

JUNE 2020

EKodus

A Newsletter

rd



ANNIVERSARY EDITION

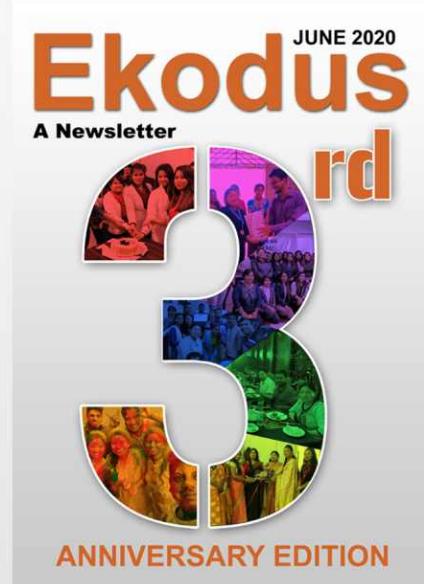


JUNE 2020

Ekodus

A Newsletter

First Edition ■ Second Year



Editor in Chief

Daisy Mali

Sub Editor

Queen Bhardwaj

Advisors

Mark Bordoloi

Gitika Bordoloi

Atanu Prasad Sarma

Editorial Team

Manisha Thapa

Purabi Choudhury

Rajni Ayapilla

Porishmita Goswami

Corporate Communications

Anindita Sanyal

Layout and Design

Sharbani Sharma

LEADING STORIES

Message from the Global CEO, Ekodus	6
Mark Bordoloi	
Designing Customer Engagement	7
Atanu Prasad Sarma	
Introduction to our Director, Technology Services	8
Covid-19 Reflections	9
Martin Wonsiewicz	
Introvert or Extrovert...Which one is you ?	12
Rajni Ayapilla	
Investments During Corona	14
Things You Should Be Aware Of	
Manisha Thapa	
Importance of Software Quality Assurance (SQA) In an Organisation	16
Rajdeep Das	
How to Use Facebook for Marketing and What Are Its Benefits	18
Daisy Mali	
Online Mode of Learning : Opportunities and Challenges	23
Queen Bhardwaj	
Challenges Faced by YMOC During Lockdown Due To COVID-19 Threat	24
Sanam Sarkar	
OverWorked: Release that burden...	26
Rajni Ayapilla	
HR Specialist are betting high on behavioral skills- But Why ?	27
Purabi Choudhury	
Towards Realizing a Vision of Herbal Medicine Proliferation from India to the US Marketplace	28
Binoy K. Bordoloi	
Being a Part of Ekodus Journey	30
Poems	32
Photography	34
Art	35
Gallery	38



FROM EDITOR'S DESK

A Happy Anniversary to Us !!



Charles Darwin once quoted “It is not the strongest of the species that survives, nor the most intelligent. It is the one that is most adaptable to change.”

We humans surely know how to survive, and we adapt to any situation thrown at us. Another example we have laid this year is by learning how to live with the infamous COVID-19.

Since the pandemic outbreak, our lives became standstill – we could no longer go out with friends, have fun at the movies, enjoy a vacation, and the worse part, businesses worldwide suffered and had to close their operations.

While we all stayed home to break the chain, we also wanted to be productive and efficient towards our respective jobs. Companies across the globe adopted WFH (work from home) module and began their operations. We, here at Ekodus too didn’t shy away from trying this new work culture.

Working from home was not an easy task. However, team Ekodus never lost the urge to be productive. We thrived to stay positive and helped each other during the process.

The 7th Edition of Ekodus E-magazine is quite a special one. Not simply because our comrades have contributed some of the best articles, but also because it is an Anniversary Special!

Ekodus is turning 3 this June 5th 2020. As we become a year older, I would like to take a moment to thank each and everyone in the Ekodus Family for making everything possible by far.

This edition consists of some of the best and most informative articles by our team members from both US and Guwahati divisions. Our honorable President sends us a very inspiring message on tackling the pandemic and how to welcome changes to our lives. On the other hand, our Global Sales Director’s piece on COVID-19 enlightens us on how to cope with the work-from-home situation and be productive.

Before I conclude, I would like to thank Sharbani, who tirelessly worked to make the magazine look spectacular. Also, I am thankful to Queen, my “Dame in Shining Armor” who me helped with the editorial work.

As a new member of the Ekodus family, I am overwhelmed with gratitude towards the people who considered me to be capable of handling such a responsibility. It was a great pleasure to put my additional thoughts on some of the best written topics. I hope you find the magazine to be worthy of your precious time.

On an ending note, I urge everyone to be safe, maintain social distance, and take all the precautionary measures. Also, be kind to animals.

Thank you!

Daisy Mali

A BIG SALUTE TO CORONA WARRIORS



 **Ekodus**

MESSAGE FROM THE GLOBAL CEO, EKODUS

MARK BORDOLOI



Dear Partner, ~ Greetings!

At the outset, I must express my gratitude towards your support and patience while being associated with Ekodus Technologies Private Limited. As a subsidiary of our USA counterpart Ekodus Inc., we thrive to bring Professionalism, Quality, and Customer experience to all our Esteemed Associated Partners.

The COVID-19 has brought tremendous Mental, Social and Economic Depression to our day to day as well as Professional Lives. However, I am sure You; your Family and loved ones, Friends as well as your Colleagues are doing fine by the Grace of God.

While we witness the effects of the Pandemic, we also are looking forward to building our future. Our Next Generation should not live in Fear and Uncertainty. We must be committed to helping them with better and brighter days ahead.

I, on behalf of the Global Ekodus Family, must assure you of giving you our Best Support and Lend our Ears at all the Circumstances. We will always keep trying to Learn and Improve the way we support our Esteemed Associated Clients.

Should you have any Concerns, Suggestions on how to improve your experience with us, please do not hesitate to connect with me on my WhatsApp or USA Cell Phone Number: 001 732-823-8031. You can also email me at mark.bordoloi@ekodus.com.



DESIGNING CUSTOMER ENGAGEMENT

ATANU PRASAD SARMA

"Today, 89% of companies compete primarily on excellent customer experience (CX) – up significantly from only 36% in 2010. But while 80% of companies believe they deliver "superior experiences", only 8% of their customers agree. Companies still have a long way to go in understanding what their customers want from them."

We all agree that Customer Experience starts from the Customer Interface. While most will agree that delivering an Engaging User Interface is an art not many cares to delve deep into it. While we are engrossed in this art, we often end up ignoring the science behind it.

An Interface that Engages a Customer does not happen by intuition alone even though we talk about Intuitive Designs.

Even though we strive to deliver an intuitive interface there is a definite process behind it. It starts from discovering the Vision and Objective behind the application and what it seeks to achieve. For example, an application that seeks to sell will have a different kind of interface versus an application that seeks to inform.

While deciding what will go into an interface we must hear and understand what the customer is trying to say. This is where the Voice of the Customer (VoC)

The learning from the VoC Program can then be leveraged to identify the kind of content that the Customers will be interested in.



Programme kicks in!

We need to not only capture the Voice of the Customer but also identify gaps between the Vision and Objectives of the Application and the Expectations of the Customer. Then comes the most important part of ploughing the feedback back into the Design.

The learning from the VoC Program can then be leveraged to identify the kind of content that the Customers will be interested in. The learnings from the VoC can help us to define and design the Content. At this point, the role of a Content Marketer kicks in. A content marketer will not only design and deliver crisp

meaningful content but also ensure that it is searchable and discoverable.

Having addressed the need to identify what the customer wants and how we can package it we then need to work on identifying what will finally have better traction with the Customers! This is where we leverage A/B Testing and or Multi-Variate Testing. These tests help us to identify elements in a design and the overall design which will work the best in the Target Segment.

Thus, there is a definite process behind delivering an Engaging Customer Interface.



Mike Benyo

Director, Technology Services

With more than 20 years of experience in marketing technology, strategic planning and Information systems, Mike has had the opportunity to work with outstanding organizations and global brands.

Executive positions include Managing Director at Perception Media; CIO / CTO for the NYC Marathon; Regional President for Agency.com; Chief Delivery Officer at DoubleSpace Media; Chief Operations Officer at GSI Digital; CEO at Vognition Media and President of the Evolution Management Group.

Mike's extensive leadership and consulting background includes Pharma, Digital Media, Cyber Security, Financial Services, e-Commerce, Voice Recognition, and Database Development.

Some of the clients he has advised and worked with include SpaceX, Marvel Studios, AT&T, Viacom, JDRF, Paine Webber, General Motors Corp, MasterCard, British Airways, Merrill Lynch International, Panasonic, Alnylam Pharmaceuticals, Pfizer, US Trust, DirecTV, Sony, Bank of America, the District Attorney of Manhattan, and Maserati.

Startups he has founded or managed include Vognition (voice recognition), Vantage Vertical (aerial drones), Quadris Consulting (technology) Dr.'s Bag (medical), ParaBands (health & fitness), Bevival (end of life), DomainSkate (fraud management) and Enduring World (media).

Mike's driving passion is the intersection of Marketing + Technology.



COVID-19 REFLECTIONS

MARTIN WONSIEWICZ, Director, Global Sales

The Corona Virus is the most severe pandemic since the 1918 Spanish flu. COVID-19 did not exist for the world's population in December 2019 and by the end of February 2020 was the most used term throughout the news. COVID-19 has tragically affected each of our families and globally changed our health care systems and economies.

SARS-CoV-2, the virus which causes coronavirus disease (COVID-19) is a terrible respiratory illness often called a novel coronavirus." It is termed "novel" because this particular virus is unlike any that scientists/physicians have seen before. COVID-19 is more contagious with lethal consequences especially for older populations, and those with immunocompromised or other pre-existing health conditions.

As of 28th May, the WHO reports over 5.6 million confirmed cases and 353,373 deaths (*). COVID-19 has touched every person, industry, and government in dramatic ways. The most tragic fall-out is for those families who have struggled through the crisis of hospitalized family members unable to visit their loved ones who are sick or dying because of quarantine restrictions. The stress on medical personnel, hospitals, and institutions caring for the elderly, sick, and dying

has been overwhelming. For many, it has caused the loss of job and income to provide for their families with unemployment rates of 15% in the United States and 24% in India.

This pandemic began when the first cluster from Wuhan was initially reported on December 31, 2019, to the WHO China Country Office. On January 20,

emergency was declared in the United States on March 13th.

From Normal to the "New Normal"

The effects of this disease and the rapid spread in communities around the world have altered our lifestyles which will not return to life before COVID-19. For most of us outside China, the new reality only set in once



both the WHO and Chinese authorities announced confirmation that human-to-human transmission of the coronavirus had already occurred. The first recorded U.S. case was also reported on January 20th in an American citizen traveling from Wuhan, China, to his home in Washington state. The first reported case in India was on January 30th also originating in China. A national state of

stay-at-home orders were put in place. In the United States, California was the first to institute stay-at-home guidelines on March 19th. Here in East Texas where I live, we began "shelter in place" on March 27th. In India, PM Modi announced a complete national lockdown on March 24th.

