

interConnect

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Women's Day Special Edition



Manasi Saha
President, ISODA



Dear Fellow Isodians,

Women's Day greetings to all my Women friends in ISODA! Especially those that I must acknowledge (without meaning offence to those I may have missed out through oversight): the adorable, dignified and gorgeous - Nandini Sharma; successful, highly professional and well informed - Kavita Singhal; hardworking, dedicated and determined - Minal Baghat; highly competent, pleasing and caring - Renu Chawla; energetic, dynamic and bold - Davinder Kaur; lovely, cute and budding - Aditi Jhavar. May we add more Women Entrepreneurs into the ISODA community and may we continue to have solid support from our Male colleagues who continue to be most supportive of our business.

Kudos to TSX Chairman Jiten Mehta and the whole TSX Team for organising one of the most successful events of ISODA. I personally thank all the sponsors without whom this grand event wouldn't simply have been possible. I would be failing in my duty if I did not acknowledge the Management Committee's inputs and overseeing of this flagship event. And last but not the least, thank you to all ISODA members for helping us in pulling off an event of this magnitude. Together with our friends from the media who showered due recognition of our efforts, we have broken all records and set a new milestone to be followed in the coming seasons! I would like to also reiterate that we have lots of Business Opportunities that were created by the presence of Government dignitaries at TSX. We are in touch with the Azerbaijan Government officials and are planning on follow-up activities in the coming future.

I would also like to announce the dates and the place where the next Biz Summit and AGM will take place. It will be the Pink City of India, Jaipur and the dates are 7th & 8th August, 2020. Block your calendars and stay tuned for all details – till then “Khamma Ghani” as they say in Rajasthan!

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Jiten Mehta
TSX Chairman



Dear Isodians

I would like to thank all the ISODA members for participating in such large numbers at TSX and for their support to make the flagship event a GRAND Success. We would also like to thank the whole Management Committee of ISODA for trusting us with their confidence in organizing an event of this size and scale. They supported us from start to end whole-heartedly. Of course, without our esteemed sponsors, this event would not have been possible; so special thanks to all the participating Sponsors including our Member sponsors.

Finally, I would like to thank my dream team for TSX comprising of Tushar Parekh, Amit Shah, Hemant Chabria and Rajeev Mamidanna, who dedicated their most valuable time and effort to support me in organizing, managing and marketing a successful TSX.

Once again, thank you everyone! And cheers for a successful March Year-ending!

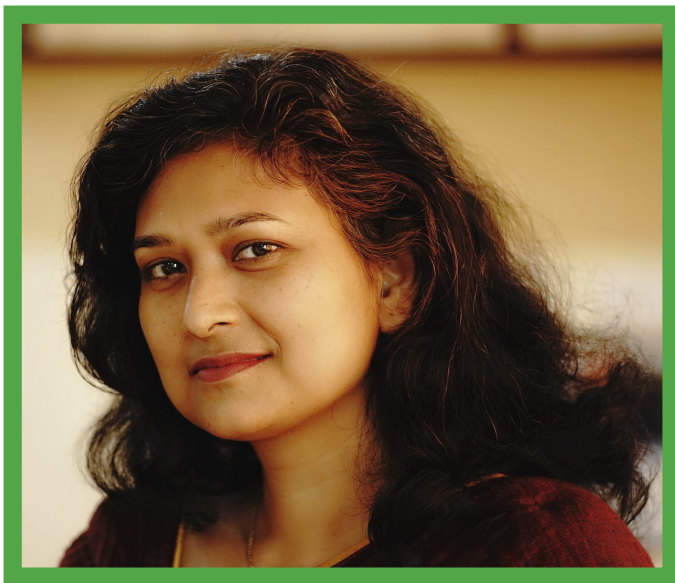


TSX Snapshots



On this occasion of International Women's Day, ISODA reached out to a few known Women Leaders from our industry to understand their perspective, feedback and thoughts on Women Empowerment.

We are proud to be associated with such visionaries who continue to lead by example and walk shoulder to shoulder with men.



