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**'Online platform, offline stores flourish under one roof'**

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# NEWSLETTER

## KNOW YOUR MEMBER



### Asif Khan wishes his successors to prosper

Asif Khan, present Director of Technocrat Infotech and Immediate Past President of COMPASS, is a wholehearted and dynamic individual. With more than 25 years of experience in IT sector, he is responsible for finance, management, marketing, sales and planning for new expansions.

Besides, his professional life, he has immense keenness to gain knowledge on various aspects, hence an ardent reader. His taste buds attract Indian signature tandoori dishes. While asking about his much-loved sports, he expressed his infinite interest for billiard and football.

Even if not actively engaged in any social organisation, he contributes indirectly. With a compassionate heart for animals, he is always against any kind of torture and cruelty these speechless creature go through.

Not far to seek, Khan is an enthusiastic traveller. Countryside, forest, culture and heritage are his preferred destinations while planning for a vacation with family and friends.

Understanding the bright prospect of overall IT infrastructure with new-age capabilities, he wants his successors to thrive. Hence he shared valued comments gained from his more than two decades of experience.

Khan puts light on - well-timed communication, balancing transparency with confidence, conveying a fair selection process, regular reviewing of succession plan, highlighting career development facet, using people analytics to inform decision-making and using succession planning to boost morale and drive engagement.

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## COVER STORY

### 'Online platform, offline stores flourish under one roof'

Since past couple of years we are living in a world where technological innovations have overruled our physical presence. Presently we have learnt that mobility revolution might include technologies - consumers need to move less and thus a sudden upsurge in online business largely came into being.



#### Gaurav Goel,

Director, Eastern Logica Infoway,

Significantly, the market share of brick-and-mortar stores got distracted, hence various trade associations protested to stop the grasping pricing policy by online vendors.

While enquiring, Gaurav Goel, Director, Eastern Logica Infoway, regarding the present business situation of the traders, affected due to the online marketplace, he responds, "Physical retail is not dying but evolving and store experiences will thrive. The situation today remains the same and the onus of getting footfalls and closures lies on the retailer."

"Our industry of IT services and hardware is fortunately in the growth trajectory. There are newer innovations coming every day with better technology. Fortunately, the demand is far more than the supply, so we all are doing very well. We stand today in a situation which is the best for our industry. So I feel the business is least affected due to the online marketplace," he emphasized.



#### Pradeep Kumar Bhansali,

Director, M D Computers.

"The online market is really very effective for our future as it's the updated version of our business. We all have to upgrade ourselves accordingly," expresses Pradeep Kumar Bhansali, Director, M D Computers.

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## WELCOMING NEW MEMBERS



#### Subrata Hazra Proprietor System Tools

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Hanuman Estates, 3rd Floor,  
Kolkata - 700001

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9830544022  
subrata@systemtools.co.in

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#### Bhanwar Lal Dugar Proprietor R.N. Electronics

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## GLOBAL NEWS

### Panic created as global shortage in computer chips

A global chipset shortage has caused fright among the world's leading automakers, so that the companies have been forced to stop or slow down vehicle production. Car manufacturers investing in tech-heavy electric vehicles, the boom in sales of TVs and home computers have all driven demand. Consumers are facing price rises and shortages of products from TVs and mobile phones to cars and games soothes as a global shortage in semiconductors grows.

### Microsoft ships Office 2021 preview for Mac

Microsoft has made a couple of important announcements for Mac and iOS-using enterprises, including moves toward a new "perpetual" version of Office and improvements to its popular Teams collaboration app.

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## DREAMPLANET

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**KNOW YOUR MEMBER**



**Rajiv Poddar: Vision, teamwork create Smartpower, market brand**

personal bent of mind is also interesting. His hobbies revolve around designing new products like laboratory instruments for his seniors when he was in BSc (Physics hons) 1st Year.

