

Sep-Oct 2019

# Ekodus

A Bimonthly Newsletter



**A Day in  
the Life Of a  
Team Leader**

**Online Education**

**The Salesforce Stir  
"Make a Customer,  
Not a Sale"**

**Changing the  
RESTAURANTS  
digitally by  
YMOC.COM**

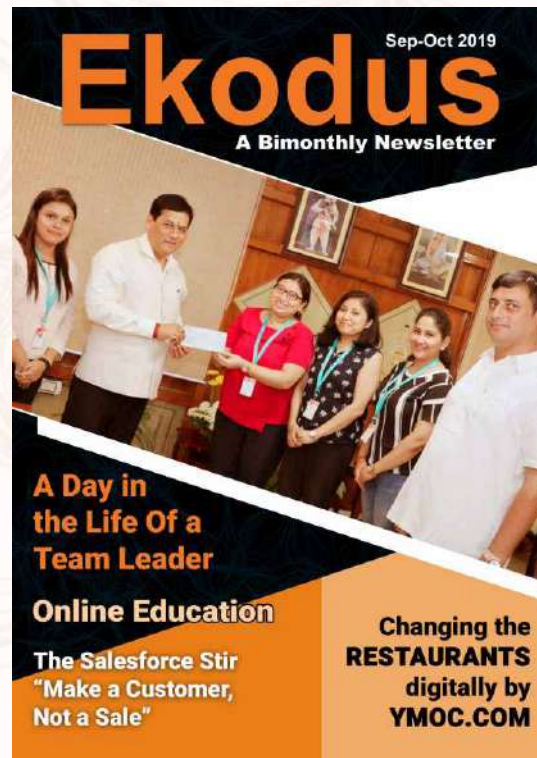


# Ekodus

Sep-Oct 2019

A Bimonthly Newsletter

Third Edition ■ First Year



## Editor

Baishali Hazarika

## Advisors

Gitika B. Bordoloi  
Manisha Thapa  
Purabi Choudhury

## Contributors

Mark Bordoloi  
Lipoklemshi Lemdor  
Charan Reddy  
Farhana Hussain  
Irfan Hashib  
Junmoni Kalita

## Layout and Design

Sharbani Sharma

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# THE EDITOR'S ACCOUNT



## THE EDITOR'S ACCOUNT

**Baishali Hazarika**

*"Growth is never by mere chance; it is the result of forces working together"*

At its core, business journalism is all about covering growth and growth of companies. What's more, for a quick advancement and development of an organization, the workers or the employees are the primary factor of an organization. Consequently our third version of Ekodus' e-Magazine concentrates more on the representatives or you can say its EMPLOYEES.

Inside you will become more acquainted with the wear and tear of a team leader's day by day work schedule. With progression of new advances in this digitalization period we get to know how digitally restaurants are changing by YMOC.COM. Furthermore you will get to know the running head of Salesforce CRM of Ekodus Inc. As this edition focuses more on the employees, their experience notes will make people realize Why Ekodus? We have some extraordinary articles from our employees about some trending technologies and how it works in the digital platforms.

Ekodus has made considerable progress following its prosperity and disappointments. Alongside every one of the hardships, due dates and stresses, it never tumbles to grasp its committed employees and gives their best. I would like to thank everybody who contributed towards the third release even with their bustling timetables and will love it on the off chance that all of you can support this version and discover the content magnificent, connecting with and motivating.

**"LET US GROW AS A FAMILY"**



## Message From the Managing Director

**Gitika Boro Bordoloi**

At the heart of every progressive move is the underlying factor of opportunities. Opportunities for new innovations, better living, radical thinking, entrepreneurial experimenting, and hope for a better World.

Ekodus Inc. believes in this notion of Progressive moves and Opportunities.

With every move we create opportunities and with every opportunity, we grow wiser. While with success we determine new methodologies, with failures we understand life experiences. The only key is to not standstill. Always be on the move.

