

# Growth Rate of Online Banking before Digital India & after Digital India Scheme

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**Abstract**— The survey is to identify the preferred the online banking system before & after Digitization. In all 82 responds, with 40 from Nagpur city & remaining 40 from area wise used to analysis the object delve .Research delve and analytical temper and crutched on convince sampling method. Delve indicated that indeed there was a significant change in preferred mode of online banking before & after digitization. Again from the study it was observed that the most of the people are aware with Digital India .From the study aims at accessing the growth rate of online banking before & after Digital India scheme.

**Keywords:** Digitization, Online Banking, Cashless transaction

## I. INTRODUCTION

Bank is institute of finance and a financial intermediary which accept deposits and deposits into lending activities, either directly by loan or indirectly by markets of capital. Bank accepts deposits from public and gives credit. Stability of finance of country banks are regulated in country .It also provide service of credit, debit, loan, reconciliation, recovery, management of wealth, locker system.

### A. Classification of Banking:

Banks are classified into National bank, Foreign banks, Sectors bank, RRB(Regional Rural Bank).Where as Foreign Bank, RRB's , Sector bank are comes under the Commercial bank .Bank also are having type of Cooperative Banks and Societies. Whereas Cooperative banks are works under the Reserve Bank of India.

### B. Online Banking:

Online Banking comes under Banking Service. Online Banking services is can be provide by using via internet. Online banking is called as net banking or internet banking. Online banking is Electronic payment system .Online banking is can be operated by through Mobile, laptops and computer. With the help of online banking transactions, payments, online shopping is can be done. By using online banking people can save their time. And also don't visit to bank branches every time. Online banking is very useful and beneficial for the people in this fast life. By using online banking people can do all transactions, deposits, online shopping and all payments at their work, home from anywhere they can do online banking.

### C. Digital India:

Government of India is launched the Digital India scheme to provide government services to people. And give proper knowledge and benefits of Digital India scheme to people. Digital India scheme is can be provide by electronically. By using Digital India scheme increases internet connectivity and also improve technology.

### D. Objectives of Study:-

- Examine the growth rate of online banking after Digital India
- Awareness of online banking in Nagpur City
- Awareness of Government Scheme of Digital India

## II. LITERATURE REVIEW

- 1) Priti Rai et all (2018): The study revealed that prior to the demonetization exercised generally the preferred mode of payment was cash however the post demonetization preferred mode of payment was mainly in net banking .Delve finds that linea with analysis of Reserve Bank of India, which indicated that the transaction of mobile banking has increased by 170% transacted amount was increased by 350% in last one year. Thus consumers preferred net banking mode of payment after demonetization. The in a systematic state the consumers preferred the E-Wallet mobile app after demonetization exercise where as consumers did not preferred cheque payment mode after demonetization. The demonetization was great move.
- 2) Priti Rai et all (2019) Government preparation towards the online banking &demonetization exercise was good move. Cash was not available in bank & ATM which resulted in long ques in front of the bank & ATM. Any type of buying behavior was not affected during the demonetization exercise. Prices of product was not changed during 2016 demonetization because public easily switch on the digital payment like: Paytm, E-Wallet etc. This Demonetization is long term profit in Indian economy. It is good move for the economy.
- 3) Manpreet Kaur et all (2017) Study on demonetization and impact on Cashless Payment System. Manpreet Kaur said that in economy the cash less system is can having many benefits. Like less cost consuming, less cost, less paper transaction. He think that transaction system is failure in all sector is cashless transaction system.

## III. RESEARCH METHODOLOGY

It describe the source of data, sampling size, study area, sampling methods and testing of questioner. Delve required that data was collected from two different sources that. First source is Primary source and Second source is Secondary source .Whereas Primary source of data was collected from questioner and Secondary source of data was collected from various previous paper websites.

Source of Data	Initial(Primary) Sources -Data was collected from Questioner
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	collateral(Secondary) Sources - Data was collected from Newspaper and Journal
Sample Size	82
Study Area	Maharashtra
Sample Technique	Convenience
Respondents	Customers
Statistical Tools	Percentage Analysis, Gap Analysis

