ASIA
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SEPTEMBER - 2021

ART OF BUILDING A
WORLD-CLASS ORGANIZATION

- IN A CONVERSATION WITH

MANEESH JHAWAR

STARTUP SPOTLIGHT
THE INSPIRING STORY OF UNMITI
- A NEW-AGE STARTUP!

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FROM THE EDITOR

Ngo Hoang Anh
Chief Editor

The business world today has poised itself in a way that isn't for the weak-hearted. Is your organization geared up to leverage AI to fuel growth?

How did most of 2021 fly by so quick? Here we are, entering the final quarter of the year that not just tried to turn life an inch closer to normalcy but also showed what growth and resilience are all about. Charged with the zeal to tread the path of recovery, we witnessed the massive collaboration of people across different spheres of life to make things easier for themselves and for others like you and me.

With the same attitude of keeping people at the top of the heap, in this issue of Asia Inc. 500 we highlight the story of Mr Maneesh Jhawar's company - QualityKiosk(QK). Fueled with the notion of thinking about customers first, QK is taking the world of BFSI by storm with its strong Indian roots.

When we are talking about life amid the pandemic, we cannot miss AI and technology and the many benefits it has showered on us, can we? Delve into the ways Intelligent Automation has helped the Middle East thrive and not just survive despite the crisis. We even have a special mention of how AI is twisting things in the employment sector, with thousands of people uncertain about the future of their so-called permanent jobs. What are your thoughts on it?

While we did stress on technology in this edition, we also covered the impact of covid on climate, resources, agriculture and healthcare in terms of financial comfort. We cannot wait to discover what's in store for the business world next year.

Here's hoping with a glass-half-full mentality that 2022 brings the calm that our personal and professional lives are yearning for.

About **ASIA Inc. 500**

Asia Inc. 500, along with its valued partners, lays emphasis on exploring and recognizing 5000+ individuals and organizations every year across Asia and to help them reach out to a wide audience, prospective clients & investors.

Our platform is a great source of information and connect in areas of AI, Machine Learning, Blockchain, Internet of Things (IoT)and other upcoming technologies and frameworks. At the end of every quarter, we evaluate and rank the best 500 organizations in various aspects all throughout Asia.

Address:

49, Jalan Telawi 6, Bangsar Baru
59100 Kuala Lumpur
Wilayah Persekutuan Kuala Lumpur
Email : info@asiainc500.com
       ali@asiainc500.com

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Art Of Building A World-Class Organization – In A Conversation With Maneesh Jhawar

Tell us about QualityKiosk's 20-year old journey, how did it all start?

Maneesh: You know now when I look back and think - it was not about starting a company, it was making the dream come true. It was about building a value-driven and ethical organization that would always keep customers at the center of everything you do. I keep hearing this term these days - customer centricity or customer experience. The whole essence of QK from the day one has been to find ways to build a company that would always think of customers first. When you talk about technology, we may be the world's largest quality assurance company. But if you ask me personally, we are all about experiences and moments - we have mastered the craft of harnessing the power of technology to create outstanding customer experiences. My goal is not to make my customer happy, but to enable them to WOW their end customers.

It was a humble beginning, like any other entrepreneur and it was definitely not an easy path to tread. But today when I look back, I feel it was all worth it. My co-founder & I started off as a technology company but very early in the game, we realized our niche. We wanted to help enterprises build flawless products and platforms. The natural choice then was to be in quality assurance and help customers build bug free software. For the first few years, it was all about learning the craft and then it was about scaling up. From on boarding the first customer, reaching the 100-employees milestone, creating the largest logo, establishing overseas offices and beginning operations, to building the IP, everything has been has been an experience of a lifetime.

Today we are the world's largest independent testing services and IP led quality engineering company and this journey I would say has been remarkable.

The whole world fears BFSI - why did you choose to serve that industry?

Maneesh: Like they say few things just happen maybe because we are destined or maybe we are the chosen ones for it. I know where you are coming from and I have heard this from many peers in the industry, and partners how come we mastered serving BFSI. In fact, the top 8 out of 10 banks in the country have a great relationship in helping them on their quality transformation journey. We serve from the oldest bank in the country to the brand new payment bank established in the last 24 months. The whole 9 yards of the QA and QE in BFSI is now part of our DNA and it comes naturally for every single employee to handle this with ease.

With the boom in the digital economy I only see growing off the ceiling and we are fully equipped to help the digital economy, scale and grow. Right from the new age wallet to digital banking to open economy we are strong advocates of putting technology at the center. In Fact, you will be surprised to note that we are the first advocates of neo banking and its adoption. It definitely is going to be a great story of growth and expansion.

How has the new normal impacted the business?

Maneesh: Everything has its pros and cons I personally miss seeing my employees and teams in person but I am sure it is also saving a lot of travel time. When it comes to business a lot has changed, almost every company wants to accelerate their digital transformation journey. If the original agenda was to go digital in 2025, it is now prepone by 5 years. Every CIO has digital as their top priority for the next few years to come. On the other hand migration to Cloud has accelerated significantly and this gives us a great edge. For the last decade we have made significant investments in building IP and innovation around Cloud. Our TestOps, CloudOps, and SecOps teams are fully equipped to help clients leapfrog their journey of cloud transformation. This gives us a very unique advantage of making QualityKiosk a unique partner for all enterprises globally.

So, yes the bottomline is the new normal has helped us in numerous ways to accelerate our growth.

Congratulations on your Global expansion - tell us more about it.

Maneesh: Oh yes, this is something that has been on our list for sometime now and was a little delayed because of COVID and all the things happening around the world. We have already been leaders in India/Asian subcontinent, far east and middle east markets. We also understand what it takes to make enterprises of any size successful and scale. This move is very important and critical for our overall growth strategy.

Tell us more about QRACE! How will it foster digital transformation for end customers?

Maneesh: To put in simplest terms QRACE is Unified automation framework to automate functional testing, API testing, Performance testing, Security testing in integration with customer experience monitoring. QRACE guarantees:

- Increased automation penetration at portfolio level by leveraging latest tools and robust framework, integration
- Enterprise-wide Test Automation Approach
- Script-less and business-friendly Automation Technology and Approach
- Self-healing led maintenance and Continuous improvement learning model.

QRACE is in the forefront of driving Digital Transformation and we are probably the only testing services major that offers guaranteed outcomes/ KPI based billing.

What are some of your significant investments in IP?

Maneesh: This is our key area of focus for 2025. We are already a leading IP-led testing services provider and have been making significant investments in building IP and frameworks. There two critical factors here:

- Building IP and frameworks in-house (like QRACE etc.)
- Investing in early stage startups that are building cutting edge products and platforms in this space.

Can you give a sneak peek into life @ QK?

Maneesh: Life at QK can be broadly classified into three categories: Happiness at Work: Every employee at QK is fully empowered to make decisions and enabled to execute on it. While our employees focus on our customer delight, we are focused on consistently increasing our employee happiness quotient.

Learning never stops in QK: We have a very unique learning opportunity at QK - our dedicated QK university and this helps our employees constantly upskill and cross skill across all the key technologies and industries.

Benefits: There are many non-obvious benefits that every employee enjoys at QK. Our unique R&R programs, flexible working options, fun at work initiatives, and our grand annual events - everything is stitched with employee happiness in the center.

What is your message to future aspirants willing to join QK?

Maneesh: I have only one comment, this will be the most memorable stint of your career. We believe in putting employees at the center of everything we do. We have a dedicated learning university (QK University) focused on upskilling all our employees. There are few hundreds of freshers who joined us at a junior level and have scaled up to leadership roles. While they continued to grow, we equipped them with the right tools, platforms and knowledge to transform. It is one of our key objectives to build the next generation of leaders.
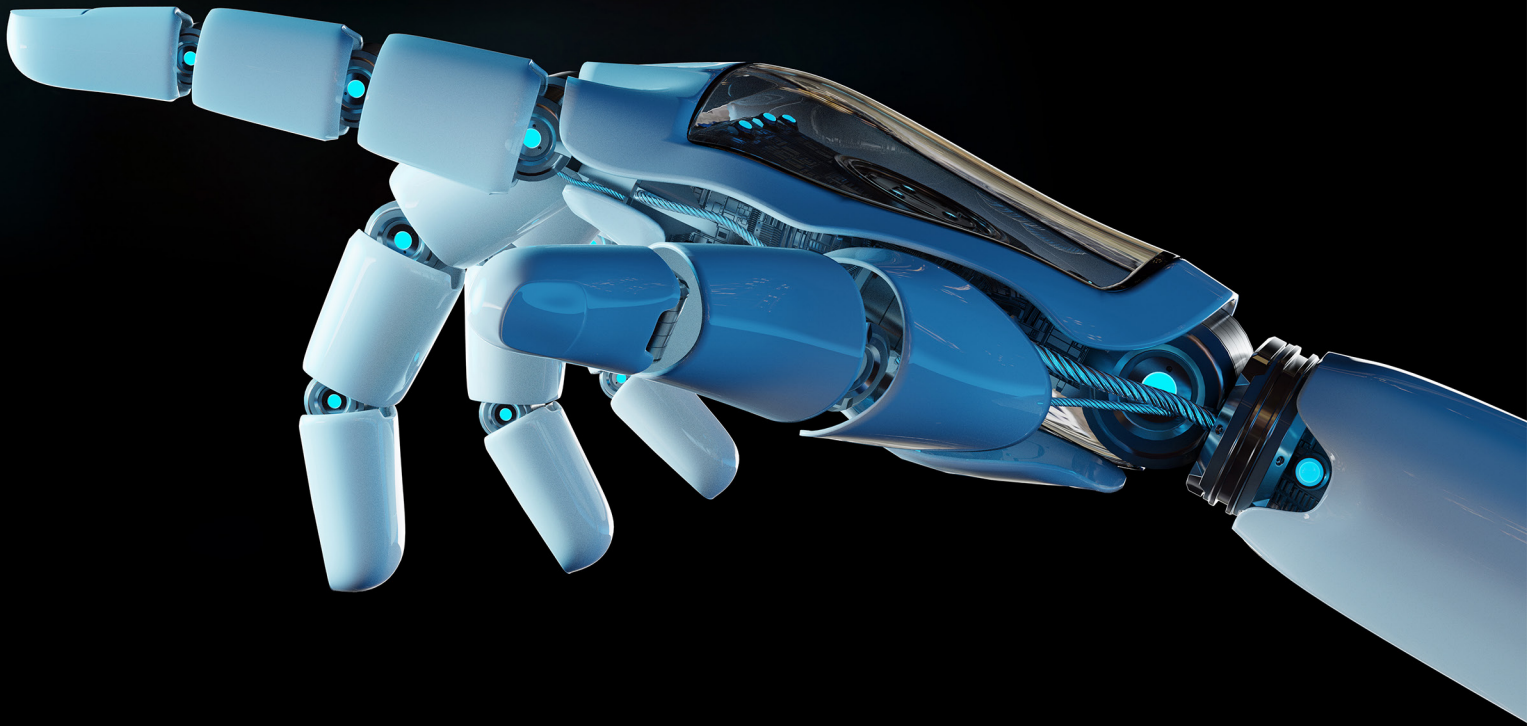
Intelligent Automation – A Key Accelerator Of Enterprise Digital Transformation In The Middle East

