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# Cyient, eolos, and NASSCOM: Technology intervention can accelerate achieving the sustainable goals target

Technology and digital tools will play a crucial role in supporting industries as they transition toward more sustainable business practices. The LinkedIn Live session on Advancing the Circular Economy through New Business Models and Practices discussed how digital strategies can empower enterprises and manufacturers toward profit while simultaneously looking after the interests of people and the planet. The riveting session was moderated by Sangeeta Gupta, Senior Vice President and Chief Strategy Officer, NASSCOM, in conversation with Karthik Natarajan, President and

COO, Cyient, and Pierre-Yves Cohen, Co-founder and CEO, eolos. Karthik Natarajan, Cyient's President and COO, said, "Enterprises today must think of how they can create development that does not come at the cost of society or nature. Carbon emissions have reached 38 gigatonnes when our carbon sinks can only absorb 10-11 gigatonnes. Reducing our emissions to reach this range is a massive challenge. I believe that the intervention of technology can help us reach our target five to seven years ahead of the 2050 timeline."

## NASSCOM®

Pierre-Yves Cohen, CEO and Co-founder of eolos, said, "Most people think of circularity of design as similar to recycling, repurposing, and refurbishing of a product. However, it is a different concept altogether. While in the linear way of doing things we take, make, and dispose, in the circular economy, we design a product to maximize its use. These principles can also be used for existing products."

Sangeeta Gupta, Senior VP and Chief Strategy Officer, NASSCOM, said, "The global population continues to grow rapidly, increasing the demand for raw material, so there is a pressing need to rethink how we design products that can be 'made to be made again.' Transitioning toward a circular economy represents a systemic shift that can generate long-term gains, create business and economic opportunities, and provide environmental benefits. Digital technology has the power to support this transition by radically increasing virtualization, dematerialization transparency, and feedback-driven intelligence."

Cyient and eolos recently announced the launch of their "Design for Circularity" Consulting and Engineering practice that aims to support industries transitioning toward greater sustainability. With proven expertise in engineering and design across several industries globally, Cyient is ideally placed to spearhead the sustainability movement. It can leverage its rich experience and technical skills to guide businesses as they work toward reducing their carbon footprint for a more sustainable future.

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## Management and Leadership Responsibilities

It's often said that mistakes provide great learning opportunities. However, it's much better not to make mistakes in the first place!

**1. Not Making Time for Your Team:** When you're a manager or leader, it's easy to get so wrapped up in your own workload that you don't make yourself available to your team.

Yes, you have projects that you need to deliver. But your people must come first – without you being available when they need you, your people won't know what to do, and they won't have the support and guidance that they need to meet their objectives.

Avoid this mistake by blocking out time in your schedule specifically for your people, and by learning how to listen actively to your team. Develop your emotional intelligence so that you can be more aware of your team and their needs, and have a regular time when “your door is always open”, so that your people know when they can get your help. You can also use Management by Walking Around, which is an effective way to stay in touch with your team.

Once you're in a leadership or management role, your team should always come first – this is, at heart, what good leadership is all about!

**2. Being Too Friendly:** Most of us want to be seen as friendly and approachable to people in our team. After all, people are happier working for a manager that they get on with. However, you'll sometimes have to make tough decisions regarding people in your team, and some people will be tempted to take advantage of your relationship if you're too friendly with them.

But you do need to get the balance right between being a friend and being the boss.

Learn how to do avoid this mistake with our article, Now You're the Boss. Also, make sure that you set clear boundaries, so that team members aren't

tempted to take advantage of you.

**3. Failing to Define Goals:** When your people don't have clear goals, they muddle through their day.

They can't be productive if they have no idea what they're working for, or what their work means. They also can't prioritize their workload effectively, meaning that projects and tasks get completed in the wrong order.

Avoid this mistake by learning how to set SMART goals for your team. Use a Team Charter to specify where your team is going, and detail the resources it can draw upon. Also, use principles from Management by Objectives to align your team's goals to the mission of the organization.

**4. Misunderstanding Motivation:** Do you know what truly motivates your team? Here's a hint: chances are, it's not just money!

Many leaders make the mistake of assuming that their team is only working for monetary reward. However, it's unlikely that this will be the only thing that motivates them.

**5. Hurrying Recruitment:** When your team has a large workload, it's important to have enough people “on board” to cope with it. But filling a vacant role too quickly can be a disastrous mistake.

Hurrying recruitment can lead to recruiting the wrong people for your team: people who are uncooperative, ineffective or unproductive. They might also require additional training, and slow down others on your team. With the wrong person, you'll have wasted valuable time and resources if things don't work out and they leave.

You can avoid this mistake by learning how to recruit effectively, and by being particularly picky

about the people you bring into your team.

Tarun Taunk  
Editor-In-Chief



# Canon Empowers Businesses in their Digital Transformation Journey with the New imageRUNNER ADVANCE DX

**Canon** Canon today announced the launch of the imageRUNNER ADVANCE (iR-ADV) DX series, a smart range of A3 colour/monochrome laser multi-function devices (MFDs) aimed at driving digital transformation (DX) in today's business world. Building on the success of the iR-ADV portfolio, a repeated winner of the coveted BLI Copier MFP Line of the Year Award[1], the new iR-ADV DX series brings together advancements that help businesses improve operational efficiency, connectivity and information security in one remarkable lineup.

"The ever-growing mobile workforce is pushing more companies to stay agile in the digital age, future-proofing their business with secure cloud connectivity and efficient collaboration," said Mr. K Bhaskhar, Senior Vice President, Business Imaging Solutions Division, Canon India.