Staying true to this ideology, I'm proud to announce that Ekodus Inc. is always moving ahead with progressive moves for better opportunities with each passing day. In the recent past, we introduced 24-hour work shift at our Noida Center for better job opportunities. Continuing our reach further to different cities of Northeast India for YMOC, we're bringing better business opportunities in the region. For the people of Assam, our CSR Activities in taking part at the CM Relief Fund to help bring forth better life opportunities for our hometown.

We're one with opportunities, a fact that makes me most proud of Ekodus. I thank every one of the Ekodus family who has helped the company come to this stage. We've come this far for you and we'll travel even further for you!

**Here's to working towards more Opportunities.**

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# Flood Donation



Since the day Ekodus opened its door in Guwahati, we have been trying our best to contribute to the community. Assam Flood has been disastrous for years. This year, we were glad to donate Indian Rupees 1 Lac to Chief Minister's Flood Relief Fund. We strongly believe that we cannot control the acts of God, but we can always try to contribute and minimize the suffering of the people affected.





# Entrepreneurs Workshop



*Chief Trainer Mr. Dieter Bruhn and Ms. Gitika Boro Bordoloi, MD, Ekodus*

Managing a business and associates need extreme leadership skills and knowledge of the business environment. Our Managing Director Ms. Gitika Boro Bordoloi successfully completed the “Workshop on Business Communications Training for Entrepreneurs” organized by Assam Startup in association with U.S Consulate General, Kolkata. The Workshop was held from August 1 to August 6, 2019.



# Changing the RESTAURANTS Digitally by YMOC.COM

**Mark Bordoloi**  
CEO & President



With the changing world, people have started adopting the new technologies to source and utilize the available modern day “*Easy to use*” tools. YMOC.COM as the name suggests Your Meal on Call is a modern-day tool to establish the Restaurant Brands as well as create awareness among the foodies.

YMOC.COM gives the digital platform to the restaurants to position themselves online. In this digital world, the digital presence is very important to sustain into the business. The online ordering system with ease helps the restaurants to process and deliver the meals too.

There are a few USPs that YMOC.COM is focusing on to benefit the restaurant owners:

1. It gives the Restaurants an online platform to create awareness and boost sales.
2. It gives small size restaurants, who cannot afford to be online, a platform to be digitally available and enjoy the online ordering tool.
3. The digital marketing strategy by YMOC.COM reaches the targeted masses without any hassle.
4. Saves lots of money which is spent by restaurants to be online or do digital marketing by themselves.

What the Foodies get? Yes, there are a lot of intangible benefits that YMOC.COM offers:

1. A platform where multiple restaurants are available to choose from.
2. Option to choose the Menu Category from various restaurants.

3. Review for the Best and suggest improving with an easy to comment section.

4. Easy to order on Web, Android or IOS App2.

5. Order by phone. Our friendly executives can guide you through the menu and restaurants of your choice.

Today, the online meal ordering service is very competitive. YMOC.COM must be customer focused and serve with care. The goal is to satisfy all the Hungry customers looking for the best meal for their tongue. The System to identify the Best Restaurants from the Customer Reviews is unique.

We, at YMOC.com will always keep learning our customer experience and leave no stone unturned to improve overall. Let's try YMOC.COM once and I am sure, you will start loving it!

**Note:** YMOC.COM is designed, developed, conceptualized and operated by Ekodus Inc. USA through its subsidiary Ekodus Technologies Private Limited, India.







# A Day in the Life Of a Team Leader

**Lipoklemshi Lemdor**

Senior Team Lead (Digital Publishing)

“You will not grow unless you are prepared to take on the challenges and changes ahead.”

I manage a team of amazing people and my main role is to give them the help they need. This involves supporting and encouraging them to improve themselves. The level of interaction I have with my colleagues is one of the elements I enjoy most.

A typical day for me begins when I log in and check my emails as I settle down. Then I catch up on what is needed after delegating the work and explain that every task is required by 5 pm, even though there are several other deadlines, including one for tomorrow. Getting the information out is the key.

