

BIZTECH

MAGAZINE

Redefining strategies in...



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BEHIND THE SCENES

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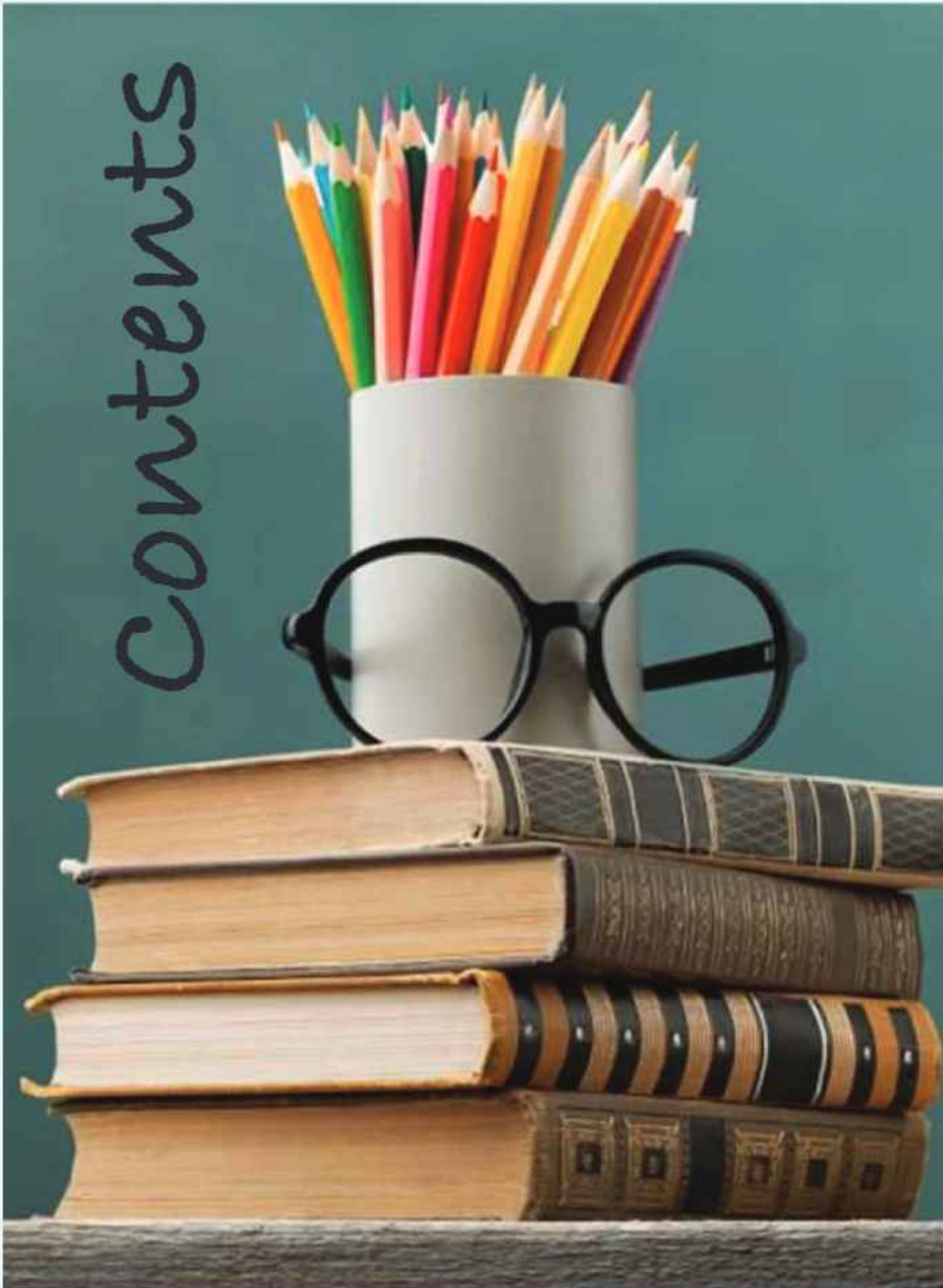
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Upgrade in the Food Industry

Good
Food,
Good
Life

People hurried to the stores to stockpile when Covid-19 first started, while others browsed the online stores. In April, global Google searches for "food delivery" and "local food" hit all-time highs.

In the post-Covid-19 world, this shift to grocery delivery for food-delivery apps is expected to continue. "Grocery will be a significant part of what we're doing," says Raj Beri, Uber Eats' head of Asia-Pacific, Europe, the Middle East, and Africa, with a focus on everyday top-up products rather than staples.

