



Volume 10 | Edition 07 | 6th March, 2024

Published by



Infotech Software Dealers Association

www.isoda.in

Presidents Address



Vinod Kumar
President - ISODA

As we move towards the end of the financial year, I wish and hope that all the ISODA members have a successful closing. All of you must be on the verge of planning new things in your firms for the coming financial year, and as an association, we need to plan for ISODA Ver 3.0.

A lot of thoughts and ideas have been exchanged in the past year, and the coming year is the year of action for implementing at least a few of those ideas for the betterment of ISODA. With a unified goal of creating a brand value that will give all of us a sense of pride and belonging, it is very much a doable task if all of us put our minds and spirit into it.

After being elected to the Management Committee, a common comment I have been hearing is what value ISODA delivers to a member, or in other words, what is the benefit of renewing an ISODA membership. These questions come only from existing members and not from prospective members. With the limited interaction I have with some of the OEMs and a lot of software and service partners who are not part of the ISODA fraternity, I have gathered that being associated with ISODA holds aspirational value for all of them.

The feedback from almost every external sponsor who has been a part of either the TechSummit or the BizSummit is that ISODA is an association worth a salute. The camaraderie that is seen when we come together to do an event is very evident, which is remarkably different from any association of any scale. I personally received this feedback from one of the sponsors from Austria who had attended many such events globally and expressed that he never enjoyed participating in an event as much as he did with us in Abu Dhabi.

As an association, I would say we are of the right proportion in terms of member size, not too huge where half the members don't know the other half and not too small to be taken lightly. This is truly the unique proposition of ISODA: the spirit of the members, the agility due to the medium size, and the flexibility to adapt to changes as and when the community wants. The association is bigger than the member, and all of us have to strive to make the association stronger. Let's focus on this unique proposition to leverage our strengths and stop comparing ourselves with other associations and trying to emulate them.

Most of the members who have been with ISODA for a long time and the members who witnessed the 15th-year celebrations are privy to the fact that ISODA was never formed for the purpose of increasing business for its members. Unlike other forums that propagate that by virtue of networking, one can increase business contacts, thereby increasing sales, ISODA never made such promises. When one becomes a member of such networking forums, the fees paid can be looked at as a marketing investment, and the ROI can be measured from the new sales generated.

We have to stop looking at the membership expense paid here in a similar fashion. Our larger role still remains collaboration, which is defined as working together to create or produce something. We are here in this community to learn from each other, to help each other grow, to stand by each other in times of trouble. The business we may end up doing amongst ourselves is incidental and short-term, whereas collaboration provides long-term value, the learnings we get from each other help us in improving our business model providing perpetual benefits.

For 200 odd companies to come together formally under one roof, to provide a legal entity to such a venture, to cover the administrative expense, to have a digital presence, to manage the accounts, and also to hold regional meets all over India, we pay a very nominal sum of money every year. This amount has remained constant for many years. In order to account for inflation, to take new bold steps towards creating a secretariat, to reduce the dependency of sponsors in our technical and business summits, a call was taken in the previous AGM to double the membership fees from 2024.

Members who attended the AGM had a say in this call. However, subsequently, a lot of questions have been raised probably by members who had not attended the AGM or by those who voted against the increase asking for justifications for this increase. While there is a plan for new activities that will justify the increased expense and also bring greater value to ISODA and thereby to the members, the MC has decided to throw open this topic once again in the EGM, which hopefully will be attended by all the members since it's in a virtual mode.

- When it comes to membership, we have different categories, viz., charter member, distributor member, and an ISV member. The fee structure has been destined to be different for a charter member and the other members. Do we continue with this differentiation, or do we treat all members as equal?
- Isn't each member required to contribute equally to ISODA in terms of efforts and derive equal benefits? When there is differentiation, expectations also start varying, and do we have a proper framework in place to match those expectations?
- Will it be more seamless to keep a uniform fee structure and look at other means for the non-charter members to contribute towards business events with an assurance of ROI?

These always come up for debate during renewal and will need to be addressed at some stage or other. The membership fee for each category was doubled during the last voting at the AGM. The EGM offers a chance to reaffirm this decision or modify it to increase the fee on a gradual basis. It's for each one of us to decide our individual vision for ISODA.

