

January, 2022

NEWSLETTER

COMPASS KONNECT

Computer Association of Eastern India

TOGETHER WE WILL

Destination: Future

Technocrat Infotech Pvt.
Ltd. has opened one
Exclusive Dell Showroom.

Growing

Up Country Market
(Bardhaman &
Asansol)

The Journey

Rajesh Saboo
Past President-Year of
Presidency.(2015 - 2016)
& (2016 - 2017)

Saboo Computers embarked on
its journey in the year 1989 in a
64sq. ft. compact workplace.

*Rajesh
Saboo*



THE NEWSLETTER TEAM



PRANAY AGARWAL
Chairman
Newsletter



HEMANT CHABRIA
Co-Chairman
Newsletter



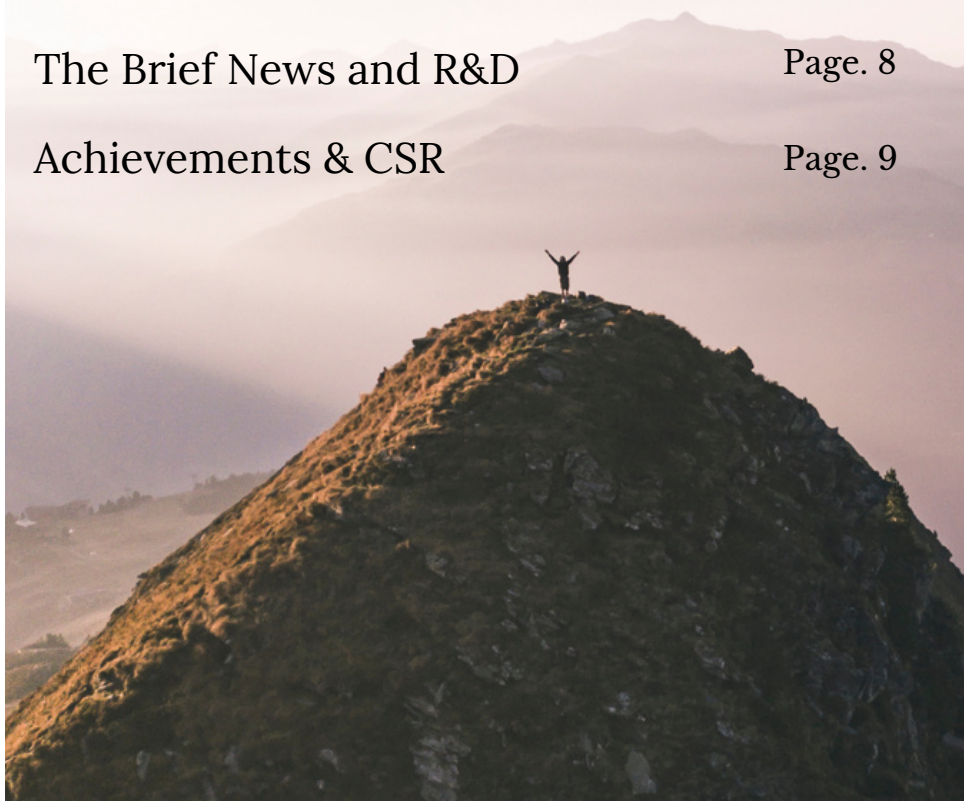
ASIF KHAN
Advisor
Newsletter



SANDEEP JAIN
Coordinator
Newsletter

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COMPUTER ASSOCIATION OF EASTERN INDIA

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Disclaimer

All contents & pictures in this newsletter are meant for the members only.

About COMPASS



Computer Association of Eastern India (**COMPASS**) is an association comprising 400+ entrepreneurs from the Information Technology (IT) sector. Headquartered in Kolkata, the association, for the last 25 years has been contributing relentlessly to the favorable growth of the **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 help members & others in the ecosystem 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 go a long way in bonding family and friends. Moreover, COMPASS has always been proactive in specific events of other associations. The recent formation of the Legal Cell and GST Helpdesk would be highly beneficial to members. The 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 underprivileged through the local government administration

Achievement of our member



RANJAN GOENKA

Founder & Director
PDS INFOTECH PVT. LTD

Recognition for PDS Infotech Pvt Ltd.

