Sparsh

CR2
Knowledge World

FROM THE DESK OF CEO

Someone has said "*If we do the same things today what we did yesterday, we will continue doing the same things tomorrow and there will not be any CHANGE or EVOLUTION in us.*"

In fact we have become the *Creatures of Habits*.

What we do every day is getting up on the same side of bed, go through the same routine in the bathroom, comb our hair in the same style, sit in the same chair as we eat the breakfast and hold our mug in the same hand, drive the same route to the same job, and do the same things we know how to do so well with the same people every day. And when we return home, we hurry up for tea, snacks, dinner & then watch our favourite TV programs & then go to bed in the same bed to wake up again the next morning in the same bed on the same side. And what do we do next day? We do or repeat the same things once again what we had done yesterday.

Why this happens?

In one day we think around 60000 to 70000 thoughts. And 90 percent of those thoughts are exactly the same ones we had the day before. So we keep on thinking the same *thoughts* which leads us to make same *choices*. Making the same *choices* leads to demonstrating the same *behaviours*. Demonstrating the same *behaviours* leads us to create the same *experiences*. Creating the same *experiences* leads us to produce the same *emotions*. And those same emotions then drive the same *thoughts*. Same *thoughts* again repeat same the process & we remain at the same place from where we had started & become the creatures of habits.

We remain & will remain the same old personality what we were there yesterday.

We need to become a new personality for which we have to consciously create new thoughts, new ideas, new ways of doing the things differently, new approach, new attitude with new introspection.
The world is changing very fast &, therefore, we too need to change with the same speed otherwise we would become stale, obsolete, irrelevant & redundant very soon.

So what do you want?

"**EVOLUTION OR DEVOLUTION!!!**"

Choice is yours !!!!!

Regards,
Suyash Khemka

EDITOR'S DESK

This is my first letter to readers as editor of this magazine. I am honoured to be entrusted with a magazine that has broken so much ground in its 11 years. Sparsh is a publication that doesn't just report on developments; it stands for something. We embrace the idea that the business serves a purpose in our world that goes beyond dollars and cents, and that a responsible and sustainable enterprise can be a vehicle for progress. We believe these higher goals don't contradict the quest for profitability. On the contrary, we're convinced businesses that reflect and embody them will be tomorrow's leaders. We are passionately interested in the nitty-gritty of what makes businesses really work and celebrate the creative people in companies, at all levels, who inspire innovation. I hope this issue—which touches on everything from the Message of CEO/CMD, Management Story, Knowledge Sharing, MOHO Innovations, Welcome of new joiners , Happy Moments—helps get your wheels turning. I'd love your feedback about this issue.

Sushil Pandey
Editor - Sparsh

KNOWLEDGE SHARING

WE ARE DIGITAL MARKETING.

DIGITAL MARKETING OVERVIEW AND RESOURCES

Digital marketing refers to advertising delivered through digital channels such as search engines, websites, mobile apps, E Mails and social media. Although this term covers a wide range of marketing activities, we will focus on the most common types below.

SEO-SEARCH ENGINE OPTIMIZATION?

Search Engine Optimization is the process of optimizing the website, technical set-up so that your pages appears at the top of a search result for specific set of keywords terms. Ultimately, the goal is to increase all pages visibility with targeted keywords and attract visitors when they search for products, services or information related to your business.

trategically SEO can almost be viewed as a set of best practices for good digital marketing. It applies the need for a well-structured and easy-to-use website, valuably and quality content and trustworthiness for other websites and individuals to recommend you by linking to your site of mentioning it in social media posts.

SMO - SOCIAL MEDIA MARKETING

Now peoples are not just watching videos, chatting, posting photos on social Medias these days. Many peoples trusts on social networks to discover, research and educate themselves about a brand before engaging with that organization. For marketers it's not enough to share post on Facebook and Twitter accounts. You must also identify your target audience and how to approach them by sharing your products / services information and keep interaction with them,

this ultimately leads to them becoming a customer and as an added bonus, and they will hopefully influence their friends to become customers, too.

