



WWJMRD 2021; 7(3): 13-20
www.wwjmr.com
International Journal
Peer Reviewed Journal
Refereed Journal
Indexed Journal
Impact Factor SJIF 2017:
5.182 2018: 5.51, (ISI) 2020-
2021: 1.361
E-ISSN: 2454-6615

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Need of Sustainopreneurship – A Case Study on Video Communication Services Apps Serves in India

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Abstract

Sustainopreneurship, in other words, is a 'business with a cause' – here, the universal issues are curved into commercial openings by the setting out of sustainability inventions. Video Communication services became an important mode of communication during the pandemic scenario across the world. Though video communication services have been using by various institutions and businesses for the last two decades for their various needs, the real importance has been recognized from the day of the lockdown observed, i.e., from March 2020, particularly in India. The Zoom online meeting services have been so populated these days because of the concept of electronic-entrepreneurship and inventions for sustainability, particularly in the present pandemic situation. It is prevailing to note such services during the lockdown time support organizations in connecting their stakeholders under risk-free environment. The authors of the article have attempted to know the Sustainopreneurship is an idea that has arisen from the former concepts of social-entrepreneurship and electronic-copreneurship thru sustainability entrepreneurship. The derived outcome of the study states that the Sustainopreneurship concept in connection to video communication services apps means to use innovative commercial organizing (entrepreneurial establishment) to resolve issues in connection to sustainability to make communal and environmental sustainability by a planned objective and purpose, simultaneously about the boundaries set in order maintain social distancing by 'stay at home and safe at home' and support for the functioning of the operational systems process of an organization, especially during the pandemic situation. It is a descriptive research study, considering need recognition, right time entry in the market, strategies to reach the target group, sustainability, capacity building, and the creative process of business development of the top video communication services apps (VCSAs) India.

Keywords: Sustainopreneurship, Video Communication Services, Innovation for Sustainability.

Introduction

There has been a trend with 43xyz, with things, places and folders, and now the blog.43tools^[1] introduces 43tools. There is immense creativity out there, particularly in information and communication technologies - and approaches - that holds a strong potential to do things differently than we have done before, ultimately creating sustainable entrepreneurship across the globe. Entrepreneurship as a concept to describe various business enterprises' nature was experienced as insufficient until 2003 when the concept of "sustainopreneurship" was found by chance. Sustainopreneurship is a combination between private enterprise and sustainability. Business ventures with sustainability-driven approaches add to the civilizing ecological excellence and communal well-being in mutually supportive ways. Nowadays, starting an enterprise may be easy but how long it will sustain is a big question mark. To achieve 'sustainopreneurship,' a business should run innovatively; proactively capture the changing needs of customers and potential customers.

Since *Sustainopreneurship* shift in societies living situations, job practices, technology expansion, and the use of resources is required to make sure a capacity to bear with greater responsibility regarding ecological, economic, and social dimensions, we can debate that entrepreneurial action can only be labeled sustainable, and therefore satisfy sustainable development, if there is an equal blending of the People, Planet, Profit (3Ps) -which called 'triple bottom line'- within the enterprise initiative. Entrepreneurs are considered to be

significant in the move to a 'global village.' The growth of entrepreneurial skills is being encouraged in all economy divisions to proceed with the benefits of the creativity, innovation, and employment-generating attributes entrepreneurs offer to society.

The idea of sustainpreneurship is that things have changed to conceptualize its efficacy in India's real market after the 1991 industrial policy. On one side of it, the big corporate jump to note the environmental problems and the mark of growing social disparities are triggering problems in the business environment and worldwide society. And on the other hand, Indian customers are becoming more anxious about these challenges to a sustainable world. The worldwide economy undergoes maturity and changes from "growth at all cost" to a "balanced growth." For facing domestic and global alterations, a novel way of the business group was innate, and it is identified as Sustainpreneurship, a mixture of the words: 'sustainability and entrepreneurship.' It is a novel way to perform business operations even in India; it is about resolving social and ecological sustainability problems. An international problem becomes business chances by the completion of sustainability innovation. At this stage, the entrepreneurs have the chance to show a novel way of doing business.

In the present context of pandemic situations, maintaining a balance between economy, environment, and society has become a challenge to nations like India. And here is where the entrepreneurs assume the role of visionary and solution provider availing video communication app services to connect with its stakeholders for delivering better services. It has proven that entrepreneurs have the power to solve crises and create a new business model.