"Responding to market demands, our new iR-ADV DX series is designed to support optimal cloud connectivity and modern workplace productivity, allowing on-the-go workers to access information and collaborate anywhere, anytime. We are committed to help our customers seamlessly integrate their printing infrastructure and digitization requirements when adopting digital workflows at any stage of their digital transformation journey."

Increase Operational Efficiency with Digital Workflows

Fitting effortlessly into any existing work environment, the latest iR-ADV DX series enables users to reduce the steps required to digitise, archive and retrieve documents with its highly-efficient document processing power. Complete with optional Cloud Image Processing[2] for a wide array of forms and documents, the MFDs maximise productivity by automating inessential tasks such as naming and batch saving files, as well as reducing manual data extraction and classification. Consequently, the automated digital workflows eliminate error-prone tasks and repetitive administration, effectively improving overall operational efficiency.

Connect Seamlessly with Cloud Integration

The perfect partner for a digital transformation, the iR-ADV DX series seamlessly integrates with public cloud platforms to enable digital workflows, while facilitating efficient collaboration across teams based remotely, on the go and in workplaces anywhere. The MFDs also come equipped with uniFLOW Online Express, a simple cloud-based print management solution that helps businesses track device usage, and prevents unauthorised access with device authentication. Fulfilling a wider range of requirements, businesses can easily upgrade to uniFLOW Online[3] and benefit from secure printing, as well as more cloud connectors for advanced scanning.

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# Google introduces new features for Classroom & Meet



Video conferencing applications were widely used during the pandemic year as many educational institutes and offices were shut down as a precautionary measure. The users of Google Classroom and Google Meet during the duration were increased by many folds. Especially, the application was used extensively by schools and educational institutes for conducting online classes. Now, the American technology giant has now introduced 50 new features targeting teachers and students for Classroom and Meet.

## Here are some of the new features:

- Now learning through online classes will be more secure and safer. Just like a classroom, the teachers will decide who can join the class. This means the teacher will have the control to allow or deny anyone from joining the class. The advanced safety locks will keep unknown users from entering the online meeting. This will also restrict unauthorized persons to use the chat feature without the consent of the teachers.
- With the new feature, the teachers will have control over ending the class once the session is over. Earlier the students were able to stay in the meeting even after the teacher ended the session and left. This feature will give teachers an option to decide to end the class for everyone leaving no space for miscreants.
- When there are multiple users attending an online class, it gets really difficult for the teachers to keep the focus on the subject. Mute all features will help the teachers to mute all the users and

block the noise, keeping the focus on the content only. Moreover, if a student wants to unmute himself during the class he will need the permission of the teacher.

Apart from the above, Google will launch moderation keys for teachers so that the teachers can have control over who can join the meeting, share screen or use the chat feature from their mobile handsets or tablets. The feature will be available for both iOS and Android users.

By the end of this year, Google intends to integrate Google Classroom with Google Meet.

Also read:

- [The future of Bitcoin in India](#)
- [How to use voice DM feature on Twitter](#)

The company believes in providing safer products and services for everyone. Therefore, in the next few weeks, there will be significant addition of features for teachers and students helping them gain more control over the online classes. We can expect uninterrupted and secure classes for everyone in the coming days.



# Sophos shows how a five-day Conti ransomware attack unfolds day-by-day

In a new three-part series of articles, Sophos (global leader in next-generation cybersecurity) researchers and incident responders unveil what really happens when attackers break into an organization's network with the intention of stealing data and launching a Conti ransomware attack.



Conti is a human-operated "double extortion" ransomware. The attackers steal data from their targets before encrypting it, and then threaten to expose the stolen information on the "Conti News" site if the organization doesn't pay the ransom.

Sophos' 24/7 incident response team, Sophos Rapid Response, was called in to contain, neutralize and investigate the incident, which unfolded over five days from the initial compromise to the recovery of work operations. The series of articles from Sophos reconstructs the attack as it happened day-by-day and provides technical information on Conti's attack behavior as well as advice for defenders.

*The three-part series, The Realities of Conti Ransomware, includes:*

- A Conti Ransomware Attack Day-By-Day – Analysis of a Conti attack, including Indicators of Compromise (IoCs) and tactics, techniques and procedures (TTPs)
- Conti Ransomware: Evasive By Nature – A technical overview by SophosLabs researchers

• What to Expect When You've Been Hit with Conti Ransomware – An essential guide for IT admins facing the impact of a Conti attack, with advice on what to do immediately and a 12-point checklist to help investigate the attack. The checklist walks IT admins through everything the Conti attackers could do while on the network and the main TTPs they are likely to use. The article includes recommendations for action

"In attacks where humans are at the controls, adversaries can adapt and react to changing situations in real time," said Peter Mackenzie, manager, Sophos Rapid Response. "In this case, the attackers had simultaneously gained access to two servers, so when the target detected and disabled one of these – and believed they'd stopped the attack in time – the attackers simply switched and continued their attack using the second server. Having a 'Plan B' is a common approach for human-led attacks and a reminder that just because some suspicious activity on the network has stopped, it doesn't mean the attack is over."

The "Conti News" site has published data stolen from at least 180 victims to date. Sophos has created a victimology profile based on the data published on Conti News (covering around 150 organizations whose data had been published at the time of analysis).



# HCL signs MoU with IIT Kanpur to strengthen capabilities in the fields of Cybersecurity



HCL Technologies Ltd (HCL), a leading global technology company, today announced it has entered into a Memorandum of Understanding (MoU) with Indian Institute of Technology Kanpur (IITK) to collaborate in the area of cybersecurity. As part of the MoU, HCL will work with C3iHub, a specialized cybersecurity research center at IITK. This collaboration will bring together the country's brightest minds, advanced research capabilities and global resources to develop advanced solutions in the area of cybersecurity. HCL and IITK will bring in real world industry exposure to carry out joint

initiatives and research.

