

GAMING

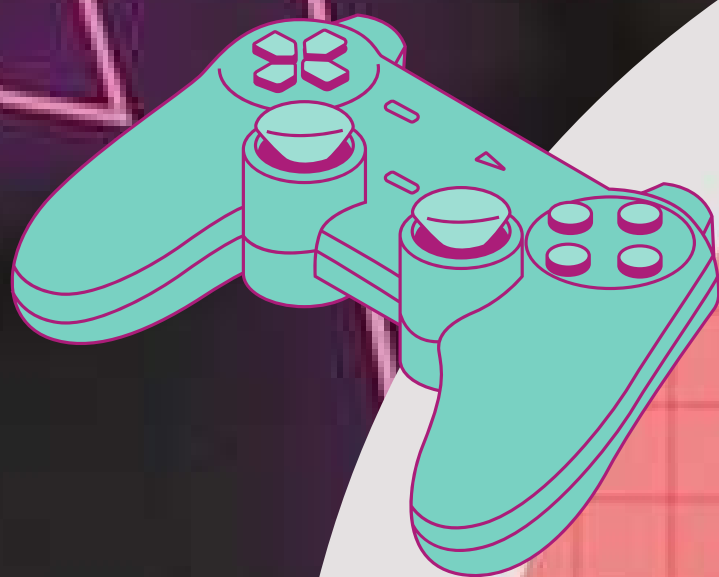
In collaboration with



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Darren Andrade

***QC PROJECT MANAGER
UBISOFT INDIA STUDIOS***



MESSAGE FROM THE DIRECTOR

Dear Readers,

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off, and our readers seem to be hooked onto our magazine. At WeSchool, we try to acquire as much knowledge as possible and share it with everyone.



Prof. Dr. Uday Salunkhe
Group Director

As we begin a new journey with 2022, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly, it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. Our earnest desire is to disseminate our knowledge and experience with not only WeSchool students but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

ABOUT US



OUR VISION

“To nurture thought leaders and practitioners through inventive education.”

CORE VALUES

Breakthrough Thinking and Breakthrough Execution

Result Oriented, Process Driven Work Ethic

We Link and Care

Passion

“The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn.” -Alvin Toffler.

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that led to the corporate revolution.

Emerging unarticulated needs and realities require a new approach in both thought and action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind's eye needs to be nurtured differently.

WeSchool has chosen the ‘design thinking’ approach towards management education. All our efforts and manifestations, as a result, stem from the integration of design thinking into management education. We dream of creating an environment conducive to experiential learning.

FROM THE EDITOR'S DESK

Dear Readers,
Welcome to the **128th** Issue of SAMVAD!

SAMVAD is a platform for “Inspiring Futuristic Ideas”, we constantly strive to provide thought-provoking articles adding new dimensions to your knowledge.

We aim to become one of the most coveted business magazines for B-school students across the country. To help this dream become a reality, we invite articles from all management domains across the country giving a holistic view.

In this issue of SAMVAD, we bring you articles focusing on '**Gaming**' with a section called 'WeChat,' where the industry veterans share their journey and learnings with the upcoming leaders.

We worked with **GodSpeed**, our official sponsor. It is one of the leading companies in the Gaming Industry, providing development, porting, testing, and support services globally. They have pioneered in various verticals with around 50 years of experience.

The rise of the internet has given a new dimension to the gaming world where one can connect virtually to anybody. A single device can accumulate several games resulting in increased competition in the market. The global gaming market is set to reach 320 billion dollars by 2025. The pandemic dictates the need for the gaming industry which kept the people engaged and active during the lockdowns. The demographics market scope has increased as people of all age groups participate and experiment with upcoming games. Technological innovations such as AR/VR is enhancing customer experience. Tech giants such as Google, and Microsoft are offering games through cloud platforms via subscription services. Industries are introducing NFTs into the game to let people win, earn and trade in-game items. With such technologies making their way into the gaming industry, it is expected to bring more surprises and adventure for gaming enthusiasts.

FROM THE EDITOR'S DESK

We hope you have a great time reading SAMVAD!

Let's read, share and grow with us!

Best Wishes,
Team SAMVAD.



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Darren Andrade

QC PROJECT MANAGER

UBISOFT INDIA STUDIOS

PGDM E-BIZ,

WESCHOOL, 2013-2015



Tell us about your journey from the classrooms of Welingkar to Project Manager at Ubisoft India Studios.

My journey to Project manager at Ubisoft started long before I entered the classrooms of Welingkar. I always adored gaming ever since I got my hands on the first Atari at the age of 2, a friend's SNES at 5 and a PC at 9 and my first experience at a Gaming Cafe at 14. Cut to 2007, I continued into semi-pro and pro tournaments for 'Counter Strike', 'Call of Duty' and then 'Defense of the Ancients' with the highlight being ranked in top 16 teams at India DotA cup 2007. **I forayed into event management and eventually opened my own Video Gaming cafes under the brand VGS Gaming in Dadar West and Lower Parel,** with event partnerships and retail sales from Gigabyte, SteelSeries, Roccat, Nvidia

and Razer that ran from 2009 to 2015 before handing over the ownership to its current management.

2014 was my senior year at Welingkar and **I pretty much shunned all internships until a sole Marketing Executive offer from a company named Gamble Gaming came in, a company dealing in e-gaming.** At that time Gamble Poker on Facebook was catering to 775k users and the company was also into Bitcoin farming and game development on Google and Apple stores. Over the first couple of days, I was tutored in the rules of Poker, Rummy, and Betting personally by the MD, 'Chirag Kenia' himself. After my 6-month internship I was offered full time employment with flexi-work so that I would be able to attend college and handle my ongoing Video Gaming Cafes and Events Business. Post my graduation and exiting the business of

6 years, I received the opportunity to create Sachar Gaming's flagship 'Khel play Poker' from the ground up as their Product Manager. A few months later I was headhunted by 'Sporty Bet Nigeria', dealing in Real Sports Betting and Virtual Games betting for the next 4 years over multiple roles. After securing investments from 'NetEase' and 'Transsion' we expanded to Ghana, Kenya, Tanzania, Uganda, and Zambia. To address the exponential growth in our customer base and supplement the existing CRC and Dev teams in Africa and China, we founded a sister company back home in Mumbai, India named 'Apertum Online Pvt Ltd.' where I was the Managing Director. In 2019, after a year in that position I decided to move back to my original passion of Video Gaming which is a wholly different industry and joined Ubisoft as a Project manager, working on globally renowned titles such as Assassin's Creed Valhalla, RainbowSix Mobile, Crew 2, For Honor, etc.

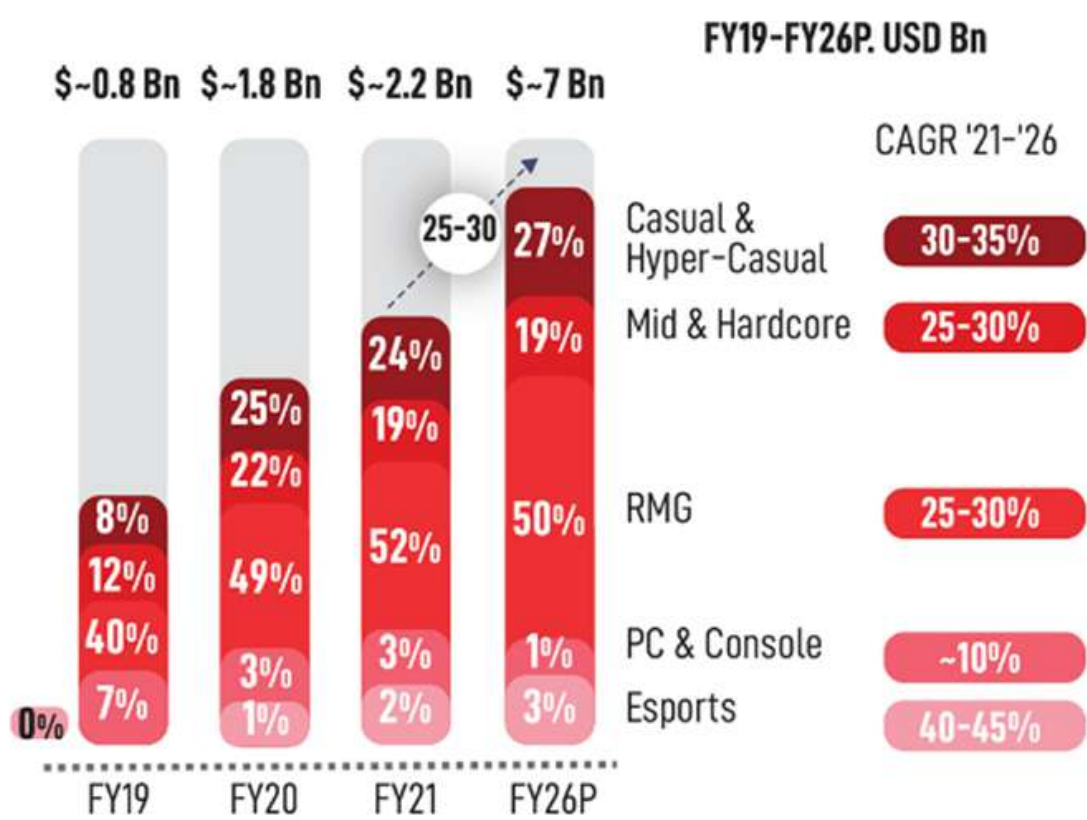
India's gaming sector has unicorns like Dream Sports, MPL, and Dream11. The sector is expected to hit \$7 billion by 2026. Do you think that regulatory challenges and tax uncertainties will cast a shadow on those start-ups and that their future is unpredictable?