The VCSAs has been striving to fulfill the concept of *Sustainpreneurship*— 'a key for winning *Sustainpreneurship* is to make sure that the new manufacture of products and offerings provides value to their possible customers. And these customers are looking for dependable products, and the most significant thing, they are eager to pay for them. The opportunity is there in the Indian market is video communication service. The way to enter a novel era of getting market solutions through innovative organizing is in front of all the entrepreneurs. In the presence of new challenges, innovation puts anyone in a winning place in general and effective virtual communication in particular.

The objective of the study

The paper's primary objective is to comprehend the need for *Sustainpreneurship* in India, particularly through video communication, to overcome physical interaction restrictions. Also, to understand how the VCSAs help us solve environmental issues, innovative ways of doing business, enterprise sustainability, business, scholarly communications, etc., during this pandemic situation.

The methodology of the study

It is a descriptive and analytical research study based on secondary data sources. The authors have been intensively involved in tapping the right and pertinent data and information from presently available published sources to their best knowledge and belief.

Review of Literature

The "*Our Common Future*" meaning of sustainable growth

has gone into the mainstream. A brief review of literature based on business and sustainability has been presented Hockerts (2003)^[2], in his research, reviewed the procedure of theoretical extension and growth moves through a merger of environmental and social "partnership" towards "*sustainability entrepreneurship*," where Gerlach (2003b)^[3] uses the specific term "sustainpreneurship" initially in an official academic publication. The meaning of *sustainability intrapreneurship* has been discovered. It points out that the findings she does related to eco-preneurship indicate a social cause amid the business concept in analogy when talking about social entrepreneurship.

O'Neill et al. (2009)^[4] opined that sustainable entrepreneurship's framework covers value creation and cultural considerations. According to Schaltegger, S., and Wagner, M. (2011)^[5], *Sustainpreneurship* is in spirit the understanding of sustainability inventions meant at the mass market and offering an advantage to the major part of community and stakeholders the final sources of entrepreneurial opportunities for sustainability innovation. In contrast, Dean, T.J. and McMullen, J.S (2007)^[6] opined that discovery and exploitation are at the core of sustainable entrepreneurship. Cohen, B. and Winn, M., (2007) have stated that the underlying root cause for entrepreneurial activities aimed at recognizing social objectives and environmental improvements, leading to *Sustainpreneurship*, is because of the specific market failures.^[7]

Elkington (1998)^[8] introduced the 'triple-bottom-line' concept, referring to the often-repeated sustainability division into environmental, economic/financial, and social bottom line. And who took a more all-inclusive method to the *modernism and entrepreneurship* paradigm (with a move in the view from reactive to *proactive*), aligning a vocabulary from the research community that followed the 1990's conceptual trajectories of "eco-preneurship" and "social entrepreneurship. Ashoka(2007)^[9] has initiated *Changemakers*(2007) who utilizes a virtual platform for "collaborative competitions" to shape groups of practice around socially pressing issues and the possibility of knowledge transfer and opensource social innovation franchising where social entrepreneurs get the possibility to showcase their solutions and ventures. Anders Abrahamsson (2000-01)^[10], in his research work "Sustainpreneurship -Business with a Cause Conceptualizing Entrepreneurship for Sustainability, stated that satellite communication to transfer the research survey results with handheld computers and laptops, simultaneously the project showed the power of information and communication technology and impact the solar energy could have, particularly to the rural emerging economies and as a means that could bring you out of poverty and provide energy resources to micro-entrepreneurs, schools, and clinics across the world.

Overview of VCSAs

What is Web and Video Communication Service?

To the answer, we should the device used for the purpose. It is 'Videotelephony/videotelephone.' The videotelephone has the know-how for the response and broadcast of both the audio and video signals by users in various places, for the message between persons real-time a personal account that offline even though he could still chatting and voice

call. Hence, a videophony is a telephone with a video display, able to concurrently video and audio to communicate between people in real-time. Video communication implies using this technology for persons or companies rather than for persons with no need to connect on a common objective.^[11]

Web and Video communication services is a computer application software aims to connect online one or more individual from different locations. This conferencing system allows video and audio chatting for better communication, which is done by a good internet connection. An individual can effortlessly share his add-ons to any conference with a fantastic live chat option during the video conference. The finest part of the video communicating software application connects with any other electronic device and media like a cell phone web browser, desktop app, desktop browser, and mobile app. The rise of web and video communicating solutions has led to massive cost-cutting on regular cellular calls, traveling, etc., improving the companies' productivity and time management. Video collaboration software integrates several communicating tools for improved communication with scalability where multiple users can join a conference.

