

Awareness of Digitalisation Techniques among the Illiterate and Rural Masses of Dakshina District

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Abstract : Digitalisation is the buzzword in the Indian economy at present. Leveraging technology in almost all walks of life will immensely benefit the end users. It would surely bring in transparency in our daily transactions and also help percolate the government schemes to the needy and the illiterates. Saving time and energy will be the hallmark of digitalisation. This paper focusses on identifying the awareness of digitalisation at different levels of the illiterate and rural masses of Dakshina Kannada District on different levels.

Key words: Digitalisation, BHim, IMPS, AEMPS, PoS, E-Wallets etc.

INTRODUCTION

‘Digitalisation’, this word rings bell in the hearts and minds of all Indians during the present day. The initiative of the Government of India to bring in economic reform was long due and one among the many steps initiated by the Central government is to move from cash economy to less cash economy.

The basic premise of digitalisation is to ensure that the citizens of the country are encouraged to avail digital modes of payment and at the same time alleviate the pressure on the physical currency.

Digitalisation is nothing but a step towards bringing in transparency in our day to day transactions and monetary dealings through cashless mode and reducing the ill effects of black money, parallel economy, money laundering and many other social and economic evils.

OBJECTIVES OF THE PAPER:

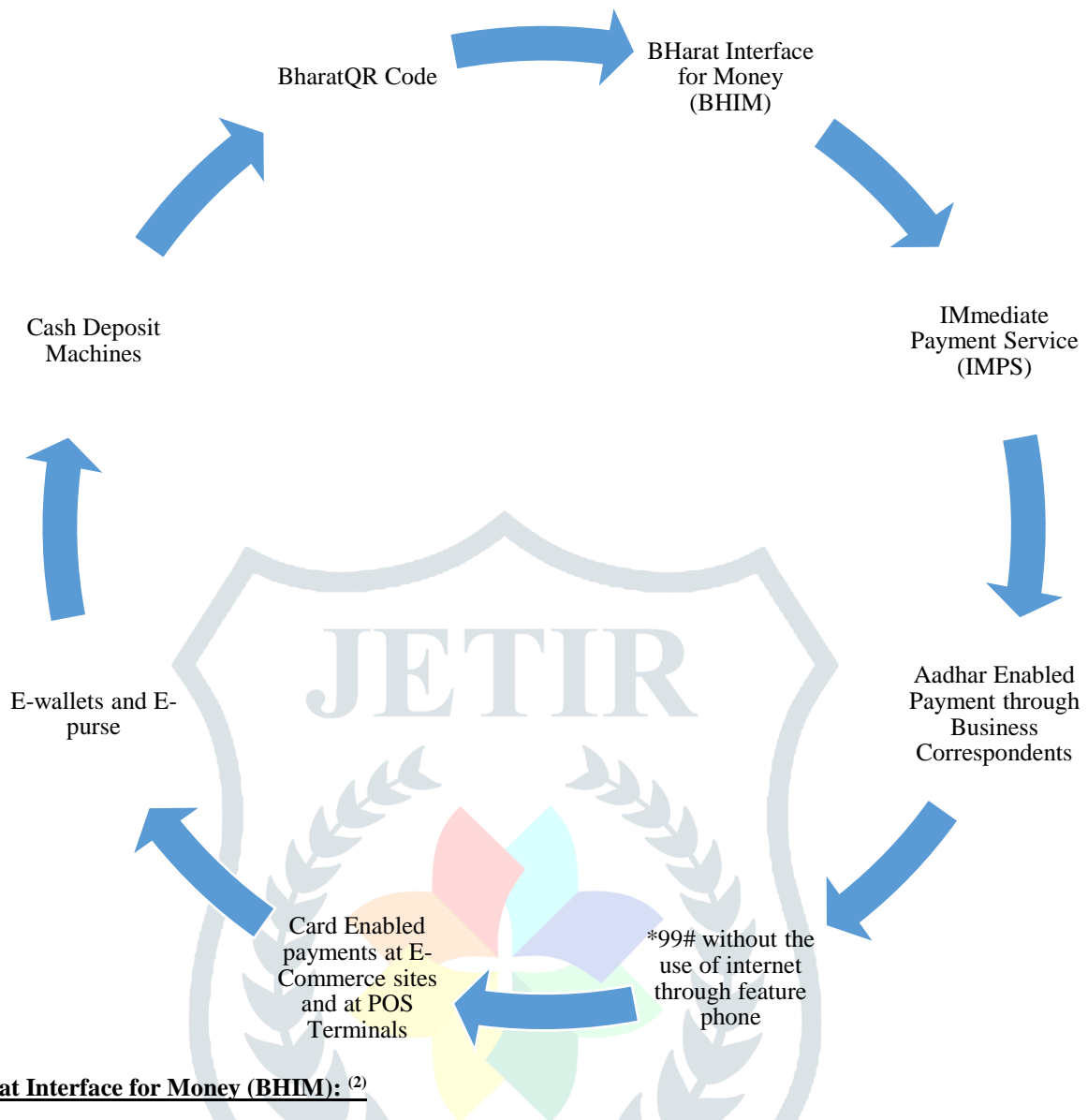
1. To understand the level of awareness of Digitalisation among the general public, especially the illiterate and (migrant) rural masses.
2. To analyse the various techniques of digitalisation and its pros and cons.
3. To study the involvement of degree college teachers and students in creating awareness about the various techniques of digitalisation.
4. To create knowledge among the rural masses about these techniques and create a win-win situation for both the general public and the government.

