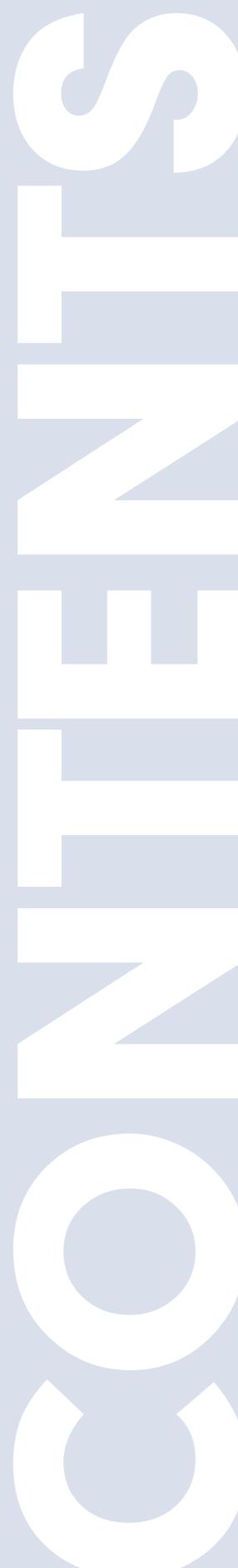


# iSquareTek TIMES

EDITION - 4



LATEST BUZZ  
WHAT'S NEW & NEXT  
PEOPLE STORIES



## A VISION *for the future*

As we reflect on our journey, I am filled with pride in what we have accomplished together at iSquareTek. Our dedication to excellence and innovation has paved the way for a future filled with opportunities. Our vision is to lead with agility and creativity, continuously evolving to meet the changing needs of our clients. We are committed to investing in new technologies and nurturing our talented team to drive growth and success.

Thank you for your unwavering commitment and passion. Together, we will continue to shape the future and reach new milestones.

Warm regards,

**Karan Reddy**  
iSquareTek

 **iSquareTek**  
Disruptive & Connected

# Growth Opportunities at iSquareTek

At iSquareTek, we believe that learning never stops, and we are committed to creating a culture of continuous growth and development. We provide our employees with numerous opportunities to learn, advance, and thrive in their careers.



## MENTORSHIP PROGRAMS

Our mentorship program pairs experienced leaders with emerging talents, creating an environment of collaboration, guidance, and mutual growth. This program is designed to help employees navigate their career paths, develop their leadership skills, and gain valuable insights from those who have already traveled the journey.



## LEADERSHIP DEVELOPMENT PROGRAM

For those with a passion for leadership, our tailored Leadership Development Program offers a structured pathway to prepare for managerial roles. This program focuses on critical skills such as decision-making, team management, strategic thinking, and more. It equips our future leaders with the tools and knowledge they need to lead with confidence and vision.



## TRAINING SESSIONS AND WORKSHOPS

Our regular training sessions and workshops are designed to enhance technical skills, improve soft skills, and keep our team up to date with the latest industry trends. From coding boot camps to communication workshops, we provide a wide range of learning opportunities to ensure every employee can hone their craft.



## CERTIFICATION PROGRAMS

We encourage our employees to pursue professional certifications to stay ahead in their fields. Whether it's a technical certification in a specific technology or a management course, i Square Tek offers financial support and resources to help our employees achieve these milestones.

At iSquareTek, we understand that the success of our organization is directly tied to the growth and development of our people. By investing in our employees, we are building a stronger, more innovative, and more resilient workforce. So, whether you're just starting your career or looking to take it to the next level, iSquareTek provides the opportunities you need to grow, learn and succeed.



# LEARN ABOUT HANDMADE SOAPS AND THEIR BENEFITS



**Sridevi Singareddy**  
Operations Director

## From the Heart to "U"r Home: The Value of Handmade Cosmetics

The feeling of "My skin feels amazing, nourished, naturally rejuvenated" is evident when using handmade products. Handmade cosmetics are personal care items crafted by artisans, focusing on quality, sustainability, and personalized care. Have we ever considered what ingredients go into our cosmetics before purchasing or applying them? Our skin is the largest organ, and keeping it nourished naturally helps address many issues.

