

Ekodus

Nov-Dec 2019

A Bimonthly Newsletter



**Ways to
Build a High
Performance
Team**

**Wastage
of FOOD**



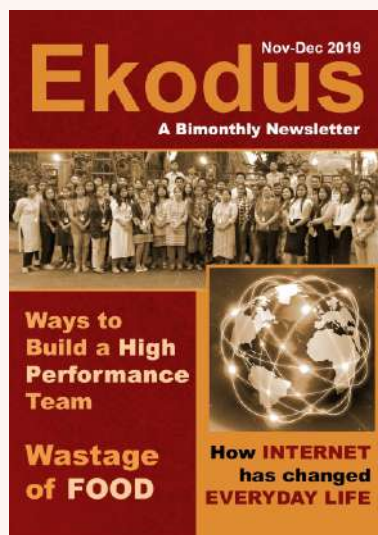
**How INTERNET
has changed
EVERYDAY LIFE**

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A Bimonthly Newsletter

Fourth Edition ■ First Year



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LEADING STORIES

5 HoD Speaks...
PANKAJ BARMAN

Ways to build a High
Performance Team **6**
PURABI CHOUDHURY

7 Revolution of the
Android Era
PRITAM CHAKRABORTY

Wastage of Food **8**
SIDHARTHA PRATIM SAIKIA

9 Technology and Biologies Data
DIMPI KALITA

How Internet has
Changed Everyday Life **11**
DIPSHIKHA DAS

12 Health and Safety
in Workplace
DIPANNITA DAS

My Experience with
Ekodus **13**
MOUSAM CHANGKAKOTY

Quotes **14**

Photography **15**

Gallery **19**

THE EDITOR'S ACCOUNT



Greetings!

Welcome to the Fourth edition of the official e-magazine of Ekodus.

Since I am in the Content Writing zone, in short, I'd like to tell you a few things about Content Marketing. Have you heard the expression, "Content is King?" Because for the content is that good, it will attract more customer to your brand!! Well for this it is very evident that a good content always adds fuel to your digital marketing activities. No longer viewed as "just a blog", content is something that is creative, innovative and engaging. Offering worthy and clever content you can be a valuable source of information to your audience. Content marketing allows potential buyers to be linked much sooner in their selling journey and to remain engaged. In fact, an immersive marketing strategy for content will help you speed up your brand awareness efforts at a much lower cost than traditional advertising. Helpful and entertaining content will create a strong connection between your brand and consumers that continues to grow and grow over time. Although I am not much expert in this field yet, but I am sure that working with Ekodus will definitely give me a chance to get excellence in the same.

A magazine is something that contains a variety of ideas and thoughts; you're going to witness this in your further reading. We have discussions on how to create a successful team, how to ensure health and safety in the workplace. We also have some technology-related things like Android's revolution, tech and biology, and the impact of the Internet on our everyday lives. Besides these, there is also a subject of social concern regarding food waste and the experience of the employee with Ekodus.

Since this is my first experience as a magazine editor, I would like to thank Mark Bordoloi Sir (CEO and Founder) and Gitika B. Bordoloi Ma'am (MD) for giving me this opportunity. Also thanks to all my dear colleagues and seniors for making this e-magazine successful.

Let's learn, work and grow together.

Thank you

Bristi Saikia

Content writer (Digital Marketing)



HoD Speaks...

PANKAJ BARMAN

Sr. Vice President, Ekodus Inc.



First of all I would like to thank you all for being a part of our journey in making Ekodus move forward. With the help of our skilled employees, customers and partners, Ekodus is now able to shine among other IT companies in the country. Ever since launch, Ekodus is moving ahead with the passion to grow by achieving excellence through dedication.

Over the past years, Ekodus has been able to

achieve significant growth globally. We believe that "Excellence" is the core ingredient in every step to shine among the other IT companies. With this in focus, we are massively transforming our business to obtain good customer response.

Now that we are successfully changing the restaurants digitally through YMOC app, we are always there at your service. We are also able to bring better life

opportunities for North Eastern candidates by hiring talented manpower for the organization. Ekodus holds a skilled team that is working as a family to bring asset to the company.

As the essence of IT Companies in the North East is much less than in other states, we are, therefore, trying our best to make a strong impact in serving our customers smarter, faster and better. Hoping for more successful years to come!!!



Business Development Department, Ekodus

Ways to build a High Performance Team

PURABI CHOUDHURY

Human Resources



High Performance Team is a team of highly business focused people who always determined to achieve superior business goals by generating consistent innovation and collaboration in their work performance.

