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REACHING OUT TO ENTREPRENEURS

BUSINESS

TRENDS

JULY, 2016 EDITION



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THE OF A CALL CENTRE
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TO AN ENTREPRENEUR



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BUSINESS TRENDS E-MAGAZINE LAUNCH



“

A New venture is like a mew baby. You have to give it birth, feed it and grow it until it begins to function by itself. Good Luck team.

-Robin Moses, CEO REACH

”

Reach Process Outsourcing Pvt.Ltd Launches “Business Trends E-Magazine” on 1st July 2016. Business Trends is a Monthly E-Magazine which covers latest updates that’s happening in the Business World. The Theme of this Magazine is to highlight the Inspiring Stories of Startup Entrepreneurs. For the last 10 years, Reach has been involved in creating simple but powerful business applications on the cloud across the world Businesses. Backed by a strong management team and Sequoia Capital, we have been making slow but steady progress in our vision of empowering businesses with world class business tools. Reach creates software for your business using the next gen Cloud Technology which help you increase sales, improve productivity, enhance customer experience and multiply profits. Embracing any of our products helps you scale faster and beat your competition. We Offer Online Accounting Software, ERP Software, POS Software, CRM Software in India, Malaysia and Singapore.

Reach products are hosted on the Cloud and delivered to customers on a subscription model. Our Cloud platform saves cost and makes our products work like magic. It allows business applications like Google Docs, Calendar, Paypal, Freshdesk and other applications to integrate seamlessly. It can have all your employees working on business data at the same time and allows you to check how your business is doing at the comfort of your home, or on the go during a holiday! Share Your Story!!!

Reach Welcomes the Entrepreneurs to Join Their Family by Publishing their Inspiring Story in the Upcoming Editions.



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OUCH. MARK ZUCKERBERG'S SOCIAL MEDIA ACCOUNTS HAVE BEEN HACKED!!!



MARK ZUCKERBERG'S ACCOUNTS HACKED

The ultimate tech guru and Facebook CEO Mark Zuckerberg had a nasty surprise Last Month when his Twitter and Pinterest accounts were hacked into by a group called OurMine Team. The recent LinkedIn breach is to blame for giving the hackers access to Zuckerberg's info. The hackers were quick to claim that they were just trying to help Zuckerberg. According to a cached version of the group's suspended account, the group tweeted, "Hey @finkd we got access to your Twitter & Instagram & Pinterest, we are just testing your security, please dm us." Engadget shows that Zuckerberg was quick to reply, despite not tweeting since 2012. He tweeted back, "@_OurMine_ No you didn't. Go away, kids."

The OurMine group then took things a step further by hacking into both Zuckerberg's Pinterest and Twitter, showing the world what the Facebook CEO chose as a password for those accounts – "dadada." Twitter was quick to suspend the hacker's account and delete the tweets on Zuckerberg's account. Only Zuckerberg's Twitter and Pinterest accounts were hacked. Zuckerberg's Instagram, which is owned by Facebook, was not hacked or affected, despite the hackers' claims. Also, nothing on Facebook was touched or harmed by the group.



He's Dead, Jim!

Something caused this webpage to be killed, either because the operating system ran out of memory, or for some other reason. To continue, press Reload or go to another page.

[Learn more](#)

HE'S DEAD JIM!

CHROME IS BAD, CLAIMS MICROSOFT

Google's Chrome browser may not be the best thing for your laptop's battery, warns Microsoft. In a battery test video, the Redmond giant has pitted its Edge browser against Chrome, Firefox and Opera browsers by streaming the same HD video for hours. As per the results, Microsoft Edge browser lasted 70% longer than Chrome. The company also claimed that even for non-video tasks, its browser lasts 36 to 53% longer than the rivals. These tasks, as claimed by the company, include things like opening sites, tabs, reading emails, scrolling articles and watching small videos. To further highlight the efficiency of its Edge browser, Microsoft has also reportedly published data it collected from millions Windows 10 PCs.

News
for your
views

whats.
happ?

- Compiled by,
MATHU

In a blogpost the company claims, "We designed Microsoft Edge from the ground up to prioritize power efficiency and deliver more battery life, without any special battery saving mode or changes to the default settings." Microsoft clearly seems to be making all efforts to win users over for its Edge browser. One big complaint against the browser has been the lack of support for extensions. The company's latest Windows 10 build offers support for extensions. A full-fledged support is expected with the Anniversary Update scheduled for July. Microsoft is also promising more power-saving enhancements during the update.

According to the latest data from NetApplications, Chrome is now the most popular browser in the world. The browser has over 45% share in the market. The biggest loser, according to the study, is Microsoft's Internet Explorer, which went from 41.37% down to 38.6% during the month of May.



KEY REFORM DECISIONS WERE TAKEN AT A HIGH LEVEL MEETING CHAIRED

INDIA OPENS ITS DOORS TO APPLE STORES

India has thrown open its doors to investment by foreign companies, a move that should make it easier for brands such as Apple and Ikea to operate in the country. Sweeping changes announced by the government Monday lift limits on foreign investment in defense, civil aviation and breeding farm animals. The reforms also relax restrictions on single-brand retailers that had vexed Apple (AAPL, Tech30). The Silicon Valley firm applied months ago for permission to open retail stores in India, but faced an uphill battle because of rules that require retailers to manufacture some products locally. Those rules will now be waived for a period of three years, and possibly up to a maximum of eight if the company is offering "state-of-art" and "cutting edge" technology.

The move should allow Apple to move ahead with its retail stores. The company did not immediately respond to a request for comment on Monday. The broad changes to foreign investment rules were announced just two days after India's central bank governor Raghuram Rajan said he will not serve a second term. He will return to the University of Chicago in September. In the wake of Rajan's announcement, critics had questioned the government's commitment to economic reforms. The government said that Prime Minister Narendra Modi was behind the policy changes announced Monday.



