

# Sparsh

Volume-1, Issue-1

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Inspirational Message



## From the desk of CEO

Somebody has rightly said "If you think you can, you can! And if you think you can't, you cannot!"

One needs to develop the mental attitude of "I CAN" & "I WILL" & then only he can become "I AM". Nothing positive in life can be achieved without your power of thinking, action & your belief in yourself. When you

are positive, Almighty also helps & guides you in your thinking & action.

Somebody has also said "You are what you think you are".

Here my emphasis is on "THINKING". What you think & how you think is very important in life. This is the MOULD of our character, attitude, actions, behaviour, self-esteem, courage & confidence, This only decides our future standard of living. This only gives us the opportunity for looking beyond, which is not visible to everybody because they don't think. Thinking is the seed of your growth & evolution. Your Speech & Action are determined by the way you think. If you think negative, everything will be negative & vice versa.

Traditionally we have never been, whether it is our home, school or workplace, taught about the importance of THINKING, one of the prime factor for our becoming or not becoming Healthy, Wealthy & Happy.

How far the above is true can be understood by the efforts made by Sanskuti, the editor of this newsletter, in getting SPARSH seeing the light of the day. I must congratulate her & her editorial team for this grand job.

So be HAPPY & always think that "I CAN" to be the real "I AM"

Regards,  
Suyash K



## Editor's Desk

It gives me immense pleasure to introduce myself as part of "Sparsh" Quarterly Newsletter Editorial Team. It is with great enthusiasm that as of April'2016, we will be taking over the editorial responsibilities for Newsletter "Sparsh".

As editor of the first issue of Sparsh", I would like to express my sincere appreciation to the 'Editorial Team' for their efforts and dedication due to which we are able to publish this successfully. The present issue focuses on the Event Recaps and Happy Moments of the last quarter and the achievements of CR2 Family. Moreover, it

focuses on the knowledge guidelines related to IT Industry and other general happenings.

" Sparsh" will open a new vista of communication amongst all the members of CR2 Family to create a better understanding and to bring them more closely.

We feel glad to acknowledge the kind support and encouragement of all those who contributed directly or indirectly to bring the Newsletter out. We also welcome comments and suggestions that could improve the quality of the Newsletter.

**Thank you. We hope you will find Sparsh informative & touching.**

Sanskriti Purohit  
Editor - Sparsh

# Knowledge Sharing



## What is Augmented Reality?

Augmented Reality is a new way to present something between the real world and technology. It is an emerging technology in which one's Real-time environment is enhanced by computer generated information such as graphic, content, audio or object which is displayed on the screen.

Augmented reality has been in existence for almost three decades, but it has only been in the last few years that the technology has become fast enough and affordable enough for the general population to access. This resource guide will attempt to provide information about what augmented reality is and the role it can play in teaching, learning, medical treatment, entertainment, etc.

## Goals of the Augmented Reality

There are several goals of augmented reality that we understand is,

- Challenge the impossible
- Create virtual environment for a more richer user experience
- Integrate it into daily lives to help the masses
- Achieve feats which are limited in real world
- Enhance imagination of youths

## Marker

Marker plays a major role in the AR. Directly or indirectly, physical or visual objects can be identified and represent something per our requirement and turn it into some action.

### Types of marker:

- QR code, barcode
- Image
- 2D/3D shapes or real world objects

Based on the marker that camera identified, we can display something in the device as we desire.



## Types of Augmented Reality

There are 2 basic types of augmented reality depending on the identification of the object or view scene.

### 1. Marker-based AR

It uses a camera and a visual marker baked into the content that a marketer wants to present. The viewer holds up the content to the camera to see the AR in action. Basically this type of AR is capable to identify 2d images, bar-codes. Marker-based AR is the most prevalent and easiest to accomplish.