The teams will develop a security framework and solutions for cybersecurity challenges in current and future operational technologies as one of the first areas of interest. They will also work together to discover and manage cyber threats, vulnerabilities, and risks for critical infrastructure.

HCL will also work with IITK to identify selective research projects in order to bring them to scale. The projects will be tested on international benchmarks for potential commercialization to products and services, with testing and development performed in a special HCL environment.

## VoIC Networks signed India Distribution Agreement with Addasound.

Set to Unleash the Power of Audio for the Modern Indian Workforce

Addasound, a global pioneer in high-end audio solutions and technology, made its debut in India by inking the distribution partnership with VoIC Networks Pvt Ltd – India's leading unified communication & collaboration distributor to expand their presence to India. Addasound has a significant presence in America, EMEA and brings with it a stellar sound, design & through their innovation. The India launch is in line with the brand's commitment to develop, innovate and offer premium audio solutions for the modern Indian work force. Through this strategic partnership, VoIC Networks will provide ADDASOUND's high-



end audio devices & service support through their extensive partner network in India.

Commenting on the launch, Mr.D – CEO, Addasound, said, "We are excited to launch our products in India through VoIC Networks and look forward to playing a key role in developing and offering superior audio solutions to our India business partners. With our strong sound and innovation legacy and robust product portfolio, we are confident of delivering the power of quality audio to the modern Indian workforce, across business verticals.

Rohan Fernandes, Business Head, VOIC Networks said, "Signing up business agreement with Addasound enhances our product offering in the UC & CC space. In the WFH kind of situation that

## Bitdefender VPN Protecting Your Digital Privacy and Data

Information usually travels to or from your device through an unencrypted internet connection such as the one provided by your internet service provider (ISP). How can an unencrypted connection threaten your privacy? Simple. ISPs, social media networks, and online platforms routinely track user activity and location, capitalizing on online behavior by serving targeted ads based on browsing habits.

This information you send over an unencrypted network can also be viewed and intercepted by malicious actors.

Bitdefender VPN acts as an intermediary when you connect to the internet, hiding your IP address and routing your online traffic through more than 1,300 servers in over 30 countries. Your data login information, instant messages and downloads remain

private.

Secure traffic and protection against targeted attacks at home or on the go.

A VPN is especially worth considering when connecting to public Wi-Fi networks in an airport, coffee shop, and hotel or working remotely. You can never be sure who is monitoring internet traffic, so your passwords, data and banking information may be at risk.

When you use a VPN, cyber thieves can't hijack your information or steal your credit card information. Snooping attempts are useless as the VPN routes your internet traffic through a secured encrypted connection to an external server. You can shop or bank safely, as threat actors can't steal your information.



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# Airtel and Qualcomm to collaborate for 5G in India



Bharti Airtel (“Airtel”), India’s premier communications solutions provider, and Qualcomm Technologies, Inc. today announced their collaboration for accelerating 5G in India. Recently, Airtel became India’s first telco to demonstrate 5G over a LIVE commercial network in the city of Hyderabad.

Through Airtel’s network vendors and device partners, Airtel will utilize the Qualcomm® 5G RAN Platforms to roll-out virtualized and Open RAN-based 5G networks. Airtel, as a board member of the O-RAN Alliance, is committed to driving the success of O-RAN and is working with Qualcomm Technologies to explore and implement the O-RAN approach for India. The flexible and scalable architecture of O-RAN will create new opportunities for small and medium-sized businesses to become viable players in the deployment of 5G networks.

In addition, Airtel and Qualcomm Technologies will collaborate to enable a wide array of use cases, including 5G Fixed Wireless Access (FWA) that is designed to deliver broadband connectivity at Gigabit speeds to homes and businesses. This collaboration also aims to allow a faster rollout of broadband services in a cost effective and expeditious manner across India for “last mile” connectivity challenges that are becoming increasingly important

in today’s remote, mobile-first society.

Airtel 5G solutions including FWA services will be able to deliver multi-gigabit internet speeds wirelessly to customers and open up a wide range of innovations. For customers, the ultra-fast and low latency of 5G will unlock a digital world of limitless possibilities – gigabit size file downloads in seconds and 4K video streaming on the go across smartphones and computing devices, Immersive Technologies such as Virtual Reality and SMART Homes with connected things.

Randeep Sekhon, CTO, Bharti Airtel said, “Airtel has been a pioneer of new technologies and our networks are fully ready for 5G. We are delighted to have Qualcomm Technologies as a key



technology provider in our journey to roll-out world-class 5G in India. With Airtel’s integrated service portfolio and Qualcomm Technologies’ 5G leadership, we will be well placed to usher India into the next era of hyper-fast and ultra-low latency digital connectivity.”

Rajen Vagadia, Vice President, QUALCOMM India Private Limited and President, Qualcomm India said, “There is a compelling case to accelerate the roll-out of 5G networks in India, as it will help fast-track the country’s socio-economic growth and development. We are pleased to be working with Airtel, and we

## India could soon have its own digital currency

Indian government under the leadership of PM Narendra Modi is planning to launch an official digital currency in the coming days. The Cryptocurrency and Regulation of Digital Currency Bill 2021 may introduce a framework for the official digital currency issued by the Reserve Bank of India. Also, it may ban all other private cryptocurrencies in India.

A panel of experts of the Reserve bank of India is working rigorously on bringing an official digital currency to India. The digital currency will be similar to any other cryptocurrency like Bitcoin.

RBI’s Deputy Governor BP Kanungo said on Friday that an internal panel of RBI is working on the project. It would be similar to Central Bank’s digital currency model he added. The officials are exploring all the advantages and disadvantages of launching such digital currency.