Soma Banerjee
CEO - Business Brio, Director -
Data Science Foundation

Women are a rising force in the world of technology today. Though the numbers are far less to our liking, growing number of women leaders in technology companies across the world, including India, is creating a strong inspiration for themselves as well as their organizations.

I believe, women have an inherent nurturing instinct - be it nurturing the family, a project, sport, pet or company. And, it is a critical quality that needs to be nurtured in the interest of the organizations to sustain a growth oriented positive culture. There are many women role models in our daily lives who have created a positive atmosphere for the growth and nourishment of their children and families - think about your loving mother, grandmother or that distant aunt who encouraged you to pursue your dream. There are many inspirations from the professional world too who have nurtured their passion - be it Mary Kom, PT Usha, Lata Mangeshkar, Indra Nooyi or Lt. Gen. Dr. Madhuri Kanitkar.

The workplace is an extension of family as well. A woman professional may be your subordinate, colleague, senior or a boss or the head of the organization. While we need to create systems to mentor and support women in the workforce by providing opportunities, society needs to prepare the families and the stakeholders in the workplace to accept and support women in such roles. Then only women can help us create a happy environment, across home and workplace.

"You see things; and you say, 'why?' But I dream things that never were; and I say, 'Why not?'" - George Bernad Shaw



Women's Day Special (contd.)



S Mohini Ratna
Editor-VARINDIA

WOMEN TAKING STRIDES TO NEW HEIGHTS

A woman is either a Mother, sister, daughter, wife, leader, entrepreneur or an angel and some of us are all of these and more. Since time immemorial women have been considered as the best especially in the fields of teaching, nursing, hospitality etc. and now women are leaving no stone unturned in making new strides in the Technological world. Today's environment is like a two sided coin for a woman. A "Perfect" woman of our era is glamorous, sophisticated, aggressive, hardworking, powerful, outspoken, confident, career-minded, independent, self-sufficient, and sensuous. She is in control of her own life, as well as the people and circumstances around her. Woman is considered the epitome of beauty. It is not the outer rather the inner beauty of a womanhood is a gift to be treasured and valued with gratitude. But it is a privilege that comes with certain inescapable responsibilities. Those responsibilities are rooted in the purpose for which we are been made. I personally believe that our attitudes, values, and behaviour makes a lot of difference in what we are. A rewarding career can never be achieved straight as easy and success never goes together. Every twist and turn along the journey teaches valuable lessons and highlights where we need to continue to push for change. Women are now marching ahead in every walk of life. From housewives to CEOs, the transition can be seen at an accelerating rate. Women's day cannot be celebrated on a particular day rather I feel every day should be women's day. I take pride that I'm able to make a mark for myself in my field.





Anita Kukreja
Head - Marketing & Channel
Sales
Icewarp

India's high attrition rate for women can be traced back to many of the same issues that women face across the world — unconscious bias, stereotyping and the difficulty to find work-life balance. But other deeply ingrained cultural factors make it particularly difficult for Indian women to stay and thrive in the technology field. Women always feel a need to prove themselves all or most of the time. It's true that women are underrepresented in technology all over the world — but the hurdles Indian women face are deeply tied to the social structure and expectations that are intrinsic to India's culture.

Though we see more number of women in the Industry but still there's a huge gap in the leadership positions. My personal experience is that most of the women in India join the workforce with full enthusiasm and in the interim during their career path due to lack of support from their families, in-laws and other societal pressures give up the work and take a back seat either with lower responsible jobs or take a break from their careers. I personally believe that women in the industry need support from their peers and of course families to support them in their dreams. Across the nation we see that women are excelling in every field they pick up, In fact it's the woman who bring in balance to any organization that she is associated with. It's just the right support from the ecosystem that can help us create a healthy ratio of women in the industry.

I have been fortunate and been blessed with a wonderful family, specially my father who always believed in me and brought me up as equal to my brothers. He gave me the courage to venture out and explore my limitless possibilities to excel in my field. Today my husband continues to give me the same support and strength and I can't thank him enough.





Jaya Mahadevan
Director – Channels, Distribution
& Alliances (Secure Power
Division)
Schneider Electric India Pvt. Ltd

The world is changing fast. What's relevant now is a thing of the past in a few days. We've grown used to change. We've taken machines and devices, talking to us as "normal". We're adapting so rapidly that deepest emotions are expressed often so mechanically and soon it would be machine driven! "Things" are connected to us all the time.

