

**NEWS HIGHLIGHTS**

**Government's RuPay making solid gains in payments space**

**PhonePe has reported a 400% jump in digital gold sold through its platform**

**Making UPI payments could soon be as easy as making a sound with your phone**

**Paytm's going places with 38 million bus, flight & rail tickets sold in FY18**

**Today's View**

**Gamification in HR**

According to a **Gallup research**, 71% of American workers report feeling not engaged or actively disengaged in their work. This translates into nearly \$350 billion in lost revenue. In order to improve employee engagements and further improve HR processes, organisations are adopting innovative techniques like gamification. Gamification applies the attributes of games like fun, play, transparency, design and competition to a range of HR processes like recruiting, learning & development, performance management etc.

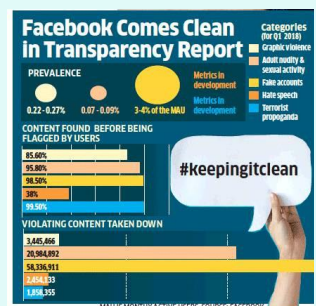
A number of organizations like **Marriott, Cognizant, Deloitte, Aetna** etc. are using gamification to improve workforce alignment, enhance employee skills, solve complicated issues and tap into new talent pools. One of the largest professional services firm in the world, **PricewaterhouseCoopers (PwC)** has launched a game called **Multipoly**, which allows PwC job candidates to virtually test their readiness for working at the firm by solving real-world business problems in the virtual environment. Multipoly (similar to Monopoly game for the financially savvy) presents users with tasks based on the competencies the firm is looking for in potential employees, such as building business acumen, increasing one's digital skills and embracing relational skills. Since PwC launched Multipoly, the firm has reported 190% growth in job candidates with 78% of users reporting they are interested to learn more about working at PwC.

**Akhil Handa**  
+91 22 6759 2873  
akhilhanda@bankofbaroda.com

**Manish Kulkarni**  
+91 22 6759 2884  
Manish.kulkarni@bankofbaroda.com

**Facebook plans regional check for clean content**

Facebook may look at region-specific content regulations to curb hate speech and fake news on its platform.



Source – The Economic Times

[READ MORE](#)

Date – 16<sup>th</sup> May 18

On the other hand, **Walmart** has been using gamification to deliver safety training for 5,000 associates in eight Walmart distribution centres. These gamification efforts have resulted in ensuring a widely dispersed workforce adhering to safety procedures on the job. While **Qualcomm** is modelling gamification techniques to its internal Q&A process where employees ask and answer technical questions and the best answers are voted up and rise to the top. In this form of gamification, Qualcomm employees receive points for their level of activity and engagement and then badges for doing unique things above and beyond, like answering a question that's remained unanswered for 30 days.

Back home in India, **Whirlpool** has been significantly using gamification in form of cryptic puzzles to engage prospective employees to keep the brand connect alive. Similarly, **TCS** is implementing game engines that allow the creation of real-life environments with built-in networking features, enabling the development of Massively Multiplayer Online Role-Playing Games (MMORPG) to make HR processes more interesting.

Leveraging the engagement created by gamification, HR executives of organisations across diverse sectors can create a more interactive, rewarding and attentive workforce. However, implementing it requires significant financial investments as well as coordinated efforts from top management in order to increase the visibility and importance of gamification in the HR processes in the organisation.

---

## Today's News

### Government's RuPay making solid gains in payments space

At a time when the Indian payments ecosystem is abuzz with news around entry of global technology giants, Ru-Pay, the country's domestic card scheme is making slow strides to emerge as one of the major forms of digital payments especially in smaller locations.

Source – *The Economic Times*

[READ MORE](#)

### PhonePe has reported a 400% jump in digital gold sold through its platform

Bengaluru based digital payments company PhonePe has reported a 400% jump in the sale of digital gold through its platform, with around 250 kg of 24K gold being sold within five months of its launch.

