Production of Rs. 11.50 lakh crore and Exports of Rs. 7 lakh crore expected over next 5 years

In his address to media at a Press Conference marking the conclusion of application window under the Production Linked Incentive Scheme (PLI), Shri Ravi Shankar Prasad, Union Minister for Electronics & IT, Communications, Law and Justice said that PLI scheme has been huge success in terms of the applications received from Global as well as Domestic Mobile Phone manufacturing companies and electronic components manufacturers. Industry has reposed its faith in India's stellar progress as a world class manufacturing destination and this resonates strongly with Prime Minister's clarion call of AtmaNirbhar Bharat – a selfreliant India. Minister further said that "we are optimistic and looking forward to building a strong ecosystem across the value chain and integrating with the global value chains, thereby strengthening electronics manufacturing ecosystem in the country".

Production Linked Incentive Scheme (PLI)for Large Scale Electronics Manufacturing was notified on 1st April, 2020. PLI Scheme extends an incentive of 4% to 6% on incremental sales (over base year) of goods under target segments that are manufactured in India to eligible companies, for a period of five years subsequent to the base year (FY2019-20). The scheme was open for filing applications till 31.07.2020. Incentives are applicable under the scheme from 01.08.2020.

A total of 22 companies have filed their application under the PLI Scheme. The international mobile phone manufacturing companies that have applied under Mobile Phone (Invoice Value INR 15,000 and above) Segment are Samsung, Foxcon Hon Hai, Rising Star, Wistron and Pegatron. Out of these, 3 companies namely Foxcon Hon Hai, Wistron and Pegatron are contract manufacturers for Apple iPhones. Apple (37%) and Samsung (22%) together account for nearly 60% of global sales revenue of mobile phones and this scheme is expected to increase their manufacturing base manifold in the country.

Under Mobile Phone (Domestic Companies) Segment, Indian companies including Lava, Dixon Technologies, Bhagwati (Micromax), Padget Electronics, Sojo Manufacturing Services and Optiemus Electronics have applied under the scheme. These companies are expected to expand their manufacturing operations in a significant manner and grow into national champion companies in mobile phone production. 10 companies have filed applications under the Specified Electronic Components Segment which include AT&S, Ascent Circuits, Visicon, Walsin, Sahasra, Vitesco and Neolync.

Over the next 5 years, the Scheme is expected to lead to total production of about INR 11,50,000 crore (INR 11.5 lakh crore). Out of the total production, companies under Mobile Phone (Invoice Value INR 15,000 and above) segment have proposed a production of over INR 9,00,000 crore, The companies under Mobile Phone (Domestic Companies) segment have proposed a production of about INR 2,00,000 crore and those under Specified Electronic Components segment have proposed a production of over INR 45,000 crore. The scheme is expected to promote exports significantly. Out of the total production of INR 11,50,000 crore in the next 5 years, more than 60% will be contributed by exports of the order of INR 7,00,000 crore.The scheme will bring additional investment in electronics manufacturing to the tune of INR 11,000 crore.

The scheme will generate approximately 3 lakh direct employment opportunities in next 5 years along with creation of additional indirect employment of nearly 3 times the direct employment. Domestic Value Addition is expected to grow from the current 15-20% to 35-40% in case of Mobile Phones and 45-50% for electronic components.

With the demand for electronics in India expected to grow manifold by 2025, Hon'ble Minister expressed confidence that PLI scheme and other initiatives to promote electronics manufacturing will help in making India a competitive destination for electronics manufacturing and give boost to AtmaNirbhar Bharat. Creation of domestic champion companies in electronics manufacturing under the Scheme will give fillip to vocal for local while aiming for global scale.

Under the leadership Prime Minister Shri Narendra Modi and his visionary initiatives like the "Digital India" and "Make in India" programmes, India has witnessed an unprecedented growth in electronics manufacturing in the last five years. The National Policy on Electronics 2019envisions positioning India as a global hub for Electronics System Design and Manufacturing (ESDM) by focusing on size and scale, promoting exports and enhancing domestic value addition by creating an enabling environment for the industry to compete globally.

Apple starts production of the iPhone 11 in India: Make in India

In a move to boost Narendra Modi's Dream of "Make in India", Apple started producing its flagship smartphone, iPhone 11, in India at the Foxconn plant near Chennai. This was informed by Commerce and Industry Minister Piyush Goyal. The iPhone 11 will be joining the iPhone Xr, as one of the two premium phones that Apple assembles in India.

But, Apple has not yet announced price reduction for iPhone 11 in India, as the company still sells iPhone 11 mobile handsets that were made in China. However, Apple is planning to increase the production in phases to begin exporting the iPhone 11 from India, and which will likely lead to a price cut locally. Producing the iPhone 11 in India could possibly save Apple about 22% in import duties per device.

Apple previously manufactured the iPhone Xs, iPhone SE (2016) and the iPhone 7 in India. Apple is reportedly looking into beginning production of the new iPhone SE at the Wistron facility in Bengaluru and there are plans to produce the iPhone 11 Pro models in Foxconn, Chennai too. This would mark a significant shift in iPhone production out of China and into India, where Apple is drawn to the benefits of the Government's Production Linked Incentive (PLI) scheme.

Huawei Lands Top Spot in Second Quarter Smartphone Market Despite Largest Ever Market Decline

Worldwide smartphone shipments decreased 16.0% year over year in the second quarter of 2020 (2Q20), according to preliminary data from the IDC. In total, companies shipped 278.4 million smartphones during 2Q20. Although this a larger decline than in the first quarter, it was expected as major economies around the globe were in lockdown for the majority of 2Q20 due to the pandemic.

"Smartphones shipments suffered a huge decline in Q2 as they directly correlate to consumer spending, which had a massive reduction due to the global economic crisis and rising unemployment brought on by the widespread lockdowns," said Nabila Popal, research director with IDC. "This, combined with the closure of retail stores, especially in regions where online shopping is less common, compounded the negative effect on smartphone sales. In addition, consumers spent significantly other technologies, such as PCs, monitors, and tablets, to facilitate mandatory work from home and distance learning, leaving an even smaller share in the shrinking consumer wallet for smartphones."

From a regional perspective, Asia/Pacific (excluding China and Japan), Western Europe, and the United States declined 31.9%, 14.8%, and 12.6% respectively. China fared slightly better with a decline of 10.3% and arguably shows some early signs of market recovery. "The smartphone supply chain ground to a halt when the pandemic hit. However, recovery, specifically in China, has been strong," said Ryan Reith, vice president, Worldwide Mobile Device Trackers. "The question now becomes what does demand look like with so much uncertainty around the world. We have already seen OEMs moving more aggressively with their 5G portfolios both in terms of production and price points. However, we still see consumer demand for 5G being low, so the supply-side push is likely to produce very high-priced competition."

Smartphone Company Highlights

Huawei for the first time reached the number 1 position with 55.8 million smartphones shipped in 2Q20 despite a small decline of 5.1% year over year. With the overall market declining even faster, Huawei also achieved its highest-ever share (20.0%) of the global smartphone market. This was driven by Huawei's tremendous growth in China – almost 10% year on year – which offset the large declines the company faced in every other region. Looking forward the impact of the U.S. technology ban will continue to create uncertainty for Huawei in foreign markets.

Samsung shipped 54.2 million smartphones in 2Q20, finishing a close second with 19.5% share. However, the Korean giant suffered a 28.9% year-on-year decline, the most significant among the Top 5 vendors. While the A series continues to perform well contributing to the majority of its volume, premium devices such the Galaxy S20 and the Galaxy Z Flip, unfortunately launched in the peak of the pandemic, are facing sales challenges despite price reductions.

