

As the going gets tough, we should also work on Enhancing our Skills. A Skilled team will also be an asset to the Ekodus Family as well as its clients.

I trust every member of Ekodus Family will excel in their respective field and grow a successful career. I am very much optimistic that in near future Ekodus will lead and drive its services into every doorstep. In the end, I must say, "Ekodus will be a global leader, nurtured locally in Guwahati and Noida, India."

--Mark Bordoloi, CEO  
Ekodus Inc.

# CEO's Message



# **Editorial Note**



## **Greetings!**

This is Rashmi Rekha. I graduated from Gauhati University in the year 2018. After declaring the result, I applied in online job applications such as Naukri.com, Indeed etc. On 31<sup>st</sup> August 2018, I got a call from Ekodus as they are hiring for copyeditors. I came to the office next day. Sanchita Chetia (former HR Admin Executive) took my interview. It was my first interview and I was very nervous at that time. Then she asked me to do some editing work and after completing that editing work, Deep J Sharma (Process Head of Digital Publishing Department) took my interview and he gave me the overview of the works that I would be working. After that he gave me an editing task to do and send it to him by next day. I did my best on that editing task and today I am a member of Ekodus family. It's been a long way to see the Digital Publishing department at today's place. At first, there were only a few people in the department. Now, we are the biggest team at Ekodus.

When we are working on the brochure of Digital Publishing department, Mr. Mark Bordoloi CEO of Ekodus Technologies Pvt. Ltd. formerly known as E-Aspire IT Americas, suggests us to make an e-Magazine to appreciate the employees of the company. Then, Manisha Thapa (Vice President of Ekodus Technologies Pvt. Ltd.) and some of my colleagues discussed about the e-Magazine. As I told them that I have worked on some handwritten magazines or wall magazines in my school days, they asked me to be the editor of the e-Magazine as we are publishing it for the first time. That's the starting! I worked on the e-Magazine. I am not expert in this, it's my first experience as magazine editor. My colleagues and the HoDs helped me a lot in making this e-Magazine. Thanks to Mark Bordoloi (CEO and Founder) and Gitika B. Bordoloi (Managing Director) to give me an opportunity to show my talents and skills. Thanks to my helpful colleagues and the HoDs and the others to make this e-Magazine successful.

Hoping to see more successful years ahead. We at Ekodus, get chance to learn and grow.  
Thank You!

**Rashmi Rekha Deka**  
**Editor/ Co-ordinator (Digital Publishing)**

## Thought for The Month

*Do not wait; the time will never be ‘just right.’ Start where you stand, and work with whatever tools you may have at your command, and better tools will be found as you go along.*

~ George Herbert

By-  
Rashmi Rekha Deka  
Co-ordinator - Digital Publishing

“Success is walking from failure to failure with no loss of enthusiasm.”

~Winston Churchill

“All progress takes place outside the comfort zone.”

~Michael John Bobak

By-  
Kangkana Deka  
Copy Editor - Digital Publishing

## Quotes For the Month

# From the desk of MD (India)

GITIKA B. BORDOLOI



## 1. Tell something about Ekodus.

The concept of Ekodus was formed in 2008 and I got associated in 2016. We started out as a Software Development company. Slowly we expanded by adding Digital Marketing, Digital Publishing, Wealth Management and our in-house product "YMOC" and "Oirabot". Ekodus believes in "Unity in Diversity". The different departments learn from each other by implementing best practices and from each other's failures.

## 2. Biggest challenges that you have seen to start Ekodus and how did you overcome it?

Hiring (talented manpower for the organization) e.g. Establishing Ekodus as a brand in Guwahati and Noida.

We conduct quality interviews. We also took quality freshers and trained them to be managers. Currently, we are looking to tie-up with leading

universities for placement and internship opportunities. This also helps us in branding Ekodus as a good place to work for.

## 3. How important is company culture to you and what measures would you take to maintain your desired culture?

Very important because it defines what a company is and what it stands for ultimately leading way for development. Standard policies and we ensure effective implementation through a highly talented workforce.

## 4. Would you call yourself as a risk taker? Tell some of the risks that you have taken as MD and the results.

Yes. Business in itself is the riskiest investment with no guarantee of returns or no timeline for the same. Hence, all our business investment are risks in every way. In addition, I believe in maintaining the balance of relationship and providing our client's

**Hiring (talented manpower for the organization) e.g. Establishing Ekodus as a brand in Guwahati and Noida.**

services that they need and not what they want, is one of the many risks which we take every day.