EMAIL MARKETING

In the broadest sense, every emails sent to target audience to be considered email Marketing, it usually involves using product/services information, promotion information or business requests and it's mean to build loyalty, trust or brand awareness. . It's still the quickest and most direct way to reach customers with critical information. The reason is simple: Consumers are very attached to their emails. Just ask yourself how many times you have checked your email in the past hour...See what we mean?


But great marketers know that not just any email will do. Successful email campaigns must be engaging, relevant, informative, and entertaining.

To succeed, your marketing emails should satisfy these five core attributes:

• Trustworthy
• Relevant
• Conversational
• Be coordinated across channels
• Strategic

PAID MARKETING:

Paid search, or (Pay Per Click - PPC) advertising, typically refers to the "sponsored result" on the top or side of a search engine results page (SERP) or partner sites by paying either each time your ad is clicked (Pay Per Click - PPC) or less commonly when your ad is displayed (Cost per Impression - CPM).
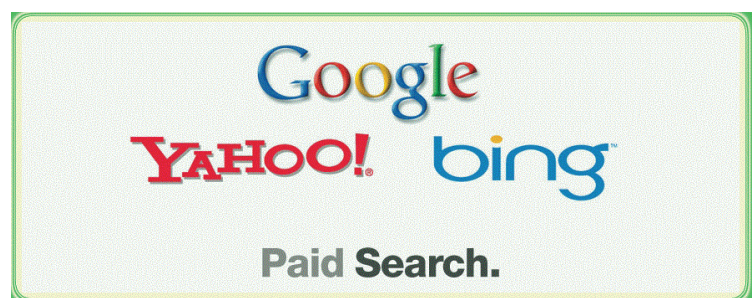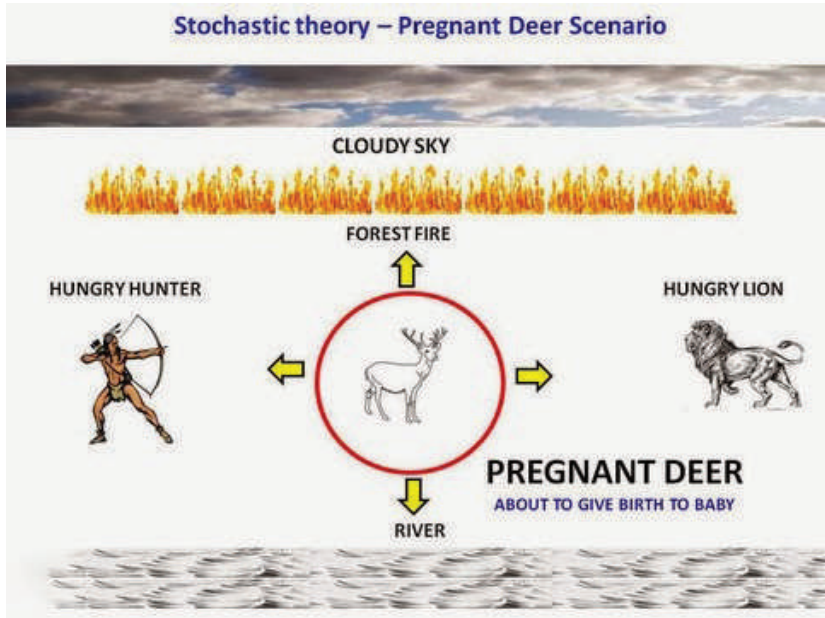

PPC ads are flexible, visible, and most importantly, effective for many different types of organizations. They are also contextual advertisements—ads that appear when a person is searching for a particular keyword or term.