Smart automation technologies are mushrooming everyday to help businesses simplify and streamline their processes. With their revolutionary intelligent automation capabilities, agility, cost-effectiveness and flawlessness, they are now the top choices for competitive businesses. When implemented rightly, Intelligent Enterprise Automation solutions can save around 90% of the manual efforts needed to execute major commercial activities. Designed to be better, processes of Intelligence Enterprise

Automation take an easy-to-use approach to develop interfaces or tools. These processes have something more to offer to its customers beyond agility and quality. Market-leading intelligent Enterprise Automation techniques, such as, Robotic Process Automation (RPA), Business Process Management (BPM) and Artificial Intelligence can work without any need of human supervision. That's really relieving for the complex businesses as Intelligent Enterprise Automation is much more efficient in streamlining their operations.

How does Intelligence Enterprise Automation Improves Business Processes?

Enterprise Automation is an accelerator of commercial Digital Transformation that is actually reshaping business infrastructure. The technology serves effectively in many ways to achieve improvements in operations and production.

Enhances Business's Capacity:

With intelligent enterprise automation, business output can be enhanced much more than the traditional manual processes. We can see how outstanding agility and ease are achieved with robotics process automation for doing cyclic tasks such as large scale data extraction, file management system with least possibility of errors. Similarly, machine learning and AI techniques are revolutionizing business management tasks in many industries.

Automates of Routine/ Cyclic Tasks:

Automation helps to reduce the burden of hectic and time consuming manual cyclic tasks. It also improves the quality of output while reducing the processing time. Here again, RPA is an inevitable technology being used widely in banking, human resource and retail industry as a better replacement of manual repetitive operations.

Reduces Costs:

Reduced manpower, lowered human supervision, lowered production/management time and many otheraspects of intelligent automation help in reducing business costs. It also helps reduce the cost of maintenance of these processes. A case of MD Anderson Cancer Center in 2013 is a very clear one to testify that the AI incorporated hotel referral system as tried that time by the management was much more economic than a cognitive approach undertaken to identify and select cancer treatment methods in the same.

Reduces Risks of Errors:

Intelligent Automation processes are enabled with security features and can be enhanced too. They have minimal chances of faults and are much more organized. In many industries including banking and call centres, use of RPA is largely adopted for the reason that they are helping in reducing business cost and errors.

Anand Rangan
EVP - Sales & Business Head - EMEA at QualityKiosk

A Senior Business & Technology Leader with 21 years of Demonstrated Experience in Delivering Sustained Revenue, Managing Effective P&L with Affluent Sales & Pre-sales Teams.
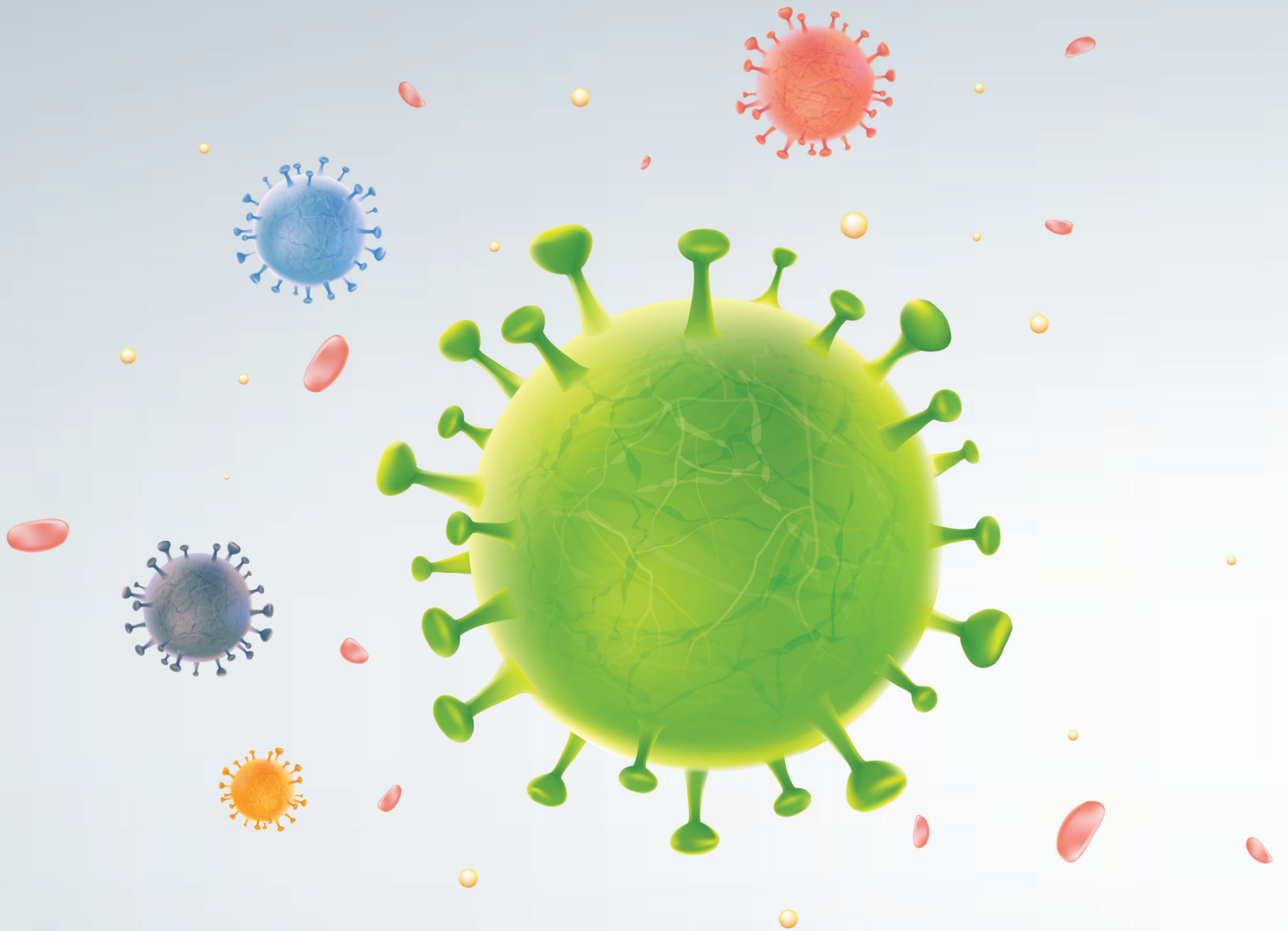
Covid Brought Vivid Future

Last 20 years went by in the blink of an eye. Unprecedented events in geo-political, socio-economical, technological and environmental fields have unfolded like never before, thus affecting our lives in an equally unprecedented way. The pace of changes and development in technology have shrunk the world. Digital evolution, mobile as a tool brought literally everything in the hands of the people - from banking, e-retailing, navigation to entertainment. The world has become a global village. While many educational courses became redundant, new areas of knowledge emerged. Mad race for investments and double digit growth led to depleted natural resources and pristine water bodies became breeding grounds of every micro organism. Higher disposable income was brought in exponential growth in many sectors of the economy. But widening the gap between haves and have-nots resulted in higher tax on one side and subsidy based social packages on the other .

None gave a heed to the depletion and contamination of natural resources. Major issues like global warming, melting of glaciers, unemployment, increasing mental health issues, suicide cases etc. were confined to seminar halls. Why would anyone be serious when it is a shining, successful modern living all the time barring a few jerks here and there? And none listened to the inner voice.

Then arrived the COVID-19! This brought in what months of reading of holy scripts, listening to sermons could not bring in. That's the realisation of the fragility of human life. Being at the top of evolution we thought we were indispensable. No other creature has the capability to match the intelligence and power of the human race. We exclusively owned the earth and even tried to go beyond. Everyone, from a small company to the nation planned for the next 20 years and laid the road map. Best brains, trained and honed in the best of the management institutes, equipped with enormous amounts of

data, used every possible jargon to predict the future life on earth. But at one shot, one invisible, smallest possible creature brought havoc. No one knew how it would infect, what were the symptoms, what were the remedies. Forget about the vision 2050, people were worried what would happen to them tomorrow. Common cold and cough became symbols of terror. The entire world came to a standstill. Powerful leaders with nuclear buttons at their fingertips, powerful enough to destroy the earth several times shivered and confined to their sterilised homes. Global think tanks did not know what to do. The most fit, immune and healthy scurried for masks and sanitizer. Every industry in every country, from MSME, tourism, aviation, tours and travel, hotel, education, service to infrastructure was impacted by the pandemic. Religious leaders who whipped the sentiments of the people, the so-called messengers of God disappeared.

Covid cleansed the system and brought a vivid future. The positive side was a drastic reduction in the pollution levels. Birds started weaving nests as the green habitat increased in a few weeks. Wild animals took a stroll and looked more majestic. As humanity resurfaced, people came out and helped the needy in abundance in every country. Money, power, position, image, ego, hierarchy in most of the people disappeared. Fragility of life was understood.

