



NEWS HIGHLIGHTS

Rise in internet usage amid pandemic may lead to amendments in the Copyright Act

E-Signatures: The key to unlock digital adoption in the Insurance Sector

Digital transformation in 2021 will be imperative for businesses

Today's View

Unbundling the University

Universities are facing new competition from start-ups, even before the pandemic. Start-ups have been targeting the traditional university from degrees to hostel living to job placement and more. According to data from RedSeer, India's total addressable markets for the two segments –higher education and lifelong learning – are expected to grow from \$400 million and \$100 million in FY20 to \$3.6 billion and \$1.2 billion respectively in FY25.

Being such a high potential market, each segment of it is ripe for disruption. To start with, companies such as NoPaperForms, AdmitHub look to replace or enhance typical university admission functions like guidance, enrollment, etc. LeverageEdu uses AI to help students in their careers through mentorship products, end-to-end college admissions guidance, programmes to help get first-job ready, as well as one-to-one virtual career advisory for multiple career streams.

As the pandemic pushes many students online, companies are targeting the online lecture experience to produce higher-quality remote classes. Platforms such as **TopHat**, **Everspring**, and **Noodle Partners** help professors at higher education institutions design more engaging online or hybrid courses. **Class for Zoom** and **Engageli** are recreating the classroom experience for online classes. Start-ups such

Akhil Handa
+91 22 6759 2873

Aparna Anand
aparna.anand@bankofbaroda.com

ByteDance owned TikTok working on a comeback strategy for India



Plan for the World
ByteDance-owned TikTok has been banned in India since June end

ByteDance has 2,000+ employees in India, has given cash bonus in Sept

No layoffs and no salary cuts so far at ByteDance India: SOURCES

“ We remain dedicated to our users and creators who have found not only recognition but also new avenues of livelihood through our platform ”

SPokesperson, TIKTOK

AMERICA ANGST

After US elections, TIKTOK is hopeful of resolution on Walmart Oracle deal	TIKtok was starting at a probable ban under the Trump regime	Oracle, Walmart were to acquire 20% of TIKtok Global business	TIKtok was to create TIKtok Global for services in US, rest of world	ByteDance later said it will own 80% of TIKtok Global, which was unacceptable to Trump
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TikTok has been hunting for partner firms for functions such as legal, policy and advocacy and communication in India

Source – The Economic Times

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11th November, 2020

as **Examity** and **Proctorio** provide exam invigilation for traditional classroom-based Institutions & Online Programs.

In India, student rental and living start-ups such as Oxfordcaps, Zostels, Zolo stays are disrupting the student hostel market. Another start-up called Stanza Living is a tech-enabled student housing concept which is re-imagining student living experience in India in-line with evolved hospitality sectors like hotels and serviced apartment.

Other examples include, start-ups like France-based **Studapart** which help students source and rent housing. With many dining halls operating at a lower capacity due to the pandemic, companies like unicorn deliver food and convenience store purchases to college campuses.

Then there are start-ups that are working in the area of networking and job placement. **Fullbridge** aims to prepare students with real-world skills like data analysis, problem solving and teamwork across bootcamps and courses, while **AstrumU** helps students figure out how their classes and internship experiences translate into careers. Companies like **Handshake** and **Reculta** act as campus recruitment tools, pairing students or recent alums with potential job opportunities.

Apart from these, there are many Edtechs providing knowledge on all the fields a student would be interested in. For those willing to learn, there is no dearth of higher education available online. The university is being disrupted across many of its core functions and revenue streams

Today's News

Digital tax on US multinationals: Joe Biden election adds to the twist

The OECD's (Organization for Economic Co-operation and Development) plan to tax large corporates across jurisdictions could have a new twist after the election of Joe Biden as president. Under the Base Erosion and Profit Shifting (BEPS) framework, large economies—barring the US—have come together to tax the global income of digital companies. The US had refused to be part of BEPS claiming that it largely targets American multinationals such as Apple, Amazon, Facebook and Google. OECD had been trying to bring large economies on one page under the BEPS framework. The issue, say industry trackers, is \$ 100 billion large. Most of the large digital giants have created a maze of companies across the world as part of their tax planning. This also means that they don't pay domestic taxes in several jurisdictions as per the liking of the local governments

Source – The Economic Times

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Govt brings all OTTs like Netflix, Amazon Prime and digital news sites under the purview of I&B ministry

All content on OTT platforms such as Netflix, Amazon Prime and others, and digital news sites will come under the purview of the ministry of Information and broadcasting from now, the government said on Tuesday.

