



Interestingly, some co-working spaces provide niche features. Chicago-based **EvolveHer** has developed office spaces dedicated for female entrepreneurs. On the other hand, co-working providers like **Nwook** allow members to bring their pets along. While **IndiQube** has given its members exclusive access to musical instruments through its 'music cafes'. Furthermore, unique amenities such as gym, spa, food court, gaming zones, sleeping pods, crèche services, etc. have further popularized co-working spaces among employees and entrepreneurs alike, boosting staff morale and positively impacting their productivity.

Various apps and products have also been developed specifically for the co-working model. For example, **NadineProject** is an open-source platform especially for companies operating on the co-working model. Similarly, **HappyDesk** helps start-ups search for co-working spaces. Some dedicated room or space booking applications like **Skedda** and **YouCanBook.me** have also been developed.

Co-working has, indeed, evolved as a viable alternative for start-ups to have a premium address location without huge budget commitment. In fact watching this structural shift keenly, even larger organisations are now moving to adopt this workspace model. (More on this in the next article)

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## Today's News

### Centre says March 31 Aadhaar linking deadline can be extended

The Centre on Tuesday told the Supreme Court that if required it might consider extending the March 31 deadline for linking Aadhaar to various government schemes as well as mobile phones and bank accounts. Attorney General K.K. Venugopal told the Constitution Bench headed by Chief Justice Dipak Misra hearing a bunch of petitions against the Aadhaar law that the Centre had extended the deadline in the past too and it can do so again.

"If required, we can do it again," Mr Venugopal said after petitioners challenging the constitutional validity of the Aadhaar scheme sought an extension of the deadline to link the 12-digit unique identity number with various government schemes and services. The petitioners said the deadline was nearing and the case was unlikely to be decided by March 31.

Source – NDTV

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### NERL ties up with Bank of Baroda for pledge finance

National E-Repository Ltd (NERL) announced it has tied up with Bank of Baroda (BoB) for extending finance to the farmers against pledge of warehouse receipts issued by the company. 96 eNWRs have been issued for 1,000 tons of commodities on the NERL platform so far.

Source – Livemint

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This News Letter has been prepared with the assistance of Sadhika Agarwal

### Flipkart wooing shoppers to reclaim lost ground

Flipkart is wooing back customers in Indian metros with a slew of initiatives as Flipkart seeks to reclaim lost ground among high spending urban shoppers.

A larger selection of branded goods and faster deliveries are just a few of the sweeteners for metro dwellers. This focus on winning back top-tier spenders comes even as Flipkart trains its sights on small town India.

Source – The Economic Times

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### Google Tez Adds Simple Chat Feature

Countering Paytm and WhatsApp, Google Tez has been updated with a new chat feature. The feature, which is rolling out slowly at the initial stage, allows users to communicate with their contacts alongside sending and requesting money. It mainly lets users talk about the payments they make using Google Tez.

Source – NDTV

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### mjunction to e-distribute coal for Bihar State Mining Corporation

After West Bengal and Maharashtra, mjunction is set to implement e-distribution of coal in Bihar. BSMC appointed mjunction, for implementation of coal e-distribution. It will enable small and medium consumers to buy coal from BSMC fairly and conveniently.

Source – The Economic Times

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## Digital transactions decline in February

Digital transactions in Feb fell from the previous month in terms of both value and volume. The month saw total digital transactions worth Rs115.5 trillion, down 12.5% from Rs131.9 trillion in January. The number of digital transactions also declined marginally to 1.09 billion in February from 1.12 billion in January. The highest volume was recorded in Jan.

Transactions across UPI yet again reached a new peak in Feb. The transaction volume was 171.2 million, up 13% from 151.7 million the previous month. The value of transactions rose around 23% to Rs191 billion in February from Rs155.4 billion in the previous month. Out of this, Bharat Interface for Money (BHIM) accounts for 9.88 million transactions, amounting to Rs4.01 billion.

Source – Livemint

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## Paytm Money to start operations in 8 weeks with a dozen AMCs

Having received the approval of SEBI last week, Paytm Money is all set to commence operations in the next six to eight weeks along with a dozen or so asset management companies (AMCs).

Set up under the broader umbrella of Paytm, Paytm Money is poised to develop into its wealth management arm. “There are 43 AMCs. We will integrate with 10-12 of them before commencing operations, and try to get 30-35 AMCs within the next 12 months,” said Pravin Jadhav, senior VP at Paytm Money. “It will start as an independent application on the app store.”

Source – The Economic Times

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## WeChat crosses 1-bn accounts mark

China’s WeChat social media platform has crossed the one billion accounts mark as its messaging, game and shopping services attract more and more users. The symbolic threshold was announced by Pony Ma, the chief executive of its parent company Tencent, on the sidelines of China’s parliamentary session. The all-in-one app, known as Weixin in China, is a daily necessity for most Chinese, bringing together messaging, social media, mobile payment, games, news and other services.

Source – Livemint

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## Uber spent \$10.7 billion in nine years — here's how that stacks up

Uber is transforming global transportation networks. Looking at its financial performance, Uber also pioneered a very expensive way of establishing a market and staying on top. Uber’s gross bookings are enormous, totaling \$37 billion last year. But most of that goes to drivers. Uber’s cut, or net revenue, came to \$7.4 billion.

At the same time, Uber has downplayed its persistent losses. Since its founding, Uber has burned through about \$10.7 billion. Investors have contributed \$17.3 billion to Uber—a long leash for Uber to experiment with.

Source – The Economic Times

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## After losing China, Jeff Bezos wants to win India

Having forfeited China to Alibaba and JD.com, Amazon is determined to win India. Amazon.com committed \$5.5 bn to India.

The company set up a credit operation for Indians without bank accounts, built a streamlined mobile app so it doesn’t crash the cheaper phones and loaded up the online store with tens of thousands of eclectic products.

Source – The Economic Times

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## Twitter’s Dorsey, Warrior Durant Invest in Whoop

Twitter CEO Jack Dorsey and Golden State Warriors All-Star Kevin Durant are among the newest investors in Whoop Inc., a wearable fitness tracker popular with professional and elite athletes.

The \$25 million Series C funding round was led by UAE71 Capital. The latest investors also include former National Basketball Association Commissioner David Stern.

Source – Bloomberg

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## GE’s Predix software set to disrupt microgrid market

GE’s 2 15KW hybrid power units in Bihar are checking real-time power demand in these villages at different times using GE’s industrial IoT software Predix and are accordingly feeding the grid with energy so that there is no wastage or short supply.

Source – Business Standard

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