

Mar-Apr 2020

# Ekodus

A Bimonthly Newsletter

**SPECIAL  
EDITION**

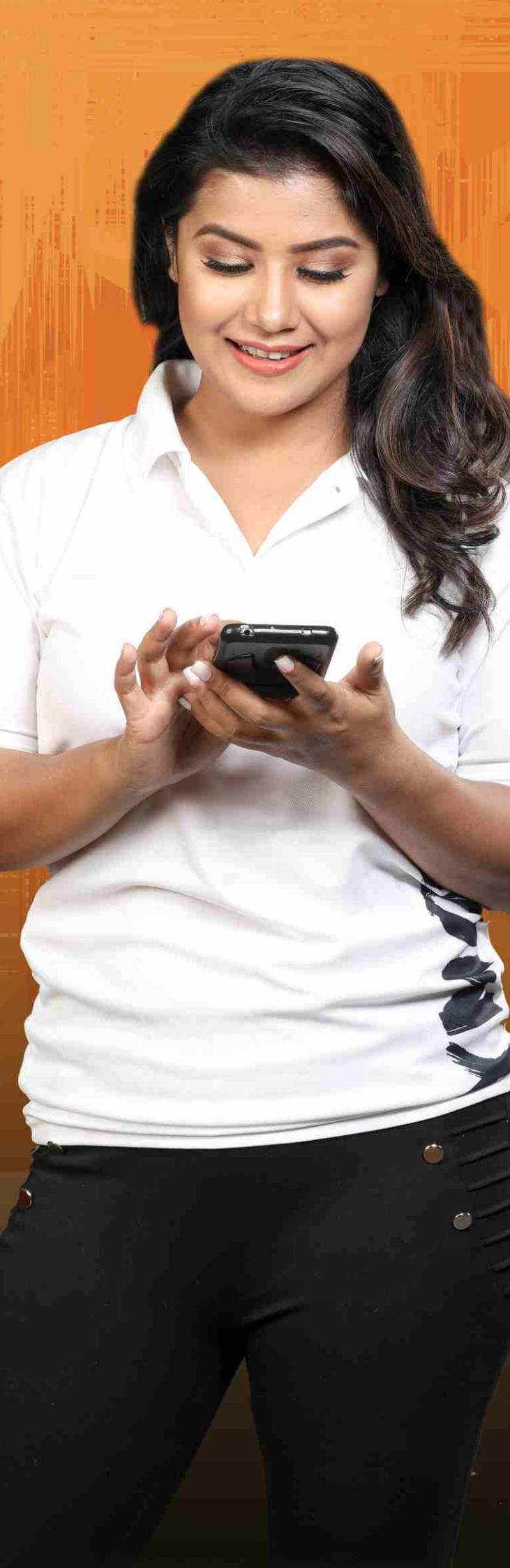
**YMO<sup>C</sup>.com**  
**A Native is**  
**Born**

**Global Sales**  
**Enrichment**

**Ekodus**  
**Knowledge**  
**Centre**



**YMO<sup>C</sup>-** *Changing The Way We Order Meal Online*

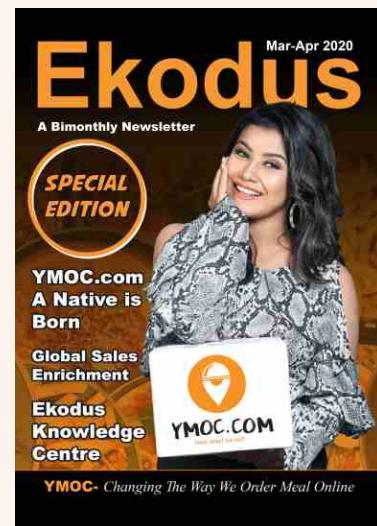


# Ekodus

Mar-Apr 2020

A Bimonthly Newsletter

Sixth Edition ■ First Year



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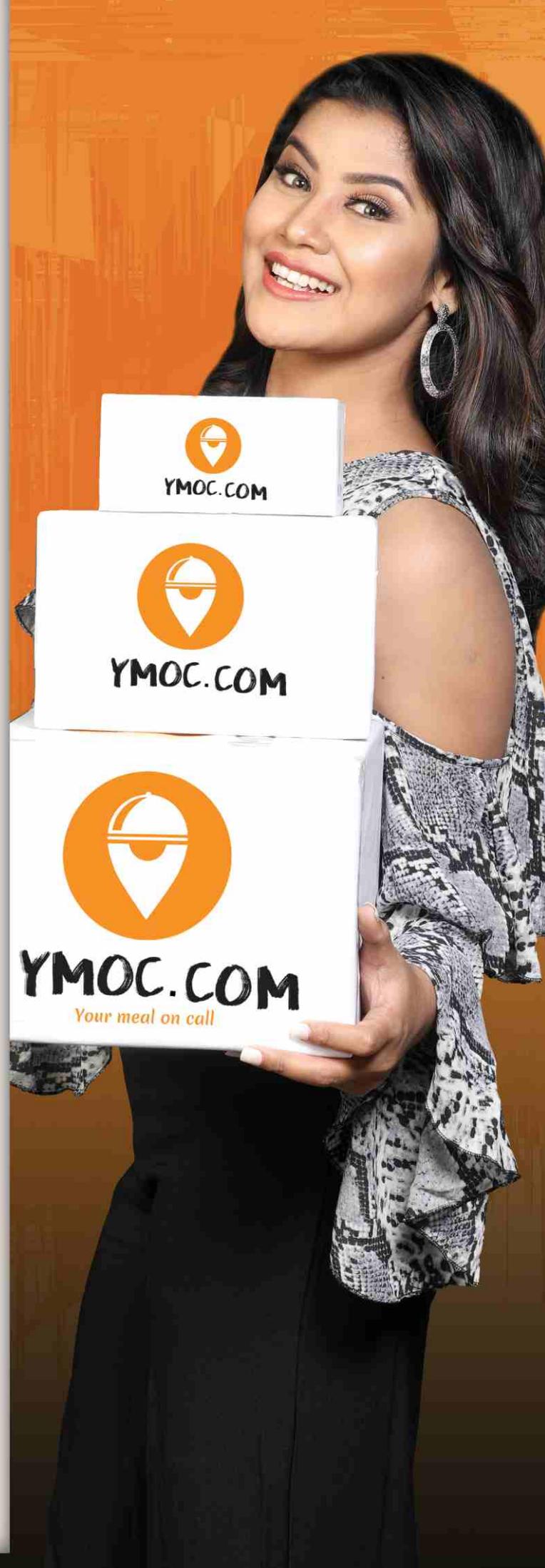
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# FROM EDITOR'S DESK

## QUEEN BHARDWAJ



*"Dream big, for every dream precedes the goal!"*

Two things I have noticed when you live in an era of rapid change. First, there is an inevitable heave of artistic creativity and secondly, the art of learning new approaches to evolving business. We witness adventure, creativity and passion at each stance of life and this edition of EKODUS E-magazine is dedicated to our unstoppable team of YMOC, who have spent relentless hours perfecting it to give us what it is today- It's been a brave (frankly emotional) roller coaster journey for they have reinvented and re-processed every idea on the page and made it brimming with fresh thinking, more diverse and inclusive approach.

In this 6th edition of our e-Magazine, we have covered some informative and very inspiring articles both from US and Guwahati headquarters derivative of their tread in Ekodus and the hardworking team who have brought to life YMOC from scratch, in addition we have an article enlightening the company's educational envision as Ekodus Knowledge Centre and the candid photo gallery quoting the healthy office day-to-day lives. Also, we have the energetic employees who have shared their valuable experiences and are the kith and keen of the Ekodus family.