When everything is assigned, I sit down and begin

with my tasks- reviewing files, content writing, sending emails to the clients, preparing reports, and a list of completed projects. But as humans, we tend to make mistakes, so if things go wrong and our client reverts to us for rework, I always make sure I have done all I can to meet the clients' requirement. Only then I return the reworked project or file to the client.

I am there to offer whatever help I can if some of my team has a query or needs something. I monitor absences and sick-leave every day and prepare a weekly leave roster for the team. The main task for me is to ensure that each member of my team receives the required attention. It's about helping them with their goals and development.

I have found from my experience that compassion and strong interpersonal and communication skills are crucial to being successful in this role. I have grown and learned a lot with the advice and support of my colleagues and superiors, and look forward to broadening my knowledge and horizon.

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# THE SALESFORCE STIR

## “Make a Customer, Not a Sale”

**Charan Reddy**

Head of Salesforce CRM (USA)



Myself Charan Reddy, regarding my educational background I completed my bachelor degree from ECE, which dramatically made positive contributions to my career growth and development. I got solemn motivation from my brother who is working as Salesforce developer, after which I did research regarding this field and the things that could be done to improve the lives of future generation within the Customers Relationship Management (CRM). Then I made a change of plan and started pursuing masters from the USA, with my focus of being a Salesforce CRM.

Later, I was able to implement the ideas that I had regarding this field into the market scenario, which helped me to commence recruitment in Salesforce technology through hiring and training people. I faced a lot of challenges through my work of being a principal consultant but never gave up since I had to make the dream of Ekodus family come true. I not only worked on the implementation plan but also

conducted recruitment, training of the Salesforce, and ensuring that numerous clients join the project in the subsequent steps. The secret of maintaining a good relationship with clients is developing a good rapport with them and creating sufficient room to accommodate them.

This may involve listening keenly to their problems and offering appropriate solutions to such issues. There are numerous

investments that I have made throughout my career. However, the best investment is the development of application software, which majorly performed the role of focusing attention on individual customers and business associates. Through this, every concern, need, and wants of the customers were taken into account. Implementation of Salesforce plays a very significant role in the growth of the company. Through the Salesforce implementation, the company can keep track of the customers' information.

This creates room for addressing their needs, and through this, the turnover for the company's products and services are significantly increased. This, in turn, can lead to a high level of income for the company which can adequately support its operational activities. There are numerous hardships that I have faced since I began my career in the Salesforce department. The first hardship is attracting reliable customers. It is possible to develop very profound customers' relationship, but not

There are numerous hardships that I have faced since I began my career in the Salesforce department. The first hardship is attracting reliable customers.



all the customers will respond as expected and utilize the company's services and products. The second hardship is the high level of competition, which has predominantly affected our operations.


The third hardship is spending excess time in performing administrative tasks. Such responsibilities typically include generation of sales report or input of data. The critical source of

accurate and quality data of the company's customers as well as other business associates. The second key strategy is proper time management.

Under this strategy of adequate time management, I intend to allocate sufficient time available to carry out my role effectively. The third strategy is maintaining consistency so that the company can track the outcomes of my hard work and reach upon prudent conclusion. Lifestyle and work



salesforce



motivation during the hardship was some positive response from the customers and the steady rise of the company's income. This encouraged me to develop the various mechanism of overcoming the challenges. There are numerous strategies that I have set for the future success of the company as regards my career. The first crucial strategy is known as a data-driven and data analysis approach. This strategy is meant to help in keeping

in the USA differs significantly from my native area. There are a lot of regulations put in by the government to guide in the daily operations of the company.

Furthermore, there are business codes of ethics that employees are expected to adhere to. Such kind of laws varies from those applied in my native area. However, it is crucial to note that such codes are vital in creating a sound environment for business activities.

# EXPERIENCE BLOCKS OF EMPLOYEES

## “Employees represent an opportunity to inspire not a burden to carry”

I joined the company back in 2017 as a Backend Developer and became a Team Lead after 9 months and an Assistant Manager after another 6 months. Joining Ekodus was a good decision for my career and it helped me to improve and hone my skills further.