A person cannot run a certain business individually. Effective and efficient team work runs business operations smoothly.

Below are listed some set of points to build a high performed team which helps a business organization to facilitate growth and productivity of the business:

1. Employees' Interaction-

Employees are not only working as a professional people for the organization, they are emotional and intellectual. Leaders must emphasize them in order to evolve them both personally and professionally. Human Resource practices should serve as a support and facilitate discussions or offer proper training as when required.

2. Talent progression-

There must be an

Always focus on internal promotions rather than hiring new ones.



HR Department, Ekodus

organizational structure for every employees which defines their career path in order to build talent progression. Leaders are always responsible for the growth and performance of their employees. Appreciation and recognition of those employees who have outperformed their tasks are always important for human resource practices,

also in order to hand hold support who could not meet their standards.

3. Encourage internal promotions-

Always focus on internal promotions rather than hiring new ones. It increases the confidence of employees which ultimately leads to business productivity.

4. Transparency in communication-

Conspiracies bring insecurities among the employees which lower ones confidence level. Creating a culture of transparency within the organization helps in building up their confidence and ownership level towards work.

5. Nurturing employee skill-

Leaders must take initiative in multiplying the growth and development of existing employees, which helps in enhancing loyalty, engagement, and work performance. Employee's engagement is a good practice in order to achieve organization goals and also various benefits dedicated towards organizational development.

Revolution of the Android Era

PRITAM CHAKRABORTY

Android Developer



How it all started?

In today's world of smartphones, we as a consumer are tech-greedy to choose the fastest, most reliable optimistic smartphones in the market. Due to this, the pace in the development of the Android Applications has taken a big chunk of the IT industry worldwide. But, not only the applications are growing in and out of the box.

Only a decade has passed since the first major Android phone, the Samsung Galaxy, hit store shelves, and just about half the global population will have a smartphone or something similar by the time. Samsung Electronics Co. unveils its latest flagship model, the Galaxy Note 10, on Aug. 7. Few other consumer gadgets have gone to that threshold so fast. Although Apple sparked the modern smartphone revolution, Android was the essential ingredient that made the devices ubiquitous.

From Android Cupcake to Android Pie

From today's vantage

point, it's easy to view the ubiquity of the smartphone as preordained, but only an extremely optimistic tech seer would have predicted it when Google bought a startup called Android in 2005. After the iPhone landed like a bomb in 2007, Google scrambled to make its open source mobile OS available for no direct cost to telephone companies and phone manufacturers.



In return, Google was able to latch its lucrative online advertising machine to most any phone running Android.

Google's Android division certainly has a sense of humor: It named all of its version code names after desserts (just as Intel names all of its CPUs after rivers). To celebrate a new version, a giant mock-up of the dessert that matches the codename is usually delivered to the Google Campus and put on

display.

The first Android devices entered the market about 18 months after the iPhone, in late 2008. They were clunky and didn't catch on right away. But the technology and devices got better, and the beginning of a movement slowly took hold starting in 2009. Cellphone pioneer Motorola and relative newcomer HTC Corp. came out with fairly popular Android phones. Samsung took it to another level.

The smartphone is now middle-aged by the sped-up standards of the tech world. IDC estimates that sales of the devices will decline in 2019 for the third straight year. There remains a big gap between the 50% of the world that uses the mobile internet and the 80% to 90% where analysts predict adoption will top out. But reaching the next 3.5 billion to 4 billion people gets progressively harder. Even Android can't drive phone prices down low enough for some people and places where the smartphone hasn't spread widely.

WASTAGE OF FOOD

SIDHARTHA PRATIM SAIKIA

Vendor Manager, YMOC



In BBC's words "We could feed millions more people without producing any more food than we already do". Waste of food is slowly becoming a significant problem that people have not recognized yet. We waste a lot of food that can be fed to the extent that a small country consumes; our street dustbins are a proof of this. In a country like ours, millions of people still sleep hungry on the streets which as we know very well is not a good economic sign at all. This is not because the quantity of food produced is less but the food much more is wasted who have it. Beginning from the country's economy to climate change, wastage of food stuffs is devastating our lives. According to CSR journal up to 40 percent of the food produced in India is about to get wasted. Approximately 21 million tons of all wheat produced by India is wasted and 50% of all food worldwide meets the same fate. Such a situation raises a concern that 'food never reaches the needy'. In fact, according to agriculture ministry, Rs. 50,000 crore worth of food

worth of food produced is wasted every year in the country.