This issue has been enriched by the thoughts and words of our Senior Vice President, who shares with us the ubiquitous presence of digitalization in our lives and the importance of our digital teams in shaping our customized customer driven services. And before I finish, through the bold and encouraging words in our President's note: "YMOC- A Native is born", we bring together the voice of the igniter of this momentum surges under whose shed and flamboyant leadership Ekodus is shining in the spotlight.

With my new association in the Ekodus family, I am overwhelmed by the responsibility tasked and it felt so special to be giving each page added care and attention. Many prayers have gone into the efforts of our team- I hope you find reading it colorful and refreshing!



# YMOC.COM

## A Native is Born

**MARK BORDOLOI**

Technology is a driving force of innovation today; people seek more of comfort, convenience and accessibility. We all live in an expeditious milieu where time is a virtue. New technology offers some of the most promising solutions to these challenges. Along with the shift in habits, masses have marched on to new technologies making their lives at ease. Innovators have been constantly creating new ways to harness the power of Technology to enhance every sector.

With the influx of new technologies every day, no Industry is impervious to these revolutions instigated by technological advances. The food industry is also receptive to this advancement; they have also realized the importance of Modernization and are constantly thriving to the changes.

YMOC- "Your Meal On Call" is also an addition to this B2B and B2C market trend, where dining out has tipped itself from its stand-alone market to online food deliveries. YMOC will fuel the germination of food delivery business across Global Market.

The paradigm shift from normal dining out to deliveries

at home are finally catching up with consumer outrage, where queuing for no-reservation places, tipping stress, tarnish the experience of eating out. Our phones nevertheless are receptive to this change. One Button call is what everyone wants these days. Meal ordering apps have encouraged convenience to the consumers. All innovative meal ordering portals took the advantage of the new age technologies and reached out to the audience with different benefits. Most importantly, the benefits have been shared amongst all. The convenience offered by online food delivery services is the greatest appeal.

Why YMOC? Is YMOC for a change? What are the benefits it offers? These are very common questions for any technology which must be answered. Consumer demands have expanded to include ethical mantras but have not given way to requirements of convenience. Any innovative product or service always tries to bequeath a solution to our Consumers. The faster the time flies, the more choices a consumer gets: the market is swamped with new products and services. That is why we are constantly working hard to transform products into something bigger –where



products become services, and services are turned into experiences.

However, the innovative Consumer food tech segment tends to have a commitment to the society; it also focuses on the current developments which are primarily marketed towards Consumers. Whatever shape or size it may target, it always attracts the local economy drastically.

I am very glad that, today YMOC is able to sustain itself and has moved on to a next phase; introducing its Brand Ambassador and aggressive promotional activities. The local test and try approach are temporary as YMOC has a global vision. I am optimistic that, with time YMOC will be an integral part of its audience. Investments in food tech will continue to increase to help deliver on the promise of healthier, more sustainable food systems for the world. After all, we are what we eat.

My Best Wishes to the Team YMOC at Ekodus for their unstinting Efforts and Trust.



Digitalization seems to be the word of the century for business all over the world. With the advent of new technologies, constant change is a must for all businesses to remain relevant to their field. From ticketing system to cab hailing, from food delivery to our grocery shopping, everything has been digitalized. Some of the major drivers of this change are listed below:

**1) Change in Consumer Behavior:** With more and more people into the active workforce, the consumer is left with lesser time. This in conjunction with the “everything at door-step” formula has played a major role in the rise of disruptors like Amazon, Uber, Big Basket etc.

**2) Business Scale-up:** With increasing competition, the need to optimize the “connect” with the potential consumers have gone up. Social Media and Internet platforms play a major role in connecting the business house to maximum audience with minimum possible time and effort. With the foray of digital channels- anywhere and everywhere marketing is possible irrespective of your location.

# The Era of Digitalization

MANISHA THAPA

**With digitalization, the risk of loss of business and consumer data is decreased immensely.**

**3) Cost Optimization:** Each sector is currently experiencing a “start-up” boom and hence price-war is becoming inevitable. Thus, with decreasing margins and pressure on cost optimization, digital mediums offer optimum reach at minimum costs.

**4) Risk Aversion:** With digitalization, the risk of loss of business and consumer data is decreased immensely. Cloud Technology ensures lesser usage of physical infrastructure and thus helps businesses retain their data in an efficient manner.

**5) Refined Marketing Strategy:** With internet apps tracking the behavior of each user, it is inevitable to hide consumer habits from the internet. Data Analytics comes a long way in predicting a consumer’s buying habits. This is instrumental to any marketing strategy as it helps in accurate targeting, resulting in higher success rates.

Ekodus has always strived to be the facilitator in this sector for

all business in the North East. With its diverse departments, Ekodus is all set to be an all-round provider of digital solutions.

The Digital Marketing Team helps establish the digital presence of a business and our development team ensures that the processes of the business are optimized through our customized software. With our Digital Publishing team, we aim to support the digitalization of the education sector. “Your Meal on Call” aka YMOC aims to pave the way for restaurants to scale-up and make its way to the digital map. Finally, with our “Ekodus Knowledge Center” we aim to train professionals to be a part of this digital movement.

Ekodus has a vision to be present in every corner of North-East and help the businesses grow. With the current services, Ekodus aims to achieve its long term goal of a fulfilled and prosperous business culture in the whole of North East.

# Global Sales Enrichment



**MARTIN J. WONSIEWICZ**  
Director- Global Sales

Ekodus Inc has entered an exciting chapter in its development as a dynamic publishing services and IT company. After focusing primarily on the domestic market, we are forging a new path. With nearly four decades of publishing experience working with a range of publishers from large to start-up, I am happy to join the Ekodus team as we pursue new customers, new markets and reach out to the world.

## Steps to the Outsourcing Boom

International trade goes back centuries and is the natural expansion path for many businesses and increasingly, the service economy. Offshore sourcing started in the 1980's mostly in accounting then exploded throughout the 1990's in India as the US and other countries began to move office operations, customer service and IT to lower wage and less expensive locations.

Outsourcing in publishing began a dramatic ascent in the early 2000's becoming the normal business process for a range of publishers especially at

**As digital consumption became more common place in education, the result was a slow erosion in print sales.**

the larger end of the scale. Several factors led to this development resulting in the integration of publishing services into most publishers' workflow.

## Publishing Shift from Print to Digital

As digital consumption became more common place in education, the result was a slow erosion in print sales. One of

the first sectors to witness this trend was science, technology and medicine (STM) where online delivery spread from journals to books to newly created digital first resources. Digital delivery spread to K-12 and college publishing as content and courses increasingly migrated online and textbooks began a steady descent.

Publishers, looking for ways to increase margins, began the shift to outsourcing composition in around 2005. Publishers expanded services to India and other Asian countries in areas including copyediting, artwork and full-service project management. This shift stabilized and increased margins.

The second driver contributing to the offshore shift was the digital transformation and need for publishers to provide data into a wide array of file formats. Format requirements have changed through the years from HTML versions, to e-PUB, and MOBI for Amazon Kindle. As the digital transformation continues, a



wide range of companies and publishers have come to rely on outside partners. Service companies also began to develop proprietary publishing platforms and authoring tools increasing their sales.

As Ekodus Digital continues to develop more domestic customers, especially in areas such as e-learning assessment, alt-text writing and content development, we will be moving forward at the same time to begin a more global orientation.

Five years ago, as CEO of a small medical publisher PMPH-USA (owned by the

largest publisher in China), it was not uncommon to field a call from an Indian publishing service company once a week. Sometimes I would tell the salesperson to call a bigger publisher. Some companies were familiar and others totally unknown. Many times, the calls were short. But other times, there were financial and technological reasons to listen. And results ranged from an RFP to a total vendor change. Our mission now is to branch out and be there at the right time with a compelling story to meet today's global digital market.

