

Tutors can create their profiles with rates, experience and number of languages spoken; and students can review their tutors, making it easy for other students to decide who to hire. Workers planning to move to another country can use such services to learn a new language far cheaper than attending a language school. HR teams can also hire tutors to educate employees who need to go abroad or new recruits from other countries.

Social inequality isn't always about creed, gender or nationality. Entrepreneurs are usually handicapped due to high entry barriers in business. Indeed, the cost of acquiring customers is every bit the startup killer it is known to be. Oleg Campbell, a Ukrainian developer who bootstrapped his startup, **Reply**, to a \$2 million a year company, certainly identifies with the struggle. Campbell's lack of sales experience stalled the growth of his first enterprise. Consequently, he focused his efforts on helping tech entrepreneurs overcome their lack of salesmanship with smarter tools. **Reply's** LinkedIn email finder is specifically for new companies looking for affordable, effective lead generation. Such a tool can help a user find email addresses of prospects on LinkedIn. Paired with LinkedIn's Sales Navigator, users can create highly personalized outreach messages for each prospect.

The tech sector can, and should, be the leader at showcasing the advantages of diversity. By championing the cause of gender diversity through socially agnostic platforms, they are leading the cause of social equality in tech.

Today's News

Why banks need to adopt white label lending platforms

As the Indian economy looks to shift from response to recovery post-pandemic, there is much expected from the financial institutions lending to the Small and mid sized businesses. Like it has happened in every other country, the smallest businesses have taken a massive blow and they will need to now rebuild from scratch.

Traditionally, lenders have relied on banking data or order book for serving small business clients owing to which financial innovators took weeks for coming out with the approvals for these loans.

Source – *The Banking and Finance*

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How to get Aadhaar paperless e-KYC document for offline verification

Aadhaar paperless offline e-KYC (Know Your Customer) is a secure and shareable document, which an Aadhaar card holder can use for offline verification of its identification. As per the Unique Identification Authority of India (UIDAI), one can generate Aadhaar paperless e-KYC document online by simply logging in at the UIDAI direct link — resident.uidai.gov.in/offline-kyc.

Informing about the benefits of Aadhaar paperless e-KYC document for offline verification, the UIDAI tweeted and said, "Aadhaar Paperless Offline e-KYC document is very helpful in offline verification of identification.

Source – *Live Mint*

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Borrowing from loan apps; know how to identify genuine fintech lenders

In times of financial crisis, it is loans that give you the much needed respite and help you sail out of bad times.

Fintech lenders provide convenient credit access to a diverse set of consumers, including new to credit customers and other underserved sections. However amidst financial crunch and desperate times, borrowers need to be mindful towards identifying the legitimacy of lenders.

Source – *Zee News*

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Branch Personal Finance App launches Hindi version to serve half a billion Indian consumers

Bengaluru-based Personal Finance app Branch has launched the Hindi version of the app to serve half a billion Indian consumers. The launch is a part of Branch's initiative to make financial freedom accessible to half a billion underserved Indian consumers.

According to the official communique, the Hindi version of the App has been developed after two-quarters of extensive research to understand the requirements and challenges of native language speakers from Tier 2 and 3 cities in the overall lending and banking space.

Source – *The Banking and Finance*

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UK-based fintech firm Wise launches service that lets Indian users send money abroad

Financial technology firm Wise said Tuesday that users in India would now be able to send money abroad to 44 countries around the world. That includes places like Singapore, the U.K., the United States, the United Arab Emirates as well as countries in the euro zone. India's outward remittances in the fiscal year 2019-2020 was around \$18.75 billion, with more than 60% of it categorized under travel and paying for studying abroad, according to data from the Reserve Bank of India.

Under a liberalized remittance scheme, the central bank allows residents to freely send up to \$250,000 abroad to fund personal expenses or education per financial year — which begins in April and ends in March the following year. Typically, the inward remittance market is comparatively larger as many Indians working abroad send money back to their families in the country. World Bank data for 2019 showed personal remittances received in India exceeded \$83 billion.

Source – CNBC

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UPI To Set Minimum Transaction Limits, Reshuffling Indian Fintech Market

When the National Payments Corporation of India (NPCI) launched its UPI system in 2016, achieving adoption levels too high to sustain was never the plan. The RBI-backed banking association was challenging established global payment providers in a country relying largely on cash for its daily operations. Several years down the line, the Unified Payments Interface is clogged by billions of petty amount transactions, causing bank outages and technical problems across the system. So much so that the NCPI is reportedly about to ban all transactions below Rs 50.

The move would directly affect a number of business sectors, both online and offline. Desi retail structure is still structured around small family stores, while a whole range of internet services are based on top-up and token amounts paid for one at a time. The latter is true for the cash cows of Indian casino games – all-time favourites like Andar Bahar and Teen Patti can be played on sites like PureWin – as much as for IPL-related fantasy leagues and other casual gaming apps and platforms.

Source – Kashmir Age

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Aeldra and Blue Ridge Bank Launch Neobank to Expand U.S. Financial Access to BRICS-Plus Countries including India

New partnership focused on banking and financial services needs in the U.S. Mumbai, Maharashtra, India (NewsVoir) Blue Ridge Bank, the national bank subsidiary of Blue Ridge Bankshares, Inc. (NYSE American: BRBS), has a partnership with Aeldra Financial, Inc., a Silicon Valley-based financial technology company, to launch a mobile neobank called Aeldra. The neobank bank will target customers from the BRICS-Plus countries (India, Brazil, Russia, China, South Africa, and others) who have cross-border banking needs in the United States.

It has thousands of customers in India and the U.S. "The U.S. continues to attract the best and brightest from across the world," said Sukeert Shanker, Founder and CEO of Aeldra. "They deserve seamless access to U.S. financial services. However, the simple act of opening a bank account without an SSN is challenging, as is getting approved for a credit card or loan.

Source – Outlook India

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Paytm Visa physical debit cards soon; Paytm Payments Bank eyes 45 lakh cards in FY22

Paytm Payments Bank will launch physical debit cards issued by Visa. Currently, it offers physical debit cards by Rupay, and virtual debit cards by Visa to customers. Paytm said that Visa physical debit cards will allow customers to use these at over 50 lakh Visa acceptance points and will allow them to tap and pay for contactless transactions.

Paytm Payments Bank has already issued over 45 lakh virtual debit cards. It has now set a target to issue over 10 lakh physical debit cards by the end of this fiscal. Paytm is among largest issuer of RuPay Debit Cards in the country, which can be used by customers at all the major online merchants which accept Rupay cards

Source – Financial Express

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8 Indian Blockchain Startups To Watch Out For

Blockchain, a decentralised, distributed ledger for digital information, was one of the most disruptive technologies that defined the last decade. It powers cryptocurrencies and NFTs and can radically change multiple sectors, including payments, cybersecurity and healthcare.

According to Research and Markets, 55 percent of Indian businesses are adopting blockchain technology. Below, we list down eight homegrown blockchain startups making ripples.

Source – Analytics India

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