COVID-19 has changed our vocabulary with new words and phrases both as we speak not only face-to-face but in online

communication. For the past two months, our conversations usually begin and end with “Is your family safe and well?” or “Stay safe and well.” Social distancing became the most used verb with working-from-home (abbreviated WFH) a close second. Last month, Merriam-Webster dictionary added COVID-19 to its online dictionary one month after the World Health Organization originated the term. Twelve phrases/words were added to the Oxford English Dictionary in April including “elbow bumping” to “shelter-in-place.”

Working-from-home became the “new normal” for most people around the world except for essential workers. National and local governments had to define “essential workers” but generally included all health care workers, government officials, those associated with public works, sanitation, transportation, and food, and even IT personnel who keep our internet/computers running. Keeping our computers and the internet running effectively is crucial since it is our lifeline to work and staying connected to our friends and family as we were confined to our households for several months. For some, this has been a totally new and challenging experience. Big tech companies such as Google, Facebook, and Twitter have decided to extend working-from-home until the end of the year at least.

My Experience from East Texas

Working remotely is not new for some of us, but this version of working-from-home is vastly different. In many cases, children are now at home (schools canceled) with parents trying to work. Parents are having to budget their time between helping their children with school lessons (particularly difficult for those with pre-school or school-age children) and their own work-time,



preparation of meals and of course added stress of not being able to leave the home and enjoy quality time with family/friends or indulge in any kind of leisure activities.

However, there is no shortage of working from home advices from creating a working area to managing the kids. Going into my fifth year as an “at home worker”, here are my current tips for you all:

Stay connected to friends and family. We have all become experts on Zoom and several other video-conferencing apps. However, these tools do not take

the place of live interaction. My goal throughout the lockdown has been to speak over the phone with at least two people every day. Call or text one of your friends you have not talked to in years.

Start your workday at the same time every day. Most experts say that it is important to start working at the same hour every day. To get dressed, drink your coffee, eat breakfast, and start

your workday. As for closing time, everyone is on their own. Some reports starting just a wee bit later but returning to work after dinner. One of my former colleagues, Scott Grillo, President, McGraw-Hill Professional at McGraw-Hill Education told me that he worries about people working too much rather than too little.

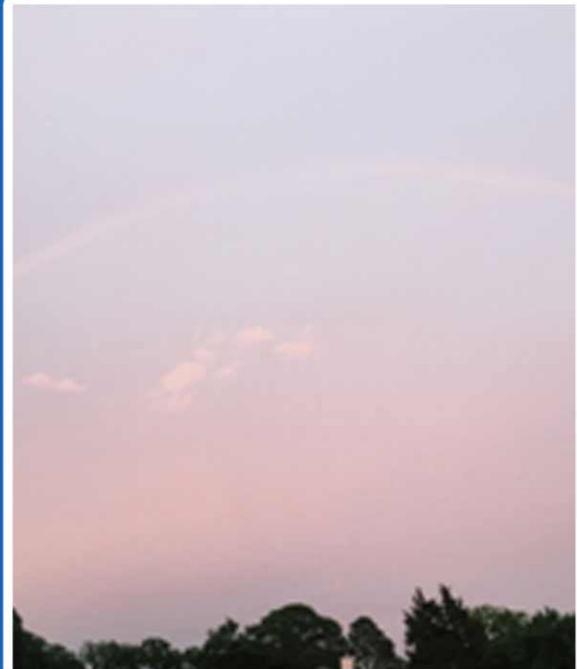
Take a break once every hour. Get up take a walk around your apartment or house inside or out. My routine is a 30-minute walk every day in the late

afternoon and a 60 fitness walk every other day. Researchers are saying that we are all experiencing a distorted view of time so make sure you are balancing your day. Be sure to take a lunch break and leave your computer/work and do something different. Sometimes I turn the TV on during lunch with a strict 20-minute limit.

Identify and minimize distracting weaknesses. Work offline on spreadsheets or files to avoid browsing web sites

Practice 5-star laptop maintenance. Freelancers and consultants need to make sure

Keep your spirits up and hope for better days to come. Many psychologists say that all this tragedy and uncertainty have inevitably affected our emotions in negative ways, some more than others.



Rainbow over Tyler, Texas

others, prayer and meditation is an important tool. But we must keep focused on hope and positive attitudes.

their computers/technology are functioning properly and backed up. Virus protection, current back-ups, regular file cleanup top the list.

Look for websites presenting positive stories/encouragement to lift you up and make you smile. Uplifting stories are a click away. Chef Andres founder of the World Central Kitchen is one of my favorites. Forget FOMO (Fear of missing out) and opt for JOMO (Joy of Missing Out). Kindness, some have called it “caremongering” surrounds us if we look.

Find a new hobby or revive an old one. Try something creative, drawing, journaling, play music, sing, or even whistle a song. Some have started cooking with their children. My adult daughter has developed a new hobby of

growing succulents and plants (see her collection below).

***Please note the WHO Reports on COVID-19 statistics may change by the time this article is published.**

Keep your spirits up and hope for better days to come. Many psychologists say that all this tragedy and uncertainty have inevitably affected our emotions in negative ways, some more than others. For those experiencing grief over lost loved ones and/or loss of income, emotions can be more severe. The psychologist Dr. Seth Gillihan suggests that we can learn to [move through anxiety](#). You may need to talk with a mental health professional – there are resources online and professional help is available. For

The COVID-19 story is unfolding in unpredictable ways. Sadly, the global caseload and fatalities are still on the rise in countries such as Brazil and Mexico. In the US all states are now officially opened. Many companies have extended remote until the end of the year. Rethinking “normal” is on the top of everyone’s minds. The reality is that everything including our work, schools, shopping is going to be different. With more questions than answers, COVID-19 gives each of us an opportunity to step back and assess the lessons learned from this tragedy and move forward with a new focus and appreciation for our family/friends/coworkers and especially health care workers around the globe.



INTROVERT OR EXTROVERT... WHICH ONE IS YOU?

RAJNI AYAPILLA, HR Manager- Immigration Specialist



V/s



Which one is you?

EXTROVERT OR INTROVERT?

When you are freaking out worrying what the other person thinks about you, they're often doing the same thing.

Business is an extrovert's arena. Their success is marked by being the better conversationalists. They have the power to socialize and stimulate others to feel their answers to your unasked questions. Their desire for being socially accepted is rewarded with power, money and alliances. The outgoing enthusiastic nature is celebrated, to the extent that we are dominated by extroverts. When I started a shift in my career, I was stuck with a thought

of poor salary, no proper designation, etc. But I was determined about one thing. I have to start somewhere. When we challenge ourselves to move ahead, then the ignited power is enough to drive us farther.

When you are freaking out worrying what the other person thinks about you, they're often doing the same thing. Everyone is stuck in their own heads. We try to come out as smart or clever, rather than revealing

ourselves to the awkward, insecure beings we are. We miss the moments to connect.

Genuine change first starts with a mindset. I was working as one of the managing officer in a Real estate Company. They had organised a launch for a New House Project back then. My Director had asked me to host the show. I needed to psych myself up although I was scared as hell. My feet was unmoved as I walked to the stage. This was

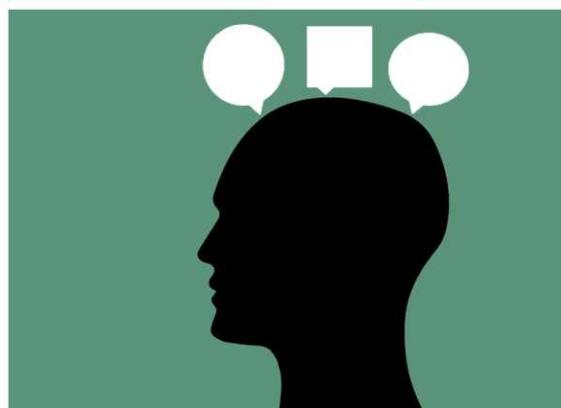
At heart, I am an explorer. I am constantly on a lookout to push myself farther.

my first stage host. I started with a smile and an introduction. Then after a concise description shot a question at the audience “What do you think we can improve in our next project?” This was a massive hit as we collected so many ideas in that one hour programme. When I finished, I never imagined that I would walk with a load of confidence in my head. That point, I realized, was just to get out of my head, out of my own way, and engage.

I worked hard to “overcome” my introversion. Introversion is just one aspect of my character. I think it is important for us to think who we are and how it may help us. If we don’t appreciate ourselves who we are, how can we ever fully focus on what we have to contribute? Tips from the leaders and influencers, gave my life a new direction.

At heart, I am an explorer. I am constantly on a lookout to push myself farther. I have learnt to use my natural curiosity as my guide. Social change is something you are not born with, but something you can consciously develop. You have to get out of your comfort zone to be the change in yourself. I started becoming more focussed to handle my conversation. I became better in synthesizing discussions into core teams. For those who manage introverts, we need to understand

that they are a bag full of ideas and thoughts. We must drive them to talk after the meeting, for their opinions on the topic. When trolling for fresh ideas, be sure you get the both group brainstorming and individual and small-group time, to get the best out of introverts working for you. Throughout the shifts in my career, I came across some of the best conversationalists and leaders. They oozed this Charisma. They loved connecting. That uplifted me from my silent mode has converted me into an enthusiast. A retreat to move forward and have my mind controlled is what has to be nurtured throughout. There’s another analogy that comes to mind. When a caterpillar enters its chrysalis, it dissolves itself, quite literally, into liquid. In this state, what was a caterpillar and will be a butterfly is neither one nor the other, it’s a sort of living soup. Within this living soup are the imaginal cells that will catalyse its transformation into winged maturity. May the best among us, the most visionary, the most inclusive, be the imaginal cells — for now we are in the soup. While it is still a controversy, about which one is the best: Extroverts or Introverts. We have to be a mix bag of both. While Extroverts can drive performances, introverts can



listen and be new idea inventors. Where there is a conflict in current situations, where virtual reality has shaped every individual’s role, passive communication has proven better than an active communication. The ideas presented by introverts were highly appreciating and monitoring a task with full responsibility during such situations were a benchmark of success.

It is often said that we need listeners too along with speakers. While I am yet to conclude, which of them is me. As I still love to be around myself and enjoy my solitude, still enjoy meaningful conversations with people of similar thoughts.

The lesson most learnt in my life is “Conversation is a meeting of minds with different memories and habits,” says British historian and philosopher Theodore Zeldin. Trust yourself to trust others. Be the face you like, Outside and Inside. You will surely be at Peace.