ONLY REALIZED EARNINGS WOULD BE SUBJECT TO CAPITAL GAIN TAX

KOTAK MUTUAL FUND LAUNCHES LTI FACILITY

Kotak Mahindra Asset Management Company Ltd announced the launch of Long Term Income (LTI) facility to meet the need for predictable, long term, cash-flow requirement of investors. On a monthly basis, investors can redeem 0.75% of their investments at the prevailing Net Asset Value (NAV). Investors of Kotak Income Opportunities Fund, Kotak Medium Term Fund, Kotak Equity Savings Fund, Kotak Monthly Income Plan and Kotak Bond Fund can avail of the facility if their minimum investment is Rs. 2 lakh. LTI facility is available for investors investing in these schemes on or after June 1, 2016 and is available under growth option only.

Highlights

1. Provides regular cash-flow to investors who want a predictable income to manage their expenses
2. Investors can easily liquidate the funds, if needed
3. Has exit load waiver for redemptions of up to certain limit
4. Only realized earnings would be subject to capital gain tax

Lakshmi Iyer, Chief Investment Officer (Debt) & Head Products, Kotak Mahindra Asset Management Co. Ltd. said, "Long Term Income (LTI) facility is our attempt at answering the need for expectable, long term, cash-flow of investors. This facility will allow investors to redeem a fixed sum of money periodically at 0.75% of the investment amount on monthly basis at the prevailing Net Asset Value (NAV). Thus, investors who are in need of regular cash flow and also, investors who are looking to generate a second source of cash flow apart from their primary source of income such as Salary or Business income can benefit from the long term income (LTI) facility We believe this kind of facility being offered through the mutual fund route aids in increasing the much needed retail participation in the industry.

Investors availing the LTI facility can redeem up to 10% of the initial investment amount within one year, without any exit load. The 10% limit is applicable for Kotak Income Opportunities Fund, Kotak Equity Savings Fund, and Kotak Monthly Income Plan. In case of Kotak Medium Term Plan, investors can redeem up to 15% of the initial investment amount within 18 months, without any exit load. There is no exit load for Kotak Bond Fund. Investors can opt for the Long Term Income (LTI) facility and withdraw their investments systematically on a monthly basis to fulfil their financial commitments.



BIGGEST CASH DEAL 2016 **\$26.2 BILLION**

MICROSOFT TO ACQUIRE LINKEDIN

Microsoft Corp. has agreed to acquire LinkedIn Corp. in an all-cash deal valued at \$26.2 billion. In a blog post, Microsoft said it will pay \$196 per LinkedIn share and will finance the deal by issuing new debt. The professional networking site will retain its brand, culture and independence and Jeff Weiner will remain chief executive, said the blog. Weiner will report to Microsoft CEO Satya Nadella. The deal is expected to close this calendar year.

Inspiring Business Stories 2016...

“Opportunity is basically
addressing a particular problem”

- NIDHEESH GOPALAN
MANAGING DIRECTOR, WORKOLO



HOW A CALL CENTRE EMPLOYEE TURNED AN ENTREPRENEUR

- Interviewed by,
Guru Thilak

An inspiring and an uplifting cover story of Mr. Nidheesh Gopalan the managing director of Workolo employment services private limited. On his life as an entrepreneur, from a simple call center employee to a successful employer of a successful company. A multi talented man, a playback singer plus an entrepreneur at the moment. He talks about how he came to be an entrepreneur and how he utilized his hobby and talent to do what he really wanted to. Hence he decided to give it a shot at singing which brought his talent to the spot light. But his idea of Workolo chose a rooted path which in turn brought the interesting change of events and turned an employee to an owner of an idea that became his company and his identity.

Nidheesh Gopalan the managing director of Workolo employment services private limited Chennai. Has completed B.com and LLB in Mumbai University then pursued masters in information technology from Sydney Queensland University Australia. He was more interested in music, so he started singing for movies. Starting from Yuvan Shankaraja to other well known music directors as well.



**CLICK TO WATCH
THE INTERVIEW
IN YOUTUBE**



What inspired you to start workolo?

I started Workolo way back in 2006 where this concept was already haunting me a lot. But everything got materialized in the year 2010 when I decided to come back from Australia and then pursue the concept which I had for Workolo. So the world Workolo means Work Online Ordering.

So the main concept was to enable people to order work slots online, so that was the main idea behind the word Workolo. The original plan was to launch Workolo app in Sydney Australia but then I was very adamant to launch the Workolo app in Chennai because I was born and brought up here.

How has been the experience so far?

Providing a perfect staffing solution is a biggest challenge and the algorithms what we have made for the Workolo app has done the job greatly well.

I am very happy to tell you that today we have about 7000 registrations in Chennai. And I thank the people in Chennai for supporting us. 7000 registrations in last one year is a great achievement, without any advertisements or without any kind of marketing expenses whatsoever.

What we have done is direct marketing with the SMEs, retail outlets, with MNCs, so we have all kinds of employers and job seekers with us who have registered with us now. Now we have yearly subscriptions which will take care of an unlimited requirements and unlimited profiling of every job seeker and an employer. So which in large is going to be a very cost saving platform for both employers as well as the job seekers.

How big is your team? How do you look for right people to hire?

The company has grown into a size of 60 employees, this includes both permanent and casual employees. More than talent what we look for is the attitude which really matters for us. It's easy to train a person without any skills at all but it's very difficult to train a person with a very bad attitude. So that is the first thing what we look for in a person and apart from that it's mostly their skills. And how well they cope with the co-mates.

What are the three critical things that you focus your attention on everyday?

If I have to classify three critical things what I do on a daily basis. The first thing I would say is that I assign work for myself and for my co teammates, you know, a day before. And I monitor the work on a daily basis which will be my second critical task. The third critical tasks will be addressing the issues on a timely basis. So these are the three exercises or the three critical things that I need to do on a daily basis to keep the work going without any issues.

How do you sum up your experience as an entrepreneur?

Experience as an entrepreneur is not as easy as being an employee. Being an employee you just have to worry about your work from morning till evening and then forget it. Being an entrepreneur it's a 24 hours plus thing. I mean 24 hours is not enough to get your daily work done. On the other side, the positive side I would say I am very happy to be living my dreams as of now. So I think everyone should transform from just being an employee to becoming an entrepreneur, whether you succeed or not but actually making the attempt is more important.