Studies show that, on average, a person uses around 10 different cosmetics daily. Commercial skincare products often contain long lists of synthetic, harsh chemicals with difficult-to-pronounce names. In contrast, natural skincare products are made from naturally extracted ingredients, are environmentally safe, and free from chemicals.

## A Glimpse into the Difference Between Natural and Commercial Cosmetic Products:

### NATURAL

- Artisanal products made in small batches; each is unique in ingredients and aesthetics.
- Uses naturally procured ingredients & essential oils.
- Gentle and skin-nourishing.
- Shorter shelf life due to natural preservatives.
- Slightly more expensive due to natural ingredients.

### COMMERCIAL

- Mass-produced as one product for all.
- Uses harsh chemicals and synthetic ingredients.
- Can cause skin irritation.
- Longer shelf life due to synthetic preservatives.
- Less expensive.



The principal value of handmade cosmetics lies in their harmony with nature. This includes the impact of packaging, the materials used, and minimizing plastic usage. Opting for refillable options helps reduce environmental pollution and saves money.



### Conclusion

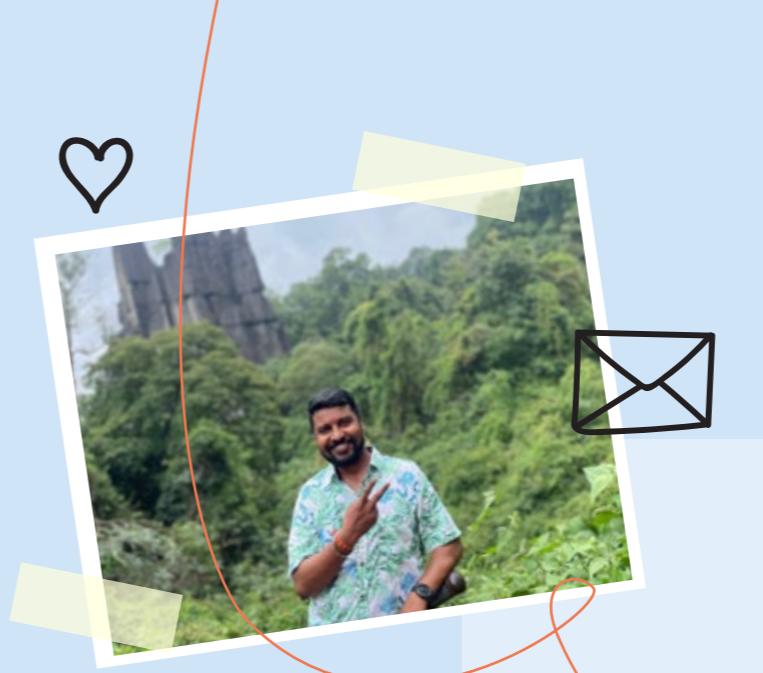
Handmade cosmetics offer a personal touch that aligns with our commitment to health and sustainability. By choosing these products, we not only care for our skin but also contribute to a more eco-friendly world. Embracing handmade cosmetics is a step towards a more natural and mindful beauty routine, benefiting both our well-being and the planet.

# UNLEASHING THE SOUL: The freedom of travel

**R Sunil Kumar**  
Program Manager

While penning this small piece, my mind vividly recalls all those wonderful days when I had the opportunity to explore the beauty of nature. Sitting within the four walls of a cubicle, with a laptop in front of me, the world sometimes feels like it's standing still. Though there's action and work, a deep emptiness lingers within—an emptiness that is soothed only when my soul encounters the majestic wonders of nature and the magnificent creations of God. Traveling has always been my passion. From as long as I can remember, exploring new places, understanding different cultures, mingling with locals, and experiencing diverse foods and traditions has brought me immense joy and secret pleasure. For me, traveling is the best escape from a jam-packed routine. It's not only a stress buster but also a balm for my soul.

I've been fortunate enough to travel to various places, and below I have chronicled a few that have left a significant impact on me—leaving everlasting traces in the depths of my heart and soul. "Join me as I take you on a journey down memory lane, revisiting some of my favourite travel experiences."