Speaking from my experience in International Sports Betting and the Gambling sector, history is the witness that **betting and gambling have always been around, and I say this with certainty, they will continue to be present in some form or the other.** Now, Dream Sports, MPL and Dream 11 a.k.a OFSPs (Online Fantasy Sports Platforms) come under a 'non-gambling' section known as Games of Skill as opposed to Games of Chance as defined by the

Public Gambling Act, 1867. Games of Skill as defined by the Act also comprise of Poker, Rummy and Horse Racing, although post-independence and the formation of our Constitution, betting and gambling came under the jurisdiction of state legislatures. As a result, every state has its own say on whether or not these and Fantasy Sports are allowed in its region. In addition, these regulations set by the government are for the most part towards protecting the masses, especially minors from gambling and its associated apps that are available to all on the app store. OFSPs have also taken a hit due to the newly hiked tax slab of 28% GST by the government this year. To sum it up, the regulations, increased taxes, and our law makers political tight

rope walk of pros vs cons in the public eye are contributing factors to uncertainty in this industry.

Gaming Market In India Trend by Segment



What measures should be taken and what factors/strategies will help India emerge as a leader in the online gaming industry?

One word, acceptance.

I'm going to quote directly from Niti Aayog's (LINK) OFSP report, objective clarity to distinguish Games of Skill from Games of Chance, and a set of standard law and uniform guidelines which will help the industry grow, generate new employment opportunities and invite foreign investment into the country.

What are the emerging technologies across the gaming sector and how will they enhance the gaming experience?

E-gaming has come a long way since ESPN STAR's Super Selector back in 1999-2000. Mobile e-

gaming is here to stay and the industry is barely touching the metaphorical tip of the 6.6 Billion user iceberg with the smartphone's portability, accessibility, ease of use and adoption.

Supplementing it is the acceptance of cryptocurrencies as a valid medium of exchange. E-gaming also takes inspiration from an improved User Experience with I-slots (Interactive Slot) Games in Online Casinos which are a mix of traditional slots games and a storyline unique to each game.

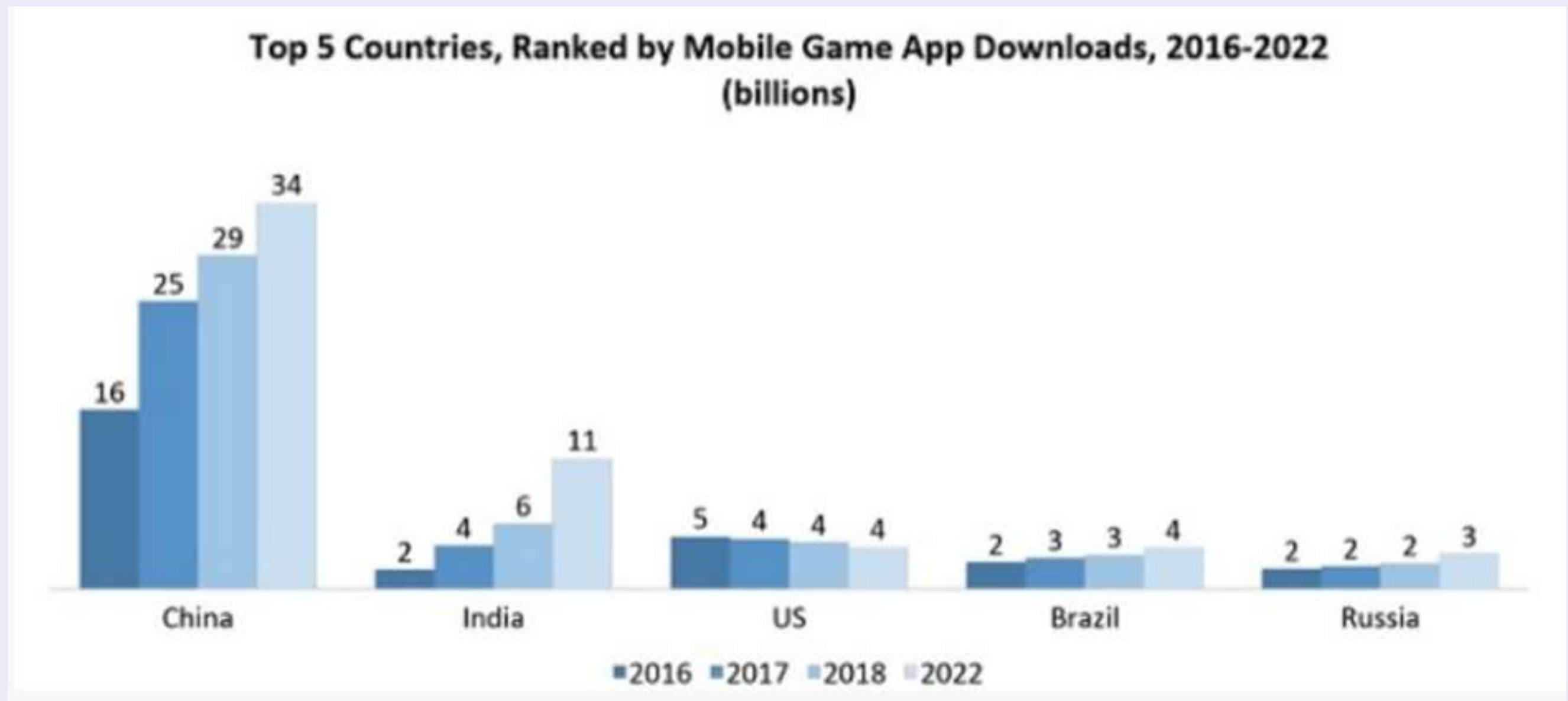
Finally, we will have Meta inspired Virtual Reality e-gaming, the entire social and interactive experience from the comfort of your couch, but the adoption and technology required for it seems to still be in limbo for the present.



What are some of the best international practices in the e-gaming segment? Where is India on the world stage and what can we learn from the global trends?

A fairly recent addition in fantasy teams and e-gaming over the past couple of years brings both my current love of Video Gaming and my prior e-gaming industries together. Fantasy teams and Betting on high stake esports matches and tournaments which themselves have prize pools that make the T20 World Cup

prizes look like chump change. This has opened a whole new market that has remained untapped for two decades. Harkening back to the Niti Aayog's report, there's some good news regarding India's standing on the world stage, in that we surpassed the US to become one of the largest markets in fantasy sports. A major hurdle to India's OFSPs rising in Global ranking is the sheer number of different e-gaming self-regulatory bodies in the country. We should take a page out of US' centralized FSGA (Fantasy Sports and Gaming Association).



What advice would you give to students looking forward to establish their careers in this sector? What skill set should they have for the same?

Knowledge is king.
E-gaming is a relatively nascent tech industry in India, which

translates to a boat load of opportunities for first movers. Owing to the limited information via conventional mediums, I'd suggest students to read up on the internet about the industry, visit online forums with active communities, have a discussion among themselves about policies,

► WeChat

regulations, and perceptions of e-gaming, speak to the E-Business department at Welingkar. Learn from the gamification of games & apps on the Google and Apple stores and how its application to e-gaming products can increase adoption and retention rates of users.

Marketing in Gaming industry



National Winner

Kollati Shanmukha Naga Sai Sreenivas
Raj
PGP 2021-23
IIM Lucknow



To understand the Current scenario and possible strategies for marketing in the Gaming industry. The players in the Industry are not quite clearly categorizable and there's an overlap inherent. With that being said the main industry players

- Developers: people who develop the games
- Publishers: publishers are the people who promote, market and publish on platforms
- Platforms: the platform on which the game is purchased i.e., Steam, Play Store, iStore
- Device: The device on which consumers play the Game: PC, Smartphone, Playstation etc.,
- Esports industry: there are players, leagues and events based on games
- Streamers/Influencers: people who either stream playing or recordings called "let's plays"
- Consumers: people who consume the Games the main product in the industry

Gaming industry can be broadly divided by the computing power available and used by the game. We have[Text Wrapping Break]Mobile games played on smartphones which is the fastest growing Segment. PC/Console, where AAA games are made and Online games which you play in a browser on a website, Farmville the viral game made by zynga comes under this category.

The device decides the strategy you could follow no matter how you are planning to enter or Market the organization. Consoles are walled gardens with company owned platforms while on PC and Mobile you can choose your platform to play games from. and these platforms are also responsible for updates and support patches. Esports are also huge in the PC market with Smartphones playing catch up.

We could further delve into gaming hardware, auxiliary devices for each

platform and sports drinks for gaming but we can discuss in the Marketing Section.

Games also exist in a continuum of 2 quadrants: skill to luck and free-to-play vs. pay-to-play. Some games have both elements. Games are also classified into categories with some games having multiple (A horror comedy movie has elements of both horror and comedy. It's along the same lines)

free-to-play (f2p) games employ a freemium model of bringing many consumers into the game and then paywalling additional content. this paywalling and advertising are the primary methods f2p games generate revenue. Pay-to-play games are the traditional way games have been sold from the inception of the industry.

Skill based games are the primary choice for E-sports. Many esports players retire and become streamers (that's why the early point on inherent overlap).

Marketing

With the context of the industry and keeping in mind The Device decides the Strategy let's look at the 2 main approaches for Marketing in Gaming Industry:

Marketing for the industry

This refers to Marketing games and auxiliary products. For example HALO, a game series owned by Microsoft (the voice assistant Cortana is named after a character from the game) runs marketing campaigns with Mountain Dew in the USA whenever a new game is being launched.

This is where the streamers/influencers come into picture. Oftentimes these people have a loyal following and accept sponsorships to endorse your product. These products range from gaming sports drinks to Gaming chairs. Gaming based hardware (keyboards, displays, mice) are also purchased by the consumers in the Industry

Esports events also provide a huge avenue for marketing. Esports teams have sponsor brands on their jerseys (similar to the sports industry).