I also appreciate the positive work environment, including flexible work arrangements. Hard work is always recognized in this organization and I am grateful to the CEO and MD for awarding me "Employee of the year" for 2 consecutive years.

With a team that helps you grow, timely and constructive feedback, and immense developmental opportunities, Ekodus is a great place to grow, both personally and professionally.

**Debabrat Sharma, Assistant Manager - Software Development**



Ekodus Technologies is a great place to work, evolve and grow professionally short term as well as long term.

There are good opportunities to advance your career. Management is very supportive of your ideas and suggestions.

The company offers good benefits, and also provides additional training to continue learning new skills.

At Ekodus, I also got opportunities to work with incredible team members. Great atmosphere, leadership cares about your development.

**Bandita Choudhury, IT Training Head/Counselor**



My work experience has taught me so much, from learning what a brief was to manage a whole team of executives. My time in Ekodus brought me both joy of success and lessons of experiences to push me forward to a better career trajectory. I joined as an early member of Ekodus Wealth Management and have been an employee ever since. The working condition combined with the motivation of my superiors is one of the best experiences in the company. I know that this company is on the right track and one of the best companies in the region.

**Nazima Yasmin Akhtar, Manager-Wealth Management**







I joined Ekodus as the first member for Digital Marketing and have been a member & leading the Division since then. From E-Aspire IT Americas to Ekodus Inc., I have been a part of this company's journey through thick and thin and it's a sense of pride to see the company evolve such marvelously. My experience in the company has been an incredible one with the support of both our Top Level Management and my team members in every step of the way. I wish the company my best in all its endeavors to come.

**Gitumoni Barman, Manager-Digital Marketing**



It has been a wonderful two years of journey with Ekodus. In these two years, I have learned and upgraded my skills here to a better level than I was earlier. I love the vibe of the working zone and all the colleagues are like a family and very co-operative. I wish Ekodus a grand success in their long run of life.

**Saiky Patowary, UI Developer-Software Development**



My journey at Ekodus has been a bit of a rollercoaster. Though I made mistakes, I learned from those. And now on the verge of completing one year at Ekodus, I am happy to have started my career here with such wonderful colleagues and an excellent work environment. Thank you Ekodus for this opportunity!

**Kangkana Deka, Copy Editor-Digital Publishing**



I have been lucky enough to be a part of Ekodus Technologies Pvt. Ltd. Working with Ekodus Technologies has brought lots of positive changes to me. I had learned new things by coming out of my comfort zone. The challenges that I had faced helped me a lot to build myself into a calm and organized person. I have been a part of this journey from Feb 2018 and every single day has helped me in coming out as a better person both in personal and professional life. I have become more confident and familiar with learning new skills, team management, being punctual and handling crucial things. All of these factors have helped me to have an insight into the work culture and have given me enough motivation to be efficient and more productive towards my work. I have thoroughly enjoyed my experience and I am very grateful to our CEO Mark Bordoloi for allowing me the opportunity to work with him and for making me feel like a part of the organization.



**Pankaj Barman, Senior V.P. in Business Development**



I am associated with the Ekodus family from October 2018. It is a great journey filled with knowledge and teamwork. I feel lucky to be a part of this company.



**Susmita Thakuria, Copy Editor (TL)-Digital Publishing**



Working with Ekodus is a learning experience. Thanks to all my colleagues for their support and cooperation in this journey.



**Sudakhina Chutia, Copy Editor (TL)-Digital Publishing**







We're a family of diverse, inclusive and progressive individuals. Everyone is friendly, hard-working and driven. I love the support and encouragement I get from everyone.

**Asen Lemdor, Copy Editor-Digital Publishing**



I have joined Ekodus on 24th August 2018. It is my first job. I joined as a copy editor in this company. During this period I have gained professional experience as well as confidence in working with people.