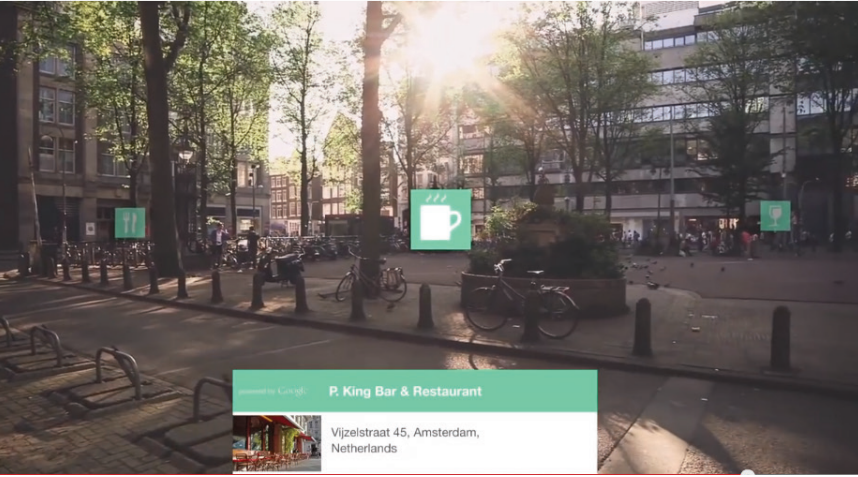
While QR codes are probably the most common form of marker-based AR, other forms exist as well. Before, this type of AR required to write the complicated code to create the holographic illusions; but now it is getting easier everyday for the common individual to create their own. Marker-based implementation utilizes some type of image such as a QR/2D code to produce a result when a reader, typically a camera on a cell phone, senses it.

### Advantages:

- Easily identify the object.
- Low cost because of the not require high capacity of camera.
- Easily Implementation

### Limitation:

- It provides accuracy in 2D image or shapes only.



## 2. Markerless AR

As its name suggests, this type of AR uses a graphic instead of marker. As a result, AR implementation and use is easier; marketers can use existing graphics to present their AR ads and consumers can view them easily.

Markerless AR is often more reliant on the capabilities of the device being used such as the GPS location, velocity meter, etc. It may also be referred to as Location-based or Position-based AR.

The example of the Markerless AR is the Google glass, AR spec, sixth sense device, etc.

While Markerless AR is emerging, it is currently rather limited due to sensor accuracy (i.e. GPS accuracy anywhere between 10-50 meters), service limits (i.e. indoors vs outdoors), bandwidth requirements (4G is not a reality in all places nor can the devices currently in existence actually handle it), and power pulls on the devices.

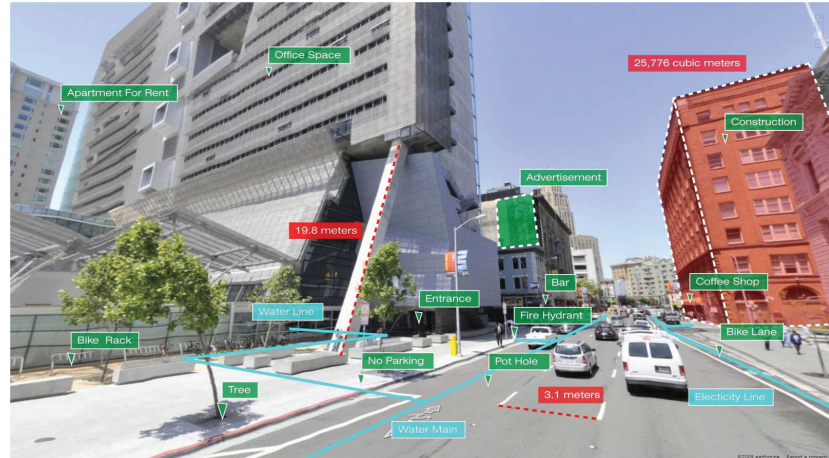
### Advantages:

It can identify the 3d or real world object  
Can be used anywhere because it doesn't require marker

### Limitations:

Hard to implement  
It is not cost effective

- Contributed by  
**Deepal Mehta**



# MEDBOX™

Simplifying Healthcare, Simplifying life



MEDBOX™ is a collaborative platform healthcare solution providing end-to-end services and envision India where consumers can find easiest and best of healthcare services with a smartphone. MEDBOX™ provides services from searching a doctor to online appointment booking, from online medical prescription to healthcare record keeping.

Healthcare industry is expanding very fast in India in terms of revenue and employment but access to effective healthcare is still critical to those in times of need. We talk of technical advancements in healthcare sector and also that India's National Health Policy draft 2015 intends to make it a fundamental right. Unfortunately, things don't seem to be going that way as we see millions of Indians struggle to get good healthcare services every single day.

