

interConnect

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PRESIDENT'S ADDRESS

THE ISODA ADVANTAGE

ISODA PHILANTROPISTS

THE ISODA HOBBYISTS



President's Address

Manasi Saha
President, ISODA

Dear Fellow Isodians,

We are in the midst of a raging pandemic that is showing no signs of abating in the near future. Keeping in mind that the livelihood of millions are at stake, the country has been compelled to open up businesses but the price it will extract will be huge. There will be a paradigm shift in the way business is operated and a lot of the old methodologies will have to be discarded.....a new mindset will have to evolve. The challenges that lie ahead are innumerable and as entrepreneurs our challenges are immense. However, that must not deter us from moving on and on the contrary strengthen our resolve to stand tall.

Undoubtedly these are difficult times; it is in these times when hope threatens to desert that I am drawn to a quote from Dale Carnegie - "Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all." It is my call to each ISODA member to not give up, however tortuous the path may look. Let us hold each other's hand and rise above the despairing clouds into the ever glorious sunshine. As a team we can do it!

Hopefully, all of you have had a look at our 'overhauled' website www.isoda.in for details. For the emotional, mental and psychological well-being of our dear Isodians, the Management Committee had organised a Webinar "Say Wow and Wah" with Sonika Chopra (Actress/Model/Anchor). We hope you all enjoyed the session. A few ISODA members have shared their experience of how they are dealing with the crisis and what are their positive take-aways. We hope they inspire and encourage you to share your experiences with us too; in this way we can motivate each other. Personally I take pride in quoting a fellow Isodian, Anand from Raksha: "The one big lesson that this pandemic has taught me is to appreciate small and beautiful things in life and pay attention to them." That indeed is a lesson for all of us!

I sincerely hope that all of you have renewed your membership for the current year so that united we can become stronger with each passing day and leave our footprints across the length and breadth of our country as we march on to the new dawn that is surely just around the corner!

BECOME AN ISODA MEMBER

Join one of India's largest networks of IT companies across verticals.
Please sign up at <https://isoda.in/membership.aspx> and mail rm@isoda.in



ISODA is magnetic!

Here's why you are part of the ISODA Advantage.

**An ISODA Partner
manages to get the best
out of ISODA**

Alok Gupta
CEO, SOFTMART SOLUTIONS



SOFTMART SOLUTIONS became a member of ISODA, when ISODA was formed in July 2008. The moot point at that time was the resolution of the implication of the TDS on Software sales, caused due to the classification of Software Sales under Service Tax. This problem was resolved on 13/6/2012 vide : **NOTIFICATION NO. 21/2012 [F.No.142/10/2012-SO(TPL)] S.O. 1323(E), DATED 13-6-2012.**

Why does **SOFTMART SOLUTIONS** continue to remain a member of ISODA even after the key problem was resolved? Here are 10+ reasons that do not allow **SOFTMART SOLUTIONS** to leave ISODA.

- 1) **Networking** - Opportunity to network with 200+ of the leading software partners in India.
- 2) **Knowledge** - Knowledge on the latest trends and technologies to keep my organisation relevant in the industry.
- 3) **Government Influence** - Opportunity to share my ideas with the Authorities (Government) on ways to improve business, resolution of Taxation issues and keeping the industry on the growth trajectory.
- 4) **Best Practices** - Knowledge of the Best Practices of the leading partners of the industry.
- 5) **Exchange of Ideas** - Opportunity to exchange ideas one on one with the brightest minds in the industry.
- 6) **Relationships** - Opportunity to build and forge lifelong relationships.
- 7) **Legal Advise** - Unbiased Legal advise from the legal consultant on the ISODA retainership. It also happens to be FREE.
- 8) **Tax Advise** - Unbiased Taxation advise from the legal consultant on the ISODA retainership. It also happens to be FREE.
- 9) **Collaboration** - Opportunity to complement and supplement my business with fellow members who are as credible as I am.
- 10) **Insurance against Failure** - According to research, 85% of the business which fail were not members of a trade association.