**Shilpi Sikha Saikia, Copy Editor-Digital Publishing**



I joined Ekodus in October 2018, and I am very happy to serve here. My teammates are very friendly and helpful in need. I am very interested in performing my job and it provides me a good experience.

**Rimpay Borkataky, DPA, YMOC**



It feels great to be a part of Ekodus family. It's my first job where I have learnt so much. And to talk about the office environment, it's really good to work around here.

**Asiquer Rahman, Copy Editor-Digital Publishing**



It feels incredible to be a part of the Ekodus family. It is my first work where I have adapted to such an extent. Furthermore, to discuss the workplace condition, it's great to work around here.

**Mrinal Jyoti Deka, Copy Editor-Digital Publishing**



My job experience as a Content Developer in EKODUS is good so far. It's been a long journey of almost 1 year I have been working in this organization. The work environment and culture is very good. All the employees of each hierarchy are very supportive in every step. It is a good organization to start one's career in the field of Digital marketing, digital publishing, etc.

**Deebyajyoti Nath, Copy Editor-Digital Publishing**







# *La Creativite*

*“To live a creative life we must lose  
our fear of being wrong”*





# ONLINE EDUCATION

**Farhana Hussain**  
SME, Digital Publishing

This new type of education gives a great opportunity to many who are not able to attend traditional classroom studies.

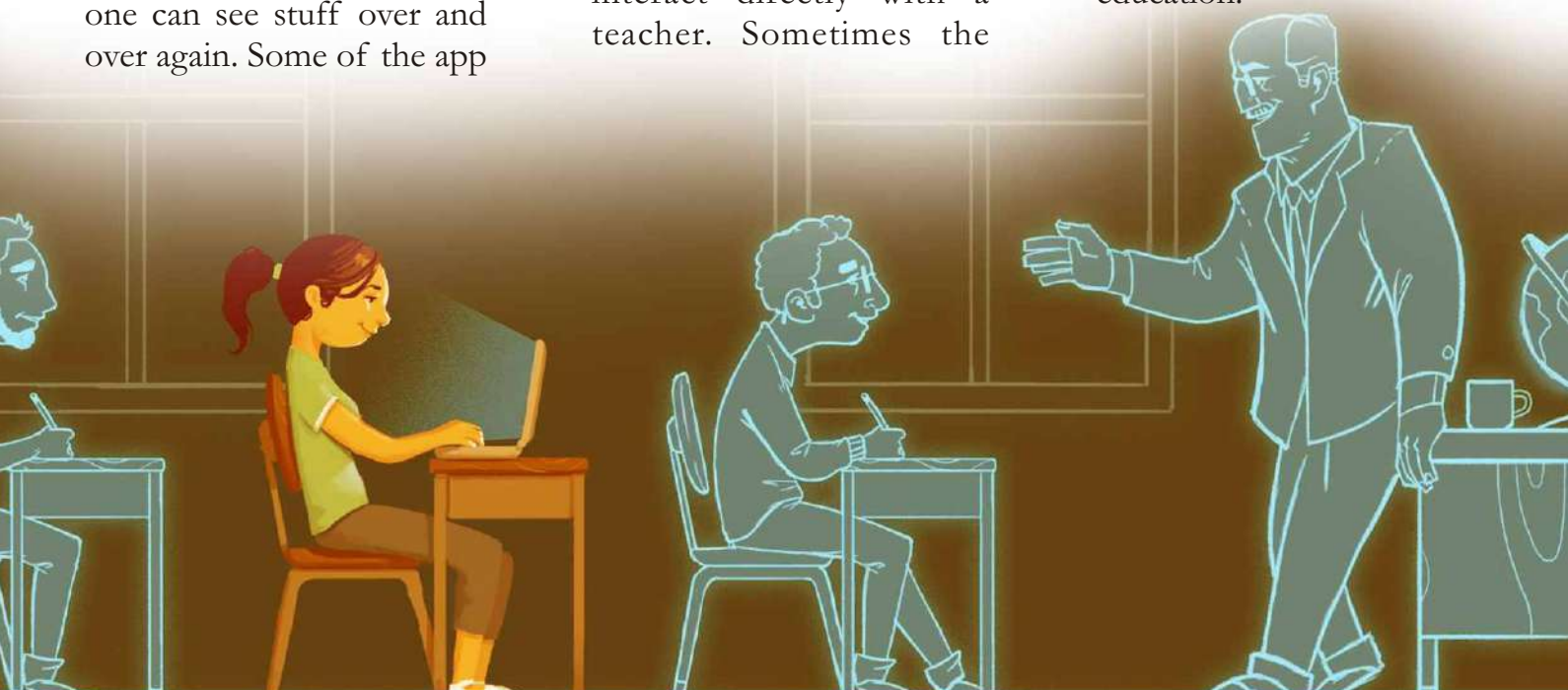
Presently education is not any more expensive and web is no longer a waste of time. For many students, it is not possible to take a coaching class in a reputed institution even if they want to. Online courses can help them to build a better future. Online education has many benefits for the students or working professionals. They can study at anytime and anywhere they want to. Many of these online courses are free of cost and one does not have to go anywhere. In the event of video lessons, it's simple to comprehend and one can see stuff over and over again. Some of the app