Marketing as a Service

By using a game's popularity. Companies run advertisements within the game. this is primarily a thing in f2p games as Advertising in paid games is frowned upon by the consumers. The adverts can be related to many things. The game devs tend to just run Google AdSense or some other Marketing aggregator.

However when talking about Marketing as a Service we have to talk about fortnite and the many campaigns and events that have happened in it. Fortnite is a f2p Battle Royale game, a game in which 100 players are dropped in a world where the last man standing wins and game play borders keep closing in. It is developed by Epic games (EGS) and is playable across all devices.

Fortnite is such a huge phenomenon that people probably know it as the game in which a kid won 3 Million USD as part of an esports competition. Fortnite has collaborated with many movie series like The Marvel Cinematic Universe and John wick. Music artists like Marshmello and Travis Scott had concerts on the game, Live concerts, Their most recent collaboration was with Samsung and Jimmy Fallon, the News Show host promoting the release of Samsung's new smart phones.

EGS makes money from selling cosmetics (they can play as Iron man or Marshmellow) and the license holders get a cut from the sales. By creating a platform like Fortnite, EGS has been able to market movies, music artists and phones.

Possible Strategies

The name of the game is

collaboration,If you are planning to market your game; research the relevant streamers/influencers who have built their identities around the genre you are developing. sponsor them; some publishers give exclusive early sneak peaks to such content creators to bring hype to the game.

Collaborate with Esports; sponsor the esports teams, championships or even conduct your own championship. By doing so you could also be able to market your partner's products/services.

Collaborate with Gaming hardware: run promo codes with hardware purchases to promote your game and the product of your partner. and if you can try to build a easily adaptable platform.

And if you are going to market through games, finding your Target groups has never been easier. The same strategies for collaboration apply here as well. you could probably go the Fortnite route as well.

Conclusion

To conclude this article, I hope this provides you with enough knowledge about the industry, its players and the Types of marketing that occur within it.

I would like it if you kept The Device decides the strategy in mind when approaching marketing in the Industry and design your strategy around it rather than making it an afterthought.

The rise of Unicorns in the Indian Gaming Industry



National Winner

Deep Arora

MBA 2021-23

Symbiosis Institute Of
Management Studies (SIMS)



India's gaming ecosystem is currently home to some of the nation's fastest-growing startups, providing potential investors with many opportunities. The sector is receiving generous investments from investors from India as well as abroad, including Tencent, Steadview Capital Management, Sequoia Capital, Kalaari Capital, Dream Incubator Inc, Accel, Neoplux, AET Fund, and many others. Over the next five years, the gaming industry in India will grow by more than three times to \$7 billion from \$2.2 billion in 2022. As reported by Inc42, there are three gaming unicorns in the industry: Dream Sports, Games24x7, and MPL.

With an additional funding of \$1.5 billion since August 2020, and approximately 450 million gamers in India, the Indian gaming market suggests that gamers, investors and companies are optimistic about this market. The regulatory uncertainties still hounding the

sector, however, raise the question how long will this unicorn's dream run last? There is no doubt that gaming startups are here to stay, and there will be many more profitable unicorns joining the bandwagon in the near future.

Note: "From January to September 2021, \$1.6 billion in funding and mergers and acquisitions were received. A total of \$700 million was attracted by real money games."

Gaming can be subdivided into multiple categories, but only two of the unicorns—Dream Sports and Games24x7—are profitable as of FY21. Although Dream Sports' fantasy gaming platform, Dream11, is its cash cow, it has also expanded into other areas. With the company's unicorn status, they started offering sports travel and experiences through DreamSetGo, one-stop payment platform DreamPay, and personalised sports content and commerce platform

FanCode.

Invest India reports that \$1.6 billion has been raised in funding and mergers and acquisitions from January to September 2021. Approximately \$700 million of this money was spent on real money games.

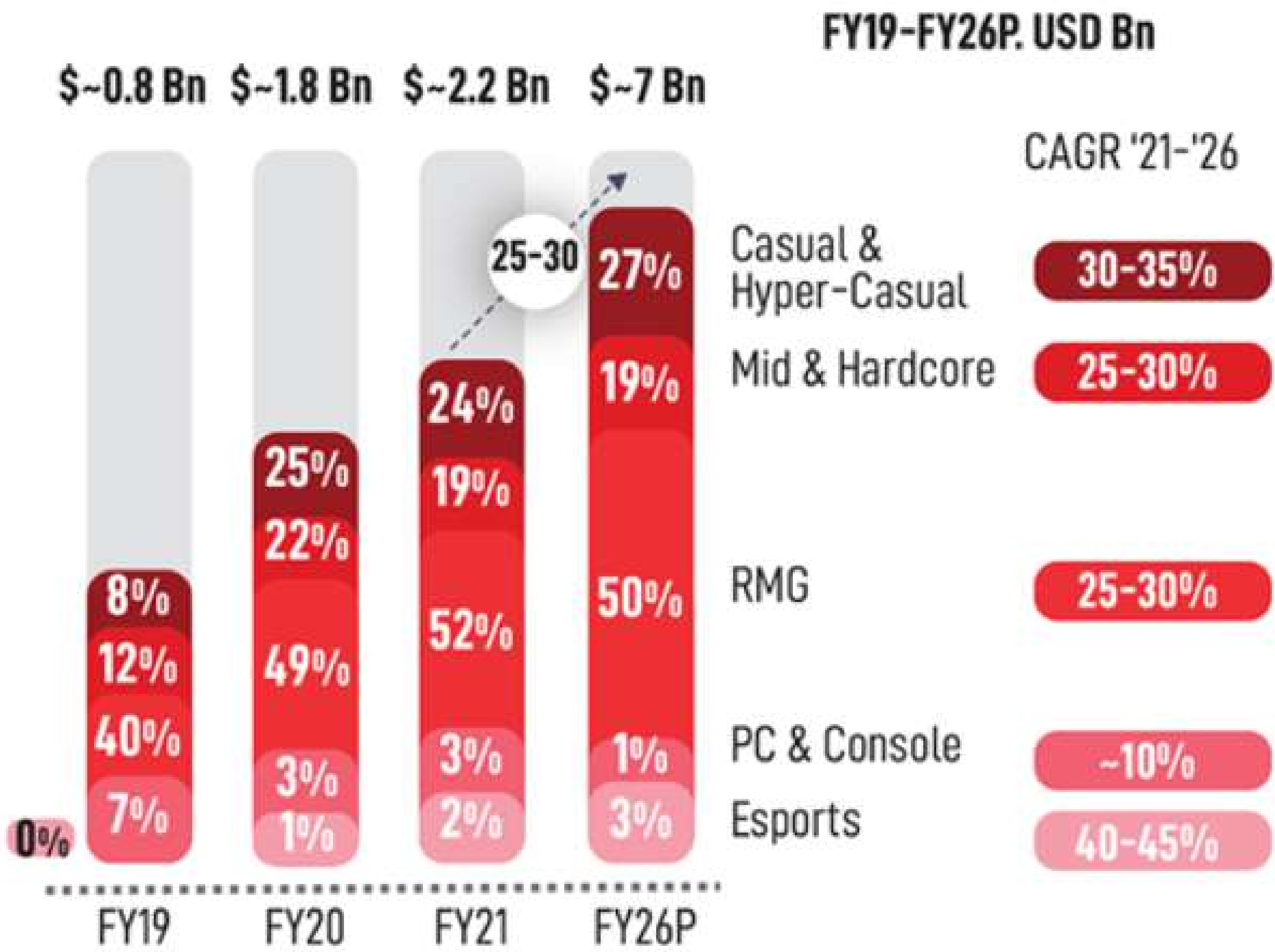
With gaming opportunities growing 35 percent year-on-year for the foreseeable future, India's gaming industry is undergoing an inflexion point unlike any other. It makes it a great asset class for investors seeking outsized returns over a consistent period of time.

It has been challenging for smaller players such as WinZO due to the lack of regulatory clarity. Due to a lack of regulatory stability, and the perception that GST has a negative impact on the online gaming sector, investors are unsure about the industry's future.

VC funds have not been overly cautious as a result of such regulatory hurdles. It is important to keep in mind that the gaming industry is one of the fastest-growing in the country. With 450 million gamers and 67 percent of India's millennials playing games,