## About:

Martin is a native of Naperville, Illinois and lives in Tyler, Texas (100 miles east of Dallas). He has a BS in political science from East Tennessee State University and studied at Richmond College (UK) and

Vanderbilt University. His publishing career has included positions as bookstore manager, sales rep, marketing manager, editor and VP & Publisher at McGraw-Hill Medical. Martin started and was CEO of the US operation for the Peoples Medical Publishing

## Further Reading:

- [https://en.wikipedia.org/wiki/International\\_trade](https://en.wikipedia.org/wiki/International_trade)
- <http://www.mrglobalization.com/globalisation/252-globalization--origin-of-the-word>
- <https://www.globaltrademag.com/global-trade-2019-wrap-up-and-2020-forecast/>
- <https://www.businesswire.com/news/home/20190724005328/en/Global-Publishing-Market-2018-2022-USD-20.81-Billion>
- <https://scmresearch.org/2017/12/12/how-the-term-supply-chain-management-was-coined/>
- <https://www.londonbookfair.co.uk/>

House of China. A publishing consultant for four years, he was the packager for the Merck Manual Professional Edition, 20e and has represented numerous publishers and e-learning companies in global sales and business development.

# Conversation with Digital Marketing Head

## GITUMONI BARMAN

### Q. Your experience at Ekodus.

My overall experience at Ekodus has been fantastic. Getting to start as one woman army and move into a big team, I got the opportunity to learn a lot from the company as well as my team members. It had been an amazing work experience! The most positive part of the leadership at this company is the ability to achieve your passion and goal along with the company goal. You have your own freedom to work your way with no micromanagement. While having the freedom to work freely you also feel like a team member working towards a goal.

### Q. What does a normal day in the life of Digital marketing Head look like?

Digital marketing is more than knowing how to run a Facebook ad campaign or conduct SEO research. It's a set of skills and a way of thinking that, when taken holistically, can add incredibly – even business-changing – an insight to an organization, no matter how small. So as a digital marketer my day starts with communicating with clients, trying to understand their expectations, listing down the whole day work priorities & mentoring the team accordingly.

### Q. What do you do to update yourself about the emerging trends of the digital marketing domain?

By Updating my news feed - It's crucial to be on social media — every day. Making sure to customize my business's feeds on Twitter, Facebook, and LinkedIn so that I can easily scan the relevant and trending topics that day. Leveraging my DM team - The team should always have their eyes and ears to the ground, too. So we maintain a WhatsApp group where we share the latest articles & blogs to keep ourselves updated.

### Q. What are the challenges you have experienced after taking the lead of the Digital Marketing Team?

When we look from outside, leading a team may seem easy. However, the reality is often very different. While leading a team is hugely rewarding, there are many challenges too like Win Hearts and Minds, Responding To Different issues in the company, Handling Resistance, Keeping People Motivated and Engaged, Getting The Balance Right. Also, we have clients from different zones so communicating with them accordingly is sometimes a challenge too.

### Q. Describe a scene of your vision for the future at



### Ekodus.

The main points or vision which we are focused on currently are:

- Leverage our deep expertise and profound understanding of the client's business domain areas and requirements to create a tailored-fit solution for their individual business needs.
- Help clients create meaningful relationships with their audience and build better brands through connected digital experiences.
- Be known for our disciplined approach towards providing the highest value of satisfaction to every customer, we work with.
- Once the above agendas are fulfilled, automatically the Digital Marketing team will grow which will eventually lead to the growth of Ekodus!



# Facing an Interview- A Rat Race Challenge

**RAJNI AYAPILLA, HR Manager, Ekodus, USA**

*"When was your last interview? Were you nervous that you are about to face a stranger who would be conjecturing every word you say?"*

Interviewing potential candidates is a challenge for HR personnel too. They are under the gun to choose the right candidate for the company. They will be continuously gauging you with different set of questions.

They face the stress for choosing the best. So, Relax...Here are few tips that can win you among the rest and make you the best.

## 1. STRENGTHS :

Strengths play a key role to stand out in crowd. It's not just any regular strength, I am talking about. But the strength which is relevant to the role which can be an add on to your

resume highlights.

Fill your mind with all the knowledge about the subject and how you can help in achieving it successfully. Show that you can master your learning into creating yourself as a useful asset to the Company.

Look and see about the new employer in their websites or LinkedIn. Find out about the Company's Vision and mission and how you can relate to their vision with your capabilities.

## 2. CONFIDENCE:

"Please tell me about yourself", the very first question asked in an interview. This is the question for the interviewer to



gauge your confidence. You have to make sure that this question shows how good and competitive you are. The way you plan and answer this question is the key to decide whether you are fit or not.

Always remember, they do not want to know about your percentages in your degrees or medals you achieved but how well you present yourself to them. Be the inner you; define your achievement in the best way possible so that they are convinced that you deserve the role.

Learn to be Unique. Seek some other ways to express yourself. Practice beforehand and be confident because your confidence speaks more than the academic scores you have.

Also, do some research to think about the specific questions the interviewer might ask about their product or services. Remember and Focus on how to speak with utmost confidence that will set you apart to succeed should you be given this new job.

### **3. ASK QUESTIONS:**

Every time and the interviewer asked me if “I have any questions”? I once asked, “What is their ideal candidate for this role”? Then tell them how you fit in, explain briefly that you can take this as a

challenge if you do not know a particular skill they are looking for or if you have it how it can enhance their growth. Relate some examples if you are experienced.

### **4. SALARY:**

You should never ask the interviewer about the salary and benefits during the interview. It shows how impatient you are. If they ask you about your expectations, tell them upfront about what you are looking for and willing to negotiate. If you are not sure then just say according to the company’s

standards.

Employers use your questions to gauge your intentions so do not be desperate. Stay Calm!

### **5. DRESS:**

“Appearance matters”. Employers create an impression about you when they first see you. Be well-groomed, professional and make sure your clothes fit in well. But Yes, Do Not Overdo. Your dressing well demonstrates basic competence and attention to detail.

Good Luck!





# Ekodus Knowledge Centre

QUEEN BHARDWAJ, Career Counsellor- IT Training



India is currently the fifth largest economy of the world. It is aspiring to be a five trillion economy by the year 2024. Two things that shall play an important part in the transformation of India will be skilling of its workforce and information technology oriented services. Currently, less than five percent Indians are formally skilled which makes them ineligible for high paying jobs in the marketplace. The internet penetration in India is growing at a rapid pace, but the reach and depth of Information Technology oriented services is still at a nascent stage and there is a lot of scope for inclusion of digital technologies in the lives of people. There is a growing demand for highly skilled professionals in the technology sector overseas which need to be tapped into through proper planning and execution.

We, at Ekodus Knowledge Center are the forefront runner of the transformation that India is witnessing today. We see ourselves as enablers, facilitators and co-travelers in the amazing journey that India is on. Our vision to equip our students with the latest technological skill sets enables them to be job ready. The

courses that we provide in Advanced PHP Web Development, Digital Marketing, WordPress, Android Development, Graphic

**We at  
Ekodus  
Knowledge  
Center  
believe that  
India needs  
an army of  
skilled  
professionals  
and amazing  
new ideas to  
march ahead  
in the world  
economy.**

Designing and Basics of Computer Concepts have cutting-edge competition in the professional world. These IT training courses are finely tuned to cater to the needs of the industry and the Governments, both in India and abroad. Our motto to provide world class technological empowerment touches the lives of thousands of people each day. Our courses with live project involvement and internship programmes make one learn new approaches and strategic concepts of the rapidly evolving business. Our team and trainers at Ekodus is one of the best in their respective fields and we constantly strive to induct in the best and keep them pumped up for the amazing things we create. Strengthening the "Digital India" program of India, we seek to create value for our stakeholders.