**“We have already formulated the draft about India’s own digital currency and this shows our intent towards digital currency in India.” – RBI’s Governor Shaktikant Das**

Earlier, the government has already declared its resolve to launch an official digital currency against the much older and popular cryptocurrencies like Bitcoin. In the last few days, the government has taken many steps to ban cryptocurrencies in India including Bitcoin but the regulations aren’t clear yet. And it has caused an

uneasy feeling amongst the cryptocurrency traders in India.

Also read:

- [Simple tips for Internet Security](#)
- [The future of Bitcoin in India](#)

The proposed bill Cryptocurrency and Regulation of Digital Currency Bill 2021 will bring more clarity to the regulations of cryptocurrencies and will pave the way for India’s own official digital currency. However for now the provisions of the bill are not clear yet. It is believed by the experts that banning cryptocurrencies like Bitcoin would be an impractical measure it is a global and decentralized system.

Further information on the incidents, including Indicators of Compromise (IoCs) and tactics, techniques and procedures (TTPs) for the Nefilim attack, can be found in “Nefilim Ransomware Attack Uses ‘Ghost’ Credentials.”

Indian government could benefit a lot from aiming to bring a growth or strategy plan in terms in currency value or like a unified digital currency.

Just like the cryptocurrency, India might have it’s own digital currency planning to be available for almost all kinds of transactions like inline payment, or payment at retail shops.

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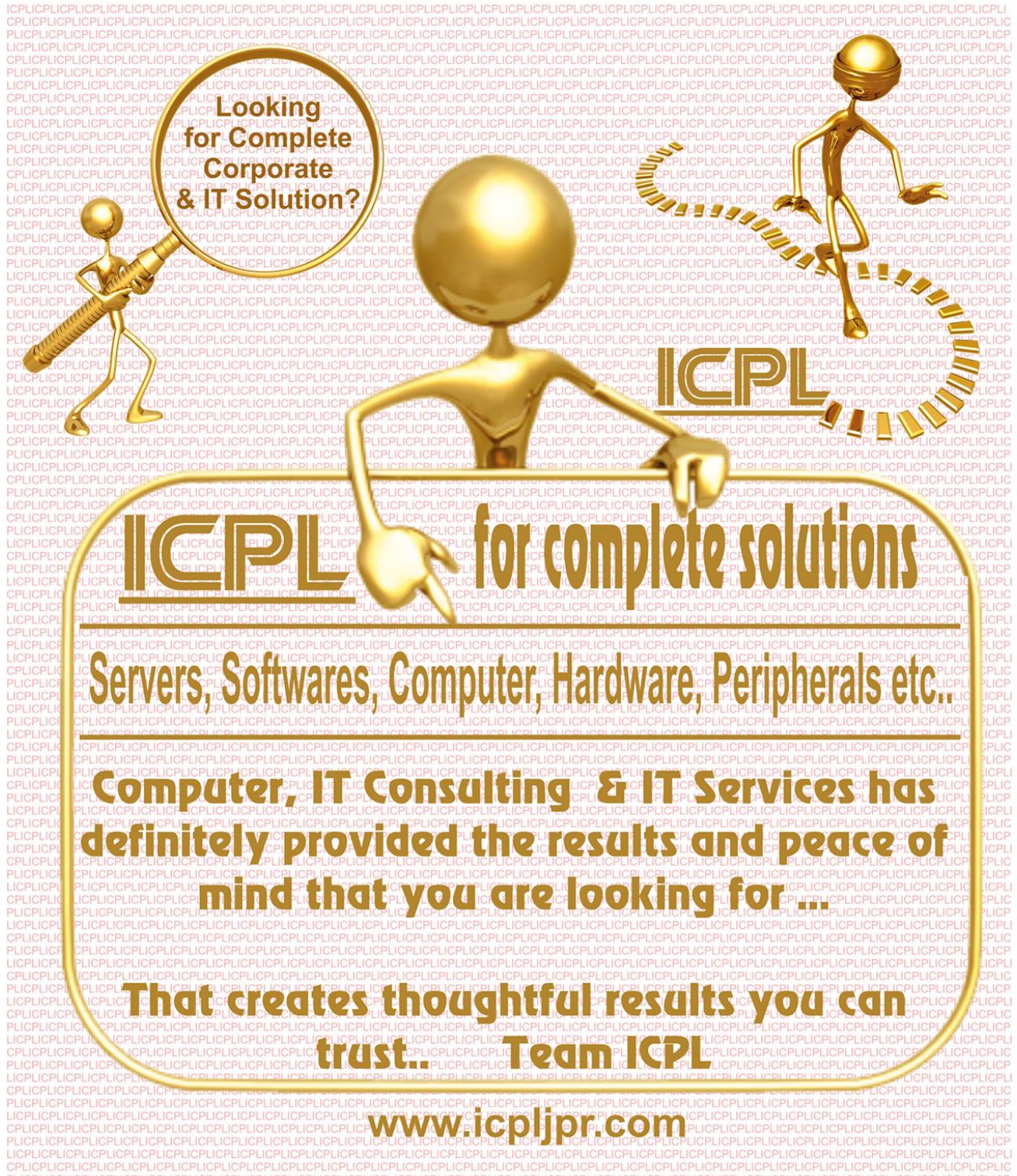


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# Intercept X, Sophos Webinar On Cybersecurity

We have been exposed to new challenges with the growing internet usage. On the contrary, India doesn't rank impressively on the UN Global Cybersecurity Index but persistent efforts are taken by many organizations to safeguard the interests. Recently IT professionals and common users learned about the scope of cybersecurity in a Webinar organized by Sophos.