Subsidised International Travel with 5-star facilities to exotic locations for the Annual TechSummit in February and Free Accommodation at 5-star Hotel at domestic locations for the Annual AGM in August do not make it to my top 10 reasons.



contd..



An ISODA Partner gets tremendous support for their solution offering

Capt. Ashok B Shiroor

Director - Mikroz InfoSecurity Pvt. Ltd.

“ I must sincerely compliment this group on its positivity, proactivity and camaraderie. I can firmly say, it does not just get restricted to the Tech Summits. Within just 07 days of posting our new solution for eMail security, we received enquiries on live, qualified cases and queries for more information on the solution from across the length and breadth of the country.

Subsequently, we have already closed a decent sized PO, with even it's roll-out successfully completed, incl. migration, to the satisfaction of the customer and the ISODA partner. Incidentally, this particular partner seems to be one of the leading adopters of new technology with an approach of supporting other members whenever possible. I am already aware of at least two other ISODA members whose more than one per solutions have been adopted, internally or for resale, viz., Mr. Arvind Didwania @Solution Enterprises and Mr. Zakir Rangwala @B D Soft, other than being ever ready for recommendations.

Thank you, Mr. Tushar Parekh @Silicon Netsecure; you rock! This success has enthused us @Mikroz and consequently, we have decided to also launch our MikrozMail services based on Zimbra Collaboration as the most secure & full-featured Messaging and Collaboration Solution. The key highlights of this solution are firstly, Mikroz eMail Security incl. ATP being built-in and secondly, hybrid messaging option possibilities with Office 365 and/or G Suite (to have the best of both).

As before, the entire service and routing is on three in-country DCs, so complies with requirements of the Govt., BFSI, etc., kind of organizations.

We are already working with a few ISODA members. ”



contd..

4 advantages ICONS finds with being part of ISODA

Manish Goenka
Icons Group



Manish Goenka, Co-founder of ICONS Group, reiterates the importance of an association like ISODA, especially in the time of this pandemic.

“Businesses have been affected, some permanently. As entrepreneurs, it is our responsibility to manage the situation well. Which means we need to capitalize on our membership with associations like ISODA currently, where new business lines and ideas can be generated. From the time the lockdown was announced, our business with ISODA members has increased manifold! This shows that we need to collaborate even more in these uncertain times. Here are 4 reasons why we feel ISODA is one of the best associations to take advantage of for mutual benefit:

- 1) One of the key benefits of joining ISODA is the ability to promote, support & cross sell solutions pan-India. It's like having your own extended branch across India.
- 2) One can collaborate and sell solutions and cut cost in hiring dedicated resource for a project by just calling one of the ISODA members. You not only get a managed resource but you can also get guidance on geo-location, logistics, local political situations and local business knowledge.
- 3) ISODA offers a great value to members like us who don't have huge marketing budgets. With access to 200+ ISODA colleagues, we are able to get strong influencers whom customers not only listen to, but also trust. We work with many such ISODA members.
- 4) As ISODA Members, we also have access to information about updates to the industry. On the personal front, ISODA has not only given us business partners but also a few fellow brothers who are more than guiding stars.