Types of Video Communication System Software

- 1 **Telepresence Video Communicating:** Telepresence permits lay on a meeting with the maximum closeness, even if they are not currently in the same area/location. Big screens are set up, and cameras are positioned at eye level range. It is typically used in performances.
- 2 **Integrated Video Communicating:** This type of live communicating solution enables group video conferences from a central location where all the required technical equipment and codec equipment is located.
- 3 **Desktop Video Communicating:** The desktop video communication solution is the most extensively used communication solution. It permits participants to join conferences through the webcam from any location. No additional straddling camera or codecs are required; a normal Personal Computer can host conferences.

Origin and Genesis of Video Communication Services across the Global

The first video communication technology dates back to 1870 based on the audio wires. Bell Labs had introduced the videophone in 1927, modified and evolved into today's modern video communication. Very beginning, when video communication was first introduced as a faster, more efficient way to communicate, how it developed throughout the years, and how a firm like Lifesize has constantly innovated and redefined the future of workplace communication. Table 1 has shown some important mail stones of the video communicating technology evolving from 1870 to 2019.

Table 1: The Genesis of Video Communicating Services Technology during 1870 to 2019.

Year	Mail stone of the Video Communicating services technology
The 1870s	Based on Encyclopedia Britannica –it was noticed that the concept of broadcasting an image alongside audio over the wire is born
1927	Bell Labs connects with Washington, DC officials and

	the president of American Telephone & Telegraph in New York via a two-way audio connection and one-way video connection.
1935	The standard term for image viewing by telephone, i.e., "video," was introduced.
1956	Through the Picture-Phone prototype, the American Telephone & Telegraph made the first-ever video call.
1964	Bell Labs of American Telephone & Telegraph debuts Model I Picturephone at the World's Fair in New York City and makes a first transcontinental video call between two venues.
1967	Primary known use of "video conferencing."
1970	AT&T introduced the Picturephone Model II for home and office usage.
1976	The NVP (Network Video Protocol) was born as a technology for everyday users, not just for NASA and the military.
1981	The PVP (Packet Video Protocol) was born
1982	The competitor of AT&T- CompressionLabs launches CLI T1 as the first commercial group video conferencing system.
1984	The Picture Tel Corporation is formed
1989	Sir Tim Berners-Lee creates the WWW (World Wide Web), Quantum Computer Services launches its first instant messaging service, and AT&T chooses PictureTel for an international video conference for a two-way, full-motion voice and video connection between PictureTel headquarters and AT&T office in Paris.
1991	Cambridge University students invent the first webcams.
1992	First free video-conferencing application and highest quality commercial video to date.
1993	World Wide Web enters the public domain, and AOL introduces its email addresses, a Windows version, and access to the rest of the Internet for its users.
1994	The Connectix QuickCam is born. It is the initial commercial web camera under \$100
1995	PictureTel conducts the world's largest multipoint, international dial-up video conference with more than fifty sites dialed in for an hour-long demonstration.
1996	Microsoft launches NetMeetingsoft, and Eye network offers public video conferencing facilities for hire to companies and clients worldwide.
1997	Caltech-CERN creates VRVS (Virtual Room Videoconferencing System) to help scientists collaborate and communicate on the Large Hadron Collider Project.
2000	Samsung launches the initial MPEG-4 streaming 3G video cellphone.
2001	The first live broadcast from a war zone in Afghanistan is made by CNN international correspondent Nic Robertson, using satellite video conferencing technology during the second Gulf War opening.
2003	Skype introduces a 25-person video call with free download and Internet access.
2004	Lifesize makes the world's first HD video conferencing call, and Cisco introduces 'Cisco CallManager, a Video Telephony system.
2005	Lifesize debuts the initially launched HD video conferencing system, called Lifesize Room, at Interop Las Vegas.
2006	MySpace launches the first instant messaging platform built within a social network, and Polycom introduces its first HD video conferencing system.
2008	Video Conferencing Insight awards Lifesize Video-conferencing company of the year title.
2009	Lifesize introduces the industry's first sub-\$6000 video communication system with dual display video and content in HD
2010	Viber launches video calling in December (5-person limit), and Google acquires the 'Global IP Solutions,' a

