

The background is a light blue sky with soft white clouds. A large, light blue circular frame is centered on the page. Inside and around this frame are several colorful kites: a blue and yellow kite at the top, a teal kite on the left, a pink and yellow kite on the right, and a green kite at the bottom. Dotted white lines and small colored circles (pink, green, blue, yellow) are scattered throughout the scene, creating a festive and dynamic atmosphere.

interConnect

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Infotech Software Dealers Association

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President's Address



Vinod Kumar
President ISODA
(Satcom Infotech Pvt Ltd)

Season's Greetings and warm wishes for a Happy New Year 2024! May this year bless the ISODA community and their families with excellent Business Growth and Health.

In the preceding interconnect, we had covered a brainstorming session that took place in the morning of our AGM and Biz Summit in Bengaluru. This involved Past Chairpersons, Presidents, and the then core management committee. This was focused on envisioning ISODA's potential, addressing current challenges, and formulating mitigation plans. This brainstorming leveraged the occasion of ISODA's 15th anniversary to reflect, deliberate, discuss, and establish definitive steps for the continued growth of our association. Our aim was to be recognized, seen, and branded as a professional body delivering value to its members. So, numerous priorities surfaced, including the creation of an ISODA benevolent fund, implementing a member rating system, and establishing an ISODA academy.

I want to reiterate the important takeaways (that were presented anyway during our AGM) from the brainstorming session.

5 Top priorities were unanimously agreed upon by all brainstorming members:

1. Establish a robust secretariat, treating ISODA as a corporate entity with salaried executives contributing professionally to manage the association, liaise with various authorities, and enhance brand value within the industry.
2. Transition to fully paid events by members.
3. Review membership criteria to attract quality and participative members.
4. Enhance the branding of ISODA across digital platforms.
5. Form a robust Advisory/Leadership Committee within ISODA.

I also wanted to reiterate the feedback received from members during the AGM.

Members highlighted limited interaction between the MANAGEMENT COMMITTEE and nationwide members. To ensure this was addressed, the MANAGEMENT COMMITTEE decided to launch online regional meets, accessible to all MANAGEMENT COMMITTEE members. This initiative supplements physical events, including the option of hybrid events, allowing regional members unable to attend physically to participate virtually. The inaugural event, hosted by Satyapriya Das - RS East on September 9, 2023, is expected to serve as a model for other Regional Secretaries. We are committed to employing innovative approaches to maximize participation in our internal meetings.





We also received feedback that more business growth related topics were needed not just for the owners, but for the staff of the ISODA members as well. We started the Friday Connect Series to address this, and it has been a huge success. Details of the sessions that have taken place can be found in the next section.

We are thrilled to announce that ISODA Vice President, Zakir Hussain Rangwala, is leading TechSummit TSXIII, promising exciting developments. Originally planned for Pattaya between February 21 and February 24, 2024, we are considering new dates and possibly a new venue based on sponsor feedback. Stay tuned for updates.

We hope you enjoy this edition of InterConnect. Your feedback and contributions are crucial to us. I welcome suggestions, compliments, and critiques, as we are, after all, an association of and for the members.

IMPORTANT ISODA CONTACTS

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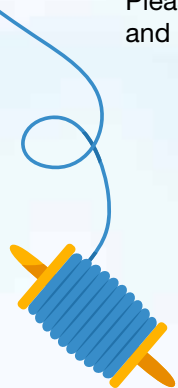
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ISODA Grievance Cell | grievance@isoda.in

BECOME AN ISODA MEMBER

Join one of India's largest networks of IT companies across verticals.

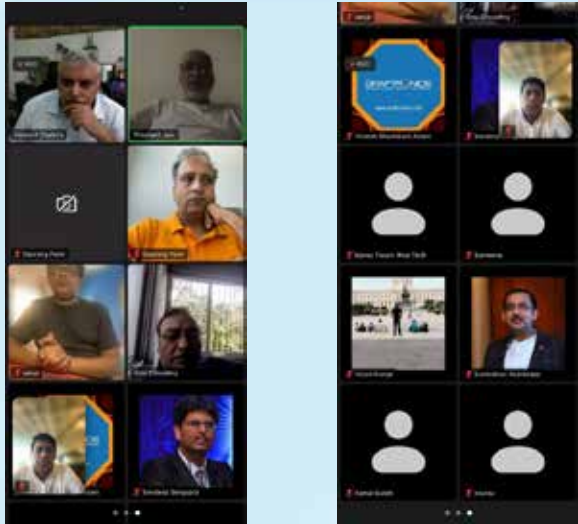
Please sign up at <https://isoda.in/membership.aspx>
and mail rm@isoda.in





ISODA Regional Meetings Update

East Regional Meeting - September 9, 2023



Bengaluru Regional Meeting – September 21, 2023



Gujarat Regional Meeting – October 7, 2023

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**BLOCK YOUR DATE FOR
ISODA Gujarat
REGIONAL MEET**

Online Meeting

Saturday, 7th October 2023

01:00 PM to 02:00 PM

Watch this space for Detailed Agenda.