and websites through which one can pursue online courses are like Unacademy, Swayam academy, extramark, TED, Wikipedia and many more.

Besides benefits of online education they also have some disadvantages. Over dependence on technology can cause health problem. One cannot interact directly with a teacher. Sometimes the

student cannot rely on all the information.

This new type of education gives a great opportunity to many who are not able to attend traditional classroom studies. Many nations have been successful in following this scheme correctly, while some are unsuccessful, but this is an significant form of education.





# SEEING THE UNSEEABLE: A Black Hole's First Image

Irfan Hashib

Copy Editor-Digital Publishing



A Black Hole is a region of space-time with such strong gravitational effects that nothing can escape from it, not even particles and electromagnetic radiation such as light. General relativity theory predicts that space-time can be deformed by a sufficiently compact mass to form a black hole. It is called the event horizon the boundary of the region from which no escape is possible. Black stellar-mass holes are expected to form when, at the end of their life cycle, very massive stars collapse. It can continue to grow after a black hole has formed by absorbing mass from its surroundings. Super massive black holes can form millions of solar masses by absorbing other stars and merging with other black holes. There is a general agreement that there are super massive black holes in the galactic centers. "Today's science fiction is tomorrow's science fact!" The first image of a black hole is a reassurance of science and reason. The world experienced the unseeable under the collaboration of the

Event Horizon Telescope on April 10, 2019. It is one of the greatest achievements of mankind. This all begins with Sir Albert Einstein's "General Theory of Relativity". In general, a black hole is invisible by nature. A special characteristic of a black hole is that it does not emit any radiations that we can detect, and it absorbs everything that falls into it. Not even light can escape its gravitational pull. Hence, making it invisible to nature.

Visual evidence about the same, appeared a hundred years after it has made its mark in the theoretical physics. It required the synchronization of eight telescopes around the globe, to achieve this feat. It also required the highest accuracy of the atomic clocks used for this purpose, to combine the data. Each telescope required to observe the wavelength range of about 1.3 mm to transmit the precise image. The black holes are located at such a huge distance that humans do not have the power to scale. EHT (Event Horizon Telescope) set out to picture two gigantic black holes-Sagittarius A\*, at a distance of 26,000 light-years away from the

Earth, present at the centre of our galaxy the Milky way and another present at a distance of 55 million light-years away at the centre of the Messier 87 galaxy in the Virgo cluster. The very long interferometry baseline technique connected telescope radio dishes around the world to produce a virtual telescope of the earth's size. To obtain the high resolution needed for this measurement, this was necessary. A separate challenge was to combine data from telescopes, each with different characteristics. Computer science advanced developments related to image recognition have been used. As Katie Bouman, Assistant Professor at the California Institute of Technology, who led efforts to develop an algorithm to put together the data and create the image, said in a TEDx talk, projects such as the EHT were successful because of the interdisciplinary expertise that people brought to the table. This experiment endorses the collaboration & diversity just as much as it does in the power of science and reason unrelenting patience and good faith.