	developer of real-time voice and video technology for IP networks.
2011	Zoom video conferencing is founded, and Blue Jeans Network makes video conferencing services commercially available.
2012	Lifesize UVC® Platform™ was introduced as the primary fully combined, virtualized software stage for video infrastructure.
2013	The 'Slack Business Communication' platform established by an American software company is launched. It offers many IRC-style features, containing channels (persistent chat rooms) organized by topic, private groups, direct messaging, and Lifesize introduces Icon Series HD video conferencing systems.
2014	Lifesize introduces Lifesize® Cloud it is the first world's first HD video communication system, which begins to take form.
2015	Periscope launches a live-streaming app, and WeChat introduces group video calls in December (up to 9 other users)
2016	<ul style="list-style-type: none"> Slack introduces group video calls in December (up to 15 people) Facebook launches group video chat Google launches Google Duo™ it is a video chat mobile app available on the Android and iOS operating systems Lifesize launches Icon 450 video conferencing system with "smart-framing" sensor
2017	Amazon launches Amazon Chime to communicate with people employed and external parties of your firm using voice, video, and chat.
2018	<ul style="list-style-type: none"> Instagram launches group video calls (up to 4 participants) Snapchat launches group video calling in April (up to 16 people) WhatsApp launches group video calling in September (up to 4 people) Cisco launches Cisco WebEx™ Edge and new hardware (Cisco 561 and 562) Lifesize introduces Lifesize Icon 700™ — the world's first 4K video conferencing system.
2019	Express Virtual Meetings launches high-def video conferencing technology in Australia.

Source: <https://www.lifesize.com/en/video-conferencing-blog/history-of-video-conferencing>

Prominent VCSAs Servicing in India

It is interesting to note that around 31 VCSAs have provided online video communicating services to our fellow citizens, including free and paid apps. During the COVID 19 pandemic situation, the services offered by these apps are remarkable. During this period, most of the apps truly followed the concept of Sustainopreneurship, serving the customers by meeting their requirements through adopt apt innovative features. With the support of these apps services, most of India's organizations overcome communicating with their employees who are confined to homes. The VCSAs services in India have been supporting businesses and educational institutions for their day-to-day operations. The free services of some of the VCSAs reduced the operational cost (traveling and dearness allowances expenses) of the business entities and other groups in the society. Indirectly the VCSAs services help us observe social distancing and set out the environmental issues by minimizing the physical or face to face interactions by transportation from one place to another. The Video and Web Communicating Services Software

connected through the web-networking has been shown in table 2.

Table 2: Web and Video Communicating Services Software.

Name of the Software	A brief description
Zoom	Zoom Video Communications, Inc. is a US web and video communications technology company started in 2011. The main office in California. Zoom delivers video-telephony and web chatting facilities through a cloud-based peer-to-peer software stage and is used for teleconferencing, remoteness education, and social relations.
Cisco Webex Meetings	It is a US-based enterprise that designs and sells web conferencing and video conferencing applications. The company was originated as 'WebEx' in 1995 and taken over by Cisco Systems in 2007. The main office is located in Milpitas, Webex Teams, Webex Meetings, Sales Center, Training Center, Event Center, Support Center, PCNow, MeetMeNow, Webex AIM Pro Business Edition, WebEx Connect, and WebexWebOffice, are its software services products.
Skype	It is a proprietary telecommunications application specializing in providing video chat and voice calls between mobile devices, computers, tablets, the Xbox One console, and smartwatches over the Internet introduced in 2003. Skype also provides instant messaging services. Users may transmit text, video, audio, and images. Skype allows video conference calls.
Microsoft Teams	It is a branded business communication stage developed by Microsoft in 2017. Primarily compete with the similar service Slack, offering workspace chatting and audio-visual conferencing, data storage, and application integration.
BlueJeans Meetings	It is a company that offers an interoperable cloud-based video conferencing service that connects members across an extensive range of devices and conferencing stages. It was developed in 2009 headquartered in San Jose, California, US. Before its acquisition in May 2020 by Verizon, the firm was identified as "BlueJeans Network."
GoToMeeting	It is a web-hosted service created and marketed by LogMeIn. It is an online meeting, desktop sharing, and video communicating software platform that enables the participant to meet with other computer participants, consumers, clients, or colleagues via the Internet in real-time. In late 2015, Citrix announced strategies to derive the GoToMeeting business as a separate subsidiary with a market worth of around \$4 billion. In