## JOG FALLS

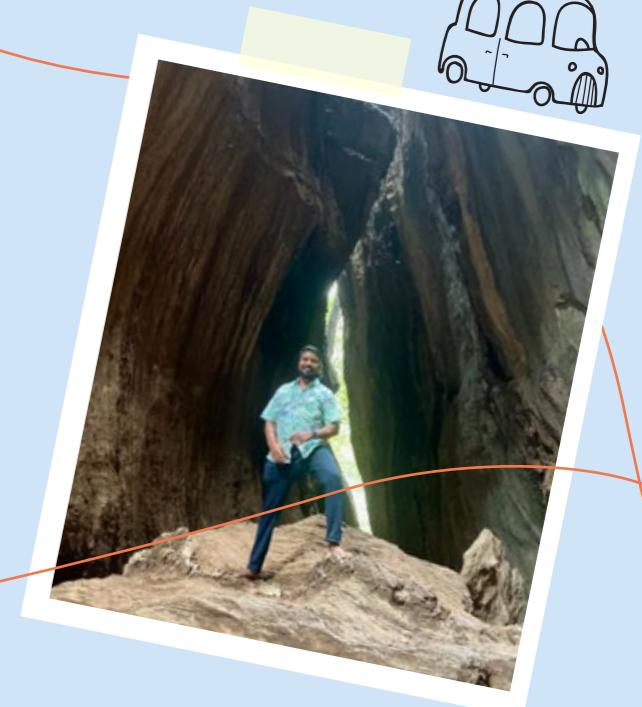
Jog Falls, a stunning waterfall on the Sharavati River, is located in the Sagar taluk of Shimoga district. It is believed to be the second-highest plunge waterfall in India. A visit to Jog Falls after a short trek is one of the most satisfying journeys one could add to their travel chronicles. Every time I visit Jog, I can't help but marvel at its majesty and might. A trip to this place helps me reconnect with my soul while calming both my body and chaotic mind. The sound of the gushing water soothes my troubled thoughts, offering peace and renewed vigour to continue with the rest of life's activities.



## GOKARNA

My ideal holiday mantra revolves around beaches, sunsets, and delicious food. Gokarna is the perfect destination that fulfills all these requirements. The experience of watching the sunset while enjoying delicious seafood and relaxing on serene beaches is a memory to cherish. Make sure to add Gokarna to your bucket list!

**HALEBIDU**  
One of my most memorable travel experiences was visiting the historic town of Halebidu. Nestled in the beautiful Hassan district, this place captivated me with its intricate architecture and stunning carvings. When life feels a little low on creativity, a visit here can reignite the passion to create something beautiful. The rich heritage and history associated with this place provide ample opportunities to reflect on our ancestors, whose creativity and patience are truly breathtaking and mesmerizing.



## YANA CAVES

Yana is a popular tourist destination located in the Katgal forest range, which is part of the Malenadu region in the Uttara Kannada district of Karnataka. Yana is also known for being the second cleanest village in Karnataka. Its main attractions are the two massive rock outcrops, Bhairaveshwara Shikhara and Mohini Shikhara, which are both mysterious and captivating. The surrounding forests enhance the tranquility of the place, adding a touch of mystery and awe. I had heard of caves in Malaysia, but one must visit these caves to witness nature's magnificent creations. A trek through the forest here perfectly aligns with my idea of fun and adventure.

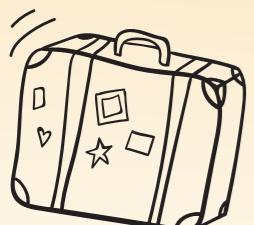


## STATUE OF UNITY

I had the privilege of visiting the world's tallest statue, standing at an impressive 597 feet, located near Kevadia in the state of Gujarat. It depicts Indian statesman and independence activist Vallabhbhai Patel and is a true embodiment of Indian architecture and design. The view of the river from the statue and the theater inside, which takes you on a journey through the stories of great freedom fighters and their struggle for justice, is truly inspiring. I thoroughly enjoyed my visit and highly recommend everyone to make the effort to experience it as well.



As I look back on this incredible journey, I realize that travel is more than just moving from one place to another—it's about embracing new perspectives, connecting with people, and finding beauty in the unfamiliar. Each destination left a unique imprint on my heart, from the breathtaking landscapes to the spontaneous moments of joy and discovery. These experiences have not only broadened my horizons but also deepened my understanding of myself and the world around me. In the end, travel is a reminder that the journey is as meaningful as the destination, and that every new place holds the potential for growth, connection, and transformation.