SCOPE AND LIMITATIONS OF STUDY:

This study is restricted to the illiterate migrant labourers (daily wage earners) settled in Kunjathbail, Kavoor. A sample of 50 respondents comprising of 40 male and 10 females were taken.

RESEARCH METHODOLOGY:

Feedback has been obtained from the respondents using the questionnaire and interview method. Questionnaire was made available to the respondents and since majority of them work as daily wage earners and are migrant illiterates, interview technique was adopted to a larger extent. Also, hands on training of a few techniques was made available to them so that their confidence is built and they can freely use it in our absence.

TECHNIQUES OF DIGITALISATION:**1. BHarat Interface for Money (BHIM): ⁽²⁾**

BHIM app lets you make simple, easy and quick payment transactions using Unified Payments Interface (UPI). You can easily direct bank to make payments instantly and collect money using just the mobile number or payees address.

Services under BHIM app:

- Send money - Using this option you can send money to anyone using Virtual Payment Address (VPA), Account Number & IFSC and QR Scan.
- Request money – Using this option, we can collect money by entering VPA.
- Scan & Pay – Using this option, we can pay by scanning the QR code through scan & pay and generate our QR option.
- Transactions – Here, we can check the transaction history and also the pending transactions.
- Profile – Here, we can view the static QR code and payment address created. The same can be shared through various social media platforms.
- Bank Account – Here, we can check the bank account linked with your BHIM app and its PIN status. The account can be changed and also balance in the account can be verified by clicking 'Request Balance'.

2. Immediate Payment System (IMPS): ⁽³⁾

National Payments Corporation of India (NPCI) offers banks and RBI approved non-banking partners (Prepaid Payment Instrument's – PPI's), a new payment service called IMPS.

Objectives:

- To build a robust and cost effective real-time retail payment service available round-the-clock.
- To provide a channel independent access mechanism.
- To build an inter-operable fund transfer service involving various stakeholders such as banks, non-banks (PPI's), merchants and telecom service providers.
- To be a catalyst in facilitating financial inclusion process and to provide banking services to even the last mile customer.
- To sub-serve the goal of RBI in electronification of retail payments.

IMPS Fund transfer: IMPS allows fund transfer

- a. Using a beneficiary mobile number and MMID (Mobile Money Identifier)
MMID is a seven digit number, first four digits of which are called NBIN (NPCI) and the last three digits are provided by the member.
A combination of mobile number and MMID is linked to a unique a/c number
- b. Using Account number and IFSC: The account number of the beneficiary and the IFS Code of the bank branch is used to allow funds transfer.
- c. Using Aadhar number: Here, the beneficiary's aadhar number is used to transfer funds to the customer's account. (provided the aadhar number is linked to the bank account).
Max amount of transaction here is Rs.2 lakhs.