	2016, Citrix and LogMeIn announced strategies to combine the GoTo family of crops.
TeamViewer	It is a proprietary software application for remote control, desktop sharing, online meetings, web conferencing, and file transfer between computers developed by TeamViewer AG, Germany, in 2005.
Google Hangouts Meet	Google Meet (formerly known as Hangouts Meet) is a video-communication software developed by Google in 2017. It is one of two apps that constitute the replacement for Google Hangouts, the other being Google Chat
Jabber	It is a commercial product that is an application of XMPP (extensible messaging and presence protocol). Acquired by Cisco Systems in 2008. An abnormally long transmission on an Ethernet network or link.
Join. Me	Join. me is a free tool from the creators of LogMeIn
UberConference	It is a cloud-based video conferencing system from Dialpad in California developed in 2012. It was earlier identified as 'Firespotter Labs.'
Zoho Meetings	It is an Indian multinational technology company specializing in software development, cloud computing, and Internet, founded by Sridhar Vembu, 1996 headquarters in Chennai, India. It emphasizes network-based business techniques and IT (information technology), including an online office suite, Internet of things management platform, and IT management software suite.
Lifesize	An audio-visual and acoustic telecommunications firm in the US developed in 2003, which provides high definition video conferencing endpoints and equipment, touchscreen conference room phones, and a cloud-based video collaboration platform.
GLobalMeetcollaboration	It is the PGI's prize product, is a branded, cloud-based communications and collaboration stage that offers software solutions for online meetings, including web, video, and acoustic conferencing, combined communications, webcasting, and webinars, project management, and productivity
Adobe Connect	It is a suite of application software released in 2019 for distant training, network conferencing, demonstration, and desktop sharing. All the virtual meeting-rooms are prearranged into 'pods,' with every pod acting a specific role, for example, whiteboard, chat, note, etc.
EzTalk	It is one of the free could meeting apps on Google Play founded in 2009. This internet-based audio-visual conferencing system offers small and midsize businesses and large business ventures a single platform to

	communicate and collaborate online. ezTalks provides consumers with ultra-high-definition audio-visual and acoustic, and instant messaging functionality.
Logitech Video conferencing software	It is a Swiss company that originated in Lausanne, Switzerland, in 1981, emphasizes on inventions and excellence and develops products that have an everyday place in people's routine lives. Logitech permits people to communicate with one another, exchange files and ideas, and transforms the way groups work together - opens up new potential and eliminates aged boundaries with innovative video collaboration solutions suitable for meeting rooms of all sizes. It is a solution easy to use and compatible with any video conferencing software application.
Say Namsatey Indian video conferencing app	It is an audio and video conferencing app designed for creative meetings or catch-ups among business teams, friends, or household members. Inscriptions develop it, a Mumbai-based web application and software development firm in India in 2020.

Source: <https://www.techjockey.com/category/video-conferencing-software>

Innovative Services of VCSAs

The innovative services of VCSAs, none of the conventional communication issues such as convenience, different locations and time zones, and operational costs have not been massive concerns anymore. The VCSAs, with their imperative software solutions, permits companies and institutions to conduct virtual meetings with the impression of face-to-face physical meetings, regardless of where everyone is located. These solutions let participants share their screens, distantly access one another's personal computers, exchange files, chat via text, converse through digital whiteboards, and even transmit conferences to huge groups of participants. Presently Wi-Fi and High Definition video camera technology (a standardized resolution of 720p or 1080p. The numbers 720 and 1080 demote to the horizontal resolution) in smartphones and laptops pushed video communication from corporate board meeting rooms to the computers and mobile devices of workers from companies of every size.