**Over 4 lakh malware is detected and 375 cyber-attacks are foiled every day – Lt. Gen. (retd.) Rajesh Pant (India's Cyber Security Chief).**

The webinar was organized by Sophos India and managed by IT Voice covering the details on endpoint protection and managing cybersecurity.

**About Sophos** – Sophos is a security software company helping individual home users and organizations with network security, email security, mobile security, endpoint, and threat management. Sophos has been a market leader acknowledged by various agencies. It consistently tops the rankings in independent testing by Gartner, NSS Labs, SE Labs, MRG Effitas, Forrester, and many more.

Over 200 representatives of different IT Companies in Rajasthan and Uttar Pradesh attended the event and benefited from the webinar. As a representative of Sophos, Mr. Anirudh Sharma explained various topics related to cybersecurity. Here are the key topics covered:

- **Anatomy of Attacks** – The essentials of identifying the threats, acknowledging the loopholes and techniques used by the hackers were covered under this heading.
- **Unmatched endpoint protection** – Intercept X offers a deep learning neural network to predicatively prevent more attacks and has lower false positives than any other security software. Ransomware, knowing threats, unknown executables, exploits & file less were also described. Additionally, the ways to identify the threats and solutions by Sophos were also briefed in the webinar.
- **Easier management** – Intercept X is managed through Sophos Central, a unified, cloud-native console where you can manage all your security in one place. The participants learned about the functions, tools, solutions with examples, and the scope of the Endpoint Detection Response (EDR). The importance of the Intercept X software was described with on-point presentations.
- Apart from the aforementioned points, a detailed analysis of everything in the software, its usage, process, and significance was explained.

The significance of adding expertise instead of headcount was also an interesting topic discussed in the webinar.

“It was a great session overall. I had a few questions before the sessions and by the time it commenced, I was clearer on the subject. We look forward to more such sessions. Thanks, Sophos and IT Voice.” – Khushagra Taunk



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# Sophos Tracks Nefilim And Other Ransomware Attacks to “Ghost” Account Credentials

## SOPHOS

Sophos, a global leader in next-generation cybersecurity, today published its latest findings into real world attacks investigated by its

Rapid Response team. The article, “Nefilim Ransomware Attack Uses ‘Ghost’ Credentials,” details how a failure to keep close tabs on “ghost” account credentials facilitated two recent cyberattacks, one of which involved Nefilim ransomware.

Nefilim, also known as Nemty ransomware, combines data theft with encryption. The target hit by Nefilim had more than 100 systems impacted. Sophos responders traced the initial intrusion to an admin account with high level access that attackers had compromised more than four weeks before they released the ransomware. During this time, the attackers were able to quietly move through the network, steal credentials for a domain admin account, and find and exfiltrate hundreds of GB of data, before unleashing the ransomware that revealed their presence.

The hacked admin account that enabled this belonged to an employee who had sadly passed away around three months previously. The company had kept the account active because it was used for a number of services.

In the second, unrelated attack, Sophos responders found that intruders had created a new user account and added it to the target’s domain admin group in Active Directory. With this new domain admin account, the attackers were able to delete approximately 150 virtual servers and encrypt the server backups using Microsoft Bitlocker – all without setting off alerts.

“If it wasn’t for the ransomware that flagged the presence of intruders, how long might the attackers have had domain admin access to the network without the company knowing?” said Peter Mackenzie, manager, Sophos Rapid Response. “Staying on top of

account credentials is basic, but critical cybersecurity hygiene. We see far too many incidents where accounts have been set up, often with considerable access rights, that are then forgotten about, sometimes for years. Such ‘ghost’ accounts are a prime target for attackers.

“If an organization really needs an account after someone has left the company, they should implement a service account and deny interactive logins to prevent any unwanted activity. Or, if they don’t need the account for anything else, disable it and carry out regular audits of Active Directory.

“The danger is not just keeping outdated and unmonitored accounts active; it is also giving employees greater access rights than they need. Fewer accounts need to be a domain admin than most people think. No account with privileges should be used by default for work that doesn’t require that level of access. Users should elevate to using the required accounts when needed and only for that task. Further, alerts should be set so that if the domain admin account is used or if a new admin account is created, someone knows.”

Nefilim ransomware was first reported on in March 2020. Like other ransomware families such as Dharma, Nefilim mainly targets vulnerable Remote Desktop Protocol (RPD) systems as well as exposed Citrix software. It is one of a growing number of ransomware families, alongside DoppelPaymer and others that engages in so-called “secondary extortion,” with attacks that combine encryption with data theft and the threat of public exposure.

Further information on the incidents, including Indicators of Compromise (IoCs) and tactics, techniques and procedures (TTPs) for the Nefilim attack, can be found in “Nefilim Ransomware Attack Uses ‘Ghost’ Credentials.”

## boAt announces “Make in India” earwear and accessories to mark India’s 72nd Republic Day

Home-grown audio & accessories brand boAt launches a series of ‘Make in India’ wired and wireless earphones as well as mobile accessories. Staying true to its commitment, boAt has started its Make in India journey with its top sellers such as Bassheads 100, Bassheads 152 and Rockerz 255 pro. These products will now be manufactured locally and will be available across eCommerce platforms including Amazon, Flipkart, etc. and their website starting 26th January 2021. It’s a pleasant milestone that boAt has been eyeing ever since they received \$100 Million USD funding from Warburg Pincus earlier this year.

boAt plans on launching many more products in 2021. This includes launching headphones, speakers and true wireless earphones under their “Make in India” initiative. The brand has been nimble in redrawing its supply chain ever since COVID-19 struck and has been steadily shifting production to India.

boAt carries the spirit of India and is now in the top 5 wearables

globally as per IDC. The company is also the #1 brand in personal audio in India (headphones, earphones, sound-related accessories) with a rapidly emerging presence in adjacent consumer-focused, lifestyle electronics categories. Its product portfolio offers well-designed, distinctive products at attractive price points. boAt continues to achieve rapid revenue growth (100%+ over the past several years) and exhibits a strong profitability profile.