Apple shipped 37.6 million iPhones in 2Q20, which placed the company in third with 13.5% share of the market. iPhone shipments managed to climb 11.2% year over year thanks to the continued success of its iPhone 11 series and the timely launch of the new SE (2020). The new SE found success as it managed to effectively target the lower-priced segment, which bodes extremely well for the vendor in this time of crisis where consumers are shifting towards more budget-friendly devices. Looking ahead, the launch of four new potential models will signal Apple's entry in the world of 5G and challenge Android 5G devices that have been out for more than a year.

Xiaomi shipped 28.5 million devices maintaining its number four position and achieving a 10.2% market share despite a decline of 11.8%. Although Xiaomi faced a large year-on-year drop in both China and India, the lockdown and anti-China sentiment in India had a larger impact on the vendor with a 50% year-on-year drop despite maintaining its number one position.

OPPO returned to the Top 5 this quarter with 24.0 million units and 8.6% market share despite a 18.8% year-on-year decline. Roughly 60% of OPPO's shipments were to its domestic market of China, which was a key factor in getting the vendor back into the top 5 globally. In China, the A series was again the volume driver while the new Reno 4 series performed much better than expected due to very competitive pricing. Meanwhile, in India, OPPO's second largest market, the vendor faced challenges in both supply and demand with factory shutdowns and consumers facing the anti-China sentiment.

Flipkart Group announces the launch of Flipkart Wholesale aimed at transforming the kirana retail ecosystem

The Flipkart Group, India's homegrown e-commerce group, announced the launch of Flipkart Wholesale, a new digital marketplace that will help transform the kirana retail ecosystem in India by leveraging cutting-edge and locally developed technology. As part of this launch, the Group also announced the acquisition of 100% interest in Wal-Mart India Private Limited, which operates the Best Price cash-and-carry business, to leverage the strong wholesale capabilities of the company and enable growth and prosperity for kiranas and MSMEs.

Kiranas and MSMEs are central to India's retail ecosystem and Flipkart Wholesale will focus on meeting their needs by providing small businesses a wide selection at significant value, powered by technology to make their lives easier. Whether in grocery, general merchandise or fashion, these businesses will have one-stop access to an extensive selection of products with attractive schemes and incentives, supplemented with data-driven recommendations for stock selection, delivered through a fast and reliable network to drive greater efficiencies and better margins. Kalyan Krishnamurthy, Chief Executive Officer, Flipkart Group, said, "As the e-commerce pioneer in India, the Flipkart Group has transformed the shopping experience for millions of Indian consumers. With the launch of Flipkart Wholesale, we will now extend our capabilities across technology, logistics and finance to small businesses across the country. The acquisition of Walmart India adds a strong talent pool with deep expertise in the wholesale business that will strengthen our position to address the needs of kiranas and MSMEs uniquely. With this development, the Flipkart Group will further build upon the synergies across its businesses to drive greater value and choice for end-consumers and businesses alike."

HCL Rated Overall #2 in HfS Top 10 on Agile Software Development 2020

HCL Technologies, a leading global technology company, continues to be recognized for its global leadership and prowess in Agile Software Development. In a recent assessment by HfS, HCL has been ranked overall #2 out of 18 players featured in the research.

The research report, HfS Top 10: Agile Software Development 2020, highlights HCL's client-focused approach with offerings in the sweet-spot of value and service excellence. HCL has been rated amongst top 3 players across multiple parameters including Client Results, Pricing &

Commercial Models, Talent Development & Strategy, Methodology & Approach and Vision for Investments. HCL's flexible and responsive culture backed by strong global talent, pricing and commercial competitiveness and the ability to fully adopt agile development makes it a leading provider of digital transformation services.

The report also acknowledges HCL's acquisitions and partnerships, solution portfolio and global scale in terms of Agile professionals & delivery centers that complement its strong execution and innovation capabilities.

MSCI announces strategic alliance with Microsoft to accelerate innovation

MSCI Inc and Microsoft Corp. have formed a strategic alliance to accelerate innovation among the global investment industry. By bringing together the power of Microsoft's cloud and AI technologies with MSCI's global reach through its portfolio of investment decision support tools, the companies will unlock new innovations for the industry and enhance MSCI's client experience among the world's most sophisticated investors, including asset managers, asset owners, hedge funds and banks.

Initially, the companies will focus on migrating MSCI's existing products, data and services onto Azure as its preferred cloud platform in stages, starting with its Index and Analytics solutions followed by its Environmental, Social and Governance (ESG) products and ratings; Real Estate data and solutions; and MSCI's risk analytics platform Beon. By modernizing MSCI's data and analytics services and infrastructure, the companies will be able to deliver new capabilities which will help investors more swiftly and efficiently manage data and understand the drivers of risk and performance.

In addition, MSCI and Microsoft will explore collaboration opportunities to drive climate risk and ESG solutions, leveraging Microsoft's Azure and Power Platform and MSCI's ESG and climate solutions capabilities. This future collaboration, in line with both organizations' commitment to sustainability, is intended to help investors better understand and interpret the business risks and opportunities that climate change brings.

Wipro to acquire 4C, a leading Salesforce multi-cloud partner in Europe and the Middle East

Wipro Limited, a leading global information technology, consulting and business process services company, announced that it has signed a definitive agreement to acquire 4C, one of the largest Salesforce partners in UK, Europe and the Middle East.

Established in 1997 with its headquarters in Mechelen, Belgium, 4C is an independent Salesforce Platinum Partner and one of the leading customer-centric consultancies in Europe and the Middle East. 4C has deep capabilities across multiple Salesforce clouds including Sales, Marketing, Field Services and specializes in transforming Quote-to-Cash processes with Salesforce's Configure,

Harish Dwarkanhalli
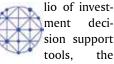President, Cloud Enterprise Platforms (CEP), Wipro Limited.

Price, Quote (CPQ) and Billing solutions. 4C has successfully delivered over 1500 projects, for more than 500 customers and is one of EMEA's most certified Salesforce partners with over 1000 Salesforce certifications.

With over 350 employees based out of local offices in London, Paris, Brussels, Copenhagen and Dubai, 4C has a robust Salesforce practice in the UK, France, Benelux, the Nordics and the United Arab Emirates regions. This acquisition significantly strengthens Wipro's position as a leading provider of Salesforce solutions in these markets. Wipro has a well-established Salesforce business in the Americas, Japan and Australia which was reinforced with the Appirio acquisition in 2016. 4C will be consolidated as part of Wipro's Salesforce practice, which provides market leading solutions globally around multiple Salesforce clouds and its ecosystem of products.

Dassault Systemes Partners in Drug Discovery Hackathon 2020

Dassault Systèmes has partnered in the Drug Discovery Hackathon 2020 (DDH2020), a joint initiative of AICTE (All India Council for Technical Education), CSIR (Council of Scientific and Industrial Research), CDAC (Centre for Development of Advanced Computing) and supported by the Office of Principal Scientific Advisor, Govt. of India, NIC (National Informatics Centre) and MyGov. Under the partnership, Dassault Sys-

tèmes is offering academic researchers, faculty and participants of the hackathon, access to BIOVIA Discovery Studio powered by 3DEXPERIENCE platform to assist in the search for rapid, safe and effective therapeutic drugs against COVID-19. Dassault Systèmes is also offering technical video trainings and demonstrations on in silico drug discovery that include target identification and modeling, virtual screening, pharmacophore screening aiding discovery of novel candidates, bioactivity predictions, and toxicity assessment with machine learning algorithms to the participants and researchers of the hackathon.

"As the world has come together to fight the COVID-19 pandemic, we at Dassault Systèmes are fully committed to enabling the ecosystem in its endeavor to find effective cures and vaccines at the earliest," said Deepak NG, Managing Director, India, Dassault Systèmes. "Our partnership in the Drug Discovery Hackathon 2020 represents this unwavering commitment to empower Life Sciences industry and the broader healthcare ecosystem, from those working in research and clinical development, to manufacturing and patient care, at the forefront of the race to contain and fight COVID-19."

