

Government to set digital targets for banks, payment firms

Banks and payment firms will soon be given tight targets to meet and their progress will be monitored on a real-time basis using a public dashboard.

The parameters will include number of Point of Sale (PoS) machines deployed, merchants onboarded, transactions enabled, etc. The proposal also includes prompting traditional banks to speed up their efforts.

Source- *The Economic Times*

[READ MORE](#)

India Post Payments Bank will keep operations simple: CEO Ashok Singh

India Post Payments Bank Ltd's will keep the operations simple. The bank will offer payment solutions for recurring transactions, index funds, term plans and small loans. The bank will provide only index funds in the mutual fund space to avoid misselling. In insurance, the bank will sell term plans but not endowment plans.

Source- *Mint*

[READ MORE](#)

Spends on digital media to reach 24% by 2020

According to the digital advertising report by Dentsu Aegis Network India, the share of digital media spends is likely to be 24 per cent of the total advertising pie by 2020 from 12 per cent at present.

The digital advertising industry currently stands at Rs 6,825 crore and is expected to grow at a CAGR of 37 per cent to reach Rs 23,795 crore by 2020.

Source- *The Economic Times*

[READ MORE](#)

After surge, digital transactions show a slump in February

The number of digital transactions across cards, UPI and electronic transfers has fallen in February as the cash position eases.

According to data released by the Reserve Bank of India on electronic payments over the month of February, card payments on point of sale devices have shown a 28.2% drop, Unified Payments Interface (UPI) has shown a 9.5% drop while that of Immediate Payment Service (IMPS) hosted by National Payments Corporation of India has shown a 12.5% fall.

Source- *The Economic Times*

[READ MORE](#)

RBI sets up panel to review cyber threats

The Reserve Bank of India (RBI) has announced the formation of an interdisciplinary standing committee on cyber security to review the threats inherent in the existing and emerging technology.

Big Business Giants from Microsoft to J.P. Morgan are getting behind Ethereum

Thirty big banks, tech giants, and other organizations—including J.P. Morgan Chase, Microsoft, and Intel—are uniting to build business-ready versions of the software behind Ethereum, a decentralized computing network based on digital currency.

Ethereum uses a blockchain, often referred to as a distributed ledger, to record and execute transactions without the need of a middleman.

Source- *Fortune*

[READ MORE](#)

Wealth management start-up Fisdom seeks to add more investment options on app

Robo-advisory start-up Fisdom, which helps individuals invest in mutual funds, is looking to partner banks and adding an insurance option on its app to sign up more users.

Subramanya S.V, chief executive officer said that over a period of time, Fisdom will have lot more investment products like corporate bonds, tax filing. We'll be a full-fledged personal finance manager.

Source- *Mint*

[READ MORE](#)

This News Letter has been prepared with the assistance of Pankaj Tadas and Aparna Anand

The 11-member committee will also study adoption of various security standards and protocols, interface with stakeholders and suggest appropriate policy interventions.

Source- *The Indian Express*

[READ MORE](#)

Masterpass QR Now Live In 7 Markets In Middle East And Africa

Mastercard has successfully been able to introduce and roll-out Masterpass QR in seven markets in the Middle East and Africa (MEA) for delivering efficient and cost effective payment solutions to Micro, Small and Medium Enterprises (MSMEs) in the region.

Masterpass QR allows millions of MSMEs to accept quick and secure payments and empowers consumers to move beyond cash when buying goods and services.

Source- *Mastercard.com*

[READ MORE](#)

Almost every major Indian startup has made the same mistakes as Snapdeal

India's bustling startup ecosystem is in a state of hysteria as e-commerce major Snapdeal implodes.

TV Mohandas Pai, former CFO of Infosys, an angel investor now said that they had no clear strategy and there was very poor execution. They were egged on by people who wrote large cheques and told them to spend it in the hope they would get more money.

Source- *Scroll.in*

[READ MORE](#)

Emerging technology is keyword: Demand for experts in robotics & big data up 50%

Robotics, artificial intelligence and Big Data now rake in the money, while mature application services sink fast in the pronounced migration of value toward emerging technologies.

The demand for professionals with expertise in robotics, machine learning, artificial learning and data science has increased by up to 50% over the last year.

Source- *The Economic Times*

[READ MORE](#)

Snapdeal launches GST Guru Initiative to train sellers on GST roll out

Snapdeal has announced the launch of GST Guru, a program which offers comprehensive training and development opportunities to sellers to derive the maximum benefit from the marketplace, as well as e-commerce overall.

As part of the GST Guru, Snapdeal is offering sellers an exhaustive range of resources to ensure they are up to speed with impending policy changes.

Source- *Dataquest*

[READ MORE](#)

Amazon awaits FDI approval to deliver groceries at doorstep

Amazon is set to start selling farm produce, lentils and milk in India once it receives the government's approval for its wholly-owned foods unit.

According to the Director, FMCG category management, Saurabh Srivastava said besides groceries, Amazon India will continue to invest heavily in the fast-moving consumer goods (FMCG) business for a few more years.

Source- *The Economic Times*

[READ MORE](#)

Disclaimer: The views expressed in this newsletter are personal views of the author and do not necessarily reflect the views of Bank of Baroda. Nothing contained in this publication shall constitute or be deemed to constitute an offer to sell/ purchase or as an invitation or solicitation to do so for any securities of any entity. Bank of Baroda and/ or its Affiliates and its subsidiaries make no representation as to the accuracy; completeness or reliability of any information contained herein or otherwise provided and hereby disclaim any liability with regard to the same. Bank of Baroda Group or its officers, employees, personnel, directors may be associated in a commercial or personal capacity or may have a commercial interest including as proprietary traders in or with the securities and/ or companies or issues or matters as contained in this publication and such commercial capacity or interest whether or not differing with or conflicting with this publication, shall not make or render Bank of Baroda Group liable in any manner whatsoever & Bank of Baroda Group or any of its officers, employees, personnel, directors shall not be liable for any loss, damage, liability whatsoever for any direct or indirect loss arising from the use or access of any information that may be displayed in this publication from time to time.