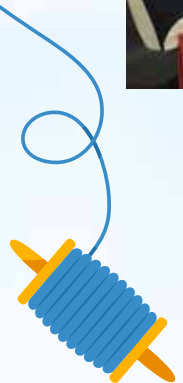
Mumbai Regional Meeting – October 10, 2023



Chennai Regional Meeting – December 22, 2023



Rajasthan Regional Meeting – December 25, 2023





Recognition for ISODA

SME Channel Accelerator Event

The SME channel accelerator awards were held at Delhi on 6th October at Hotel Eros. ISODA was invited to be an associate partner during the event. SME channels also appreciated ISODA for its activities and functionalities and conferred us with an award for the same. Many of our fellow members were also recognized and received awards in various categories



VAR India Star Nite Awards

VAR India held its Annual Star Nite Awards function at Hotel Le Meridien, Delhi on 16th Nov, 2023. Senior leaders from the Isoda MANAGEMENT COMMITTEE were invited to attend and also participate along with other trade associations like PCAIT, TAIT, FAITTA and FITAG. This event was attended by both the Chairman and President of ISODA. ISODA Chairman also participated in a fireside chat along with leaders of other trade associations to talk about the challenges, aspirations and value add of ISODA to the partner community. A multitude of VARs from ISODA were felicitated for their outstanding achievements.



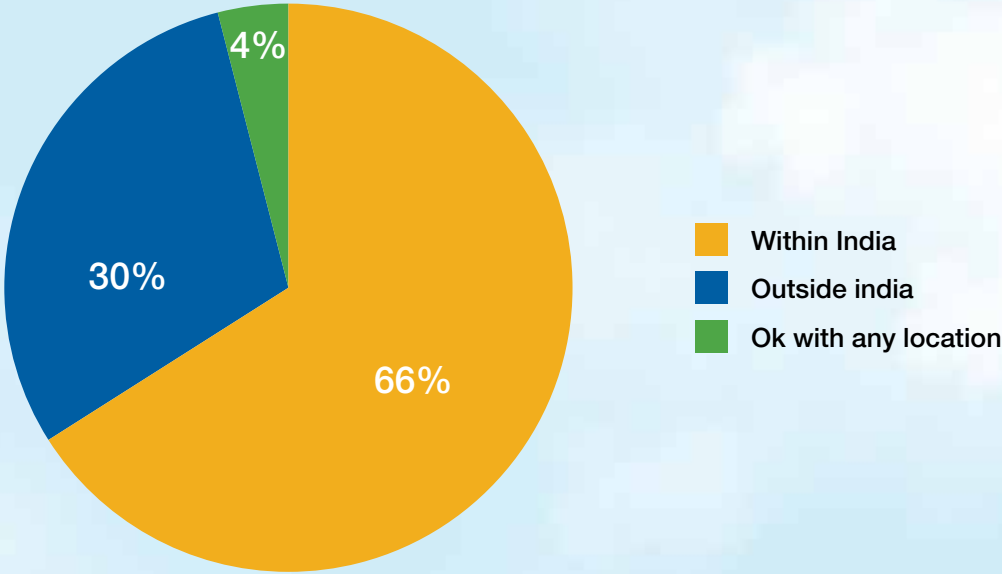


TechSummit 13 – TSXIII Survey Update

The ISODA Management Committee decided to have a survey on whether members wanted TSXIII to be held in India or outside India. The results of the survey were as follows:

Total Members who voted: 94

Where would you prefer TSXIII to take place?



We are taking this feedback into consideration for announcing the dates and the venue for the next TechSummit. Also, we have taken feedback from sponsors as well and will choose the location and dates accordingly.





Friday Connect Webinars

Episode 9: Why organisations should think about securing their Applications by Ms Lakshmi Das

Episode 10: Workshop on using AI with LinkedIn Sales Navigator & Automation by Mr Limesh Parekh

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FRIDAY CONNECT SERIES

Episode 9
Why organisations should think about securing their applications

SPEAKER
Ms Lakshmi Das

Friday, 18th August, 2023
4 PM

Online Zoom Webinar

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FRIDAY CONNECT SERIES

Episode 10
Workshop on using AI with LinkedIn Sales Navigator & Automation

Speaker
Mr Limesh Parekh
Though he doesn't need introduction, he is still a proud ISODIAN, a CRM whiz and avid Social Media Enthusiast.