Today, a good healthcare is not easily accessible and if anyone happens to get it, their experience is not very pleasant or satisfying one. Healthcare record management is also a painful job for the medical and healthcare institutions as maintaining the heavy files of reports and prescription, need to be updated every time the patient wants to see a doctor and also the fact that patient reports are hardly analyzed by all doctors which is obviously a very critical as well as tiresome job.

The product is sure to bring a revolution in the healthcare industry, we are working towards making the healthcare process quite accessible and easy for all those who need it. MEDBOX™ serves to all the major verticals of healthcare industry viz. doctors, patients, pharmacy stores, and diagnostic centers and envision to cover hospitals, emergency services, medical insurance and many more.

It is a platform where it can be reached by maximum number of patients in need. It makes the entire healthcare and medical treatment procedure very smooth and easy for one and all. The services include searching for the right doctor, finding locations of clinics on map, booking online appointments, store personal medical/health records, search for pharmacies and diagnostic centers according to geo-locations, book lab tests, order medicines by prescription uploading etc.

And the most essential feature being all the medical records can be stored on cloud database which are secured by HIPAA compliant secured servers.

MEDBOX™ is certainly an initiative towards better healthcare experience in rapidly growing digital world aiming to make easier, faster and accessible way to stay healthy.



**MEDBOX™** – Simplifying Healthcare, Simplifying life

## MANAGEMENT STORY



Once in a village a tourist met a fisherman on the coast. Fisherman was going home with catch he did for the day in the way tourist stopped him started talking to him.

**Tourist:** How long it took you to catch such type of fish?

**Fisherman:** Not very long.

**Tourist:** Then why didn't you stayed for more time and catch more?

**Fisherman:** This small catch is sufficient to meet my and my family need.

**Tourist:** What do u do with rest of your time?

**Fisherman:** I sleep late, play with my children, spend time with my family and friends.

**Tourist (interrupted):** I have MBA from IIM and i can help you! You should start fishing for longer hours every day then you can sell extra fish in the market and with that

money you can buy bigger boat. Fisherman: After that?

**Tourist:** With bigger boat you can catch more fish and then with that extra money you can buy even bigger boat and then second and third boat and this way you can have entire fleet of ships. You can then sell you fish directly to processing plants and may be one day open your own plant. Then you can move to city and handle your new enterprise work from there.

**Fisherman:** How long would it take?

**Tourist:** Twenty, May be twenty five years..

**Fisherman:** Afterwards?

**Tourist:** Well my friend, that's what interesting. When your business gets really big then you can make millions.

**Fisherman:** Millions? OK? And after that?

**Tourist:** After that you'll be able to retire, live in a tiny village near the coast, sleep late, play with your children, catch a few fish and spend time with your friends and family.

Now Fisherman responded," With all due respect sir, but that's exactly what i am doing now.. So what's point of wasting 25 years?"

### **Moral:**

Throughout our life we only struggle and forget to enjoy the real happiness, we are in so much anxiety and worried always for the future that we forget to live today. Being satisfied with what we have is a key to Happiness.

- Contributed by

**Sanskriti Purohit**



# HAPPY MOMENTS



Initiated concept of "MERA OFFICE HAMARA OFFICE" to maintain a healthy environment in our office and to create we-feelings amongst employees and organization for achieving the common vision of the organization.

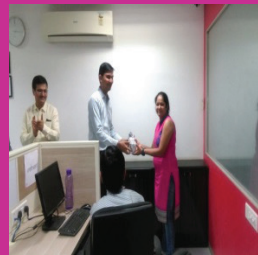
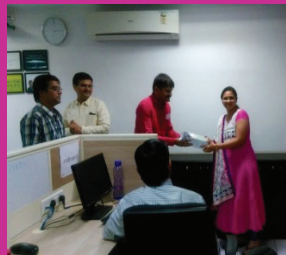
Meet our Team Mera Office Hamara Office for month of April-May'2016



## Agenda :

- > Desk Checking
- > Desktop Checking
- > Birthday celebrations
- > Work Anniversary celebration
- > Managing Inventories
- > Saturday Activities
- > Appreciation Box

## EVENTS & CELEBRATIONS



*Women's Day celebration on 08th March'2016*



*Holi & Cooking without Fire celebration on 23rd March'2016*



# Birthday Bash...

for month of April'2016 of  
Harsh, Rajan & Tanmay



# 1<sup>st</sup> Work Anniversary

for the month of May'2016 of  
Bhavesh, Mayank & Chhatrapal



## ETHNIC DAY - 'WHITE & BLUE' ON 14TH MAY'2016





# Event Recap...



CR2 is a group of Academicians, Librarians, Medical and IT Professionals. The prime focus of the group is to build a 'Knowledge Society' based on Education & Healthcare. Every year CR2 invites its family members with their family for extending CR2 Family on an eve of Annual Function Celebration conducted on 16th April'2016.