Lockdowns were imposed and lifted in stages. Vaccines came in. Life started limping back to normalcy. But it would never be the same and it should not be. The change must happen. It is not related to the number of companies giving the option to work from home, reduction in office space, more scope for non human interface technology etc. The change must happen within ourselves. Humility, generosity, caring and nurturing nature must persist. Giving and sharing with the needy must continue and that must be one of the sources of joy and happiness. Those who understand the importance of every person from maidservant to municipality worker must continue to respect the dignity of labour.

Before we buy we must check it's utility. Is it for life or lifestyle? Before we waste we must check whether we deprived someone, somewhere by acquiring more with the money power. Before we make decisions on creating a new technology, check if it creates jobs or deprives and adds to another group of subsidy dependent, unemployed people? Before we exploit the nature by manufacturing products and selling them by using every possible data analytics to those who never need them, we must develop ways and means to preserve nature. Before we displace birds and animals from their natural habitat, we must think that nature can also displace us in no time. Before we go for reckless consumption with scant respect for the resources, we

must develop sustainable technology with more focus on recycling and use of non conventional energy sources. Before we take any developmental step we must check whether we are walking a few more steps towards another covid type situation in the future. We have a short memory and tend to forget every incident, be it positive or negative. That's the issue. It is time to keep the impact of Covid in our minds, as the virus would stay side by side with us for quite long. In addition we must also not forget many great lessons life has taught in the last 12 months. If we tend to forget, it shall be more virulent, more irreparable next time as nature knows how to reclaim it's due share with no mercy.

RVG Kulkarni
Sr V P – II
HDFC Bank Ltd

RVG Kulkarni, pen name 'RVG', is a seasoned banker. He is Senior Vice President – II in retail banking in a successful private bank. RVG has written many poems in Kannada, acted in TV shows, movies like 'Sambhrama', 'Suggi', assisted in writing stories, screen plays, songs, and also assisted in movie direction. He is a good singer and has modelled for a company. He is a fitness freak. He has been practicing hatha yoga, pranayama, and meditation for over 30 years. He does shuffle dancing, HIIT, and light weight training everyday to keep himself fit. He is also an avid cricketer, TT and badminton player.

He is a regular at panel discussion conducted by management institutes, FICCI and CII. He is expert in conducting sessions with senior management in Time Management, Prioritization, Communication Skills, The Science of Yoga, and a workshop on 'The Pursuit of Happiness.'

Devops And Check Points

Vijayendra P H

A techno enthusiast and IT professional with 10+ years of experience in IT infrastructure services, Middleware and DevOps. The working spectrum of Vijendra ranges from Managing IAAS to building different Platforms under PAAS and enabling new solution implementation for legacy Applications and Servers.

A buzz of automation, fast and reliable services is now a decade-old trend picking up pace. IT is under a revolution with simple, unique ideas of developing, implementing, and maintaining services as per the requirement of clients. Yes, we are discussing **"DevOps and how to migrate from the conventional methods to a new culture seamlessly."**

What exactly does the term DevOps mean? Is it a culture? An approach to bridge the gap? A philosophy? Or a new team/branch?

Devops is a culture focusing on rapid IT product and service delivery through the adoption of agile and lean practices. It emphasizes on improved collaboration of two major arms of IT - development

and operations, by utilizing technology, especially automation tools that can use programmable and dynamic infrastructure from a lifecycle perspective.

Patrik Debois coined the term "DevOps" in around 2009. DevOps was not created out of whole cloth; instead, it took years to reach the point we are in today, with improvement and restructuring by IT experts. The origin of Devops lies in the amalgamation of ESM (Enterprise System Management, Ops) and Agile development.

Origin:

Conventional workflow comprised collecting customer requirements, which used to drive Ops and Dev teams in different directions. The Dev team is constantly under pressure in the modifying system to provide new features, new services, and new revenue streams—as fast as possible. At the same time, the Ops team is under pressure to make a stable system that is free from outages and interruptions due to frequent changes.

From an Operations point of view, the team faces multiple hurdles every time it attends a CMDB meeting to onboard new changes, such as increasing essential resources on the server or updating existing middleware components to create an entirely new ecosystem of Infra components. Since ordering required details and then implementing

it, allowing that to get tested and completing the change takes time and scalability or modifying newly implemented systems ending up an unstable environment.

DevOps was created to resolve this dilemma by integrating everyone associated with software development and deployment—business users, developers, test engineers, security engineers, system administrators into a single team with a shared focus: rapid delivery of software that meets all user requirements while maintaining the integrity and stability of the entire system.

Effective Transition:

Organizations are rapidly moving towards inculcating DevOps culture; yes, it is recommended and beneficial too. But what makes our migration from conventional form to the new culture a smooth transition? Effective measuring Devops. At the same time, Devops may seem like simple integration of two functional roles, measuring the newly established Devops initiative can be challenging.

It's essential to have visibility for your applications, infrastructure health in the DevOps environment. Sharing key performance metrics with all stakeholders lets everyone monitor DevOps efforts and succeed at every stage. And this is also needed to make sure our cruise is sailing in the proper direction.

App and Infra Health:

Understanding the system's state is essential for ensuring reliability and stability. One of the best ways to gain insight is robust monitoring to gather metrics, visualize data, and alerts on critical breaks. As per Google SRE (Site Reliability Engineering), we have four significant characteristics for capturing required data that we can collate and summarize to define the health status of the app and Infra components.

Latency - A measurement of the time it takes to complete an action. Response time of both app and Infra components is directly proportional to customer satisfaction.

Traffic – Measurement of the "busyness" of a system; how much load is on the system at any given point of time. This gives us visualization of the utilization of any services and allows us to pay as we use them.

Errors – Track errors or issues we face and are recurring and need a permanent fix, be it code level or infra level. This gives us an idea of how stable our environment is.

Saturation - Measures how much of a given resource is being used. Another may consume a service provided by one component; saturation is one of the essential metrics that surface the capacity problems.

These metrics can be captured at every component individually and then summarized to form the result.

Reliability and Scalability:

Any business is driven by the capability of adapting to change and imbibing newness in itself and then sustaining it. Also, expanding and contracting as required is another face of the coin. Measuring how much of a reliable system we can deliver and how fast we can scale as per the requirement defines our success.

I still remember the initial days of e-commerce in India. How special days' offers by online shopping companies used to break the websites and mobile applications due to a sudden rise in traffic or load on the system. It doesn't matter

how big the infra architecture is; quality of service is measured on how quickly we can scale up in case of requirement and then scale down when not required, along with maintaining reliability measured by how less disruption is faced in the accessibility of service.

Along with this, we need to keep an eye on SLAs or SLOs while the issue is being fixed. Maximum Time to Recovery is what strengthens the reliability of any system.

Team Metrics:

App Development can be measured by checking commits performed; that is, how many changes are performed and how frequently, which gives us an idea of whether the team has clarity of problem definitions. Too many commits implies the team is finding a solution, and there is some level of ambiguity, and too few commits mean they're distracted by other obligations.

Then comes Deployment time and frequency, meaning the measurement of Continuous delivery is of utmost importance in Devops culture success. We need to measure how long it takes to deploy your software and how often you deploy it. Also, we need to measure the amount of time between each development cycle during any project to gauge project scope, team velocity, workloads, and how fast we can adapt to changes.

Any goals can be achieved with utmost focus on the direction we are leading in. To attain this, we need constant measuring and correcting if needed. Adopting Devops culture helps to grow the organization, and to have data to measure performance guarantees success in making our transition smooth.

Helping Enterprises Transform Customer Experience Through QA – A View Point

Since the digital medium has invaded the life of every human in all aspects, the only way to earn loyal customers is to embrace customer service testing strategies. As the customer-centric approach has been helpful for businesses in gaining the trust of users, the customer experience management can be considered as a definite way to step into the customer's shoes.

Although most of the modern business decision-makers agree that offering digital delight to customers at every interaction is a necessity, a research from Gartner suggests that only 18% of companies are providing the expected digital customer experience. When organizations across industries are in spree of transforming their businesses digitally, the quality of business applications and software is a critical factor to accelerate their transformation and drive customer experience.

63%
of consumers expect businesses to identify their unique requirements and anticipations, while 76% of B2B buyers have the similar perception.

What is a Customer Experience Strategy?

49%

of buyers make impulse purchases after receiving a personalized experience.

A customer experience (CX) strategy is an actionable plan to offer a meaningful and productive experience to the customers both before and after sales. An effective CX strategy must comprise factors such as:

- Consumer insights
- Real-time market data
- Competitors insights
- Existing customer behaviour metrics

Benefits of CX Testing:

Customer experience testing is much more than just usability and user experience tests of mobile and web applications. The CX testing is vital to businesses, as it helps them to better understand their customers and prospects' preferences. It is a proven fact that DevOps (Continuous) and Agile testing practices are the best way to ensure application quality and drive CX. The Agile methodology enables improved collaboration and experimentation throughout the development process.

Improved Application Responsiveness

A true test of your design's adaptivity depends on the test of its responsiveness on screens of different widths rather than predefined screen widths. You can test your site's responsiveness with Cross Browser Testing, which is a convenient and multi-functional way.

More intuitive apps design

Test case scenarios are checked during intuitive design to see if an app receives a value that is not expected from the API server. Design is a significant aspect of every app; it determines how users perceive, interact, and use the app. If an app's design is less intuitive, users will find it difficult to use. The quality of a product is ultimately determined by its design. Apps that are difficult to use will not be returned to, and apps that are difficult to learn will not be recommended.

Proactive and Predictive Experience Monitoring leading to Reduced Cost of Failure

Proactive and predictive experience monitoring leads to reduced cost of failure as it carefully analyses efficacy of an enterprise's applications and services.

Improved Application Happiness Score

Customer experience testing helps measure application happiness score. Application happiness score is determined based on the applications' performance and end-user experience.

De-Risk Digital Business

An efficient customer experience testing helps reduce the risks of a digital business. By eliminating the risks it ensures that your technology is fit to be used by all the stakeholders of your business. In a world where change is constant, de-risking digital systems can open up possibilities you never dreamed possible.

Digital Assurance is gaining momentum as the world is sleekly shifting from a resource-centric approach towards a customer experience-centric approach. Probably, this is the best time for businesses to begin the journey and boost their customer experience.