INVESTMENTS DURING CORONA

THINGS YOU SHOULD BE AWARE OF

MANISHA THAPA, Vice President, Ekodus



**Virus aside-
the lockdown
has resulted
in a long-term
impact in all
financial
markets.**

"Be fearful when others are greedy, and be greedy when others are fearful"- Warren Buffet

It has been over 2 months since the world came to standstill because someone decided to try something extra on their diet (?). Who would have thought that the dinner of one person would bring the economy of global giants to the knees?

Virus aside- the lockdown has resulted in a long-term impact in all financial markets. These are tough times and people are being skeptical about making any new investments. But let's face it, we cannot succumb to the fear of

risk-taking. Can we?

So how does one go about investments during these trying times? Do we stop everything and restart when things are back to normal? I guess among the many things this virus has changed- the definition of normal is one of them. Hence, there is no point in stopping our plans (unless it involves traveling and hugging people), rather this is the time to aspire for new goals and plan your finances accordingly.

Let's get some basic things straight before one even thinks of investments.

Step 1: "Kal Ho Na Ho" only sounds good in movies (albeit, we can all agree that it was a brilliant movie of the 2000s). Be NORMAL. HAVE A DREAM – Eg: Buy a castle by 2035, Marry the girl/guy of your dreams by 2025, Visit Mars by 2050, (at least we can dream about it), etc.

Step 2: Ascertain the cost of your dreams (P.S. Be realistic. Only Ambanis are allowed to be non-realistic)

Step 3: FIND ways to get it done- Only through investments (Please refrain from stealing) Now that you have a dream and know what you want- move to the next and the most important step of all- INVESTMENT.



Some of the investment options are as follows along with our recommendation:

Stock Trading: If you have the time and patience, stock trading is the option for you. Practically speaking in this option you might lose money initially and hence be prepared for it but once you get the hang of it- the sky is the limit for the level of returns-you never know you might be the next Jhunjhunwala (Please feel free to Google him)

Our recommendations- Invest in Pharma and Healthcare stocks for obvious reasons. All it took was a Chinese virus and a few lakh deaths for all the governments to understand the value of healthcare and hence expect an increase in budget allocations and capital investment in this sector.

Mutual Funds: If you are not confident of judging the quality of stocks but still want to invest

in equity (best of both worlds)- Mutual Funds are the way to go. Starting from as low as 500 INR per month, this instrument is for all- from the extravagant millennials who barely save to the prim and proper planners. Our Recommendation: Go for Blue Chip and Long-term equity plan for now. The market is down so when everything is getting expensive around you- Equity funds are on a sale (hypothetically), so INVEST NOW.

Fixed Deposits: This is for the most patient individuals who are risk-averse i.e. they run in the opposite direction of where the risk is (don't worry if you fall in this category, you are in the majority). Fixed deposits give guaranteed returns and hence one of the most preferred options. Go for this if you feel stocks and mutual funds are too risky. Most NBFCs provide higher rates than banks- so check

all your options

Health Insurance- With all that is going around, investment in health insurance should top everybody's bucket list. Yes, you do not get your money back-it's as if your money has gone to the black hole (which might be the case); however, better to lose smaller amounts in premium rather than losing your properties for treatments. The "gain" here is much bigger than the perceived loss.

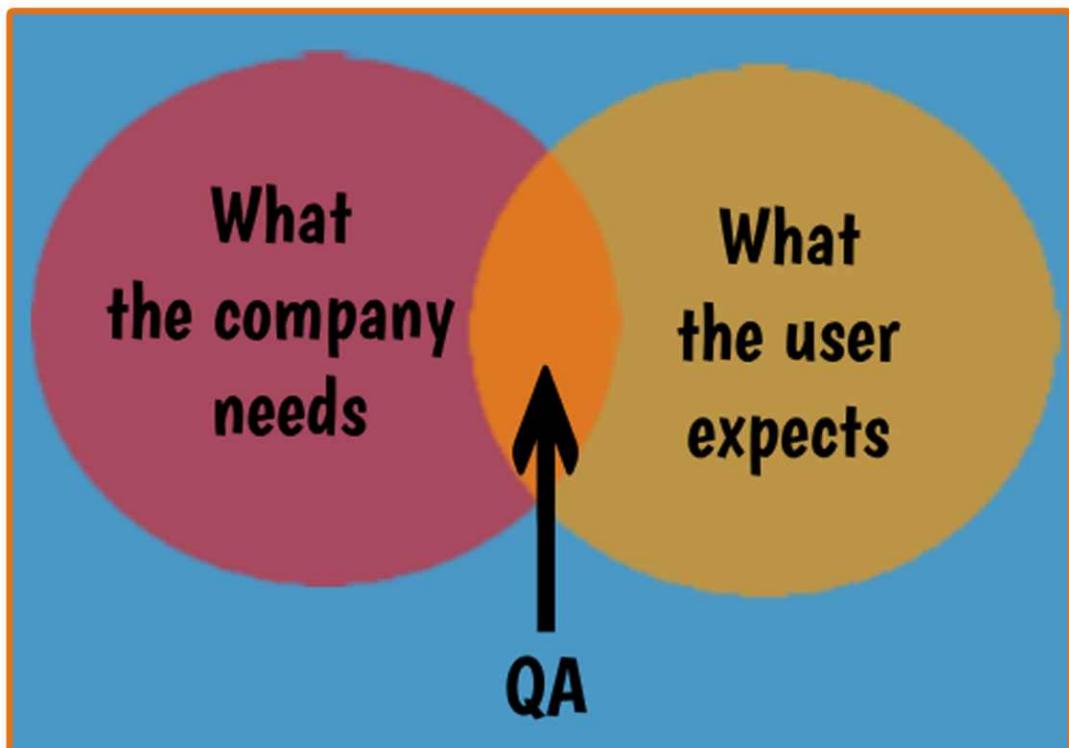
Life Insurance: Don't forget your family while you are busy chasing your dreams. Do invest in a life insurance policy (Term plan) so that your family keep living a good life even after you. Money can't buy you happiness but it sure can buy you the things that make you happy- so plan your finances right and be "happy".

"Happy Investing and yes- Stay Safe"



IMPORTANCE OF SOFTWARE QUALITY ASSURANCE (SQA) IN AN ORGANISATION

RAJDEEP DAS, Quality Tester



Have you ever thought about the long way the Software passes before appearing in our computers or smartphones? How do companies assure that they provide a bug-free, stable, and safe and secure product? All of this one can find out with the help of Quality Assurance (QA).

What is SQA?

SQA ensures that all software engineering processes are performed properly. It is a set of activities responsible for attaining the sole objective of an efficient work process. SQA uses and implements testing methodologies for software testing. A quality assurance

QA is a necessity because we all make mistakes. More often it is because of incomplete documentation or gaps in software architecture which leads to unexpected behaviour of the product.

system is meant to increase customer confidence and a company's credibility, while also improving work processes and efficiency, and it enables a company to better compete with others.

QA is a necessity because we all make mistakes. More often it is because of incomplete documentation or gaps in software architecture which leads to unexpected behaviour of the product. Some of them can be insignificant, as well as the others can be crucial! That's why every product needs verification. There are 6 reasons why QA brings value to the project and the whole company as well.



If you want your product to have lots of users, you must be sure that everything works properly before its release.

1. It saves your money and time

If bugs and defects are found in the early stages of development, then it's obvious that an organization needs to spend less money and time to fix them.

2. Stable and Competitive Product

Everyone wants a successful product that runs consistently without crashing and works reliably, has no bugs and defects. QA processes and testing verify that the system meets the different requirements including, functional, performance, reliability, security, usability, and so on. There are a lot of devices, browsers, and environments and the product should work properly in any of them.

It is important to notice that a QA Team not only find and report bugs, but their main purpose is to create continuous processes which allow preventing the recurrence of defects, and, as a consequence, improve the quality of future systems. And of course, high-qualified product means a competitive product in a market.

3. Safety

When we create or develop something, we ask ourselves a simple question: is our product ready for use by the end-users? QA guarantees you that.

4. Reputation

If you want your product to have lots of users, you must be sure that everything works properly before its release. If not, and the users notice that something works not in the way it should, then it readily hampers the user experience.

QA Engineers work throughout the software development life cycle and apply different testing methodologies to make sure that your product will not receive bad reviews.

5. It helps meet clients' demands and expectations most fully

QA makes sure that the result meets the business and user requirements. It ensures the reliability of the application and satisfaction of the user and is a secret key to draw the development of the business.

6. New suggestions and views

Who can know the entire product better than one who examines it thoroughly? QA Experts always can add something useful and breathe life to a project.

The time dedicated to testing and debugging of the software product takes about half of the entire development cycle. ... To sum up, software quality assurance is important because it allows us to ensure the project meets requirements. Prevent, detect, and fix defects early.



HOW TO USE FACEBOOK FOR MARKETING AND WHAT ARE ITS BENEFITS

DAISY MALI, Assistant Manager, Digital Marketing

Facebook continues to be the reigning champ of social media sites, as the #1 spot where friends connect and share online. More than just a meeting place for friends, Facebook has grown into a venue for businesses to market themselves through interaction with customers and self-promotion.

Whether you're a big corporation or a small local biz, Facebook is a powerful marketing tool – it's a great space to keep customers informed, develop brand identity, and broaden your reach.

HOW TO USE FACEBOOK FOR YOUR BUSINESS

1. Make the Most of Your Facebook Business Page

A Facebook page is a great free marketing tool for businesses. These pages let businesses identify themselves – not just through listing product offerings and services, but also by sharing links, images, and posts on a customizable page to give a better sense of a business's personality and character.

Your Facebook business page is a

great spot to develop your brand identity and show your human side. Facebook is where you can loosen the tie a bit – don't be afraid to be funny.

Ultimately you should consider what your key audience would want to see. Share social media images, links, videos, anything, as long as it is connected to your business and it seems like something your target audience would enjoy.

An example of Facebook Business Page is –

The screenshot shows a Facebook page for 'SEO1Guru'. The page header includes tabs for 'Page', 'Ad Centre', 'Inbox', 'Manage jobs', 'Notifications 31', 'Insights', 'More', 'Edit Page Info', 'Settings', and 'Help'. The main content area features a large advertisement for 'SEO1Guru' with the text 'GET YOUR SEO DONE AT \$99'. Below the ad, there's a call-to-action button 'Send Message'. On the left sidebar, there are links for 'Home', 'Services', 'Reviews', 'Shop', 'Offers', and 'Photos'. A 'Page education' overlay at the bottom left says 'Week 6: Learn More About your Page Visitors'.