Gaming Market In India

Trend by Segment

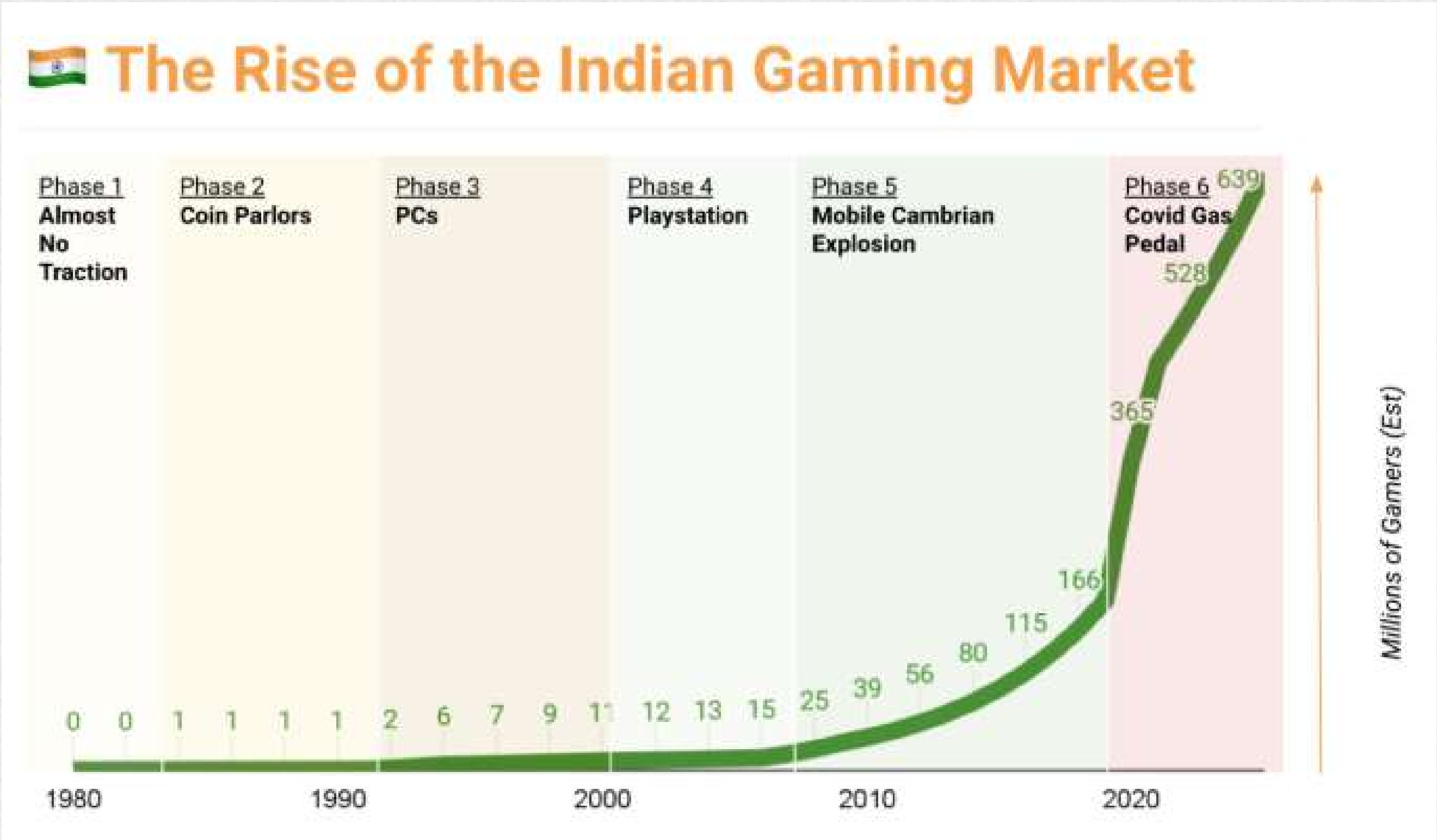


Unlocking the next level of growth

The unprecedented growth of the industry is continuing to open foreign investment opportunities, estimating \$ 120-160 billion per year by 2025.

Main reasons for this anticipated growth:

Era of digitization, larger prize pool, investment growth, monetization formats and a thriving economy are the major backings beyond the investors’ interest.



Innovators are flocking to India as a hub for innovation. In recent years, Bangalore seems to be a more common place for Unicorn announcements than San Francisco. There is some truth to the feeling backed up by the numbers. The number of unicorn announcements in India has

literally ten-folded. There were 44 unicorn announcements in India in 2021. There were only 37 companies that had reached that mark in the previous decade. There are unicorns in abundance in the country. The US has 487 unicorns and China has 301, but India is far ahead of the UK in fourth (39). As a result of all the

funding, Bangalore will surpass even Beijing and Shanghai for venture capital funding in 2021. For a developing country with a per capita GDP of a fifth of China and a thirtieth of the US, those are phenomenal numbers.

The rise of gaming in India has been attributed to all the funding and technological success. Gaming has really taken off in the past few years. India has always had a rich film industry, and its audio industry has developed in recent decades.

Conclusion

It is important to note that Indian online gaming is at a nascent stage compared to global markets, but it is among the world's fastest growing markets. In spite of having the second highest number of gamers in the world, India faces a variety of challenges today. In terms of monetization, the sector is significantly underindexed with a low average revenue per paying user (ARPPU). Despite low consumer spending on games and relatively limited game design capabilities, not many Indian studios have made a mark on the global stage. It is difficult to play games in India due to the negative perception of the industry.

With gaming being accepted as a mode of entertainment and community building, along with

increased investments in the sector from marquee venture capital firms (VCs), things are expected to take a turn for the better. Reports by Maple Capital Advisors show that India's gaming industry has attracted \$350 million in investments from VCs since 2014, growing at a CAGR of 22%.

Despite facing a number of challenges, India continues to mature in online gaming. For companies to remain competitive even in times of slower growth, they need to take advantage of opportunities like cloud gaming, eSports, and 5G. Blockchain will also be used to maintain player trust. Gaming is destined to witness unprecedented growth in India with robust consumption, innovations around building monetized game models, and advertisers using gaming as a viable media to advertise on.

The need for Gamified Strategy in an organization

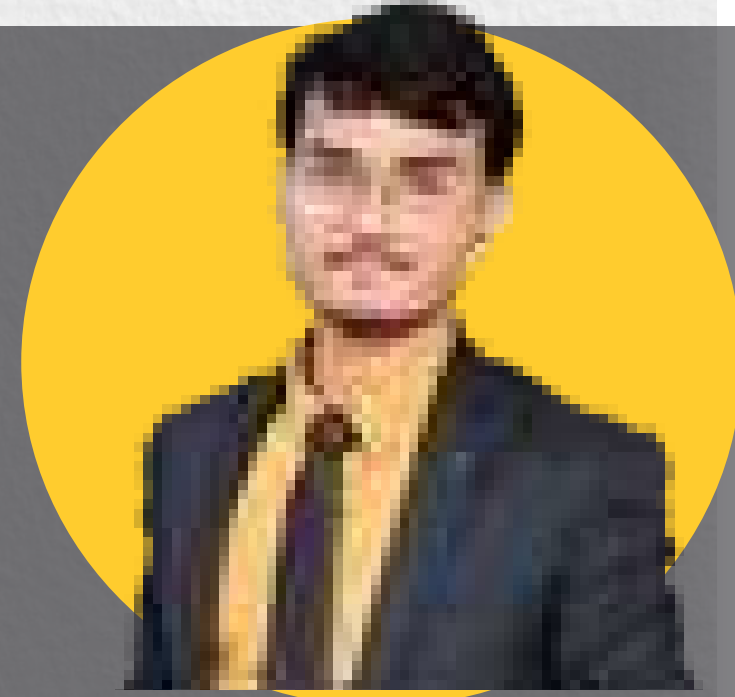


National Finalist

Kaustubh Sharma

PGDM Media and Entertainment

Welingkar Institute of Management
development and Research, Mumbai



Business competition is a never-ending struggle. Securing competitive advantages through effective decision-making, strategy development, and execution is what it means to "win" in the corporate world. Business leaders may think through, evaluate, and improve their activities by putting game concepts to use. While playing games we learn a lot about decision-making, responsibility as well as leadership. A 2017 study conducted by researchers found that playing "digital games" helps players acquire and develop leadership qualities that will be useful to them throughout their professional careers.

Online multiplayer video games demand that participants assume leadership roles and lead their team to victory, just like any other competitive activity. Players can gain leadership and organizing skills through these games, as well as self-control and communication strategies that influence their surroundings' thinking. Games not only provide a source of entertainment but also help to

develop within us various skills that in turn provide us with a unique perspective to handle a problem in real life too. While playing games, we improve our focus on the task that we are aiming to complete in a perfect and accurate way. Users can form deep social connections with other players through online and mobile video games. With half of users playing online games with others they do not know outside of the playtime, most gamers now play, interact, compete with, and work with other players in real time. Multiplayer video games provide social media allowing numerous players to interact, communicate, and share with others. While playing games, people typically form relationships that last a lifetime, and groups of players frequently take their connections outside of the gaming realm. Live multiplayer video game play requires players to cooperate and communicate, which fosters the growth of social and leadership skills that are useful in both your personal and professional life. Moreover, games also help us to

learn teamwork in many ways. While playing games one learns the actual meaning of coordination and team management. It all seems fun when you are a group of people playing as a team and working for the same objective. The division of labor is another quality that we learn while playing with a team in a game.

Early video game play was confined to lonely pursuits that posed the risk of social exclusion and antisocial behavior. Video game gameplay dynamics and player advantages were altered by the ability to play online multiplayer games with or against real people. Recent developments in communication technology have made it possible for players to engage in competition and team up with other online players, resulting in circumstances where players must cooperate to accomplish shared objectives. A recent study found that after coworkers played video games together for 45 minutes, productivity increased by 20%.

The Emporia State University (ESU) online Master of Business Administration (MBA) degree program includes a component that focuses on strategy and decision-making. The coursework involves game techniques and how they can be used to get an advantage in a variety of markets and circumstances.

How do game strategies work?

Market Business News (MBN) defines game strategy as the study of our decision-making processes. The outcome of one person's decision in a formal study of conflict and cooperation critically relies on the actions that other people take.

Making choices based on expectations of an opponent's future behaviors is the essence of game strategy. Therefore, game strategies provide information regarding strategic decision-making in a variety of contexts, including sciences, business, politics, and war.

How might game strategies aid in decision-making for business leaders?

According to MBN, game techniques can be further explained in the context of business environments. "Competition between two organizations can be examined as a game in which the participants play to attain a long-term competitive edge, possibly even absolute domination—monopoly," the author writes. It is an easy idea to grasp. A business leader's management choices and strategy are based on a variety of variables, including their foresight into competitor moves and their prepared replies to those moves. If predictions are correct, game strategies offer a framework for mathematically analyzing the course of action most likely to

produce the intended results.

Informed decisions about everything from pricing and product introductions to target market selection and marketing campaigns are made possible by such preparation. In a sense, "securing a competitive advantage" refers to using gaming methods to achieve objectives.

You may get the most out of your video game playing if you approach it with the idea that you are picking up useful skills as you play. The most recent gaming gear can improve enjoyment and help you refine the abilities you need to find work and advance in your career. Mobile gaming is predicted to be a 63 billion dollar business in 2020 as more individuals than ever before play games on their phones. The increased gaming graphics and capabilities that come with every launch of the newest smartphone model or version upgrade are intended to enhance the user experience. Video games can be played to their fullest potential when played on the newest hardware with the newest accessories. The relationship between video games and workplace efficiency is becoming more obvious with each new study. Video game playing can help you acquire and hone useful life skills that can advance your profession.