## Celebration at iSquareTek

At iSquareTek, we believe that celebrations are a perfect way to bring our team closer, nurture camaraderie, and create lasting memories. Here's a peek into the vibrant and joyous events we've recently enjoyed:

EMBRACING  
JOY, UNITY, &  
FESTIVITIES!

# CRICKET FEVER

### UNITING THROUGH THE GAME- ISQUARE PREMIER LEAGUE

Our team geared up for an exciting day of cricket, showcasing not just skills on the field but also the spirit of teamwork and sportsmanship. From thrilling matches to cheering for every boundary, the cricket tournament was an unforgettable experience, building bonds stronger than ever!



# INDEPENDENCE DAY



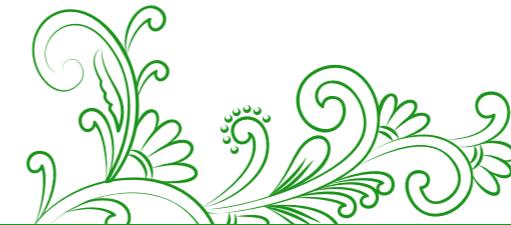
## HONORING OUR NATION

On the 15th of August, we came together to celebrate India's Independence Day with great enthusiasm and pride. The day was filled with patriotic songs, speeches, and activities that reflected our love for the country. A memorable moment that reminded us of the importance of unity and the power of togetherness!



# BRINGING THE COLORS OF KERALA TO OUR OFFICE

The festival of Onam brought a splash of colors and traditions to iSquareTek. From setting up beautiful Pookalam (floral rangoli) to sharing a delicious Onam Sadhya (feast), our team embraced the rich culture of Kerala with joy. It was a true celebration of unity in diversity, and the festive spirit lit up our workspace!



At iSquareTek, every celebration is a reminder that we're not just a company; we're a family that grows stronger with every joyous moment shared. Here's to more such celebrations and creating memories that last a lifetime!

# LET'S DIVE INTO **FULL STACK DEVELOPMENT**

Understanding Career Growth Opportunities in this Booming Field with Insights from Our Experts



## EMBRACING FULL STACK DEVELOPMENT: A PROMISING CAREER PATH

**Surya Narayanan K**, Lead Full Stack Developer

With over 8 years of experience transitioning from an electrical engineer to a full stack developer, I've had the opportunity to delve into the expansive and ever-evolving world of software development. Full stack development has become increasingly crucial as businesses rely more on web applications and digital platforms. Mastering both front-end and back-end technologies gives full stack developers the unique advantage of building, managing, and maintaining applications from start to finish.

The rise of cloud computing, e-commerce, and mobile app development has further amplified the demand for versatile professionals in this domain. Full stack development offers the flexibility to engage with diverse technologies and adapt to various project needs, making developers in this field highly valued. Furthermore, it promotes continuous learning, as new

frameworks, tools, and languages are constantly emerging. From startups to large enterprises, full stack development is a dynamic career path filled with limitless opportunities.

Additionally, full stack development allows professionals to collaborate more effectively within cross-functional teams. Understanding the complete development cycle enables better communication with designers, product managers, and other developers, creating a more cohesive workflow. This holistic approach not only streamlines the development process but also helps in identifying and resolving potential issues early on. For those passionate about problem-solving and eager to stay at the forefront of technology, full stack development is not just a career path but a rewarding journey of growth and innovation.



## PROMISING CAREER PATH IN FULL STACK DEVELOPMENT

**Nandakrishna M**, Mobile App Developer

As a full stack developer with 3.7 years of experience, I've found myself at the forefront of modern web and application development. The scope of full stack development is vast and expanding as businesses increasingly rely on web applications and digital platforms to drive their operations and engage customers.

Full stack developers, like myself, are skilled in both front-end and back-end technologies, enabling us to build, manage, and maintain complete applications from start to finish. With the growing importance of cloud computing, e-commerce, and digital transformation, the demand for full stack developers is surging across industries.