2. Use of Facebook Advertising: Classic Ads

Facebook offers its own form of advertising with Facebook ads, which appear in the side columns of the Facebook site. These classic ads are referred to more specifically as Marketplace Ads.

They include a headline with copy, an image, and a click-through link to either a Facebook page, a Facebook app, or an outside website.

Implementing Facebook advertising into your Facebook marketing strategy is one possible

technique for increasing likes or driving website clicks.

Facebook advertising features include:

- Demographic targeting by Facebook user data on age, location, education, and interests.
- The ability to set ad budgets.

- Ad testing, in which multiple ad versions can be run simultaneously in order to compare ad designs and setup.
- Built-in ad performance measurement tools.

3. Host Facebook Contests

Running Facebook contests, sweepstakes, or promotions is another Facebook marketing tactic that can increase fans and brand awareness.

When conducting a Facebook contest, be aware that contests can't be hosted through Facebook itself (meaning you can't ask for likes as entries, have people write answers in the comments, etc.) Businesses must use a third-party app for creating their Facebook contest, then direct users to the app from their Facebook page.

There are plenty of paid tools to help you do this, as well as some free ones. Many third-party Facebook contest apps offer free versions, but your options with them are limited.



Mummy & Me Selfie Contest

No Slogan, No Likes and No shares needed to participate in this contest.
Just Upload and Win!

How to Win?

- 1** LIKE our Lelong.my Facebook Page
- 2** SELFIE with your mum, grandma, or even your mother-in-law.
- 3** UPLOAD your photo In Lelong.my Facebook Page

Prizes:

- Week1: 2 x RM100 worth Voucher
- Week2: 2 x RM100 worth Voucher
- Week3: 2 x RM100 worth Voucher

4. Promoted Facebook Posts

Facebook Promoted Posts let Facebook page owners pay a flat rate in order to have their individual Facebook posts reach a certain number of users, increasing a specific post's reach and impressions.

Now You May Ask – why should I have to pay to ensure that my post is seen by users who are my followers? If a user has liked my page, they should always see my posts on their news feed, shouldn't they? The answer to this question is NO, because it assumes that users spend every waking moment of their life on Facebook's news feed. For the health and safety of your

Status **Photo / Video** **Event, Milestone +**

Promote **Post**

Get more people who like your Page to see this post.

\$15.00

Price	Estimated Reach
\$5.00	Estimated Reach 400
\$10.00	Estimated Reach 800
\$15.00	Estimated Reach 1,200
\$20.00	Estimated Reach 1,500
\$30.00	Estimated Reach 2,300

Facebook fans, we hope this isn't true!

If a fan of yours happens to be looking at their news feed when you post your story, they are likely to see it, but even then, there is no guarantee if their news feed is swamped by other posts. That's where Promoted Posts comes in – it ups your chances of being seen on a user's news feed. Facebook Promoted Posts are shown to existing fans, with an added option to reach friends of fans.

Promoted Posts are easy to set up – just click the button beneath any of your page posts.

While the flat rate simplifies the process, Promoted Posts lack the targeting options offered by other Facebook ads.

5. Facebook Sponsored Stories

Sponsored Stories are a type of Facebook ad that shows a user's interactions, such as a Facebook like, to the user's friends.

Sponsored Stories seeks to capitalize on the "word of mouth" marketing concept. If a user sees that three of his friends like a certain page, he is more inclined to pay attention. The goal of Sponsored Stories is to have a user take the same action as their friends. Advertisers can choose to show friends "likes" if they want more page likes, show friends who have "claimed this offer" if a business wants more users to claim offers, etc.

While the action performed by a friend liking a page or claiming an offer is automatically posted in a user's news feed, these posts easily get overlooked. Sponsored Stories get preferred positioning, capable of appearing in news feeds and the right-side bar.

Sponsored Stories is also the only ad format available on mobile devices.

Sponsored Stories don't only apply to likes or offers – they can be used with any Facebook Open Graph app. If a friend has just installed Scramble with Friends on Facebook, Sponsored Stories can show users that their friend has just played the Scramble game, with an invite to "challenge them," "play with

Businesses can create third-party apps that connect to a user and post a notice on Facebook when a user performs a specific action with the app. Facebook's Open Graph allows for creative interactive options outside of the standard "like" and "comment." Posts can suggest that users "listen," "taste," "read," – it's up to businesses to get creative.

Virtually any time a site or app prompts users to sign in to



them," or any similar variation. Facebook claims that Sponsored Stories have 46% higher CTRs and 20% lower CPCs than regular Facebook ads, making them a very serious strategy for marketing on Facebook.

Facebook Sponsored Stories can be created easily through the Facebook ad create flow. Open Graph Sponsored Stories with a customized call to action require advertisers to use a third-party provider.

6. Use of Facebook Open Graph

Facebook Open Graph lets businesses label a user's action with their app. Billions of interactions are posted with Facebook Open Graph every day.

Businesses can create third-party apps that connect to a user and post a notice on Facebook when a user performs a specific action with the app. Facebook's Open Graph allows for creative interactive options outside of the standard "like" and "comment."



Posts can suggest that users “listen,” “taste,” “read,” – it’s up to businesses to get creative.

Virtually any time a site or app prompts users to sign in to Facebook, it has something to do with connecting the user with the Facebook Open Graph.

Tinder is a great example of how Facebook Open Graph becomes a powerful Facebook marketing tool. It all starts with a Facebook login prompt.

WHY USING FACEBOOK FOR MARKETING IS A GOOD IDEA?

1. Reach BILLIONS of potential customers

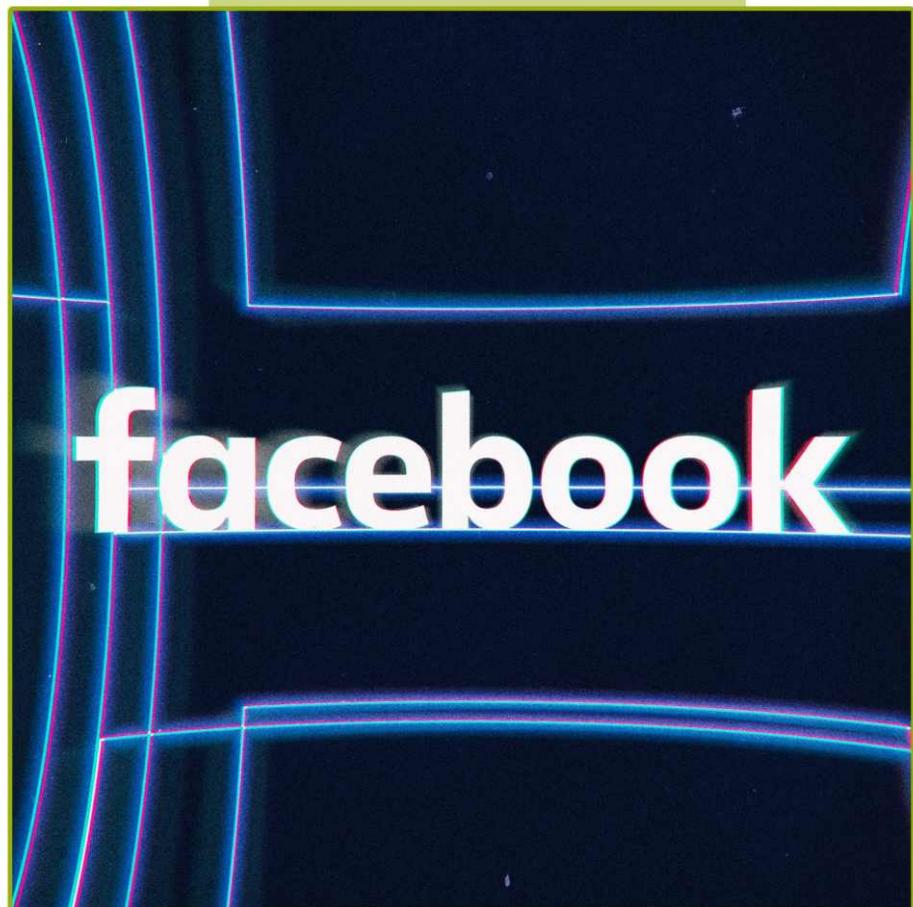
Did you know that there are over 1.66 BILLION USERS in Facebook? And you can reach out to all of them?

A Facebook business page is hands-down the best way to gain access to this massive number of potential customers across the world!

More importantly, it's the best way to reach people in your community.

Here are some more mind-blowing stats about the incredible scale of Facebook (from January 2020):

- 2.5 billion monthly active users (8% growth, year-over-year)
- 1.66 billion daily active users (9% growth, year-over-year)
- 2.26 billion family daily active users (11% growth, year-over-year)
- Users 65 years and older are the fastest-growing group on Facebook
- 74% of Facebook users are high-income earners
- FB users in U.S. are on the site 1.25 hrs per day



You can also use organic methods besides your own page to reach people, such as Facebook groups and influencer marketing.

2. Brand Awareness & Traffic

When it comes to social media marketing, Facebook offers more than other networks in terms of alternative ways to reach your audience.

Sponsored posts or ads come with advanced targeting capabilities and options that let you reach new audiences for a brand impression or a click.

For example, lookalike audiences can help you reach new people relevant to your business using your existing email list, website visitors, or customer base.

You can also use organic methods besides your own page to reach people, such as Facebook groups and influencer marketing.

These presences aren't taking the hit that brands are in the news

feed, so using them in tandem with your page can help you get your content seen.

Once you're making good use of these tactics at the top of your marketing funnel, helping to drive traffic and build brand awareness, you can start to nurture and convert your audience.

3. Keep Your Existing Audience Engaged

Your audience needs to be warmed up in order to:

- Maintain their interest.
- Educate them about the advantages of your solution.
- Build trust with them.
- Ready them for a sales pitch.

Facebook is where your audience is spending time already, so

engaging with them there makes a lot of sense.

Instead of just using the network to drive traffic and leads, taking people away from the Facebook experience that they're in the midst of enjoying, try driving conversation and actions within the platform itself.

Keep your brand top of mind, making it easy to nurture your relationship.

And there have never been more content options for keeping your audience engaged:

"Plain old" engaging content like text posts and photos

- Recorded videos
- Live videos
- Facebook groups
- Messenger bots

One of your best bets will be live

video.

Some 20 percent of all Facebook videos are live, so marketers who experiment with this format have a definite advantage.

It can be used strategically to create regular, original programming delivered directly to your audience.

4. Educate New Customers

Even after converting a customer, Facebook has benefits to your funnel.

It's a powerful tool for support and retention, one you can use as a service channel customer won't hate visiting as much as they do a help desk tool.

You can create organic content focused on educating current customers, as the You Need a Budget finance app does with their video content.

This takes a proactive approach to customer service, addressing common customer questions to educate and empower them.

