



NEWS HIGHLIGHTS

Piracy is a tough code to crack for edtech firms

Google Play's UPI rollout could boost app monetisation in India

Mastercard Partners With R3 To Develop Cross-Border Payments

Amazon kiosks in educational campus, offices soon

Today's View

Crowdsourced Testing

With growing benefits, effectiveness, and efficiency of crowdsourcing and the cloud platform, innovative techniques leveraging these technologies are being employed by tech firms. In order to overcome drawbacks of traditional testing methods, Crowdsourced testing is an emerging trend in software testing where the testing is carried out by a number of different testers from different places, and not by onsite consultants and professionals. The software is put to test under diverse realistic platforms which makes it more reliable, cost-effective, fast, and bug-free.

In addition, crowdsourced testing allows for remote usability testing because specific target groups can be recruited through the crowd. As per **ResearchandMarkets**, the crowdsourced testing market is projected to grow from USD 1,250 million in 2019 to USD 2,000 million by 2024, at a CAGR of ~ 10% during the forecast period.

Multitude of companies have started offering solutions based on this technique. For instance, **Pay4Bugs**, which pays crowdsourced testers based on number of bugs identified. Testers at Pay4Bugs find out the bugs in the software and report it immediately. Pay4Bugs get the testers from the crowd and get the product tested in a real environment, by real humans. It also provides actionable bug reports in which all the necessary details about the defect to identify the bugs before they become a critical issue.

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The long hunt for top talent at India Inc

Job postings for top executives are taking twice as long to decide than they did a year ago as companies cope with factors such as an adverse economic climate and technology disruption that are undermining business models.

That Perfect Fit

<p><b>NO HURRY</b> Adverse economic climate &amp; tech disruption shaking up business models <b>Cos want to be more sure</b> in selecting top talent <b>Evaluating more</b> candidates than they did earlier</p>	<p><b>CONTRASTING FORTUNES</b> Impacted sectors like auto, telecom, pharma and industrial taking the longest time <b>Ecommerce, consumer Internet and new entrants</b> quick as ever</p>
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Source – The Economic Times

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Date – 12<sup>th</sup> Sept 19

Looking at the potential of this techniques, some of the largest companies in the world including **Facebook, Microsoft, Warner Bros.** etc. are partnering with platforms like **Global App Testing** to reduce the time and effort spent on testing, gain access to global testers for real-world results and deliver much higher quality applications. The platform has over 20,000 professional QA testers, located in more than 84 countries.

**Crowdsprint** has a network of over 100,000 testers across the globe and around 1000 specialist testers. They also have a separate Test Manager and Delivery Manager who manages testing delivery at every step. These Test and Delivery Managers are involved in requirement scoping, creating test plan, managing test cycle, generation of different kind of reports and many other management activities. It uses over 50+ devices such as a laptop, desktop, tablet, smartphones etc and using the power of the crowd the application can be tested on different devices with a different environment. Crowdsprint supports Android, iOS, Blackberry and Windows platform for testing.

Though crowdsourced testing offers significant advantages, we believe that this technique alone may not give the best feedback on applications. A diverse testing approach that pools both crowdsourced testing and a dedicated testing team may be better suited for testing diverse applications under real-world conditions.

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## Today's News

### Google Play's UPI rollout could boost app monetisation in India

Google's move to introduce Unified Payment Interface (UPI) as a payment option on the Play Store will significantly help increase the base of paying customers and boost monetisation for apps, industry experts and developers said.

Last week, Google announced that UPI will appear as a payment option on the Play Store in India for purchasing apps, games, and in-app content in the coming weeks, a development first reported by ET in August last year. Users need to link their UPI ID (VPA) in Play Store Billing and use their preferred UPI app to make the payments.

Source – *The Economic Times*

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### Piracy is a tough code to crack for edtech firms

Edtech companies, including Coursera and Udacity, are caught in a situation where developers and other professionals are sharing paid content from these sites among their peer networks and groups where colleagues or friends avail courses for free. It is becoming quite an open discussion on social media and has been an ongoing problem.