After heading a \$575 million round in UK-based Deliveroo in August and joining in a \$180 million round in January, Amazon returns to the food delivery business. Last year, Amazon launched Amazon Food, an online food delivery business, in India.

New Niche: Cloud Kitchen

Cloud kitchens, also known as dark kitchens, virtual kitchens, or ghost kitchens, are food service establishments that accept orders and deliver them without providing a dining option.

In 2019, virtual kitchens were already a popular concept. Dine-in restaurants have been battling automation and changing millennial preferences, which has shifted investment to food delivery, particularly cloud kitchens.

Other ride-hailing firms, such as Uber Eats, are entering the market. Grab, a company based in Singapore, has established several GrabKitchens. In contrast, Gojek, based in Indonesia, has collaborated with Indian foodservice giant Rebel Foods to launch 100 cloud kitchens by the end of 2021.

Restaurants and foodservice providers are expected to keep costs low to ensure healthy operations as we continue to navigate the economic slowdown brought on by Covid-19. This is where cloud kitchens will come in handy, catering to rising customer demand as well as eateries looking to cut costs.

-- Gaddam
 Shashank &
 R Varshitha
 Reddy

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Redefining e-commerce strategies

When the pandemic hit the world, who knew what would happen and which business would succeed, the stories of business victims have been on a roll since then but shedding some light on the firms which exploded into money vending one is also essential. The fear of the people and the government's rules have forced people to stay at home, and thus the businesses like e-commerce expanded. The fiasco of covid has driven e-commerce to a world where everyone had to adapt to the new normal, i.e., the digital platform.

The quarantine has ensured the dramatic rise in the number of users shopping online, and on the other end, the sellers have ensured to cover their losses. The last quarter is pivotal for businesses, as is the festive season, but these sellers did their business online or what is called D2C business. FMCG, health care, electronics saw a rise by 95%, 46% & 27% respectively.

The factors leading to such a rise may be the adaptation to social commerce, timely deliveries, little or no language barrier, acceptance of digital payment methods and the most important factor being the penetration of the internet into households.

The disruption in the general supply chain logistics has led to the formulating of new chains and reverse supply chains to set the seal on the survival of businesses. Giants like Amazon and Walmart had to invest in improving their technologies, whereas local or offline stores opted for third party services. The closure of physical stores has paved the way for VR/AR shopping mode to replicate the brick-and-mortar shopping experience.

As it is rightly said, ones' loss is another's gain. While few businesses were struggling to exist, others saw it as an opportunity to survive and make profits.

– Meghana C

A
boom
in
the
gloom



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The Hybrid Phygital Market Insurgence

Augmentation of the buying experience of consumers via physical and digital tools.

The further elaboration on the already conspicuous term, Phygital, could be defined as a play on the words physical and digital. Due to various digital devices, phone applications, simulated and augmented realities, amongst several innovations, the digitalization era intensified when consumer operations, namely scheduling trips, transitioned to digital platforms. The ecosystem has grown into a bridge habitat, with digital customers regularly transiting between traditional and cyber venues.

It has established an infrastructure of interwoven systems, channels, customer engagement, expertise, resources, and adaptive tactics via providing a gateway to a separate array of hybridized customer interactions that cannot be entirely categorized as either physical or altogether digital.





Regrettably, due to an unsatisfactory comprehension of this hybrid ecosystem, digitalization operations have been commonly constrained to integrating numerous electronic media at distinct cycles of

the purchasing process. As a consequence, numerous businesses risk preceed the benefits of this brave hybridized landscape.

The phrase is now widely employed, with many ambiguous as well as restricted interpretations being utilized simultaneously. Phygital is a term commonly used in the retail industry to describe the transition between multilevel and inter-channel to an omnidirectional rationale for interrelated businesses that includes technology, including interactive booths, touch devices, interconnected displays, as well as Bluetooth cards. It is a comprehensive environment of interwoven traditional and cyber arenas encompassing various industries, including educational, commerce, aviation, medical, hotels, and media.

Consumer interaction in the tangible environment pertains to improving feelings that influence purchase judgments and consumer retention. Businesses may utilize technology and networks spanning through many online interfaces to optimize efficiency and enhance the buying process in the cyber realm. This Phygital sphere resides just at the crossroad of tangible and intangible environments, enabling the establishment of an improved consumer experience which would be equally effective and cognitively driven.