New and old customers know that they can visit the brand's Facebook page for tutorials and answers to their questions about the app.

5. Provide Customer Support

You can also use more direct and one-on-one communication to provide customer service within Facebook.

Messenger bots, purely human-driven Messenger conversations, and Facebook groups provide a lot of new opportunities in the way of talking to customers and solving their problems.

Facebook made several moves recently to make groups more brand-friendly, places that your audience can come to without you first pushing out content for them to react to.





ONLINE MODE OF LEARNING: OPPORTUNITIES AND CHALLENGES

QUEEN BHARDWAJ, Ekodus Knowledge Center

Introduction

The corona pandemic has brought about an unprecedented crisis in the predominant mode of teaching, which is the classroom mode of teaching. The norms of social distancing zero contact with foreign objects pose challenges for making classroom learning a feasible affair. Add to that the susceptibility of young kids to the virus; the immediate revival of the classroom mode of learning appears to be bleak.

Opportunities

This has brought in a plethora of opportunities for the slowly, yet humbly rising online mode of learning. While online mode of learning has been in existence for decades now, in the form of correspondence courses or through online classes, they did not pose a direct competitive threat to the classroom arena. With easy accessibility of internet even in rural hinterlands and proliferation of smart phones, tablets and computers, online learning is gradually picking up pace. The corona pandemic had ensured that students stay indoors throughout the lock down periods announced by different Governments, and online mode of learning is

The online mode is built on the premise of accessibility and affordability of Internet applications and gadgets for the same.

perhaps the only saving grace for students during this period. The students as well as their parents are sceptical of sending their wards to schools and colleges in the immediate future due to fears of mass infections and lack of absolute controls in the institutions. The recent news of corona infections seeing a rise among school students after schools were reopened have added to a fear psychosis.

Challenges

However, the online mode is not without its challenges and there are more bottlenecks than favourable conditions for it to be a complete replacement of the classroom model. The online mode is built on the premise of accessibility and affordability of Internet applications and gadgets for the same. This is a distant reality in India where more than a third of its population is below the poverty line, where affording two square meals a day is a challenge. Online mode of teaching has already exposed the class divide that exists in India where the elite few have been able to take its benefits while the

deprived masses have been left behind during the corona times. Perhaps, policy decisions to make computers or tablets an essential part of school education on similar lines as that of Mid-day meals will help in addressing this issue to a certain extent. India also has very slow network speeds, which make watching uninterrupted and lengthy online classes difficult. The problem of lack of attention due to less face to face interaction is also an issue attached with online mode of teaching.

Conclusion

While the corona pandemic has given a fillip to the online mode of learning, it should not and cannot be a replacement for the classroom mode of learning. However, it is the need of the hour and shall continue to play an important and even increasing role in the times to come. Classroom mode shall evolve and online mode of learning shall become an integral part of the learning process which should be tapped by budding teachers and institutions by focusing on world class content and engrossing delivery.



CHALLENGES FACED BY YMOC DURING LOCKDOWN DUE TO COVID-19 THREAT

SANAM SARKAR, Team Lead, YMOC

The COVID-19 outbreak and over 50 days of the lockdown in the country have forced everyone to shut themselves inside their homes. While uncertainties around going back to normal continue to mount, the pandemic and the nationwide lockdown has also held back everyone's nerve to find out the best possible antidote to run the ventures, schools, café's, government offices, railways, airways, etc.

The higher authorities of YMOC had several meetings on this pandemic situation, thinking about the future shrink economic situation of the company. The pandemic has pushed the global economy into a recession, which means the economy starts shrinking and growth stops. YMOC then decided to shut its operations but nevertheless, it had decided to operate with a challenge called Work from Home. A new form of work formed abruptly during COVID-19.

YMOC, prior to the pandemic situation had many plans for its business development. Unfortunately, everything stood still when the pandemic disrupted all our lives in no time. Field market research for new ventures had to be stopped. Lockdown made every one of us stay inside. I had to start working without any help from my Manager. It

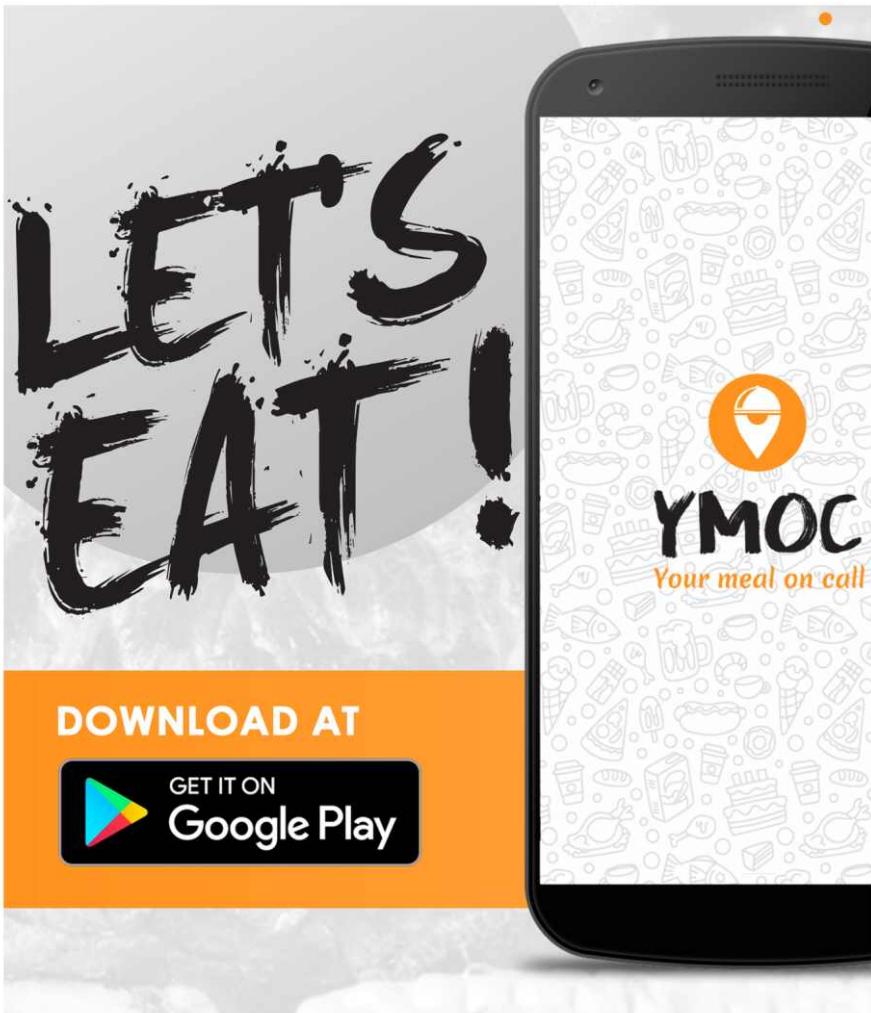
A new form of work formed abruptly during COVID-19.



sure was difficult to handle the operation, but I am thankful to the management for trusting me. It's their trust that has helped me gather my confidence and run everything even more smoothly. To ensure productivity, the management and Team YMOC decided to start work from home, I am also grateful to the management for taking the safety of the employees seriously. We were asked to get self-quarantined at the time when YMOC had several plans for its enrichment.

During this crucial time, YMOC kept its employees' interest prior to its development. Since we worked remotely, coordination within the team became a major issue. Any problem raised has to be solved over the phone. As the lockdown days increased, we had to ensure not to lose customers over the period of time. And so, we made sure to promote YMOC in social media and kept touch with them constantly.

After relaxation in the lockdown, the world will go through a drastic makeover. To cope with



that, industries also have to adapt according to the market demand. And YMOC plans to do the same.

Consumers these days demand safety. They look for food that is cooked nicely and from someone who maintains all the hygiene advisory. Keeping everything in mind, Team YMOC decided to abide by the rules.

However, the road to success is always a challenging one. While there are plenty of things hovering the YMOC production team, training up the delivery executive for safe delivery was another challenge in the queue.

The company provided the delivery executives with PPE kits and instructed them on how to use them. Shall we keep the delivery restricted to a few areas or across the whole city? This was

another big challenge.

YMOC will always and forever take care of their restaurant. For this, we took concern of intimating customers of their operations. The challenge that came up in this context is we are fighting against giving up more choices of the food ventures to the customers. The more choices you give to your customers, the more they would use your platform. For customers, “The more the merrier” is the success mantra. Making customers feel special will earn you their loyalty and this was a constant effort after the lockdown relaxation. Hence, there are endless concerns that came up during this pandemic situation and it is vital that restaurants & delivery services keep all of these parameters in mind. Timely

YMOC will always and forever take care of their restaurant. For this, we took concern of intimating customers of their operations.

delivery should be ensured as its opposite may tick-off customers and the chances for the same are high in case of ineffective logistics. Once the trust in your service is lost, it is going to be really tough to gain it back. Hence, the future of YMOC is evidently very bright and full of opportunities to grow. Delivery giants must combat the hindrances coming their way to survive the immense competition. Keeping these facts in mind it is necessary to have smart and fully equipped PPE's. Lastly Facing up to mortality prompts us to re-evaluate our lives. There are key times in the life course when this is likely to happen. What we did was never let break our moral spirit and fight against COVID-19 threat and combat against it. Make more plans to implement more plans and execute even if this pandemic lasts long.



OVERWORKED: RELEASE THAT BURDEN...

RAJNI AYAPILLA, HR Manager- Immigration Specialist

Have you imagined yourself that you're pre-eminent and everything you do is of High priority. Still you feel over stressed and torn between the loads of office and home? Well! you are in the rat race of burning your head of overworking.

Stress Management — Be Cool, Be Rocky

No matter how much we try and add to prioritizing our work culture, we are still stuck in the same old stigma of working late hours.

Let's talk about Stella. She is head of administration and finance, she is organised, well balanced and works very hard, responds to all her emails quickly. Always has been a supportive member to all her subordinates. Result: She was always having a plate full of anxiety and exhaustion at her work place.

This is not the only case, evaluate and think whether you feel the same or not? A study of 5,136 people finds stress and overwork endemic in UK businesses. Three in five people say they work longer hours than they want and one in four (24%) say they overwork by 10 or more hours a week. A quarter (24%) admit it's difficult to relax in their own time because they are thinking about work and that their job affects their personal commitments (26%). Meanwhile, nearly a

quarter of people say they often or always feel exhausted in their jobs (22%), or under excessive pressure (22%).

No matter how hard we try, the stink of over work bends our shoulder low. However Companies are now understanding the over pressure of their employees and providing them with additional perks during overtime but until the person himself realizes "how much pressure he can take in" this will not be helpful.