"I used to sell those laboratory instruments to many reputed colleges of Kolkata at premium prices. Guru Shri Ram Krishna, Founder (Father of Educational Instrumentation in Eastern India) encouraged me to develop laboratory instruments for educational institutes and entrepreneurship skills as well," asserted he .

Later on, while completing BTech, he used to help final year students to execute their projects and develop latest technologies and innovative products.

Reading and exploring Digital Marketing are his passions. Around more than 250 videos he has uploaded with more than 6000 daily visitors. The YouTube channel plays an important role as his hobbies, help in business growth as well.

Since college days, he was very competent as Table Tennis player, became champion as well but later developed passion for chess.

Purely vegetarian, Poddar has a liking for South Indian and North Indian dishes. When comes to travel, he loves beaches, wild life sanctuaries and national parks. He has extensively travelled to more than 26 countries, frequently travelled to China since 1996 and covered most of the states of India as well.

He has served many trade bodies and social organizations. Presently, Rajiv Poddar is the President of ELMA (ALL Bengal Electronics & Accessories Manufacturers Association) since last 7 years.

He has also worked with Rotary and presently being Charter Member of TIE. His passion is to develop entrepreneur's eco system in this part of the country.

Being founder and CEO of Smartpower Automation, Rajiv K. Poddar is an established businessman with the assistance of his wife, Dipti Poddar, the co-founder, working tirelessly for the last 29 years. Previously, he has served COMPASS as Secretary in 2000-2001 and again in 2010-2012.

Besides, proficient professional, his

**PRODUCT LAUNCH**

**Now prepare TDS Returns Online**



[www.tdsmanonline.com](http://www.tdsmanonline.com)

Recently, PDS Infotech Pvt Ltd. launched the cloud based application for preparing TDS Returns for as low as Rs. 200. There is no need to buy any software – simply sign up and get started. It covers both Salary & Non-Salary Returns.

The system is integrated with the multiple web portals of the Income Tax Dept. With its advanced default detection techniques, it helps in preparing error-free Returns.

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Visit [www.tdsmanonline.com](http://www.tdsmanonline.com) and get Rs. 500/- free on signing up.

**LOCAL NEWS**

**Satellite broadband assures next big entity in India**

There is an increasing buzz around satellite broadband and the far-reaching effects of the internet-from-space race. Few of the big names acclaimed globally that includes OneWeb, SpaceX and Hughes are betting on the prospect to bring in satellite-based fast internet services which needs no wires or towers - anywhere, anytime. This will come to reality once high-speed satellite broadband connections are rolled out across India, likely by mid-2022. Imagine sitting in a remote corner in Himachal Pradesh and chatting with friends in Delhi or Bengaluru over continuous video call or watching a movie on a laptop in Andaman without using cellular network or wired broadband.

**RiT Tech, Champak Infosolution in strategic tie-up**

Israel-based RiT Tech and Champak Infosolution (CIS) have entered into a strategic partnership. Under the tie-up, CIS will help RiT Tech to take its Automated Infrastructure Management (AIM) and comprehensive connectivity offerings, help meet the immediate and future needs of varied clients in the Indian market. As an exclusive partner, CIS will be catering the delivery of RiT Tech's comprehensive suite of connectivity products and its software solution, XpedITe.

**ASUS India launches ExpertBook B9**

The launch of ExpertBook B9, the next generation of the 2020 Red Dot design, mobile PC powerhouse, was announced by ASUS, the fastest-growing consumer laptop brand in India, head-quartered in Taiwan. The world's lightest 14-inch business laptop, weighing only 1005 grams, ExpertBook B9 (B9400CEA) has entered to thrive in the modern world with innovative technology and features. Dedicated to produce a sustainable future, ASUS has also strived to make ExpertBook B9, an environmentally conscious choice.