Instead of adopting the existing technology rationale, a hybridized consumer-focused game plan to digitalization might provide a strategic edge over the competitors. It's crucial to continue providing adequate blended interactions anchored in customers' everyday habits, including traditional and virtual. This necessitates reinvention initiatives based on a comprehensive understanding of strategies to fulfil consumer aspirations effectively.

- Deepshika Yadugiri

Source: <https://www.pymnts.com/digital-payments/2021/hybrid-physical-digital-buying-experiences-lead-post-pandemic-trends/>
 Image Source: <https://www.biztechmagazine.com>
<https://luxio-digital.com/hybrid-retail/>

Retail and its trends



The essence of business: the changing trends

Retail has been affected in every way, taking pressure from the politics, economy, lifestyle, digital technologies, etcetera. The business community in every sector was affected badly, but the government's order for the continuity of the daily basics and household stuff made it survive, while those like clothing, fashion and accessories suffered huge losses. The lifestyle change also led to the shift in sellers. Some of the retail industries which saw the expansion and were in profits are disinfection & sanitization, masks, stable supplies, contactless & non-face-to-face technologies, which are the external environment.

The external factors have impacted retail significantly, either positively or negatively. The business process has changed a great deal leading to immediate actions like applying floor stickers to ensure proper social distancing, vinyl curtain installations, disinfecting the shopping carts, etc., at regular intervals and e-commerce for shopping, etc.

The company shifted everything online, but the problem arose when the employees had to take paper-work home. The rotation system created was more effective as the backend workers of the company had to work because the storefronts were working. The stores had to face stockouts by restricting the sale per person to meet the demand.

Gamification is the new trend. For instance, McDonald's and some cafés offer buying online pick-up in-store (BOPIS), dark stores for online supermarkets, a shift from paperwork to more of a digital key, etcetera. Adaptation to new technology and trends is the need of the hour. The more one is aware and uses the technology and learnings, the more it is easy to be compatible with the changing definition of a regular and new routine.

-- Meghana C



Image source:
<https://bit.ly/3c1TKjN>
<https://bit.ly/31KUPwN>

Revolution of Home Entertainment

Wider release, the plethora of options at your comfort.

- Sai Deepak Konreddy

2020 has been the year for the home entertainment business with the theatres being shut down, so there began a quest for a platform to release the content already shot for theatres. People all across the world resorted to computer displays for amusement while stuck inside their homes. According to recent research by PwC, India is the world's fastest-growing market for streaming platforms, widely

over 40 OTT platforms by 2020, most of which will be in regional languages. According to a BCG report, the industry will be worth \$5 billion by 2023.

Netflix, Amazon Prime Video, Disney+ Hotstar, Voot, and SonyLIV, among several other OTT video streaming sites, have picked up steam in India. As the internet streaming audience grew beyond youth and metros, homemakers and elderly became OTT users,

has gone up drastically from 40% to 75% in the times of lockdown.

The Indian OTT size is forecast to reach Rs 237.86 billion (US\$3.22 billion) by FY25, up from Rs 42.50 billion (US\$576.73 million) in FY19, as per research. By FY23, India will have 500 million or more online video customers, which is expected to rise as smartphone and internet penetration increases. According to current trends, OTT companies with a diverse content portfolio and a variety of price levels will attract more paying customers.



known as OTT service providers. It is anticipated to be the 6th-largest industry by 2024, ahead of South Korea, Germany, and Australia, with an average growth rate of 28.6%.

According to another study by the National Association of Software and Service Companies, India would have

regional streaming applications for non-Hindi and non-English markets proliferated. Regional content is in high demand on several regional platforms, including Oho Gujarati, Hoichoi, Aha, and NeeStream.

Although there was an increase in the number of apps growing, the subscription rate

OTT grew in popularity as the pandemic progressed. Filmmakers appear to be pleased with the terms offered by OTT services. Only one subscription is required for the entire family to view numerous films, all from the comfort of their own homes, sparing them both time and money.



Source: <https://www.cnn.com/2020/07/28/tech/shopping-world-post-covid/100-clubgame>
Image Source: <https://www.es.com/evolve/13bet-online-a-detailed-guide-line-for-indian-players-1786/>

Virtual is the new Reality

Online games and virtual events seem to be the new way to socialize.

Well before the Covid-19 outbreak, on-demand infotainment choices like Netflix, Disney Plus, and Amazon Prime were gaining traction, but in-person live gatherings like concerts and events, gaming leagues, and culinary festivals survived and thrived. However, with venues closed and mass gatherings momentarily restricted, many customers turned to virtual recreations of similar visitor attractions.