**Ms. Deepal Mehta was awarded for Best Team Leader Award 2015**

"Excellence can be obtained if you  
Care more than others think is wise,  
Risk more than others think is safe,  
Dream more than others think is practical  
And expect more than others think is possible."

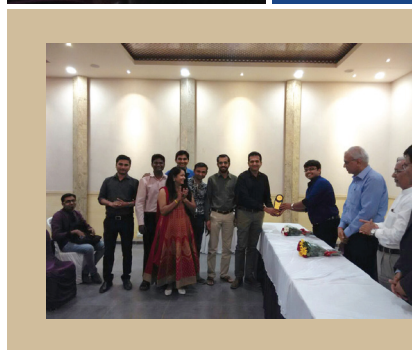


**Mr. Rajan was awarded for Best Team Member Award 2015**

In Grateful Recognition of Your Timeless Efforts in Making Our Team So Successful

&

Also awarded for MEDBOX - Outstanding Acquirer Award 2016  
In recognition and appreciation of Contribution of Excellent services For Acquisition of members For MEDBOX



**Mobile Team was awarded for Best Team Award 2015**

Coming together is a beginning.  
Keeping together is progress.  
Working together is success.t



**Ms. Heena Sananse was Awarded for Best Employee Award 2015**

Gratefully presented for unparalleled Initiative, Commitment and Excellence that distinguishes you as the Employee of the Year

&

Also awarded for MEDBOX - Outstanding Acquisition Team Award 2016  
In recognition and appreciation for Contribution of Excellent services In Acquisition of members



- 11 % of people are left handed.
- August has the highest percentage of births.
- The average person falls asleep in 7 minutes.
- The most commonly used letter in the alphabet is "E".
- The least used letter in the alphabet is "Q".
- Dreamt is the only word that ends in 'mt'.
- Stewardesses is the longest word that is typed with only left hand.



### Mr. Mitesh Mehta was awarded as Outstanding Performer Award 2015

In recognition and appreciation of Distinguished Services, Loyalty, Devotion and Active Involvement



### Mr. Jesha Karangiya was awarded as Best Debut Employee Award 2016

In recognition and appreciation of Contribution of Excellent services

&

Also awarded for MEDBOX- Outstanding Acquirer Award 2016

In recognition and appreciation of Contribution of Excellent services For Acquisition of members For MEDBOX



### Mr. Harsh Shah was awarded as Outstanding Achiever Award 2016

In recognition and appreciation of Contribution of Excellent services For overall promotion of MEDBOX App.

&

Also awarded for MEDBOX - Outstanding Acquisition Team Award 2016

In recognition and appreciation for Contribution of Excellent services In Acquisition of members For MEDBOX

# Looking Forward



Incorporated in 2007 has grown to its current position as a leading Indian Information Technology Enterprise on the basis of our dedicated efforts towards providing valuable & quality software products, solutions and services in the field of education, health care, e-governance & other potential areas. In over 9 years of committed service record, we've learnt that it is our love for and dedication to what we do that enables us to become a better company for ourselves, our clients, our community and the world. It is a journey that requires constant self-assessment and recommitment. The strength of the company lies in the very idea called as "Re-Invent" which always motivates us in developing & delivering the most innovative IT products & services in past as well as in future. We strive to become a premier enterprise operating globally and internationally

that provides innovative, best in class & a complete range of IT services to all the segments under one roof. We are passionate in achieving technological excellence in operations by development of indigenous technologies and efficient absorption & adaptation of imported technologies to sustain needs & priorities, and provide a competitive advantage to the company. Thus, looking forward to fulfil our objective with commitment to quality and focus on constant innovation.

Regards,  
Faiqa Khanam



### Editorial Team

Ms. Sanskruti Purohit | Ms. Deepal Mehta | Mr. Sarfaraj Dal | Ms. Faiqa Khanam

*Compiled & Designed by  
Sarfaraj Dal*