Working long hours will not motivate any manager to give you raise, being smart will always draw his attention towards you. Basically, few things have to be kept in mind to maintain work life balance:

1. Time Management: Proper work , prioritizing your work which needs to be attended first makes you smart.

2. Delegation: Some people want everything their own way. If their subordinates comes with some other method, they reject it, and then they do it themselves. To convince this type of bosses is very hard. They cannot be good leaders. Leader should be a motivator, he should also learn from everyone always even if he is a subordinate. He delegates his work and if the task is performed



effectively then it is all cheers for him as he has time to do other work too. If the subordinate fails, he can show him his way of completion. So win win situation for both.

3. Prioritization: Prioritizing a work is very important. We tend to write all to do list and chalk off one by one, but sometimes small small work takes more of time than important ones. In the end, we lost time for important tasks. This also effects the relations at home too.

People tend to have this thought if the work is not done, ranging from " People will think I'm incapable or Incompetent" to "Will they give this job to someone else". Such is the social fear.

There is nothing inherently unethical in creating an environment where workers can freely demonstrate their loyalty and their initiative by working long hours. The ethical issue arises if such workers are compelled or coerced to do so. Keep your employees motivated so that even if they work long hours, they are not over stressed. A constant check needs to be done for their mental health.

"The greatest weapon against stress is our ability to choose one thought over another" — William James

HR SPECIALIST ARE BETTING HIGH ON BEHAVIOURAL SKILLS – BUT WHY?

PURABI CHOUDHURY, Head- Human Resources, Ekodus



In the corporate world, especially in INDIA, the role of HUMAN RESOURCES leader is sometimes viewed as being an administrator and almost a supporter one. From companies that employ 50-100 employees to behemoths deploying a thousand times that number, HR leaders have been put under an unprecedented level of strain. Companies move swiftly to a trajectory of economic viability while keeping their staff healthy and motivated. Amid the bad economic outlook, pay cuts & layoffs, the present crisis also presents opportunities for revisiting the working style & employees' engagement, which may have outlived their purpose. Industry analysts have posited that the new leadership in a post-COVID scenario focuses on welfare, trust, generosity, flexibility, and resilience. The need of the hour is for an empirical, ground-up study that reflects multidimensional challenges faced by HR, and the solutions provided by them. It should focus on positive, forward-looking aspects, and a path to dwell on the adverse impact caused by the pandemic. Below are the set of behavioral skills that are essential for making the journey from survival to sustainability, in a post-COVID

Indian ecosystem.

Employee-Employer Expectations

In this component of the study, we can see the same set of expectations of employees from their bosses and vice versa in a post COVID paradigm. And from the 50% of the respondents, empathy and emotional intelligence topped the list. It is stated that Empathy is the biggest need of the hour. Leaders who cannot empathize with others cannot take the correct decisions. Leadership has to be through a genuine understanding of the needs of others. The existing protocols, SLAs, frequency, and mode of reviews need to be revisited, which means that new systems and 'rituals' need to be established. Instead of micro-managing and insisting on in-person presence, for example, numbers of online meetings should be in process, and all participants must be guided as to how to operate efficiently in the new framework.

Future Skills

The top skills needed by employees in a post COVID world were chosen and ranked. Love of Learning, Fairness, Perseverance, Teamwork, etc is featured in the skills basket.

Love of learning is a key

emerging factor that working professionals need to be equipped with. Employees should ascertain the skills lacking in and build on them. Fairness entailed the need for recognizing the extraordinary nature of the current situation, and calibrating expectations. Employees of the future need to be engaged fully and invested in their careers. All professionals, including HR leaders, will have to reorient themselves to the present situation. Even they need to question themselves on how they can engage employees in the best way, and what should they learn to do so.

Mind-set always matters

In this component of the study, employers were asked to deliberate on what they felt would be the required mindset for the employees of the future. They should give importance to these three specific constituents-self-esteem, resilience, and grit. Across the board, a clear position came out among HR leaders: the old frameworks, policies, and procedures will no longer work, going forward. Arriving at new frameworks for post COVID paradigm requires a fresh in employees and also introspect & reorient themselves to the unfolding uncertainties of the future.

TOWARDS REALIZING A VISION OF HERBAL MEDICINE PROLIFERATION FROM INDIA TO THE US MARKETPLACE

Binoy K. Bordoloi, Ph.D., MBA

Bordoloi Biotech India Pvt Ltd (BBIPL), New Delhi, India – 110020
Bordoloi Biotech, LLC (BBLLC), Bridgewater, NJ, USA – 08807

Bordoloi Biotech, LLC (BBLLC) is a New Jersey domiciled biotech research and development, marketing and sales company, which is committed to bringing innovative, primarily herbal solutions or natural medicines to the health care market in the U.S. Herbal medicine can be a very effective treatment towards the amelioration of pain and discomfort in arthritis and other auto-immune diseases. BBLLC's vision is to bring herbal medicines and Ayurveda into the U.S. marketplace.

BBLLC has invented a fully tested essential oil (EO) formulation, branded HerboJoint, a therapeutic topical cream of an oil-in-water emulsion. It has proved to be completely safe, non-allergenic, and very effective in the relief of osteoarthritis pain and discomfort. Current prescription and anti-inflammatory drugs on the market for arthritis pain and discomfort can have deleterious effects after long term use that can damage the stomach, kidneys, and liver, or have

allergenic effects. HerboJoint has none of these effects. Also, the presence of the Lemongrass EO in the cream offers a soothing aromatherapy effect for total relaxation to the user.

Ayurvedic medicine is one of the world's oldest holistic ("whole-body") systems focusing on mental, physical, and spiritual wellness. It was developed more than 3000 years ago in India and remains one of India's traditional healthcare systems. Ayurvedic treatment includes products derived mainly from plants and combines these with diet, exercise, and lifestyle. It is based on the belief that health and wellness depend on a delicate balance between mind, body, and spirit. BBLLC believes that the introduction of Ayurveda to the U.S. market could well become the next new thing in U.S. health and wellness, and greatly enhance the interest, excitement, and sale of HerboJoint.

The HerboJoint Positioning message is "HerboJoint applies the age-old Indian Ayurveda medical discipline to arthritis pain and discomfort in America".

HerboJoint key target market segments are Baby Boomers (primary), Gen Xers (secondary), and Weekend Warriors (tertiary).



HerboJoint: Sold in India



HerboJoint-US: To Launch in the U.S.

The rationale for formulation development by BBLLC was based on a few well-studied EOs.

BBLLC's mission is to achieve R&D focused chemistry solutions of unmet needs in biological systems in the areas of inflammation and sustained release in regenerative medicine. BBLLC expects to deliver technology, intellectual properties, along with new products and their business development.

- The U.S. anti-inflammatory therapeutics market is projected to gross nearly \$100 billion in 2020 and grow to \$130 billion by 2026 with a compound annual growth rate (CAGR) of 8.5% throughout the forecast period from 2018 to 2026.
- Regenerative medicine is a relatively new discipline of science. It works to regenerate organ systems that fail due to age, disease, damage, or genetic defects. Surgical intervention in principle can include the regeneration of tissue, for example in knee cartilage repair and healing in regenerative medicine. The global market for tissue engineering and regeneration should grow from \$28 billion in 2018 to \$110 billion by 2023 with a CAGR of 34.8% during this period.

There are no cures on the market today for rheumatoid and osteoarthritis. All treatments, whether OTC (Over-The-Counter) or prescription drugs are aimed at managing the symptoms. Biologic drugs for rheumatoid arthritis are an important market segment, with leading brands such as Humira, Enbrel, and Remicade. The topical pain relief products in osteoarthritis exhibit fewer side effects compared to oral pain relief. The top three selling topical creams in the U.S. marketplace are Icy Hot, Salonpas, and Aspercreme, with their 2018 annual sales figures as \$142, \$109, and \$99 million, respectively. This is the target segment selected by BBLLC for developing the Ayurvedic herbal medicine based on EOs. The U.S. EO market has been growing significantly. It was \$3.5 billion in 2015 and grew by 200% from 2012, with 45% of its customers being new. The global market for EOs should reach \$11.2 billion by 2022.

The rationale for formulation development by BBLLC was based on a few well-studied EOs. They were further optimized in reducing inflammatory cytokines in vivo synergistically in an "arthritic mice model" investigation. Thus HerboJoint is a proprietary blend of three EOs at 5% loading in an oil-in-water emulsion. It comprises of Katrrna Oil (*Cymbopogon citratus* or Lemongrass) at 3%, Sati Oil (*Hedychium spicatum*) at 1%, and Tumuru Oil (*Zanthoxylum alatum*) at 1%. Human patient safety and efficacy studies were carried out by BBIPL (Bordoloi Biotech India Pvt Ltd) in 2016-2017

working with the Government Ayurvedic College and Hospital at Guwahati, India. This resulted in receiving the grant of the Ayush Drug Control Licensing for its manufacture and sale as Ayurvedic topical medicine.

BBLLC and BBIPL have now created an OTC version for the U.S. market, to be manufactured in India. This is constituted with 7 % Menthol as "active" for the claim for "arthritis pain relief" as per the U.S. OTC Drug Control monograph (FDA 21 CFR Part 348), plus the same 5 % synergistic EOs blend. This composition is patented in the U. S. (Pat U.S. 10,188,599 B2; January-2019; "Anti-inflammatory Activity with Synergism of Herbal Essential Oils"). An Indian patent application has also been filed.

Author: Dr. Binoy (Ben) K. Bordoloi is the founder of BBLLC and the developer of HerboJoint. He holds a Ph.D. in Polymer Science from New York University and an MBA in Marketing from the University of California, Los Angeles. He has more than two decades of professional corporate experience at Johnson & Johnson in New Jersey in areas of both surgical and consumer products, and Baxter Healthcare Corporation in California and India in areas of renal replacement therapies and medical devices. He is an invited speaker for guest lectures for the past many years for graduate students at the Rutgers University, jointly organized by the College of Pharmacy and the Robert Wood Johnson University Hospital, New Brunswick, NJ.

BEING A PART OF EKODUS JOURNEY

As we all must have googled about Salesforce: It is a cloud computing Software as a Service (SaaS) company that specializes in customer relationship management (CRM). Salesforce's services allow businesses to use cloud technology to better connect with customers, partners, and potential customers. The software has become the number one for

customer success and helps businesses track customer activity, market to customers, and many more services.

When we started our Salesforce developer project back in 2018. We never knew we could grow as a family. Some of our Consultants from the US team have been forever enthusiastic, proactive, and passionate about their performance. To list a few

among these are Ms. Mounika Kukkadapu and Ms. AarathiGaripally. These two ladies have shown that a disciplined work culture with ethics can transform anyone to lead.

As we march towards our Anniversary, we present our top two employees of the month: Mounika and Aarathi who share their journey being with Ekodus.



