



**Vipul Datta**  
President

Hello Friends!

It has been a wonderful journey being the Chairman of ISODA, representing its resourceful, dynamic and extremely talented members, my friends. It feels like yesterday that we all dusted our hands up and began making plans for the betterment of the community and before we knew it, it's time for goodbye.

Some of the MC's collective efforts that I wish to highlight would be

- 1) The Grand Tech Summit 7.
- 2) Recruiting additional Regional Secretaries for West, East and North regions who support regional secretaries in organizing regional meets and increasing the membership drive.
- 3) A brand new user friendly website with exciting features (I'm going to leave it to the upcoming management to break this to you).
- 4) The idea of creating additional chapters in several cities including Bangalore. A North-East Chapter that is taking shape.
- 5) Regular MC calls and updates.
- 6) An extremely active Tax Advice forum giving valuable updates during the time of GST transition.

These are some of the many tasks that we made an effort to bring to life. I'm sure the coming management team shall take every single idea that was discussed for the betterment of ISODA into their agenda making it a reality. I urge all of you to come to Mumbai for AGM this year on the 4,5 of August 2017, cast your votes and make one of the best networking platforms sizzle with energy by your valuable presence. **Lets' meet, shake hands, share ideas and partner to progress.**

Book your tickets right away! We are excited to welcome you all, at the AGM on August 4th-5th in Mumbai.

Bidding Adieu until next time on behalf of the outgoing Management Team ■

We are excited to welcome you all!

## AGM 2017

August 4 - 5

SAVE  
THE  
DATE

The Resort, Mumbai

Register here

To know more about us

Visit the ISODA website : <http://isoda.in/>

## ISODA news&events Pg 2

Core team highlights the significant impact that ISODA offers.



## bestpractices Pg 4

GST - Read on for post implementation queries.



## Promotions Pg 5

Track-Approve-Authorize-Reimburse your employee's expenses in a click!



## MemberInsight Pg 6

ISODA - An equal opportunity platform - get inspired by a woman's journey on Interconnect.

### Exclusive "Paid Promotion" offer for ISODA members.

ISODA Interconnect now accepts Advertisements/ Paid Promotions from members at introductory prices.

Prices as follows:

Quarter Page  
125-150 words  
₹ 5,000

Half Page  
250-300 words  
₹ 10,000

Full Page  
500-600 words  
₹ 20,000

For more information  
pls reach us at  
[rmgr@isoda.in](mailto:rmgr@isoda.in)

As we near the end of a successful term. It's with pride that INTERCONNECT shares some tweets from the core team members. Here they highlight the significant impact that ISODA offered them.



**Vipul Datta**  
Chairman

ISODA to me has been an extended family right from day one when we chose to form a common platform to attain clarity from government about double taxation on software sales and achieving huge cash flow saving for members by getting clarity on TDS to be deducted at first point on invoice under the double tax regime. I have always believed that my learnings are our learnings and it's important to learn from others' hardship / challenges to save yourself from making same errors. **ISODA has created an environment for members to engage amongst themselves transparently and share their success and learning alike for the fellow member to draw valuable insights.**

To me ISODA is first a great learning platform amongst peers and then a platform for self-check and collective inputs on what we should and shouldn't do.

I cherish being part of ISODA every day and I am a proud ISODian.



**Nilesh Kuvadia**  
President

ISODA community is like an extended professional family where we not only contribute but also gain. Being a part of ISODA puts one in a commanding position where we can address any industry requirements by collaborating and offer the best solution to our customers. **Being part of ISODA MC, I got a chance to take up several initiatives for the benefit of our community** and it was always my pleasure to contribute to the best of my ability. I feel proud to be an ISODian.



**Pankaj Goenka**  
Treasurer

I'm happy that as an MC member, I was able to contribute in ways that added value to the community. One of my high moments would be creating the **ISODA OUR (Hour) segment in Tech Summit for the 1st time**. It gave our members the opportunity to showcase their products, services & expertise to the community. Also presenting my company's offering at ISODA OUR (Hour) was a proud moment for me.

As a fellow ISODIAN, being part of the community has given me the opportunity to interact with our peers, vendors. Not only do you learn about the upcoming technologies & offerings by various vendors & dealers but also create a value proposition for them with the products & service my company can offer them. So it's a WIN-WIN situation for ONE n ALL.



**Dnyanesh Kulkarni**  
Secretary

My high moment was the second innings in ISODA. It has given me the opportunity to serve this entire ISODA community once again for collaborate, Clarity and Commitment. **One of our biggest moments would be the North-East region having done 1st regional meet in my tenure of General Secretary.** Thankful to full team and members from east.