On the launch, Aman Gupta, Co-Founder, boAt said, “Being market leaders, boAt to lead from the front. It’s a moment of pride for us to announce the products that are in line with the Honourable Prime Minister’s Make in India vision of Atmanirbhar Bharat. It’s a testament to our commitment to build an ecosystem in India. In the coming months, many more boAt products will be manufactured and launched in India.”

boAt’s current “Make in India” portfolio, as well as their upcoming launches, can be bought from [www.boat-lifestyle.com](http://www.boat-lifestyle.com)



# M5 Technologies Signs India Distribution Agreement with VOIC Networks

New Delhi, Delhi Feb 11, 2021 – M5 Technologies (Formerly Media5 Corporation) leading manufacturer of VOIP media gateways and Enterprise session border controllers join hands with VOIC Networks, India's Leading ICT Technology distributors to explore the Indian market. VOIC Networks will promote the complete range of Enterprise session border controller and Media Gateway products and offer full support and training for channel partners and system integrators. At a strategic level, the agreement will allow VOIC Networks to offer Media5 VOIP Media gateway and SBC as a bundle with a range of interoperable UC and CX products brands including Microsoft Teams, Mitel, Genesys, Aspect, Altitude, Unify, and Ericsson. Mohammed Zameer, Senior VP – M5 Technologies commented "We are very pleased to have VOIC Networks as our distributor in India. In such a crowd market full of challenges and price competition, a strong pairing between Voic network and M5 will be a good choice to explore the business in India. VOIC Networks has proven experience in the VoIP hardware distribution market and offers a high level of support and a comprehensive range of value-added services. We look forward to working with VOIC Networks to grow our India market share.



"We are delighted to be working with M5 who we see as a pioneering player in the Enterprise session border controller and VOIP media gateways. With growing interest in unified communications, we want to work with our channel partners so that their customers get the most out of their investment in technologies such as Microsoft Teams. Our aim is to build a strong partnership with M5 that will address the new and future needs of the unified communications channels and service providers in India" said Rohan Fernandes who heads Partner & Alliances at VOIC Networks.

VOIC Networks Pvt Ltd (VNPL), headquartered in New Delhi, India is a privately held company involved in the sales and Technology distribution of VoIP & CTI products. Incorporated in the year 2013, the team had vast experience in providing solutions in the areas of Unified Communication and CTI technologies. VOIC networks have core knowledge and expertise in running distribution business locally and acquiring the customer base globally by providing value addition to their telecom network and solution, moving towards a true GLOBAL company. VNPL is an Authorized India Distributor of Media5, Synway, Yealink, Flying voice, and Fanvil.

## ESDS announces the launch of India's fastest and cost-effective CDN solution.



ESDS, India's leading Managed Data Center and Cloud Hosting Service provider, is proud to offer yet another service along the lines of the Make in India & Atmanirbhar Bharat initiative.

On the occasion of India's 72nd Republic Day, ESDS Software Solution is pleased to

announce the launch of the fastest and cost-effective Content Delivery Network, Enlight CDN. The solution is secured through 'eNlight WAF' (Web Application Firewall), and 'VTMScan' (Website Security Scanner) solution offerings developed indigenously by R&D team at ESDS.

Enlight Content Delivery Network (CDN) will allow organizations to deliver web-based content at lightning speed anywhere in India. ESDS leverages on its Indian footprint of data centers and its ambition to augment its presence in the country through Cloud Data Centers.

Special Features of Enlight CDN:

1. Website acceleration for web portals, e-commerce platforms, news apps, and applications used for user-generated content (UGC). It also supports websites with static/dynamic content and works like a charm for dynamic requests related to ASP, ZIP and PHP files.
2. File download acceleration useful for downloading clients, games, app from stores, and websites that provide download services based on HTTP or HTTPS.

3. VOD Acceleration for customers providing on-demand audio-visual services required by businesses running online education websites, video sharing websites, Internet video-on-demand platforms, on-demand audio-visual apps and more.

Security Services Included as part of Enlight CDN:

1. ESDS eNlight Web Application Firewall (WAF) – An indigenously developed Cloud Hosted Web Application Firewall that allows organizations to block unwanted and potentially harmful web traffic targeting their websites, along with protecting them from the OWASP Top 10 vulnerabilities.
2. ESDS VTMScan (Website Security Scanner) delivers an exuberant security experience for organizations by keeping their web presence secure 24x7, and keeping hackers at bay through enabling effective vulnerability management.

On the occasion of the launch of Enlight CDN, Founder, CMD & Group CEO, ESDS, Mr. Piyush Somani, said, "ESDS is India's leading Managed Data Center and Cloud Hosting Services Provider. I feel proud to extend our services beyond Cloud and

Data Center by offering customized business solutions like CDN & Enterprise Storage. Amidst





# MSI Unveils Innovations in Gaming Hardware & Computing at MSI Premiere 2021: Tech for the Future

30 Series. The combined advantages of both air and liquid cooling come together with dedicated fan cooling and an all-in-one closed-loop liquid cooling solution that is efficient, silent and requires absolutely no maintenance. MSI, a world leader in gaming hardware and computing solutions, unveils an innovative lineup of gaming, creator and business products at its virtual launch event, "MSI Premiere 2021: Tech For the Future".