PDS Infotech Pvt. Ltd. one of the COMPASS members, has been recently honored by RMB Connect 2021 in association with The Economic Times for their invaluable service and excellence in the category of **'Software Products - Taxation'**.



The company is into developing ready-to-use software for business applications. They have been actively serving over 100,000+ users in preparing TDS / TCS Returns with their products TDSMAN and TDSMAN Online. More product launches within the taxation eco-system are to be rolled out soon.

Ranjan Goenka is the Founder & CEO of the company. He is a veteran with 30+ years into developing software products. He elucidates *"We can create a positive impact only by being innovative and being passionate towards customer success. This is our mantra for growth"* – this is what drives the company.

We Welcome New Members



Dipak Sirmal

Proprietor
M/s, 9A Enterprise
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Vikas Golchha

CEO
M/s, Esigners
033-40662099 / 9831023660
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Service - Web & Graphic Design, Social Media Handling, Video creation, Content writing.



Amitabh Luthra

Managing Director
M/s, Printers Supply Co. Pvt. Ltd.
033-22379721
9339797658
amitabh@printerssuppliers.com
www.printerssuppliers.com
Service - Suppliers of packaging printing and book binding machinery.

EVENTS & SEMINARS

SEMINAR ON DIGITAL MARKETING

**Do You Want to Grow Your Business?
Do You Want Hot Qualified Leads?**

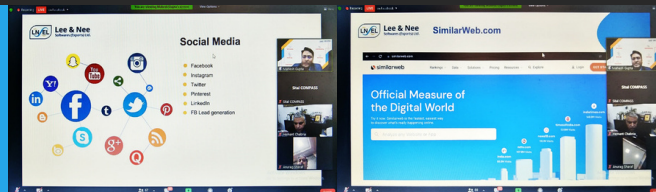
- The only way to grow your business now is to get new clients who need your products / services and are ready to buy from you.
- So what's the fastest, cheapest and most scalable solution? Digital Marketing!!!
- Google / Facebook etc. literally makes quality leads call you or come to you. Do you know how? If not, then this is for you...

Organised by
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COMPUTER ASSOCIATION OF EASTERN INDIA



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B.Com, F.C.A, Dip in Intl Mktg from US Berkeley
CEO, Lee and Nee Software (Exports) Ltd.
Mobile: +91 98303 85352 | Skype: mahesh.gupta80
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22nd JANUARY, 2022
Time: 4 PM



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BNI
KOLKATA SOUTH
PRESENT

Session on Digital Marketing with Mahesh Gupta

22nd Jan 2022
4 PM ONWARDS



Past President



Mr. Rajesh Saboo

Founder - CEO
SABOO COMPUTERS PVT. LTD.

Share your journey from being a small company to where you are today.

Saboo Computers embarked on its journey in the year 1989 in a 64sq. ft. compact workplace with solely 2 employees displaying an annual business of 5 lacs.

In nearly three decades since its inception, Saboo Computers continuously grew and evolved, with a turnover of 100cr. With more than 100 employees and 8000sq. ft. open, collaborative, and creative workspaces, it is recognized as one of the top IT distributors in West Bengal.

The company has acquired goodwill over the years. Through this journey, Saboo Computer's focus on outstanding quality has been consistent and unrelenting.

This journey would not have been possible without my team and I'm forever grateful for the applaud and respect I received from the IT fraternity.

What advice would you give to your fellow members?

I'd like to advise my fellow members that regardless of the situation or circumstances, be as professional and as transparent as possible. The key element behind a successful person is his/her level of dedication, which signifies the commitment of a person towards attaining objectives and life goals.

The primary ingredient of dedication is hard work. As the famous quotation goes, "hard work is the key to success".

One must also inculcate in himself the quality of perfect strategic planning. It plays a vital role for the organization to be able to adequately respond to the changes in the environment.

During your Presidency what are the changes you did or anything else that people will talk about even today?

The period of my presidency was filled with excitement, vigor, creativity, learning, and impact.

In 2015 with the help of the Chairman Mr. Umang Lalani, the Diwali meet was held. More than 650 members, OEMs, and ND's attended the meet. In Nov 2017, the Diwali meet was held at hotel Pride with more than 600 members including the national distributors.