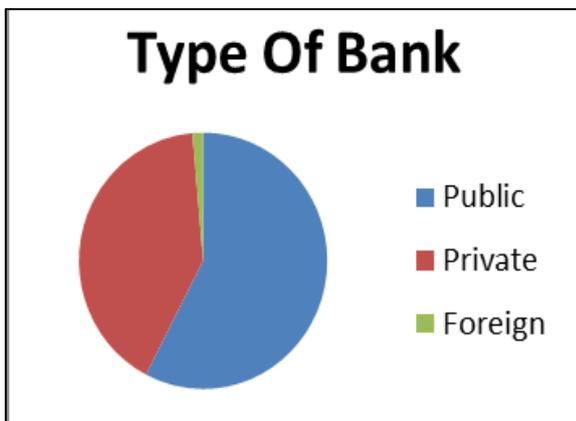
A. Demographic Representation:

Gender	Male = 34%	Female = 64%		
Age	18-25 = 77%	25-30% = 18%	30-35% = 4%	
Educational Qualification	Post Graduate = 50%	Under Graduate = 38%	Diploma = 8%	12th = 4%
Monthly Income	Below 10000 = 51%	10000-20000 = 17%	20000-30000 = 14%	30000-50000 = 17%

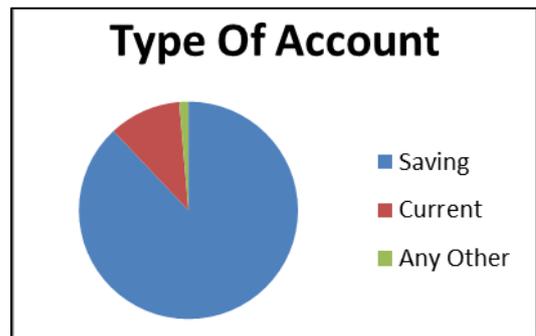
As per the survey the response I got from the in terms of the percentage are:-

- In the Gender there are the percentage of Male is 35% and the percentage of Women is 64%.
- In the Age there are the 3 categories. 1st is 18-25 years are having 77% people. 2nd is 25-30 years are having 18% people. 3rd is 30-35 years are having 4% people.
- In the Educational Level there are 4 categories. 1st is post graduate it contains 50% people. 2nd is Under Graduate it contains 38% people. 3rd is Diploma it contains 8% people. 4th is 12th it contains 4% people.
- In the Monthly Income there are 4 categories. 1st is the Below 10000 income are having 51% people. 2nd is 10000-20000 income are having 17% people. 3rd is 20000-30000 income are having 14% people. 4th is the 30000-40000 income are having 17% people.

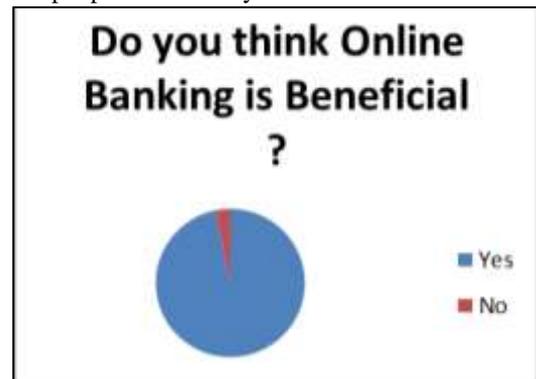
IV. GRAPHICAL REPRESENTATION



According to survey I found that 58% people used the Public Bank. 41% people used the private bank. & only 1% people is used foreign bank



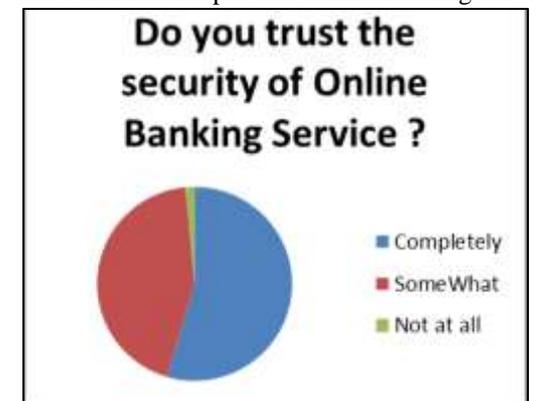
According to survey I found that 88% people used the saving bank account. 11% people is used the current bank account. Only 1% people is used Anyother account.