August 2021





Home quarantines drew a significant number of new customers into fledgling markets like e-sports and virtual reality, resulting in a surge in demand that is certain to abate once the lockdowns are released.

Event planners are also considering ways to host large-scale events online with much greater zeal. Online events that formerly appeared unlikely or even inconceivable have become much more regular, and this trend is expected to continue.

As people worldwide sought refuge, one of the major things that kept them occupied was gaming. In March 2020, Verizon's Chief exec, Hans Vestberg, stated that internet usage from video games had increased by 75% since travel was limited throughout the US. This was far greater than available streaming content, which increased by only 12%, and social media usage stayed stable.

Since gaming became a method for people to engage socially even during the outbreak, it'll probably continue to be a social activity once it's over. Compared to other online kinds of entertainment, gaming has a higher chance of retaining players since it may create unique types of socializing.

However, the development of Covid-19 had a significant influence on the events business. Many events that formerly offered virtual and in-person tickets have gone exclusively online, and most in-person events have been discontinued.

In-game film screenings, music video debuts, and concerts have all taken place in Fortnite, with Travis Scott's virtual performance attracting 12.3 million players.

The first "Parliament through Zoom" was held in the United Kingdom, probably the first time in more than 700 years that Parliament has not met in the House of Commons.

On the other hand, virtual events may have a long-term effect on event profits because many organizers are unable to demand the same prices for virtual events.

The Covid-19 outbreak might have a significant influence on how event planning firms hire. Event planners want to develop disaster management, contractual knowledge, and a large variety of marketing and technological abilities in the long term.

- Sai Deepak Konreddy

Education without borders

Coronavirus entered the life of global citizens in December 2019; it restrained everyone's social life to their homes but took away the most crucial asset of billions of people, i.e. education.

Globally 1.2 billion children are out of the classroom and into an online mode of studying if technology is available to them as an effect of SARS-CoV-2 on the education industry. This shift from answering roll call in a classroom to an online platform raises questions about how long this will continue and has a noticeable impact on the education market.

Even before COVID-19, education technology was seeing rapid expansion and adoption, with worldwide investment in education technology reaching US\$18.66 billion in 2019 and the whole industry for online education expected to reach \$350 billion by 2025. Since COVID-19, there has been a considerable increase in the utilisation of language apps, virtual tutoring, video conferencing tools, and online learning software.

The demand for online education services increased, resulting in famous BYJU'S Bangalore-based educational technology and online tutoring firm founded in 2011 which gave free access to its services, and which is now the world's most prized tech company. In China, Tencent classroom created an "online movement" when 730,000, or 81% of K-12 students, practised its services. Similarly, in Singapore Lark app developed by ByteDance is a one-stop destination for teachers and students by providing unlimited video conferencing time, smart calendar, among other things.