We at Ekodus Knowledge Center believe that India needs an army of skilled professionals and amazing new ideas to march ahead in the world economy. We are committed to that goal and extend our hands to support and complement efforts in nation building. Together we can, together we shall!

# Alternative Text (Alt Text)

ASIQUER RAHMAN



Alt text (Alternative Text) is a word or phrase that can be inserted as an attribute in an HTML (Hypertext Markup Language) document to tell Web site viewers the nature or contents of an image. The alt text appears in a blank box that would normally contain the image. Alt text is not only for bots, it is both for the two entities i.e. humans and bots. Alt text is really important for the bots, in the situations when the bot doesn't understand the image type. In that case the bot will look for the alt text, to put the image in the respective category by indexing it. It also finds its use in the web browser, in the instance when the browser can't render the image. Alt text is very helpful for the visually impaired individuals, who rely only on the text. Whether it is complex graph or complex image, the screen reader reads it and the visually impaired people understand the image.

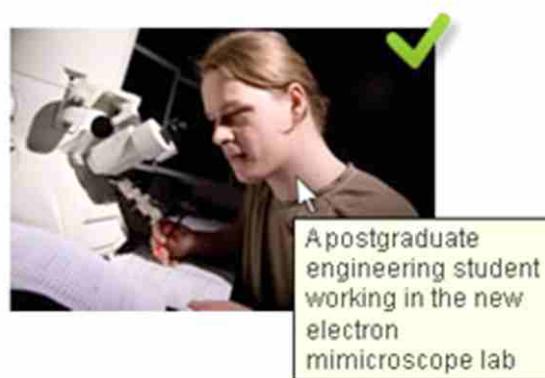
The following simple points should be kept in mind while writing an alt text:

- Should be accurate and equivalent in presenting the same content and function as presented by the image.
- Should not provide the exact

same information as text within the context of the image.

- It should not be unnecessarily long.

An image may be presented either in a good way or bad way. The difference between the good way and bad way is shown for an image below.



The second image contains the appropriate alt text, as it describes the image in a clear way, containing every detail in the image.



# Importance of Digital Literacy in K-12

RASHMI REKHA DEKA

**By integrating digital literacy and traditional literacy, students not only learn to read and write, but also learn to improve their communication, language and media skills.**

K-12 is a short form for school grades that are publicly supported prior to college in several other countries. The term represents the range of years of supported primary and secondary education found in the United States. These grades are Kindergarten (K) and the first through the 12th grade (1-12). It is important to start digital literacy programs in the K-12 grades. This introduction to digital media prepares young children and teenagers for their skills, both safe and responsible to engage in technology. Therefore, digital technology

education strengthens and educates children by giving them the resources they need to succeed in a constant changing digital world.

## What is Digital Literacy?

The amazing technological developments have changed the way that people communicate, interact and work, but not all of that. The way children studied has changed by technology as well. The ability to improve lifelong learning is digital literacy, known as virtual learning and e-learning. This consists of learning from different technology sources, like computers, the internet, remotely, or a combination of all three. To become a digitally literate student means developing technological abilities, learning authorship rules such as copyright and plagiarism, understanding how to access online information, and learning about social responsibility while working on social media networks.

While digital learning continues to expand, adopting new technologies is important for K-12 curriculums. Between 2012 to 2017, a study carried out by a website found that 75 percent of students in 5th and

8th grade had no technical knowledge of the 21st century. Digital literacy is a key element in today's education, above all. It is up to students to become digitally literate for their success in future. It includes developing skills and knowledge that will help them to access and navigate all aspects of digital technology in a safe manner. Understanding these IT skills help students to learn traditional subjects through educational courseware and online resources in innovative ways. Teaching digital literacy in primary and secondary schools is about recognising that children of today need various kinds of skills and technical knowledge to think critically, assess their work and connect with a global community.

By integrating digital literacy and traditional literacy, students not only learn to read and write, but also learn to improve their communication, language and media skills. They grow and engage the word, their abilities in reading and writing skills to a higher level of learning by images, diagrams, audio and video media. The classroom is flowed by both traditional and digital literacy that enriches creative thinking of students

and incorporates it in the digital world of today. It is important for educators to expand their ideas on literacy. K-12 grade children are naturally adapted to technology. It is the best time to learn internet technological skills. It is time for them to build connections between written and visual words to improve communication with others.

#### **What's in Traditional Literacy?**

- Whenever we think about the traditional literacy, reading and writing first come to our mind such as learning phonics, words of sights and finally, reading literature.
- Traditional methods of teaching include workbooks, textbooks, written tests and recitations to improve literacy skills.
- In traditional literacy, students communicate with

pen and paper in the classrooms.

#### **What's in Digital Literacy?**

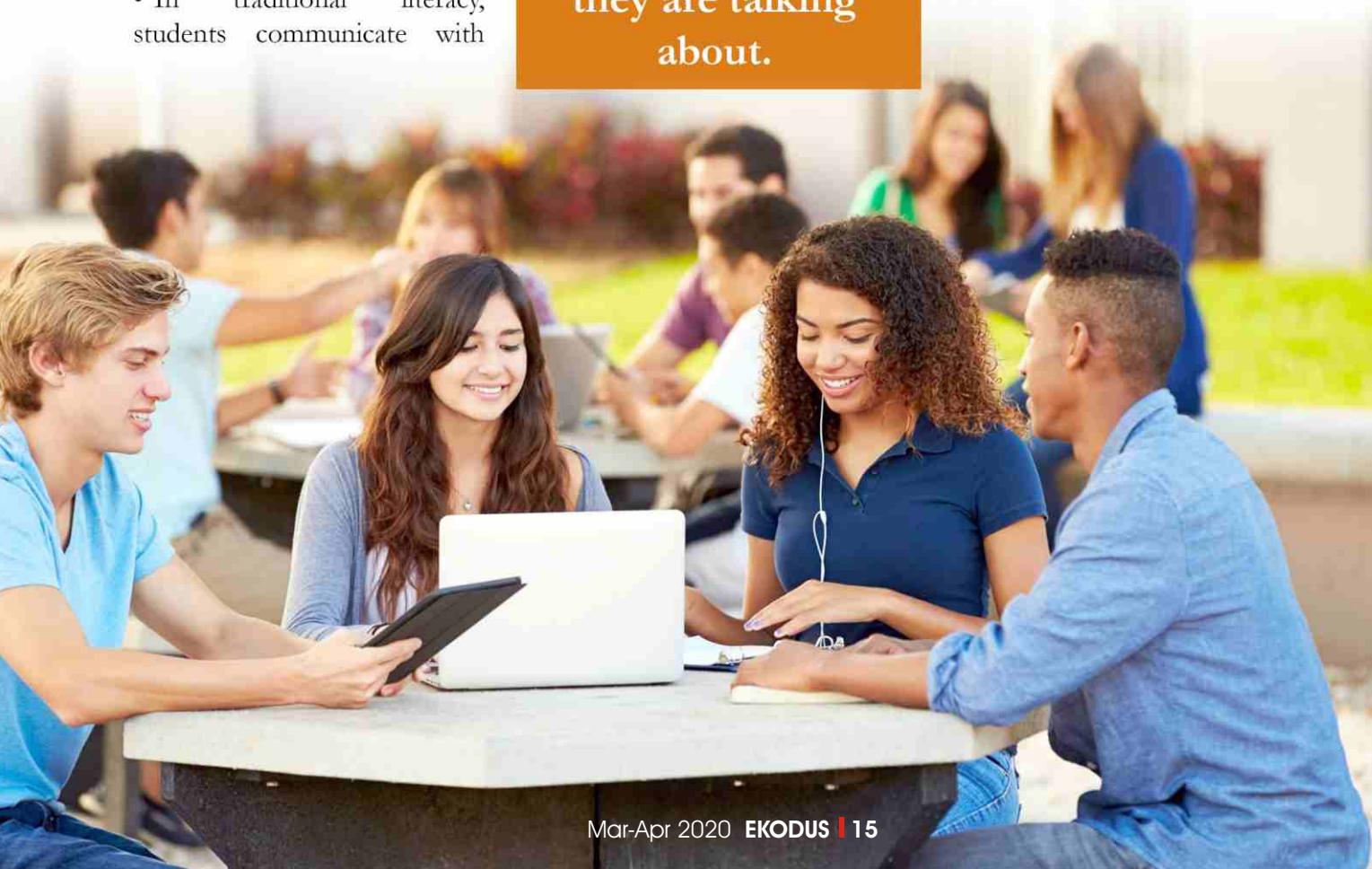
- Digital literacy includes e-learning skills which integrate