What do you think about the future for startups in India?

Our Indian government is coming up with lot of schemes and I really appreciate that. I wish that there was an easy channel through which people can avail these benefits. Most entrepreneurs in India now understand that looking for an opportunity is very easy. Looking for an opportunity is basically addressing a particular problem the community faces and providing a solution. So this platform is becoming more and more popular and I see a lot of opportunity for the startups in the future because India has the technology and the people have the knowledge because of the kind of education system that we have in our country. So I see a lot of startups in the future I see a lot of entrepreneurs emerging in our country.

**WHETHER
YOU
SUCCEED
OR NOT
BUT
ACTUALLY
MAKING
THE
ATTEMPT
IS
MORE
IMPORTANT**



GUESS WHO & WIN

SUBMIT YOUR ENTRIES BEFORE JULY 15, 2016



- 1st prize - Reach ERP Software Worth Rs.54,000/-
- 2nd prize - Reach ERP Software Worth Rs.36,000/-
- 3rd prize - Reach ERP Software Worth Rs.18,000/-
- 30 consolation prizes worth Rs. 30,000/-

PARTICIPATE

*conditions apply





TECHNO LOGIC

USEFUL BUSINESS TOOLS

AND SERVICES



ZOOM CLOUD MEETINGS

Stay connected wherever you go start or join a 50 person meeting with crystal-clear, face-to-face video, high quality screen sharing, and instant messaging for free! Award winning Zoom brings video conferencing, online meetings and group messaging into one easy-to-use application.

Zoom is used by over 170,000 customer organizations and is #1 in customer satisfaction. It's super easy install the free Zoom app, click on "Host a Meeting" and invite up to 50 people to join.

KEY FEATURES

1. Best Android video meeting quality
2. Best Android screen sharing quality
3. Screen share directly from your Android device
4. Screen share photos, web and Google Drive, Dropbox or Box files
5. Send group text, images and audio from mobile and desktop
Contact availability status
6. Easily invite phone, email or company contacts
7. Join as interactive participant or view-only webinar attendee
Works over WiFi, 4G/LTE and 3G networks
8. Safe driving mode while on the road
9. Connect with anyone on Android, other mobile devices, Windows, Mac, iOS, ZoomPresence, H.323/SIP room systems, and telephones

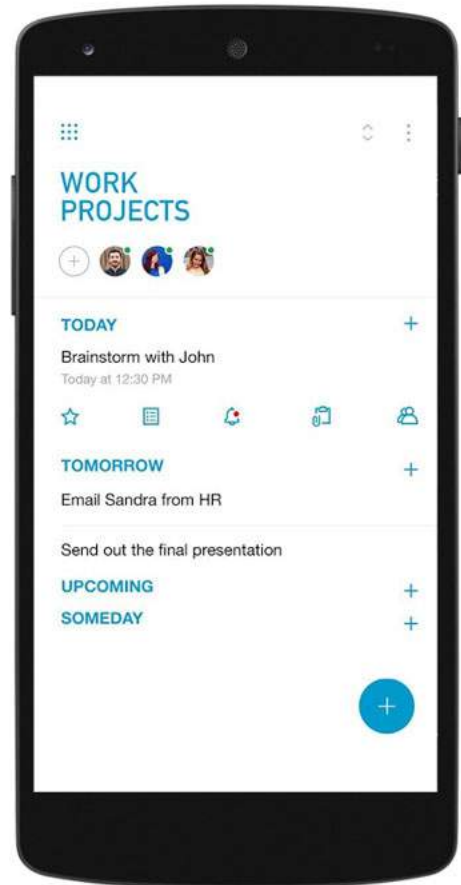
ANY.DO ★★★★★

Any.do keeps your life simply organized. Millions around the world use Any.do to capture ideas, things to do, and collaborate with the people around them. From planning your next vacation to organizing a big project at work or sharing a grocery list with a loved one. Any.do makes it easy to keep your life organized in one place.

Any.do seamlessly syncs between your mobile, desktop, web and tablet so you, and everyone around you, can access it from anywhere. Our task planner key features include: seamless cloud sync, speech recognition, customizable time and location reminders, shared tasks, multimedia notes, and gesture support.

KEY FEATURES

1. Seamless cloud sync between your mobile, desktop, web and tablet
2. Speak your mind with an integrated speech recognition
3. Drag and drop to plan your agenda, and set alarms to stay on track
4. Set a reminder - Choose your time and location based reminders
5. Share with anyone- Share tasks & lists to get everyone on the same page
6. Make it useful by adding sub-tasks, notes & file attachments
7. Designed for mobile with simple gestures support



WHERE'S MY STAFF ★★★★★

It is an attendance app that can replace the traditional attendance machines. It uses the NFC technology founded in smart phones, to convert these phones into an identity cards. Also you can use this attendance app as GPS locator, so you can locate and track your employees, colleagues who work outside the company.

KEY FEATURES

1. It is an NFC based tech, In case the NFC feature is not supported by the mobile phone, the app automatically switches to the QR technique.
2. It works through GPS, where employees can be tracked only upon their consent.
3. Ease of use, as the app consists of only one button.
4. Slight consumption of the mobile's energy.
5. Ability to use the app offline, in which the information will be stored until it's connected to the Internet
6. The employee will not be able to manipulate the mobile phone's time settings, where the app uses the time of the company provided by the attendance app and not the mobile phone's itself.
8. Privacy Policy, in which any employee can be tracked through GPS only upon his consent. Based on that, no one, even the admin

SECRETS TO THE HAPPINESS ADVANTAGE AT WORK

- DR. LYNDA -

First a little thought experiment: What do you notice from the photo given below. Some may say half empty, some may say half full and the rest may say both. The same applies to life as well. Life cannot be full of roses and it cannot be full of thorns. It will have its fair share of roses and thorns.

