

"THE STUDY ON ROLE OF E-BANKING WITH REFERENCE OF GENERAL PUBLIC OF HEBRI TALUK (UDUPI DISTRICT) TOWARDS THE DIGITAL INDIA CAMPAIGN"

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ABSTRACT

Internet banking or electronic banking is a service provided to customer of the bank to make all the banking transactions through online. It enables easy and speed transaction to customer. In simple e banking means transferring the fund from one account to another through online instead of physical cash payment and cheque. Government of India launched the digital India campaign by recent years but, internet banking concept arrived in India in late 1990s. ICICI was first bank use internet banking to customer in 1996. The study is with the purpose of role of e banking system towards digital India campaign and importance of e commerce in present era. New generation choose e commerce system by its effective works and less scope for traditional system of banking transactions. E banking helps to making all type of payments and receipts like payment of rent, insurance, electric bill, charges and receive receipts. Digital India not only connected with e banking but, Digital India aims at provide the infrastructure of internet and make every citizen as technologically advanced in India and take advantage of internet. Now a days every bank provides internet banking system to their customer and slowly try to remove the traditional system of physical transactions. E commerce also not free from limitations but due to advantages over the disadvantages gives more scope. For developing India e commerce or e banking is essential and important. Because day to day technology developed and update ourself to open up with world.

Keywords: Internet banking, Transactions, Digital India, Payment and Receipts

INTRODUCTION

Digitalization is the integration of digital technologies into everyday life by the digitalization of everything that can be digitized. In literal meaning digitalization given an apparent idea of development and technology dependent world. So, digitalization in India is campaign launched by the government to ensure the services are made available to every citizen of the country electronically by improved online infrastructure and internet services. And making country digitally empower in the technological field which helps to maintain worldwide connections.

Internet Banking refers to the banking services provided by the banks over the internet. Some of these services include paying of bills, funds transfer, viewing account statement, etc. Banks also deliver their latest products and services over the internet. E-banking is one part of digitalization in India which plays a role in digitalize the economy of the country. In that e-banking is the services like personal computer banking, internet banking, virtual banking, online banking. So, e-banking means the internet transfer of money. Such transactions are payments and receives through electronically, it may be the fund transfer, payment of bills, transfers money from one account to another account.

Developing country like India need to fallow these types of systems to sustainable development of the country. Because e-banking system helps to avoid paperwork and problems with physical activities. E-banking helps to speed up the process of banking transactions. But in India people having different mindset and the literacy rate of the country comparatively low. Introducing electronic transactions to day-to-day life is challenging in the current situation.

Educated people are ready to be a smarter but not the old generation, because of lack of experience, knowledge and trust in advanced technology. People of rural area slowly move toward the e-banking system by taking advantage of that services. People who have been involved in the process of emerging technology are taking advantage of efficiency in system. Out of drawback of e systems people of rural areas are interested in electronic transactions one or another way. It may be electronic payments, online purchases, online application for the various services. The purpose of digitalization is slowly working in areas like Hebri.

OBJECTIVES

- To study the people responsibility towards the digitalization movement in India
- To analyze the problem of online banking in rural areas.
- To understand the online financial and banking efficiency towards earning rural customers.

METHODOLOGY

On the basis of requirements of the study, data is collected from various secondary sources like journals, websites, files and articles. And at the same time by the way of interview method, relevant data has been collected to understand the active involvement or respond to the digital India campaign in rural areas like Hebri Taluk. 20 samples were interviewed with structured set of questions relating to banking transactions in simple language. On the basis of that average and percentage are applied for analysis and interpret data.

Digital India and E-banking

The name itself suggest Digitalizing India that is a vision to transform India digitally by infusing technology in governance also known as E-Governance. This campaign was started by our PM in 2015 with a prior objective of connecting people digitally with the new transparent and responsive government like for example, railway computerization, land record computerization, providing digital literacy, availability of high-speed internet, mobile phone and bank account enabling in digital space, providing services in online platform etc.