**LogMeln to make significant impact on sustainable efforts**

LogMeln, provider of cloud-based solutions including GoTo, LastPass and Rescue, has recently announced data quantifying, the impact of a years' worth of remote work on sustainability efforts across the world. LogMeln contributed in turn, the company evaluates, in avoiding as much as 63 million metric tons of greenhouse gas emissions. It happens through customers' use of GoToMeeting and GoToWebinar when compared to daily commuting and business travel for company meetings.

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Email : [info@compassindia.com](mailto:info@compassindia.com) Web : [www.compassindia.com](http://www.compassindia.com)

**KNOW YOUR MEMBER**



**Vikas Dungarwal yearns to explore the unexplored**

Leading and performing every responsibilities of Dream Computer in Siliguri, North Bengal since 2000, Vikas Dungarwal has expansion plans for Kolkata next at the soonest possible time. "This is the industry which is prospering of late when others have fallen apart in this 'new normal' environment," he confides.

Dream Computer is the distributor of Dell, Toshiba, Acer and others along with Hikvision, home and business security surveillance range of products. Besides, it creates computers either laptops or desktops and has a dedicated service centre where all the Information Technology (IT) products are repaired.

[Read More](#)

**SCHEMES OF OEM**

**DIGISOL Systems to host an online training**



DIGISOL Systems Ltd., a leading provider of IT networking solutions, will be conducting a free online

training on Next Gen Enterprise wireless solution on May 4, 2021 at 4PM

Taking forward the success of multiple training events held online previously, this online training enhances knowledge of System Integrators, ISPs and Partners on current enterprise wireless trends. It introduces them to the latest enterprise wireless products and solutions offered by DIGISOL.

'Access Points. Partners and SIs can join the online training for free by registering here: <https://bit.ly/3nojVZD>

DIGISOL has been empowering Partners, System Integrators, ISPs/MSOs across India by conducting various training programs under DITT (Digisol Institution of Technical Training). Even during this time of unprecedented uncertainty, the company has taken the responsibility to empower all the partners by conducting this free training program.

**STATUTORY NEWS**



**Free Legal Consultancy Services inaugurated**

COMPASS has inaugurated Free Legal Consultancy Services on March 13, 2021 and appointed a legal adviser at its office every Saturday between 2pm & 3pm for all the members.

Details of the legal firm is :

**SB Legal Partners.**

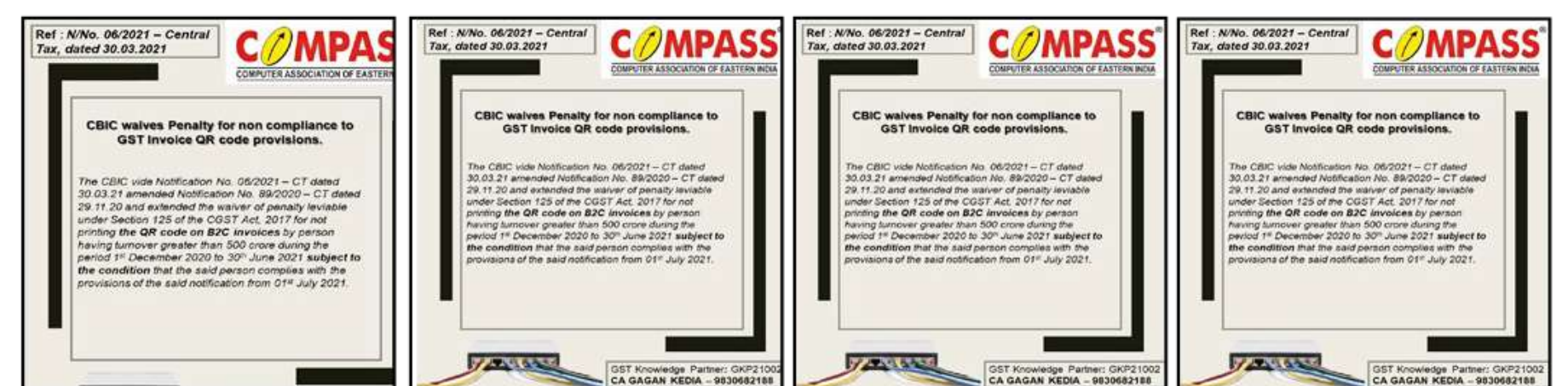
**Mr. Tanay Saraf, Advocate**

**M: +91 9007316267 / O: +91 33 4069 3160**

**Email: [tsaraf@sblegalpartners.com](mailto:tsaraf@sblegalpartners.com)**

Members willing to avail this service is required to inform Mrs. Chayanika Roy on 9748079792 or on Office land line 033 2281 3610 by Friday in between office working hours.