Words of Mounika Kukkadapu:

“Technology alone is not enough to drive us to work for any company, but the leadership and work culture which motivates our performance. Being a part of the Ekodus journey as a Salesforce Developer is one of my technological shift in my career.

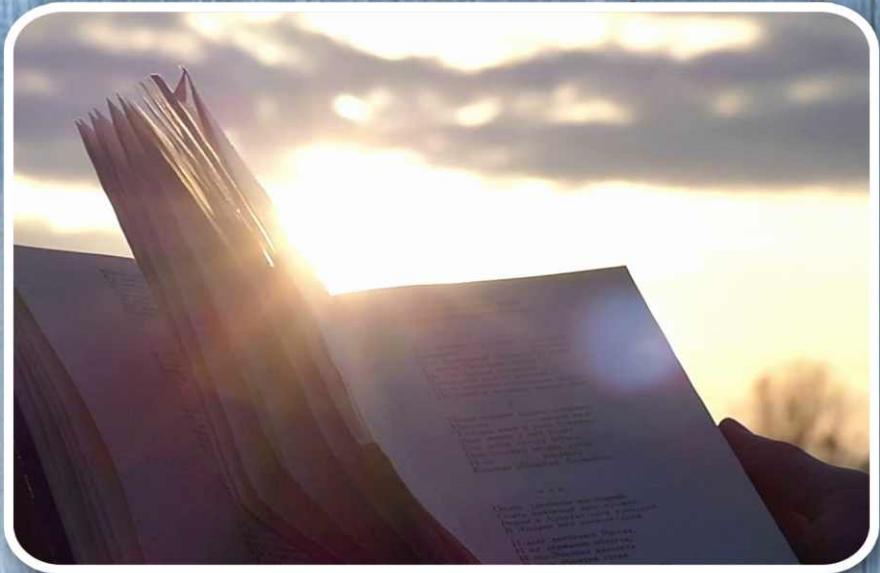
We recognize a Company when it shows that they should empower employees to be creative, intuitive, thorough, and generous. When I started my journey with Ekodus Inc. I was skeptical. I found myself in a full-time role, working with an amazing company, doing something I enjoy, and progressing my career professionally and personally. Thanks to Ekodus!!!”



Words of AarathiGaripally

“Being a Salesforce developer and a part of Ekodus Inc. is the best decision I took two years ago. I have been amazed by the opportunities to grow technically and creatively.

The fast-paced environment and personal growth, alongside an amazing team that loves to be with their employees, is admirable. When I joined, the culture was infectious. Ekodus Inc has allowed me to be in a team-oriented environment where we all work together to build iconic projects. I would just say, I am honoured to be a part of Ekodus Inc. Family.”



Poems, Photography & Art

POEMS

Hello New York!

- Mark Bordoloi -

- Hello New York,
Do you know how much I love you?
Remember the day I fell in love with you
You brought tears into my eyes
It was distant.
It was 9/11.
That day; sitting at the corner cubicle
I didn't realise...
Why I feel you
I love you!

-Hello New York,
Do you know how much you mean to me?
Today you are silent,
Today you are struggling to breathe!
Today you are bleeding like a deer
hit by an unknown traveller!
Today, I see your tired & worried eyes.

-Hello New York,
Today I am also helpless
I want to run & come to you now
I want to hug you now
& I want to paint you with colors of hope
prosperity now...

But New York,
Hello New York,
My hands are tied
and legs are broken!
I know you will rise again
I know you will call me
I know you will have a place for me again!
Forever!

Hello New York,
Do you know much I love you
how much you mean to me.



Fantasy Fuelled Dreams!!

- Atanu Prasad Sarma -

When Images Whisper
Hearts Listen...
the primodial in me
Breaks the Rhythm

Of the Dreamless Sleep
it had sunken itself into...

The morose expanse...
seems to come alive
in Anticipation
of the rains...

Consumed by
...Fantasy Fuelled Dreams!!



POEMS

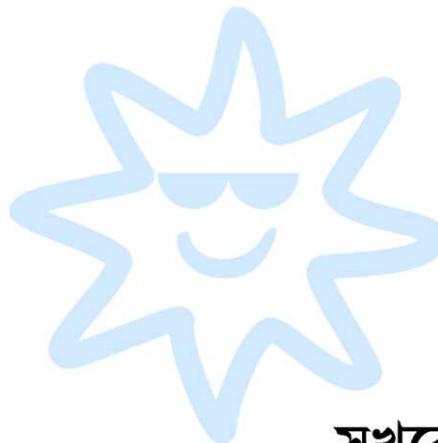
LOLIT C. BORA, Software Quality Engineer

টেপনি

আহচোন অকনমান
লহি সারটি,
শোরায় বুকুত মোক।
উজুতি খায়
জীরনৰ খলা-বমা পথত
সাব পালো, প্রভাতী পুৱাত।

সুখৰ বেলাত
নুগচে আপদাৰ তোৰ,
সপোনতে হওতে বিভোৰ;
দুখৰ সন্ধিয়া
নাথাক নিলগত
বিচাৰি পাবলৈ নাই ওৰ।

আহচোন অকনমান
লহি সারটি,
গুচায়
বিষাদ বুকুৰ মোৰ;
তোৰে আলিংগনতে
দূৰ হয় সকলো
ভাগৰু রা জীৱনৰ সুৰ



সুখবোৰ

এখোজ-দুখোজ কৈ সুখবোৰ
আঁতৰি
নিজানত এৰি গ'ল মোক;
বিশাল সাগৰৰ
বিষাদৰ টৌৰে
পাতিলেহি আহি সমবেদনাৰ শোক।

দুখে খুন্দিয়াই
বুকু বিষায়
মন বিৰিণাৰ সৰে কুঁহিপাত;
সাব পাই মাজৰাতি
নিৰলে উচুপে
দুখন আবেগৰ নদী
ফেঁচাৰ নিউ-নিউ মাত।





PHOTOGRAPHY

SAGARIKA BAISHYA, Graphic Designer, Digital Marketing

*Walk in nature and you will see
a thousand miracles everyday*



A Butterfly Collection Nectar

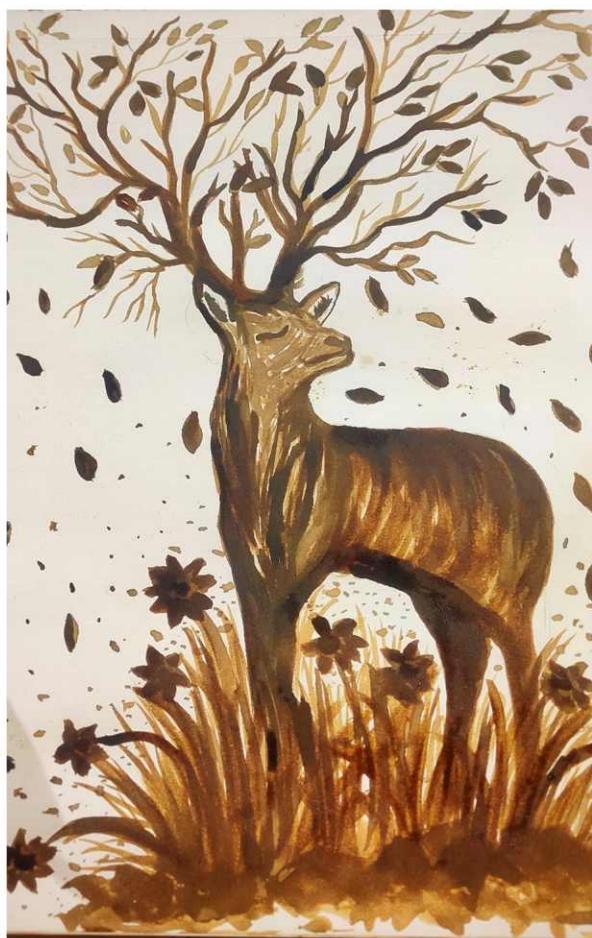
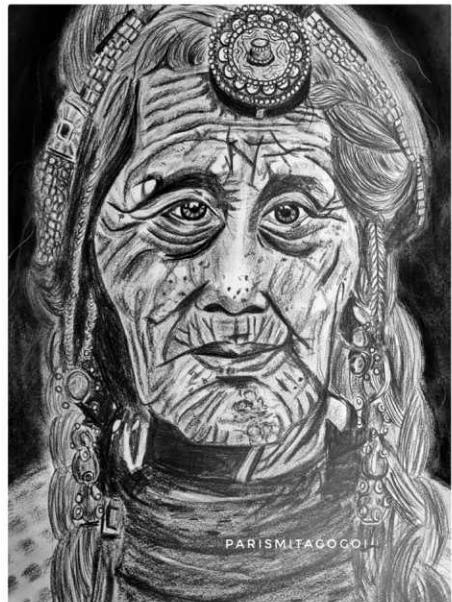