3. Aadhar Enabled Payment Service through Business Correspondents: ⁽⁴⁾

AEPS is a bank led model which allows online inter-operable financial inclusion transaction at POS (Micro ATM's) handled by Business Correspondents of any bank using the Aadhar authentication. The basic objective of AEPS is financial inclusion and disbursement of financial benefits through the aadhar route to the bank account of the intended beneficiaries.

AEPS allows four types of banking transactions – Balance enquiry, Cash withdrawal, Cash deposit and Aadhar to Aadhar Funds Transfer.

AEPS based transaction:

For Aadhar to Aadhar Funds transfer, the customer has to identify the bank to which the customer is associated and his aadhar number and scan his fingerprint (used at the time of enrolment for Aadhar card) to trigger the fund transfer to the beneficiaries account.

Maximum amount per transaction is Rs.5,000 but withdrawal amount can be maximum 5 times (Rs.25,000).

4. *99# payments the use of internet through feature phone:

The most unique technique of digitalisation which covers a large number of rural customers who have no internet access is the *99# mode of transaction.

As mentioned earlier, no internet is required for participating in digital dealing. A feature mobile phone whose number is registered with the bank is the only requirement to participate.

The *99# mode provides the following services:

- a. Non-financial
- b. Financial and
- c. VAS (Value Added Services).
- a. Non-financial Transaction:
 - Balance enquiry
 - Mini statement
 - Know MMID allotted by the bank during mobile banking registration.
 - Generate MPIN (Mobile PIN) used to authenticate financial transactions
 - Change MPIN and
 - Generate OTP which can be used for different transactions as a second factor of authentication.
- b. Financial Transaction:
 - Fund transfer using Mobile Number and MMID
 - Fund transfer using IFSC and the Account Number of the beneficiary and
 - Fund transfer using the Aadhar number of the beneficiary.

5. Card enabled payments at E-Commerce Sites and POS: ⁽⁷⁾

The most happening and vibrantly used mode of digital payment is the use of Debit/Credit/Internet Banking mode for transacting at E-Commerce sites and at Merchant establishments using the POS terminals.

Such transactions are very easy and quick in buying anything on the E-Commerce sites, also any items purchased at businesses having the POS terminals is time efficient.

The customer needs to have a hands on experience of doing so and thereafter it becomes convenient and hassle free shopping from home.

Also, banks and merchants have starting offering lucrative terms such as reward/loyalty points and Cashback for paying through online mode.

Payments at E-Commerce sites are made secured by asking for OTP's which are sent on the registered mobile account of the bank's customer. At POS terminals, the payments are secured using the ATM PIN of the customer.

6. E-Wallets and E-Purse:

Another popular method of digital payments is the use of third party payment mode called E-Wallets (provided it is not bank based such as SBI Buddy or Corp Bank E- Purse). Here, private players like Airtel (Airtel Money) and PAYTM are involved for generic payments across all merchant establishments.

The customer will first transfer the money to these accounts and thereafter using the Scan Code of the merchant make digital payments.

Though it is popular at the moment with a lot of customers, it may not be long when this mode may become redundant.

7. Cash Deposit Machines:

One of the novel methods of disposing cash without going to the bank is the cash deposit machines. Any amount of cash, single deposit not exceeding Rs.20,000 can be made in the cash deposit machines during the day.

Simple and easy procedure need to be followed at the Kiosk and the amount, after completion of the procedure gets credited to the customer's bank account without any delay.

This method is more beneficial in times of weekends and bank holidays for timely ECS debits of any loan balances during a certain due date.

8. BharatQR Code:

The newest and the world's first inter-operable payment acceptance solution launched by the RBI very recently is BharatQR or Quick Response platform, to simplify digital transactions. It is developed jointly by MasterCard, Visa and NPCI with the idea to eliminate the need for card swiping machines.

Here, the customers need not depend on the merchant to swipe the card and instead its payment through Visa, RuPay or MasterCard will be done through one common QR code of the merchant.

Interesting point to be noted is that the QR code mode of payment is operated through multiple payment gateways. So the idea of POS terminals would just be a matter of time in the digital payment structure.

WHY DIGITALISATION OF INDIAN ECONOMY?

With the advancement of Information Technology, India has to take a giant leap to move from cash economy to cashless economy and thereby reap benefits of the available IT infrastructure.