audio and video to improve students' thinking and learning. Students today need more to succeed in elementary school, high school and continuing education than the written word.

• The teaching method of digital literacy is expanded on print literacy with cloud computing, multimedia slides, courseware, game-based learning, audio learning, educational video, combining the virtual and physical worlds etc types of tools.

• In digital literacy, interacting by pen and ink is very different from communicating in the modern, visual world where children need to be aware of their appearance, gestures and the tone in which they are talking about.

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they are talking  
about.**





## The Journey of YMOC

**PORISHMITA GOSWAMI, Manager, Software Development**

YMOC, an online food ordering and delivery platform was initially developed by an organization based in Mumbai, India. YMOC was handed over to me & my team in the month of November, 2017 after we joined Ekodus. Since then we have been facing numerous challenges whether big or small in introducing a new and better version of it to the users. Some of them include:

- In receiving KT from the organization who developed YMOC – It was quite difficult to coordinate with their team and get the KT properly as they certainly did not desire to give away the product to us.
- Inappropriate technical approach, haphazard coding structure and non-maintenance of quality during the development of YMOC by the

concerned organization.

- In the first instance, YMOC was developed in USA approach. In order to introduce it in India, we had to alter the flow and add a lot of features according to the mind-set of the people of India and considering the present competition among such platforms in Indian market.

- Lack of proper R&D: Research and Development is very vital for any organization and its future sustainability. The more we do research before developing the product, chances are the product will be more robust and durable. R&D basically can contribute in two ways Sustained Product Development and Disruptive Product Development. Sustained Innovation in the product refers to small tweaks

in the product that make the product cheaper or better performing. It would also provide a lead time of a year or so for competition to catch up. Disruptive Innovation means where the entire product can be replaced by a new innovation. When the decision of introducing YMOC in India was taken, a detailed R&D on the present market trends & technologies, possibilities and challenges should have been carried out. Many think that there is not much difference between Research & Development and Product Development. But the reality is that R&D and Software Development are different. R&D has to be understood as the necessary first phase of any process leading to technological innovation. Although the product development team has always tried their best to analyse

the requirements, research and implement the best solution, a lot of sectors responsible for YMOC to be a success remains unexplored due to the absence of an efficient R&D team.

- As a team of newbies in this sector, nobody is aware of the best practises in running operations of a platform like YMOC. Hence, we are still working on trial and error method. Clarity in vision is of much significance for the product to be finer and accepted by its users.

- A dedicated team was not initially assigned to YMOC. The resources were shared for product development and service sector. Due to continuous flow of projects in service sector, YMOC suffered from continuous halt from time to time which increased the timeline

of its deployment.

- Resource Constraints – Hiring and retaining resources in this part of the country has always been a pain point. It is extremely difficult to get able resources & even if we get one, it is difficult to retain them for long due to a number of reasons. Due to this, it has always been a trouble to meet the deadlines.

- Inclusion of freelancers in the development cycle – Due to resource constraints and continuous delay in the launch of YMOC, IOS & android freelancers were introduced for the development of the applications. Although freelancers commit a lot before they are on boarded, they lack in standing up to it. It becomes difficult to co-ordinate with them as they also have other commitments like additional projects, full time employment, family responsibilities etc. Every freelancer detached

themselves from the project after for two to three months as the development of YMOC required a lot of time and efforts from their end and they are unable to offer that. As one person left, the complete process of searching for an alternate, training him and getting accustomed to him or her was repeated which wasted a lot of time. During this process, it has also happened that we did not have a spare developer who would take the responsibility and the development stopped all of a sudden.

Every day, the team associated with YMOC has been trying their best to overcome all the difficulties & shortcomings and to present a better version of it to its users. I hope in the coming days, the team can execute the plans and make the product stand out.





## Press Release YMOC

**Ekodus. Inc, Feb. 8, 2020:** YMOC is proud to announce its Brand Ambassador as Amrita Gogoi. We even have a range of exciting offers for our customers.

Ekodus. Inc is glad to announce the Brand Ambassador of its food delivery app, YMOC for the first time here in Guwahati. Through the app, we are hoping to provide quality meal on call to the customers' doorsteps. YMOC also provides a guaranteed discount of up to 50% and a minimum of 15% for the people in the region. We take pride in our services and hope to fulfill our customer's demands efficiently through the app. We plan to provide on time delivery of our service and give priority to hassle free services to the customers. The restaurants featured will fulfill a minimum level of service quality, and our customers can also avail a range of discounts and offers through the app. We plan to grab a large section of the market by differentiating us through our quality of services and meeting with the demands of our customers.