**Tushar Parekh**  
Vice Chairman

Being a part of ISODA Managing Committee I gathered a lot of insight about teamwork. It helped me connect with Partners, Vendors & Media which in turn has helped adding a lot of products & services in our portfolio. **Being a part of MC I could highlight issues & problems of our community to the government through FAIITA & also associate with all the heads of prominent IT associations of different states.** I believe I can contribute towards ISODA's structured growth, bettering our foothold in the market as we truly are one of the topmost IT Associations in India.



**Manasi Saha**  
Regional Secretary East

I believe that 'Growth is not as important as growing together' and ISODA justified that my belief was correct. ISODA is not only such an organization to me, it is something else. **It has enriched, enabled and helped me gain knowledge. I can say it has transformed me from being an owner to an entrepreneur.**



**N K Mehta**  
Regional Secretary South

High moment to me as ISODA MC member is that I was able to motivate members for a monthly meeting which was originally a quarterly meet. The attendance also improved to a 100% as they saw value in the meetings. ISODA to me feels like home away from home. **This forum has united competitors under the same roof with a sense of friendship. 200 members spread across the geographic extent of India are bonded as one community.** What better platform could there be?



**Rajeev Mamidanna**  
Vice President

ISODA means business (pun intended)! Every time I hear someone collaborating within ISODA for joint business, I remember one of the reasons for ISODA's existence: network and collaborate within the community to multiply your ammunition by manifold. Co-opetition works in place of competition. And that's when I know that the right things are happening at ISODA. **ISODA is a team receptive to new ideas. And everyone is excited to try out new and innovative ways to help members gain visibility, more alliances and hence more business.** And that's what motivates me to work within the Management Committee.



**Vimesh Avlani**  
Regional Secretary West

As Regional Secretary of West, it was a great experience to organize regional meetings that saw an increased participation over the time. It was great to feel the energy of our team when we worked on various events as a team. **ISODA is now more like a family to me and it shall always be.**



**Bishwajit Sutradhar**  
Additional Regional Secretary East

I am on Board from the last few QTR. Being a part of ISODA, gives me accelerator to achieve organization KRA to get connected technically with Technology Driven Leaders. **The best platform to connect Pan-India.** Attended 3 Regional Meet that were very well-planned events & a great opportunity to connect with key drivers of the Industry.

## GST: A Reality

Midnight of 1st July welcomed GST with a special parliament session and heralds the beginning of a new era. A unified system of tax meant to replace the myriad series of taxes existing in India, GST is an idea which was long due.

### Goods & Services Tax



As the industry prepares to understand its implications, the Government seems to have a lot of catching up to do in terms of preparing the backend IT systems, GSTN portal and notifying relevant rules and regulations. GST implementation is still a 'work-in-progress'.

In the 3rd series of articles, we explore the key implementation and practical issues being faced by members and public at large and look at the how operations will change going ahead.

#### HSN SAC Codes

GST aims at levying taxes at a uniform rate all across India and the template for classifying different goods and services into rate brackets is the HSN and SAC code system. Earlier used in customs, the HSN code is a 8 digit unique identifier which classifies goods under a specific category based on which customs was levied. The Government has restricted itself to only 4 digit HSN Codes for classification in GST. SAC codes are 4 digit codes (part of HSN family) starting with 99 which are meant for classification of services.

**For software dealers and members in general, 9973 and 9984 are codes being commonly used for 'electronic' and 'paper' license sale (without being on recorded media) and being taxed at a rate of 18%. Software sold on CD / recorded media is classified as 8523 HSN code.**

Pertinent to note that anything starting with 99 is being deemed as 'service' by the government and anything below 99 is a 'good'. Rates are uniformly at 18% in both cases and codes are meant to be mentioned in invoices if supplier has a turnover beyond a particular threshold.

#### Nightmare of Reverse Charge

The intention of the Government is to levy GST on every expense that you make. **Accordingly, where the person supplying goods and services to you is not registered and has not levied GST, you as the recipient are meant to pay GST on their behalf (beyond INR 5,000 per day per GSTIN).**

This provision has far reaching implications. Not only are you meant to pay GST on supplier's behalf but prepare and maintain 'self-invoice' mentioning description of goods and services received.

The onerous provision will impact your P&L and operations. For example where an employee is on a business trip and ends up booking a hotel which is 'unregistered', subsequently when such expense is claimed by the employee, the expense will squarely fall under this provision. **If threshold limit is exceeded, a small conveyance reimbursement of INR 100 may also attract reverse charge.**

The need of the hour in such a case is to firstly, centralize your purchasing and secondly, enforce policy to deal with registered persons. Employees booking air tickets, hotels on behalf of company should do it through centralized SME portals on websites of travel players such as INDIGO, GOIBIBO where company can mention its GSTIN and take credit of all travel costs. Hotel aggregators such as OYO will also come out with a SME portal through which all your employees can book. **It'll be wiser to buy printing supplier / IT peripherals from registered and reputed vendors where credit of GST paid flows to you rather than disparate sources.**

Secondly, employees should be encouraged to deal with registered dealers and while dealing mention GSTIN of the company to allow for flow of credit to company.