Rajeev Gupta takes charge as new CFO of L&T Technology Services Limited

L&T Technology Services Limited (LTTS), a global leading pure-play engineering services company, announced the appointment of Rajeev Gupta as the company's new Chief Financial Officer (CFO). Rajeev replaces P Ramakrishnan, who will now assume a new role in the L&T Group.

Rajeev joins LTTS from Birlasoft where as CFO he was part of the leadership team that successfully executed a complex acquisition with merger/demerger as well as integration of the acquired company. He was also instrumental in commercial structuring of a large-multi-million dollar win.

Rajeev comes with over 24 years of experience in Financial Management, of which 17 years are in the technology industry. His earlier stints

include leadership roles with Jardine Lloyd Thompson, Amazon, InterGlobe Technologies, Capgemini and PwC.

In Capgemini, Rajeev was involved in the start-up of Capgemini India and played an instrumental role in growing the India business from a size of 200 people to over 35,000 employees. He was also involved in the restructuring of the Capgemini US business and turning it around to achieve profitability.

Tenda's surveillance cameras for the protection of your loved ones

In today's world, Security and Surveillance have become the most important aspect of our life in terms of safeguarding, privacy, and fighting criminal activities. Due to these challenging environments, new surveillance technologies are being introduced every day and one such technology is Security and Surveillance Cameras and Tenda, a leading provider of surveillance solutions and devices have a range of IP Cameras for both household and commercial uses.

Tenda IP Cameras acts as a protector, against any criminal activity at your home or your surrounding area like theft, etc, and helps in guarding your privacy. Today, the majority of households use IP Cameras to gaze upon their family members and valuable essentials and protect them for theft. A good security camera has to perform well and should be able to tackle wind, rain, hail, and all sorts of other weather changes.

Kingston Launches Its Next-Gen KC2500 NVME PCIE SSD In India

Kingston Technology, a world leader in memory products and technology solutions, launched

KC2500, its next generation M.2 NVMe™ PCIe SSD for desktop, workstations and high-performance computing (HPC) systems. This new SSD delivers powerful performance using the latest Gen 3.0 x 4 controller and 96-layer 3D TLC NAND. With speeds1 up to 3,500MB/s read and up to 2,900MB/s write, KC2500 combines outstanding performance and endurance that improves workflow for desktop, workstation and power users. It will be available in India with MRPs of INR 8,500 (250GB), INR 15,500 (500GB), INR 27,500 (1TB), INR 46,500 (2TB2).

KC2500 is available in capacities up to 2TB2 housed in a compact M.2 2280 form factor that saves space for other components while allowing users to take advantage of PCIe speeds. The self-encrypting SSD supports a full-security suite for end-to-end data protection using AES-XTS 256-bit hardware-based encryption. It allows the usage of independent software vendors with TCG Opal 2.0 security management solutions such as Symantec™, McAfee™, WinMagic® and others. KC2500 has built-in Microsoft eDrive support, a security storage specification for use with BitLocker.

MediaTek's First Ultra-low Power 800GbE MACsec PHYs MT3729

MediaTek announced the commercial availability of its MT3729 product family of 800GbE (Dual 400GbE) MACsec retimer PHYs designed for the high-speed and ultra-low power data transmissions needs of data centers and 5G infrastructure applications, in addition to the stringent security requirements of these applications. The MT3729 family uses MediaTek's industry-leading 56G PAM4 SerDes technology available as a standalone application-specific standard part (ASSP), and will equip Tier-1 network equipment and service providers to enable secure, reliable and high-speed data transfer for modem networking infrastructure.

Data center demand for 400GbE and above networking is expected to see strong growth by the end of 2020 and will eventually make up more than 25 percent of industry shipments by 2024, according to industry analysts. The MT3729 product family is ideal for line cards or switch fabrics to build multi-terabit network servers, switches and routers with secure high-speed data links and highly accurate Class-C precision time protocol (PTP) timestamping features.

Intel RealSense Technology Selected by RightHand Robotics

Due to the global pandemic, this year's e-commerce sales are on the rise. Growth in online retail has placed increased pressure on warehouses to keep up with higher volumes of orders and with social-distancing protocols that have restricted the number of staff allowed on-site. Massachusetts-based RightHand Robotics addresses these challenges with its RightPick2 robot, powered by the Intel® RealSense™ D415 Depth Camera. The RightPick2 is an autonomous robotic piece-picking solution and labor multiplier that allows for rapid order fulfillment with little to no human contact.

The Intel RealSense D415 provides each RightHand robot with the ability to discern objects and their locations in a bin, while avoiding collisions when pulling them out. The camera also provides the data that helps RightHand Robotics improve its platform over time. Depth images from the Intel RealSense D415 gathered over millions of individual picks help RightHand learn the best way for the robot to approach different shapes and classes of items.

Qualcomm Announces World's Fastest Commercial Charging Solution

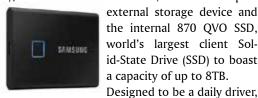Qualcomm Technologies, Inc. announced Qualcomm® Quick Charge™ 5, the fastest commercial charging technology for Android devices, which delivers unprecedented mobile phone charging speed and efficiency improvements compared to previous versions while enabling new battery technology, accessories, and safety features. The world's first commercially viable fast charging platform to support more than 100W charging power in a smartphone, Quick Charge 5 is engineered to allow users to charge devices from 0 to 50 percent battery power in just five minutes – representing the fastest mobile phone charging capabilities available. Quick Charge 5 also uses Qualcomm® Battery Saver and the new Qualcomm® Smart Identification of Adapter Capabilities technology to support unparalleled efficiency and help extend the battery life cycle on a users' device.

"Quick Charge 5, our fastest and most versatile charging solution, will enable consumers to enjoy their devices for longer periods of time, without worrying about the time required to recharge. We are proud to expand our technology portfolio and make accessible 100W+ charging a commercial reality," said Ev Roach, VP Product Management, Qualcomm Technologies, Inc. "We work closely with manufacturers to create industry-leading devices that meet consumers' demand for more immersive and accessible mobile experiences."

Samsung Introduces Latest Range of Storage Devices

Samsung, India's biggest and most trusted smartphone and consumer electronics brand, announced the launch of its new range of storage devices – Portable SSD T7, a fast and compact external storage device and the internal 870 QVO SSD, world's largest client Solid-State Drive (SSD) to boast a capacity of up to 8TB.

Designed to be a daily driver, Samsung's Portable SSD T7 combines sleek, compact design with the fastest transfer speeds currently available based on the USB 3.2 Gen 2 standard. This business card sized portable SSD can be slipped into nearly any pocket and holds up to 2TB of data. The portable SSD T7 can reach maximum read and write speed of 1,050MB/s and 1,000MB/s, respectively, nearly twice as fast as its predecessor, the Portable SSD T5. It is the perfect storage solution for photographers, console gamers, archiving users, media and business professionals.

Setting a new standard for high-capacity consumer storage, the internal 870 QVO SSD is a second-generation quad-level cell (QLC) flash drive. Featuring an industry-leading capacity of up to 8TB, the new SSD delivers an uncompromising mix of speed, storage capacity and reliability. The 870 QVO SSD is an ideal solution for general users who require terabyte capacity SSDs for an improved everyday computing experience.

Syska Group ventures into smart wearables, launches the sleek & cool SW100 Smart Watch in India

Syska Group, the leading FMEG brand in India announced its venture into the Smart Wearable segment with the introduction of the sleek and cool SW100 Smart Watch. The launch of this latest product from the Syska stable is a momentous one, given that the company now brings its innovation and technology prowess to an all-new industry segment. In the new normal COVID-19 scenario, maintaining good health is crucial for one's physical and mental well-being. The new Syska Smart Watch will enable users to prioritize their health and allow them to track their fitness regimen while working out at home. There is an increasing demand for fitness related devices in Indian market, with the smart wearable category seeing rapid growth. India's wearables market continues to see strong growth, registering 168.3% on-year growth in 2019 shipping a total of 14.9 million units of wearable devices. Smartwatches continued to lead the watch category with 61.1% share in 2019 and grew 53.6% from the previous year. The demand for wearable technology will further rise in the coming years owing to the increasing inclination toward fitness and healthcare. Syska has always been at the forefront of launching new and innovative products that cater to the evolving customer needs. The company has entered the smart wearable category at the most opportune time when individuals are looking to boost their immunity through workouts and yoga sessions at home.