"We are honored to present our new lineup of products designed to take gaming, creation and business computing to the next level. MSI has consistently devoted countless hours and research into bringing new technology products to the world, and in today's premiere event you will discover our latest, premium offerings that will be launched in 2021," said Sam Chern, Vice President of Marketing at MSI, as the virtual launch event kicked off. "It's showtime, and we hope you enjoy it."



A powerful MSI Dragon G opened the "MSI Premiere 2021: Tech For the Future" show, followed by a helicopter that flew over the sea and revealed MSI RTX 30 SEA HAWK.

MSI SEA HAWK is the product of a revolutionary design with proven technology — which just got faster with an upgrade to the GeForce RTX

As the helicopter flew over snow-covered mountains, MSI's GeForce RTX 30 SUPRIM Series appeared on a peak.

SUPRIM, a new graphics card design, turns a prestigious concept into reality. This card is amped up with robust power stages for durability, efficiently cooled with TRI FROZR 2S and delivers a modern aesthetic that reflects a high-performance lifestyle. This masterpiece continues MSI's legacy of powering immersive gaming adventures and demanding content creation.

The stage then turned into a diamond textured theme to bring out MSI CLUTCH GM41 LIGHTWEIGHT.

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# Shift in Consumer Demand Strengthens BenQ India's

# BenQ

BenQ, a leading global innovator of display technologies, today announced a staggering year on year growth of 374% in

the 27-inch monitor segment, along with a 220% growth in the 24-inch monitor segment. These insights were received from the IDC report of Q3 2020 in the LCD monitor market.

In a year affected by lockdowns due to the Coronavirus pandemic, BenQ India was able to capitalize on Hybrid Working and Blended Learning phenomena, as people worked and learnt from home. While the size of the overall LCD monitor market in Q3 2020 was 1.3 M, the market saw a year on year decline by 16.2%, while BenQ India grew by 185% year on year. This was due to BenQ's wide portfolio of monitors spanning from Premium IPS Monitors to high-end monitors for Prosumers like Designers and Photographers to Professional Gamers.

Overall, 27" size segment witnessed phenomenal YoY growth of 108% in Q3'20 driven by strong Work from home demand for large screen monitor display to be used along with laptop. BenQ was the market leader in 27" size segment with 28.1% market share and 374% YoY growth 24" size segment also witnessed YoY growth of 32.8% in Q3'20 and BenQ grew YoY by 220% in this segment. This growth has been led by BenQ India's cutting-edge innovative solutions which are not only helping a consumer work from home comfortably, but also learn at home and find entertainment at home. With consumers turning to larger form factor of screens, BenQ's solutions which are heavy on class apart innovation and the concept of Visuality have helped the brand achieve consistent growth.

Commenting on this achievement, Rajeev Singh, Managing

Director – BenQ India, said, "The IDC report from Q3 2020 has shown that consumers prefer purchasing solutions that add a better visual element to their life. With people continuing to work from home, and schools taking lectures from home, consumers are now looking for products that will help them with their work and learning with ease considering the long hours spent in-front of screens. As pioneers of Visual Communication and the concept of Visuality, we are thrilled to achieve such numbers in an intense and competitive market. We are sure that the trust put in us by our consumers is only set to increase through the rest of the quarters." Customers have been switching from small screens of Mobiles and Tablets to large screen monitors that gave viewing comfort and ergonomic advantage over small screens. This shift coupled by a wide-spread portfolio of BenQ monitors led to it achieving such great results. BenQ has offerings that assist in Working, Learning and Playing at Home.

In an ever-increasing portfolio of products aimed to cater to all forms of consumers, BenQ India is all set to retain and increase its growing position in the market, with products like:

- Premium IPS Eye-Care Monitors for Work from Home and Learn @Home – G-Series
- Entertainment Monitors with HDR, Eye-Care and treVolo Speakers – E-Series
- PhotoVue Photographers' Monitors for photo and video editing – SW Series
- DesignVue Designers' Monitors for designing and animation – PD Series
- Gaming Monitors
  - o MobiuZ for Gaming Enthusiasts
  - o Zowie for Professional E-Sports Players

## Quote on Budget 2021

Rajesh Maurya, Regional Vice President, India & SAARC, Fortinet.

"The budget has announced big-ticket projects to add to the digital capabilities with the next general census in the country being the first digital one and along with marquee MCA 21 project this is likely to garner massive 'crown jewel' assets in terms of the sensitivity and quantity of data. As these projects are rolled out it will increase the importance of security as the government builds the tools and workflows supporting these services. These projects will need to prioritize solutions such as Zero Trust Access, automated endpoint security, users awareness training to counter a range of threats, and will also need to ensure that solutions such

as software defined networking and multi-cloud services are implemented securely.

The real challenge in securing these digital assets that will continue to be targeted by both criminal and nation state (APT) actors is the availability of skilled resources. Fortinet is committed to closing the cybersecurity skills gap through our CSR training programs. The Fortinet Security Academy Program is provided

free by nineteen leading universities in India to equip students with the skills necessary for a career in cybersecurity. By supporting these leading universities in India, we're arming the next generation of security leaders with the skillset and knowledge the industry so desperately needs."

# BUDGET 2021

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# Bitcoin will be banned in India?



For a long time, there have been clouds of confusion over the legal status of Cryptocurrencies in India. But now the Government of India has listed a bill that may ban all the private cryptocurrencies in India like Ripple,

Ethereum, and very popular Bitcoin.

In addition, a legal framework may also be put to introduce India's own official digital currency. As per RBI, the officials are brainstorming if a digital version of the rupee will have a space in the technology market. Let's explore some facts about Cryptocurrency first.

## What is a Cryptocurrency?

Cryptocurrency uses a technology called the blockchain. It is a kind of digital currency that could be used for the exchange of goods and services online. Blockchain technology helps to manage and record transactions across many computers.

