



DPPG

WEEKLY BUZZ





Ulaa: A privacy first browser



WhatsApp international call scam

The rise in international audio and video calls from unknown numbers has prompted the government and WhatsApp to take action. Scammers are posing as HR of multinational companies and offering work from home jobs, paying victims for simple tasks to earn their trust, and then asking for investment with a promise of high returns.

The country codes from where these calls originate include Kenya, Vietnam, Malaysia, and Ethiopia. Another common scam is the 'nude video call scam' where scammers make a video call and blackmail victims.

To prevent getting scammed, users should avoid responding to calls or messages from unknown international numbers and never pick up or call back on receiving missed calls from these numbers.

<https://www.gadgetsnow.com/slideshows/whatsapp-international-call-scam-8-things-you-need-to-watch-out-for/photolist/100194593.cms>



Zoho's Google Chrome rival

Zoho Corporation has launched its first privacy-focused web browser called Ulaa, based on Chromium. The Indian-made browser has several unique features, including DuckDuckGo as the default search engine, built-in ad and tracking blockers, and five different modes for users to choose from. These modes include personal, work, kids, developer, and open season, and are available on all major platforms. Additionally, Ulaa allows users to import their search history from Google Chrome and offers a seamless user experience, just like any other Chromium-based web browser.

<https://indianexpress.com/article/technology/zoho-ulaa-web-browser-8597580/cm>

Sebi grants final approval for proposed change in control of HDFC AMC

HDFC Bank has received final approval from SEBI for the proposed change in control of HDFC Asset Management Company, paving the way for the merger of HDFC into HDFC Bank. This merger, expected to be finalised by Q3 of this financial year, is the biggest transaction in India's corporate history and will create a financial services titan with a combined asset base of around INR 18 lakh crore. Once the deal is effective, HDFC Bank will be 100% owned by public shareholders and existing shareholders of HDFC will own 41% of the bank.

<https://indianexpress.com/article/sebi-approval-change-hdfc-amc-bank-8602597/>



Disney+ Loses 4.6 Million Users As JioCinema's Free IPL Streaming Hurts

India's over the top digital streaming service Disney+ Hotstar has lost 4.6 million, or 46 lakh subscribers, in the fourth quarter of FY23, according to CLSA Ltd. The sharp subscriber decline to 52.9 million, or 5.29 crore, comes after the last quarter decline of 3.8 million, or 38 lakh, subscribers and from a peak of 61.3 million, or 6.13 crore, subscribers in Q2 FY23, CLSA said in a May 11 note.

The latest loss of subscribers has been accompanied with a big fall in average revenue per user to \$0.59, or Rs 48, from \$0.74, or Rs 60, in the previous quarter, CLSA said. ARPU fall has been led by lower per subscriber advertising revenue. "We believe Disney+ Hotstar subscriber loss and ARPU fall have been caused due to loss of Indian Premier League digital rights starting 2023," the note said.

<https://www.bqprime.com/business/disney-loses-46-million-users-as-jiocinemas-free-ipl-streaming-hurts-clsa>





Indian government cracks down on various e-commerce platforms for listing dangerous product

The Central Consumer Protection Authority (CCPA) has issued orders against five major e-commerce platforms, including Amazon and Flipkart, for violating consumer rights and unfair trade practices by selling car seat belt alarm stopper clips. These clips compromise the safety of drivers and passengers by disabling the alarm sound and flashing icon on the dashboard panel when the seat belt is not worn, which is a violation of Rule 138 of Central Motor Vehicles Rules 1989 that mandates the use of seat belts. The Ministry of Road Transport and Highways raised the issue with the department of consumer affairs, which referred the matter to the CCPA. The CCPA has directed the e-commerce platforms to permanently delist all car seat belt alarm stopper clips and associated motor vehicle components that compromise safety.

<https://www.gadgetsnow.com/tech-news/indian-government-cracks-down-on-amazon-flipkart-meesho/100188346.cms>



Linda Yaccarino replaces Elon Musk as Twitter CEO

Elon Musk has announced on Twitter that Linda Yaccarino, former advertising chief of NBCUniversal, will become Twitter's new CEO. Since Musk acquired Twitter in October, the platform has suffered a decline in ad revenue, and advertisers have fled the site, concerned that their ads could appear next to inappropriate content. Yaccarino is expected to focus primarily on business operations, while Musk concentrates on product design and new technology. The announcement may have accelerated Yaccarino's timeline to join Twitter, and Musk's move could allow him to concentrate on his electric vehicle business.

<https://www.ndtv.com/world-news/nbcuniversal-executive-linda-yaccarino-is-new-twitter-ceo-announces-elon-mu>

Kissan GPT

Kissan GPT is an AI-powered chatbot based on ChatGPT and Whisper, designed to provide real-time advice on crop cultivation, irrigation, pest control, and other farming-related topics to farmers in India. It supports 10 Indian languages and can be accessed via smartphone microphones. The chatbot leverages OpenAI's ChatGPT technology and a knowledge base to deliver answers. The company is looking for collaborations with the government and agriculture institutes to improve results, and mobile apps and two more languages will be added soon. The chatbot is not only designed for farmers but anyone with an interest in agriculture.

<https://www.gadgetsnow.com/featured/kissan-gpt-how-it-may-help-indian-farmers-in-agriculture/99471677.cms>



Indian origin Dylan Jadeja named next CEO of Riot Games

San Francisco: Riot games, the developer behind smash-hit video games like 'League of Legends' and 'Valorant', has appointed India-origin A. Dylan Jadeja as company's new chief executive officer(CEO). "We're proud to announce that our current global president, A. Dylan Jadeja will become our next CEO later this year", said Riot Games. Dylan will succeed the company's current CEO Nicolo Laurent, who spent the 14 years in leadership roles at Riot, including six as CEO. He first joined Riot in 2011 as Chief Financial Officer (CFO) and added Chief Operating Officer (COO) to his role in 2014. The CEO transition from Nicolo to Dylan will take place over the coming months and should be completed by the end of , after which Nicolo will stay with Riot in advisory role, the company said. When the Company's founders transitioned to co-chair roles in 2017, Dylan was named President of Riot and has been one of the key leaders in crafting Riot's strategy and driving its culture forward.

<https://shrts.in/TeJmj>





Let's
Get

REAL

Scenario :-

The challenge to find new candidates is at the top of Katie Franklin's priority list. As a branch manager for a national temporary employee agency, Katie must lead her team to keep their database full of high-quality candidates to make sure the agency can quickly provide temporary employees to their clients on short notice.

At the last staff meeting, Katie's team had a lot of creative ideas on how to recruit new candidates. However, a few weeks later none of the ideas have been developed and implemented. Creative ideas are great, but without implementation, they can't help the business.



Question

How can Katie help her employees turn their creative ideas into innovative new practices?

Head of the Department

Dr. Nilam Panchal

Faculty Incharge

Prof. Karan Bhatt

Team Members

1. Komal Vitlani
2. Pranav Gadhiya
3. Bansari Korat
4. Narendra Sinh Rajput
5. Devanshi Bhatt
6. Balraj Sinh Ratnavat
7. Amrut Kaba

