

Evolving Technology: Digital revolution will continue

It is an accepted fact that there is no escape from technology, with everyone talking about going digital, starting from customers, employees, partners, the business model too needs to be adaptive to a digital environment so that we stay engaged, maintain customer's satisfaction and maximize new business opportunities. ICT become essential elements of the digital business transformation, but we need to think of IT in a new way.

Going forward, e-commerce in India is gaining momentum and is estimated to be a US\$76 billion opportunity by 2021. Players that demonstrate strong online performance and invest in building customer's loyalty will benefit tremendously. The survey findings show that the Indian online shopper is maturing fast and has expectations at par with global consumers. But despite the progress, India's e-commerce is still in relatively early stages, with profitability held back by logistics, low levels of internet access and the fact that paying on delivery is common, that makes things more costly for businesses.

Secondly, Big Data is more than just the buzz word in the IT and business community. It is being used to improve the quality of life for millions of people by presenting new opportunities. Data is becoming the new raw material for businesses. Big Data is the ultimate game-changer in the world of business for a number of reasons and has brought immense opportunities.

Complementing vision of Modi Government, digital revolution now stands at the cusp of transformation, with the government having laid out its vision of a digitally-enabled India over the last one year. The success of both "Digital India" and "Make in India" will ride on the back of strong telecom ecosystem, digital infrastructure and industry's link in the value chain. Digitization of government records has an important role to play in effective governance and digital Bharat is another growth engine which will have the potential to transform India into a knowledge-led economy and society. It will enable India to gain leadership in adoption and manufacturing of IT products and services and empower citizens with digital inclusion and job opportunities.

Lastly, it is, indeed, a pleasure to present to our readers the anniversary issue of VARINDIA. We would like to thank our esteemed readers who have been such great patrons of this magazine and in particular to those who have given their valued feedback through e-mail and telephonic conversation for the Annual Channel Leadership Survey. My thanks are also due to all the advertising and PR agencies that have put in their hard work in getting timely response from corporates in spite of the latter's busy schedule. I also extend my special thanks to marketers and research agencies for their valuable suggestions, who have been the key stakeholders in sharing the market intelligence on critical issues related to the industry. It is their support that has enabled the publication to appear in its 16th Anniversary issue.

Thank you dear readers for your indulgence.



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GUEST SPEAK

How would you define the moment when you came up with the first email?

I remember the moment well. It was around late December 1978. It was an incredible feeling of satisfaction. I had spent many months, days and nights, of writing, rewriting code, solving many problems that in itself is a whole book. Remember, I was not just trying to send simple text messages, I was creating the entire system, the first electronic system to replicate the entire interoffice paper-based mail system consisting of Inbox, Outbox, Drafts, Memo, Folders, Address Book, Trash, Attachments, etc., with hundreds of features. By doing so, the secretaries at that medical school, where I was working at, the University of Medicine and Dentistry of New Jersey (UMDNJ), could transition from their paper-based system and typewriter to the keyboard and terminal and the electronic system, which I named "email." So, sending that first email through this first email system was just an incredible feeling.

What is it that you are working on currently?

Right now, my biggest project is CytoSolve that is revolutionizing medicine by providing an incredible way to create new medicines and validate ancient medicines

of eastern systems by computationally modeling complex molecular pathways on the computer. We have discovered a new therapeutic for Pancreatic Cancer without killing any animals, and are going after discovering new combination medicines for nearly every major diseases. CytoSolve is as big as a revolution to the field of Medicine as Email was to Communications.

I've also started Innovation Corps, a not-for-profit project to identify, mentor, and support young innovators in the age group of 14-18 across the globe.

What are your other areas of interest?

One of my core areas of interest is systems theory across various disciplines. A few years ago, I created Systems Visualization, a whole new discipline and course at MIT, which in fact became the most popular elective. Systems Visualization combines my training and interests in systems theory, data visualization, design and art, to enable students to tackle complex systems, and reveal insights that were not possible by just using one discipline.

I love history, in this respect, because we exist in time is a small slice of the human journey, and knowing history can be used to help us gain perspective to see, the human



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experience in a much richer way.

I really enjoy Nature and in this aspect, I am into health, yoga, meditating and reconnecting with the earth and our indigenous cultures.

What kind of a message would you give to the youth of the country?

Stop looking to the West and the culture of "Whites," whose methods and innovations, in the final analysis will show that Western "Civilization" was based on division, domination and destruction. And, by blindly following them, we are denying our rich history, and ultimately denying ourselves, and our dignity. ■