According to Rima Shah, a link-building analyst of Technostacks Infotech Private Limited, four major new trends of the VCSAs have been furnished below^[12]:

1. **Productivity-Enhancing Features (PEFs):** The present VCSAs technology is having abilities such as transcription, video-clipping, and file- and screen-sharing. The PEFs are also linked with other VCSAs.
2. **Live Video Editing (LVE):** Some VCSAs solutions, such as Zoom and Skype, have been offering LVE features that support green screen (basically to drop in whatever background images you want behind the foreground) and virtual backgrounds and are dynamically adding more live editing potentials. In the future, more basic business VCSAs will have a provision of live audio-visual editing.
3. **The assistance of Artificial Intelligence (AI) / Machine Learning (ML):** Technology leaders are

creating ML programs that can write out acoustic, count video attendees, and offer insights into attendee engagement. It can help a host of the audio-visual conferencing emphasis on the most impactful features of his meeting. Artificial Intelligence can remove a lot of background sound in virtual meetings, and ML algorithms will distinguish which speaker should be active.

4. **Micro- Light Emitting Diode (LED) displays:** with the support of the feature, the VCSAs got the solutions to meet the demand for clearer, brighter borders on both mobile screens and desktop. The LED's capacity to develop new hardware and application software can effortlessly project high-quality audio-visual conference rooms.

Functional Efficiency of VCSAs in India

The continuation of the pandemic scenario video meetings will likely become a core part of many companies'

conferencing methods if they were not already. Indian companies are likely to invest in more VCSAs technology and video conferencing tools as a result. This realism has led to businesses like Google, Facebook, and Microsoft looking to release and advance their online and video meeting features to gain a competitive edge. As of March 2020, 25 percent of adults in the USA regularly use VCSAs to attend work meetings. Zoom's one of the VCSAs serving in India's daily active user number rose from 10 million to more than 200 million from December 2020 to February 2021^[13].

We can understand the functional efficiency of the well-versed VCSAs serving in India based on its price, max meeting participant, recording storage, and security issues. Table 3 has shown the functional efficiency of some of the VCSAs effectively serving in India. These include Zoom, Skype, Google Meet, Microsoft Teams, and Zoho Meetings.

Table 3: Some of the Popular VCSAs Serving in India.

The VCSA	Price	Max Meeting Participants	Recording Storage	Reliable Performance	Security
Zoom	Free-\$19.99/Mo.	300	1 GB- Unlimited	Latency Takes Seventeen Milliseconds for The Other Meeting Viewers to See It. If They Make A Thumbs-Up Back to The Sender, It Will Take 24 Milliseconds for The Sender to See It. Packet Loss Zero Percent	The App Will Always Be Proactive About Security Breaks and Get Better Over Time. However, The User Should Always Try to Keep Sensitive Information on An App Called Safe.
Skype	Free	50	Stored For 30 Days	The Reliability Is Based on The Users' Attention Based on Following the Giving Specification to Use This App	Since It Is in An Open-Free Environment, Users Should Always Keep Sensitive Information on An App Called Safe.
Google Meet	Free-\$8.00/User/Mo.	250	15 GB/User- Unlimited	If an Individual Uses the Free Version, The Host Video Conference Participants Must Log in To Their Google Accounts to Join In. Hence the Reliable Performance Is as Similar as Google Account.	Google Meet Is an Extension of An Individual's Existing Google Account (If He Has One) As an Added Security.
Microsoft Teams	Free-\$20.00/User/Mo.	10,000	None- Stored For 21 Days	It Can Be A User's Go-To Tool for Surfacing These Applications Through His Workspace. The Added Functionality of Teams Will Assist A User with Information Sharing, Discovery, and Relevancy. Microsoft Has Also Put Tools in Place Within Teams and The Office 365 Suite to Ensure Conversation and Data Context Are Preserved Over Time.	Microsoft Teams and All Other Office 365 Services Meet Compliance Standards, Including ISO 27001, HIPPA. SOC 2 And the EU Model Clauses.
Zoho Meetings	Free-\$12.00/Host/Mo.	100	10 Meetings	It Always Requests User Consent Before Sharing His Video and Audio During Online Meetings.	It Follows Protocols to Protect User-Information Online Through Encryption and Compliance to Globally Accepted Security and Privacy Standards.