You should learn to accept both roses and thorns with grace. Yes, that's the kind of shift we might need to make our working lives richer. And it can be done! As Mr. Shawn Anchor notes, studies have shown that the tribulations of our external world only influence our happiness by 10%. How can that be! Then he reminds us that the science of happiness shows the way our brains process the world around us is the key to happiness and we can change that! Do you see stress as a challenge or a threat? What's your formula for happiness and success?



Is your definition of success on the other side of the horizon? Are you constantly telling yourself "I'll be happy when..." What about the "happiness advantage" Mr. Anchor has studied. What if we were happier first? He's found we would be

- more intelligent
- more creative
- faster
- 30% more productive
- 37% better at sales
- etc...etc...

Best of all, no matter where you are starting on this, remember that the brain can be rewired and it takes 21 consecutive days to get there.

Happiness Quotient

Here are some of Shawn's recommendations:

Write down three things you're grateful for every morning and carry that scrap of paper all day long, glancing at it when stressed.

The body and mind work best when each is in top form. Try starting your day with 5 minutes of stretches or simple exercises in your living room, a few trips up and down the stairs, or start with a brisk walk, then exercise a little more each week. Don't be a hero. Start small.

Anchor reminds us to just send one nice email a day to a co-worker, family member, friend, local business you appreciate, etc. and tell them how much you appreciated something nice they did, said, and so on. Random acts of kindness create the most extraordinary ripples outward. And what about all that craziness in our lives and at work? It's not going away!

THE HAPPINESS ADVANTAGE

For that I have two small sayings that might be helpful: When I'm low, I've trained myself to mutter "no feeling lasts forever", and then I get busy. Time passes and if the negative feeling starts to engulf me again, I repeat the pattern: "no feeling lasts forever", and then I get busy. Eventually, I find that's true, I feel completely different, and carry on more contentedly! I constantly ask myself "where is the opportunity in this situation?" Almost every disappointing situation has a window of opportunity if we will lift our heads up and take a look from a different perspective.

This is difficult at first because we are so good at telling ourselves negative stories. But you can grow this habit, and you can discipline yourself to be constantly scanning the horizon for the positive first. (Most of us do the opposite.) We love the people in our lives to tend to be happy despite their circumstances. We can be that guy or girl in our circle of friends and co-workers in a few weeks!

**GIVE IT A TRY.
YOU CAN BE HAPPY IN YOUR LIFE.**

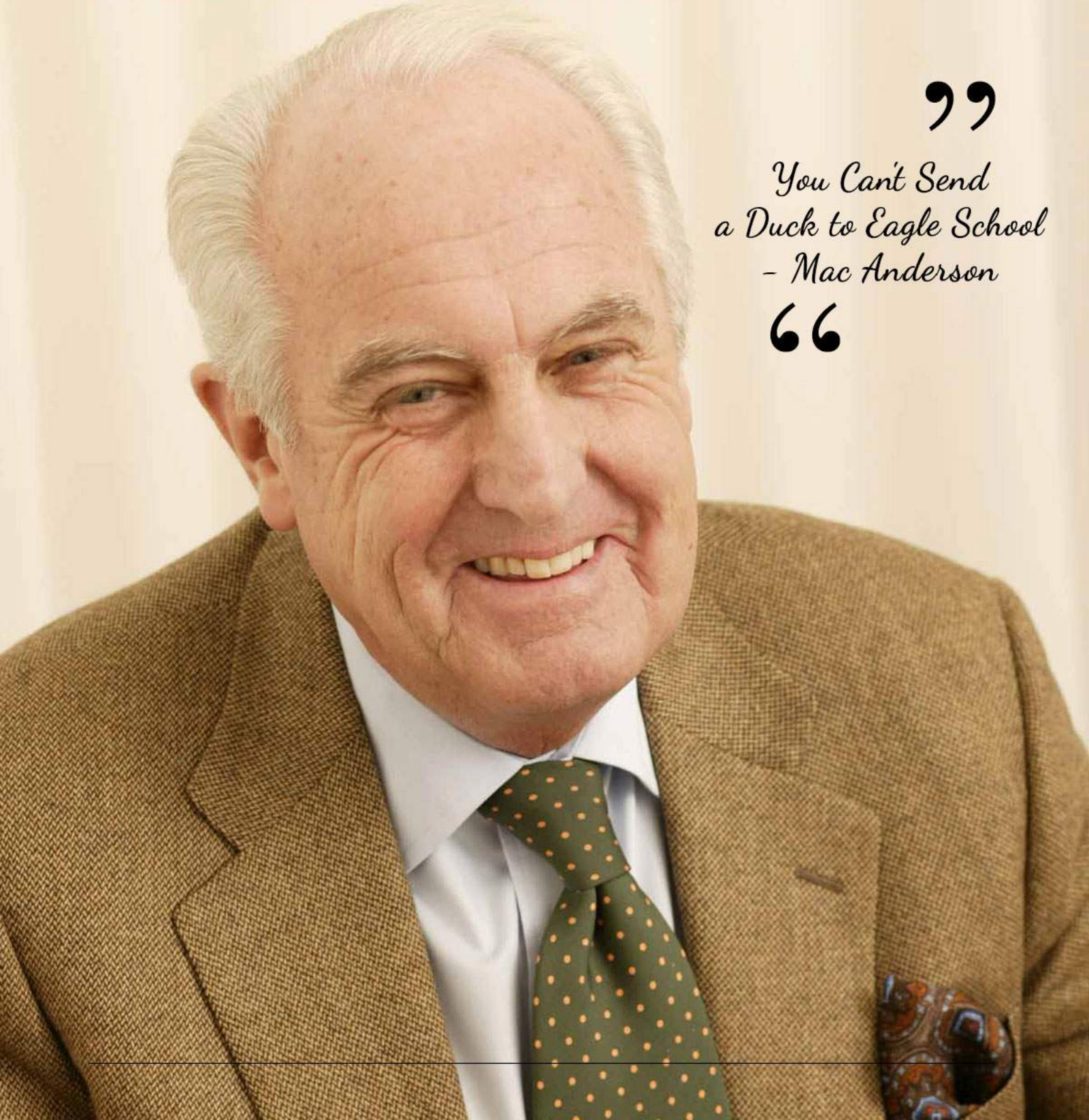


INSPIRATIONAL LEADERSHIP

”

*You Can't Send
a Duck to Eagle School
- Mac Anderson*

“



In 1982, Jan Carlson had just been named the CEO of Scandinavian Airlines. His company was in trouble. They had just been ranked by a consumer poll as the worst airline in the world. Last in service, last in dependability, and last in profits as a percentage of sales. Yet one year later, in the same poll, they were ranked number one in all three categories. What happened? Carlson had decided to focus on what he thought was the most critical issue...serving the customer.