A ministry official said the move was taken to ensure a level playing field for all media, and bring an "enabling regulatory environment so that all digital players adhere to the laws of the land."

"Some content on certain platforms has caused a lot of problems to the citizens of the country who don't even have a grievance redressal platform.

Source – The Economic Times

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Ratan Tata invests in healthcare startup iKure

Healthcare services startup, iKure on Tuesday said veteran industrialist Ratan Tata has invested in the company. The company, which delivers primary healthcare services through a network of clinics, digital technologies and trained frontline health workers, said it plans to rapidly scale-up operations across India and globally with fresh funds coming in. iKure has provided primary healthcare services to over 1.1 million people across seven states in India and is looking to provide healthcare services to over 10 million people within the next 5 years,

Source – The Economic Times

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Rise in internet usage amid pandemic may lead to amendments in the Copyright Act

India is looking to amend the copyright act in line with increased use of internet and digitalization amid the ongoing Covid-19 pandemic. The law protects the rights of creators in respect of their original literary, dramatic, musical, and artistic works, cinematographic films and sound recording. The government has reached out to the industry to elicit its views on the changes needed. The Department for Promotion of Industry and Internal Trade (DPIIT) is also examining the Act to decriminalize certain provisions to improve business sentiment and unplug the legal processes.

Source – *The Economic Times*

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How healthtech startup SigTuple Technologies is leveraging the power of AI in healthcare

SigTuple was founded with the ambition to automate the manual review of visual medical data by using artificial intelligence (AI). It is essentially to automate a majority of what a medical practitioner does by looking through a microscope, or a retinal image, or an X-ray film. The firm wants to make the life of a doctor simpler, eliminate manual errors, and enable telemedicine so that screening tests can be made accessible to a larger population.

Source – *Your Story*

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Digital transformation in 2021 will be imperative for businesses

In 2021, customer experience success will depend on whether you have a data-driven and well-documented strategy in place, Andy Cocks, Chief Go-to-Market Practices Officer at NTT said. The immense amounts of customer data that most organizations access, capture and manage from multiple sources is only set to grow in the year ahead. There are five disruptive technology trends that are set to take the tech world by storm.

Source – *The Economic Times*

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Infosys launches 'applied AI' offering for enterprises

Infosys on Tuesday launched its integrated "applied AI" offering to help enterprises adopt a roadmap to scaling enterprise-grade Artificial Intelligence for their businesses. Infosys said its applied AI offering converges the power of AI, analytics and cloud to deliver new business solutions and perceptible experiences. Infosys applied AI, together with our investments in cloud through Infosys Cobalt, helps enterprises unlock value from data at scale and enables them to discover new applications that deliver perceptible experiences and differentiated offerings. With Infosys applied AI, businesses can readily access, deploy and contextualize services from the applied AI cloud.

Source – *The Economic Times*

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Google is adding a security feature to Chrome browser to prevent a new type of risk

Google is releasing a new security feature to prevent tab-nabbing attacks. It is a new type of online attack where a new browser tab can be hijacked. It is a sophisticated phishing attack where the URL of a tab is replaced with a malicious one while the contents of the webpage remains the same.

“As the user was originally on the correct page they are less likely to notice that it has been changed to a phishing site, especially if the site looks the same as the target. If the user authenticates to this new page then their credentials (or other sensitive data) are sent to the phishing site rather than the legitimate one,” as explained by OWASP.

Source – *The Economic Times*

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E-Signatures: The key to unlock digital adoption in the Insurance Sector

COVID-19 is changing the world, as we know it, in fundamental ways. Enterprises across different stages of digital maturity curve are doubling down and fast adopting the medium as the primary channel for communicating with the post pandemic consumer. As technology led accessibility becomes the key channel for addressing the evolving customer expectations, the insurance industry in India is fast growing to become more customer obsessed and experience driven.

Source – *The Economic Times*

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