Source: <https://www.reviews.org/internet-service/best-video-conferencing-apps/> Last Visited 20th February 2021

The statistics and studies on the web and audio-visual conferencing on remote work in 2019 have shown that the global remote workforce has increased by 140 percent since 2005^[14]. The Verge, an American New Technology website, reported that Zoom had over **300 million** meeting participants, Google Meet had over **100 million** meeting participants, Microsoft Teams had **75 million** active daily users in 2020, and 62 percent of corporates use three or more VCSAs^[15]

Communal Benefits Vs Sustainopreneurship of VCSAs in India

The major communal benefits that we are getting through the services of VCSAs control the environmental population by resized the transportation of people from various places to the workplace, no disturbances have occurred to official people those who have directly connected with public relations, reduction of operational cost of the Government agencies that in turn reduced the

public expenditure. The VCSAs have been providing more benefits to society, and these are the enterprises practicing sustainability with apt innovations to cater to the needs of their customers. The VCSAs helps businesses run in a modern way and communicate with their stakeholders. The major benefits of VCSAs services in India are:

Enable the Digital Employees: The VCSAs has been extensively helping businesses to organize video conferences for upholding people connections, regardless of physical place, which accelerated decision making, reduce cost, time-saving, and improves the employees to collaborate globally. The VCSAs is the foundation for enabling today's digital employees.

Simplify Management and Usability: The various innovative features of VCSAs such as screen sharing and real-time instant messaging management can deploy a consolidated online meeting and release from the burden of collaborative, communicative problems and communicate easily.

Public Meeting Communication and Culture: Nowadays, employees give mobility, flexibility, and modern communication forms over private offices and privacy. Bringing remote employees face-to-face with an in-office workforce can simultaneously enhance output on both ends and lower transportation costs. Comparing travel costs and costs of VCSAs usage shows that VCSAs usage is much cheaper than travel costs. Whether a business is built of a remote workforce, worldwide dispersed, or emphasizes a healthy work-life balance, the VCSAs have the unique ability to bring the human connection of face-to-face communication to every interaction.

Increase Communication Reliability: The VCSAs offer a fast and secure way to communicate with various groups associated with businesses. As VCSAs progress into a company's difficult function, it's vital to rank business-class service dependability and support consistency in a business solution.

Develop Value and Reduce Redundancy: Businesses have been advancing their bequest acoustic or network conferencing suppliers and identifying more value in VCSAs solutions that include acoustic conferencing, real-time chat, screen sharing, recording the meeting proceedings, and event animate streaming. The Total Cost of Ownership (TCO) of upkeep and licensing for many sellers adds unnecessary costs and complexity for the end-users.

How will VCSAs change Business in the future?

In the years to come, VCSAs will help build a more collaborative remote work environment that aids keep your workforce engaged.

1. **Cost:** VCSAs solutions have huge financial benefits for companies. The functional capability to meet face-to-face and collaborate using audio-visual calls downsizes the need for mobile, which means a person can put his TA and DA (traveling allowances and dearness allowances) budget to use elsewhere. Because the data generated from conference calls is stored in the cloud, companies won't have to concern about

handling and paying for data storage.

2. **Ease of Human Resources processes:** with the aid of VCSAs, the HR of a company can organize interviews, training, and brainstorming sessions for staff across various branches, though there are outside the country.
3. **Workplace structure:** The VCSAs increase team's elasticity and liberty. Remote work can progress workers' work-life balance, increasing business productivity, employee engagement, and retention.

Conclusion

The use of Zoom and other VCSAs has ascended with political parties, corporate offices, educational institutions, companies, and millions worldwide working from home after lockdowns were enforced to slow the spread of the coronavirus. The VCSAs serving in India is the true example of Sustainpreneurship. These have been using creative business skills to solve sustainability problems and generate social and ecological sustainability as a tactical aim and purpose. The VCSAs serving in India involves respecting the boundaries set to support and maintain social distancing during the pandemic. The VCSAs serving in India, in other words, is the true meaning of sustainpreneurship. These are businesses with a cause; in which the global pandemic problem is curved into a business opportunity to connect remote participants through the deployment of sustainability innovation. In recent times the VCSAs have been improved their services quality, capacity to accommodate more participants.

Coming to the future of the VCSAs services in India, to thrive in the 21st century, companies should embrace new technologies and map for the next-generation real-time workplace. Also, businesses must change their operational practices to accommodate developing markets' needs to survive by taking aid of the VCSAs. Using VCSAs, businesses can increase a modest benefit, release more of their wealth, time, and effort to emphasize more serious problems such as growing high-quality goods and services, acquiring customer and employee retention, and service quality.

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