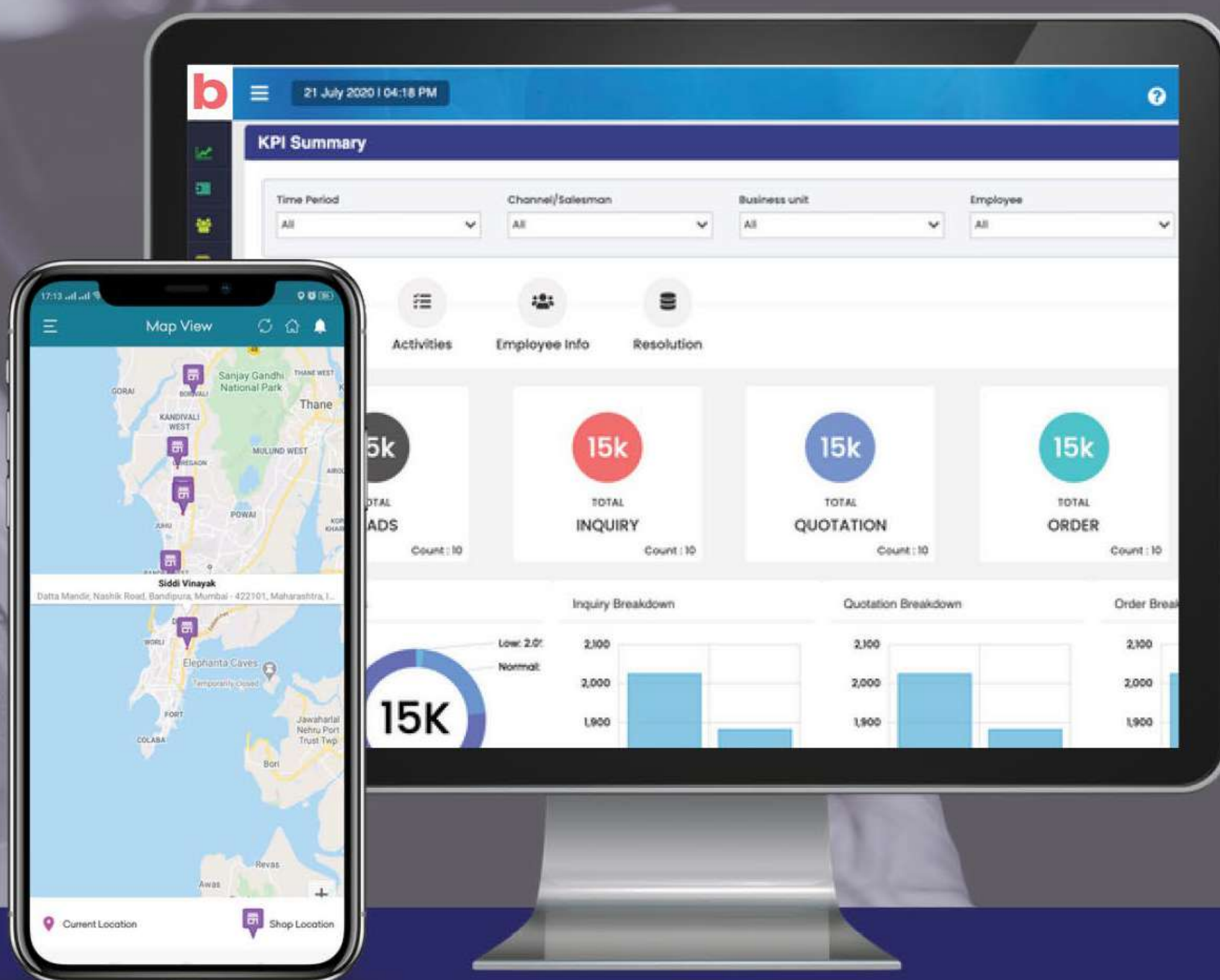
This is possible only due to the efforts of Mr. Pranay Agarwal, Chairman Legal Cell.