Your Meal on Call, abbreviated as YMOC.com, is an

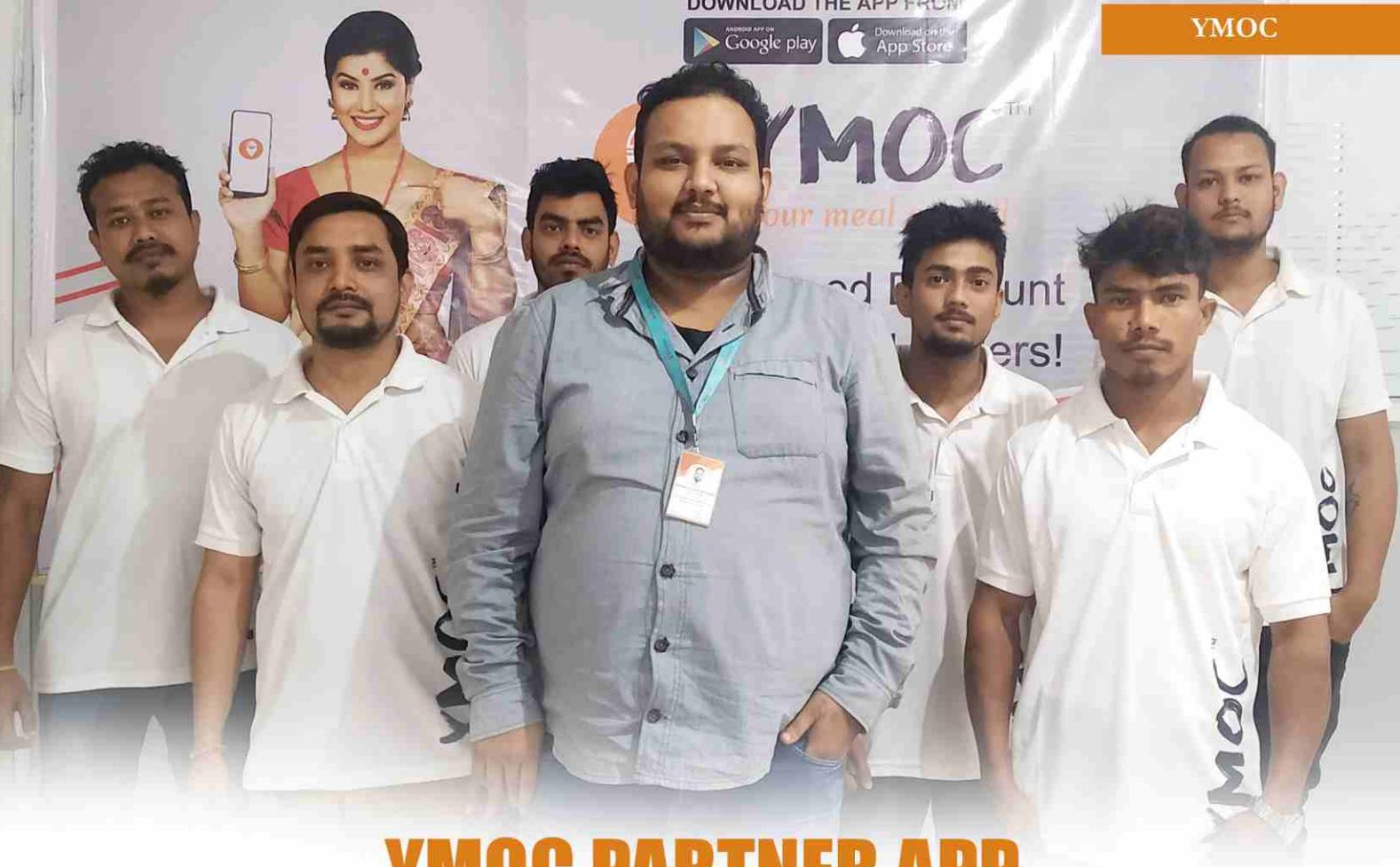
Android-Cum-iOS and an Online Portal Restaurant Listing and Digital Marketing Application for Restaurants. We are a Search and Discover-cum-Digital Marketing platform for the Restaurants and a Pick-Up-cum-Restaurant Discovery App for the Customers. Apart from this, we also serve the purpose of Scheduling Pick-up and Ordering Online for the ease of customers all around. Originated in Guwahati, we are a team of IT Programmers, Digital Marketers, Sales, and Bloggers to promote all Restaurants around. Starting from online food delivery, search and discover to online promotions, YMOC is one of the best options for all the foodies and restaurants all around.

As food lovers we simply hate to wait. A couple of questions that always pop up in our minds are 'Where is my food?' or 'When will my food arrive?' YMOC provides the accurate information from the moment a customer opens the app till their food arrives at their doorsteps. By giving a lower estimating time than the actual delivery

time we are successful in increasing the inflow of customers. Good food must meet good service; else the dining experience is incomplete and unsatisfactory. Going by such reviews, it's safe to say that diners would give restaurants a second chance only when service is of top quality even though the food have been average. Hence, YMOC gives a platform to the restaurant owners to serve a large number of users with good quality of food.

YMOC seeks to give everyone a fair chance by putting specific and relative searches on alert. We segregate this by showing restaurants based on the nearby locations of the customers for delivery, cuisine, etc. to promote as many restaurants as possible to appropriate searches. In our recent days, we have also added additional features to this app like Digital Marketing, Dine in, Scheduling, Book a Table, Delivery, Bulk orders, etc. With hopes in our hearts and dedication in our work, we are going to feed the hunger of the entire Northeast region with good food and smiles all around.

For greater exposure and better business opportunities, YMOC puts you and the restaurants easily accessible through Digital Media. By providing menus, pictures, locations, ratings, reviews, it ensures that its users find every piece of information about the restaurant they are looking for. Now you can order food online, eat out, or schedule a meal from any restaurant near you at your will on YMOC.



## YMOC PARTNER APP

**SIDHARTHA PRATIM SAIKIA, Vendor Manager, YMOC**

*Let the customers find restaurant easily*

It is the easiest way for your customers to find information about restaurants or cafes or bars through the Internet. Smart mobile phones has got an integral part of our lives for several reasons : they bring our personal data , contacts , messages , personal photos , bank account numbers , and a variety of mobile applications that users are used to facilitate their daily life.

It is known that a lot of people do not let off smart phones from their hands until they fall in asleep. That is the reason why mobile applications for restaurants and bars are more interesting and has become each day more important for restaurant marketing.





## From the Marketing Executive Team- YMOC

**KISHOR RABHA, DIGANTA BORAH & RAJU KAKOTI**

We are the Marketing Team of YMOC, Your Meal on Call under Ekodus Technologies Pvt. Ltd., you can say we are the face of the company. Three of us, work together as a team. Our bonding as a team is very strong. We have learned so many things from this job and from the outside world as well. Every day we have to meet different people with different challenges. So convincing a person is not an easy task but we do our best. We

feel happy and energetic when our hard work gets success. Sometimes it feels bad when we cannot achieve our goals or meet our targets but once when we meet our goals it boosts more power and confidence in us and the feeling is enthralling! At times, it is very important to fall down, and then only you can feel the happiness of real joy. The real Mantra that we follow is “never give up” and this approach helps to promote

YMOC in the field. And we have that confidence in us and the entire YMOC team that we will make YMOC shine brighter in future. Last, not the least, we would like to thank our President Mr. Mark Bordoloi for bringing such an idea for foodies of Guwahati, Assam. Through this YMOC, many needy and deserving people are getting opportunities to shine in their career

# Experience As a 'Data Processing Associates' in YMOC

**SMITA DEY, Data Processing Associate**

As a 'Data Processing Associates' in YMOC – Ekodus, I am enjoying my work.

My Job profile includes adding restaurants in the Admin portal along with its addresses and its menus in the Restaurant Portal of YMOC. I have to Upload Profile Picture and Cover Picture of the restaurant and set Opening and Closing time and many more.

It looks the work is very simple but there are changes in uploading the incorrect information in the portal. Like Spelling Mistakes of Restaurant Name, Restaurant Address, Dishes name. Since these informations are kind of assets to YMOC so Information accuracy is very important.

Therefore, YMOC follows standard rule for dish names like write 'Biryani' instead of 'Biriyani' , 'Chilli' instead of 'Chilly' , 'Kasha' instead of 'Kosha' and many more.

YMOC always make sure that the Restaurant's Profile Photo appears in the YMOC.com, YMOC User App and YMOC Partner App of every single restaurant do not get common.

Our work is only fruitful when it appears correctly in YMOC.com (Website), it's User App (Mobile App) and Partner App (Mobile App).

I found both YMOC.com and YMOC User App are user friendly for all of us. Via YMOC.com and YMOC User App, finding the restaurant near to me using location option is good.

YMOC.com provide filter option to search restaurant according to cuisine offers by the restaurant, minimum price of the dishes offered by restaurant, and the rating received from the customers to the restaurant.

Though YMOC offer free delivery, pick up option is also offer by it and the scheduled option is the one via which customer can order their food in advanced if required.

So my job as a Data Processing Associate is not that much tough but it is very important for us to keep track and provide the valuable information and I wish YMOC grows step by step everyday by facing unexpected challenges.