One of the key benefits of being a full stack developer is the flexibility in choosing tools and frameworks. We are valued for our ability to adapt to different

project needs, whether it's building scalable web applications or optimizing backend systems. The continuous introduction of new technologies keeps us learning and evolving, which makes the role even more dynamic and engaging.

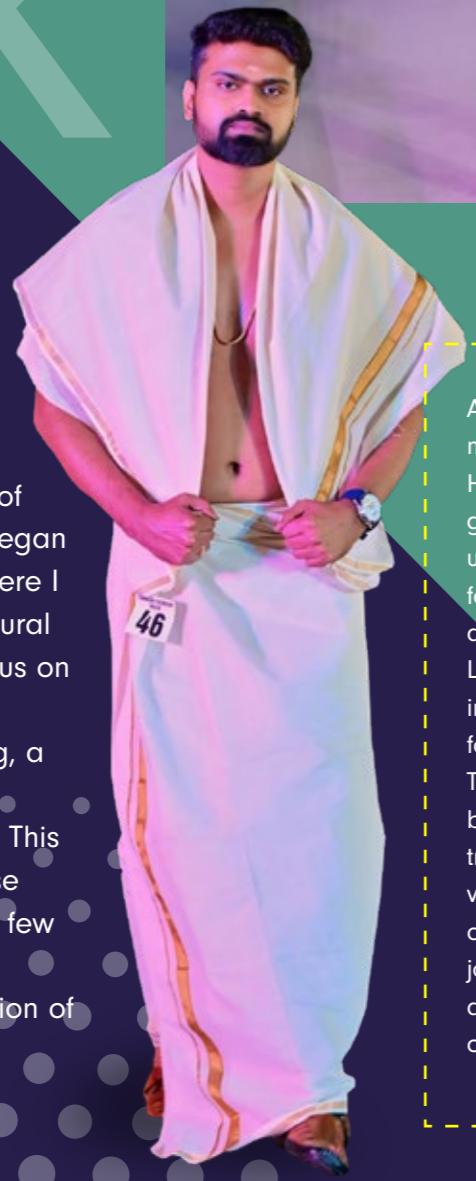
In my role, I leverage a wide range of technologies, from databases and server-side languages to front-end frameworks, allowing me to work on diverse projects. This versatility opens up opportunities in various industries, from startups to large enterprises, where full stack expertise is crucial.

Overall, a career in full stack development offers exciting opportunities and long-term growth. As digital transformation accelerates, my skills remain highly sought after, allowing me to make significant contributions to shaping the future of web and application development.



# MY JOURNEY OF PASSION PERSEVERANCE

Hello everyone, I am Binu Balachandran, and I'm excited to share a glimpse of my journey with you. It all began back in my school days, where I was actively involved in cultural activities, with a special focus on athletics and dance. As I progressed into engineering, a chance discovery revealed another talent—I could sing! This came as a delightful surprise when I was asked to sing a few welcome songs in college, encouraged by the admiration of our principal.

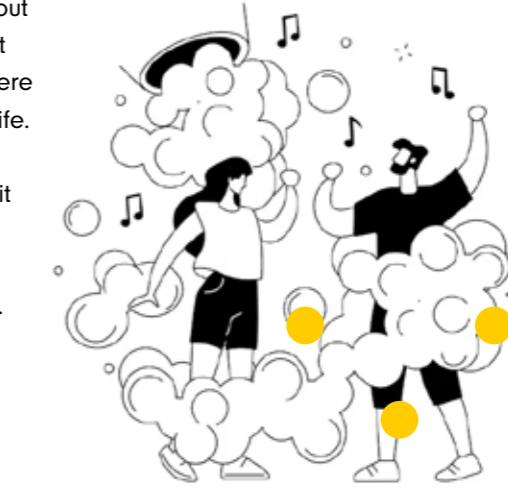


**Binu Balachandran**  
Bid Manager- Presales

After completing my engineering, I found myself drawn towards acting and singing. However, without any background or guidance in the field, it felt like an unreachable dream. Being the sole support for my family, I prioritized my corporate job and focused on building my career. Life took an interesting turn when a friend invited me to work on a translation project for a Kannada to Malayalam movie script. This unexpected opportunity marked the beginning of a new chapter where I translated around 36 movies, dubbed for various projects, and even lent my voice to children's cartoons. Though rewarding, the job was exhausting, and eventually, I decided to step back, as my hard work often went unnoticed and unappreciated.