Source – *The Economic Times*

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This News Letter has been prepared with the assistance of Manish Kulkarni

## Mastercard Partners With R3 To Develop Cross-Border Payments

Be it voting, land registration, education, healthcare records and other public services, blockchain is the best fit and proven technology for e-governance services. The global blockchain government market is expected to grow at a CAGR of 91% from 2019 to 2025.

In India, we have seen an increased awareness among various states as well as banks pertaining to blockchain. While states such as Kerala, Telangana, Maharashtra and Karnataka have been running proofs of concept to explore blockchain for e-governance, banks, through various consortia such as Bankchain and other have independently and actively explored and adopted blockchain for various applications.

Source – *inc42*

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## StalkBuyLove runs out of cash as funding tap goes dry

StalkBuyLove, a women-focused online retailer, has run out of cash as the company faces a funding crunch, said two people with knowledge of the development. Customers, fashion influencers and vendors for the retailer took to social media platforms to protest against the founders of the company for allegedly absconding without clearing dues and halting deliveries. Customer complaints on social media can be traced back to June this year, alleging orders were not being processed and delivered even after taking money.

Source – *The Economic Times*

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## Azim Premji sells Rs 7,300 crore shares in Wipro buyback

Azim Premji and the promoter group of Wipro Ltd have sold stock worth over a billion dollars (Rs 7,300 crore) in the buyback programme announced by India's fourth-largest IT services company.

The bulk of the funds will likely be used to boost the philanthropic initiatives of India's most generous billionaire whose eponymous foundation is one of the five largest private endowments in the world and the biggest in Asia. Wipro said on Wednesday that its founder-chairman and entities controlled by him had sold 224.6 million shares in the recent share buyback programme, amounting to about 3.96% of the total equity stake held by them

Source – *The Economic Times*

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## Apple in deep India push with streaming service, iPhone 11 at 'aggressive' prices

Apple made a determined bid to push deeper into India, unveiling what analysts termed was a disruptive pricing for its upcoming video streaming services to take on the likes of Netflix, Hotstar and Amazon, and lowering the price of its latest entry model, iPhone 11, by nearly 16% compared with last year's similar model, iPhone XR.

"While taking the competition head-on, Apple's current focus is unmistakably on building a sizable subscriber base and, driving revenues for both services as well as hardware," said Prabhu Ram, head of intelligence group at Cybermedia Research. "It will push other players to take note, and cut rates as well," he said.

Source – *The Economic Times*

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## Amazon kiosks in educational campus, offices soon

Amazon is setting up physical kiosks in large office complexes and educational institutes that will serve as pickup zones for consumers after a product is delivered. This comes right before its annual flagship sale — Great Indian Festival — when it would compete against arch rival, Walmart-owned Flipkart.

Amazon India VP (customer fulfilment) Akhil Saxena said the e-tailer is setting up offline kiosks in education institutes like IIM-Ahmedabad, Lovely Professional University and large office parks such as Manyata Tech Park in Bengaluru. Pickup zones are not a new concept. Amazon already has a network of such points across the country where consumers can choose to pick their deliveries. Additionally, it has 23,000 retail stores that help it in last-mile deliveries as well.

Source – *The Economic Times*

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## Vodafone Idea looks to bundle broadband with top 4G plans

Vodafone Idea is looking to selectively bundle fast home broadband services with its top-end 4G postpaid and prepaid mobility plans in priority markets, adapting global learnings from its UK-based coparent, as part of moves to scale up its unit, YOU Broadband, and take on Reliance Jio Infocomm and Bharti Airtel, people familiar with the matter said.

Analysts though said financially stressed Vodafone Idea's major challenge would be to cough up the \$2-2.5 billion (Rs 14,200-Rs 17,500 crore) it needs to invest to make a serious play in the wired home broadband market and compete with its aggressive rivals.

Source – *The Economic Times*

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## Jio's 'First Day First Show' may not hit multiplex footfalls

Multiplexes and single-screen cinema exhibitors may not immediately lose footfalls as Reliance Jio, which has already upended India's telecom industry leader-board, begins its premium First Day First Show (FDFS) service that promises to revolutionise film viewing.

Subscribers availing this bespoke, premium service can watch new films from the comfort of their drawing rooms. Analysts point out that FDFS is available with three different monthly plans ranging from 2,499 to 8,499.

Source – *The Economic Times*

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