How is Gamification improving HR processes



National Finalist

Nidhi Vajha

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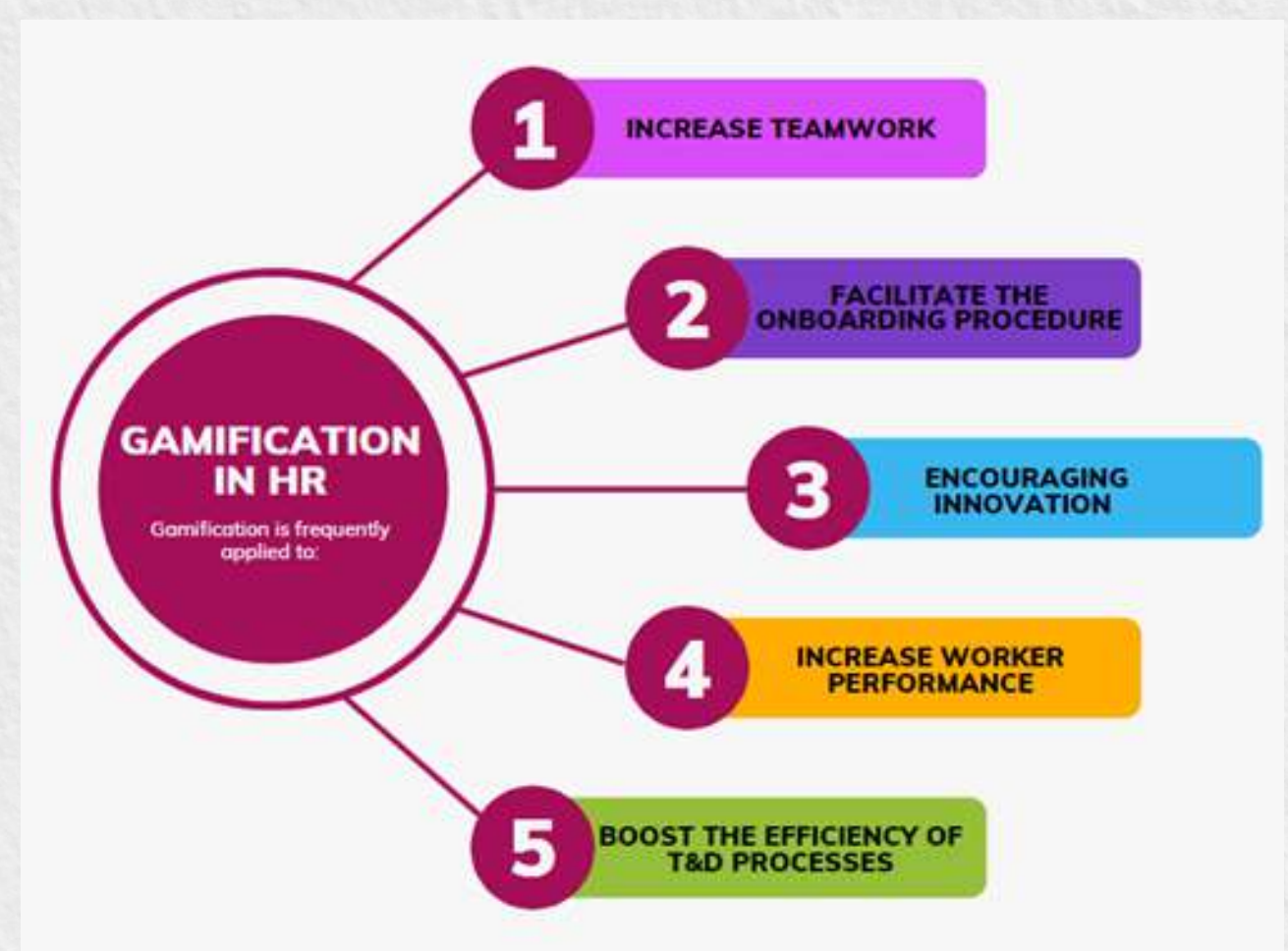


Gamification refers to the incorporation of game-like components such as competition, prizes, level ascension, and more, into company procedures to increase employee engagement and involvement. keeps consumers or workers interested in a job or learning environment. It enables the creation of interactive challenges that put a wide range of talents to the test, assisting organisations in selecting the best candidates.

Game-based evaluations are the cutting-edge approach to hiring that uses gaming to provide a novel substitute for conventional talent evaluations.

It may be utilised specially to draw in the millennial and Gen Z demographic—the tech-savvy generations. For businesses looking to employ such demographic, game-based examinations offer a fun, effective, and scalable hiring procedure, instead of asking stale questions through tedious evaluation examinations. They are being pushed to modernise by the tech savvy generations, and the

metamorphosis has already begun. 90% of Gen Z job seekers claim that technology used during the interview process impacts their decision on a job, and more than 50% will not even bother to complete an outdated and excessively lengthy application, according to a survey by Monster.com.



In a study of 355 HR managers conducted by Randstad HR Trends and Salary Report 2017, 65% of organisations feel that HR gamification may successfully enhance conventional tasks. 20% of people believe that they could even replace, favouring hiring managers' methods. Among those who view gamification as a valuable tool, 44% think it may boost motivation, engagement, and creativity, while 43% think it's crucial when it employs the lingo of the younger generation.

Like a videogame, HR gamification is structured through points, levels, charts and missions.

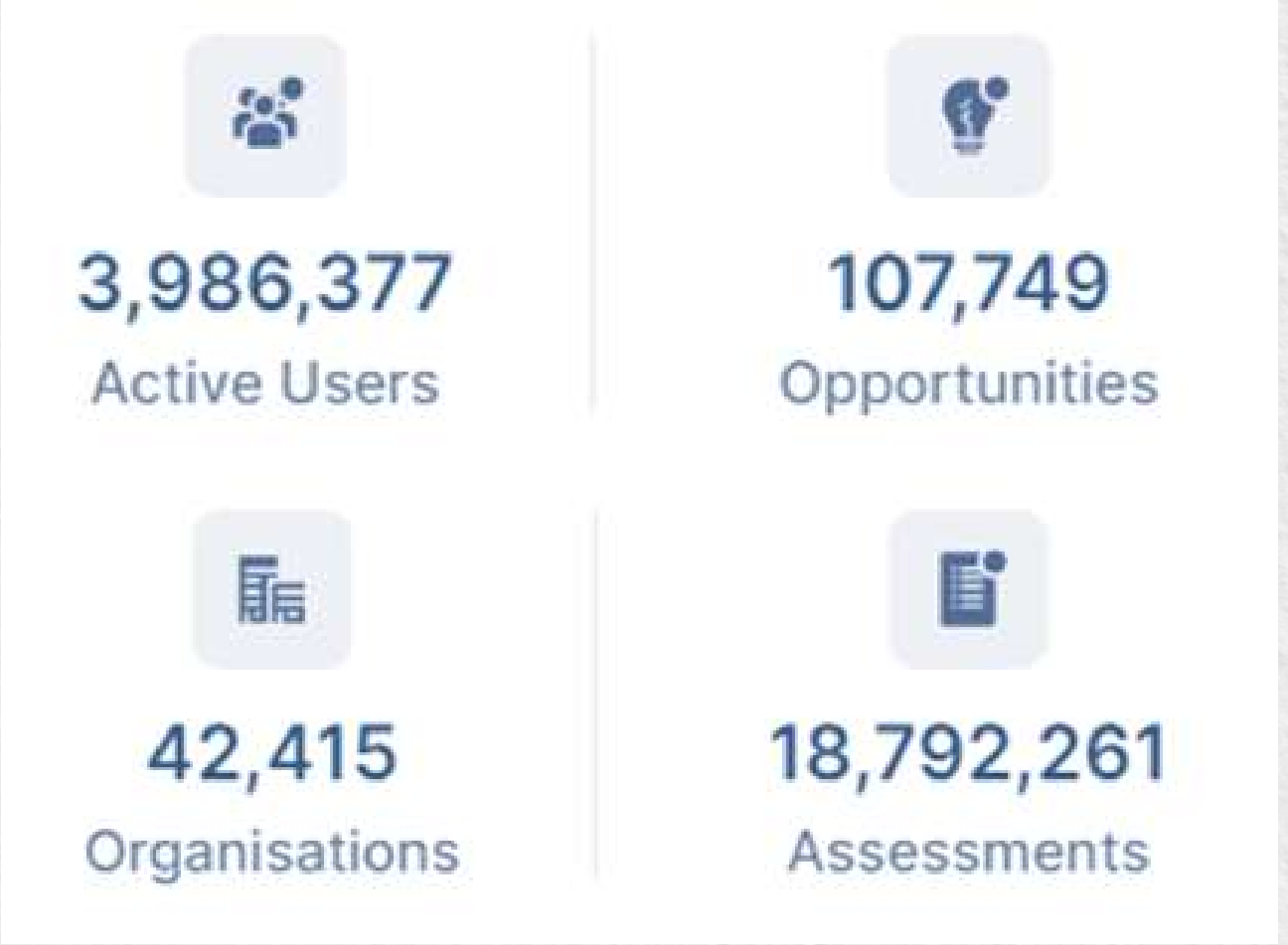
Let's take unstop for example. Unstop is a platform for recruiting and community engagement. Through gamification methods like hackathons, quizzes and simulations, businesses can interact, evaluate, and employ meticulous candidates.

Unstop, as a platform has more than 39,86,377 active users and offered more than a million chances, in which 42,000 enterprises took part. Companies may examine candidates' attributes and estimate their competitiveness using more than 18,792,261 evaluations.