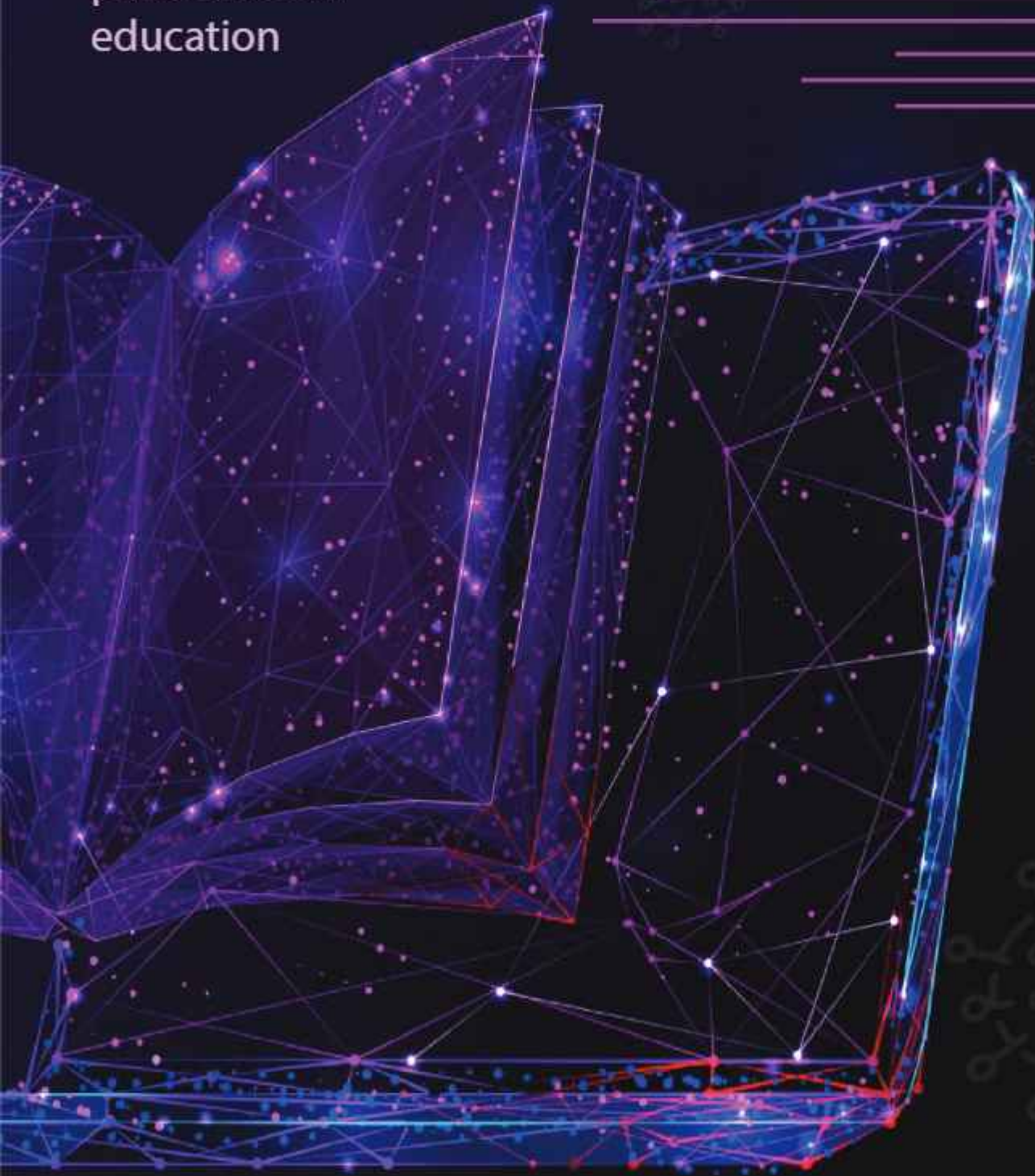
While some feel that the unplanned and quick transition to online learning – with little training, insufficient bandwidth, and little planning – would result in a terrible user experience, on the other hand, there is a positive transition rate from students.

But there are many challenges pointed out according to OECD data, 95 per cent of students in Switzerland, Norway, and Austria have access to a computer for schooling, only 34% of students in Indonesia have one. This pandemic taught an essential lesson of spreading knowledge across borders of country and society using technology with no human contact.

– R Varshitha Reddy

Woxsen University, Hyderabad
www.woxsen.ac.in
<http://www.woxsen.ac.in/education-technology-2020-21>

The effect of a pandemic on education





New Year's resolutions have gained a little more weight in 2021 after a year in which individuals spent months holed up at home doing minimal exercise.

The fitness industry can vouch for this. Despite the coronavirus limiting gym capacity and forcing some to close totally, the annual January membership surge has matched—and in some cases

exceeded—that of previous years. Part of this might be connected to the expected rise in online programmes and a need to preserve mental and physical health.

Go Virtual!

As the virus's unpredictability persists, the fitness sector will be forced to adapt to changing circumstances, which many big brands have already begun to do by being more innovative and digital! Digital transformation appears to be the most effective means of remaining relevant and, at the very least, afloat.

As 'work from home' has become the new normal for any business, 'workout from home' made gyms and studios, not lose their consistency.