# Experience shared by Telemarketing (YMOC)

**SANAM SARKAR**

*Opportunities are always open to enthusiastic people wanting to experience a workplace.*

I joined YMOC under EKODUS TECHNOLOGIES PVT LTD as Tele Marketing Executive. Working with the company has taught me a lot, from learning what a brief was, to understand how their entire process works from handling foodie clients to delivering food on time. I believe that “Trial can defeat a defeat”. Being a fresher, it was strenuous to set my mind on one target. It is a challenging position to be an effective catalyst and positively contributing to organizational objectives, and with the help of true enthusiastic employees in the organization, I believe myself as one of the effective catalysts in the organization today. “If you don’t stand for something you will fall for anything”. I have enjoyed speaking with members from various departments within and having greater insight into what their daily work entails. So far, I’ve been spending a day with one of the members of the team, learning about what they do in their day-to-day work and how they do it, varying from inputting ideas, handling telemarketing errors and queries.

I would like to share with you some of the detailed assignments in my daily routine.

- Maintaining operations by

following policies and procedures of the organization.

- Maintaining quality services by following organizational standards.
- Contributing to the team’s effort by accomplishing related results as needed.
- Influencing customers to retain services following with a beneficial product reference information.
- Maintaining database by entering, verifying and backing up data

There is clearly more to do across the Benchmarks. I have always believed in forwarding myself when the organization or any of my colleagues needed me the most. Putting an extra hour in my job may bring a huge development but also adds another milestone in my work experience. I never had any complaints even working during the days of my leave. Keeping patience and staying focused during the time you are working gives the ultimatum results. This work experience has helped me to understand better what working in an office environment is like and now I feel more prepared towards any obstacle that leads my way because practice and practice is the way to sort things out and give a free flow in the successful delivery of the product in time. Thank you EKODUS!



# Pieces of Experience | Delivery Executives

"I have joined YMOC or Your Meal On Call in the month of June last year. Whenever I face any problem, our manager Siddharth sir and HR Purabi ma'am is always there to help me in whatever way they can. The customer care team also helps me a lot. I wish to grow with YMOC in future and may YMOC gain more success."

## BHABAJIT KALITA



"I have joined YMOC in July, 2019. Overall it has been a good and excellent experience working with the YMOC team. The call centre team of YMOC is very helpful and solves all the issues regarding the orders in a very polite way. Our manager Siddharth sir is also very helpful towards us."

## SANTOSH KR. SONAR



"I have joined YMOC in August last year. As I work in night shift, I face certain issues which is resolved by the call centre team and they guide me well to deliver the order in the correct address. In this case, our manager Siddharth Sir also helps us a lot. I wish to continue working here and may YMOC gain all the success in future."



"I have joined this company on 3rd Sep, 2019 as a Delivery Executive of YMOC (Your Meal On Call). My experience here is very good. There is less pressure during delivery as our YMOC call centre team is very helpful. The team coordinates with us whenever we face any issue from picking up the order to delivering the order to the customer's appropriate address. Our manager is also very good to us."



## SANJAY GOWALA



"I have joined YMOC (Your Meal On Call) on 22nd February, 2020. Even though I am new here, I am very glad to work with the team. Our manager Siddharth sir helps me in every situation and understand my problems. The team is very helpful. Thank You!"

## ANIMESH BORAH



"I am working in YMOC under Ekodus Technologies Pvt. Ltd. The staff here are very nice to us. They help us in every moment from picking up the order to delivering the food to the customers. I have learned many things from our manager (Mr. Siddharth Saikia) and the team of YMOC makes the working environment very friendly. I have joined YMOC on 24th Feb this year and I wish to continue working here in future also. Thank You!"

## SAHIL RAJ HUSSAIN

# Vision Statement

**PURABI CHOUDHURY, HR, Ekodus, India**

Working with Ekodus has been a beautiful expedition. The journey has been splendid, even though there have been various situations, the decisions taken were always for building a better tomorrow. The company allows each and every individual to shine and showcase their talent.

The initial step to getting representatives siphoned about the organization's heading is to look at what worker commitment is. Peter Stark, an administration adviser and the creator of Engaged! How Leaders Build Organizations Where Employees Love to Come to Work, characterizes it as a state in which, "representatives are associated both at the head and the heart and they are eager to give what I call optional exertion, which means willing to take the necessary steps to take care of business." An absence of worker commitment can show as poor client administration, low spirit, and botched business chances.

A leader must understand how diversity of thinking works that is critical to success. For leaders, it's creation certain you have little danger of being caught off-guard by something that an assorted group would have referred to about and would have recognized as a chance or

a hazard. I think it conveys far more noteworthy certainty to the basic leadership when you realize you are being bolstered by individuals who have unquestionably progressively different perspectives.

Changes in population age profiles, education alongside desires for correspondence of opportunity and work life balance, are on the whole profoundly affecting employee population. The future achievement of the company also relies upon a leader's capacity to optimize different talent pool.

To help the company grow further, I would like to put up some points which I think is important.

- Learning from mistakes and diverse perspectives, recognizing and looking for commitments of others to overcome one's limitations is very important.

- Setting individual interests aside to accomplish what should be done, acting on convictions and principles notwithstanding when it requires individual risk-taking .

- One should have an open mindset, a desire to understand how others view the world and experience it, and an ambiguity tolerance.



**A leader must understand how diversity of thinking works that is critical to success.**

- Empowering individuals and creating and leveraging diverse groups' thinking.
- Ensuring job advertising highlights including leadership skills and the commitment of the organization to diversity and inclusion.
- Ensuring that senior -level appointees embody inclusive leadership or demonstrate a genuine commitment to develop inclusive leadership capability.

Helping each other whenever needed is another positive that will help build the organization. The strong ties between the inter – departments are another strength of the company. All these positives will always work to strengthen the company. A lively environment, encouragement from the seniors always makes an individual more enthusiastic towards their work.

# Employee Experience



**PALLAV KALITA, SUBJECT MATTER EXPERT-DIGITAL PUBLISHING**

It's been a journey of one year as I have been working as a subject matter expert in Ekodus Technologies Pvt. Ltd. The work environment is so good here. It is my first job and I have learned so much. To gain knowledge and improve your skills, this organization is very good to start one's a career from in the field of Digital publishing, Digital marketing, etc.



**PARISMITA GOGOI, CHANNEL SALES EXECUTIVE**

I have been working with the Ekodus family since July 2019 and my experience of working with this company has been great so far. My teammates are very active, supportive and well experienced. The working environment is very friendly and very fast paced. The management is much positive. I have been given the opportunity to learn new stuffs which is very important in the early stage of one's career. Being challenged to learn and to grow is one of the key markers of a great company and Ekodus offers such challenging activities. This will help me further to change in a positive way to feel enthusiastic about taking on new challenges.



**AMIT HAZARIKA – CONTENT DEVELOPER-DIGITAL PUBLISHING**



**Sagarika Baishya's** photograph has been selected for the “Special Jury Award” in Eco Art Contest 2019 organized by US Consulate Kolkata and South Asian Forum from Environment, SAFE.