Research has shown that the negative reasons for digitalisation of Indian economy is to put an end to the running of parallel economy (grey market transactions), hoarding of black (unaccounted) money, nullify the effect of fake currency and strengthen the main stream economy. Also, the major positive reason of digitalisation is comparing the economies of the developed nations and analysing the impact of digitalisation in their exponential growth.

The following tables shows the digital payment transactions of top 10 developed nations in percentage ⁶

Sl no.	Country	Non-cash payments share of Total value of consumer payments	Percentage of Population with a Debit Card
1	Belgium	93	86
2	France	92	69
3	Canada	90	88
4	United Kingdom	89	88
5	Sweden	89	96
6	Australia	86	79
7	Netherlands	85	98
8	United States	80	72
9	Germany	76	88
10	South Korea	70	58

In comparison to the top 10 developed nations of the world, India stands nowhere. In fact, South Korea is the only nation from Asia in the top 10 cashless economy of the world.

FINDINGS OF THE STUDY:

A questionnaire was administered to the respondents comprising questions on personal profile, demonetisation awareness & its impact, digitalisation & its impact and also the use of any of the digitalisation techniques discussed above.

The interview method was used extensively as the selected sample was either illiterate or less educated and their response was recorded and tabulated as follows:

- On the decision of the government on demonetisation
90% replied YES and 8% were UNSURE and 2% said NO.
- Awareness of Digitalisation
86% were aware.

Breakup was as follows:

Digitalisation technique	No of respondents
BHIM	09
IMPS	00
AEPS	02
*99#	05
Card Enabled payments	20
E-Wallets	05
Cash Deposit Machines	02
BHARATQR Code	00

3. Use of Smartphones:
100% of the respondents use smartphones of which 80% have internet connectivity.
4. Do you use ATM
80% of the respondents use ATM for Cash withdrawals
5. Was any digitalisation technique used by the internet user
20% replied positively.
6. Which technique of digitalisation was used by the respondents
BHIM – 2
Card Enabled payments at POS Terminals – 8
7. Aware of digitalisation technique without the use of Internet (*99# mode)
10% YES and whooping 90% said NO.
8. Major concern for use of digital techniques

Concern	Ranking based on difficulty
Cannot take the risk of losing money	I
Remembering the Password	II
Remembering the steps	III
Misuse of phones	IV
Changing of Phone	V

AWARENESS OF DIGITALISATION TECHNIQUES AMONG THE RURAL MASSES OF DK DISTRICT:

As per the directive of the Deputy Commissioners office in collaboration with the office of the Member of Parliament, Shri Nalin Kumar Kateel, a meeting was called on 14th January 2017 of the Bank officials and the Principals of Degree colleges. A resolution was made to promote digital awareness among the rural masses of Dakshina Kannada District.⁽⁸⁾

In lines of this directive, a team of two teachers from every Degree College of DK district was called on 30th January 2017 at ZP Hall for a hands on training programme on creating awareness among the rural masses of DK district.⁽⁹⁾

The survey was specifically done for the purpose of promoting digital awareness by giving them hands on training of 4 methods, viz., BHIM, IMPS, *99# mode and the Card mode of payments. Also a sense of confidence was instilled in them that they can do it very easily provided they make an attempt.

All the respondents were greatly involved in the hands on training programme and another session is anticipated by the end of this month. As we look forward to take the idea of digitalisation to every nook and corner of our country, it is just and fair that the people who are accustomed to digital techniques should come forward and partner the Government in its novel initiative.

CONCLUSION:

Whether this initiative is good or bad is a matter of debate and discussion but one thing is sure that there is no going back to the pervious mode. Demonetisation as well as Voluntary Disclosure Scheme preceding the demonetisation has given the required impetus to start afresh to many of the citizens¹.

Also, economic and social evils like black money, money laundering, parallel economy, high inflation in realty business, grey market dealings, hoarding, etc., have taken a severe beating and a breath of fresh air is visible in the form of reduction of interest rates on borrowings, transparency in doing business and clear cut guidelines to everyone concerned as far as the do's and don'ts in their businesses is concerned.

Only possibility is looking forward and creating awareness among the masses of both urban and rural and help the government in its idea of creating a less cash economy and in turn helping our country gain momentum to become a developed nation.⁽⁵⁾

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