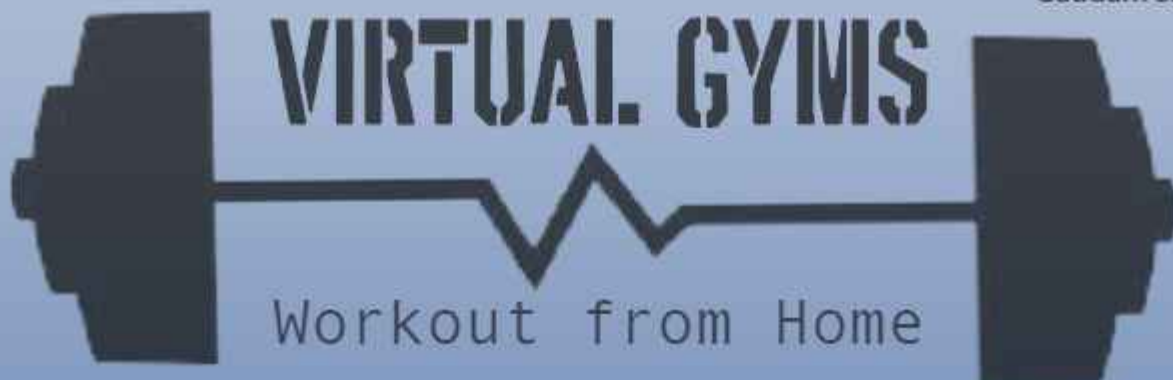
Virtual fitness classes have become the new normal, keeping the fitness industry moving forward.

Given the Covid-19 context, the rising tendency in accessing digital content against physical gym attendance is almost unavoidable. But the issue remains: how long will it last? Is this shift sufficient to determine the fate of gyms and studios? Also, which types of fitness classes appear to be the most promising on the internet? The majority of the virtual appointments have been for yoga, which requires little more than a mat. As a result, yoga has grown in popularity and is predicted to be a lucrative business.

Most virtual workouts may be completed on a mobile phone, iPad, or laptop. It's as simple as setting a device on a coffee table and watching in your living room. Some of them are pre-recorded and can be paused or rewound. Others are aired live, simulating the experience of working out in a group.

The future will be a blend of digital and physical aspects. Consumer demand is rising as consumers strive to balance mental and physical wellness, although the fitness studios are shrinking.

- Gaddam Shashank



Times are changing while change is inevitable. However, the Coronavirus epidemic has merely hastened this shift, not just in our physical surroundings but also in our mental health and its resulting stability. The quarantine era made it difficult to maintain sanity, but it also provided us with an opportunity to use internet channels to contact those in need of therapy advice.

Several participants are conscious of the upsides and, in some instances, the undeniable need of accessing therapies. It could be a gratifying and meaningful practice that helps one transcend life's complications and limitations that they might not be capable of overcoming on their terms. Regrettably, numerous adults continue to consider it unpleasant to pursue such medical intervention for many factors. Perhaps it's the persistent societal prejudice associated with seeking psychological wellness assistance or even

Teletherapy

Amelioration of traditional therapy methods to better help individuals and sustain sanity.

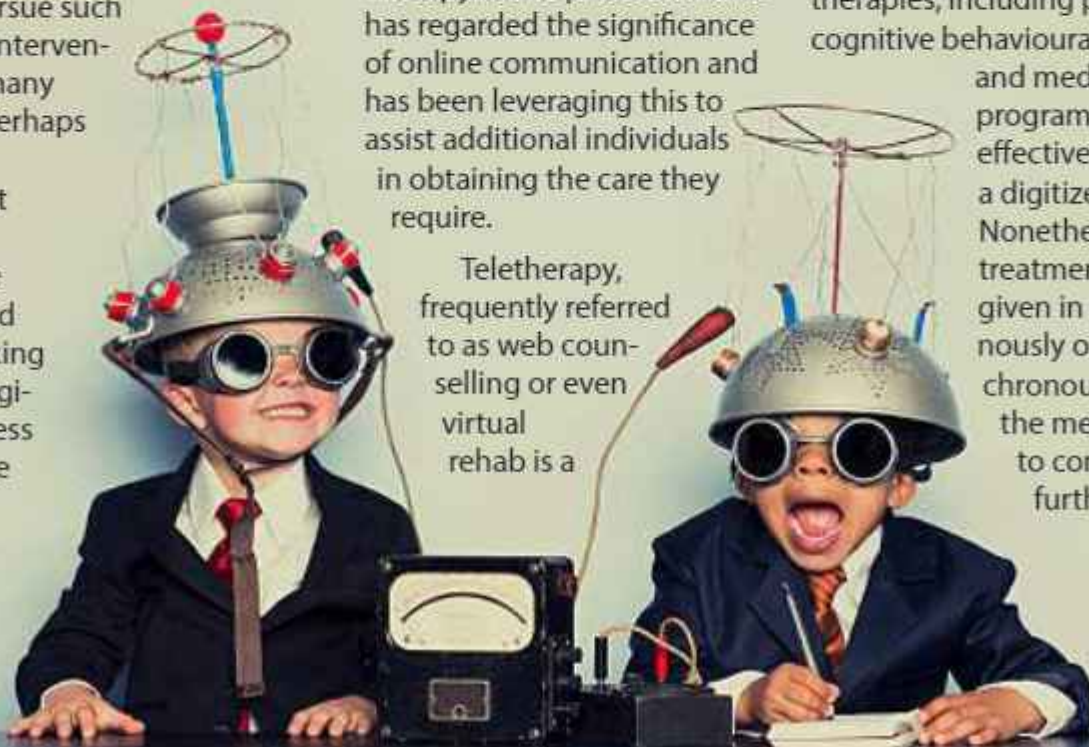
just obtaining the leisure and inclination to consult with a psychotherapist.