Contributed by: Sarvang Shah

MANAGEMENT STORY

THE PREGNANT DEER-INSPIRATIONAL STORY

Pregnant Deer Scenario
Consider this scenario:
In a remote forest, a pregnant deer is about to give birth to a baby. It finds a remote grass field near by a river and slowly goes there thinking it would be safe. As she moves slowly, she gets labor pain. At the same moment, dark clouds gather around that area and lightning starts a forest fire.
Turning left she sees a hunter who is aiming an arrow from a distance. As she tries to move towards right, she spots a hungry lion approaching towards her.....
What can the pregnant deer do .as she is already under labor pain?
What do you think will happen?
Will the deer survive?
Will it give birth to a fawn?
Will the fawn survive? OR
Will everything be burnt by the forest fire?

That particular moment?
Can the deer go left? Hunter's arrow is pointing!
Can she go right? Hungry male lion approaching!
Can she move up? Forest fire!
Can she move down? Fierce River!
Answer: She does nothing. She just focuses on giving birth to a new LIFE!
The sequence of events that happens at that fraction of a second (moment) are as follows:
In a spur of MOMENT & a lightning strikes (already it is cloudy) and blinds the eyes of the Hunter. At that MOMENT, he releases the arrow missing and zipping past the deer. At that MOMENT the arrow hits and injures the lion badly. At that MOMENT, it starts to rain heavily and puts out the forest fire. At that next MOMENT, the deer gives birth to a healthy fawn.

In our life, it's our MOMENT of CHOICE and we all have to deal with such negative thoughts from all sides always. Some thoughts are so powerful they overpower us and makes us clueless. Let us not decide anything in a hurry. Let's think of ourselves as the pregnant deer with the ultimate happy ending.

Anything can happen in a MOMENT in this life. If you are Religious, Superstitious, Atheist, Agnostic or whatever you can attribute, this MOMENT as Divine Intervention OF, Faith, Sudden Luck, Chance (serendipity), Coincidence or a Simple don't know'.

We all feel the same. Whatever one may call it, I would see the priority of the deer in that given moment was to giving birth to a baby AS RIGHT, because LIFE IS PRECIOUS!!!

Hence, whether you are Deer or a Human, keep that Faith and Hope within...

"Every moment is a moment of Choice, Every hour is Destiny".

Contributed by: Bhavesh Dhaduk

MOHO VOLUNTEERS OF 2017

"MOHO"- Mera Office Hamara Office as the name suggests was initiated to have a "We" feeling in the office. Through this programme Management expected to have an active participation of all CR2 family members in each area.
Member's contribution to help maintain their personal work area and general office areas (kitchen, supplies room, etc.) will ensure an attractive and safe work environment.
As said, the main purpose of this program is 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.

Jan-Feb' 2017
Hitesh Chavda
&
Shreyal Acharya

Feb-Mar' 2017
Harbans Singh
&
Soham Darji

Mar-Apr' 2017
Sagar Kaneriya
&
Sameer Prajapati

10ᵗʰ

ANNIVERSARY

SINCE 2007

CR2 TECHNOLOGIES LTD.

Happy Moments

Work Anniversary

Congratulations!

Thank you for being a part of CR2 family

Harbans Singh Sidhu (Project Manager)

Its been one year, And Journey is still going on in CR2, I may thank full to all my colleague and every person a part of CR2, to make this one year, unforgettable. Thank you.

Mayur Solanki (Developer - Mobile Team)

CR2 Technologies Limited is 2nd company of my career. Before one year it was a big challenge for me to work under a roof with new environment and new people, but thanks to all of my colleagues and respected seniors who encouraged and supported me on each stage of work.

I improved a lot myself within this organization and feeling very happy to be a part of CR2 family.

Sarfaraj Dal (UI/UX Designer)

I am feeling very grateful to complete 2 year in our CR2 family. In this company, I got best colleagues and supporting people who always encouraged me for better performance. I improved a lot myself within this organization and feeling very happy to be a partof CR2 family. Thank you Sohaon sir, Suyash sir and CR2 Family for giving a great opportunity.