Everything around us is growing at a very fast rate, be it the Indian economy, the IT sector, or our respective ages. Don't we want to see ISODA reach greater heights in a shorter time? If yes, this will need taking new decisions, loosen the purse strings, and spend on agreed activities. A lot of such initiatives have already been identified such as moving towards registering ISODA as a section 8 company, improving the membership portal and website, holding knowledge-sharing workshops, working towards creating a secretariat, spending more on regional meets to improve collaboration, and organizing fully funded events.

You will read more about it on the ensuing pages. Whichever way you vote, members need to be reassured that the money put in ISODA belongs to the members and will be solely used for the benefit of members. There are three questions that come up on the increase in membership fees: Is the increase affordable? Crossing our hearts, it definitely is considering the eligibility criteria we have laid out for membership; even after a 100% increase, it is a small fee to pay for being part of such an association. Will the increase be worth it?

On behalf of the current MC and the MC in making for the next year, I can assure you a lot of steps are being taken to create a strong foundation and visibility for ISODA, and it will definitely be worth it. What happens to the fees I have paid for so many years and the money available as reserves? All of us need to consider being associated with ISODA for times to come.

We are all owners of businesses, and whatever we do there we do with the belief that the business is perpetual and so are each one of us. We are patient to reap the rewards. We have to inculcate the same mindset here; the benefits and value will keep coming.

Best wishes.

Vinod Kumar
President - ISODA

IMPORTANT ISODA CONTACTS

ISODA Tax Advisor **Dhruv Dua** | +91 9810984384 | taxadvisor@isoda.in

ISODA Legal Advisor **AR Pradeep** | +91 9884393078 | legaladvisor@isoda.in

ISODA Grievance Cell | grievance@isoda.in

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

Chairman's Address



Prashant Jain
Chairman - ISODA

Dear Friends & Peers

We will soon be welcoming the New Financial Year 2024-25. The nation will also be entering into the national elections. The India growth story is expected to continue, and I am sure the community at large will ride the wave.

An EGM has been announced for the 9th March 2024 and everyone would have received the online EGM notice with the Agenda. In my 2-year term in the ISODA MC first as Vice Chair and now as the Chairman, I have learnt immensely from my peers in the industry, within the community and within the MC members.

Running the business is one thing but the enriching experience I have gained as part of the MC is a totally different ball game. However, when the legacy was transferred to us, we noticed a lot of missing compliances and missing records. Some of the legacy issues are because of challenges in business continuity. That's where the need of a senior management personnel like a Manager or COO arises. Digitalization of records and bringing automation is another challenge.

But before that we also need to re-organize ISODA into a format where there's transparency of the Government Compliances. The thought was reiterated in the previous Interconnect addressed by the Vice Chairman.

One of the main objectives of the EGM agenda is converting ISODA into a Section 8 Company. Key features / advantages of a Section 8 Company:

1. A Section 8 company is incorporated to promote its business objectives which is the promotion of interest of ISODA. The organization will function more less in the same manner as the society functioning right now, which is that all the members of ISODA will become the members of the section 8 Company de facto.
2. The members will not have any dividend right since a Section 8 company cannot declare any dividend and will merely be members on account of payment of the fee from time to time. The updated list of members will be furnished to the registrar of companies at the time of filing of the annual return every year. In between the year, the register of members needs to be maintained and updated to ensure that members who are paying their membership fee are retained as members and in case they're not paying their fee then they are removed from the register of members. This will have to be properly reflected in articles of association.
3. The board of the section and company shall comprise of the key functionaries which will change every year, which includes the President chairman, secretary and treasurer. It is up to ISODA to decide as to which office holder needs to be appointed to the board but it should be only those office holders who have a say in the day-to-day management of the company. Essentially, this would mean that the Constitution of the board of directors will change every year after the holding of the AGM. We will also have to comply with the provisions of the Companies Act 2013, which would mean that the AGM for every financial year needs to be handed on or before 30th September. Mandatory 21-day notice will also be required to be given.
4. A Section 8 ISODA would be able to accept Sponsorship MDFs in foreign exchange and remit in foreign exchange for events like TS in the future.