Reverse charge heralds the era of 'big business' where the motto seems to be either to coerce your vendor to register or stop dealing altogether. **Members should see this as an opportunity to restructure their expenses and operations.**

#### Ongoing Process

GST relies on information technology, compliance and reporting in a manner never before seen and members should use this opportunity to restructure operations and processes for internal benefit and to align with the new law ■



## Track-Approve-Authorize-Reimburse your employee`s expenses in a click!

EXBURSE – an expense and reimbursement management solution which aims to make the process of tracking, approving and authorizing reimbursements for employees/employers a breeze. The application has both – a web as well as a mobile interface. The mobile app allows on-the-go entries of corporate expenses along with scan and upload proof of purchase / expense receipts. Multi-level approvals / authorizations can be set up.

It is an end-to-end paperless automated digital process right from logging in a claim of expense along with proof, multi-level authorizations for approval of expense to finally an approved expense claim.



End to End paperless  
digital expense management



Web and Mobile  
(iOS and Android) interface



Quarterly and Yearly  
subscription options



GPS / Location tracking  
of Employees



Seamless Integration with  
Tally and other ERP software



Set expense limits  
to avoid overspending



Digital upload  
of Receipts & Bills



Relevant Email alerts  
for expense life-cycle



Intuitive interactive  
dashboards



Multi Currency, Multi Company  
& Branch / Location mapping



User Role mapping &  
multiple levels of authorizations



Multiple expense heads  
supported in a single expense voucher

## Distibutor and Reseller Enquiry Solicited

+91-22-28531717 | [priya@tasaa.com](mailto:priya@tasaa.com) | [www.tasaa.com/exburse](http://www.tasaa.com/exburse)

## A true inspiration and a young ISODian - Ms Aditi Jhawar, MD. Bard Roy Infotech (P) Ltd shares with Interconnect.



**Aditi Jhawar**  
MD

**How is it to be a businesswoman in a fairly male dominant industry. It must take a lot of grit and determination, what do you think has contributed to your confidence?**

**Ms Aditi :** All the men in our industry and around me have motivated and encouraged me to always have faith in myself, providing support of all kinds and encouraged me take the lead.

Seeing other successful, confident woman entrepreneurs and having my mother by my side definitely added to my confidence!

**What are some challenges you face in this role. How do you handle them?**

**Ms Aditi:** All my challenges have become opportunities. Being absolutely new to our IT industry and to take up this responsibility was a big challenge on its own! But Mentoring helped me a lot, from my mother, grandfather, uncle, office staff and also members from the industry, I always learn from everybody, and I am still learning. Some of the things that have really helped me is that I always seek help. I know I am not perfect so I am shameless about asking for help. I'm able to appreciate the challenges of a business in a much more rational manner now. Adaptability was a big challenge for me, personally.

**We understand that you took up the responsibility of running Bardroy after the unfortunate demise of your father Late Mr Pradeep Jhawar who is fondly remembered by many of our members as a great friend and personality. Could you share with us how the transition was for you.**

**Ms Aditi :** It was very tough time for me and my family. My father had given 25 years to this company and after his demise we only have one dream - to take the company forward and keep up to the vision my father had seen for Bardroy, and scale it even beyond. It was a very difficult transition phase but every member of

our Bardroy Family has been extremely supportive and helped us through this tough time giving more than their 100% to take things forward.

**What would you like to say to women and men out there?**

**Ms Aditi :** I would just like to share what I have learnt with my very little experience till now. Whenever there's a challenge. See the opportunity in it. We need to convert the challenges into opportunities. That's the way one learns and moves forward, and if we can do that successfully and maintain an equanimity in times of hardship. That's being a true leader according to me.

**What is your vision for yourself as a business person and for Bardroy**

**Ms Aditi:** Our Vision is to provide IT enabled solutions to our customers with a difference!! It is my goal to take forward my father's dream and take Bardroy to new heights. Provide our clients with a best solution which provides the greatest ROI. I am sure we will meet these goals with the support of my mother, grandfather who are involved in the day to day activities and the hard work of our team.

**A big shout out for you from everyone at ISODA! We are very delighted that you are on board with us, making ISODA better and stronger. What is the one value that you'd highlight about being part of ISODA.**

**Ms Aditi :** ISODA, is a great platform to learn, discuss new ideas and know more about cutting edge solutions in the industry. It's a delight to be an ISODian.