There can be multiple rounds in a competition. Each round evaluates different qualities and cognitive abilities of the candidates. HR can examine and select the top talent by using these evaluations to assess

the prospects. Organizations can assess certain applicant traits and talents, with the results later being reviewed using a data-driven methodology. These games might be lengthy role-plays that evaluate many skillsets or brief games that test a single talent. Upon participation, candidates are given rewards such as certificates, tokens or coupons, apart from PPIs and PPOs.

To put it plainly, Unstop is the one-stop shop for businesses looking to streamline the whole HR lifecycle as well as for students looking to streamline their professional path.




For Businesses

**Hiring Solutions**

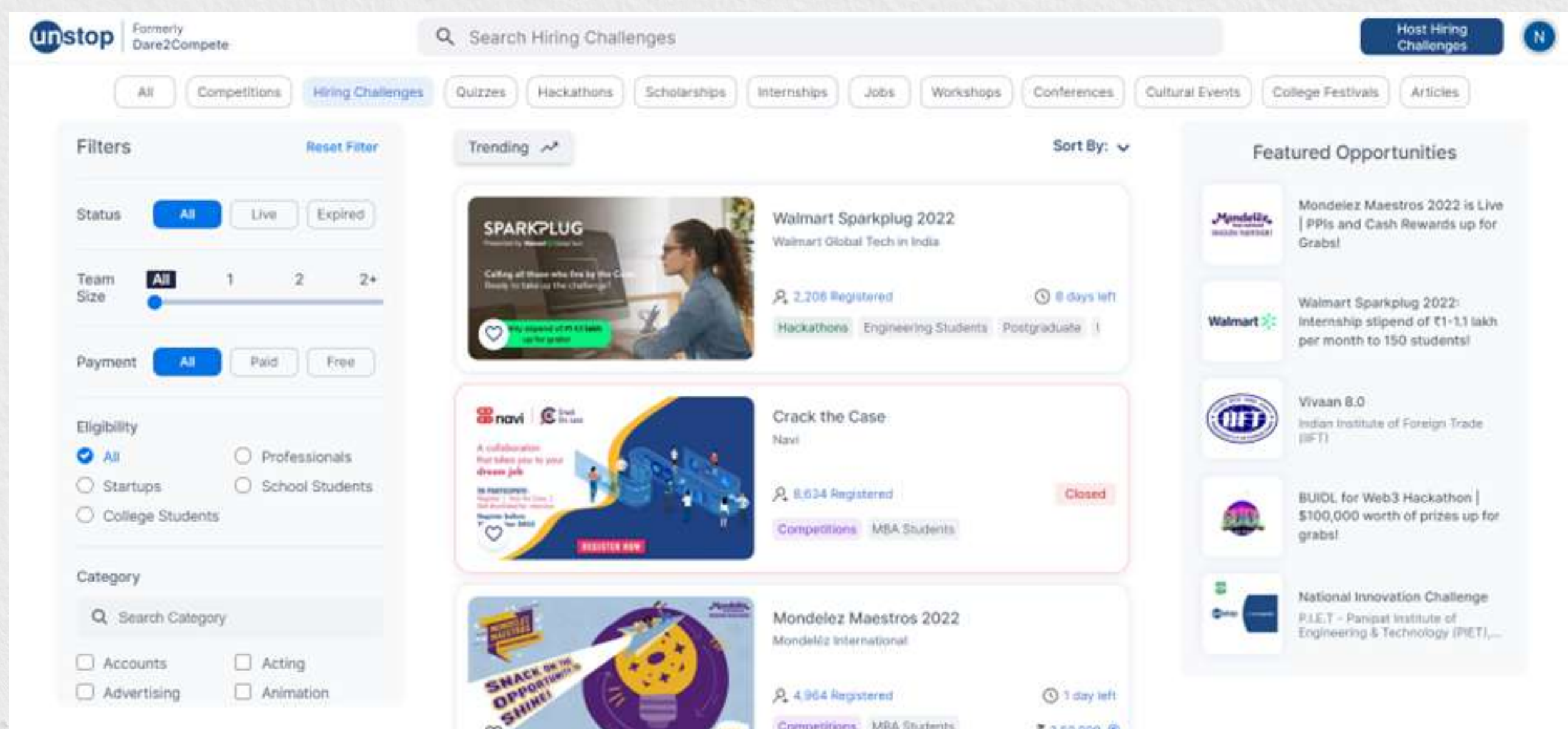
- Hiring Challenges & Hackathons
- Job & Internship Listings
- Remote Hiring Platform
- Coding & Non-Tech Assessments

Hire >

**Engagement Solutions**

- Hackathons & Quizzes
- Case Competitions
- Workshops & Conferences
- Employee Engagements

Engage >



In 2011, Dominos launched an app called Pizza Hero. In this game, the premise is that you play a pizzaiolo who makes pizza. The dough is prepared, rolled out, topped with sauce and veggies, and then cooked at your neighbourhood Domino's before being delivered to the player's door, all from within the game. Apart from generating sales, Domino's was also gamifying the recruitment of pizza chefs.

Players with exceptional talent were invited to a job interview at their neighbourhood Domino's. Only those who had accrued a particular number of points and after careful consideration of their performance in various stages were granted job interviews. Pizza Hero gave recruits an advantage when it came to on-the-job training. They were able to train workers and potential applicants using Pizza Hero since it allowed them to practise and refine their pizza-making techniques over and over again. Additionally, it conveyed the

idea that those invited were chosen because of their high level of competence. In a sector that may not have been thought of as glamorous, Domino's was successful in recruiting competent candidates by gamifying the open-call procedure for talent recruitment.



A game called My Marriott Hotel is a game developed by Marriott International that allows users to run their own virtual hotel by designing the restaurant, purchasing inventory, reducing the VIP, training and developing employees and maintaining customer relations. Points are

awarded according to the customer service provided by the users. They win and lose points depending on their in-game customer's satisfaction.



The best example for gamification in HR is Google's Code Jam. Code Jam is an annual coding competition conducted by Google that allows them to double their pool of talent.



Engineers and developers who enrol for the contest compete to win a monetary prize. Out of these candidates, the ideal ones are offered a job at the company.

Gamification is a very powerful process for recruitment. However, it requires qualitative, human input for its success.

GAMIFICATION AND THE PANDEMIC:

Gen Z and millennials in general viewed pre-pandemic digital hiring to be reliable. In fact, a TalentLMS poll found that 89% of workers said gamification increased their sense of productivity and 88% said it made them happy at work. The effectiveness of training is also significantly impacted by gamification. 83% of those who had received gamified training reported feeling inspired, compared to just 61% of those who did not. Gamification will assist in motivating applicants and staff members in the event of another epidemic or in a scenario where we are all confined to our homes.

The pandemic corona virus outbreak presented a difficulty for Glovo, a supplier of on-demand courier services with 5,000 employees working in 20 countries, to onboard and educate people remotely. It made the decision to include gamification and collaborated with Totara to make it happen.

ADVANTAGES:

Tech-savvy Millennials and Gen Zers are a constant in society. More than 50% of the applications that recruiters in the USA received last

year came from mobile devices, according to a report by Appcast. A mobile-friendly interview procedure would surely be more efficient as these job searchers are accustomed to using the mobile. Additionally, game-based tests encourage candidates to participate more actively in the hiring process.

According to a poll conducted by Talent LMS, gamification increases

employee engagement, enhances productivity, decreases labour turnover, and also improves wellness in a way.

Millennial and Generation Z job searchers are currently quitting their applications in the midst if companies are not revamping their procedure. Simply put, if a company has a difficult application procedure, many prospects may decide not to apply at all.



WHAT CAN HR DO TO IMPLEMENT GAMIFICATION?

HR should develop a plan. Establish the gamification's goal at the beginning. HR executives might inquire about their players. What kinds of actions are we trying to encourage in them? How can gamification encourage personal development? Which HR procedures should be incorporated into gaming?

Employee performance should be continually elevated by an effective approach, which also maintains learning and growth over time.

HR should also strive to have lots of

winners. Gamification should increase engagement, not decrease it. Therefore, each game's objectives should be difficult yet genuinely achievable for regular employees. To make sure the gamification techniques will actually motivate employees, HR managers might even ask workers from their targeted pool to provide their thoughts and opinion.

HR GAMIFICATION

85% OF ITALIAN CORPORATES SUGGESTS GAMIFICATION *



Stimulates creativity and engagement



New working way of life

RANDSTAD - HR TRENDS AND SALARY REPORT 2017

IT SUPPORTS RECRUITMENT PHASES



Promotes and improves general involvement



Simplifies training-on-the-job

EACH HR MANAGER SHOULD :



Evaluate candidates' skills



Develop informal learning



Reduce operating costs



Develop the performance of the sales team

REVENUE STREAMS OF ONLINE GAMES AND THEIR TAX STRESS



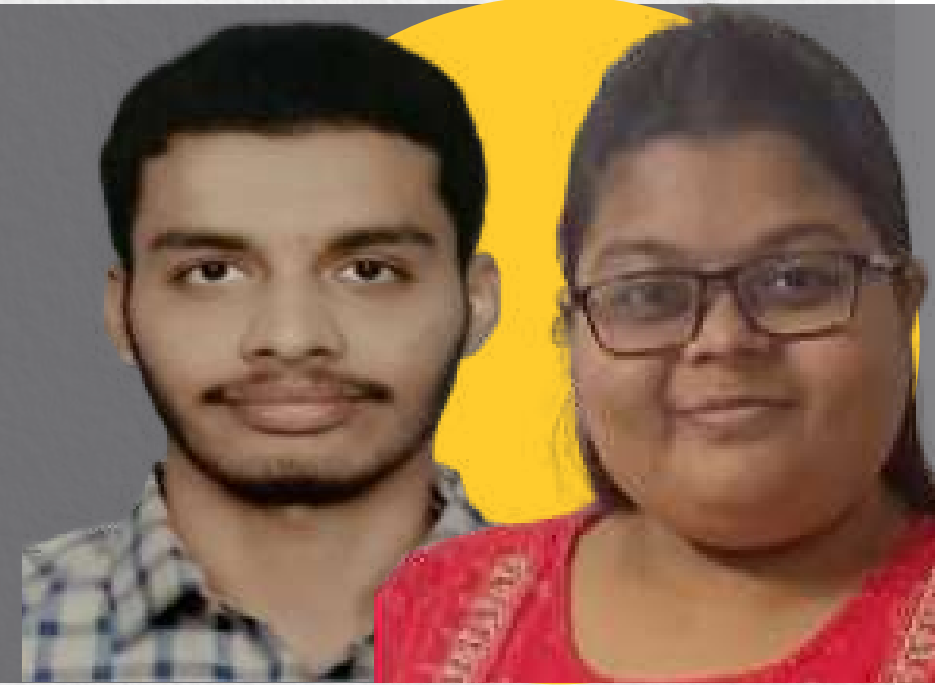
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Previously the gaming industry was just run-down video game parlors with slot machines and arcade machines but now the gaming industry has widened and it includes computer games, video games, mobile gaming applications, etc. It is also referred to as an entertainment business.