Benefits with this innovative are;

- Every service would be just a touch away (i.e., by increase in usage of smart phones)
- Banking facilities were made a lot easier, also available in remote areas of the country
- Information is made open to all, access to various government services through a single online platform, for example: UMANG
- Corruption would be reduced by opting online mode for transactions
- Online market available i.e., GeM (government e-marketplace)
- IT Infrastructure is also developed and many employment opportunities will be increased
- Increase rate in ease of doing business.

And a lot of more advantages, hence this can be considered as a good innovative program to transform India digitally.

Disadvantage of internet banking are as follows:

Though there are many advantages of internet banking, but nothing comes without disadvantages and everything has its pros and cons; same is with internet banking. It also has some disadvantages which must be taken care of. The disadvantages of online banking include the following:

- Understanding the usage of internet banking might be difficult for a beginner at the first go. Though there are some sites which offer a demo on how to access online accounts, but not all banks offer this facility. So, a person who is new, might face some difficulty.
- You cannot have access to online banking if you don't have an internet connection; thus, without the availability of internet access, it may not be useful.
- Security of transactions is a big issue. Your account information might get **hacked** by unauthorized people over the internet.
- **Password security** is a must. After receiving your password, do change it and memorize it otherwise your account may be misused by someone who gets to know your password inadvertently.
- You cannot use it, in case, the bank's server is down.
- Another issue is that sometimes it becomes difficult to note whether your transaction was successful or not. It may be due to the loss of net connectivity in between, or due to a slow connection, or the bank's server is down.

Data analysis and interpretation

Table 1: Profile of the respondents

Particulars		No. Of respondents	Percentage
Education level	Primary	5	25%
	SSLC	3	15%
	PUC	4	20%
	Graduate	8	40%
Total		20	100%

Table 2

Type of banking transaction	Physical transfer	12	60%
	Electronic transfer	8	40%
Total		20	100%

Table 3

Kind of service	Banking apps	8	40%
	ATM and credit cards	10	50%
	SMS banking	1	5%
	Non	1	5%
	Total	20	100%

PART A contains a questionnaire of basic information about the respondents. Basic information such as age, qualifications and occupation of the respondents of Hebri taluk. **PART A** showing that basic information about the respondents and **Table 1** represents the **PART A** information in structured manner. In the survey out of 20 samples 5 are having primary level education, that means out of 100%, 25% are below SSLC. 15% are SSLC out of 20 samples and 4 are having PUC level of education that is 20% out of 100% and remaining 8 samples are graduated that is 40%. On the basis of type bank transaction there two sets, those who are using physical transactions and electronic transactions. Out of 20 samples 60% are using old method that is physical method and 40% are engaged in electronic payment system. It is near to equal. Out of 20 samples 5% are benefiting SMS banking service. 50% of people using ATM and credit card services, services like online banking are used by 40% of respondents and remaining 5% are not getting a single electronic service by banking, they should visit the bank for every transaction.

PART B

TABLE 4: Represents position of online banking

Particulars	No. Respondents	Percentage
Non users	6	30%
Users	8	40%
Wish to use	6	30%
Total	20	100%

Table 4: Table 4 shows that the present position of online banking in rural area with 20 samples interpretation. The people who are dealing with the electronic business or electronic banking are 40% out 100%. Comparing to non-user or old method users it is high. People who do not have access any internet banking services are equal to the people who are highly interested in the online transaction that is 30% each. So, data interpretation show that people of rural areas are also interested in digitalization.

Table 5: Represents reasons to use online transactions

Particulars	No. of respondents	Percentage
Easy and time saving	6	30%
More secured	2	10%
Efficiency and technology	2	10%
Non	10	50%
Total	20	100%

Table 5: Table represent the various reasons that motivated the respondent to use internet banking. 20 samples 6 are saying that online banking is easy transaction comparing to physical transactions and also it saves the time, so out of 100%, 30% are giving easy-to-use reason for online banking. In another way 10% are giving the security reason. Internet banking is more secured because there is chance of theft, damage, missing are less and records safer in software. And same 10% of people giving the reason of efficiency and advanced technology. Some people are very much interested in advanced technology and they want to learn how to use the internet facilities. Remaining 50% are not interested in online transactions with or without reason.