My motto has remained unwavering: "Keep striving, as it's hard to beat a person who never gives up." Success doesn't come by chance; it's the result of hard work, perseverance, learning, sacrifice, and above all, a deep love for what you do.



## My Transition from Mechanical Engineering to software Quality Assurance



The COVID-19 pandemic brought many unexpected changes, including a significant career shift for me. As a mechanical engineer, I initially faced a tough job market and limited opportunities in my field. However, I soon noticed a growing demand for software testing skills, especially among my peers from computer science backgrounds. This inspired me to pivot into the field of Software Quality Assurance (QA). Through dedicated self-study and the use of various online resources, I built a solid foundation in QA, ready to embrace a new career path. During this transition, I was fortunate to receive a referral from my former colleague, Mr. Sujay, which helped me secure a role at I Square Tek. With perseverance and the invaluable support of my new team, I embarked on this new journey, working closely with iSquareTek's client. Over the past 2.5 years, I have been immensely grateful for the seamless onboarding process and continuous support provided by I Square Tek's HR team. Their efforts in organizing engaging events and recognizing our contributions have been instrumental in my professional development. I am humbled and honored to have received the Star Performer Award for 2023-2024. My heartfelt thanks go to our Managing Director, Mr. Karan, and the entire team for this recognition. This award not only inspires me but also drives me to keep contributing meaningfully to the company.

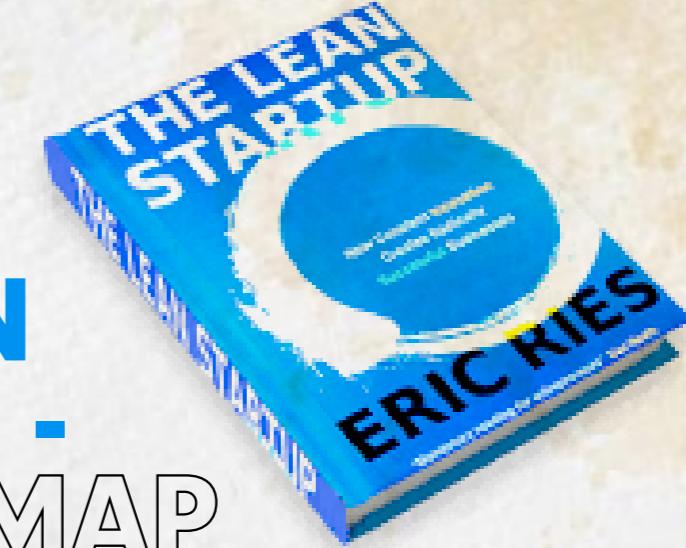
Beyond my professional life, I have a deep passion for photography and travel. I am also committed to helping newcomers in Software QA by creating accessible and informative content on LinkedIn. My goal is to simplify key QA concepts and make the learning experience smoother and more engaging for those starting their careers in software testing. I am deeply grateful to everyone at iSquareTek for making this journey so rewarding. I look forward to many more years of collaboration and success together. Let us continue working hand-in-hand to drive our company's growth and success through our collective efforts.

Sheshadri N, QA Engineer



Business book  
recommendation

## THE LEAN STARTUP - A ROADMAP FOR VISIONARIES



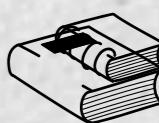
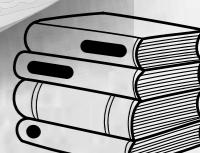
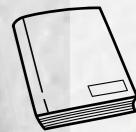
Imagine this: you have an innovative business idea that you believe will change the world. With passion and dedication, you pour your resources into developing a flawless product, launch it with high hopes, and then... nothing. Customers don't respond as expected. What went wrong?

In **The Lean Startup**, Eric Ries introduces a transformative approach to this very problem. He explores why many startups fail and how adopting a scientific mindset can guide entrepreneurs to build successful, sustainable businesses. Instead of diving headfirst into product development and blindly assuming what customers want, Ries encourages testing and learning through continuous feedback.