## 5. How do you build rapport with your workers? Why do you think this is effective?

Constant communication, understanding their requirements and challenges, giving them constant feedback and guidance. We introduced quarterly and yearly awards to encourage everybody in our office to contribute to the company growth.

## 6. Anything that you are planning in the near future to grow this company.

Striving every day for the growth of this company. In the immediate future, we see YMOC growing to bigger heights and establishing itself PAN India. Apart from this, we are planning every day for growth of other departments and grow their roots in every part of India as well as outside. We strive to be the best company in the North East and eventually "India".

# Lines from the HOD

DEEP JYOTI SHARMA



## 1. How did you come to know about EKODUS?

I left my last company and was actively looking for a job within Guwahati. As Guwahati was a new place for me, I was referring to different job search portals and found a job posting from E-Aspire IT Americas. I reviewed the job description and the company profile before applying and it seems a great potential fit. I wanted to know more about the company and all its process to match my experience. So I came for the interview and joined the company.

## 2. What are the things that you have seen after taking the lead of DIGITAL PUBLISHING?

I have already worked in IT sector and Digital Publishing was a new challenge to me. I was appointed as Head of Digital Publishing and now I am leading a team of 40 members. Initially, it was tough to handle but with the help & support of Mr. Mark Bordoloi, CEO, Ekodus Inc. things come on track.

Digital Publishing is that one sector of business where there is no room for errors.

## 3. Your experience at EKODUS.

My experience at Ekodus is filled with knowledge. I have been associated with the company from the beginning and I still remember we were only 4 employees to start with and now we stand with 100+ employees as "EKODUS FAMILY". Ekodus have always appreciated the hard work. I have learned a lot from the CEO of the organization who have always guided me with the best of his knowledge and helped me to take the leadership by boosting up my confidence. A group of supporting team members is all that anyone could ever ask for and I have got the exact team members who have supported me from all around to come to a conclusion.

## 4. What are the things that we can expect in future from your

**My experience at Ekodus is filled with knowledge. I have been associated with the company from the beginning and I still remember we were only 4 employees to start with and now we stand with 100+ employees as "EKODUS FAMILY".**

## department to grow this company?

As an IT company that aims to provide the best services to its clients, the company relies on the resourcefulness of any member joining its team of skilled staff. There are many things that make an employee resourceful, but there are some qualities that stand out more than others. When it comes to achieving professional goals there is perhaps nothing quite as useful as resourcefulness in the workplace. Being resourceful at work means adopting not a "can-do" but a "will-do-at-any-cost" attitude and being willing to think way outside the box in order to get the job done and meeting the client's requirements. Starting from Software Development, Digital Marketing, RPO and Digital Publishing, I would like to see my company growing and expanding throughout the country and excel the services that we provide. Expansion of Digital Publishing division is one of my major concern for the Fy2020.



## PIECES OF EXPERIENCE!

### A Journey to Cherish...

SHARBANI SHARMA

5<sup>th</sup> June 2017 (the birth date of Ekodus) was also my first day at Ekodus. It was formerly known as E-Aspire IT Americas. One day, while I was surfing internet, I found E-Aspire IT Americas advertisement in sakori.org. This advertisement was for the post of Graphic Designer. It captured my attention and I decided to apply for the job. This is how my journey in Ekodus started. My interview was taken by Founder and CEO Mr. Mark Bordoloi. As a young start-up company, initially E-Aspire IT Americas family was small. I have also been part of Ekodus journey from its birth to its full establishment. In the start as a Graphic Designer I made people aware about us through lots of promotional creatives. At that point of time it was really difficult for this new organisation but hard work, co-operation and devotion of me and all my colleague made the journey swift and joyful. We at Ekodus are like family. We all have our lunch together while discussing all colours of our life. We enjoy our work. We also go out to celebrate our little achievements. At times we also throw parties at office. We have a very high level of trust amongst us, which creates collaborative and enjoyable work environment.

As the days passed on clients and projects increased. New departments and new members were added in this family. Clients ranged from local, national and international. New prospects of growth can be seen. Our CEO Mr. Mark Bordoloi and Managing Director Ms. Gitika Boro Bordoloi both are very encouraging and supporting. They keep on boosting and motivating us to our full potential.

Ekodus is about to be two years old. It started its journey from IT Training,

Digital Marketing, Software Development, Study in USA and RPO. Now its spreading its wings to Digital Publishing, YMOC, Medical Billing, Wealth Management and many more.