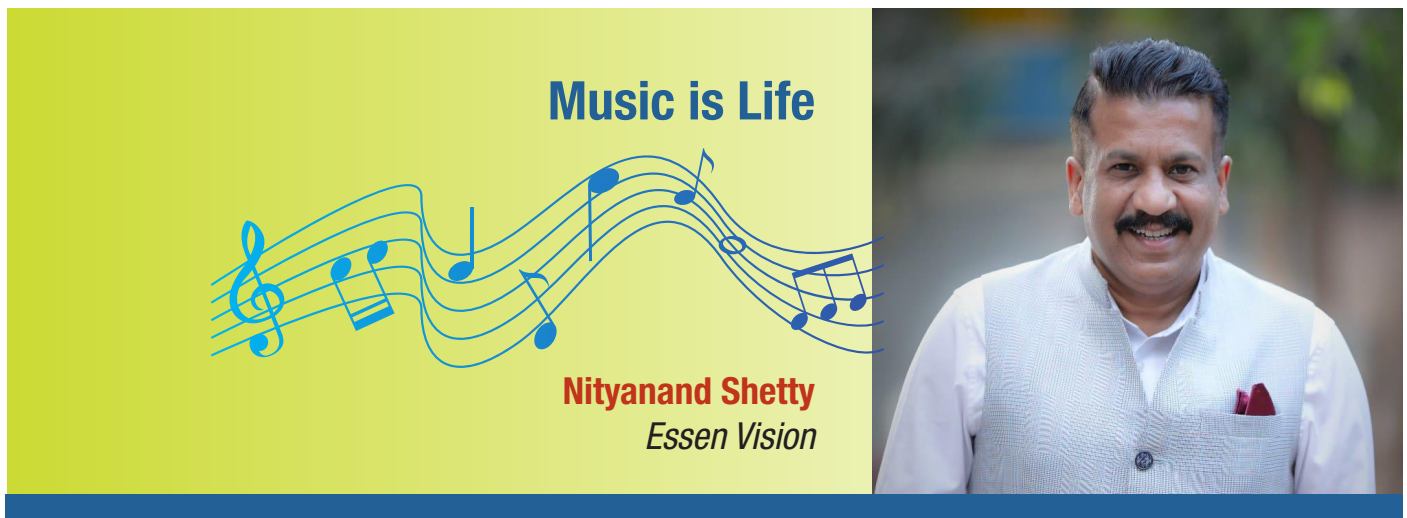
We need to trust each other and play to each other's strengths. May ISODA grow even more and may each one of you grow your business manifold. Best wishes and stay safe.

ICONS Group was founded in 1998, with focus on distribution, retail and e-tail of high-end IT products. They operate out of 13 cities in India, primarily distributing and providing support for **Speech Recognition solutions, Imaging solutions, Dictation Workflow solutions, Secure Storage and 2FA.**



ISODA Hobbyists!

How a few ISODA partners are using their hobbies to overcome negative thoughts.



When the coronavirus lockdown was announced, none of us had foreseen the longevity & seriousness of the situation. Work from home, Flexi hours, spending time with family was something on everyone's wish list....but little did we know that this would come with a big price tag. "Uncertainty".

The brain is accustomed to working with clarity. But here we are, in a situation where there is uncertainty, everywhere. Be it in your business, in the disease itself or the situation around you.

"New Normal" was coined to define this situation. We had to come to terms with "staying away from people" defined as "Social Distancing". Washing, sanitizing and wearing face masks were basic precautions. Add to this diminishing work force, absence or lack of house help, drivers, cooks and peons. The burden was weighing us down. Every day on the news and on social media we could hear about the Pandemic affecting the health of people and the economy of the world. The Lockdown had to continue to tide over this situation. "The World" as we knew it had changed.

When the social behaviour of anyone changes drastically, it generally affects the mental well-being of a person. And this is the time to step up the game and show "Mental Tenacity" in a way you have never exhibited before. Each one of us has a hobby or escape that is helping us beat the anxiety of the pandemic. It can be yoga , Zumba or any other interests which you always aspired to do but could not pursue for lack of time. For me, it has always been music. I am a person who wakes up to one song and sleeps to another. A song, with soothing music and introspective lyrics, is my morning and evening coffee mate.

I still remember playing a Bhajan on my music system for my Society when we were applauding the doctors during the initial lockdown days. It was appreciated and many requested that we continue with the same every evening. So I became the official DJ for our compound which comprises of 5 bldgs. Initially I was a bit hesitant, contemplating if by playing loud music, I would be disturbing the peace of the society (which had become unusually silent during COVID times). But I was encouraged by neighbours in the compound who expressed how much they enjoyed listening to my playlists during their evening walks. We even started



celebrating special occasions with my special dedications. **For me the most memorable one was my favourite Composer R.D. Burman's bday where everyone celebrated Boss's Birthday by singing his songs, cutting a cake & his favourite ice-cream, all while maintaining social distancing norms. Music became a soothing Bond and brought the whole neighbourhood closer.**

This made me reflect on the healing power of music. I initiated the "Nitz Song of the Nite" Lockdown Special on Social Media to ease out the pain and tension in our lives. In order to keep the target audience captivated, I researched more and came up with innovative themes. I dug into all my childhood memories and growing up years to capture all the emotions. People would forward these songs to their friend circle. I would receive responses where people described how these songs were helping them to cope up with their problems. The intensity of the response was something that took me by surprise. I realised that I had touched a chord somewhere and the "song of the nite" was something people looked forward to, to end the day on a positive, calming, note. It was something they connected with at some level. I was happy to "make a difference" in someone's day. Thanks to Social media, my songs are travelling across countries and have also been played to the patients in the COVID19 wards.