Birthday Bash

Birthday bash : January 2017
Shareyal & Sagar

Birthday bash : February 2017
Sushil & Bhavesh

Birthday bash : March 2017
Chetan & Shaili

Cluster of New Joinee

Chitrasen Yadav

it's right company to growth career.
and all employee are very supportive.
i am very happy to be here in CR2.

Namit Kumar

B2C digital is very good company. I'm
glad to work with this company. it's my
best experience with the company.

Brinda Soni

I have been working with B2C
digital since two months. I
feel like growing with compa-
ny each day. There was
many hurdles which came
during this few months
which was resolved just
because of supportive
employees. Glad to be part
of this company.

Sushil Pandey

Thanks to CEO of the company for giving me the opportunity.
Work is very challenging which motivates me to explore in each
field. With each hurdle I got to learn new things each and every
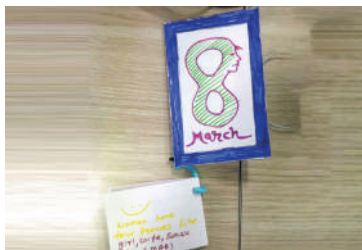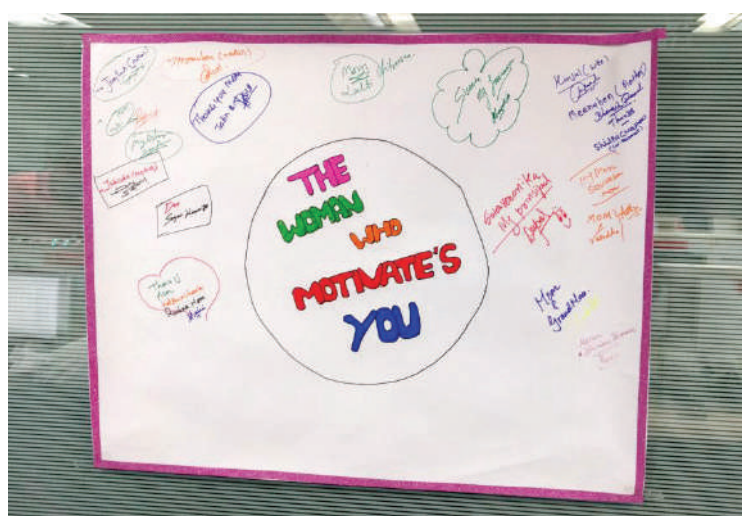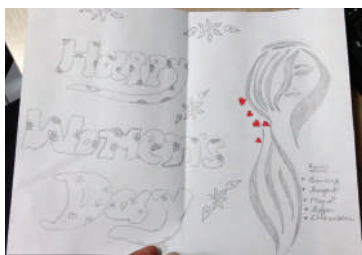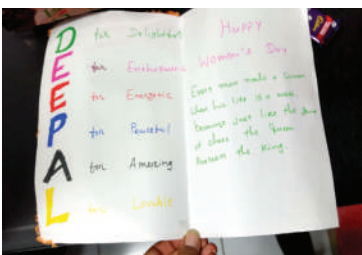day. There are many more things to learn in the future with CR2.
Proud to be a Part of CR2. Yes !!! I am CR2ian

DAY'S CELEBRATION

we celebrate

26th January | Valentine Day | Holi | Women's Day
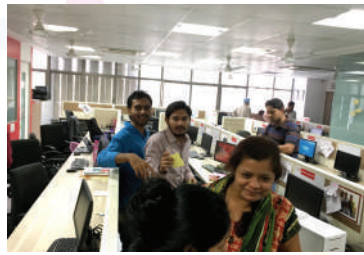
Introduction of Our Team

Sohaon Khemka
Managing Director

Suyash Khemka
Chief executive officer

Jesha Karangiya
VP e-Gov.

Deepal Mehta
Project Lead

Harbans Singh
Project Manager

Mitesh Mehta
Manager - A/c.