Realme unveils realme 6i starting at INR 12,999 in India

realme has introduced its newest realme 6 series member, the realme 6i. Designed to deliver powerful performance with a smooth experience, realme 6i is equipped with MediaTek Helio G90T, fabricated using the 12nm process and comes with 6.5-inch 90Hz Ultra Smooth Display.

The smartphone houses a 4300mAh battery and comes with a 20W charger in the box however, it supports 30W flash charge. realme 6i design has been inspired by nature's simplicity, giving it a trendy and stylish look. It will be available in two colors variants – Lunar White and Eclipse Black. Speaking at the launch, Madhav Sheth, Vice President, realme and CEO, realme India said, "We are excited to bring the new addition to realme 6 series for our valuable customers in India- realme 6i. With realme 6i, we wanted more consumers to experience the cutting-edge features at a more affordable price and continue the legacy of realme 6 series smartphones. The realme 6i is an all-rounder smartphone bound to deliver the most powerful performance in the segment with MediaTek G90T, and provide users an exhilarating viewing experience with its pro display of 90Hz. Thanks to our 'Made in India' capabilities, realme 6i will be available not only online, but also across offline in royal club partners "

OPPO unveils new variant for OPPO F15 at ₹16990

OPPO, the global smart device brand is geared up to announce the new storage variant for its best selling F series smartphone, the OPPO F15 in India.

Previously available in stellar 8GB+128GB combination, the smartphone will now be available in 4GB+128GB combination. OPPO F15 is a perfect combination of premium design and impeccable performance. It not only matches up to the customer's daily usage demands, but also their style, enabling them to flaunt their coolness quotient.

A design marvel, OPPO F15 weighs only 172g with just 7.9mm thickness, making it one of the slimmest designed and trendy looking smartphones in its price segment. Its amazing features and its trendy design make it the perfect smartphone choice.

Widely appreciated by consumers for its sleek and lightweight design, the OPPO F15 fits comfortably in one hand and slips into the pocket without feeling bulky. Secured with a fast In-Display Fingerprint Unlock 3.0 that provides a smooth unlock experience, fast charging support with 20W VOOC Flash Charge 3.0 that charges the phone to 50% in mere 30 minutes of charge and a 4000 mAh big battery, OPPO F15 offers users longer hours for a hassle-free experience.

OPPO F15 comes equipped with a 48MP Ultra Wide-Angle Macro Quadcam that delivers superior shots even at much wider angles. The 16MP selfie camera with an f/2.0 aperture and new algorithm behind the AI Video Beautification feature provides customized beautification adjustments, which optimizes facial details. With a 90.7% screen-to-body ratio combined with an FHD+ AMOLED Screen that has a 2400 x 1080 resolution, the OPPO F15 offers an ultra-clear and immersive viewing experience.

HONOR Launches First Wi-Fi 6 Plus HONOR Router 3

In line with an increasing consumer appetite to embrace a more connected society, the Internet of Things is transforming and improving our lives through wireless connections. To maximize the potential of the connected home, global technology brand HONOR today unveiled the launch of the brand's first Wi-Fi 6 Plus router – the HONOR Router 3.

Equipped with a Gigahome Wi-Fi 6 Chipset, a dual-core 1.2 GHz CPU along with a number of Wi-Fi 6 benefits, the HONOR Router 3 achieves ultra-fast speeds and stable connections ensuring a faster and smoother network experience. The HONOR Router 3 is available to pre-order1 for just €79.90 in HIHONOR Germany, HIHONOR France, HIHONOR Spain and HIHONOR Netherlands from today and customers in Italy can pre-order in HIHONOR Italy2 from 24th July.

D-Link brings Wi-Fi 6 enabled Routers to India

D-Link, one of the pioneers in internet connectivity solutions in India announced the launch of its Wi-Fi 6 enabled routers – DIR-X1560 and DIR-X6060. With this D-Link (India) Ltd. made new addition to its EXO line of routers that will now come with Wi-Fi 6 features – for exceptional capacity, efficiency, and speed.

Wi-Fi 6 or AX Wi-Fi is the latest IEEE 802.11 standard which not only delivers greater speed and capacity, but also reduces network congestion and improves device battery life, perfect for the multi-device home. In the current scenario where digital life is the new reality and working/studying from home has become the new normal, along with mass adoption of smart devices and simultaneous bandwidth heavy activities like 4K/8K streaming – Wi-Fi 6 efficiencies are engineered to perfectly meet the demands of the modern-day household.

NETGEAR Introduces Orbi Mesh Router RBK852 with Wi-Fi 6 Support

Netgear, the leading provider of the latest and innovative Wi-Fi networking system has added newest product to its existing Wi-Fi Mesh technology lineup to tackle the dead spots and daily networking challenges. The new Wi-Fi 6 AX6000 Tri-band Mesh System (RBK852) joins the Orbi Mesh lineup, the company's existing flagship system at an attractive price point.

The next-gen Orbi Wi-Fi 6 Mesh System is designed for the connected world of today and the future. The RBK852 is a combination of two biggest technologies for wireless home networking i.e. Mesh and Wi-Fi 6. The Mesh technology has been around for a while but the Wi-Fi 6 is still relatively new, over the next year or so, many devices will see the new wireless standard show up more and more as Wi-Fi 6 the future now.

Apple commits to be 100 percent carbon neutral for its supply chain and products by 2030

Apple unveiled its plan to become carbon neutral across its entire business, manufacturing supply chain, and product life cycle by 2030. The company is already carbon neutral today for its global corporate operations, and this new commitment means that by 2030, every Apple

device sold will have net zero climate impact. "Businesses have a profound opportunity to help build a more sustainable future, one born of our common concern for the planet we share," said Tim Cook, Apple's CEO. "The innovations powering our environmental journey are not only good for the planet — they've helped us make our products more energy efficient and bring new sources of clean energy online around the world. Climate action can be the foundation for a new era of innovative potential, job creation, and durable economic growth. With our commitment to carbon neutrality, we hope to be a ripple in the pond that creates a much larger change."

Apple is providing detail on its approach to carbon neutrality with a roadmap for other companies, as industries look to reduce their impact on climate change. In its 2020 Environmental Progress Report — released today — Apple details its plans to reduce emissions by 75 percent by 2030 while developing innovative carbon removal solutions for the remaining 25 percent of its comprehensive footprint.

To support these efforts and beyond, Apple is establishing an Impact Accelerator that will focus on investing in minority-owned businesses that drive positive outcomes in its supply chain and in communities that are disproportionately affected by environmental hazards. This accelerator is part of Apple's recently announced $100 million Racial Equity and Justice Initiative, focused on efforts that address education, economic equality, and criminal justice reform.

"We're proud of our environmental journey and the ambitious roadmap we have set for the future," said Lisa Jackson, Apple's vice president of Environment, Policy and Social Initiatives. "Systemic racism and climate change are not separate issues, and they will not abide separate solutions. We have a generational opportunity to help build a greener and more just economy, one where we develop whole new industries in the pursuit of giving the next generation a planet worth calling home."

Apple's Climate Roadmap

Apple's 10-year roadmap will lower emissions with a series of innovative actions, including:

Low carbon product design: Apple will continue to increase the use of low carbon and recycled materials in its products, innovate in product recycling, and design products to be as energy efficient as possible.