Digital transformation of ISODA Membership onboarding process and records is another important aspect of the EGM. The Vice President would be elaborating more on such thoughts.

I would also like to use this opportunity to laud my fellow MC members and the regional secretaries who are taking time out and organising the Friday connect series, publishing Interconnect, coming out with physical & virtual regional meetings, bringing in fresh ideas to digitally transform ISODA.

Keep up the good work Team. I would also encourage each one from the member community to have greater participation in the Regional Meets, AGMs, EGMs, TS and other events.

Warm regards

Prashant Jain
Chairman - ISODA

General Secretary's Address



Vimesh Avlani
General Secretary - ISODA

Empowering Progress: The Path Ahead for ISODA

We are pleased to announce an Extraordinary General Meeting (EGM) on 9th March, a pivotal opportunity for members to voice their perspectives and consent on crucial agendas. Our collective decision-making is the cornerstone of our progress, and your commitment & involvement is highly valued for the growth & success of our association.

Key Agenda for consideration at this EGM



ISODA
Infotech Software Dealers Association

**Extraordinary General Meeting
(EGM) of ISODA**



**Saturday,
9th March 2024**



**11:00 AM
Onwards**

Platform **Zoom**

www.isoda.in

1. After thorough contemplation across various sectors, we propose a re-evaluated fee structure: Charter at Rupees 15,000 and ISV/DISTI at Rupees 30,000.

Regarding last year's decision to double the fees, while the majority approved it, concerns arose afterward, with subsequent member feedback calling for a review and suggesting a more gradual fee increase.

The Management Committee, prioritizing member benefits, suggests this incremental approach and ties fee increases to the onboarding of new resources and ISODA's transformation. This adjustment reflects our commitment to adaptive and responsive governance.

2. Dhruv Dua's Remuneration and ISODA's Transformation

Our EGM will also address the remuneration of Dhruv Dua, our Tax Advisor, ensuring it reflects the value of his expertise. Moreover, we'll deliberate on the transformation of ISODA into a Section 8 company. This move towards enhanced organizational prowess and a broader impact emphasizes the importance of expert financial guidance in our operations.

3. Innovation through the New Membership Portal

In the spirit of innovation, we're excited about the proposed new membership portal. This digital leap will integrate seamlessly with our existing website, offering tailored access to members and the Management Committee. It's a commitment to a more collaborative, efficient, and transparent future, ensuring that every member's journey, from onboarding to renewal, is streamlined and enriched.

4. Building on Solid Foundations

Our association's vitality is further showcased through punctual and successful regional meetings, fostering a network of collaboration and support. The 'Friday Connect' series, a beacon of continuous learning, has become a cornerstone, enabling members to gain insights that propel their organizations forward.

5. Enhanced Utilization of Professional Services

The growing engagement of our legal and tax consultants signifies a deeper recognition of their importance in navigating business complexities. This uptick in engagement with our members reflects their proactive approach to leveraging expertise for organizational betterment. The Management Committee feels it is essential to continue this engagement for the association's advancement.

6. A Unified Vision for the Future

Transforming ISODA into a Section 8 company is a strategic evolution, aligning with our goals of increased visibility and influence. This structural enhancement is a step towards empowering the association with greater capabilities to achieve our aspirations. The Management Committee also concurs that a reassessment is under discussion post-transformation with the appointment of a new CEO for ISODA.

As we convene for the EGM, we stand united in our mission to foster a vibrant community that not only thrives on individual success but also contributes to the collective progress of the Association. Your participation is imperative. It's your insights, votes, and collaborative spirit that drive our association forward. It promises to amplify our visibility, empower us with greater capabilities, and pave the way for achieving more significant milestones.

Join us as we make decisions that will not only reflect our current success but also pave the way for a future replete with opportunities and achievements. Together, let's continue to build an association that stands as a beacon of innovation, collaboration, and excellence.