Really, I have witnessed and have been part of this Ekodus journey since its birth. Hoping to see more successful colours in near future. Ekodus always offers opportunities to learn and grow.

At last I wish Ekodus E-Magazine a success ahead and waiting eagerly to have lots of info entertainment.



# Changes I have experienced in transition from classroom to corporate world.....

PURABI CHOUDHURY

I found a vast difference between the two contrasting worlds of college classroom and a corporate workplace. I found it to be a quite challenging task transitioning from one to another. It also happens to me where I am unable to understand the change in the scenario and the difference in the rules of the two worlds. Where in college we were concerned only with our academics and maintaining GPA which only comprised of theoretical knowledge on a broad basis. But in a corporate world work things are completely in different equation altogether. Being good in academics or well-versed in some theory doesn't mean that I can carry that work with utmost perfection.

To understand the difference better and to work more effectively in a new workplace I found the below list of major changes that I experience in the transition from college to corporate life.

**1. Managing Boss's Expectations:** When I joined an organization as a fresh out of college graduate, there is a lot of excitement bubbling within me. I was eager to prove myself and showcase my talent to my senior. But in this over excitement I end up messing things. And then I learned that I should not rush on things over but to play it smartly to meet boss expectations.

**2. Work Life Balance:** Life in both college and corporate are very different from each other. Where in college we were more carefree and



master of our own will, but things in corporate life are quite the opposite. Once I entered in corporate life things change drastically. Once I enter into the corporate world my work becomes the first priority. There is lesser amount of free time for leisure activities. Which is not healthy thing at all. Letting personal life take a backseat and giving full preference to work would lead to a unhealthy work life balance. Sometimes that would prove to be a quite harmful in the same. It is very essential to have a good and healthy work life balance and ensure that we devote enough time to both personal and professional life.

**3. Soft Skills:** To survive in a corporate world soft skills are must. It is quite essential to communicate with fellow colleagues and convey my message without coming rude. Also, the kind of relationship with our colleagues depends a lot on the kind of attitude we present in front of other people. If I come forth as a fun and approachable person I am more likely to make friends than coming forth as a bossy or argumentative person. All workplaces have certain rules and policies regarding acceptable employee interactions. There are certain things that we must follow while there are certain things that we must refrain from. We should respect

the members of our team and work in a collective manner, in case of any disputes we should solve the matter by peaceful discussions. Apart from these we should manage our time and deliver our work on or before the deadlines.

**4. Be prepared for the worst:** As a fresh out of college graduate we need to be prepared not just for the immense changes start with the professional life but also for the worst that could happen. With lot of dreams and expectations we start our professional life in a prestigious organization but after two to three months we find ourselves at the loss of initial level of excitement, the level with which we had joined the organization. One of the major reason for it is that we bogged out with the workload and the things don't seem as much fun as we thought they would. But such challenges should not discourage us and we should take them as stepping stones in the learning curve of success in our professional life.

## Conclusion:

The transition from college to corporate life is quite difficult but how hard it actually pans out to be is entirely in our own hands. If we do our homework and enter the transition phase well prepared and informed about the challenges, it is quite possible to ease our way into it.

# INVESTMENT

NAZIMA Y. AKHTAR

Hey you reading this piece there, glad to know you are doing fine. Sunny day and a great weather, isn't it? Well, it might not be for you there. Time is not constant always. So is there any way to save ourselves from real bad times? Yes, the answer is investment (proper investment). Everyone knows about it, still one refrains from it. Sad! Investment is everything, be it be investment of time, investment of care or investment of money. Today's investments can be tomorrow's big savings. Parents invest their time and care towards their children which in turn reaps them fruits years later. Likewise, investment of money today can be a big relief tomorrow. When I mentioned proper investment in brackets, well, I meant it. For proper investment, we need proper planning. For proper planning, we need proper knowledge. Talking in terms of money, we have many ways to invest and grow our money. Risks are there but to get a better deal, it's sometimes wise to take risks. Being a good investor is all about education. In fact, you can spend years and years researching investing topics, and there will still be things to learn or stones left to turn.

As of now, let's try seeing some of the ways how one can manage investment risks.



## Evaluating Investment Risk

Investing too conservatively for our goals can be just as damaging as investing too aggressively.

## Managing Risk In Your Portfolio

Investment risk comes in many forms, and each can affect how you pursue your financial goals.

## Your Investments: Evolving With Your Life

Investing is a lifelong process.