• Apple's latest recycling innovation — a robot the company is calling "Dave" — disassembles the Taptic Engine from iPhone to better recover key materials such as rare earth magnets and tungsten while also enabling recovery of steel, the next step following its line of "Daisy" iPhone disassembly robots.

• The company's Material Recovery Lab in Austin, Texas, which is focused on innovative electronics recycling technology, is now partnering with Carnegie Mellon University to further develop engineering solutions.

• All iPhone, iPad, Mac, and Apple Watch devices released in the past year are made with recycled content, including 100 percent recycled rare earth elements in the iPhone Taptic Engine — a first for Apple and for any smartphone.

• Apple decreased its carbon footprint by 4.3 million metric tons in 2019 through design and recycled content innovations in its products. Over the past 11 years, Apple has reduced the average energy needed for product use by 73 percent.

Expanding energy efficiency: Apple will identify new ways to lower energy use at its corporate facilities and help its supply chain make the same transition.

• Through a new partnership with Apple, the US-China Green Fund will invest $100 million in accelerated energy efficiency projects for Apple's suppliers.

• The number of facilities participating in Apple's Supplier Energy Efficiency Program grew to 92 in 2019; these facilities avoided over 779,000 annualised metric tons of supply chain carbon emissions.

• Last year, Apple invested in energy efficiency upgrades to over 6.4 million square feet of new and existing buildings, lowering electricity needs by nearly one-fifth and saving the company $27 million.

Renewable energy: Apple will remain at 100 percent renewable energy for its operations — focusing on creating new projects and moving its entire supply chain to clean power.

• Apple now has commitments from over 70 suppliers to use 100 percent renewable energy for Apple production — equivalent to nearly 8 gigawatts in commitments to power the manufacturing of its products. Once completed, these commitments will avoid over 14.3 million metric tons of CO2e annually — the equivalent of taking more than 3 million cars off the road each year.

• New and completed projects in Arizona, Oregon, and Illinois bring Apple's renewable capacity for its corporate operations to over 1 GW — equivalent to powering over 150,000 homes a year. Over 80 percent of the renewable energy that Apple sources for its facilities are now from Apple-created projects, benefitting communities and other businesses.

• Globally, Apple is launching one of the largest new solar arrays in Scandinavia, as well as two new projects providing power to underserved communities in the Philippines and Thailand.

Process and material innovations: Apple will tackle emissions through technological improvements to processes and materials needed for its products.

• Apple is supporting the development of the first-ever direct carbon-free aluminium smelting process through investments and collaboration with two of its aluminium suppliers.

• Today the company is announcing that the first batch of this low carbon aluminium is currently being used in production intended for use with the 16-inch MacBook Pro.

• Through partnerships with its suppliers, Apple reduced emissions from fluorinated gases by more than 242,000 metric tons in 2019. Fluorinated gases are used in the manufacturing of some consumer electronics components and can contribute to global warming.

Carbon removal: Apple is investing in forests and other nature-based solutions around the world to remove carbon from the atmosphere.

• Apple is announcing today a first-of-its-kind carbon solutions fund to invest in the restoration and protection of forests and natural ecosystems globally.

• In partnership with Conservation International, the company will invest in new projects, building on learnings from existing work like restoring degraded savannahs in Kenya and a vital mangrove ecosystem in Colombia. Mangroves not only protect the coasts and help support the livelihood of those communities where they grow, but they also can store up to 10 times more carbon than forests on land.

• Through its work with The Conservation Fund, the World Wildlife Fund, and Conservation International, the company has protected and improved the management of over 1 million acres of forests and natural climate solutions in China, the US, Colombia, and Kenya.

65% Drop Malware Drop in India, Ransomware Jumps 20% Worldwide

2020 Malware Attacks | India

he SonicWall Capture Labs threat research team published the mid-year update to the 2020 SonicWall Cyber Threat Report, highlighting increases in ransomware, IoT malware attacks, opportunistic use of COVID-19 pandemic, systemic weaknesses and growing reliance on Microsoft Office files by cybercriminals.

The analysis shows India, along with a few other countries, have experienced a decrease in malware volume. Interestingly, India experienced 64% reduced malware volume. However, this does not imply that it is a safer world. India's malware rates plummeted in April, but by June had nearly reached Q1 levels.

The report analyzes threat intelligence data gathered from 1.1 million sensors in over 215 countries and territories. Few salient features of the mid-year update to the 2020 SonicWall Cyber Threat Report are:

• 24% drop in malware attacks worldwide
• 50% rise of IoT malware attacks
• 7% of phishing attacks capitalized on COVID-19 pandemic
• 176% increase in malicious Microsoft Office file types

Commenting on the cyber threat landscape, Debasish Mukherjee, SonicWall Vice President of Regional Sales, APAC, said, "With more people working from home during the COVID-19 pandemic, the abrupt shift to remote working has sparked an unprecedented increase in cyber threats as opportunistic hackers take advantage of the boundary-less ecosystem.

"Exploiting the new raft of vulnerabilities in less secure situations and preying on fear, cyberspace has seen a significant jump in phishing during global shelter-in-place orders in March and ransomware through the first half of 2020. Cybercriminals are also increasingly using non-standard ports to evade detection and deploy malware, despite a continuation of a downward trend in malware volume since November 2019 and a 32% decline in encrypted threats."

Changing Landscape Leads to Waning Malware Volume

During the first half of 2020, global malware attacks fell from 4.8 billion to 3.2 billion (-24%) over 2019's mid-year total. This drop is the continuation of a downward trend that began last November.

There are regional differences in both the amount of malware and the percentage change year over year, highlighting shifting cybercriminal focus. For example, the United States (-24%), United Kingdom (-27%), Germany (-60%) and India (-64%) all experienced reduced malware volume.

IoT Continues to Serve Threats

Work-from-home (WFH) employees or remote workforces can introduce many new risks, including Internet of Things (IoT) devices like refrigerators, baby cameras, doorbells or gaming consoles. IT departments are besieged with countless devices swarming networks and endpoints as the footprint of their corporate expands beyond the traditional perimeter.

Researchers at SonicWall found a 50% increase in IoT malware attacks, a number that mirrors the number of additional devices that are connected online as individuals and enterprise alike function from home. Unchecked IoT devices can provide cybercriminals an open door into what may otherwise be a well-secured organization.

"While instituting widespread work-from-home policies to help reduce the risk of contracting the coronavirus, the pandemic has proven lucrative for cyberattackers," said Debasish. "Recognising the heightened cyber risks is important for companies working remotely, especially without the full protection of corporate firewalls and other security measures. In this hyper-distributed IT reality, businesses should adopt a fundamentally new approach to mitigate cyber threats and have a comprehensive cybersecurity model to do so."

Malware-laden COVID-19 Emails

The combination of the global pandemic and social-engineered cyberattacks has proven to be an effective mix for cybercriminals utilizing phishing and other email scams. Dating as far back as Feb. 4, SonicWall researchers detected a flurry of increased attacks, scams and exploits specifically based around COVID-19 and noted a 7% increase in COVID-related phishing attempts during the first two quarters.

As expected, COVID-19 phishing began rising in March, and saw its most significant peaks on March 24, April 3 and June 19. This contrasts with phishing as a whole, which started strong in January and was down slightly globally (-15%) by the time the pandemic phishing attempts began to pick up steam.

Office Lures Remain a Staple

Microsoft Office is a necessity with millions of employees now more remote and dependent on the business productivity suite of applications. Cybercriminals were quick to leverage this shift, as SonicWall threat researchers found a 176% increase in new malware attacks disguised as trusted Microsoft Office file types.

Leveraging SonicWall Capture Advanced Threat Protection (ATP) with Real-Time Deep Memory Inspection™ (RTDMI) technology, SonicWall discovered that 22% of Microsoft Office files and 11% of PDF files made up 33% of all newly identified malware in 2020. The patent-pending RTDMI™ technology identified a record 120,910 'never-before-seen' malware variants during that time — a 63% increase over the first six months of 2019.