So coming from a place of "how do I deal with the Covid19 situation" I have traversed that long distance where I am helping others to fight the stress of Covid 19. Starting somewhere is important; where it leads you to is a matter of giving things time and putting in effort.

"Music gives a soul to the universe, wings to the mind, flight to the imagination and life to everything!"



Count your blessings



Anand Varadachary
Raksha Technologies

When Manasi from ISODA called me and asked me to send an article for ISODA Interconnect, I was determined to write a lengthy article about my life during lockdown, my observations, my recommendations to people, my plans for the future and so on.

But the moment I sat before my laptop to start the article, I realized that writing anything beyond two paragraphs is tough. Despite trying for nearly an hour I couldn't write anything concrete. That is when I realized that I should take time and jot down things I enjoyed and continue to enjoy during the 'work from home' phase of our life, which has become the new normal. Now my starting trouble has vanished. **WHEN YOU FIND NO SOLUTION TO A PROBLEM, IT'S PROBABLY NOT A PROBLEM TO BE SOLVED, BUT A TRUTH TO BE ACCEPTED**



COUNT YOUR BLESSINGS. COUCH POTATO : I am not trying to be philosophical, but I realized it is a fact. Lockdown due to Covid is one such situation that we can't practically do anything but to accept it. Covid has changed the dynamics of our life. It has brought a sea change in the way we look at life. Personally, I came to a realization that the pandemic has necessitated us to relook at the way we have been living our life. We were taking many things for granted. The pandemic has taught many people many things. The entire state machinery is working overtime to contain the virus and we were asked only to stay indoors. I understand that I can play a part in government's effort even by being a 'couch potato'. 'Eureka!' This is the only period in the history of mankind that 'couch potatoes' can actually save the world.

BACK TO MY EXPERIENCES : As with several others, the first few days of lockdown were terrible for me too. Confining myself to my flat was unbearable. Though I remained unaffected physically and mentally during the first few days, restricting myself completely indoors for 14 days was something unimaginable. Suddenly I began to empathize with prisoners who spend their lifetime inside four walls. There is nothing to do except eat, sleep, see videos, check WhatsApp status, make calls, check email, prepare the list of receivables.

REPEAT THE CYCLE. EMPTY FRIDGE. NETFLIX : This became the routine for the first few days of my life during lockdown. But slowly, I got accustomed to the new normal and I began to appreciate 'smaller' things in life. What used to be insignificant in the normal course of life, began to shine bright. Being a person with positive frame of mind, I began to make the most out of the lockdown and was determined to remain as happy as ever. I began to spend more time with my daughters to enhance my everyday laughter quotient. Because we were eating a week's snack in a day, we hardly had anything to stock up inside our fridge. When the entire family is free at home, with practically nothing to do, then every time becomes a 'snack time'. There was nothing to keep inside our fridge except our masks! Though I have never been a movie buff, I am getting calls from my friends for movie recommendations. I realized that Netflix gave me my 15 minutes of fame. I am the latest addition to the growing Netflix subscriber-base.

WORK REMOTELY. DON'T FIGHT FOR THE REMOTE : We have our own stories of fights for remote control. I had to give up control of my remote-control when my daughters come screaming towards me with a plastic dagger saying they were the 'power rangers' and that I should focus on working-from-home and not the remote. I would have no choice but to agree to them. I was taking away their space. It was not the other way round! Fighting was never so enjoyable.

FROM BORE TO CHORE : Well, my daughters play with me for a longer time. We have begun to bond well, because of my continuous availability. As we don't have a domestic help at home, we share the work-load and enjoy doing things together. Handling household chores has really become exciting as we all pitch in and do our part happily.