Alternative techniques to interconnect are emerging in this progressively technologically integrated reality. Therapy is one profession that has regarded the significance of online communication and has been leveraging this to assist additional individuals in obtaining the care they require.

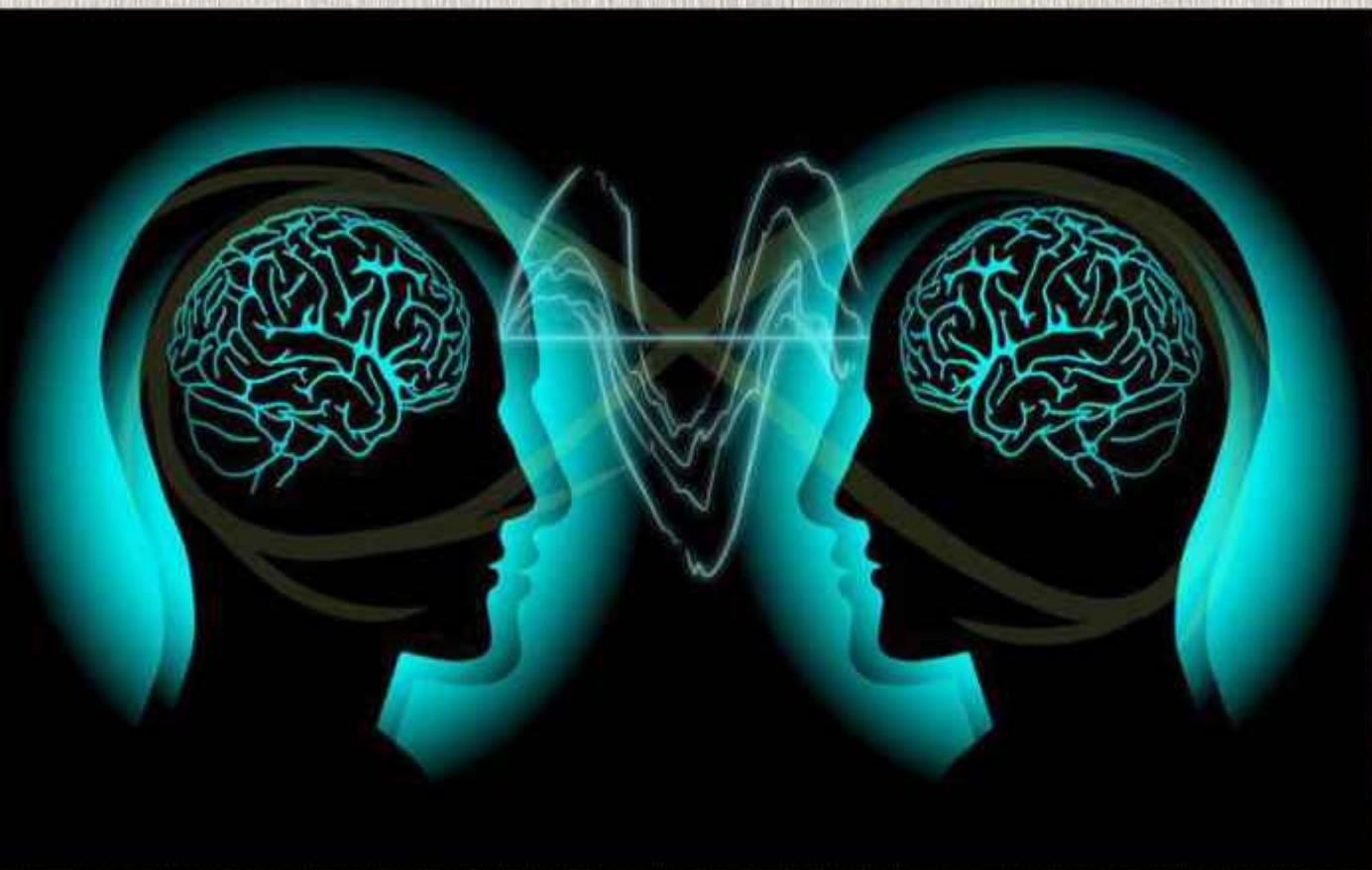
Teletherapy, frequently referred to as web counselling or even virtual rehab is a

counselling method administered using a device on a cyber network. It's effectively equivalent to Zoom or WhatsApp, only better confidential albeit with a licensed professional counsellor on the opposite end rather than a remote family or acquaintance.