Cash rules the roost but urban Indian businesses record growth in accepting digital payment

Going contact free is gradually becoming the new normal but Indian businesses still have a long way to go. Kantar, world's leading data, insights and consulting company's annual report on digital adoption and usage trends in India, ITOPSTM 2019 report indicate that about 42% of urban businesses are aware of UPI/ eWallet as a means of receiving payments from their customers and about 29% of them use UPI/ eWallet for receiving payments. The report further states that, given the size, close to half of the businesses using digital payments are in the retail segment and the ones relatively averse to digital adoption are travel, trade, transport, logistics and education.

However, in spite of the fact that about 29% of businesses are accepting UPI/ eWallet, in terms of the share of total receipts of businesses, UPI/ eWallets account for only 6% of the total receipts. Amongst businesses that adopt UPI/ eWallets users too, about 23% of the total receipts are through UPI/ eWallet.

As per ITOPS 2019, cash continues to have the dominant share of the market. Across the entire market, the share of cash is currently 87%. However, amongst the users of UPI/ eWallet, the share of cash is much lower at 58%. This indicates that businesses using UPI/ eWallet are also adopting other Digital Payment options in addition to UPI/ eWallets.

Tier 1 cities of Delhi and Mumbai lead the adoption of UPI/ eWallets with about 45% of businesses having adopted it. Interestingly, smaller cities like Rohtak, Haldia, etc. also show high adoption with more than one in every three businesses adopting UPI/eWallets though transaction volumes are low. This indicates the penetration of UPI/ eWallets goes beyond the larger cities and there is definitely a demand for merchant transactions in the smaller cities too which is driving businesses to adopt such services for their customers.

Talking about the eWallet usage amongst Indian business units, Biswapriya Bhattacharjee, Executive Vice President, Insights Division, Kantar, stated, "UPI/eWallet and digital transaction has become almost a necessity in this pandemic-hit world. Indian businesses have started adopting UPI/ eWallets in a big way in recent times, having thrown into the deep end of the pool. Covid-19 is the worst of crises that our generation has witnessed and with no notes to refer to, Indian business entities are resorting to technology adoption, in order to stay afloat. Our idea of financial transaction have always been cash and that thought process has been very deep rooted in our minds. We have seen the first round of adoption of digital payments post demonetisation. However, Covid-19 crisis has accelerated technology adoption amongst the urban businesses and digital payment receipts is at the core of this shift. Our data indicate that about a third of the urban businesses have started exploring the possibility of adopting digital payments for their business since the lockdown. We believe that this shift amongst businesses is here to stay as businesses realize the ease with which they can do their business, especially, in the urban cities."

ITOPSTM is an annual syndicated study of Kantar to determine the penetration, usage and profile of technology and digital products amongst Micro & Small businesses in Urban India. Launched in 1996, the study is in its 24th year. ITOPS 2019 covered about 7000+ businesses across 35 cities and urban locations.

The Next Hyper-Connected Experience for All

On July 14, Samsung released a white paper entitled "The Next Hyper-Connected Experience for All." outlining the company's vision for the next generation communication system, namely 6G. The white paper covers various aspects related to 6G, including technical and societal megatrends, new services, requirements, candidate technologies and an expected timeline of standardization.

Samsung's vision for 6G is to bring the next hyper-connected experience to every corner of life. To accelerate research for 6G, Samsung Research, the advanced R&D hub within Samsung Electronics' SET Business, founded its Advanced Communications Research Center in May of last year.

"While 5G commercialization is still in its initial stage, it's never too early to start preparing for 6G because it typically takes around 10 years from the start of research to commercialization of a new generation of communications technology," explained Sunghyun Choi, Head of the Advanced Communications Research Center. "We've already launched the research and development of 6G technologies by build-

Truly Immersive XR   High-Fidelity Mobile Hologram   Digital Replica

ing upon the experience and ability we have accumulated from working on multiple generations of communications technology, including 5G. Going forward, we are committed to leading the standardization of 6G in collaboration with various stakeholders across industry, academia and government fields."
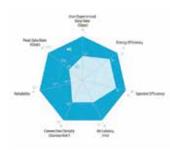
In the white paper, Samsung expects that the completion of the 6G standard and its earliest commercialization date could be as early as 2028, while mass commercialization may occur around 2030. Both humans and machines will be the main users of 6G, and 6G will be characterized by provision of advanced services such as truly immersive extended reality (XR), high-fidelity mobile hologram and digital replica.

Whereas 5G requirements mainly focused on performance aspects, Samsung defines three categories of requirements that have to be met to realize 6G services – performance, architectural and trustworthiness requirements. Examples of 6G performance requirements are a peak data rate of 1,000 Gbps (gigabits per second) and air latency less than 100 microsec-

onds (μs), 50 times the peak data rate and one-tenth the latency of 5G. A comparison of key performance requirements between 6G and 5G is shown in the diagram below.

The architectural requirements of 6G include resolving the issues arising from the limited computation capability of mobile devices as well as implementing AI right from the initial phase of technology development and enabling

the flexible integration of new network entities. The trustworthiness requirement addresses the security and privacy issues arising from the widespread use of user data and AI technologies.

The white paper also introduces candidate technologies that could be essential to satisfy the requirements for 6G. These include the use of the terahertz (THz) frequency band, novel antenna technologies to enhance the coverage of high frequency band signals, advanced duplex technologies, the evolution of network topology, spectrum sharing to increase the efficiency of frequency utilization and the use of AI in wireless communications.

68% OF Data Available To Business Goes Unleveraged

Seagate Technology plc, a world leader in data storage and management solutions, today released Rethink Data: Put More of Your Data to Work—From Edge to Cloud. The report—based on a survey of 1500 global enterprise leaders, which was commissioned by Seagate and conducted by the research firm IDC—identifies today's most pressing data management challenges, and solutions to them. It pinpoints the amount of data available to enterprises that goes unused: 68%.

"The report and the survey make clear that winning businesses must have strong mass data operations," says Seagate CEO Dave Mosley. "The value that a company derives from data directly affects its success."

The most significant findings include:

• Data management is increasingly important as data proliferates. IDC projects that over the next two years enterprise data will grow at a 42.2% annual rate.
• Only 32% of data available to enterprises is put to work. The remaining 68% is unleveraged.
• The top five barriers to putting data to work are: 1) making collected data usable, 2) managing the storage of collected data, 3) ensuring that needed data is collected, 4) ensuring the security of collected data, and 5) making the different silos of collected data available.
• Managing data in the multicloud and hybrid cloud are top data management challenges expected by businesses over the next two years.
• Two thirds of survey respondents report insufficient data security, making data security an essential element of any discussion of efficient data management.

The report identifies the missing link of data management: data operations, or DataOps. IDC defines DataOps as "the discipline connecting data creators with data consumers." While the

majority of respondents say that DataOps is "very" or "extremely" important, only 10% of organizations report having implemented DataOps fully. The survey demonstrated that, along with other data management solutions, DataOps leads to measurably better business outcomes. It boosts customer loyalty, revenue, profit, cost savings, plus results in other benefits.

"The findings of this study illustrating that more than two-thirds of available data lies fallow in organizations may seem like disturbing news," said Phil Goodwin, research director, IDC and principal analyst on the study. "But in truth, it shows how much opportunity and potential organizations already have at their fingertips. Organizations that can harness the value of their data wherever it resides—core, cloud or edge—can generate significant competitive advantage in the marketplace."

The survey queried 1500 respondents—500 in the Asia Pacific and Japan region, 475 in Europe, 375 respondents in North America, and 150 in China.