Vijesh Kishore
COO - ASEAN
QualityKiosk Technologies

Business-Technology Evangelist with his 16+ Years of experience and expertise in diversified industries Banking, Insurance, telecom, Automotive and manufacturing coupled with an exemplary thought leadership and execution has been Charting out Digital IT Solutions and Revenue strategies, contributing towards enhancing business volumes & growth and achieving revenue and profitability norms for the ASEAN Region.
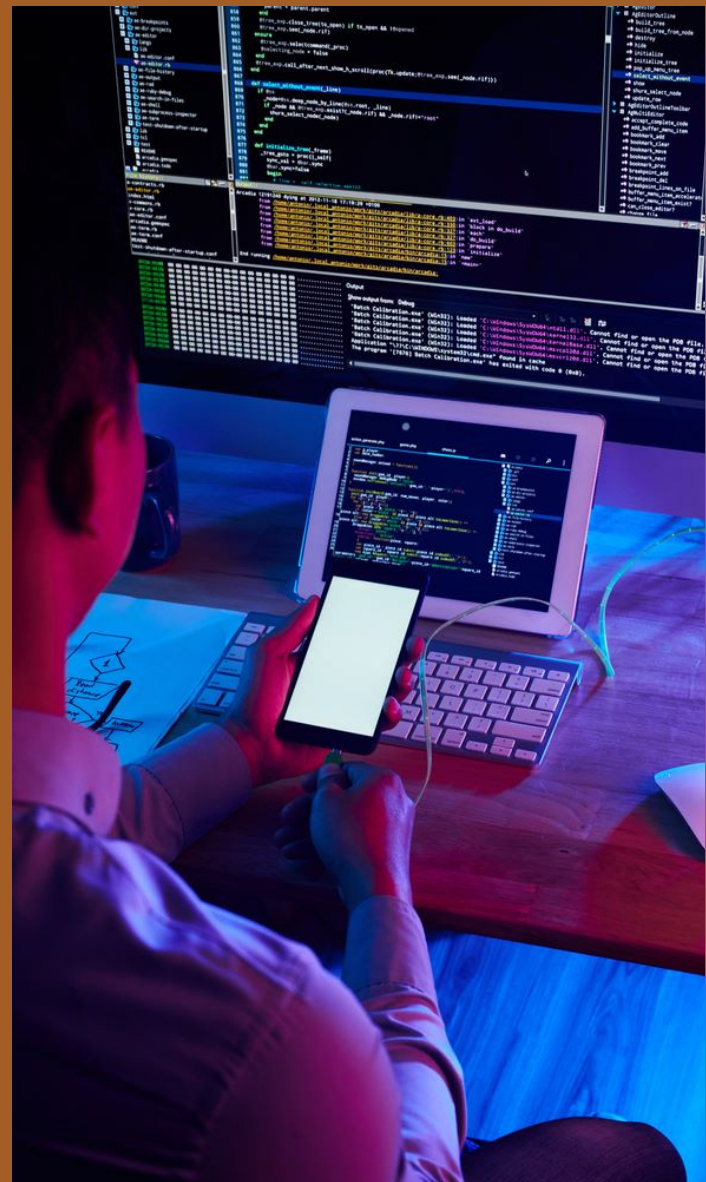
Disruptive Employment In Artificial Intelligence
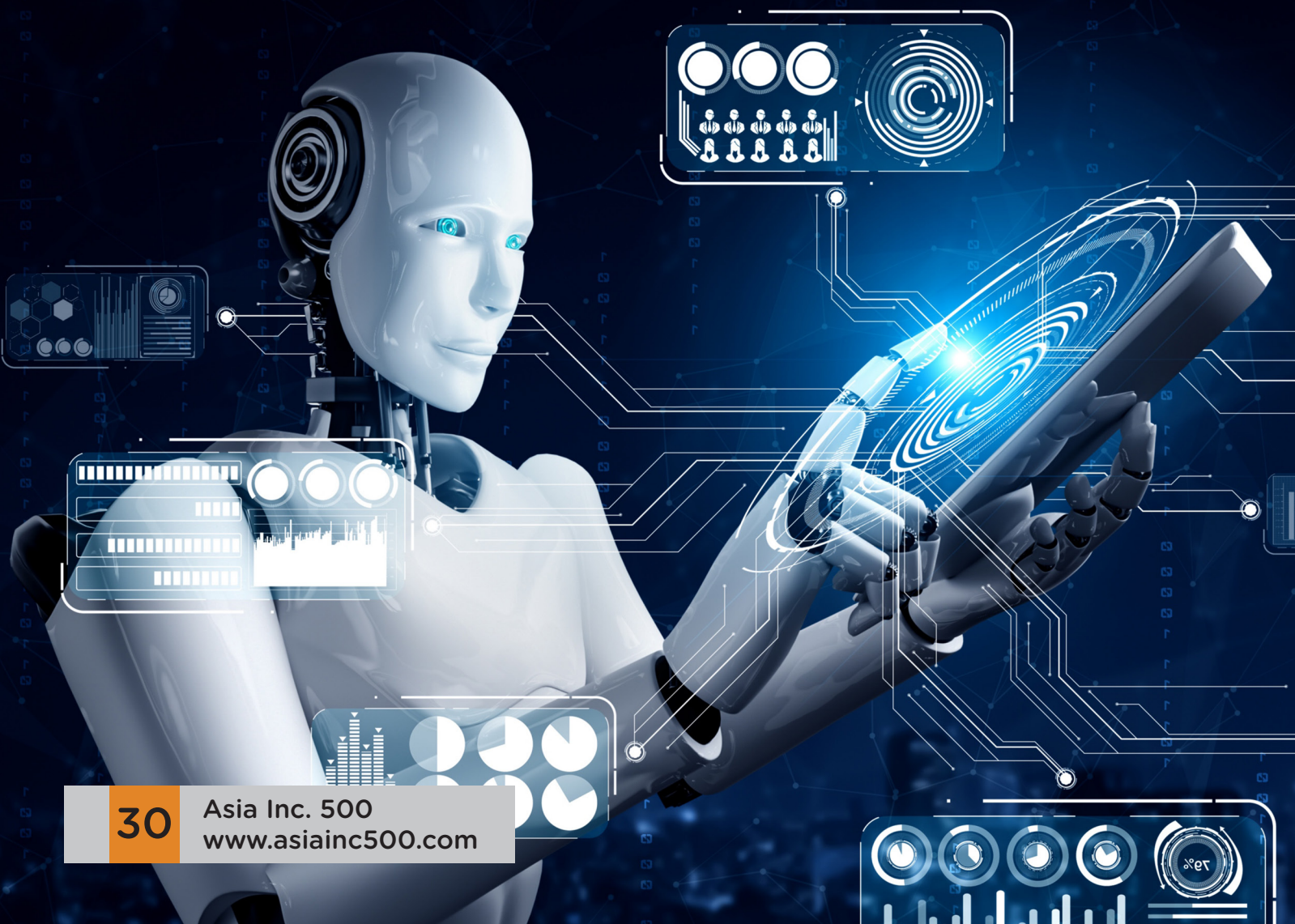
Artificial Intelligence has disrupted the market of technological advancement. The term AI refers to human intelligence in machines that enables us to imitate human interaction. AI has become the predominant technology in the market and is the revolutionary technological development. It has become the crux of the IT industry. Artificial Intelligence touches every aspect of our lives, and it is the beginning of a new change. Businesses are increasing their production of the process, labor force, and consumer demand. It has become the first wave of AI application resulting in automation, personalization, and standardization of products, which has exploited the digital age by assisting us with what we do in our everyday lives. Some of the sectors that have been disrupted are in healthcare, corporations, law and manufacturing. AI has started trends in these industries creating a disruption that helps them gain efficiency. These trends include reinforcement learning, emerging tech, facial recognition, and deep learning and they intersect within the society for the better cause of personal assistance.

AI has the capability to advance its application and integrate into new technology that eventually disrupts the market. Businesses are massively investing in AI and rely on quality considering the market size of $24.9 billion. Most startups and innovations have primarily been investing in AI applications. Five main countries have a high market for AI; these include LAMEA, North America, Europe, and Asia-Pacific. North America has the highest tendency and leads the market with acceptable innovations as well its position in the business world. A few of the key players in the market are IMB, Microsoft, Google and Cloud Machines. These corporations have rapid development of AI applications that continually grow and drive trends. Moreover, one the major sub-branches that has been underpinned is machine learning, as it is the component of AI. It is a game-changer for AI that has increased productivity. Machine learning has its own synergy of disruption in the market. The diversified technology devices have transformed into a result of demand and the norm for a better capacity of intelligence. Over time, AI will evolve and cause immense disruptions.

This disruption of AI has led to a negative light on the space of employment. Although AI application is very beneficial to businesses, it has replaced the jobs of human workers. The transformation from human workers to efficiency has become the mainstream focus. It is envisaged that there will be a lot of requirements for IT skills to develop and maintain AI capabilities. The people who are losing their jobs don't have the skill sets to meet the tech talent requirement which ultimately grows into unemployment. Some roles are being closed while certain other roles are being opened. The lowest-waged jobs will be affected by the rapid adoption of AI. The dynamic of the workforce is going to change and will become a norm due to many transitions of using AI.

The hiring process is undergoing transformation with AI offering tools for recruitment. Internal communication is also attaining its benefits with higher efficiency, and internal communication will become more efficient. The emerging tech of chatbots has increased the efficiency of customer service. AI has become a reliable source of string data and collection of valuable information. Besides, employees would be working with machines to continue to evolve. People would need different skills in order to thrive in the workforce. The workforce would need to change their occupation and the shift in occupation will change within a sector.

It has the potential to lift economies through the improvement of productivity and high operation process. The transition into complete AI technology is for fast adoption and to capitalize on having a cost-efficient market. In terms of job opportunities, there are areas of jobs growing to enable certain skill sets. Thus, the workforce will be different in various sectors depending on the human skills needed. The IT industry has been witnessing an increase in job openings for highly-skilled workers which is expected to increase In the future.

Artificial intelligence is the future of businesses. AI will act as a substitute for the human brains in the coming years. Machine learning will keep continuing to improve and innovate AI at a greater level. There are a lot of advantages that businesses will get from it. Artificial Intelligence is already a part of our daily lives and will continue to grow. This is just the beginning and there is much more to come. The adaptation of AI will become a norm to society, changing the dynamic of industries. The IT industry is scaling up and will boost the economy but employment will fluctuate.