At the core of **The Lean Startup** is the concept of the **Minimum Viable Product (MVP)**. It's not about creating the perfect product from the outset but about launching a basic version to test assumptions. The MVP allows entrepreneurs to gather real customer insights quickly and at a minimal cost. By listening to feedback and measuring responses, businesses can pivot or persevere based on actual data rather than guesswork.

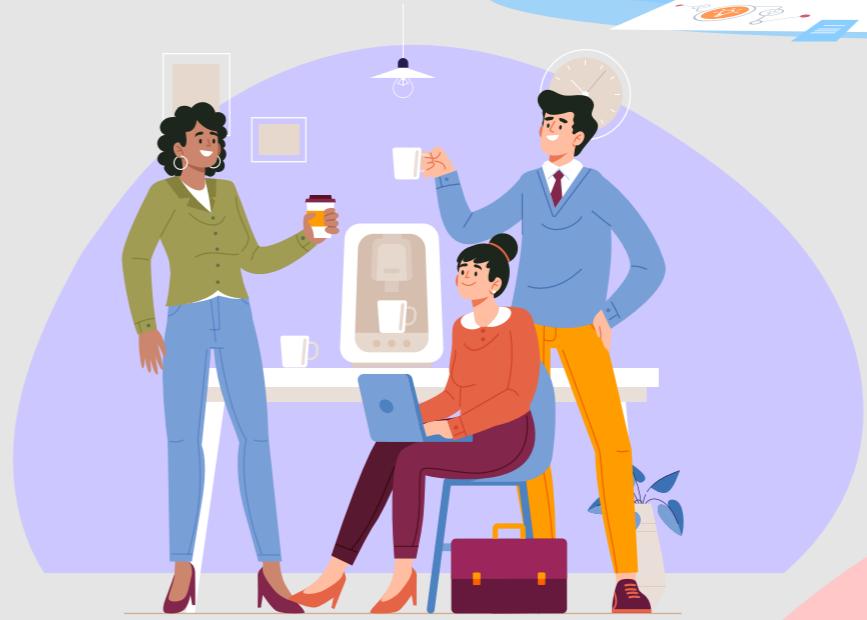
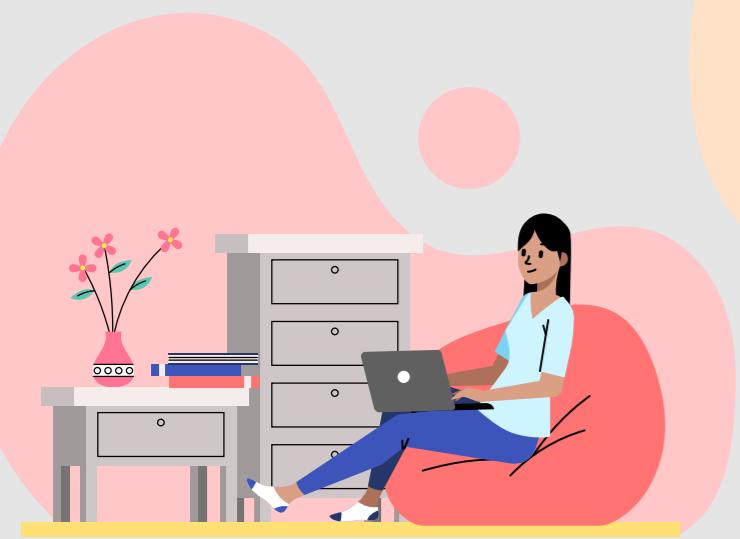
Ries's method is a blend of startup enthusiasm and scientific rigor. His approach emphasizes building a product through **Build-Measure-Learn loops**. Entrepreneurs can then iterate, adding or adjusting features that align with customer needs. This reduces the risk of waste, enabling startups to conserve resources and scale sustainably.

The book's storytelling is not just about the excitement of startup culture. It provides a disciplined strategy for turning revolutionary ideas into profitable businesses, guiding entrepreneurs through innovation in a way that maximizes learning while minimizing waste. It's a vital manual for anyone aiming to navigate the challenges of starting and growing a business in a fast-paced, ever-changing market.



# WFH & WFO

What's your choice?





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