NASSCOM joins hands with 12 global technology industry associations to applaud the success of the industry in addressing COVID-19

In an industry first, the twelve major independent regional organizations representing the Technology and Business Services Sector across the world have united to launch The Global Technology and Business Services Council (GT&BSC- https://gtbsc.org). The council aims to demonstrate how the global tech industry dealt with the COVID crisis ensuring business continuity and employee safety, the overwhelming feedback it has received from clients across the world, the critical support it provides to various sectors, the absolutely critical role of highly skilled tech workers and the "essential services" they provide. Last but not the least, the innovation it drives and why it is critical to preserve the global, interconnected and collaborative nature of this industry.

GT&BSC, an alliance of twelve international associations representing the technology and business services sector across Bosnia, Bulgaria, Czech Republic, Egypt, India, Latin America, Latvia, Malaysia, Poland, Romania, Russia, South Africa, Sri Lanka, United Kingdom, United States and Ukraine, collectively represent the interests of over 10,000 organisations, including multi-na-

tionals, indigenous tech companies, SMEs, and start-ups.

Even before COVID struck, technology was already permeating itself into multiple layers of businesses. With the pandemic the speed and the depth of technology adoption is only going to accelerate. It has further brought to light the critical role of tech workers in supporting key IT infrastructure, managing data and global processes for critical sectors such as healthcare, government, banking, supply chains, telecom, come up with innovative data driven analytics, products and solutions that help in better decision making. These are highly skilled technology workers and every nation needs access to them.

"The one thing that is common in keeping multiple industries afloat during these trying times and enabling them to transform into digital businesses is "TECHNOLOGY". Shared efforts by governments, international organisation and global businesses remind us of our connectivity and interdependency and why it is important to retain the global nature of the tech industry. This is a time for collaboration, harnessing investment and innovation from around the world to maximise the speed and depth of economic recovery in all countries", said Shivendra Singh, Vice President, Global Trade Development, NASSCOM.

NASSCOM is also a signatory to the global busi-

ness community call by the Information Technology Industry Council (ITI), US, to policymakers worldwide to adopt clear and consistent guidance on including technology workers as those providing essential services. This is also in alignment with recent guidance published by the U.S. Department of Homeland Security's Cybersecurity and Infrastructure Security Agency (CISA) that designates key categories of Information and Communication Technology (ICT) workers as essential services.

The tech sector was central to the rapid deployment of work from home models not only in India but across the world, providing key support to governments and healthcare for strengthening the fight against COVID. Across countries, technology is helping track the outbreak, clean hospitals, deliver supplies and develop vaccines. This is all referenced in the report being published today entitled: "A unified global response for the technology and business services industry".

The council from hereon will promote the industry globally, capture and share value creation, demonstrate the innovations it drives, provide a global network to share best practice, work collaboratively on global research programmes and thought leadership andrepresent the interests of the sector to multiple stakeholders.

NEP2020 will help in Digital Transformation of Education

The Internet and Mobile Association of India (IAMAI) welcoming the NEP2020 has said that the policy paves the way for a fresh and comprehensive vision on education that will power the children and youth into the 21st century.

IAMAI has welcomed the focus on technology and said that it will pave the way for digital transformation of education and will help in bridging the digital divide. The Association has said that the proposal to set up a dedicated unit to coordinate digital infrastructure, content and capacity building within the Education Ministry to look after the online learning needs of both school and higher education will pave the way for digital

transformation of education. The Association is excited about the future with the tremendously rich EdTech ecosystem that is part of the IAMAI community. The best way forward is to grant parity between offline and online courses and education providers, it said. According to IAMAI, the focus on use of technology in education like AI, ML, Blockchain, smart boards, will go a long way in addressing the shortcomings afflicting the current education system in India.

IAMAI said National Education Technology Forum (NETF) under the Ministry of Education should now consider partnering with the EdTech industry as well as educational institutions to establish Centers of Excellence. This, in turn, will accelerate and streamline research and deployment efforts and enable the NETF to adopt industry-led best practices. These centers must also encourage EdTech startups to innovate solutions that will help increase access and provide harmonized quality of education. Additionally, the government-academia-industry should come together to digitize education, and not just convert con-

tent into digital.

IAMAI also welcomes the initiative to develop E-courses in regional languages. The Association said that following this initiative, India will now have the unique opportunity to establish itself as a global destination of the digital-ready workforce of the future. Indian EdTech companies are already doing a great job of communicating the importance of constant skilling and thereby skilling hundreds of thousands of professionals every year. If there is a way for such people to move from an online skilling course to formal education, this will go a long way in building the workforce of the future.

The Association said that digitalisation of India's education will not only enable the new normal of learning from home Post-COVID bringing wide-scale access to universal and regional education but also help address India's sector-wide challenges – school infrastructure, blackboards, teachers, classroom headcount, etc. For underprivileged children, affordable, accessible EdTech solution enablement could become a great equalizer.

FAIITA launches eStore digital platform for 20,000 plus SME members across the country

The Hon'ble Union Minister of Electronics and Information Technology Ravi Shankar Prasad today formally launched FAIITA GlobalLinker, a digital platform solution for Indian IT enterprises to digitize their business and join a global SME community.

FAIITA GlobalLinker platform will help FAIITA's Member Channel Community, who are offline sellers of IT hardware to create online Estores for themselves to sell their products online while being able to network with a wider SME community of local and global firms. The member estores will allow FAIITA members be better prepared to handle consumer and institutional requirements for online purchase and these estores will be pre-embedded with payment gateway & logistics solutions.

At the core of FAIITA GlobalLinker is a growing global network, currently comprising over 300,000 SME firms from over 150 countries, who are seeking business collaboration and growth opportunities. The networking feature is powered by the use of patented electronic business cards and digital profiles created on the GlobalLinker platform. The platform also offers a range of other features and benefits for FAIITA members, including:

• Business Growth Opportunities – members may find clients, suppliers and advisors through reviewing profiles and searching from this growing global community of businesses;

• Up-to-date Business Knowledge – members may access a range of business articles, industry news and participate in common interest groups or even seek specific assistance from other members of the community;

• Savings on business related services – members may avail of a growing range of services to save them time, effort and money;

• Improved efficiencies – members can use a range of services from a ready company intranet for all employees, HRMS, a business calendar and document storage etc.

On the occasion, the **Hon'ble Union Minister of Electronics and Information Technology, Ravi Shankar Prasad** said, "The Initiative taken by FAIITA pursuing Digital India Programme will empower several small & big IT Entrepreneurs to be enabled with Digital India Campaign and keep their businesses growing in the challenging times. Since big IT Giants have resolved to invest in India including Facebook, Google and so on, this shall definitely bring a growth in the IT Businesses. With the MEITY's initiative India is becoming Global Manufacturer soon and presently 260 manufacturers have set up units to manufacture Mobile Phones & Components in India, from merely 2 in the previous times." The Minister highlighted so many achievements of Government of India by enabling Digital India, such as Aadhar, UPI, DBT, Digitalisation of Revenue Records, and other such measures touching every common citizen of India. The E-Visa process has been directly instrumental to boost International Tourists number by 25%.".

The Minister lauded FAIITA's initiative and envisioned that FAIITA should take big leap to take this Platform Internationally too and set a benchmark, as so many Digital Initiatives taken in India are now embraced world over such as UPI, Aayushman Bharat etc. are benchmark platforms for other countries to refer.

Also present at the online event were President of FAIITA Kaushik Pandya; FAIITA Secretary Navin Gupta; FAIITA B2B Chairman S Karthikeyan; Chief Executive Officer of GlobalLinker, Mr. Sameer Vakil & Chief Experience Officer of GlobalLinker Ms. Summi Gambhir. Cisco Webex Platform Team was on technical support and Webinar enablement.