Krithi Prasad
Business Development Manager at Cirqetech/ Couloir Technology Group Inc

Graduated from Hult International Business School, London. She is an expert in Project Management, Communications, and Management and possesses a unique blend of business experience with creative design skills to create innovative content and deliver results that drive growth.

7 Things To Make Your Email Program Better In 2021

As a marketer, you would agree that the success of even the finest email marketing program hinges on two things: getting delivered to the inbox and being opened by the recipients.

No one can truly claim to have cracked the precise requirements of 100% inbox delivery; or the kind of subject line that gets 100% open rates. However, some proven email practices can give your marketing emails the best fighting chance.
We bring you seven such practices that include covering the critical reputation data points, monitoring blocklists, correctly configuring the email authentication, getting the subject lines right, and more.

Here is the lowdown on how to review your email reputation and understand what parameters impact the performance of your email programs.

Blocklist checks

1

If your domain or IP address gets included in some of the email blocklists (commonly called DNSBLs or RBLs), it will immediately affect your email deliverability. Every blocklist has its unique criteria for listing a domain or IP address in its records. The most common reasons include sending unsolicited emails to spam traps, receiving complaints from email recipients, or a technical configuration problem that exhibits spam-like behavior.

Brand Indicators for Message Identification (BIMI)

Brand Indicators for Message Identification (BIMI) enables brands to provide a logo that a mailbox provider should display as their avatar within the emails. BIMI comprises a set of DNS-based instructions that contain the logo and a validation certificate. Yahoo!, AOL, Netscape, Fastmail, and Gmail are the mailbox providers currently supporting BIMI in their email clients. Note that each mailbox provider may have different rules to determine if they should display the logo.

2

3

Mail Exchange (MX) records

An MX record is an entry in the DNS zone file that specifies the mail server responsible for handling a domain's email. The MX record dictates the route that the email messages should take as per the Simple Mail Transfer Protocol (SMTP), the standard protocol for all emails. Following the best email practices, it is recommended that the sender use a "from" address with a valid mailbox to capture the replies from the recipients.

Sender Policy Framework (SPF)

Sender Policy Framework (SPF) is a set of technical standards that prevent anyone from spoofing messages on behalf of your domain. SPF publishes a list of approved IPs that are allowed to send emails using a specific domain. You can enable SPF-based authentication by adding a TXT record in the domain's DNS. Domains looking to send emails should implement SPF to adequately disclose the mail servers and service providers approved to send emails on their behalf.

4

5

DomainKeys Identified Mail (DKIM)

DomainKeys Identified Mail (DKIM) is a content verification mechanism for email. It detects if a message has been modified after being sent. DKIM prevents forged sender addresses in emails (the "from" line) by validating whether an email claiming to come from a domain is genuine – in terms of authorization by the said domain. DKIM appraises whether or not recipients should trust a message and protects them from phishing. Moreover, ISPs use DKIM to ascertain and build a reputation on the domains.

Domain-based Message Authentication Reporting and Conformance (DMARC)

Domain-based Message Authentication, Reporting, and Conformance (DMARC) is a sender-published policy for email messages, which targets messages with an authentication failure. It works to prevent spoofing, in which a perpetrator impersonates your organization to send viruses, malware, or scam recipients. Within DMARC, you can publish a policy that tells the recipient mail server how to handle the unauthorized use of your sender identity.

6

7

Subject line effectiveness

Subject lines influence whether the email open rates will be higher, lower, or even nil. Based on the subject line, recipients instantly form opinions about the value of the information contained in the email. Being relevant, concise, timely, and meaningful are the four essential criteria of a good subject line that encourages the recipients to open the email. Data analytics, A/B testing, and subject line optimization are some of the best practices that facilitate maximum opens.

In conclusion: Find out where the health of your email marketing stands

In case you are wondering how to quickly and easily evaluate the above parameters, visit Grademyemail. Powered by a proprietary AI-based algorithm, it captures over 100 publicly available email metrics. Grademyemail features a suite of free online tools that check your domain and give actionable insights in real-time: you can immediately start working on things that need improvement. You might also want to sign up for a weekly health report of your domain that comes at no cost.

If you would like to dive deeper into the grading of your emails, or need help with deliverability, please send us a mail.

HAPPY INBOXING!

Tanishq Juneja

Global Product Marketing Head, Netcore.
The email guy and co-founder of Netcore
Email API (formerly Pepipost)

Center-Out Approach To Digital Transformation

We are living in a digital age and expect Amazon & Netflix-like services from our service providers. We want them to understand our needs, preferences and provide a contextual next best action that helps improve our experiences. We have these expectations from our banker, insurer, grocery company, automobile company, government departments, online shopping and every other provider that we interact with.

But are we receiving these kinds of experiences from them?

Digital transformation has taken pace over the last couple of years but many of them are making two errors in this transformation journey. First, many of the companies have hard coding business rules in the front-end channels like website, mobile app, call center etc. and that results in disconnected experiences for the customers. The second error that companies are making is to hard code the business rules in the back-end ERP, data and other legacy systems, again leading to disconnected experiences.

A Center-Out business architecture helps solve both of these errors by creating a central business rules engine that is connected to front-end channels and back-end legacy systems. This helps enterprises mimic customer's journeys as they design their engagement systems and offer exceptional experiences across multiple disparate channels of engagement. A customer can initiate the journey through a website, go to social media channels and then talk to a call-center agent, but in a center-out business architecture all these interactions are captured, business rules are applied centrally based on the customer's context the next best action for the customer is triggered either though outbound communication (email, sms etc) or through inbound communication from the call-center agent.

The advantage here is enterprises can transform and modernize without disrupting their existing investments that were made in their ERP, CRM or other legacy systems.

A Center-Out (https://www.pega.com/technology/center-out) business architecture combines the power of business rules, case management, intelligent automation, AI and supercharges the existing technology investment of enterprises to rapidly achieve digital transformation.

Enterprises can offer contextual experiences to their customers with this approach and fulfill their expectations of Amazon & Netflix-like services.

Anil Mishra is an award-winning marketing & strategic alliances professional helping solve business growth challenges for mid to large global organizations with a results-oriented integrated marketing approach and expert in successfully setting up Strategic Alliances function to unlock growth opportunities and win collaborative business with partners. In his current role at Pegasystems, Anil is managing global Alliances and partnerships working with key large & mid-size India based IT & Consulting services companies.

Points To Consider When Starting Your Test Automation Project

Test automation cannot be started ad-hoc or just like counting 123... There are a lot of considerations that we should take into account. In this article, I will be sharing some of the key considerations that we should look upon as individuals or as a team.

The most important starter for test automation is the skill of your team. People who are starting code-based test automation should possess the coding skills of the scripting language that has been chosen. So to start test automation, we need to know coding techniques such as loops, decision statements, file handling, hash maps, etc. and also if we are using Java or C# we should know the object-oriented techniques. For those who have less knowledge of coding, the best way is to learn to code in the scripting language you have chosen or use keyword-driven tools like Katalon Studio or Robot Framework. Some can even select cordless test automation tools like Testim.IO, Leapwork, etc.

Next, we should know how to design and develop a test automation framework. A properly constructed framework ensures the life span of your test automation practice in your project or organisation. Everyone should know and contribute to the framework design and development, rather than it being a one-man show. The framework should look into areas such as re-usability, configurability, reportability, extendability and practicality. Once the

framework is developed, the coding should be according to the test automation scripting and coding standards and should be reviewed by an automation or development architect.

The next point we should look at is the application that the customer wants to automate. Based on the application platform we should select the tool. It's not always Selenium. If the customer is using an Angular application we can opt for Protractor. If we are going to automate a mobile-native, web or hybrid application we can use Appium, while for Windows applications we can use WinAppDriver. Some customers will come with the intention of automating Web Services. In such cases, we can opt for Rest Assured. These tools can be selected based on the coding language we use.

We should also do a POC (Proof of Concept) to check that the selected application is automatable and the screen objects can be identified or captured by a tool or test automation library. The next thing we should look for is to implement coding standards and test automation standards and implement review mechanisms like peer review and lead review so that we develop scripts with a touch of class. We should also look at the client's budget for test automation. If the client can spend on test automation and is willing to use licensed test automation tools, we can opt for paid tools like Ranorex, QTP, etc. But in most cases, everyone is pushed to use free and open-source test automation tools.

Test automation is not straightforward. We need to look for tools that have a larger community base and also provide support for any issues and limitations in the tool. We should opt for tools that have larger support in terms of stack overflow and also other community support blogs and articles.

Therefore, we need to consider a lot before engaging in test automation for your project. Satisfying all these areas will set off a smooth journey where the value from test automation is limitless.

Kushan Shalindra Amarasiri
Technical Specialist
QA – Test Automation Practices,
Acentura Inc

A quality-focused IT professional with more than 10 years of technical experience with a proven track record of heading medium to large-scale testing efforts, designing and implementing quality assurance solutions and heading the Testing Center of Excellence. Innate ability to create innovative testing solutions, services and processes to improve the bottom line by minimizing inefficiencies and thereby increasing the testing productivity and the value added.

The Role And Importance Of Institutional Finance And Financial Inclusion In Agriculture

Asia Inc. 500
www.asiainc500.com

The role and importance of institutional finance and financial inclusion in agriculture has always been acknowledged far and wide. However, there is also a very myopic viewpoint that equates agriculture finance to crop loans. Hence, there hasn't been a lot of innovation around financial products that cater to the unique requirements of agriculture and allied fields. Provision of credit and financialization of risk through insurance are two critical levers for transformation of smallholder agriculture. Various credit products that are short-term, long term or for financing assets are needed to cater to the variety of finance requirements of a small holder farmers. While short term loans help farmers in the crop growing season, long term loans and asset financing loans help them undertake capital investments or mechanizations that could lead to productivity and income enhancements through technology adoption. The financial products designed for farmers could take a livelihoods approach rather looking at such loans as purely crop loans. This is especially critical since agriculture-linked incomes/ profits are realized only towards the end of

a crop growing cycle whereas the investment is staggered all through the crop cycle. Hence, there is a need for innovation to enable liquidity for the farmers to sustain their livelihoods and also undertake investments until their incomes are realized. Structured insurance products that are well understood by farmers can protect the farmers against unforeseen shocks and covariate risks. Hence, provision of credit and financialization of risk enhance the appetite of the farmers to undertake capital investment which is a precursor to enhancing farmer income. Based on primary and secondary research, this article has identified some of the major challenges that are inhibiting the provision of financial products for agriculture.