With utmost enthusiasm and team spirit, Cricket tournaments took place in the year 2016 and 2017 were approximately 1500 members along with their families took part. Provisions for breakfast and lunch were made. The children's corner swayed the hearts of the crowd. A Football tournament was organized by CWBTA with the help of the chairman of sports, Mr. Sushil Poddar at Southern Avenue, Kolkata.



In Jan 2016 and 2017 over 200 members along with their families attended the picnic. Activities like Cricket, Badminton, Boating were held to make the day amusing. Successful get-togethers and other events bring people together creating a sense of camaraderie. New initiatives were taken in this period. New compass members were felicitated at the Compass office with welcome kits and certificates. GST seminar was held at Park Hotel in 2017 with a minimum of 400 members' heartfelt participation. Mr. Khalid Aziz Anwar (senior joint committee WB Govt. and member of GST council) was the honorary chief guest.





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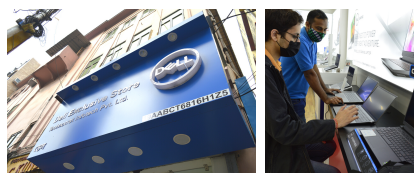


www.saboocomputers.com

Market Report

Technocrat Infotech Pvt. Ltd has opened one Dell Exclusive Store at 27, C. R. Avenue, Kolkata – 700072 which is located in the prime location of the main IT Hub market facing the main road towards Chittaranjan Avenue and Ganesh Chandra Avenue crossing.

Technocrat Infotech Pvt. Ltd was founded on 15th October 1995 by **Mr. Asif Khan** and Mr. Debasish Biswas and it caters to an entire range of IT products, mobility & consumer durables. At present they are having 13 Branches covering Eastern, Northern, and Southern India.



We spoke to the Director, Mr. Asif Khan of Technocrat Infotech Pvt. Ltd. who expressed his feelings, thoughts, and excitement regarding the association of Technocrat with Dell in the mode of opening this Dell Exclusive Store. Previously Dell had no store in Ganesh Chandra Avenue and this is the first Exclusive Store which is opened at Chittaranjan Avenue & Ganesh Chandra Avenue crossing. The outlet is so beautifully designed, decorated and offers a premium range of products and high range products that it has become an eye-catching moment for the customers.



Dell has a very good prospect in the main market of IT and Technocrat Infotech Pvt. Ltd. is getting good response from the customers and they have plans of enhancing the business in future as well. Dell itself is a brand name dealing with all sorts of premium products and high-end products. It has a wide range of premium customers as well. Technocrat Infotech Pvt. Ltd. is already associated with Dell for a long time and with this opening of the Exclusive Dell Store their relationship has strengthened more and now Technocrat will explore more opportunities with Dell. Their main target would be to focus on a wide range of premium products and high-end products for premium customers.



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Cover Story

Bardhaman is located 103 Km North-West of Kolkata. Although Bardhaman is primarily an agriculture-dominated district, it also has several industries which are significant contributors to the business and economy of the district. At present, its market is growing. The number of channels, dealers as well as customers have increased. The demand for computers has increased in the surrounding towns as well as village areas. The number of dealers in Bardhaman is around 32. Asansol is the primary region that has gained absolute commercial success on the subject of business and economic growth. The number of dealers in Asansol is around 15.



Tell me about your journey as an entrepreneur?

We started our journey from the year 2000. First we were in the Government Sector then looking at the growing demand of the hardware and computer in the market we formed this company.

Overall market growth Of IT in Bardhaman?

From 2000 till date there has been a good response. The number of channels, dealers as well as customers have increased. The demand for computers has increased in the surrounding towns as well as village areas.

Products in demand in IT and others?

At present, the demand for laptops is more than assembled machines and the demand for CCTV cameras is growing.

During the pandemic situation, what challenges have you faced?

During the pandemic situation, there had been a material crisis for which had a problem fulfilling the customer's demand. Service issue was something that both the company and customers had to face.

Kousik Ghosh

Microchip
9434053055

GROWING Up Country Market



Tell me about your journey as an entrepreneur?