Kaushik Pandya, shared, " The entire FAIITA Team took it as a big challenge and opportunity to enable the Small Neighborhood IT Business digitally, who during the lockdown period, could not carry business though they had huge stock inventories available, but were unable to feed the market in absence of digital online enablement. In a record time of three and half months, the Team FAIITA has brought this result. This initiative will allow all the brick & mortar showroom owners as well as T3 partners across India to grow their business by many folds, they will be able showcase the products and services they sell 24 x 7 x 365. We are sure that a huge number of FAIITANs will take advantage of this eStore platform. Our next goal will be to take up this platform to Global level as suggested by Minister Shri. He has also shown his happiness towards enabling IT fraternity with this hybrid business model. It is a milestone achieved by us, many more to go."

Sameer Vakil shared "We created GlobalLinker to make the business growth of SMEs, simpler, more profitable and enjoyable. GlobalLinker is creating a large community of SMEs and through that, collective economies and efficiencies. Having launched local versions of GlobalLinker in India, Thailand, and Philippines, we are now aiming to become the largest community of SMEs globally and are very proud of being incorporated in India. As a progressive nodal body of IT Enterprises, FAIITA was looking to modernize the presence of their members and we see this as a great partnership and look forward to contributing strongly to Atmanirbhar Bharat and to Digital India"

INDIAN SaaS LANDSCAPE GROWING AT ~1.5X FASTER THAN GLOBAL SaaS

As India continues to take swift steps towards digitalization, it is also witnessing the rise of new SaaS verticals and segments backed by strategic partnerships. To chart out the imperatives to make India a "Global SaaS Hub", the National Association of Software and Services Companies (NASSCOM) in partnership with SaaSBOOMi and Zinnov as knowledge partners, today announced the findings of their first in depth IaaS study "Riding the Storm:

Towards the Giant India SaaS Opportunity".

Growing at 30% CAGR, India's SaaS revenue has reached $3.5 billion as of FY2020, with 75% of it coming from global sales. Clocking a growth rate of ~1.5 times faster than the global SaaS landscape, top Indian pure-play vendors are dominating the SaaS market, with the top 5 vendors account for ~33% of market share.

Sharing her thoughts, Debjani Ghosh, President, NASSCOM, said, "It is phenomenal to see SaaS emerging as a key growth driver for the country. As a technology industry, we have barely scratched the surface when it comes to use cases that can be delivered via SaaS to benefit across sectors. India today needs greater cross-industry collaborations, supportive government policy, and investment in deep technologies, to further the growth of the SaaS industry exponentially. "

Fuelled by an increase in cloud consumption, need for scalability and digital technology adoption, the Software-as-a- Service (SaaS) industry, globally, has grown significantly with a market value of $100Bn in 2019. From a geographical point of view, the Americas are the highest SaaS adopters accounting for almost 60% of the market. The US also accounts for more than 70% of global SaaS funding.

SaaS industry in India has witnessed accelerated growth in the past couple of years, with 75% of the demand for Indian SaaS products coming from overseas markets.

India's burgeoning start-up landscape and its rapid strides in digital adoption are one of the key contributors to the growing SaaS adoption in the country.

Our dedication and "keep Innovating" attitude has resulted in products and solutions that are ahead of its time

Exclusive interview with Mr. Sonit Jain, CEO, GajShield Infotech

The journey of GajShield started from a garage in Mumbai to establishing a strong business footprint in over 7 continents (apart from India) which includes Europe, United States, Middle East, Africa, Australia, New Zealand and ASEAN. GajShield was the first Indian Company to have been certified by ICSA Labs for consecutive 15 years, putting India in the Firewall market map to being reorganized by Gartner's in their Asia Pacific context: "Magic Quadrant for Enterprise Network Firewalls".

Businesses have become dependent on being connected 24*7 to the internet for doing business and maintaining business operations up and running. We have witnessed a paradigm shift in the way cyber threats have evolved, exploiting this change in the role of the internet as a crucial part of the business process and there is a steep rise in cyber-attacks. Looking at this trend, organizations have started realising the importance of cybersecurity only to be aided by the COVID-19 pandemic. The enterprises are looking for protection against evolving viruses, malware attacks and protection from data threats, being the key concern for many. This increased awareness and visibility impact on business has accelerated the implementation of cybersecurity in enterprises.

What are some of the best solutions provided by GajShield? How is it different from other brands?

At GajShield, we understand the importance of data and its value as an asset to organizations. Our Firewall Platform offers solutions like:

1. Context-Based Data Leak Prevention Solution.
2. Enterprise Cloud security for roaming users
3. SD-Wan
4. E-Mail Security and more

Since Data threats have evolved and cyber attackers exploit various vulnerabilities and loopholes in the current security solution. Relying on an older approach to security will no longer work efficiently. Our Firewalls solution uses an all-new Data Security Approach which keeps data at the centre of all the security initiatives as opposed to the older and weaker perimeter security. This means gaining complete visibility on each and every piece of data leaving the enterprise's network, deeper than traditional layer-7 information. This approach combined with our integrated Data Leak Prevention Solution takes appropriate action to protect organizations' critical data being illicitly used and prevent exploitation, improving the overall health of data security in an organisation.

What are your plans to re-strategising the cyber security after Covid -19?

Cybersecurity is an ever-evolving process and has to be constantly updated. With COVID-19 outbreak, it has only proven to be a stronger statement. It has brought a shift in how we work today by adopting a Work From Home setup for business continuity, but complicating security for enterprises and questioning data security. This has created the need for a solution that enables enterprises to have visibility on these work from home/remote users and protect them from attack. GajShield's Enterprise Cloud solution brings these work from home users under the head office firewall and enforces all the traffic through the firewall, complying them with enterprise security policies to ensure security and prevent data exploitation, being a major concern. As a gesture towards helping enterprise maintain business continuity in this testing times, we have rolled out limited free licenses for our customers and are supporting them 24*7 with our remote support setup.

As the Prime Minister has given emphasis for 'Made in India' products, Are there any initiatives by GajShield to promote 'Vocal for Local' in India?

GajShield has launched a major campaign to amplify our Prime Minister's vision to support indigenous brands and encouraging Indian buyers to buy Indian products. GajShield products are mature and are backed with strong quality and innovation, which are already well accepted across the globe in over 7 continents. The recent call 'Vocal for Local', will bring the pride back to select and accept quality Indian products which are Made in India, built for the World. Our dedication and "keep Innovating" attitude has resulted in products and solutions that are ahead of its time, making us to not only compete with other international brands but to help reach corners of the world.

How is GajShield's Next Generation Firewall different from traditional Firewalls?

GajShield's Newer Generation Firewalls addresses various inabilities of the traditional firewall like limited data visibility, older perimeter security approach to no security for roaming users and help organizations tackle their zero-day security challenges, preparing them for future. Our firewall allows enterprises to gain better control over the threat surface and prevent data exploitation. It acts as a platform by integrating various security solutions like a context-based network data leak prevention solution that helps to prevent data exploitation on the web, saas/cloud & network with deeper data visibility and a granular reporting for better security.

Further, it also incorporates solutions to addresses the often unspoken threats, being internal threats including the roaming users. Our solution brings visibility on their activities, allows controlling how data is used on various platform preventing both intentional and unintentional threats.

These abilities of our firewall to help prevent data exploitation and more, being the need of the hour and address the shortcomings of a traditional firewall over and above the needed protection from external threats makes our firewall solution different from the traditional firewall.

Are you planning to launch any new product in the coming times? Can you explain more about it?

Yes, Data has become the new oil and it is evident with the whole world now being data-driven, to protect it has become the priority for organizations of all sizes and it is high time that the Last Generation Firewall needs not only an update but a complete overhaul in the way it secures enterprises and their digital assets.

Enterprises have become data-driven, these data include critical business strategies, customer information and a lot more. To protect it from being exploited has become a priority for both enterprises and regulatory authorities. The greatest Challenges with preventing data exploitation today are the vanishing perimeter and increased adoption of digital work culture, being the primary security limitations of Traditional Firewalls. At GajShield, we have identified these loopholes that cybercriminals exploit and have come up with a solution that address not only these intentional actions but also to prevent unintentional data mishandling.