Credit – Banks and other financial institutions that offer credit for agricultural purposes experience high transaction costs while dealing with smallholder farmers. The typical loan sizes of smallholders are small and the fixed costs associated with operating banks that can be accessed by smallholders doesn't make economic sense. Further, banks are bound by stringent KYC norms which in the case of smallholder farmers could be difficult to fulfil. Also, due to the absence of institutions like credit rating agencies that track the credit history and behavior of the loanee farmers, banks find the process of risk assessment of crop loans an increasingly risky process. The process of collecting granular data of a plot of each individual farmer and tracking the progress of the crop is prohibitively expensive. Without such monitoring, banks run the risk of farmers diverting loans towards other non-income generating activities which increases the default risk of the loan. The concept of joint liability groups or JLGs was an important institutional innovation which uses social capital to minimize default risks. Collectivization through Farmer Producer Organizations (FPOs) is another important initiative that tries to reduce the default risk and also enables farmers to access a variety of financial products. The story of FPOs so far has been a mixed bag. Experience however suggests that FPOs that are successful are better positioned to avail and access institutional finance.

Insurance – Insurance companies and other financial institutions need means to quantify the risks associated with a smallholder farmer. While banks could use such information for either approving or denying a loan, insurance companies need this to actuarially underwrite the risk. Historical data of a farm like the average yield that a plot of land has received along with features of the farm like availability of irrigation, soil conditions are the necessary data points for these products. Covariate risks emanating from weather also present an additional risk to farm linked incomes. Finding high quality, reliable and granular historical data (yield and weather) is a challenge in India. India experimented with both area yield index-based and weather index-based insurance. Both these index-based insurance products suffer from high basis risks. While area index-based insurance is handicapped through an inefficient crop cutting experiments (CCE) process, the weather index-based insurance needs better science-based models to understand the impact of weather on crop yields. Further, India suffers from an under penetration of automated weather station (AWS) infrastructure. This is another key reason for high basis risk in the case of weather index-based insurance. Such gaps in the historical data as well as coarseness of the resolution is leading to the practice of padding amongst insurance companies. But for the subsided PMFBY scheme, most farmers wouldn't have been able to afford the actuarially priced products. The ultimate result is that most existing crop insurance products aren't demanded by the market.

Digital tools and technologies are intervening at multiple levels and trying to address some of the systemic as well as operational bottlenecks that are inhibiting both credit and insurance in agriculture. Below is a brief synthesis of these interventions

Remote Sensing and Satellite Imagery – The last few years have seen the launch of a number of satellites and consequently, there are plenty of satellite imagery sources catering to a variety of use cases. The images from these satellites are of much higher spatial and temporal resolutions. Coupled with sophisticated remote sensing methodologies, companies and startups are now innovating to provide rich farm-level data. Companies are able to offer plot level indices that provide insights about historical yields at a fairly granular level. In order to geotag the field that has been underwritten by an insurance company or provided loan by a bank, startups have created mobile apps that enable field functionaries to identify plot boundaries. Once this is completed, there are digital platforms that use remote sensing to identify characteristics of the field and also the historic yield levels in the field. This is essentially helping area index-based insurance companies get a better handle on the underwritten risk and thereby price the insurance with better information. Digital innovations are also playing a constructive role in enabling weather index insurance. Using high-resolution satellite data, companies are developing gridded weather models that are able to offer more granular information at the village if not at the plot level. Such plot level information can also be built historically for a given plot and so, insurance companies have richer datasets to price weather index products.

Collateralization of real assets of the farmers – Digital technologies are also enabling farmers to collateralize their real assets in a much more efficient way. Using a combination of mobile apps, remote sensing, ML and cloud, companies are enabling FI to get a better sense of the real assets of the farmer including the size of the farm, access to irrigation etc. In the case of livestock, there are digital innovations that use wearables mounted on cows and ML to understand animal health. Such data can help FIs better understand livestock health and thereby get a greater sense of the default risk of a farmer. In the case of post-harvest, there are digital innovations like warehouse receipting wherein farmers needn't resort to distress sales to meet short term liquidity needs.
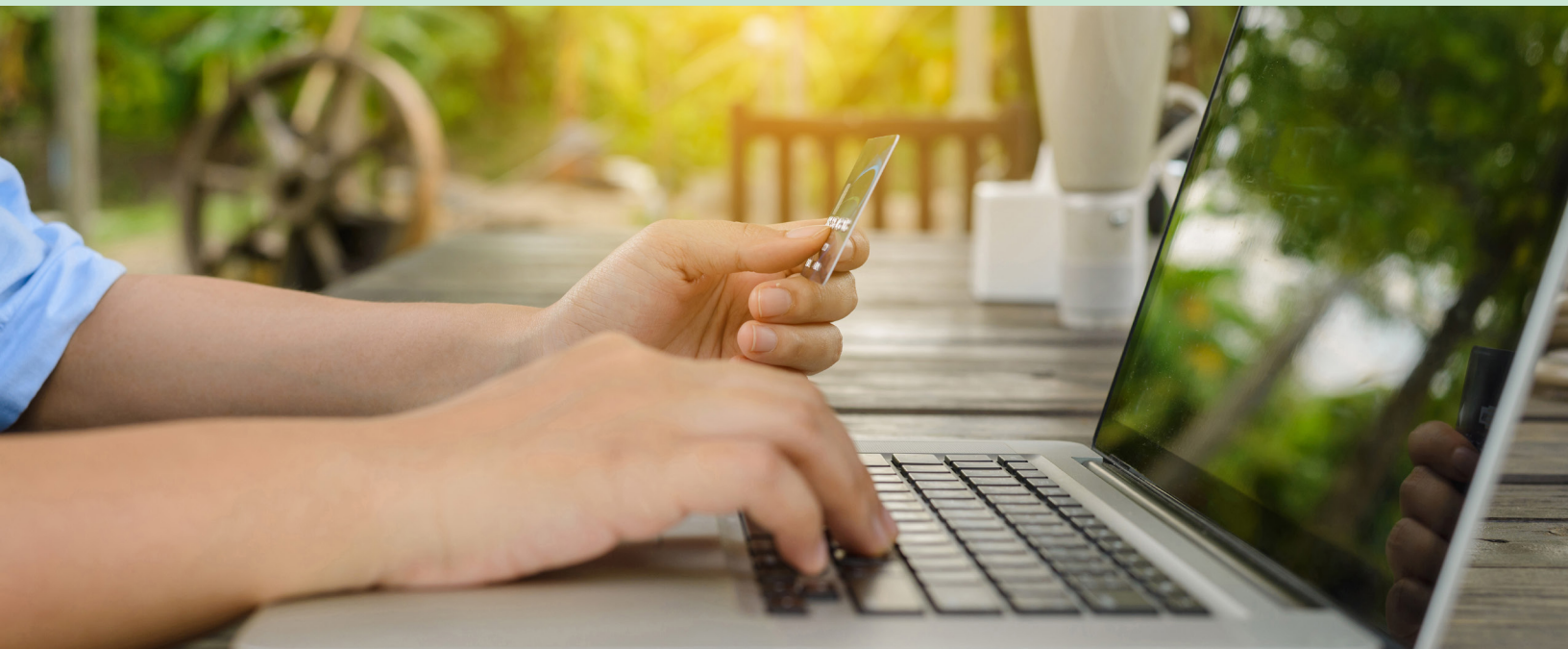
Public Private Partnership models – Most state governments acknowledge the need for a denser network of AWS networks. While gridded weather modelling with high-resolution imagery can help fill the weather data gaps, the presence of denser ground data from AWS can further improve the quality and reliability of the gridded data and also the short range forecasts. However, densification of the AWS network is a capital intensive exercise. Also, maintaining this network poses operational challenges and specialized skill sets. Governments and private companies are experimenting with unique PPP models wherein private companies deploy and maintain a network of weather stations. Governments offer concessions to the private operator under the PPP framework wherein the private company can monetize this data.

FPO Management Software – Recognizing the transformative potential of FPOs, various Indian government agencies like the National Bank for Agriculture and Rural Development (NABARD) and several state governments, have facilitated and funded the formation of over 5000 FPOs in India. According to Raju et al. (2017), most FPOs become dormant once the initial support mechanisms are withdrawn. Digital platforms once fully functional will offer simple to use web interfaces for FPO managers to collect transactional data and help streamline the FPO operations. Platforms could be automated to assist the FPO manager to generate various kinds of reports, financial statements for legal compliance. More importantly, such tools help FPO managers estimate the aggregate input needs and gain visibility on the likely outputs at different times. Apart from the market linkages, FPO digitization generates sufficient data for banks/financial institutions to assess the creditworthiness of SHFs. This concept paves the way for creation of the data that would eventually help SHFs access institutional credit and other sophisticated financial products that are currently not available due to the absence of high quality data. FPO digitization also creates the data ecosystem to offer targeted and tailored agro-advisories to SHFs ranging from pre-season choice of crops, in-season tactical management, and weather which eventually improves crop productivity. The outcome of the proposed digitization is the lowering of input costs, improvement of

crop productivity, realization of better price and ultimately leads to enhancement of the income of smallholders. The following case study demonstrates the experience of a recent pilot project.

A pilot project at Chagantipadu village in Andhra Pradesh has demonstrated human capacity development and digitization as two critical enablers to the success of an FPO. Both these activities were given equal importance in the pilot project which eventually paved the way to significant business opportunities for the FPO and enhanced the income of member farmers. The Farmore platform, developed by Keansa solutions in collaboration with ICRISAT through the ihub, was used to identify aggregate input requirements of its banana farmers and bring down the cost by bulk sourcing of seed materials and agro-chemicals. The platform also enabled a more efficient marketing and settlement process for sale and auctioning of produce.