# NEURAL NETWORKS: How will it change the world In digital platform?

**Junmoni Kalita**

Copy Editor- Digital Publishing

Human beings are known to be the most intelligent creatures alive on the earth. They do not have any programmer writing a program for developing their skills, they learn by themselves without the previous knowledge from external impressions and thus they can solve problems better than any computer today. Human brain is made up of billions of neurons which are basically the specialized cells that transmit nerve impulse. Natural neural network plays a vital role in vision, decision making, listening, and computation and for performing all other human actions.

Similarly the capability of the machines to interpret human activities or the human intelligence is known as Artificial Neural Network that is made up of a number of simple, highly interconnected processing elements which process information by their dynamic state of response to external inputs. It acts in a similar way as the biological neural network in the human brain process information.

Artificial Neural Network is considered as nonlinear statistical data modeling tools, where the complex relationships between inputs and outputs are modeled or patterns are found and has the capability to generate and associate data that can find reasonable solutions for similar problems of the same class that

machine. To which Artificial Neural Networks have generated a lot of excitement in industry and Machine Learning research.

The most basic type of neural net is something called a feed forward neural network, in which information travels in only one direction from input to output.

**In the near future there will be more such technologies which will soon appear and make the digital platform upside down (possibly positive changes)**

were not explicitly trained.

As we are living in the era that is dominated by technology and requires creating elegant and simple solutions for different problems, scientists have invested their time and knowledge from the past five decades to make an intelligent

The recurrent neural network is widely in use, in which data can flow in multiple directions. These neural networks possess greater learning abilities and are widely employed for more complex tasks such as learning handwriting or language recognition.



Let us look at what neural networks have already gained:

- Image Recognition by Neural Networks
- Speech Recognition by Neural Networks
- Text Translation by Neural Networks
- Neural Networks Speak
- Neural Networks Evaluate
- Images Emotion Recognition by Neural Networks
- Neural Networks Determine

will be more such technologies which will soon appear and make the digital platform upside down (possibly positive changes). So, below are some of the future predictions of Artificial Neural Networks that will certainly make changes:

- **Rewriting and Copywriting:** In about 10-15 years rewriting will vanish. Cheap content will be written by machines or bots. As the bots will write correctly

solve problems of users round the clock. And in chats, mail, and by phone. "We will respond within 24 seconds" will disappear from being something sharp. Neural networks will answer immediately. Furthermore, artificial intelligence will substitute administrators on social networks.

A lot of profession and occupation's will disappear



Whether You're Drunk or Not

- Drawings by Neural Networks
- Neural Networks Finish-up Images
- Music by Neural Networks
- Neural Networks Create Encryption Protocols
- Tweets by Neural Networks
- Neural Networks Interact

An impressive list, isn't it? These are the stuff which is superimposed with digital marketing.

In the near future there

and they can correct errors, profession like proofreader will easily disappear.

- **Illustration and Design:** Using neural network, illustration and design can be created with the help of artificial intelligence. Sooner or later there will be an application where the neural network draws pictures by sketches.

- **Customer Support and Social Networks:** Most importantly is that robot will

since they are going to be performed by neural networks and machines faster, cheaper and better. New advanced tools will rise up to solve the problems and increase efficiency and tasks will differ. Eventually, neural networks will be used not only by marketing specialists but also all others.

**Are you ready for the future transformation?**

# GALLERY



**Ganesh Chaturthi Puja at Office**



**Visit of Mr. Nirupam Chaudhuri,  
Regional Director of NASSCOM  
For Northeast Region**



**Graphic Designing Summer Workshop**



**Independence Day Celebration at Noida Office**





**Guwahati Office :**

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

**Noida Office:**

Suite 3, Ground Floor, D77  
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)