



# AICTE Training and Learning (ATAL) Academy Faculty Development Programme (FDP)



## Gamification

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### **What is Gamification?**

Gamification is a technique which designers use to insert gameplay elements in non-gaming settings, so they enhance user engagement with a product or service. The increasingly popular trend of gamification has proved powerful in many areas, such as education and marketing, and has started making its way to the corporate environment. By weaving suitably fun features such as points, badges and leaderboards into an existing system, designers tap users' intrinsic motivations so they enjoy using it more. It can also be defined as a set of activities and processes to solve problems by using or applying the characteristics of game elements. Gamification commonly employs game design elements to improve user engagement, organizational productivity, learning, employee recruitment, exercise, voter engagement and more. A collection of research on gamification shows that a majority of studies on gamification find it has positive effects on individuals.

The gamification market size is growing fast with a projection to grow from USD 9.1 billion in 2020 to USD 30.7 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 27.4%.

### **FDP Contents**

What is Gamification? Gamification in Action, Gamification versus Serious Games, Growth of Gamification

Who is using Gamification? Gamification Design Process: Game Mechanics, Players motivation, Points, Levels, Leaderboards, Badges, Onboarding, Challenges and Quests.

The Octalysis Framework

Gamification for Problem Solving in different domains (Healthcare: Vaccination, Diabetes Management, Education, Water Conservation, Energy Conservation, etc.)

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### **Who Can Attend**

The FDP is going to be of immense benefit to faculty/professionals at all levels and in different disciplines (Arts/Science/Engineering/Humanities). Education leaders/Policy Makers are specially encouraged to attend the course so as to increase their knowledge in understanding the importance of gamification for engagement and create necessary support system for their adoption.

The faculty members of the AICTE approved institutions, research scholars, PG Scholars, participants from Government, Industry (Bureaucrats/Technicians/Participants from Industry etc.) and faculty, research scholars, PG Scholars of host institution are eligible to attend.

### **Registration**

Participants can register for this course on AICTE-ATAL portal at

<https://atalacademy.aicte-india.org>

There is no fee for attending this FDP.

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