It's high time we changed our attitude about the food we eat, so that we can stop wasting it. A small step is enough to serve one meal for one man. Nonetheless, we always want more food items to be served on the



table because we know that we also eat just a small portion of it in restaurants and other similar locations as well. So, if we could take small steps towards wastage of food, it would definitely bring changes in the economic growth of our country with less people starving around. Changing our habits will

our habits will certainly help someone who is in need. Although this little article will not be able to describe or elaborate the concept of food waste as a whole, I can only say that food waste has a serious impact on our cultural, environmental and economic growth. The amount of food thrown

away is wasting the natural resource too. Therefore, it became very important to take necessary steps how it could be prevented. Last but not the least as someone says 'Buy less, use all and waste nothing'.

Hope from now onwards we will think twice before wasting any kind of food.

TECHNOLOGY and BIOLOGIES Data

DIMPI KALITA

Content Developer, Digital Publishing



In all aspects of human life, computer and internet play the most conspicuous roles. There are thousands of opportunities for websites and web hosting that are over-growing. As Cheney says, "because technology plays a central role in today's information society, it is important to understand the role of IT in research." Advances in science have an impact on economic performance and achieving the goals of society. In the analysis, Biology is at its heart an informative science based on the information found in the genetic code.

At molecular level, a key challenge in biology is to understand how guidance encoded in genomes contributes to the structure and function of the proteins, and the regulation and expression of genes. In the biological sciences, the implementation of information technology and information learning contributes to the adjustment of teaching style for students. These days, biology, like computer science, is progressing at incredible speed. It is very important

not only to use information technology and informatics in the study of the living world and biotechnology, but also to enrich the

Computational biology offers a powerful platform from which to answer important science questions head-on through practical modeling and conceptual experimentation, but they can also be very effective in teaching.

development of informatics with ideas from the living world's information system. Rapidly increasing computer power allows for comprehensive simulations of biological schemes and ultimately raises the question of whether computers can eventually overtake wet labs.

Computer-based research simulations provides cheaper alternative to traditional realistic courses. The representation, organization, control, dissemination, preservation, and use of data, particularly in digital form, are many experimental issues. Where learning results focus on data interpretation and manipulation, virtual laboratories can offer workable alternatives. They are potentially more effective in learning students due to flexibility in time, location, pace, and process. Virtual cell labs are attempts to use computer simulation for the different processes of living cells.

Computational biology offers a powerful platform from which to answer important science questions head-on through practical modeling and conceptual experimentation, but they can also be very effective in teaching. Some "virtual cell biology laboratories" are just complexes of animated images about important processes of

cells without interacting and experimenting with each other. Interactive Lab provides an opportunity to learn about experimental terms, principles and techniques through electronic simulations and complex phenomena modeling. Web-based collaborative digital laboratories provide the ability to communicate with other researchers through modeling and electronic paper.

ICT engineering facilitates immersive, fun and personalized training. It is therefore proposed that the cost-effective and realistic approaches to the study of science can be incorporated into the curriculum of the undergraduate biological science. There are other uses of IT in Biology as well. For example, the application of artificial intelligence to biology is another cross-cutting area

at the intersection of IT and bioscience; it also includes knowledge-based and expert systems, qualitative stimulation, artificial neural networks, and other automated learning technology. In summary, it can be shown that IT has significant impacts on different areas of bioscience, and applications in both new areas and new perspectives will be on the rise.



How Internet has Changed Everyday Life

DIPSHIKHA DAS

Content Developer, Digital Publishing



The internet has turned our lives upside down. We use the internet for various purposes in everyday life such as ordering food, sharing a moment with our friends, buying clothes, paying bills or recharges etc. In other words, from the very basic needs to the utmost luxuries, the internet now influences almost every facet of our lifestyle. Before internet, people had to walk to the bank to transfer money to their dear ones. But a click is enough today for money to be transferred. The

internet is no longer concerned with exchanging information alone, it is a complex multidisciplinary tool that allows people to create content, communicate with each other and sometimes to escape reality. Today we can share our real life happenings by means of pictures, videos in the internet to get response from our friends and followers; "Personal stories go public; local issues become global."

The growth of the internet has sparked a debate about

Before internet, people had to walk to the bank to transfer money to their dear ones. But a click is enough today for money to be transferred.

the impact of online communication on social relationships. The internet has changed business, education, government, healthcare, and even the ways in which we interact with our loved ones, thus making it one of the key drivers of social development. The development of the internet today is being shaped predominately by instant, mobile communication. The mobile internet is a fresh revolution. Instead of spending hours gazing at a computer screen after work or class, people now use their mobile to stay online everywhere, all the time.