"Differentiation", "value addition", "incremental", "extra ordinary", "what else", "what's new" are all attributes that all of us search for in our ecosystem of people who are part of our lives, both personal and professional.

In this crazy normal world today, one thing that women can confidently say, they have bit more of, is "empathy". I describe empathy as that feeling which senses the unsaid, unstated and un-expressed. It's so important today more than ever.

Business deals are sealed because of identifying the unfulfilled or unsatisfied need that a client looks for. Relationships are strengthened because we understand an emotion that is not expressed.

This incredible differentiation is deep, profound and enormous in women in particular.

To all the women who read this, recognize "empathy" will change the world around you.

To all the men who read this, give the woman her pedestal because deep down, she can empathise naturally and inherently and that will change the world around you.

I'm an advocate of an empathy driven world. It's a good time today to pledge to this cause .

Happy Women's Day !

Disclaimer: All views expressed are my own and do not represent the opinion of any entity or organization with which I have been, or am now, or will be affiliated in future.



TSX Bytes

What the sponsors have to say

I would like to appreciate the ISODA community members for their efforts in getting all tech leaders in a single platform and coming up with gripping agendas to keep the participants interested. The event helped us to identify & address newer market and meet prospective partners, who shared their best practices and strategies to succeed in the current Digital world.

**Vikas Bhonsle, CEO at Crayon
Software Experts India**

ESET is proud to support and be a part of ISODA's 10th edition of its flagship TechSummit event. As a leading industry event, it is a great platform to connect with leading security partners of India and share our insights and knowledge on the development of the cybersecurity landscape. The value and usage of data continues to grow at an exponential rate. The value which cybersecurity brings to supporting this development is crucial. Therefore we feel it is the right opportunity for us to collaborate with them and take our cybersecurity solutions portfolio to enterprise companies

**Parvinder Walia, Sales and
Marketing Director - APJ, ESET**

ISODA is a great association of Large Enterprise Partners which caters to all Infotech Mission Critical services for entire India's Enterprise community. SOTI is proud to be associated with ISODA and is confident that our mission critical mobility solutions is successfully launched Pan India by ISODA community. Perfect Platform of Infotech technology drivers in India

Dinesh Kumar, Director Sales, SOTI

It was a great experience to be part of this event and interacting with top partners in India. We will definitely continue our association with ISODA and look forward to grow the business together.

**Venkata SR Datla, Channel Sales
Director - India & South Asia
Extreme Networks**



TSX Bytes (contd.)

ISODA is an amazing platform for an OEM like Parablu to connect with resellers and make an impact in the partner ecosystem. We're very excited to be a sponsor at ISODA 2020.

**Anand Prahlad, President
and CEO, Parablu**

ISODA TSX brought together over 100 channel partners and vendors from across India to collaborate on multiple aspects of the IT industry, including cybersecurity. The engaging and insightful sessions at ISODA helped us engage and interact with the channel and drive mindshare for Sophos' innovative, adaptive and next-gen cybersecurity solutions. It's always wonderful to work alongside the efficient and knowledgeable team at ISODA".

**Mohit Puri, Director Sales Engineering,
Sophos - India & SAARC.**

Zoho Corporation's first experience with ISODA sure was memorable for more reasons than one. The audience were very attentive and involved with the presentations. We liked that the event location was inside one of Baku city's iconic landmarks and was easily accessible. The Organisers had paid so much attention to detail that Indian cuisine was served on the day of the event. Above all, the opportunity to network with ISODA members was the cherry on the cake.

**Kirish Victor, Global Business Development
Manager, Zoho Corp**

It was a nicely organised & well planned event. I look forward to be part of future ISODA events as I see lot of value in attending this event.

**Suchit Karnik, Chief Operating Officer,
RAH Infotech**



Tax & Legal Snippets

Budget : 2020 or Twenty20 ?

Yours truly has this tradition on budget day where he sits and updates people live on whatsapp during the budget session. Little did I realize that this tradition would put my patience to test by turning out to be the the longest budget session ever.