He wanted to keep it simple:

Identify every contact between the customer and the employee, and treat that contact as... "a moment of truth." He set out to let his people know the importance of that moment...the captain, the ticket agent, the baggage handler, the flight attendant. "Every moment, every contact," he said, "must be as pleasant, and as memorable as possible." He figured that he had approximately ten million customers each year, and on average each customer made contact with five of his people for approximately fifteen seconds apiece. Therefore, in his mind, these fifty million contacts, fifteen seconds at a time, would determine the fate of his company.

He set out to share his vision with his twenty thousand employees. He knew the key was to empower the front line. Let them make the decision and take action, because they were Scandinavian Airlines during those fifteen seconds. He now had twenty thousand people who were energized and ready to go because they were focused on one very important thing...making every moment count.



“ A leader's job is to look into the future and see the organization, not as it is, but as it should be. ”

- Jack Welch

Why consumers have started moving Online? Is managing your Business online the next big thing?

I recently witnessed a thrilling cricket match on Star Sports Television. During the match I saw lot of advertisements and I could notice a sea change in the concepts and the type of companies that are advertising. Barring a few, majority of the advertisers are eCommerce companies or online companies. If you take the concept of the advertisements mostly it will have a smart phone shown in it. To tell you in detail, the advertisers for the cricket match were Paytm, Intex, Airtel 4g, bla bla car, snapdeal, idea, olx, Samsung, youtube, lava and oxygen. Even the Raymond's advertisement shows all the parents in a school event taking videos and pictures of their children. So smart phones and online companies are unavoidable in television commercials these days.

Why online companies are spending more on traditional mediums?

Just a year back, you would not have seen even a single online company advertising in television. There is definitely a major shift in the advertising pattern of the online companies.

This change is mainly due to 2 reasons.

Huge growth of Online Companies:

More and more of online companies have come in India. With lot of VC companies and investors willing to fund in online companies, we can see every day one online company getting started. Most of the Investors also believe it is easily scalable when they do online business.

Perception of the Advertisers:

In earlier days, marketing experts felt that online companies have to spend their Ad budgets only on online medium. According to them traditional mediums like TV, Newspaper, Hoarding etc will not fetch any visitors to their website. But now that perception has changed. With the success of Amazon and Flipkart advertisements, all the other online companies have also followed these successful e-tailers. That is one of the reasons why we could see lot of TV advertisements of online companies.

GO ON...

GO Online

- By,
Guru Thilak



Why consumers have moved to Online shopping?

Coming back to my earlier observation on the advertisers of the cricket match, if you take the advertisement of Airtel or any other service provider, they no more talk about free minutes of talking, their primary focus is on internet speed and internet packs. Let us take the ads of mobile phones, they also talk about clicking photos and sharing it easily and also about their battery life for long hours of browsing on the internet. Then when I was reading Times of India Newspaper on the same day

I could see online companies advertised in it as well. Some of the Ads which I noticed were from bigbasket.com, dineout.co.in, ediy.in, zotezo.com, olx.in and cricbuzz.com. Now I could realize that the whole of India is moving towards online. Few years back, Indian consumers had a doubt on buying products and services online due to trust, credibility, quality, delivery and so on. But now that trend has changed. People have now started doing online shopping. Internet speeds have also increased considerably with the introduction of 3G and 4G network.

Why businesses should go for Online ERP Software for business management?

When everything in this world has moved online, why businesses still use desktop software for managing their business? Online is the order of the day. Whatever you see in your life right from groceries, provisions, train tickets, bus tickets, auto, taxi, food, clothes, house etc is easily available in your smart phone, why not your business updates? Even though business ERP software are available in the market, entrepreneurs or business owners still have the doubts to buy it online due to trust, credibility, features, adaptability etc. This can be compared with the earlier situation what eCommerce companies were facing. Now the scenario has changed.

Similarly, business owners should come out of the traditional way of managing business by using a desktop or standalone software. If as an owner you wanted to grow across boundaries in a faster way, online ERP software should be your choice. It is only through online ERP software you will be able to get real time updates of your business. Reach ERP Software will help you to manage your business with the help of your smart phone. No matter where you are you will know the status of your business in your smart phone real-time all the times.

Just imagine a scenario, where you want to create leads, quotes, sales orders, invoice, bills, receipts, delivery chit, etc using your smartphone. Let us assume that you are in a different country and you

wanted important information relating to your business on a Sunday. With Reach ERP Software you can still access all your business reports with the help of your smart phone. Doesn't that sound interesting? Do you want to see a free demo of how it works?

You can visit us here: <http://www.reacherp.com/>



ERP

LEARN NEW TRICKS

REACH ERP SOFTWARE VERSION-4

- Compiled by,
Martina Cinderella



1. How to get the product description printed in Invoice?

Income - Invoice Settings
Home / Settings / Income - Invoice Settings

Do you want the Product Images to be Printed

Print Copies for Invoice/Salesoreder / Quote /Proforma Invoice: original, Duplicate

Additional Charges

Freight Charge	<input checked="" type="checkbox"/>	Freight Charge	Freight Charge
Transport Charge	<input checked="" type="checkbox"/>	Transport Charge	Transport Charge
Packing Cost	<input checked="" type="checkbox"/>	Packing Cost	Packing Cost
Service Charge	<input checked="" type="checkbox"/>	Service Charge	Service Charge

add more/remove

Subtract Charges

Subtract Charge 1	<input checked="" type="checkbox"/>		Map Account
Subtract Charge 2	<input type="checkbox"/>		
Subtract Charge 3	<input type="checkbox"/>		
Subtract Charge 4	<input type="checkbox"/>		

For Invoice

Default Payment Terms: Due upon receipt

Do you want the Product Description to be Printed?

