

Software will impact traditional industries in a big way in coming days: Rajan Anandan



Google India Managing Director Rajan Anandan along with FICCI Ladies Organisation President Neeta Boochra on the occasion of Interactive Session on 'Digitizing India in FICCI on Tuesday. Other Members on the dais - Ritu Vadhera Governing Body Member FLO, Archana Garodia Gupta Sr VP FLO, Dr Manju Kalra Prakash Executive Director FLO

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Digitisation has changed and added new dimensions to our day to day lives and significantly impacted economy, education, agriculture, entertainment to name a few.

While addressing an interactive session on "Digitising India" by FICCI Ladies Organisation on Tuesday, Google India Managing Director Rajan Anandan said that path of purchase has changed in India and people are increasingly using online platform for retail purchases.

Talking about the next big technology wave in the world he said that the next generation of technology wave is going to be that of Wearable Devices like Smart Watches and Google

Glass. The time that it takes for a new technology in the present to reach a billion users is coming down very quickly.

He added that smartphones took eight years to reach a billion consumers.

He also mentioned that software will impact traditional industries in a big way in the coming days. "Like the automotive industry has not changed much in the last 50 years. The next big thing that could happen is the driverless car. In the next 20 years, in our lifetime, software can do anything," Anandan said.

He pointed out that consumers are now connected through numerous devices like television, notebooks, laptops, smartphones and wearable devices as well.

In 2014, 2.8 billion people in the world out of seven billion are connected through the Internet. By 2020, it is expected that five billion people will be using the Internet.

Neeta Boochra, President FLO highlighted in her address that "Educate and Empower" - is the theme for her year at FLO.

"I believe, this will enable us to create a powerful and unforgettable impact on our society and support the cause of nation building. In conjunction with the theme of the year, today's session has been conceptualised with the objective to Educate ourselves on how Digitisation is changing our lives and empower and equip ourselves with the knowledge pertaining to it," she said.