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**Arnab Banerjee,**  
CFO, EVAC  
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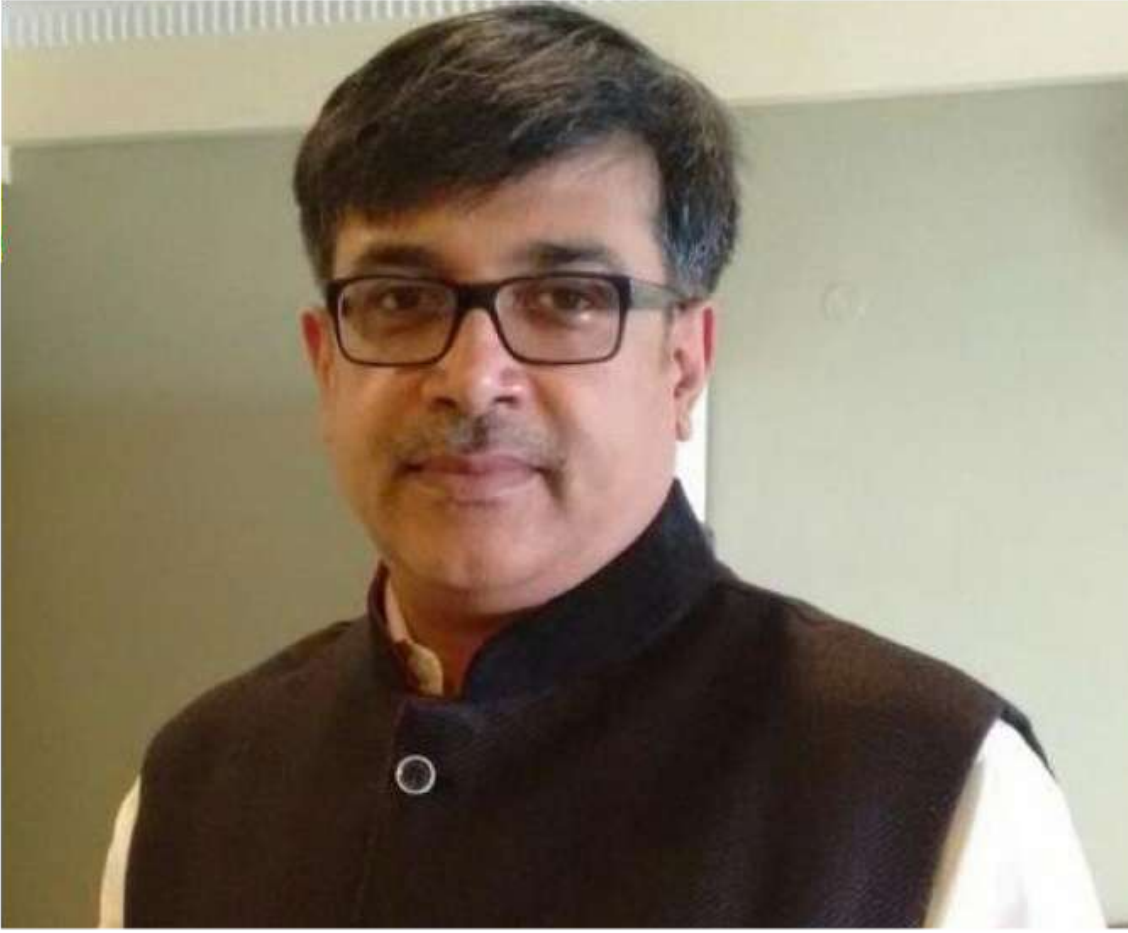
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**PRESIDENT'S MESSAGE**