Vice Chairman's Address



Zakir Hussain Rangwala
Vice Chairman - ISODA

TechSummit TSXIII Update

The Tech Summit XIII has been postponed due to a sudden rush at the selected destination from India, which was making it difficult to hold onto the bookings. Additionally, only 70 members had registered for the event, putting a strain on the ISODA purse. The new dates are tentatively set for May 1-3, 2024, in a destination that will hopefully make everyone happy. The plan is to have good, rich content and fewer and newer sponsors, with a focus on delivering better content to help all members learn something new and useful, while also providing plenty of networking opportunities.

Looking forward to seeing all ISODAIans at the content-rich TS XIII!

Sincerely

Zakir Hussain Rangwala
Vice Chairman - ISODA

Vice President's Address



Ajay Bhayani
Vice President - ISODA

Ajay Bhayani
Vice President - ISODA

A Rejuvenated ISODA Membership Portal

We have reimagined the ISODA Membership Portal with enhanced functionality and utility for members. The new membership portal represents a leap towards advanced collaboration and digital integration.

The proposed new membership portal signifies a significant upgrade from our current system. It will seamlessly integrate with our existing website, offering exclusive login access for Members and the Management Committee through our DMS portal. The new system will enhance collaborative efforts, streamline the onboarding process, and ensure that every aspect of membership—from document management to profile updates—is efficiently handled under one digital roof.

Highlights of the New Membership Portal:

- **Integrated Access:** Harmonious coexistence with the current website, facilitating member and management login via the DMS portal.
- **Streamlined Onboarding:** Email-based approvals for member onboarding, with immediate system storage of forms and documents.
- **Proactive Alerts:** Automated notifications for membership expiry.
- **Unified Document Management:** Centralized storage of documents, forms, profiles, and membership statuses.
- **Enhanced Rights Control:** Advanced control over application rights for robust data security.
- **Advanced Search Capabilities:** Sophisticated search engine enabling swift location of member information based on skill sets or other criteria.
- **Expanded Member Rights:** Members can readily update and add personal information, enhancing the value of their profile.
- **Simplified Renewal Process:** Membership renewal facilitated through the portal with clear approval steps.
- **Comprehensive Notifications:** Alerts, notifications, and application logs capturing every action, ensuring transparency.
- **Management Oversight:** The MC can effectively monitor document completion for all members.

Our association's dynamism is further exemplified by the successful conduction of regional meetings across all regions, facilitating timely and productive discussions. The introduction of the 'Friday Connect' series has been a game-changer, offering members a platform to gain invaluable insights from industry experts, which, in turn, benefits their organizations.

Sincerely

Ajay Bhayani
Vice President - ISODA

) Regional Secretary (West) Address (



Amit Shah
Regional Secretary West – ISODA

Esteemed and distinguished members of ISODA

I want to extend my heartfelt gratitude for the trust you have placed in me, and I assure you that I am fully dedicated to serving our association with utmost commitment, enthusiasm, and integrity.

ISODA West, being the highest member region, will focus on several key areas in the coming months that I believe will drive our association's growth and impact:

• Empowering Excellence

1. Innovation is at the core of our industry's success. To empower excellence, we will advocate for continuous learning, skill enhancement, and professional development.
2. Through workshops, seminars, and training sessions, we aim to equip our members to stay ahead in the rapidly evolving technological landscape.

• Networking and Collaboration

1. Building strong professional relationships and fostering mentorship opportunities are vital for personal and collective growth.
2. We will work towards creating platforms that facilitate meaningful connections among our members.
3. Additionally, we plan to organize regional meets quarterly and encourage one-to-one meetings between members to enhance collaboration and knowledge-sharing.

As we embark on this journey together, your inputs, ideas, and collaboration are invaluable. We encourage each one of you to share your thoughts and aspirations as we work together to shape an association that truly represents the pulse of our industry.

Thank you once again for entrusting me with this responsibility. Here's to a future filled with progress, collaboration, and shared success.

Thank you.

Amit Shah
Regional Secretary West – ISODA

Regional Secretary (East) Address



**Satya Priya Das,
Regional Secretary East - ISODA**

As the Regional Secretary of ISODA (East), I am honored to share insights and updates from our vibrant community. The mission of ISODA has always been bridging the gap between Software Manufacturers, Distributors, and Dealers. But as the world changes, MSPs and MSSPs are also part of this All-India Family. ISODA thrives on its dynamic ecosystem. Our members, affectionately known as “Feet on Street,” play a pivotal role in shaping the IT landscape. From bustling cities to remote corners, they connect businesses with cutting-edge solutions. Our alliances with industry leaders empower us to stay at the forefront of technological advancements.