We started our journey in 1989 in Industrial Electronics. We used to do maintenance and installation in telephone exchange. Then after 7-8 yrs we shifted to IT sector. Having an experience of 15-16 years. At present we are into total hardware selling servicing, networking, IP based CCTV.

Overall market growth Of IT in Asansol?

This is our core business and we have developed from this and are highly satisfied with the growth.

Products in demand in IT and others?

At present, the demand for laptops is more and the demand for CCTV cameras is growing in other sectors.

During the pandemic situation, what challenges have you faced?

The overall market was not performing as expected but as far as the IT industry is concerned, it was not as badly affected. Till now it's running well. The best thing was that we were able to pay our employees on time.

Anand Prasad Sharma

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Woman's Persona



Manasi Saha

Founder Owner
Macaws Infotech

You are a successful woman today, According to you what is the ingredient of a successful woman entrepreneur.

"Success" is a versatile word it cannot be defined in couple of lines, so you can say in any business also. I want that people should tag me as a "better human-being" not a successful business woman entrepreneur, at the same time I don't want to play the woman card, when you are in business your ability counts.

I do believe that you are inherently predisposed to particular traits which might make you more (or in some cases, less) suitable to be an entrepreneur or business leader. But what I also firmly believe is that it's your life experiences, including (importantly) overcoming set-backs and roadblocks, which can be the trigger for thinking outside the box, seeking and imagining solutions, and deciding to take risks you might not have otherwise.

According to me one needs to have the following characteristics

1. Motivation
2. Creativity
3. Persuasiveness
4. Vision
5. Versatility
6. Risk Tolerance
7. Flexibility
8. Decisiveness
9. Collaboration
10. Skill and Knowledge

In college days, I was an assembly language and C++ programmer, hence IT was my choice, I feel I am a person who was **"Born to Give"** and creating job opportunities for people is the best way to contribute to the society.

To reach their goals one faces many ups and downs on the way, have you faced any? Can share your experience.

Darwinian evolutionary theory "Survival of the fittest" is applicable in IT business also, So as my organization Macaws Infotech is into Enterprise IT Security, Cybersecurity and Cloud Security. We often face technological changes; we need to evolve all the time. During the Covid pandemic situation, we are facing business continuity and financial hiccups. But Macaws is doing overall good for the last two years during this unprecedented situation. My best comes out when I am challenged, so I enjoy the rollercoaster ride.

What is your future planning to expand the business?

In this pandemic situation, we need to focus more on business continuity. Expanding my business technologically like want to focus more on Cloud Security, Shadow IT, OT, IoT, Posture Security, Zero Trust security, AI/ML, RPA.

Being a woman how would you encourage other women and what would be your advice for them?

For all the women don't think yourself as "Bechara," don't complete with anyone, be your own competitor.

Every day, every moment try for your betterment, take small steps towards success. Be focused, committed, determined, dedicated towards your work. There will be men and women in the society, do not think too much about how to face male dominated profession. Prioritise your goal, NEVER EVER GIVE UP.

"DON'T HOLD YOURSELF BACK AND ALWAYS KNOW THAT YOU ARE CAPABLE OF ANYTHING YOU SET YOUR MIND TO."



Sraddha Rathi

Director

Iserve Solution and Services Pvt. Ltd.

You are a successful woman today. How was the beginning of your career in this profession can you please share your journey?

Well I have started with ground level, Joined my father's transportation business at the age of 19 and have travelled to each and every branch and worked at grass root level. After getting married at the age of 24 again I joined as a fresh in IT business with my husband and learnt fresh .

To reach their goals one faces many ups and downs on the way, have you faced any? Can share your experience.

It is very tough for a woman to work with men and that too when you do not have knowledge on the subject matter, but I am thankful that I have overcome those challenges in transport and IT business with the support of my colleagues.

What is your future planning to expand the business?

Thinking of diversifying and making the distribution business app driven so that it is real time and faster execution.

Being a woman how would you encourage other women and what would be your advice for them?

I have only one advice, be humble and be hard working , do not lose hope.