Do you want Product Name and Description in the same field?

Do you want the Product Tax to be Printed?

Do you want the Product Tax Name to be Printed?

Do you want to print user contact in invoice

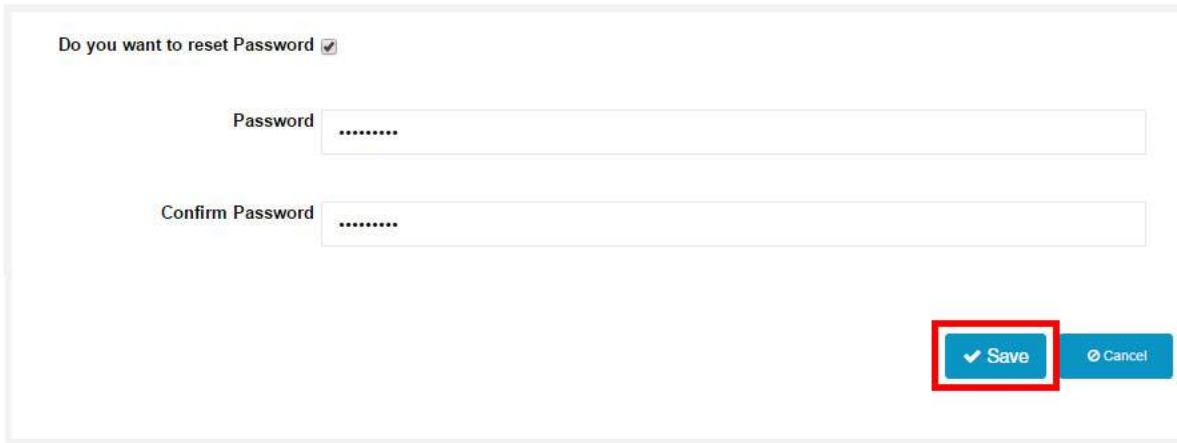
Do you want to print quantity total

Display Address

Billed By

Solution:
Go to Settings. Now click Invoice Settings under income tab. then click, For Invoice Settings, click the check box. Then click save.

2. How to reset the user's password?



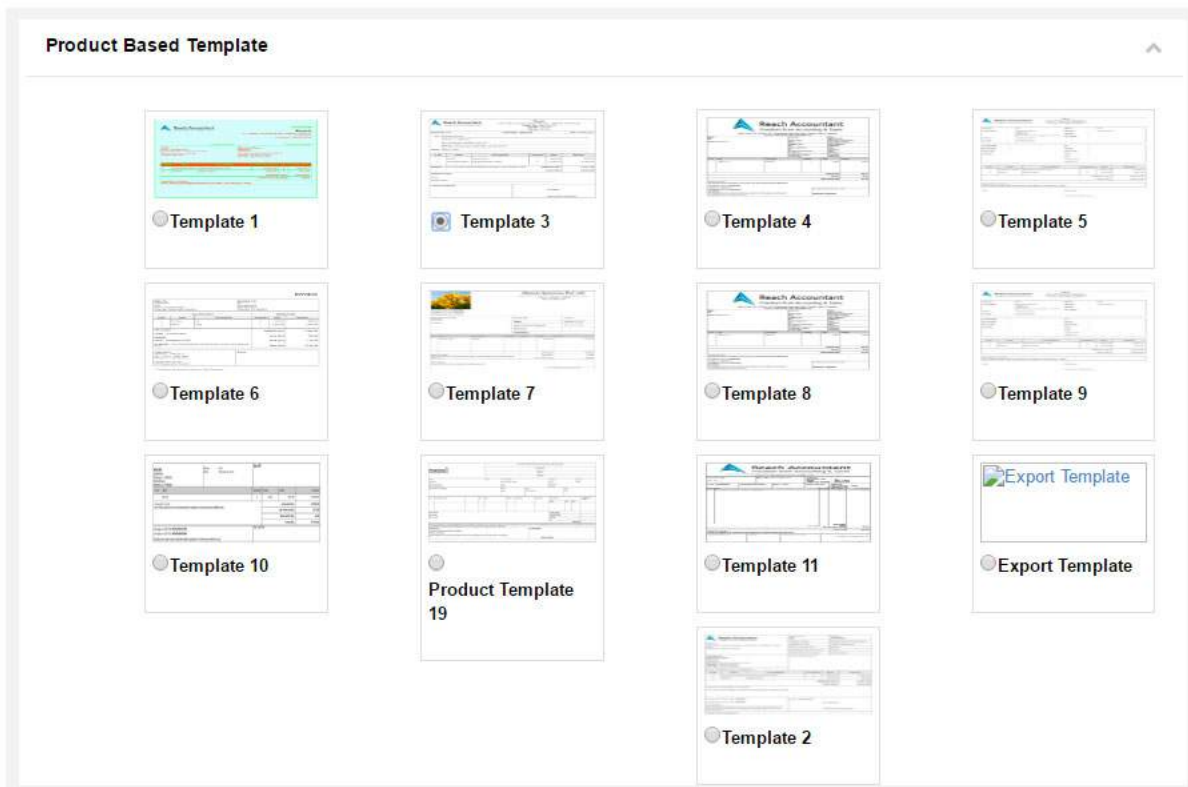
Do you want to reset Password

Password

Confirm Password

Solution: Go to Settings. Now click User and Access restriction under Admin tab, then click users. Now click on action button. Click Update. Do you want to reset the password then enable, change the password.

3. How to get quantity option in quotation?



Product Based Template

Template 1

Template 3

Template 4

Template 5

Template 6

Template 7

Template 8

Template 9

Template 10

Product Template 19

Template 11

Export Template

Template 2

Solution: Settings Click Customise under income tab Click Edit Click corresponding product based template Then click save.