## Long-Term Investing: Remember Inflation

You can't afford to ignore the corrosive effect rising prices can have on the value of your assets.

One of the best investment options these days which I want to discuss further a bit is:

## Mutual Funds :

With thousands of mutual funds available today, selecting ones to include in your portfolio is a tricky business. Overwhelmed by the sheer

number of funds, new investors understandably may be confused. People invest in mutual funds mainly because they don't have time to examine thousands of individual securities, yet selecting specific mutual funds may not be any easier.

True, picking the "right" funds for you will take some time. But once you have some understanding of the different fund categories that determine the kinds of securities that fund managers select for their funds, the industry's messy and seemingly endless differentiation will often clarify itself. You can then devise a mutual fund investment strategy that will be appropriate for you, bearing in mind your risk tolerance, investment objectives, time horizon, and ability to manage fluctuations in the value of your portfolio.

Well, the moral is to plan for long time goals with efficiency. Everything starts from today and from now. Start your steps to fly one day. Yes, wear those shoes on to protect the steps.

All the best!



# MESSAGES

"A Satisfied Customer and a Satisfied employee is the best business strategy of all. With this e-magazine, we hope to connect with our stakeholders at a personal level. I wish "Ekodus" all the best in this new endeavor and may the company be successful in whatever it strives to be."

~ **Manisha Thapa**  
Vice President

"My heartiest congratulations to all the members of Ekodus Family for this great endeavor. The platform provided by this E-Magazine will definitely become a stepping stone in developing the personalities of all of us and realizing our dreams. May this initiative be the perfect inspiration for all of us to make an even bigger contribution to the Company. Good wishes to everyone !!"

~ **Porishmita Goswami**  
Manager, Software Development

"Successful companies are those who dream big, but I believe that they not only believe but their actions are more important in their success. It takes time for a company to reach great heights but the hard work & desire to change the dream into reality will keep the momentum to move forward. I wish Ekodus all the strength and good luck in the future."

~ **Gitumoni Barman**  
Digital Marketing Manager

"I am grateful to be a part of this organization as it stands to be the right platform for innovation. It is the home of new products and ideas. May this organization get lots of fortune and fame. At Ekodus, we are confident about more and more success. All the very best to Team EKODUS."

~ **Bandita Choudhury**  
IT Counsellor

"It is really heartening to see the first addition of our company magazine. It is a good initiative by Ekodus management to update the company technology-wise as well as adopting best management practices. Behind every successful work, there is a lot of hard work involved. I would like to appreciate and congratulate the editing team and to every member being part of this magazine. We all are proud members of Ekodus family started locally and leaving our footprints globally."

~ **Pankaj Barman**  
Sr. Vice President, Business Development

"Ekodus Technologies Pvt. Ltd. is just not a company; it is a family to begin with. Being America's one of the fastest growing software services provider and consulting firm, Ekodus has the strongest vision today, to be unique and provide all its employees the best place to work in. In the coming times, I wish Ekodus the highest platform in all the competitive markets and hope to see Ekodus just rising above the clouds." I convey my best wishes for the successful launch of the E-Magazine.

ALL THE BEST.

~ **Nazima Y Akhtar**  
Sales Head, Wealth Management

"Life is all about making the little moments big. If we haven't tried many things then don't stop until you hit the right spot! Ekodus believes in making every moment enjoyable for the employees. I wish team Ekodus all the luck for this new initiative of launching E-Magazine and I'm glad that I could be a part of it.

All the best team EKODUS"

~**Anindita Sanyal**  
Human Resource and Admin

## Walking down the path of success

To every member of my team and professional family, Success is all about defining your own goals and keep trying to achieve it, so if you feel to do something, today is the right time, sometime later becomes never.

The harder we work for something the more you enjoy the outcome.

Never stop dreaming or setting targets.