Digitization empowered the FPO manager to make informed business decisions. For example, investing into storage and ripening chamber infrastructure, which led to retail sale. The FPO manager was able to use transactional data from the Farmore platform to apply for a bank loan for this investment. The bank used this data to project FPO income and accordingly structured a repayment schedule in line with the FPO's debt servicing capability. Storage and ripening chambers enabled the FPO to augment its distribution channels through 3

retail kiosks in the government Mandis in Vijayawada instead of selling wholesale to traders through auction. There are plans now for the FPO to diversify to other commodity segments like tomato, brinjal and other vegetables. A major leap in the learning was evident when the marketing activities of this FPO, despite of all the best efforts of its manager, were limited to local markets which are much smaller, geographically constrained and unable to reach out to distant markets.

	Year: 2016 (Before Digitization)	Year: 2017 (After Digitization)
No. of Farmers/Traders in FPO	103/93	743/268
Volumes of Bunches (Banana)	79,356	83,532
Approx. Farmer Bunch Price (Rs.)	94/-	151/-
Approx. Raise in Farmer Income (%)	X (base income)	X + 61 %
Gross Sales from Bananas (Rs.)	90,39,818/-	1,29,83,617/-
Auction / Trading Time (h)	10 Hours	4 Hours
Business Growth	Only auction model	Supports retail, inputs, bidding, finance, inventory
Estimated revenue loss savings (Rs.)	2,64,000/-	0

Ram Kiran Dhulipala

Ram Kiran Dhulipala is the Theme Leader of Digital Agriculture & Youth theme at ICRISAT, Hyderabad. ICRISAT is a not-for-profit international agriculture research organization headquartered in Hyderabad, India.

# The Inspiring Story Of Unmiti – A New-Age Startup!

When was Unmiti established?

Unmiti was established in March 2020.

Tell us something about yourself.

I am Praveen Kuruganti, a solution-oriented IT professional who is passionate about managing IT products, collaborating with project teams, interfacing with clients, and deploying technology to build successful solutions for clients. After working with Applied Materials in Austin, TX and acquiring 12+ years of experience in research and development of IT projects, I established my own firms including Unmiti.

I hail from a middle-class family in Mandamarri, a small town in Adilabad district in Telangana. I moved to the USA to pursue a master's degree in Computer Science from Eastern Michigan University and worked there for more than a decade. From my early adulthood, I wished to be an entrepreneur, which made me return to India and start my entrepreneurial journey with an e-commerce portal back in 2010. Armed with an amazing team of AI Researchers, Data Scientists, Big Data Engineers, and SMEs, now I am focused to build AI solutions to transform Agriculture, Education, and Healthcare industries.
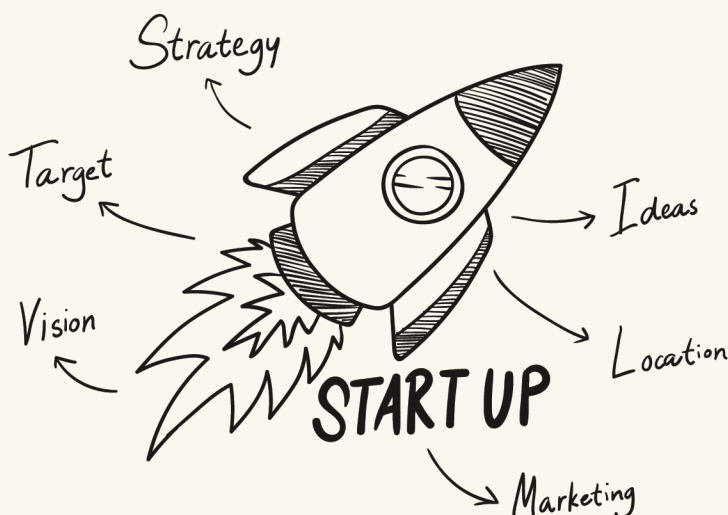
What motivated you to start a company in this industry and what was the idea behind creating such a unique platform?

When I was working on isolated projects in the agriculture sector, I realized that there is a strong requirement of a comprehensive tool to monitor and evaluate the performance of the projects and developed Unmiti. In Sanskrit, the word 'Unmiti' means 'measure'. At Unmiti, our underlying belief is that measuring a project is the first step to glean its effectiveness. Unmiti is an integrated and holistic platform that allows organizations to launch, coordinate, and track the performance of projects. The easy-to-use application helps both the ground workers to effectively report the data in real-time and the project managers to easily evaluate the data to take necessary actions. Unmiti's web platform offers powerful analytics, visual representation of data for analysis and measurement of the impact projects. Our goal is to ensure that the platform provides the users a unified view by mitigating delays in data collection and collation so that they can evaluate and measure the progress and impact on the SDGs.

Whom do you consider as your major competitors in the market?

There are lots of players locally who work in this space through individual service contracts. We consider companies like Social Cops, Goodera that are working in different industries as our competitors. Unmiti is focused towards transforming the agriculture and healthcare industries. Internationally, there are organizations like Dimagi, ASANA who are working in similar spaces.

What sets Unmiti apart from similar kinds of businesses?

Well, we asked ourselves the question - what makes big clients like Munich Re, ICRISAT, Srilankan Government turn to us? We believe the answer is our deep expertise in the space of agri-monitoring and evaluation and the way we solve our clients' technical challenges through functional solutions.

Where do you see Unmiti in the next five years?

We see Unmiti as the go - to application for measuring the effectiveness of projects in the agriculture space in the next five years. When people plan to start a development project in the agriculture field, they should consider Unmiti as one of the must-haves in their technology stack.

What are the biggest achievements of Unmiti so far?

What started as a product catering to the public and non-governmental organizations is now widely used and admired in the commercial space.

Tell us about some of the biggest clients Unmiti has served so far.

Unmiti is working directly with 5 leading international clients ICRISAT (International Crop Research Institute for Semi-Arid Tropics, IWMI (International Water Management Institute), Munich RE, Srilankan Government and Tata Cornell Institute. Unmiti through its partners, works on the project in ILRI, Odhisha Livelihood Missions, CIP (International Potato Center), and Natem Sugars Private Limited.

What is the present market base of Unmiti and what are its future expansion plans?

Currently, Unmiti is actively involved in several projects in countries like Bangladesh, Burkina Faso, Ethiopia, Egypt, Ghana, India, Kenya, Mali, Malawi, Niger, Nigeria, Srilanka, Tanzania, and Uganda; and is targeting to expand its footprint 10 times in the next 3 years.

What are the challenges you faced as a start-up owner to bring Unmiti to its current status?

The major challenge was developing the team that we are now. When we started, we were an organization of only three members, gradually we scaled up and learned how to create and manage effective processes to better meet our clients' requirements leveraging our skills and expertise.

What are the techniques you used to expand your brand reach?

There is no better technique to improve your brand perception than delivering things on time with seamless experience. Word of mouth and references by happy clients worked wonders for us in expanding our brand reach.

What is the mantra of your success?

When you are in it, give it all you can. Involve in the process fully and give your client or customer the best you can. Making your customer smile can bring a lot of bliss to you, your organization and your employees.

The message you'd like to give to all the aspiring entrepreneurs in Asia.

Startups are hard to establish, manage and grow. The key to success is to stay focused on the solution you are providing to your client and customers' problems.

Praveen is an entrepreneur at heart & a believer in the power of aspiration. Praveen don's multiple hats, from managing IT products, collaborating with project teams, interfacing with clients, and deploying technology to build successful solutions for clients.

Currently, Praveen is a Co-founder at Unmiti, an Agri-tech startup working towards the transformation of agriculture through data-enabled digital tools. Praveen leads the technology and operations teams and currently working to build AI solutions to transform Agriculture, Education with a team of AI Researchers, Data Scientists, Big Data Engineers, and SME's.

Praveen started his career as Oracle apps consultant at Applied Materials, Austin, Texas. He did MS in Computer science from Eastern Michigan University and BTech in Information technology from JNTU, Hyderabad.

PREVIOUS EVENT HIGHLIGHTS

Asia Inc. 500 Hosted the World's Largest Quality Assurance Summit

WORLD QUALITY SUMMIT 2021

RESHAPING THE FUTURE OF BUSINESSES POWERED BY DIGITAL ASSURANCE
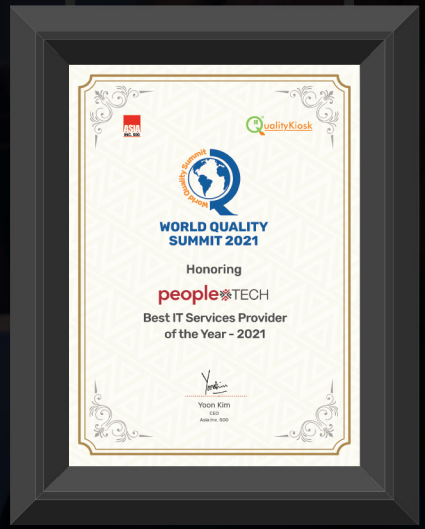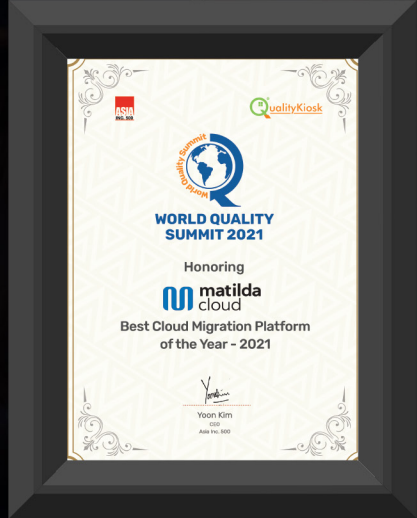
500+
ATTENDEES

15+
SPEAKERS

30+
BRANDS

20+
COUNTRIES
REPRESENTATIVES

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QualityKiosk

(QRACE)
Best Testing Platform of the Year - 2021

Yoon Kim
CEO
Asia Inc. 500

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Asia Inc. 500

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Yoon Kim
CEO
Asia Inc. 500

ASIA INC. 500 | QualityKiosk

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people TECH

Best IT Services Provider
of the Year - 2021

Yoon Kim
CEO
Asia Inc. 500

WORLD QUALITY SUMMIT 2021

RESHAPING THE FUTURE
OF BUSINESSES POWERED
BY DIGITAL ASSURANCE

ASIA INC. 500

World Quality Summit 2021

The world's largest Quality Assurance summit, 'World Quality Summit 2021' was hosted by Asia Inc. 500, a pioneering recognizing body in Asia on 8th September 2021. The QA industry star-studded event was a huge success with the insightful and engaging keynotes by speakers from six different countries and thousands of attendees from across the world. The virtual event hosted on Airmeet was the second edition of the global event organized by Asia Inc. 500. The theme for this year's summit was "The role of Quality Assurance in driving digital transformation and innovation for businesses in the post-pandemic era."