Health and Safety in Workplace

DIPANNITA DAS

Content Developer, Digital Publishing



As an employee, we know that we are happier and more productive when we feel safe at our workplace. While some jobs, like construction, have obvious safety risks, but you have nothing to worry about if you clock time at a desk job. Most professions go hand-in-hand with stress, sedentary behaviour and

have to correct our posture. Because it is important to sit with a correct posture to avoid dealing with future back pain. To maintain the appropriate desk position, we must keep our shoulders in line with your thighs, changing the chair height so that our knees are level with your hips and positioning our wrists and

for a quick walk which will help to stay fresh and healthy on the job.

It's always a good idea to inform our supervisor about the workplace safety hazards or risks. Because employer is legally obligated to ensure their employees have a safe working environment and

Some amount of stress on the job is common, but be careful not to let it get out of hand.



other unhealthy habits that can physically and mentally affect our health. So it is important to know what we can do to make our workplace a better, healthier environment, whether we are working from home or doing a manual job.

If we work from a desk, we

hands so that they are right at the elbow level while you are typing.

Some amount of stress on the job is common, but be careful not to let it get out of hand. Too much work-related stress can lead to an unhealthy environment. So, in such cases take a break and go

should take care of any unsafe conditions.

Health and safety policies always make a good business sense because they are the only way to protect the greatest resource of the company – the workers.

My Experience with Ekodus



MOUSAM CHANGKAKOTY Business Development Executive

I would like to start by thanking Ekodus for giving me the chance to be a member of its team. Although by practice I am a computer engineer, joining this company as a Business Development Executive gives me immense pleasure. I've been working in this company for three months and my experience in this short period has been marvelous and incredible. I appreciate the positive work environment and the motivational inspiration which I get from my seniors which inspires me a lot. At Ekodus, I used to start my day following and remembering two said quotes; "Hard work is the key to success" and "Failures are pillars of success". This inspires me to come up with the daily prospects. Ekodus, as a whole, is a great place to work and I wish the entire team every success in their future endeavors.

Quotes

**Darkness cannot drive out darkness; only light can do that
Hate cannot drive out hate; only love can do that**

– MARTIN LUTHER KING JR.

Die with memories, not dreams.

Determine your priorities and focus on them

- EILEEN MCDARGH

Be so good they can't ignore you

- STEVE MARTIN

A happy soul is the best shield for a cruel world.

Photography is an ascetic art, captured forever

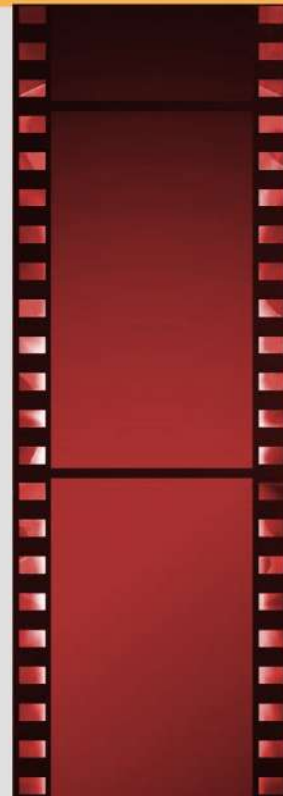


SAGARIKA BAISHYA
Graphic Designer, Digital Marketing

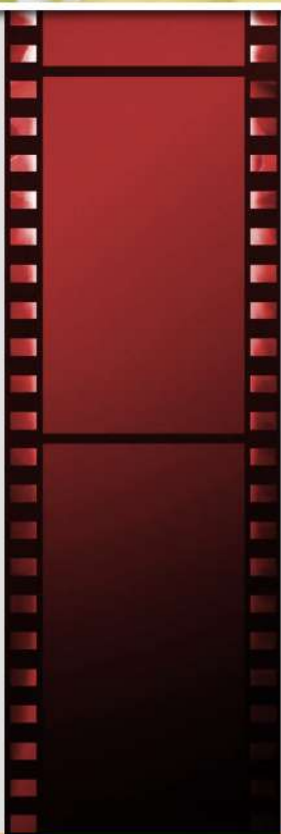


A gruesome reality...need to be tackled quickly

"Do not judge the voice by its color"



"Ride the energy of your own unique spirit"



"A man is worked upon by what he works on"



"New life in good hands"

Don't trust words, trust pictures



GYANDEEP CHOUDHURY
Graphic Designer, Digital Marketing



Sunsets are proof that endings can be beautiful too

Gallery

Ekodus Diwali, 2019



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