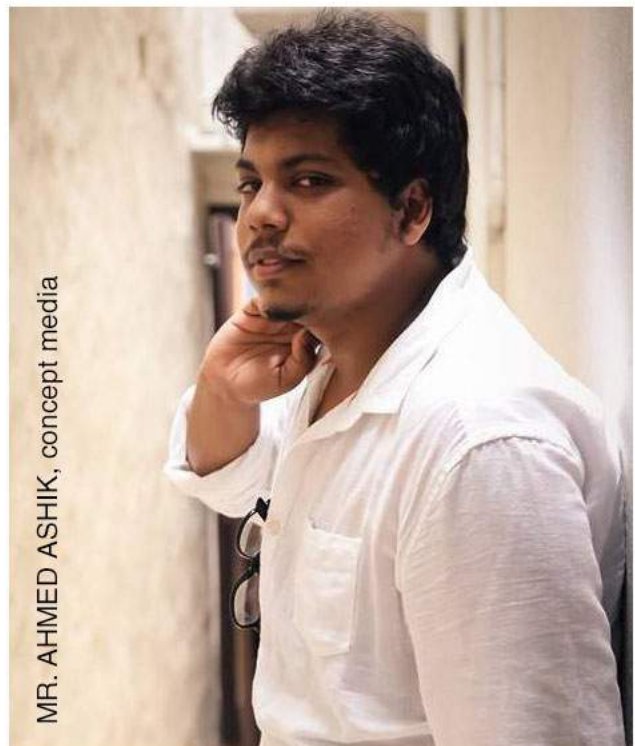
STAIRWAY TO SUCCESS

- Interviewed by Fami Basumatary

Ever thought how tiring it is to take orders and to do only what you are asked to do. And wished that you didn't have to take orders and made your own decisions? I'm sure that everyone imagines how it will be like to be the boss at work or to have everything under your control instead of having to take orders from someone else. Maybe you have it in you but you are just a newly hatched bird and is scared to spread out the wings and take the first flight. How about a little push, so that you can finally breath and dare to jump and try because fear and doubt should not never keep you from trying something that you really want to do or may be even born to do so. Here we have one of those inspirational stories which might gives you the push that you need.

Mr. Ahmed Ashik a 2015 passed out Madras Christian College post graduate student who loves photography and also enjoys being an entrepreneur who owns an event management company called 'Concept Media'. A photographer and CEO/ Co founder of Concept Media all these at just an early vicenarian age of 24. He mentions that he likes to explore; like exploring places, people, traditions and new concepts that ultimately landed him on event management. He strongly believes that the work you do should make you feel like it is not a burden placed by someone on you but is a voluntarily taken

task. Events made him feel that he could willingly work for something that will satisfy his exploring nature which will let him have fun as well. He never wanted to just sit in a cubicle and do an usual job. So in his words "just jumped into it!" sounding young and free.



MR. AHMED ASHIK, concept media

What inspire you?

When asked what inspired him he laughs and quotes "Being an Entrepreneur is a risky and hectic job but being the authoritative person gave me boost and to coordinate my subordinates. I didn't like to work for 8 hours a day having a dress code and waiting for my monthly salary so instead decided to give others the salary" adding "I wanted to give out my own ideas therefore I took my chances because I was exploring myself as well and I still am."

Why event management?

"Work for two days and relax for the next 28 days this is what a life of an Event Management entrepreneur is" he relaxes saying he owns himself but is determined and takes everything going on inside very seriously.

How did it start?

He gives a brief explanation on how it all started back in 2010 as he and his partners use to work with other event management companies and took care of their execution part and worked as freelancers. Later they decided to take over the whole event since they had thorough knowledge about the field and finally Concept Media Solution Emerged. He speaks firmly on having the complete idea about what one must be doing and how much experiences and knowledge is important to do a startup "having a thorough idea on the field that you want to start a business is a must, because nothing will meet you halfway. If you are a start up you either make it or don't. So the struggle is real and can be bitter, but a pure and complete knowledge can lead you to the heights you have imagined of after your struggles."

How is it to run an event management company? What challenges do you face?

He stresses on how zillions of hurdles come in the way while organizing an event like arranging various setups and

coordinating with the vendors and making things on time. And finally satisfying the clients which is the main reason behind being careful about all the steps in arranging an event. And finally he adds "satisfied clients hence better business!"

Benefits of running an event management company?

He describes how being an event manager you need to be proactive and a fast thinker to handle situations rapidly. He quickly adds more to it, saying "this makes you to take quick decision but mostly right decisions because sometimes the last minute decisions made are the best decisions."

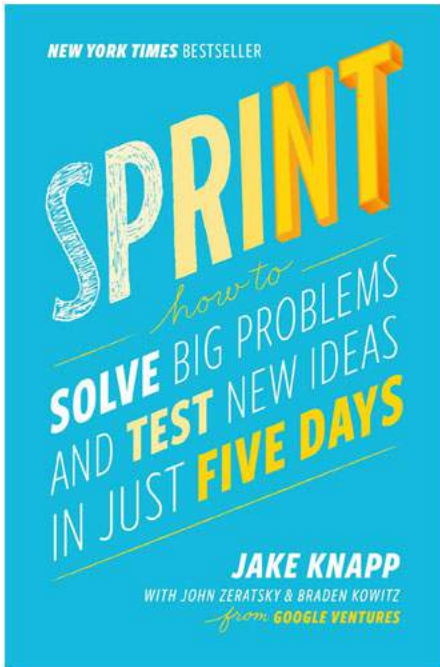
What is your future goals?

When asked about future goals he confidently smiles and replies "We haven't set any goals till date because life itself is an event."

Any advice for the ones who want to start their own companies?

In Mr. Ahmed's exact words "Make a firm decision, analyze your field of work and know your competitors. There will be ups and downs while you travel in your business never lose hope and try to find out a solution and keep moving. Being entrepreneur, it's you who is the anchor."