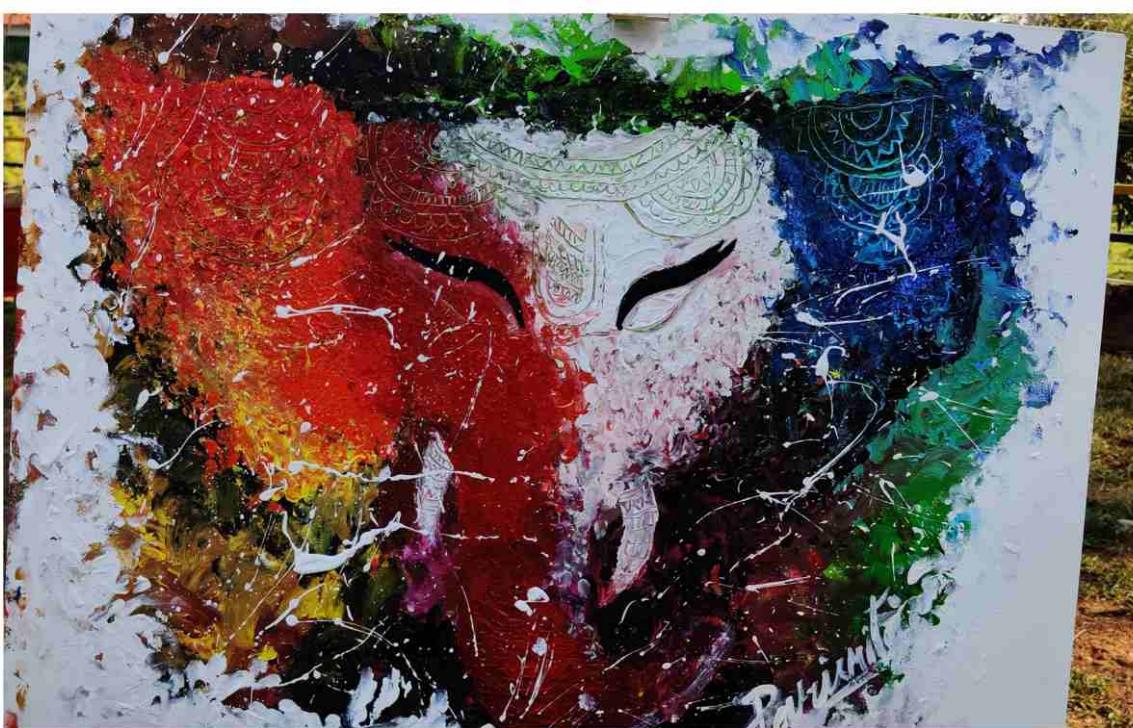
**PARISMITA GOGOI**, Channel Sales Executive



Doodling Art



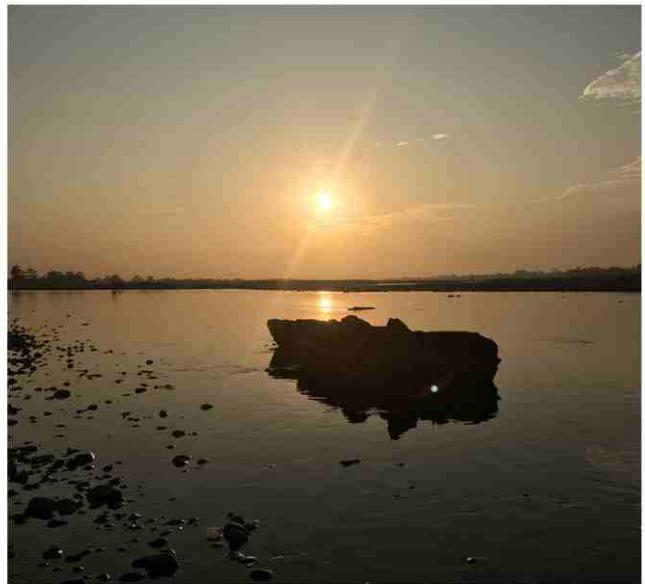
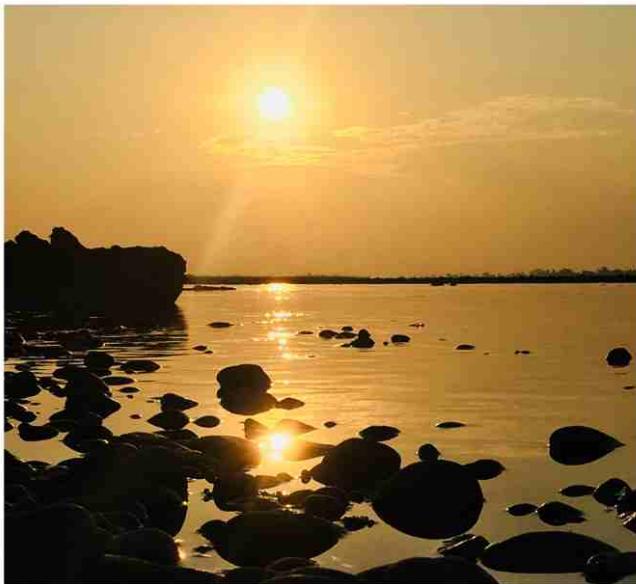
Digital Art



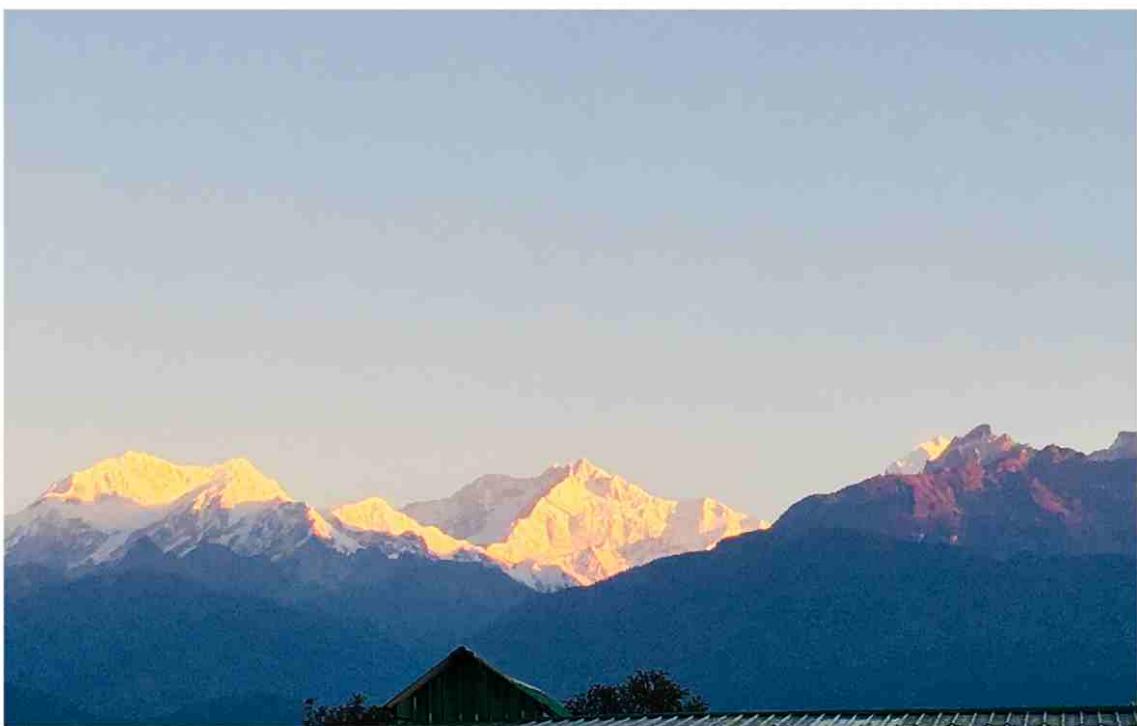
Painting Without Brush



**GYANDEEP CHOUDHURY**, Graphic Designer, Digital Marketing



Sunset is the Golden Streets of Heaven



The undecaying monuments of the Earth.

# Ekodus Inc., USA



Administrative and Development Team



# Ekodus India

## GUWAHATI OFFICE



YMOC Press Meet at Ekodus Technologies Pvt. Ltd., Guwahati

**Team Work Is The Dream Work**  
**TEAM : Together Everyone Achieves More**



# Ekodus India

## NOIDA OFFICE

### Holi Celebration





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