1st September, 2023
4 PM to 5 PM

Online Zoom Webinar

Episode 11: Understanding Data Privacy and the DPDPA from an organization's perspective by Ms Shivangi Nadkarni

Episode 12: Deep dive into understanding implementation of the DPDPA by Ms Shivangi Nadkarni

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FRIDAY CONNECT SERIES

EPISODE 11: UNDERSTANDING DATA PRIVACY AND THE DPDPA FROM AN ORGANIZATION'S PERSPECTIVE

Ms Shivangi Nadkarni
CISA, CIPM, DCFP Co-founder & CEO - Anika

FRIDAY 15 SEPT 2023
START AT 3:30 PM TO 4:30 PM

ONLINE PORTAL: ZOOM

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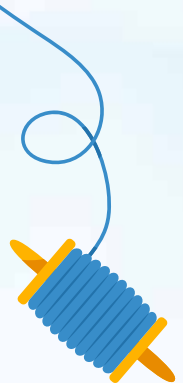
FRIDAY CONNECT SERIES

Episode 12: Deep dive into understanding implementation of the DPDPA

Speaker
Ms Shivangi Nadkarni
CISA, CIPM, DCFP Co-founder & CEO - Anika

22nd September, 2023
4 PM to 5 PM

Online Zoom Webinar





Episode 13: Fastrack your Journey from CXO to Influencer on LinkedIn by Mr Rajeev Mamidanna

ISODA
Microsoft Software Solutions Association

FRIDAY CONNECT SERIES
Episode 13: Fastrack your Journey from CXO to Influencer on LinkedIn.

SPEAKER
Mr. Rajeev Mamidanna
ISODA Member and Passionate LinkedIn Personal Branding Consultant

📅 29th September, 2023 ⌚ 4.00 PM to 5.00 PM

Online Zoom Webinar

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Episode 14: Updates on Tax Landscape and How to leverage AI tools by Mr Dhruv Dua

ISODA
Microsoft Software Solutions Association

FRIDAY CONNECT SERIES
Episode 14: Updates on Tax landscape and how to leverage AI tools

Speaker
Dhruv Dua
ISODA Tax Advisor

📅 13th October, 2023

⌚ 4 PM to 5 PM

Online Zoom Webinar

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Episode 15: Emerging Social Engineering Threats to Business by Mr Bhavin Bhansali

ISODA
Microsoft Software Solutions Association

FRIDAY CONNECT SERIES
Episode 15: Emerging Social Engineering Threats To Businesses

Founder & CEO, PROGIST Solutions
Bhavin Bhansali

📅 20th October, 2023 ⌚ 4 PM to 5 PM

Online Zoom Webinar

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Episode 16: Future-proof your Organization using Gen AI: Transforming HR for Tomorrow by Mr Sandeep Alur

ISODA
Microsoft Software Solutions Association

FRIDAY CONNECT SERIES
Episode 16
Future-proof your Organization using Gen AI: Transforming HR for Tomorrow

Speaker
Sandeep Alur
CTO at Microsoft Technology Center- India, Microsoft India

📅 10th November, 2023

⌚ 4 PM to 5 PM

Online Portal: Teams

Registration is mandatory to receive the webinar link.

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Legal Corner

The Digital Rupee: All that you need to know!

History

The Digital Rupee (e) or eINR or E-Rupee is a tokenised digital version of the Indian Rupee, issued by the Reserve Bank of India (RBI) as a central bank digital currency (CBDC).

The Digital Rupee was proposed in January 2017 and launched on 1st December 2022.

What is Digital Currency?

A digital currency is any currency that is available entirely in electronic form. Currencies' electronic types already predominate a large number of nations' financial systems.

Digital currency, however, is exclusively exchanged through virtual means and does not leave a computer network.

The three major varieties of digital currency they are cryptocurrency, central bank digital currency (CBDCs) and stablecoins.

At 2022 Union budget of India, Nirmala Sitharaman from the Ministry of Finance announced the roll out of the Digital Rupee starting from 2023.

Offline Usage

RBI is thinking about adding an offline usage capability to the digital rupee to offer availability and resilience in the event of a network outage or programmability issues.

Without requiring a check-in with an online ledger, the offline digital payment systems could validate transactions and confirm the existence of funds.

Pilot Project

The Phase-1 of pilot project for e -R will start from 1 December 2022 in Mumbai, New Delhi, Bengaluru, and Bhubaneswar under State Bank of India, ICICI Bank, Yes Bank, and IDFC First Bank.

The Phase-2 of pilot project will start from Ahmedabad, Gangtok, Guwahati, Hyderabad, Indore, Kochi, Lucknow, Patna, and Shimla under Bank of Baroda, Union Bank of India, HDFC Bank, and Kotak Mahindra Bank.

UPI Interoperability

The Central Bank Digital Currency pilot project, Canara Bank has released the Unified Payments Interface compatible digital rupee mobile app. Customers in 26 Indian cities who have been whitelisted can access the service as part of a pilot program. On 30 August 2023, Yes Bank unveiled the integration of UPI for digital rupee payment. Beginning on 4 September 2023, State Bank of India (SBI) started offering UPI compatibility with digital rupee. This integration was made possible by SBI's involvement in the RBI's December 2022 retail digital e-rupee project.

Advantages Of Digital Rupee

- Faster Mode of Payment.
- Cheaper Global Transfers.
- 24/7 Availability.
- No Manufacturing Required.
- Well-organized Government Payments.

Disadvantages of Digital Rupee

- Options
- Costly transactions
- Steep Learning Curve
- Issues of Cybersecurity