From being considered a vice some years back to becoming a mainstream entertainment activity, the Indian online gaming industry has indeed come an extended way in the last few years. The pandemic has fast-forwarded the industry's growth by a few years. This fact comes out very clearly within the KPMG's report on the online gaming industry.

The report titled 'Beyond the tipping point - A primer on Casual games in India' notes that the Indian online gaming market is predicted to touch revenues of Rs 29,000 crores with a complete user base of 65.7 crores in FY25. In FY21, the industry had 43.3 crores users, while the revenue size was Rs 13,600 crores.

The report projects that the casual

gaming segment will dwarf real money games (RMGs) and online fantasy sports (OFS) with revenue size of Rs 16,900 crores, followed by RMGs (Rs 6130 crores) and OFS (Rs 5430 crores). It also acknowledged that there is an overlap in the casual RMG and OFS users, which ends up in the sum of the segment-wise users being greater than the total gamer user base. This happens on account of the identical user playing more than a single genre within a year.

In FY21, the casual gaming sub-segment in India stood at a size of Rs 6000 crores. Of this, the ads contributed Rs 3620 crores with consumer spends bringing within the remaining Rs 2410 crores. In FY25, the split between ads and consumer spends is predicted to be Rs 9890 crores and Rs 6970 crores respectively.

The online casual gaming ARPU is expected to jump from Rs 152 in FY21 to Rs 268 in FY25.

According to the report, the amount of gamers in India grew from 25 crores gamers at the end of FY18 to 40 crores by the mid of

CY20. India has the second-largest base of online gamers within the world after China thanks to the technology infrastructure development through the availability of high-speed internet, affordable 4G data prices, and rapid climb in digital payments.

Other factors include the growing device penetration with near 50 crores smart phones in the country at the end of FY20 (including smart feature phones) and rapid expansion in supply and quality of games with the availability of high quality global and Indian titles, wherein the likes of Ludo King and Teenage Patti appeared at the top of the app store charts.

Satya Easwaran – Partner and Head of Technology, Media & Telecom, KPMG in India commented, “Our report - Beyond the tipping point – A primer on online casual gaming in India aims to simplify the multilayered ecosystem of the world’s second-largest online casual gaming user geography. Poised at a 3X growth in revenues between FY21-25, we’ve been privy to the keen interest from corporate and investors who want to ride the incredible wave of opportunity that the business of online casual gaming has to offer.”

He further added, “Having seen rapid climb in the last five years on account of the growth in digital infrastructure in the country coupled with the availability of leading titles, India’s online gaming

segment is now a significant business with India’s gaming market being overwhelmingly mobile-first.”

Girish Menon, Partner and Head, Media and Entertainment, KPMG in India adds, “The online casual gaming sub-segment in India has emerged because the largest in terms of consumption amongst overall online gaming, with near 420 million gamers engaging in online casual gaming in FY21.”

Menon says, “Online casual gaming saw its tipping point in 2020, with consumption and engagement at an all-time high. The expansion potential of this sub-segment is immense; with improve monetization helping the growth of the developer and publisher ecosystem, leading to the likely emergence of players of scale. Both consumers spends and advertising based monetization, which is exclusive to India, are likely to work out strong traction, with India’s movement up the maturity curve and, supply of world-class titles, the uptake of rewarded/incentivized ads and localization of gaming titles being the key enablers. Further, with the emergence of ecosystem enablers such exports and game streaming, online casual gaming is probably going to appeal to the masses and professionals alike.”

Revenue models

Indian online gaming operates on four key revenue models namely

ads, In-App Purchases (IAPs), subscription and commission income. The ad remains the pre-eminent revenue monetization model within the market.

The report noted that the dependence on advertising as a way of monetization remains unique to India and is not likely to go away in the near to medium term as free to play games (With IAPs) dominate consumption in India.

With an increasing share of your time spent on gaming, advertisers/brands are watching online casual gaming as a viable means to reach their intended target audiences. This is often especially important as online casual gaming reaches the masses, across demographics.

Advertising model

In FY21, advertising revenues within the casual gaming segment aggregated Rs 3600 crores (60% of casual gaming revenues) and is expected to grow at a CAGR of 29% to Rs 9900 crores by FY25.¹ The present dominance of advertising-driven model in casual gaming in India is on the back of advertisers increasingly targeting online gamers and a relatively low proportion of paying users.

In online gaming, the subsequent are the various types of advertisements that are prevalent:

Banner: These sorts of ads are one of the popular forms of advertising

in the form of images encapsulated on the screen that showcases a product or brand. The aim of such type of advertising is to attract users to visit the advertiser's website. Such sort of ads is believed to be economical, quantifiable, and effective in increasing brand awareness.

Banner ads are preferred as they are doing not intrude in the game play. However, such ads have relatively lesser user engagement and recall value to users as compared with video ads. Thus, over the years, such ads have lost their sheen to video ads.

Native: These sorts of ads are a paid form of advertising where the ad complements the form, appearance, and performance of the user experience on which it appears. Native Ad formats include advertorial, instant content, sponsored listings, recommended content, search advertising etc.

Interstitial: These ads are interactive, full-screen ads that appear while the user is playing games, acting as transition points or breaks in an ongoing activity. These ads are often in the form of text, video, image etc.

Playable: These sorts of ads engage the user to play a demo version of the game, which is followed by a call to action for downloading the sport. Playable interactive ads require a better attention span of the gamer thus; provide the simplest engagement of the users

Rewarded ads

Developers and publishers are increasingly counting on tools such as rewarded/incentivized ads, to strike an optimum balance between monetization and retention, and not hampering the general user experience.

According to the report, rewarded advertisements provide a chance for users to watch a video or engage with a playable ad in exchange for a reward within the app.

For example, mobile game players will eventually 'die' or grind to a halt upon reaching a critical point. Because the users would ideally want to continue playing instead of starting over from the beginning; they might potentially be comfortable watching an ad for a reward or continuing the game from the same position. In each rewarded ad “funnel,” there are four main events which will occur:

- Ad prompts, where the user is presented with the choice to view an ad in exchange for a reward.
- Opt-in, when the user opts-in to observe the ad
- Ad reward, whereby the user completes viewing the ad and receives a gift such as an extra 'life' or power-up.
- Item used, once the user consumes the reward and is in a position to continue playing the game from where he or she left off. Because the users would like to keep playing, they'll often convert throughout the full funnel.

High click-through rates and balance between monetization and retention

KPMG said that these sorts of advertisements are most popular amongst mobile gamers as it enables them to control when and where they want to watch the ad. Given the quid pro quo model of rewarded ad format, it draws the sport rest' attention as watching the ad takes them to next level of the game or provides them with virtual goods/ coins.

Further, publishers are moving towards structures that provide a balance between monetization and retention of users. Typically, rewarded ad formats tend to strike an optimum balance between monetization and user retention, followed by interstitial and playable ads. as an example , Golgi Games - an off-the-cuff game publisher - has not only experienced a positive impact on revenue and a rise in the time spent by users due to rewarded ads but requests from users to add rewarded ads to more games as players relished the opportunity to earn more in-game currency¹.

Video-based rewarded ads seeing traction

Both image-based and video ads still monetize a huge number of games, however, with the increase of video and platforms that support it, static image ads today hold a smaller position in the evolution of

mobile games and their monetization.

Key evolving themes

Cloud gaming: With the proposed launch of 5G services, cloud gaming has the potential to rework the gaming experience for a mass of users, taking device capabilities out of the image. This is often especially important for markets like India, with limited capacity to take a position in hardware.

Exports: Over the subsequent five years, the exports segment is predicted to grow rapidly due to increased interest from brands for sponsorship, publishers to market games & entry of new players across the value chain ranging from organizers to participating teams. The India exports sub-segment is predicted to grow by CAGR 27 per cent over FY21-25 to reach a size of Rs 5700 crores

Artificial Intelligence in casual gaming: AI is being extensively used across game development (using AI-generated storylines), player engagement, and interactive experiences across game play, and personalization of every gamer's journey with games.

Tata Steel D&I Challenge



**Shivang
Khare**



**Bhakti
Andurkar**



**Anant
Kalamkar**

1. How do you feel about it?

Being a National Winner that too organized by one of the best institutions of Operations and Supply Chain - NITIE was such a proud moment for us. Grateful for the opportunity we got.

2. Could you brief us about this competition? What were the hurdles you faced and how did you overcome them?

Our Main goal was to solve a project management-based case in which we had to suggest infrastructure ideas for constructing an ICD (Inland Container Depot) for a given company. - We were provided with the milestone activities for the construction and had to arrange them with priority.