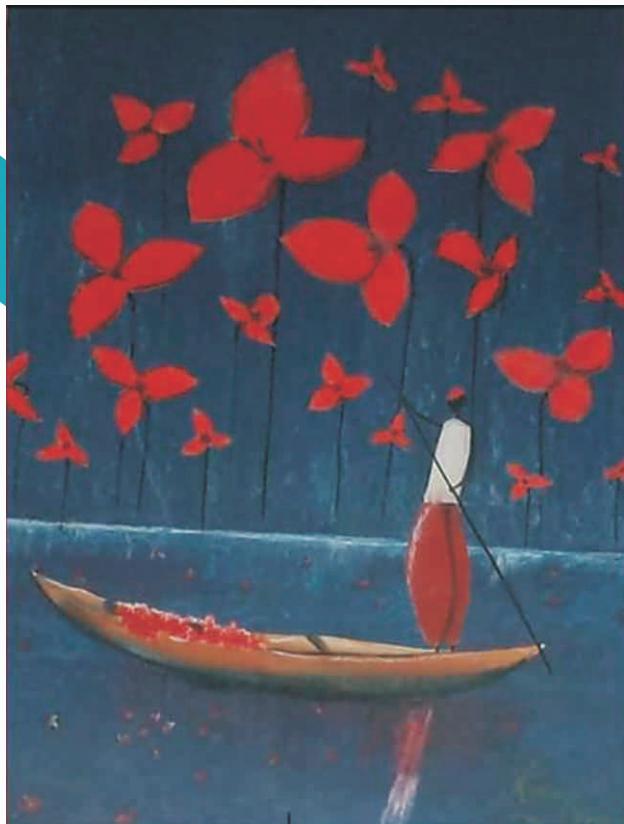
Only Best wishes from Noida because luck is something one creates for himself/herself and the key is smart/hard work .

**Niku Singh (Neil), Head Noida Operations**

# PAINTINGS



***Sunset in the Snowy Mountains*** By Susmita Thakuria



***Seeking Solace*** By Lipoklemshi Lemdor

# ACHIEVEMENTS

## MOST PROMISING ASSOCIATE 2018



**MONJIT GOGOI**  
Business Development



**NIVEDITA CHAKROBARTY**  
Digital Publishing



**LIPOKLEMSHI LEMDOR**  
Digital Publishing



**RASHMI REKHA DEKA**  
Digital Publishing



**SAIKY PATOWARY**  
Software Development



**HIMADRI SEKHAR DAS**  
Software Development



**HIRAK JYOTI DAS**  
Software Development



**SUBHRAJIT BORDOLOI**  
Digital Marketing



**SATYENDRA SINGH**  
Noida US IT Staffing

# ACHIEVEMENTS

## EMPLOYEE OF THE YEAR 2018



**DEBABRAT SHARMA**  
Software Development

## BEST TEAM OF THE YEAR 2018



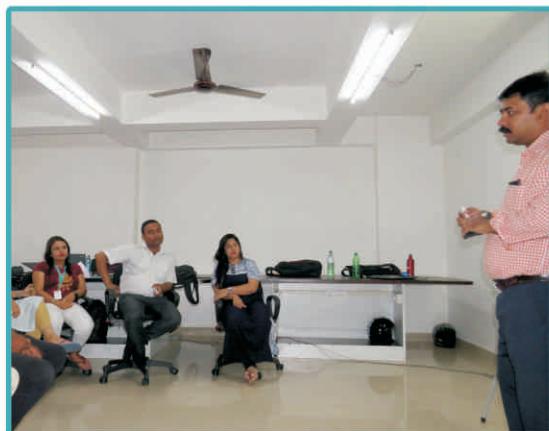
**DIGITAL MARKETING**



**SOFTWARE DEVELOPMENT**

# PHOTO GALLERY

## INTERACTIVE SESSION WITH ANAND RATHI NATIONAL AND REGIONAL HEAD ON INVESTMENT OPPORTUNITIES.



## HOLI 2019



## EKODUS WEALTH MANAGEMENT STALL AT NEW JERSEY



# PHOTO GALLERY

## YMOC LAUNCH



## EKODUS CSR PROGRAM FELICITATION OF GOHELA BORO THE NATION'S AND REGION'S PRIDE IN ARCHERY FROM KOKHRAJHAR, ASSAM



# SERVICES



## Ekodus

Software  
Development

Ekodus  
Knowledge  
Center

Oirabot.ai

Medical  
Billing

Digital  
Publishing

Staff  
Augmentation

Ekodus  
Wealth  
Management

ymoc.com

Digital  
Marketing

## **GUWAHATI OFFICE :**

Aashi Grande, 1(A), 1 (C) & 1(D), Kahilipara Road,  
Ganeshguri Guwahati - 781006

## **NOIDA OFFICE:**

First Floor, B 87, Sector 63, Noida- 201301, UP

Phone No.: +91 361-2384455 / +91 9678874553

## **USA (HEAD OFFICE):**

371 Hoes Lane, Suite 231, Piscatway, NJ 08854, USA

(O) 732-377-2000, (C) 732-823-8031

[www.ekodus.com](http://www.ekodus.com)