In a note to the media the company said that during the Akshay Tritiya festive season PhonePe saw around 45kgs of gold being sold worth over Rs 15 crore

Source – *The Economic Times*

[READ MORE](#)

This News Letter has been prepared with the assistance of Vikas Madaan and Manish Kulkarni

### Paytm's going places with 38 million bus, flight & rail tickets sold in FY18

One97 Communications, which owns and operates online marketplace Paytm Mall, said it has sold 38 million bus, flight and rail tickets in FY18 as it continues to double down on the travel segment, challenging the entrenched incumbents in the space.

Source – *The Economic Times*

[READ MORE](#)

### Aadhaar not mandatory for getting pension: Government

Aadhaar card is not mandatory for central government employees to get their pension, Minister of State for Personnel Jitendra Singh has said.

In 30th meeting of the Standing Committee of Voluntary Agencies here recently, he said Aadhaar is an additional facility to enable the use of technology for submission of life certificate without the need for visiting banks.

Source – *The Economic Times*

[READ MORE](#)

### Persistent System's combines house services, digital business for new tech unit

IT firm Persistent Systems has combined its services and digital business units to set up a new technology services unit. A key reason for this is the changing nature of the business, with the distinction between digital and other businesses rapidly blurring.

Source – *The Economic Times*

[READ MORE](#)

## Deutsche Bank acquires Mumbai-based startup Quantigoous

Akhilesh Kataria, founder of Mumbai-based fintech startup Quantigoous Solutions had met officials of Deutsche Bank to get them on board as a client in January this year. Four months down the line, the German bank announced on Tuesday that it has acquired Quantigoous, which offers API-based banking solutions. The value of the transaction was not disclosed.

Source – *The Economic Times*

[READ MORE](#)

## Making UPI payments could soon be as easy as making a sound with your phone

A new way to pay is around the corner. The National Payments Corporation of India (NPCI) is toying with the idea of introducing sound-based payments as part of the Unified Payments Interface (UPI), it is learnt. NPCI is currently in the process of testing sound-based payments with three companies: PhonePe, ToneTag and UltraCash.

In the last six months, the pilots have moved from preliminary tests to proof of concept stage where banks are participating with their independent mobile wallet products to see how sound-based payments can be plugged in.

Source – *Business Standard*

[READ MORE](#)

## BigWin Infotech gets RBI nod to set up P2P lending platform

Fintech start-up BigWin Infotech has received an in-principle approval from RBI to set up an NBFC Peer-to-Peer lending platform. The company will commence operations after getting a Certificate of Registration from the RBI.

Further, the RBI has also mandated Bigwin Infotech to put in place the technology platform, complete all legal and operational formalities. PaisaDukan will handle the servicing of loans on behalf of matched borrowers with investors and provide legal and recovery support, principal protection, as also evaluation of credit risk by a proprietary algorithm.

Source – *Business Line*

[READ MORE](#)

## PayMate acquires Z2P Technologies; sets foot in the lending arena

Mumbai based business to business digital payments company PayMate has made its foray into digital lending with the acquisition of Z2P Technologies, a Bhopal based peer to peer lending platform. PayMate intends to utilise the partnership to expand into loans for more than 20,000 small and medium enterprises which use the PayMate payments solution.

Source – *The Economic Times*

[READ MORE](#)

## MakeMyTrip's rights issue values company at Rs 26,000 crore

MakeMyTrip's Nasdaq-listed parent has injected additional funds in the tour and travels portal and aggregator through a rights issue, valuing the Indian operating company at around Rs 26,000 crore.

The parent company infused around Rs 128 crore over the past six months through subscriptions to the rights issue, documents filed by MakeMyTrip India with the Registrar of Companies show.

Source – *The Economic Times*

[READ MORE](#)

## Install blockers to avoid falling prey to cryptojacking

The Aditya Birla Group recently suffered a cryptojacking attack, wherein around 2,000 computers fell prey to this new form of cybercrime. Cryptojacking is a kind of cyber threat where computers are hijacked and their computing power used to mine cryptocurrencies.

Source – *Business Standard*

[READ MORE](#)

## Qure.ai to deploy AI-powered CT scan diagnostic solution in India

Healthcare start-up Qure.ai proposes to deploy an AI-powered solution that can diagnose haemorrhage, fractures and other abnormalities from a CT scan of the head. It is in talks with service providers in India and the US for the same.

Source – *Business Line*

[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.