Sushil Pandey
Manager HR

Bhavesh Dhaduk
Team Lead

Nirav Prabtani
Team Lead

Heena Sananse
Team Lead

Sarvang Shah
Digital Marketing Executive

Jatin Bhaliya
Solutions Manager

Shaili Zaveri
Online Sales Executive

Brinda Soni
Marketing Executive

ChhatrapalSinh
Sr. Mobile App Developer

Mehul Modi
Mobile App Developer

Mayur Solanki
Mobile App Developer

Sagar Kaneriya
Mobile App Developer

Sarfaraj Dal
UI Developer

Chetan Barot
UI Developer

Hitesh Chavda
Software Developer

Shreyal Acharya
Software Developer

Rajan Mrug
Sr. Software Developer

Sameer Prajapati
Software Developer

Bhavesh Raval
Software Developer

Chitrasen Yadav
Jr. Software Developer

Hemant Patel
Marketing Executive

Namit Kumar
Marketing Executive

ISO CERTIFIED

CERTIFICATE **TÜV NORD**

Management system as per
ISO 9001 : 2015

In accordance with TÜV INDIA procedures, it is hereby certified that

CR2 TECHNOLOGIES LTD.
A-701, 7th Floor, Safal Profitaire,
Corporate Road, Prahladnagar,
Ahmedabad - 380 015, Gujarat,
India

CR2
Knowledge World

applies a quality management system in line with the above standard for the following scope

Design & Development of Software, Mobile Application and
Providing Software Services

Certificate Registration No. **QM 02 01007**   Valid until **20.10.2019**
Audit Report No. **Q 4942/2013**

S.K.Kulka

Certification Body   Issue **21.10.2016**
at TÜV INDIA PVT. LTD.   Place : **Mumbai**

This certification was conducted in accordance with the TÜV INDIA auditing and certification
procedures and is subject to regular surveillance audits.

TUV India Pvt. Ltd., 801, Raheja Plaza – 1, L.B.S. Marg, Ghatkopar (W), Mumbai - 400 086, India   www.tuv-nord.com/in

TÜV INDIA   **Q** NABCB   QM 002   **IAF** MEMBER OF MULTILATERAL RECOGNITION ARRANGEMENT

Learning session

Dipak Asari:

Training was good. It was helpful to understand about application & web module. Also thanks to Shaili, Brinda and Deepal mam, to help me on field by giving solution from backend. Special thanks to Hr sir also.

Namit Kumar:

Training was good. It's beneficial for me. Shaili, Brinda and Deepal Mam were presenting in good way. I learn more about medbox application. Sushil sir is very helpful.

Sachin Modi:

Training was good. It's beneficial for understanding app and web module also resolve our queries. Thanks to Presentation Team.

Vasant jadav:

Training was very good. Thanks to shaili, Brinda and Deepal mam for the presentation and also thanks to Sushil sir to motivate.

Hemant Patel:

Training was very good and specially thanks to Sushil sir for share field work experience which guide us and also MKT team and Deepal Mam to be always helpful for backend support, special thanks to all.

Entertaninment Zone

Vegetables word Search

Search the puzzle for the words shown in the word list. Circle eash word that you find until you find all of the 24 vegetable-related words.

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Y A M B R O C C O L I R B A G
C A U L I F L O W E R D Q L P
C U C U M B E R N Z T T C F A
Y Y N S P I N A C H S J O A R
Z R O A E C A B B A G E R L S
M Z O R A D I S H M V B N F L
K A A S P A R A G U S G X A E
R F A Q M B P U M P K I N Y Y
B R U S S E L S S P R O U T S
C Q O P N A L E T T U C E L M
E K G O S N A R T I C H O K E
L O U T I S R H U B A R B D T
E B F A L Y Z U C C H I N I H
R J V T C A R R O T T N E F F
Y A V O C A D O G P E P P E R
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Editorial Team

Mr. Sushil Pandey | Mr. Sarfaraj Dal | Ms. Brinda Soni | Mr. Bhavesh Dhaduk | Mr. Sarvang Shah

Compiled & Designed by

Sarfaraj Dal