Delivering the opening keynote on 'Why is QA essential for modern businesses to stay competitive?' one of the Speakers, Mr. Kushan Shalindra, Technical Specialist QA, Acentura Inc., Sri Lanka said, "While performing QA of a software product, it's crucial to consider the quality of the product architecture, the language used, the tools used, the customer focus, the employee usability, and QA policies." He urged the QA professionals to always plan ahead on how to improve the quality of the products.

Throwing light on the 'Current State of ETL Testing,' Mr. Carl Johanson, QA Practice Director at Pyramid Consulting Inc., who was another speaker at the event stated, "To develop a successful app development strategy, it's extremely important to understand the source data and what happens to it during the ELT process. A clear understanding of ELT mappings and transformations, as well as full analysis of the state of source data, can solve many problems early on."

Mr. Vijesh Kishore, the COO of ASEAN QualityKiosk was another speaker at the event who spoke on 'Building a world-class independent testing and digital experience organization.' Addressing the virtual crowd, Vijesh said, "It's no longer true that DevOps would kill QA. In fact, Quality in Production is the next big wave. The QA world is undergoing a massive disruptive transformation and now more and more businesses are realizing the importance of

quality in production." Thanking Asia Inc. 500 and the supporters for organizing the event, he pressed on the need for having more such forums in the future to take quality assurance forward.

Mr. Bas Dijkstra, Test Automation Consultant at On Test Automation who possesses more than 15 years of experience in improving testing efforts through smart use of tools, also graced the event as a Keynote Speaker and enlightened the attendees on 'Removing Reliance on End-To-End Tests with Consumer-Driven Contract Testing.'

Mr. Anton Angelov, CTO & Co-Founder of Automate The Planet and the author of the book "Design Patterns for High-Quality Automated Tests: High-Quality Test Attributes and Best Practices" was one of the speakers at the event. Referring to the key test automation best practices mentioned in his book, Anton enlightened the attendees and other delegates on 'Design Patterns For High Quality For Automated Tests.'

Speaking on the topic, 'Accelerating Machine Learning Adoption With Test Automation,' another distinguished Speaker, Mr. Sricharan Vadapalli, who is a global speaker on QA and DevOps and the author of the book, 'Hands-on DevOps' said, "Data quality plays a crucial role in delivering a great customer experience for every business. Today, businesses receive customer data from multiple channels which makes it challenging for them to ensure the quality of the data. By leveraging Machine Learning in data processing, businesses can effectively mitigate those challenges and ensure the quality of data."

Ms. Maaret Pyhäjärvi, the Principal Test Engineer at Vaisala also graced the event as a distinguished speaker. Speaking on the topic, 'Opportunity Cost – Balancing Now and Future,' Maaret said, "Continuous planning, right choices, coordination and collaboration are the keys to ensure quality in the space of software development." She urged the QA and testing professionals present in the audience to be more rebellious in terms of finding ways to do something innovative.

The WQS 2021 was also marked by the WQS Awards - 2021, one of the most coveted awards in the space of QA and testing. A total of 8 awards in different categories were conferred to the winners at the event. While Mr. Maneesh Jhawar, COO, ASEAN - QualityKiosk won the QA Leader of the Year – 2021 award, the Best Cloud Solution Provider of the Year - 2021 Award was conferred to Google Cloud. QRACE (QualityKiosk) won the Best Testing Platform of the Year - 2021 and Pyramid Consulting won the Best Digital Platform of the Year - 2021 award. While Evolutyz was conferred with the Best QE Platform Provider of the Year - 2021 Award, Matilda Cloud received the prestigious Best Cloud Migration Platform of the Year - 2021 award. The People Tech Group was honored with the Best IT Services Provider of the Year

- 2021 award and AIC-NITTE received the Best QA Incubation of the Year - 2021 award.

The WQS 2021 witnessed overwhelming participation from people around the world and was moderated by Anshika Purwar, Global Director, Country Operations, Asia Inc. 500. The closure of the event was marked by a highly engaging question-answer round and the launch of the 9th edition of the Asia Inc. 500 magazine that was handcrafted for the quality assurance and quality engineering folks.

The event was supported by world-class sponsors and partners like QualityKiosk Technologies, Pyramid Consulting, People Tech Group, Amazon Web Services, LinkedIn, Google Cloud, and the Telangana Government.

About Asia Inc. 500: Asia Inc. 500 celebrates and awards thought leaders and industry stalwarts across Asia. It is one of the pioneering recognizing bodies in the continent that encourages and honors these risk-takers. Also, as an international business magazine, Asia Inc. 500 gives its readers exposure to top businesses and business leaders that have excelled in digital transformation. It motivates young promising entrepreneurs to accelerate their digital journey by inspiring them with the success stories of the front-runners in their respective industries.

Speakers

Bas Dijkstra
Test Automation Consultant,
On Test Automation

Vijesh Kishore
COO- ASEAN,
Quality Kiosk

Carl Johanson
QA Practice Director,
Pyramid Consulting, Inc

Maaret Pyhäjärvi
Principal Test Engineer,
Vaisala

Anton Angelov
CTO & Co-founder,
Automate The Planet

Sricharan Vadapalli
Author,
Hands-on DevOps

Kushan Shalindra
Technical Specialist QA,
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Doctor To Build World-Class Global Healthtech University & Innovation Hub In India

According to a leading analyst firm's reports, the United States has 2.672 doctors per 1,000 people and 3.1 hospital beds per 1,000 people. On the other hand, India has a mere 0.599 doctors and 0.9 hospital beds per 1,000 people. Going by these numbers, India would need almost 2.4 million new doctors and over 2 million more hospital beds to reach the same proportions as the United States. To deliver world-class and affordable healthcare, the focus needs to be on talent creation through quality medical education by building a world-class medical university to train doctors, nurses, and technical staff in emerging technologies. It is important that top medical and technical talent work together to devise innovative solutions to see citizens stay healthy through proactive preventive care, even if they become sick attending them remotely - in cases of hospitalization innovations help reduce the cost of interventions.

Healthcare is undergoing a revolution with the new innovations and technologies. Research with focus on frugal innovation areas include medical, medical device reengineering, drug discovery, personalized medicines using genomics, regenerative medicines, robotics, non-invasive & wearable diagnostics, clinical research, Biotech also utilizing allied technologies such as Artificial intelligence, Big Data and Quantum computing.

Digital health – the application of digital technologies to healthcare – is transforming our approach to medicine and improving our well-being. Digital health solutions offer the promise of delivering more for less and hold the potential to impact positively. New technologies place the individual in the center of the healthcare universe instead of the statistically average patient. Instead of universal solutions, precision medicine and targeted treatments will aim to offer personalized solutions for the individual.

Hence, Innovation in health-tech needs doctors, medical hospitals to work closely with other technologies to innovate on the cusp of medical and technical areas. In line with this principle, GHUIH, a section 8 (Non-Profit) companies with significant investment, is contemplating to Democratize medical care by Health-Tech innovation to help the Global Population & bring India to the global innovation map. The plan reflects top medical universities & hospitals with multi-disciplinary research and innovation focus with their own teams with medical and technology focus who interface and collaborate with reputed medical and technical and management institutes not to duplicate efforts.

To establish a medical university with a 750-1000 bed hospital and health-tech innovation hub requires more than 100 million US$ capital and human resources. Dr Ravindranath Kancherla, an eminent surgeon pledged 70% of his wealth for this noble cause to Global Health Foundation. Enthused with his spirit of philanthropy,

many of his philanthropic friends from medical, Pharma, technology and commerce industries across the globe are also ready to contribute in terms of money, ideation, and knowledge.

Speaking on the occasion, Dr Ravindranath said, "GHUIH plans to establish in Hyderabad, India and provide a new model for sustainable development of medical infrastructure helping the global population have infrastructure on philanthropic model thus reducing loads on the government too. By reducing the cost of intervention through the use of innovation, it also provides health security for all".

Global HealthTech University & Innovation Hub is a not-for-profit Medical University powered by Technology Center of Excellence. Dr. Kancherla Ravindranath, founder of GHUIH, is a world-renowned expert in Surgical Gastroenterology, and the founder of Global Hospitals Group. Under Dr. Ravindranath's visionary leadership and guidance, Global Hospitals Group has become the premier and niche tertiary and quaternary healthcare with multi organ transplantation facilities. He has played a very crucial role in bringing and popularizing minimal access surgery and trained over 1000 surgeons across India and many countries. He is instrumental in establishing a multi organ transplant program including liver, heart, lungs, kidney and pancreases in India. He has always been a visionary about future needs, GHUIH is one such initiative which is the culmination of the vision of Dr Ravindranath and his friends across the globe. This institution is first of its kind in India and a few in the world.

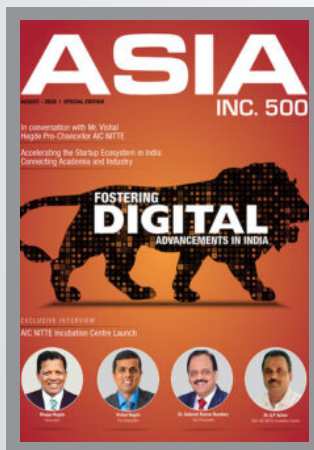Dr K Ravindranath has an overall experience of 29 years and is currently the Chairman and Managing Director of Surgical Gastroenterology at Global Hospital. He developed India's most comprehensive Hospital dedicated to Gastroenterology and Organ Transplantation Centre. He has performed over 20,000 laparoscopic procedures and has trained over 700 surgeons in laparoscopic procedures.

Dr K Ravindranath

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