The Budget 2020, unlike a Twenty20 Cricket Match, was a long speech and had a lot riding on it. The economy seems to be in dire straits and the Budget was meant to 'invigorate' animal spirits in the economy and become one for the ages. In my opinion, it felt short.

The key driver of domestic growth is consumption demand which can only be stimulated by providing more money in the hands of the individuals to spend. This can be achieved by tweaking the tax structure and lowering the income tax rates. What the Budget 2020 gave individuals is an 'option' to reduce tax outgo by foregoing exemptions, which based on certain assumptions, does not yield to a lot. Further, the long term capital gains tax on the equity shares is still here to stay.

Things were muted on the corporate tax front since the Finance Minister had already announced reduction in rates back in October 2019. However the removal of dividend distribution tax is significant and will force promoter shareholders to reconsider declaring any dividend (which earlier used to be exempt to a certain extent). However for corporate shareholders based in countries with beneficial provisions in the double taxation agreements, the removal of DDT is a boon and will lead to lower tax outgo.

With both the above proposals, the government is favouring 'corporate investors and shareholders' and has left the retail investor in a lurch.

Riding on the success of the dispute resolution scheme launched for service tax, VAT and excise, the FM also announced an 'income tax dispute resolution' scheme to settle disputed pending and clogging the judiciary.

With the reduction in corporate tax rate and GST collections not meeting targets, divestment is being seen as a viable alternative to boost the government revenue and the Budget 2020 had a headline divestment proposal wherein it proposes to sell stake in LIC.

The Economic Survey has mentioned that export led growth should be the cornerstone of our economic story and US China trade war and Chinese slowdown presents an opportunity for India to take the centre stage in global manufacturing supply chain, however the Budget 2020 apart from announcing a duty remission scheme has not done much to help India Inc achieve that target.

A brief note on the confusion prevailing on the understanding of the term basic wages towards Provident fund deductions.

"The term "basic wages" has been defined in clause (b) of section 2 of the Act as below:

... "basic wages" means all emoluments which are earned by an employee while on duty or [on leave or on holidays with wages in either case] in accordance with the terms of employment and which are paid or payable in cash to him, but does not include:

- the cash value of any food concession;
- any dearness allowance (that is to say, all cash payments by whatever name called paid to an employee on account of a rise in the cost of living), house-rent allowance, overtime allowance, bonus, commission or any other similar allowance payable to the employee in respect of his employment or of work done in such employment;
- any presents made by the employer

However, Section 2(b) read with section 6 of the Provident Fund Act provides that contributions are required to be paid on:

- basic wages
- dearness allowance (including the cash value of any food concession)
- retaining allowance

There was a certain lack of clarity on "any other similar allowance" and hence therefore it spawned a series of litigation over the years because the said phrase has been defined anywhere in the PF Act or scheme and therefore it was open for interpretation.

In light of the prevailing confusion the provident fund authorities issued a circular in November 2012, which inter alia indicated that the term "any other allowance of a similar nature" which is to be excluded for PF computation refers only to an allowance akin to a commission. However, subsequently this circular has been kept in abeyance indicating lack of clarity on the definition of the term basic wages. Thereafter on August 2014 - Regional offices were required to inspect establishments where PF contribution has been deducted on 50% or less of total wages. The said confusion and lack of clarity was present cause of the various decisions of the High Courts, therefore Supreme Court thereafter answered the question on whether allowances be treated as wages for PF purposes?

The answer by the Supreme Court was that all allowances under question are PF wages. *The salary structure and components of salary were examined on facts by the authorities who have arrived at a conclusion that the allowances in question were essentially a part of the basic wage, camouflaged as part of the allowance to avoid PF contributions.* These allowances are universally necessarily and ordinarily paid to the employees and form part of the contract of employment hence should be treated as basic wages. The SC held that the allowances in question are covered under the definition of basic wages for calculation of PF and including "all employees in a particular category." *The Supreme Court further held that in order an amount goes beyond the basic wages, it has to be shown that the workman concerned had become eligible to get this extra amount beyond the normal work which he was otherwise required to put in."*