Global News

The brain's secret to life-long learning can now come as hardware for artificial intelligence

Neuroscientists at Purdue University have developed a new technology that can improve the performance of artificial intelligence systems. The technology is based on the brain's ability to learn new things and adapt to new environments. This research will help in developing more intelligent AI systems, especially those that are used in autonomous vehicles.

Source : Purdue University

New power transfer technology provides unprecedented freedom for wireless charging

Devices can be charged regardless of their position or orientation and even on the go.

In order to charge a device, you need power. A lot of the time, it's difficult to find a USB port or outlet in a business with multiple people working from all areas. However, researchers have now developed this new & improved charge transfer technology which can connect with individual devices without knowing their location. Electricity can be sent wirelessly to any device that has a magnet installed. This means that a range of appliances, from phones and laptops to sprinklers, can be charged without the use of plugs. The technology doesn't have to be hardwired either - it can just charge devices in one's pocket while walking around.

Source: Aalto University

Local News



Microsoft is acquiring Activision, the maker of "Call of Duty,"

Microsoft is acquiring Activision, the maker of "Call of Duty," "World of Warcraft," and "Candy Crush" for a record amount, putting it in competition with Sony and Nintendo. The deal is worth an estimated \$8.2 billion. It's the largest acquisition in Microsoft's history - by far - surpassing its purchase of LinkedIn for \$26.2 billion last year. Activision publishes some of the most iconic video games in the world, including "Call of Duty," "Skylanders," and "Destiny." It also has many popular mobile games like "Candy Crush" and "Nova."

Source: Microsoft



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R&D In to the future

Research for energy-efficient materials can benefit from quick trials.



Nina & Jovana Andrejević

MIT doctoral candidate Nina Andrejević has developed with her twin sister Jovana, a PhD candidate at Harvard University, a method for testing material samples to predict the presence of topological characteristics that is faster and more versatile than other methods.

Nina & Jovana Andrejević both a PhD candidate at MIT, have developed a method for testing material samples to predict the presence of hazardous chemicals that can be used in terrorist attacks. The approach is based on a combination of synthetic biology and nano-encapsulation technology. They say it could lead to identification of materials in minutes using portable, low-cost.

Achievements



Vibhor Khandelwal
Chairman

Certificate & cheques were distributed for the competition on “Most Innovative Solution” organized by the ‘Special Interest Group (SIG) – Systems Integrators’ under the Chairmanship of Mr. Vibhor Khandelwal. The award recipients were as under:

Location : Spring Club, Kolkata
Date : 25th September 2021



M/s SmartPower (Kolkata)



M/s Hi-Tech Computers
(Asansol)



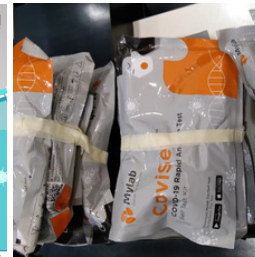
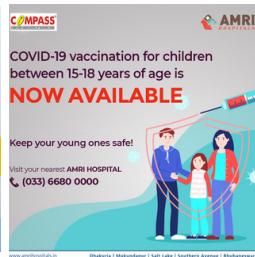
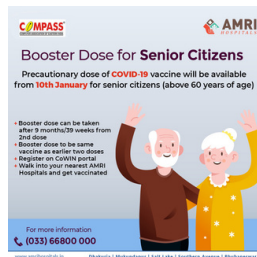
M/s Silicon Infotech Pvt. Ltd. (Kolkata)

CSR



Last but not the least thanks to the **COMPASS** back office team for smooth distribution of the same.

Regards,
Shiv kr Mehta
Chairman



We @ COMPASS has successfully procured and distributed 700 units of Rapid Antigen Self Test Kit amongst members. I am thankful to our Secretary Mr. Anup Agarwal for taking initiative for this. Thanks to team CWBTA and our member Mr. Ketan Doshi of Odyssey Computers for helping in procuring the same at discounted rates.

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Technical Nani



Created by THE GREY MATTER AGENCY

A lifestyle photograph of a wooden desk with various items: a potted plant, a camera lens, a black cylindrical speaker, a small gold jewelry box, a USB-C to USB-A adapter, a small black SSD, and a laptop displaying a scenic image of a person with a red umbrella. The Crucial logo is in the top left.

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