We were unaware of some of the project management concepts. We got to learn them by reading and guidance from our professor.

We had to learn a new project management software (Zoho) in which we could able to identify Critical paths and was able to do Gantt chart analysis for the project.

3.What were your key learnings and takeaways?

Our Major takeaways were project management key concepts, infrastructure milestone activities, presentation skills, and hands-on experience with Zoho software.

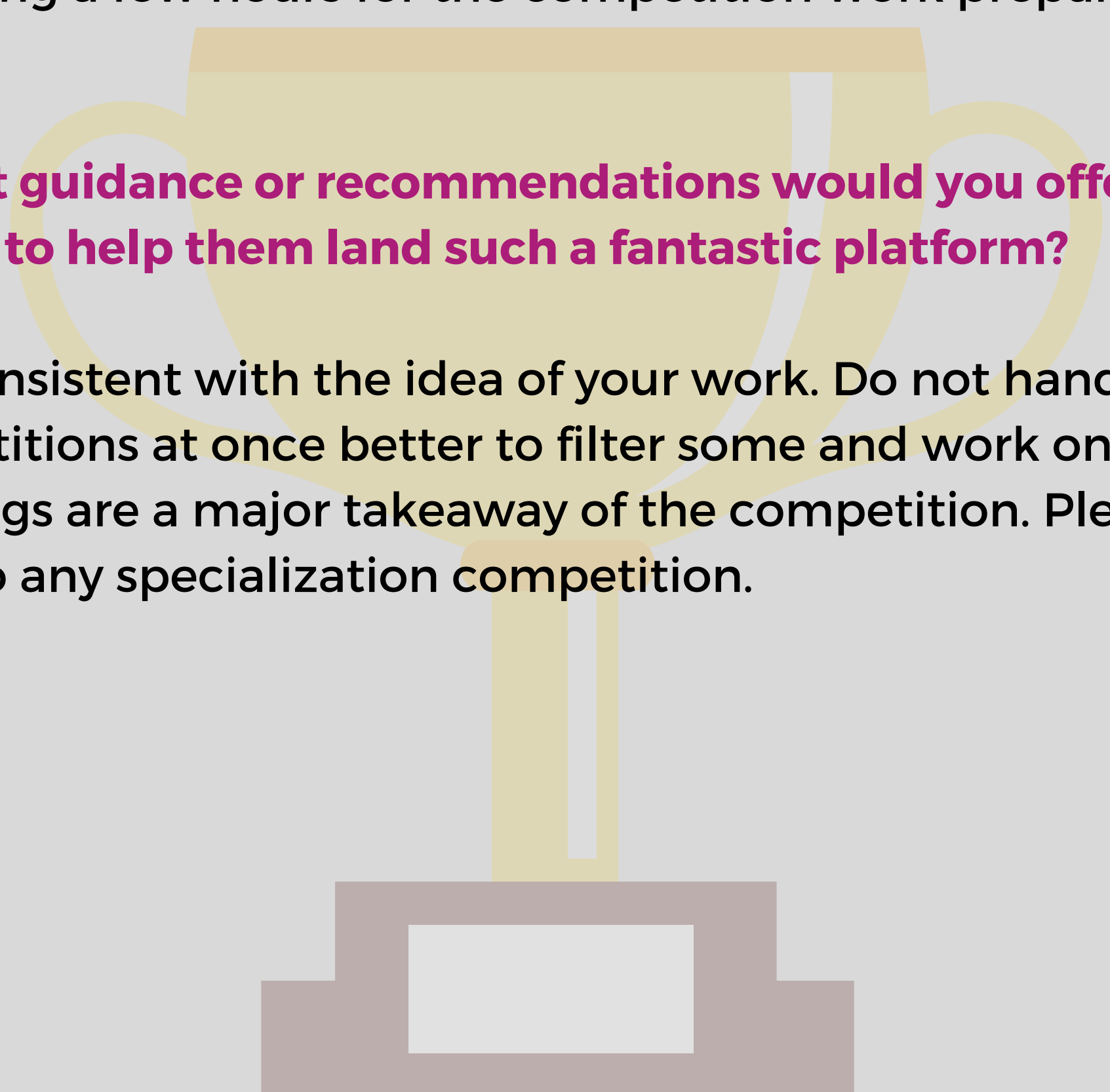
We received great feedback from the project management jury in various industries and valuable additions to current knowledge from NITIE Operation professors.

4. How did you manage your time?

We multitasked between academics and competition work by allocating a few hours for the competition work preparation.

5. What guidance or recommendations would you offer to juniors to help them land such a fantastic platform?

Stay consistent with the idea of your work. Do not handle many competitions at once better to filter some and work on it. Learnings are a major takeaway of the competition. Please be open to any specialization competition.



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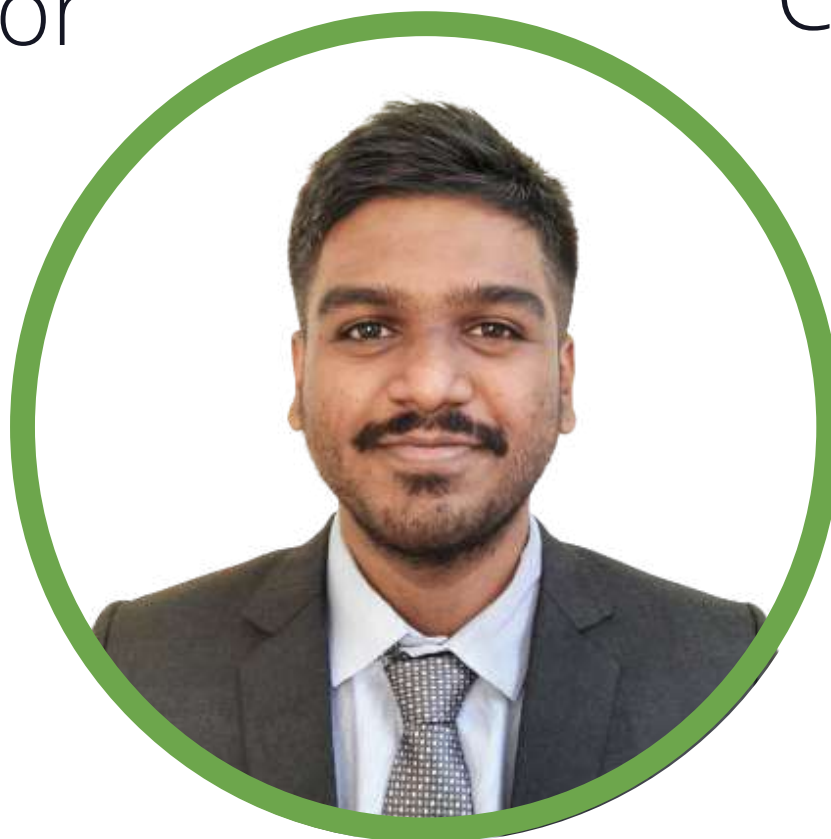
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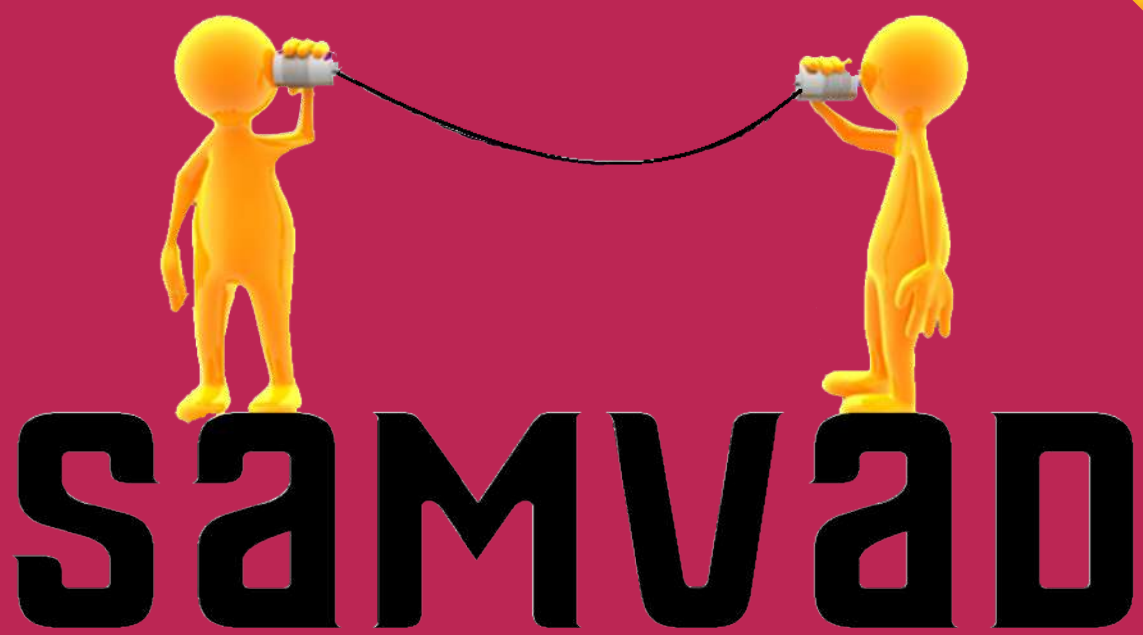
We invite articles for the next 129th issue of SAMVAD

The theme for the edition: **'INSURANCE'**

The articles can be from Finance, Marketing, Human Resources, Operations, or General Management domains.

Submission guidelines:

- Word limit: 800 - 1200 words.
- The cover page should include your name, institute's name, course details & contact no.
- The references for the images used in the article should be mentioned clearly and explicitly below the images.
- Send in your article in .doc or .docx format, Font size: 12, Font: Arial, Line spacing: 1.05' to samvad.we@gmail.com.
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