CYCLING STATIONARY. ONLINE INTERACTION : Being an endurance cyclist, my daily routine has got affected by lockdown. I usually cycle at 4:30 AM everyday. So, I mounted my bike on my trainer (Cycling in a stationary position) and have been pushing the pedals for an hour every day on my terrace to help myself overcome the missing sessions. When on the terrace, I find that air quality has improved because of less pollution and the sky is bright, birds are looking joyous and suddenly our planet looks fresh as if it has taken a shower. Work time has certainly increased, and I spend a minimum of 12 hours on my laptop. I certainly miss my friends, hanging out with them, going out for dinners etc. But my regular interaction with my friends, colleagues and fellow ISODA members is happening online and that's what keeps me motivated.

I wanted to appreciate the 'spirit of the people' to rise above the catastrophe. There are a whole lot of products from face masks to sanitizer foot-dispensers to office cleaning equipment that are now available. These are all disruptive innovations happening in the market, which are clear signs that one can always find 'opportunity in adversity'. The one thing that this pandemic has taught me is to appreciate small and beautiful things in life and pay attention to it. Certainly life is going to be beautiful to each one of us as the cure for Covid is just around the corner. Till such time, come out of the corner and enjoy life to its fullest.



Bird Photography - Why I picked up this Hobby?

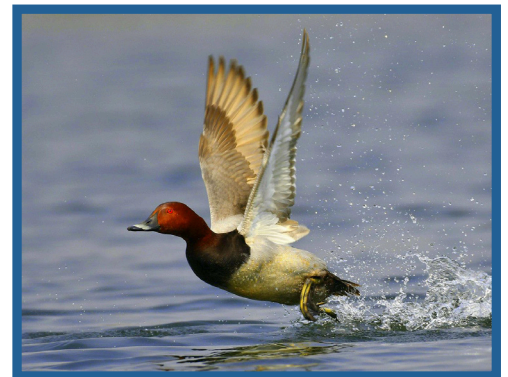


Shantanu Som
Somnetics



Bird watching and bird photography, both are awesome hobbies. They are beneficial to your health and happiness. Why watch birds? Just take a look at this picture of the 'Common Pochard' trying to take off from a lake, and you'll understand.

But birding is so much more than a visual treat. While we are all practicing some form of social distancing during the COVID-19 pandemic, bird photography is a healthy, positive hobby that you take up while not venturing out of your locality much. I got introduced to the amazing world of Bird Photography in 2012 by a colleague of our organization. Initially, I was not very sure whether I would be able to continue with a hobby which demands so much of time and patience. However, after spending eight straight years with it, I consider myself fortunate that I picked up this one. In these eight years, I took countless local trips, 34 long-distance birding vacations in and outside India, and captured tens of thousands of bird photos, out of which 617 are unique species (the Indian subcontinent has recorded approximately 1347 odd bird species), including the migrants. I participated in three joint exhibitions, organized a solo exhibition at Kolkata, got my work published into top newspapers and nature journals, and in 2019, West Bengal State Forest Department selected one of my bird-photos as their conservation poster. Pretty rewarding, isn't it? It is, but there are lots of collateral benefits of being a "Birder" besides these rewards. I am trying to list them out one by one with some little explanations from my side, making it more relevant to a frustrating COVID-19 pandemic situation.



Why bird photography - few positive stimuli:

- 1) **Appreciation for Nature:** Bird photography invokes a harmonious union with nature. It requires one to spend time in the great outdoors where he/ she inhales fresh oxygen, soak up vitamin D from the sun, and communicates with nature. As he spends more time with nature, he comes to see more and more birds. The uniqueness of birds inspires a love of all nature, and spending time in nature is great for your health.
- 2) **Strategy and Patience:** This is not a hobby for those who want instant results and gratification. Bird photography requires patience. It takes a lot of planning and strategic initiatives to get familiarized with types of birds and where they are found,



then time to travel to that location, then hours of waiting to catch a glimpse of a bird. Plenty of situations in the real world call for us to be patient and bird photographers are psychologically way better equipped to cope with these circumstances. In a way, beyond birding, it is a great mental gymnasium for any entrepreneur.