Although the practitioner and the service user are not present physically, several therapies, including particular cognitive behavioural therapy and meditative programs, transfer effectively into just a digitized medium. Nonetheless, if such treatments are given in a synchronously or an asynchronously manner, the methods used to conduct it will further change.



Source: <https://www.healthline.com/health/mental-health/teletherapy#therapy>
 Image Source: <https://www.nytimes.com>
<https://www.monipic.com/pic/164343/>



Throughout the synchronously organized virtual therapy scenario, appointments are arranged for the participant at a negotiated date and time. Both parties subsequently join through an encrypted and confidential digital platform. Video cameras and headphones allow the practitioner and user to view and listen to one another in virtual environments throughout the consultation. On the other hand, asynchronously organized counselling will enable clients to participate through treatments or educational tools through their chosen tempo. Individuals can pursue a specialized course of intervention that they and their counsellor constructed collaboratively.

This choice of consultation mainly encompasses communication therapies, work-related counselling, and behavioural and mental wellness therapy, adequate for a broad spectrum of individuals in various contexts or conditions. This is a far better approachable method to many individuals, provides more adaptability, minimizes long queues, and provides a friendlier atmosphere. It is also vital to note that teletherapy assists the clients who employ the service and the professionals who provide it, which supports the judgment that this method is indeed revolutionary and for a good reason.

- Deepshika Yadugiri

Emerging technologies can make a big difference in coping with the pandemic's challenges.



Start-ups have already been developing decision-making technology using advanced Machine Learning algorithms even before the pandemic. Now we focus on the five ways how technology has been impactful amidst the pandemic.

Virtual Healthcare:

Telenursing and telemedicine have come to the aid of medical workers when social distance is critical. Patients have been able to obtain essential medicine while being separated thanks to apps like PharmEasy, while others have been able to receive medical treatment at home thanks to online reservations for RT-PCR testing.

Throughout the crisis, mental health chatbots have been essential in keeping patients and families' calm.

Preventive Actions:

Real-time interactive mobile applications have functioned as warning beacons, keeping the public informed of sick patients in their area. On a lesser scale, such applications have been used in hospitals to educate physicians, nurses, and other healthcare workers about the treatments recommended for infected patients.

Automatic sanitization devices and self-contained disinfection gear are also becoming increasingly common. In most clusters, these improvements are helping to maintain cleanliness and reduce the risk of infection.



5 Ways tech has been impactful in COVID-19

Source: <https://bit.ly/3yLo8LW>

Enhanced Diagnostics & Management:

Thanks to interactive platforms and symptom monitoring applications, people may now keep a closer check on their internal organs. The first respondents to any medical emergency and visitors in other public locations are protected by non-invasive temperature measurement guns.

Public Interest and Safety:

Predictive analysis and AI-based representations are effective methods for identifying possible outbreak regions. The keys to limiting the virus's spread across quarantine zones include monitoring the migration of infections and robotic cleaning.

Drone deliveries have taken over, allowing for the delivery of medications in regions where human visits are risky. In the interest of public safety, they've even aided e-commerce behemoths in delivering packages securely at such periods.

Even social media, as popular as it may seem, has proven to be the most effective channel for keeping the public informed of the required warnings and measures as the epidemic continues to spread.

Industrial Transformation:

A novel method of teaching corporate employees has been devised. Virtual Reality devices are currently being used in many businesses' reskilling and upskilling programs so that skillsets can remain viable in the new baseline.

The industrial workforce has evolved into a mix of physical and digital assets due to the application of new devices and autonomous equipment – a unique combination that allows businesses to operate with few people on-site.

All of the technologies discussed have been implemented in various locations and still have room for development. While we wait for another wave of the virus, these technologies allow us to work without interruption while remaining careful and adhering to the distance standards. Technology is making it simpler to live in an era of decreased human contact.

– Sai Deepak Konreddy