Table 6: Showing the problem of e banking in rural areas

Particulars	No. Of respondents	Percentage
Lack of knowledge	5	25%
Unaware of services	3	15%
Lack of Internet	4	20%
Nothing	8	40%

Table 6: Table represents the various reasons that make respondents to do not have online banking services. Out of 100%,25%% are giving the reason that they are not knowing how to use and how to operate. That means rural people basically illiterate and they don't know much about technology and their usage. So, they operating physically transaction which is convenient to them. Out of 20 samples 5 are not using because of unaware of the services. Many poor people are not aware of the services available in the public sectors like banks. 4 of 20 samples that is 20% of respondents having the internet problem in their locality and not able to get internet to their mobile phones. Remaining 40% not having much problems and they are getting facilities of e banking services.

Table 7: Represents the opinion of the customers

Particulars	No. Of respondents	Percentage
Good	10	50%
Average	4	20%
Not good	6	30%
Total	20	100%

Table 7: Table represents the customers opinion towards the service of banking. 10 out 20 samples are mentioned that they are satisfied with electronic transactions of banking and services is good 50%. But 30% of people says that it's is a good service but it has lot of drawbacks in system. So, they are not going to involve in the electric transfer of money. Remains 20% express their average satisfaction of e banking services. By observing that people of rural areas are having different opinions about electronic transfers of banking services and most of them are intended to fallow advance and ready to update with advance technology. But they are still some people who are not interested and not trusting in such a system.

Findings

- Out of 20 respondent 40% are using online services of banking and 30% are interested in online banking and believe that online banking having future.
- In 20 respondent's majority says that 60% is due to only basic problems of internet infrastructure, knowledge and awareness.
- The people who are not using this online facility are most of lower level of education and lack of knowledge about movement of cash less society.
- Lower level of education and lack of knowledge is major reason behind the low user of e banking services.
- Security issues and trust in the electronic banking is the minor reason to low user of e banking services.
- People of rural area also interested towards digitalization movement except 30% out of 20 samples due to certain reason.

Suggestion:

- People should involve themselves in such a movement and it helps to Sustainable development of India.
- The government of India needs to take a few measures to expand infrastructure facility like internet, which will reduce the issues relating to online banking.
- More importantly banks are need to direct the people how to use e banking services and try to change the mindset of people.
- Banks should avoid the issues of the online banking and it helps to trustworthy.
- Government should undertake workshops about internet banking in rural areas.
- Encouraging and offering customers with effective communication and understanding the need of customer.

Conclusion :

E banking or e financing is essential part of digitalization movement because the monitor transactions are taken place and the main in tension of digitalization is to cash less society. The banking industry has been a leader in the Internet application in recent years. E-banking has thus become a hot topic in the related literature. Some key issues addressed in the recent literature about the e-banking include: customer acceptance and satisfaction, services rendered, value added for both the banks and consumers, privacy concerns, profitability, operational risks, and competition from non-banking institutions. Smaller community banks, among others, are more interested in the e-banking services to gain competitive edges over their larger counterparts. This paper describes the study with reference of general public of Hebri taluk and people involvement in operating e-banking services. A follow-up questionnaire survey is conducted to collect information about the interest of the people in e-banking operations is discussed in this paper. In that 40% of people are operating online banking systems and they getting the benefits of e banking services in rural areas. By the survey we came to know that 30% of 20 respondent are interested in electronic banking services and they wish to operate in future days. Total out of 20 samples 70% people are going to be digitalization and 30% are not using electronic transactions.

Except that the overall analysis represents rural areas also contributing by emerged trends of e banking systems to digitalization movement of the India.

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