A Red Ant



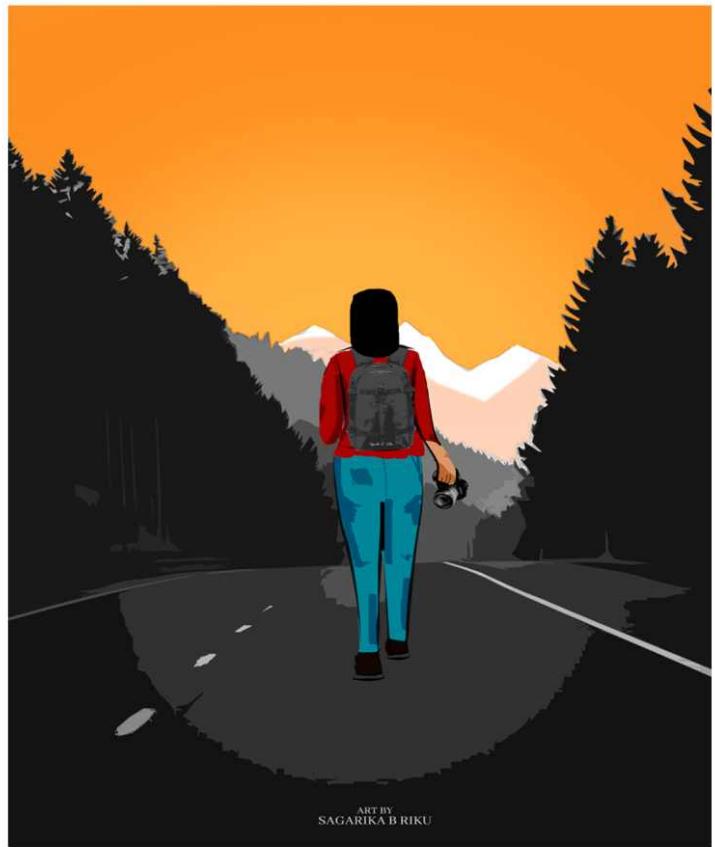
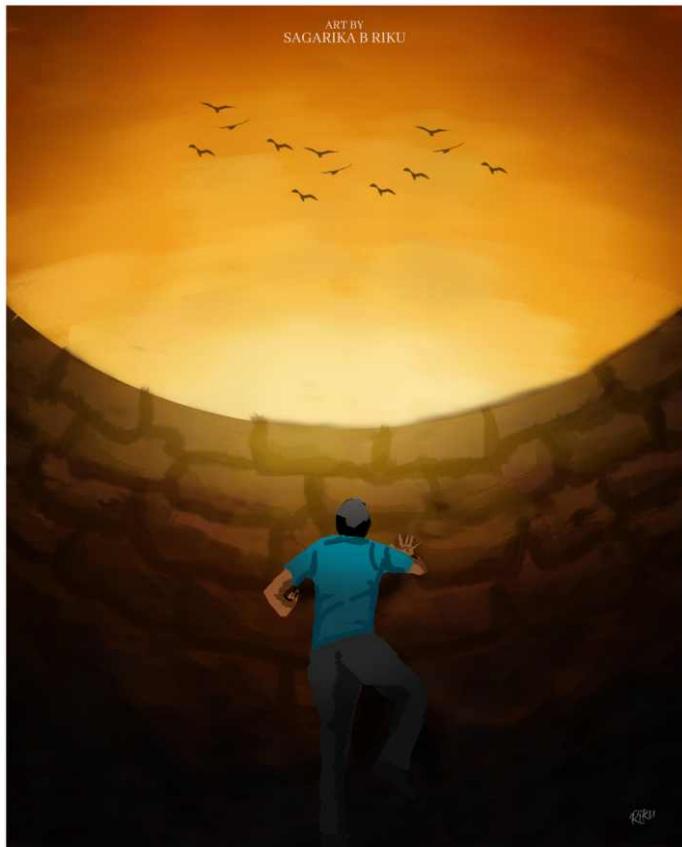
ART

PARISMITA GOGOI, Business Development Executive



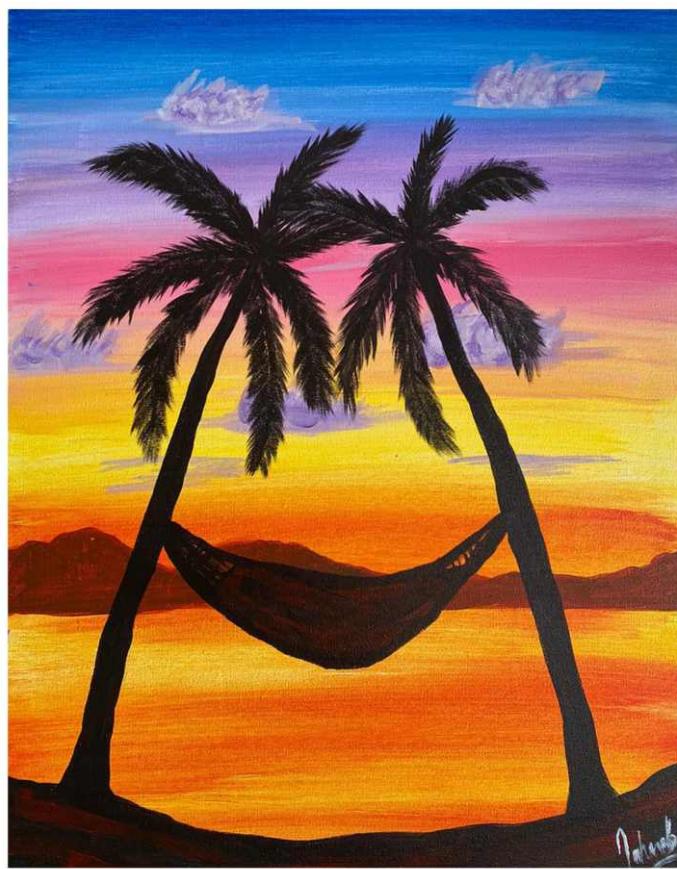
ART

SAGARIKA BAISHYA, Graphic Designer, Digital Marketing



ART

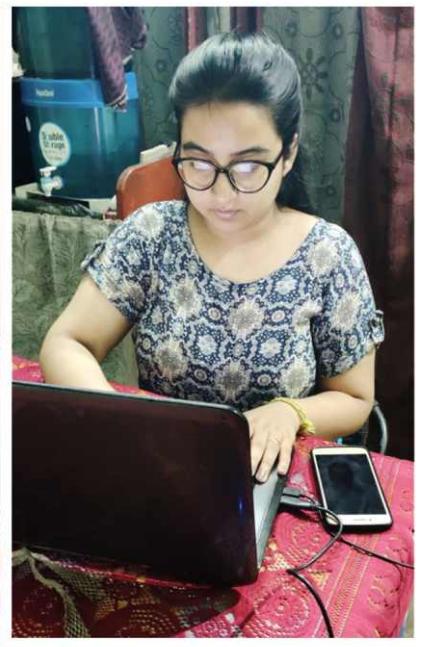
JAHNABI BARMAN, Business Intelligence Developer



GALLERY

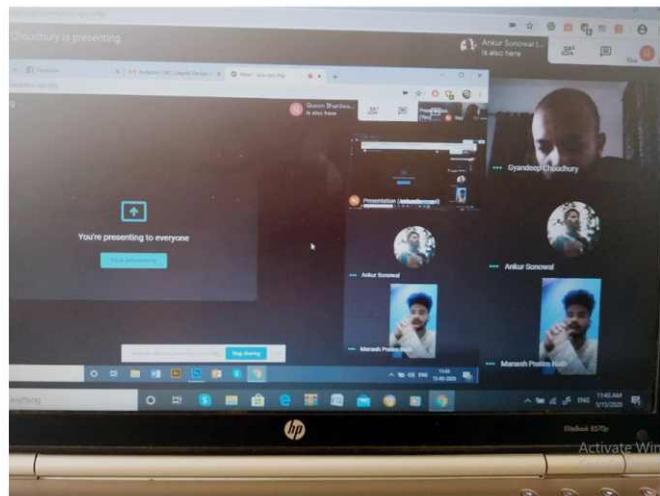
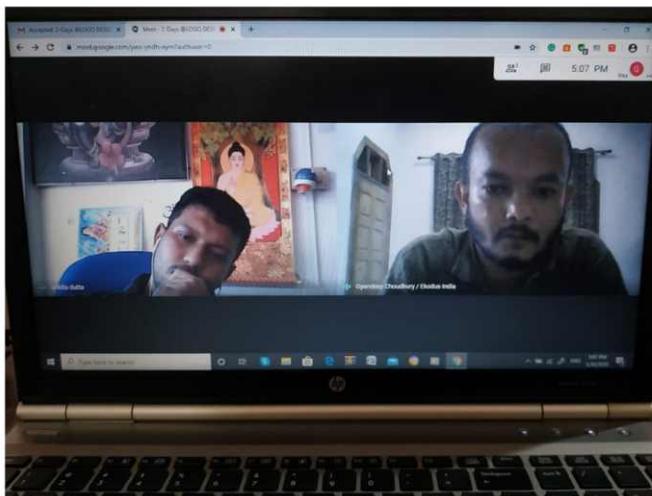
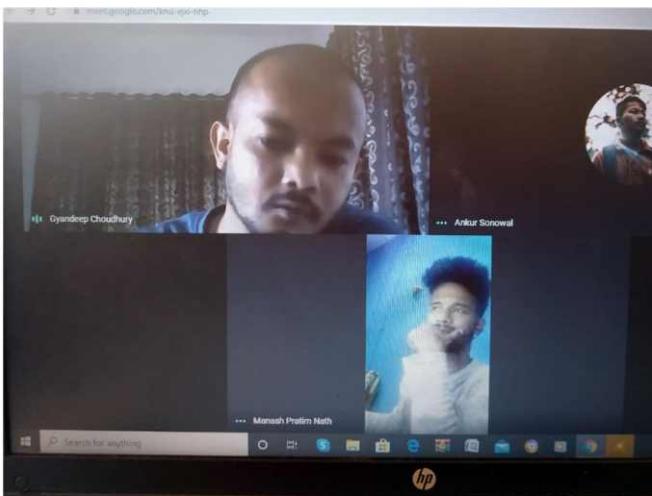
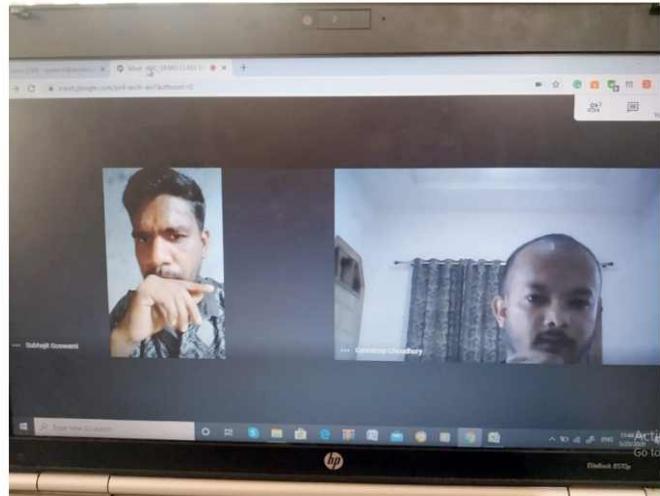
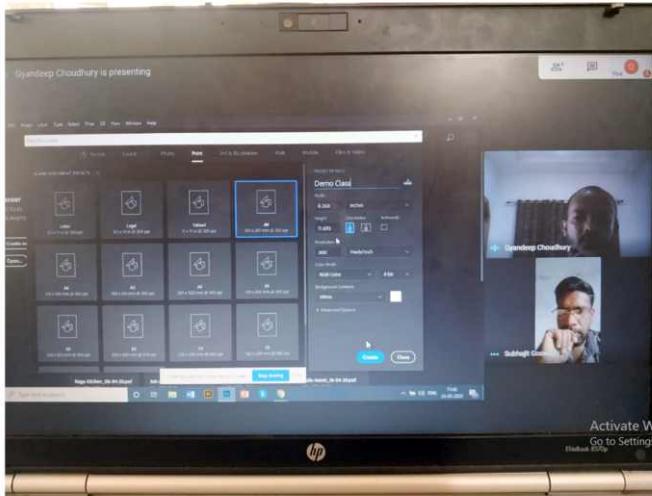


Work From Home



GALLERY

Live Online Class, Ekodus Knowledge Center





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 OFFICE

2525 Route 130 South, Bldg C, Suite 1, Cranbury, NJ 08512

(O) 732-823-8031, FAX: 609-228-5373

www.ekodus.com