Being RS East, I had a clear vision and have always been focused on the following targets:

- **Increasing visibility:**

1. Create value for members.
2. Help members get introduced to new platforms, build new connections, and acquire more business.

- **What we did to achieve this:**

1. Towards Collaboration amongst the members across the regions, in terms of Knowledge and Business, we started an activity named Coffee Connect. Here two members from the east and one sponsor member from another region presented their portfolio. This was followed by a session from our celebrity speaker.
2. During the Regional Meeting on 21-Apr-2023, we invited Council members of CIO Klub, Kolkata Chapter. This was a win-win for both the organizations. Few of our members got direct business from the invited community. As ISODA, we also helped many members of CIO Klub to identify competent partners in remote locations of India.
3. In our next regional meeting, we invited the Deputy Secretary, IT, Govt. of West Bengal, which again helped partners focused on government business to listen to the horse's mouth.

In our last Regional meeting on 17-Feb-2024, we decided to energize our members by a destination meeting, in a resort on the bank of a river.

We are planning to do more!

We have decided to organize a Collaborative Event in the east, which would be annual in nature. The target will be to collaborate among other business associations and involve government officials to attract mainstream media. To share the success, we will invite members across all regions to join hands with us and participate. The target of this activity will be to collaborate among other communities, not only for more visibility but to exchange business offerings among them. It was also noted that, once started, the legacy to be continued by future Regional Secretaries.

As we march forward, ISODA remains committed to empowering resellers, advocating for fairness, and fostering collaboration. Together, we shape the future of Software Business in Eastern India.

Warm regards,

**Satya Priya Das,
Regional Secretary East - ISODA**

) Regional Secretary (South) Address (



Ravi Kumar
Regional Secretary South - ISODA

Dear ISODA Colleagues,

The south chapter of ISODA is a group of inspiring and innovative entrepreneurs across three states, and it gives me great honour to represent these members in the ISODA board and the management committee.

The year started with the AGM and Biz summit held in Bangalore. This session was special, marking the fifteenth anniversary of the association. It was also very moving to hear from founder members on how the association was formed. We had interesting sessions with the sponsors, as well as estate planning and M&A professionals. I wish the very best to the revived Karnataka chapter of our association.

- We had our Chennai regional meet on the 22nd of December 2023, after having to postpone our earlier date due to the floods in the city.
- In the meeting, we discussed the new initiatives planned in the AGM and ways for better collaboration and learning. It was also planned to bring in experts from various fields like finance, HR, etc., to provide more value to the members.
- Our guest speaker, Mrs. Nandita Pandey, a personal branding strategist, gave a very informative session on the importance of personal branding in sales and recruitment.

Going forward, the main action points are to:

- Bring in more members to the association.
- Foster better collaboration between the members.

I sincerely believe that to extract value from being a member of ISODA is to learn from our fellow member entrepreneurs, and the only way to do it is to participate more and share more.

Looking forward to seeing you all soon at a physical event.

Your sincerely

Ravi Kumar
Regional Secretary South - ISODA

) Regional Secretary (North) Address (



Kamal Gulati
Regional Secretary North - ISODA

ISODA North stands for members exploring ways to contribute to each other. The majority of us are close friends, wanting to support each other in whatever ways we could.

The future direction includes exploring specific aspects such as:

- Learning structure from each other and real experts of specific areas, focusing on practical insights rather than generic knowledge.
- Adding more like-minded members to our community.
- Adopting a selective approach rather than being open to all kinds of organizations.
- Expanding our reach to B & C class towns, subject to finding good like-minded people running these organizations.
- Encouraging more collaboration of specific kinds, recognizing that there is still much work to be done in this area.

Together, we aim to foster a community that thrives on collaboration, expertise sharing, and mutual support.

Best regards

Kamal Gulati
Regional Secretary North - ISODA

THANK YOU!

www.isoda.in