**Bitcoin (\$563.8 billion), Ethereum (\$142.9 billion) & Tether (\$25.2 billion) are the top three cryptocurrencies by market capitalization.**

## The legal status of Cryptocurrencies in India

In the year 2018 following the demonetization, there were many reported cases of frauds which led the Reserve Bank of India to impose a ban on the use of bank channels for payments of any cryptocurrencies.

However, the honorable Supreme Court of India overturned the ban in March 2020 mentioning that RBI Regulated Entities failed to

prove the loss due to transactions of cryptocurrencies.

As for now, there is no described law to regulate virtual currency. Therefore, we can say that it's neither banned nor legally approved.

But if the proposed Cryptocurrency and Regulation of Digital Currency Bill 2021 is passed, cryptocurrencies including Bitcoin will be banned in India.

## What will be the future of Bitcoin in India?

It is speculated that the currency Bitcoin is the brainchild of Satoshi Nakamoto of Japan. On the other hand, there are some people who believe that it was Tesla's Elon Musk who invented the Bitcoin. Recently the prices of Bitcoin soured up 14% after Elon Musk added #Bitcoin to his Twitter bio.

**Today a Bitcoin may cost you over 34,000\$ (24.76 Lakh Rupees) but till 2010 its value was not over a dollar.**

As per countries (India) leading Currency Exchange CoinDCX, 80% of the investors are of the age group 25 to 40. Each day there are transactions worth 290,00,000 Rupees.

Also read:

• [When will 5G launch in India](#)

• [Samsung Galaxy S21 Ultra 5G](#)

With over 7 million crypto holders and assets worth over \$1 Billion, Indians have so much on stake, say Crypto industry professionals. They are expecting the government to understand their views and points before making any decisions. Banning Bitcoin or all cryptocurrencies overnight may result in a panic amongst the stakeholders. In 2018 also, RBI provided a window of

## Simple tips for internet security

We all have suffered the bumpy ride of the year 2020 in some way or another. One thing that the year has taught us all and will be prevalent for many years to come is the significance of the internet in our lives.

But with growing usage of the internet brings new challenges to us especially when the users are children, the elderly, of all age groups, and educational backgrounds. The intent of each user is unique and often requires different strategies for safety. While some use the internet for financial activities, office work, some may use it for entertainment. Hackers are always looking for loopholes to manipulate and extort monies or worse.

Internet could be a savage place if you are not watchful. It is our responsibility to safeguard our investments and identity. We have compiled a list of simple safety measures for each internet user that will help them in making their internet experience knowledgeable and hassle-free.

### Use VPN for extra security

Virtual Private Networks will hide your online activities by creating a private network. Although most VPNs are safe to use some might show you unnecessary ads. Also, some of the VPNs come with malware. Thus, you must always use the trusted VPNs for safe and secure browsing

To start with change your passwords regularly

Most of the applications and platforms remind the user to change



their passwords on a timely basis. But many of us find it annoying. Series of numbers, names, dates of birth are easiest to crack and are in the front line of vulnerability. Using special characters will make it difficult for the hackers to decode it.

Also, don't use the same password for multiple accounts. There are many password manager apps available in case you find it difficult to remember the passwords.

### Incognito Mode is a blessing

When the web browsers keep track of your day-to-day activities, it becomes necessary to control who has access to your search history, cookies, and or temporary internet files. Using incognito mode will keep your browsing private as you like it. Almost every web browser provides the Incognito Mode option to its users. Using it will also block third party applications and websites from accessing your data by not keeping the browsing history records.

### Free Wi-Fi or hackers' playground?

Hackers are always looking for vulnerabilities, and Free Wi-Fi zones are the most common spaces where unethical hackers could access your sensitive information. Our mobile handsets and laptops have a lot of personal and financial data stored and using the free Wi-Fi may cost you more if the data reaches in wrong hands.



# Shift in Consumer Demand Strengthens BenQ India's Position in LCD Monitor Market



**Work from Home and Learn from Home consumer demand helps BenQ to emerge as Market Leader in fast growing 27inch monitor market segment in India**

New Delhi, 29th January 2021: BenQ, a leading global innovator of display technologies, today announced a staggering year on year growth of 374% in the 27-inch monitor segment, along with a 220% growth in the 24-inch monitor segment. These insights were received from the IDC report of Q3 2020 in the LCD monitor market.

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- Gaming Monitors
  - o Mobiuz for Gaming Enthusiasts
  - o Zowie for Professional E-Sports Players

## Tesla on the verge of recalling over 140,000 vehicles over the risk of touch screen failures

American Electric Car automaker Tesla is now recalling over 130,000 vehicles including the Model S and Model X. National Highway Traffic City Administration has demanded or on the other hand requested Tesla to call back over 140,000 of their vehicles through a formal letter on January 13th 2021 after upgrading a safety norm in November, stating that it had tentatively concluded the 2012-2018 Model S and 2016-2018 Model X vehicles "contain a defect related to motor vehicle safety."

It is generally unusual for an agency to directly send a formal letter to an automaker demanding for a recall, because automakers typically agree to these things from their own side. National Highway Traffic City Administration stated that



"during our review of the data, Tesla provided confirmation that all units will inevitably fail given the memory device's finite storage capacity."

The agency said touch screen failures pose significant safety issues, including the loss of rear view/backup camera images, and loss of alerts in the autopilot feature which may lead to a severe crashes.

NHTSA noted that "Tesla has implemented several over-the-air updates in an attempt to mitigate some of the issues ... but tentatively believes these updates are procedurally and substantively insufficient." It noted that under law "vehicle manufacturers are required to conduct recalls to remedy safety-related defects."



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