“Concept Media stands firmly on this. We be the undeniable constant”



Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days

Author : Jake Knapp, John Zeratsky, Braden Kowitz

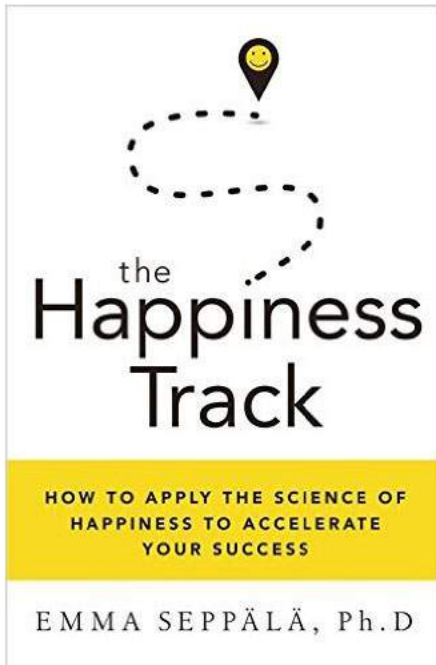
From three partners at Google Ventures, a unique five-day process for solving tough problems, proven at more than a hundred companies. Entrepreneurs and leaders face big questions every day: What's the most important place to focus your effort, and how do you start? What will your idea look like in real life? How many meetings and discussions does it take before you can be sure you have the right solution?

Now there's a surefire way to answer these important questions: the sprint. Designer Jake Knapp created the five-day process at Google, where sprints were used on everything from Google Search to Google X. He joined Braden Kowitz and John Zeratsky at Google Ventures, and together they have completed more than a hundred sprints with companies in mobile, e-commerce, healthcare, finance, and more.



READERS POINT





The Happiness Track

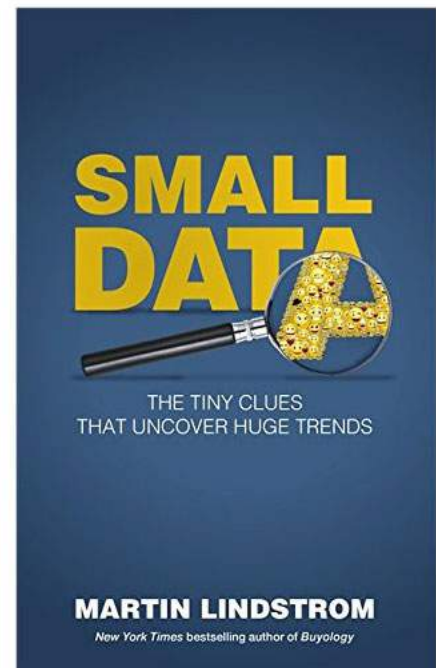
Author : Emma Seppala

The Happiness Track offers readers practical principles for building a successful and fulfilling professional and personal life. Everyone wants to be happy and successful and yet the pursuit of both has never been more elusive. We are urged to craft careers that matter, to achieve more and waste no time on the small stuff, to be actively engaged in our communities and, while we are at it, to relish every second. Rather than thriving, all this pressure leads to declining wellbeing, relationships and, paradoxically, productivity. In The Happiness Track Emma Seppälä explains that behind our inability to achieve sustainable fulfilment are counterproductive theories of success. Success doesn't have to come at our personal expense. Drawing on the latest research into resilience, willpower, growth mindset, stress, creativity, compassion, mindfulness, gratitude training and optimism, Seppälä shows how nurturing ourselves is the most productive thing we can do to thrive professionally and personally. Filled with practical advice on how to apply these findings to your daily life, The Happiness Track is a life-changing guide to fast-tracking your success and creating an anxiety-free life.

Small Data

Author : Martin Lindstrom

In an era where many believe Big Data has rendered human perception and observation 'old-school' or pass?, Martin Lindstrom shows that mining and matching technological data with up-close psychological insight creates the ultimate snapshot of who we really are and what we really want. He works like a modern-day Sherlock Holmes, accumulating small clues - the progressively weaker handshakes of Millennials, a notable global decrease in the use of facial powder, a change in how younger consumers approach eating ice cream cones - to help solve a stunningly diverse array of challenges. In Switzerland, a stuffed teddy bear in a teenage girl's bedroom helped revolutionise 1,000 stores - spread across twenty countries - for one of Europe's largest fashion retailers. In Dubai, a distinctive bracelet strung with pearls helped Jenny Craig offset its declining membership in the United States and increase loyalty by 159% in only one year. In China, the look of a car dashboard led to the design of the iRobot, or Roomba, floor cleaner - a great success story. Small Data combines armchair travel with forensic psychology in an interlocking series of international clue-gathering detective stories. It shows Lindstrom using his proprietary clues framework where big data is merely one part of the overall puzzle to get radically close to consumers and come up with the counter-intuitive insights that have in some cases helped transform entire industries.



 **business tweets**

Sheryl Sandberg, Facebook's COO, made her pitch in Davos for more gender parity in the tech world, and everywhere else.



World Economic Forum  [@wef](#) 

Sheryl Sandberg: 'Men still run the world – and it's not going that well' [wef.ch/1Qh7wjs](#) #gendergap #wef

1:50 AM - 22 Jan 2016

  365  290

Richard Branson, founder of Virgin Group, talked about how he's making positive changes in his own way.



Richard Branson  [@richardbranson](#) 

With fuel prices dropping, we're passing on savings to our customers: [virg.in/e5teF](#) [@virginatlantic](#)

7:00 PM - 22 Jan 2016

  307  727

Hamdi Ulukaya, chief executive and founder of Chobani, urged more entrepreneurial action on the global refugee crisis.



Hamdi Ulukaya  [@hamdiulukaya](#) 

We need businesses, NGOs and gov'ts to work hand in hand, without egos, to address the #refugee crisis #WEF2016

9:34 PM - 22 Jan 2016

  18  34

Finally, Idealab founder Bill Gross offered his top 10 takeaways from the forum.



Bill Gross  [@Bill_Gross](#) 

Top 10 Things I've Learned in #Davos so far. #WEF #WEF15 [linkedin.com/pulse/top-10-t...](#)

12:13 AM - 23 Jan 2015

  45  37

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