Dear readers,

**MY GOD IS AS STRONG AS MY FAITH IN HIM.** This is a very old quote and one of my favorites. Our faith is our strength. COMPASS is OUR community and symbolizes collective faith. We are proud of its heritage, ethos and discipline.

Friends, it is my first opportunity to reach out to all of you. Thank you for entrusting your faith in me to drive this prestigious Association. COMPASS, being 25 years young, all of us will soon celebrate this great occasion in a most befitting manner.

However, the immediate challenge for us and the entire nation is the pandemic. Your association has formed a group "COMPASS CARES". Please feel free to ask for any support you may require during this difficult time. All the members are together working to help reduce stress and anxiety and do whatever within their means.

Further, few initiatives are being taken in the direction of adopting newer technologies to serve our members and other industry stakeholders in a better way. This eNewsletter is one such initiative to share useful content. It will have wide circulation including member, OEMs, distributors and others in the eco-system. It would be a good opportunity for advertisers.

COMPASS is regularly organizing knowledge based Seminars on highly relevant subjects. Our website is undergoing an overhaul and would deliver more value. The GST Helpdesk & Legal Cell are regularly updating us with latest information which is being shared with members.

CPL, Compass Premium League, our much-awaited Cricket Tournament has been put on hold due to pandemic. I sincerely thank all the sponsors and participating teams to have come forward and support this annual fest.

Your continuous guidance and encouragement is imperative for TEAM COMPASS to attain newer heights.

Stay Safe, Stay Happy

**Sanjay Chhajer**  
President

**Welcome to COMPASS**



Computer Association of Eastern India (COMPASS) is an association comprising of 400+ entrepreneurs from the Information Technology (IT) sector. Headquartered in Kolkata, the association, since the last 25 years has been contributing relentlessly to the favourable growth of IT industry. It is a member of FAITA and CWBTA.

Being a facilitator and catalyst, COMPASS works closely with the government on policy issues, improving efficacy, keenness and expanding business opportunities through assorted services. The Grievance Cell is one of the unique services that actively helps members & others in eco-system to resolve both internal and external disputes.

COMPASS regularly organizes trade shows, seminars, conferences, workshops for its members and industry stakeholders. Fellowship events such as Cricket Carnival, Family Picnic, Diwali Meet indeed goes a long way in bonding family and friends. Moreover, COMPASS has always been proactive in specific events of other associations.

Recent formation of the Legal Cell and GST Helpdesk would be highly beneficial to members. Introduction of this eNewsletter will surely keep members & all concerned better informed.

Ever since the breakout of COVID, the association and its members have been helping in multiple ways including distributing essentials to the under privileged through the local government administration.

**ENQUIRY FORM**

**EVENTS & SEMINARS**

**Let's create a powerful brand strategy!**

Mr Srish Agarwal, Founder & CEO of A1 Future Technologies Pvt Ltd had conducted a comprehensive session on March 5, 2021. With actionable insights, it was based on brand strategy to multiply the growth of business!

Organised by Mr. Hemant Chabria, the Zoom seminar was attended by around 65 members.

**Secrets of a Profitable Lead Ad Funnel**

Shibaram Mishra had conducted an interactive seminar on how to manage leads on April 22, 2021, 7PM onwards.

The entrepreneurs, business owners, agency owners, solopreneurs, digital marketers, coaches & consultants have immensely benefitted by this profitable Facebook lead funnel Seminar.

**OFFICE BEARERS**



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President



**Lilesh Khakhra**  
Vice-President



**Anup Agarwal**  
Hony. Secretary



**Rahul Sarda**  
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