- 3) **Perfect Me-time:** Bird photography is a highly immersive hobby. Birders spend long bouts of time in the quiet of the great outdoors without the typical distractions. Bird photography is a great path to reflect on your life or to just zone out and sink into calming thoughts. Self-meditation can slow the decay of your brain's grey cells, which happens naturally as we cross 40.
- 4) **Improving Reflexes and Alertness:** Bird photographers have to be ready to seize the opportunity after long periods of inactivity. A bird can appear out of nowhere and a bird photographer should have the skill to catch that moment with the camera without losing any time. Sounds like grabbing a deal, eh? A bird can be here and gone in the blink of an eye. Bird photographers need their brains to operate on many different levels, almost like a sniper shooter to make sure they can pick up on any clues (e.g. movement, call, the activity of other birds, bouncing branch of a tree) that a bird might be nearby and to take a picture before a once-in-a-life opportunity is lost.
- 5) **The health of heart:** Bird watchers often trek long distances in search of birds. Many birds are nestled deep in nature and are inaccessible to most humans. Certain species live high-up on cliffs and mountainsides, and you need to hike to get to see them. All of these activities will keep the birder in great physical shape.
- 6) **Community and Networking:** Although individual outings can be either solo-trips or undertaken with a small group, bird photographers have fostered a strong sense of community. Hobbyists take pleasure in discussing the details of their latest trip and find both in social media and in person. This common interest is great for social health and making and keeping lifelong friends. I have managed to get a few great employees and a couple of B2B partners from the birder's network!
- 7) **Knowing new places (even locally!):** Travel is part and parcel of bird photography- but if that's not an option, there are many local bird watching opportunities as well in nearby jungles, wetlands, and even your neighborhood! In general, fans of this hobby are adventurers extraordinaire. Knowing a new place, new people, and a few new birds can go hand in hand.
- 8) **Acceptance:** We want to control every aspect of our lives, but sometimes things do not go our way. This can be difficult to accept, but it is a crucial part of maturity to accept that things aren't always going to go our way. Bird photographers gradually accept this harsh truth, as even after planning a trip meticulously, bad weather or bad luck may spoil a day or two. Accepting that not every trip is going to result in the perfect picture is a part of the hobby, and the benefits of this can be transferred to other philosophies of life.

Investment in gears:



A decent investment will get you an entry-level APS-C DSLR body with a 300mm consumer-grade lens. That can be a good start. Once the involvement solidifies, you can invest in an enthusiast-level camera body with a 400/500 mm prime or zoom lens. You may also need a compact binocular and few field guides (Books for identification of birds).

Happy birding folks!



ISODA Philanthropists!

How an ISODA Partner rose to the occasion to help Migrant Labourers

There are around 900-1000 migrant labourers from Bihar, UP, Orissa, West Bengal, Jharkhand who stand in queue daily. This is to collect their train tickets to go back home from Marathahalli and Bellandur. They stand there daily from morning 5:00 am to late evening for their turn. We have been helping them by giving them water and food packets daily. We have been able to distribute about 150,000 food packets till 31 of May. We have also tried to help the needy who had to stay back, by providing them dry rations-kit. We still keep getting calls for help from the labourers. And we are keen to continue doing this. We thank everyone for their support.

Gautam Raj

Founder and Director – Ecomp Technology



Ecomp technology got recognition and appreciation from deputy CM Dr .Ashwath Narayana for the help provided towards the migrant labours travelling back during the lockdown period. we distributed food to almost 15000 people in Bangalore. Our "Hunger project" is still on , we are still helping people who need immediate help , food , work . Thank you for recognizing our hard work. 🙏





ISODA Extended teams

There are a lot of people who are still unaware that ISODA has Legal and Tax advisors servicing ISODA partners for free. They are on a retainer with us. So the next time anyone of you has the need to validate a legal document or sort a query on taxation, look no further. Here are our ISODA Extended teams members that are always at hand to help you.

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