According to survey 95% people is used the Online Banking. only 5% people is not used Online Banking

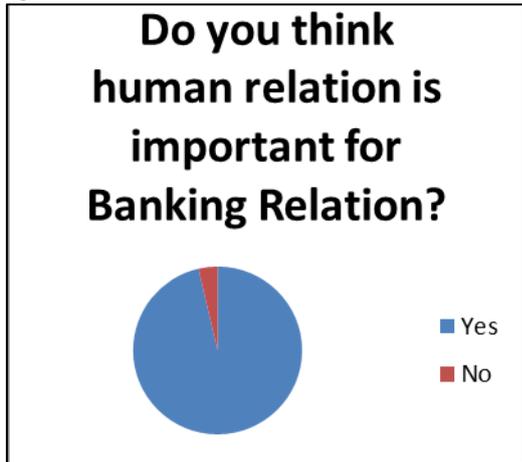


According to survey 97% Bank is provide Online Banking services. 3% Bank is not provide Online Banking Services

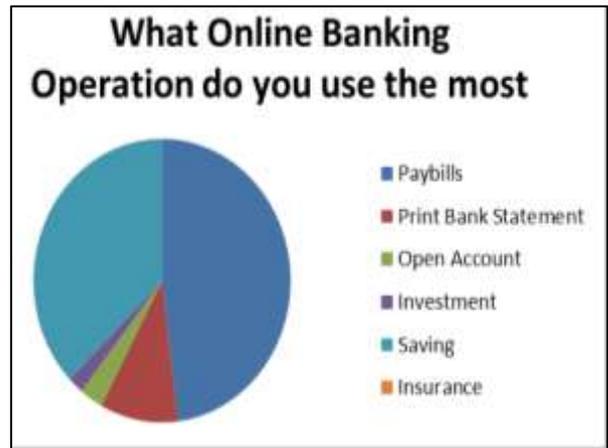


According to survey 51% people completely trust on Security of Online Banking Services. 41% people somewhat trust on

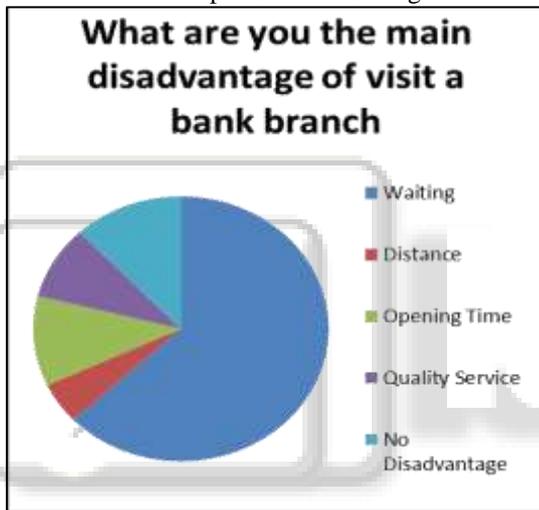
Online Banking Services.8% people is not trust on Online Banking Services.



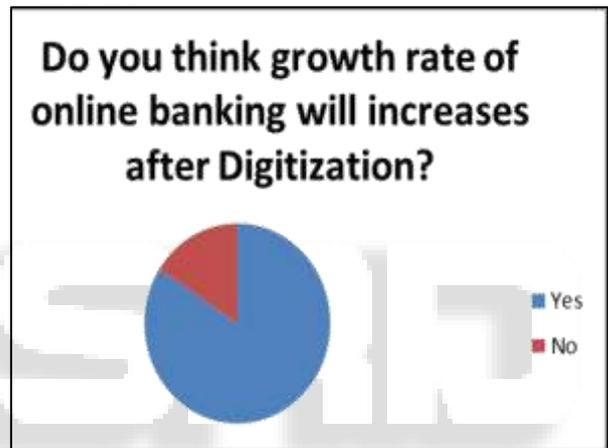
According to survey 96% people think human relation is important for Banking Relation .where 4% people think human relation is not important for Banking Relation.



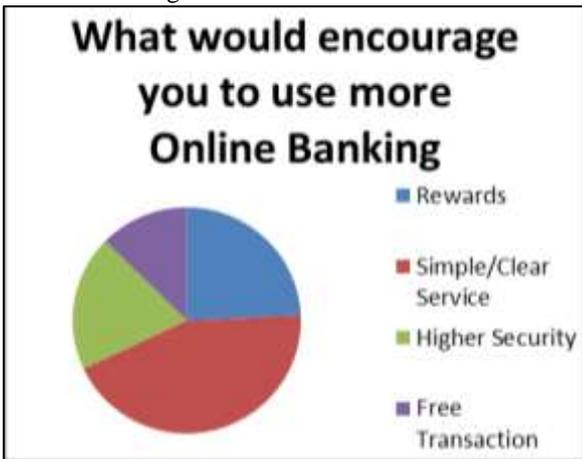
According to survey 48.7% people is used this operation for Paybills.32% people is used for Saving .9% people is used for Print Bank Statement .1% people is used for the Investment.5% people is used for Open Account.1% is used for Insurance.



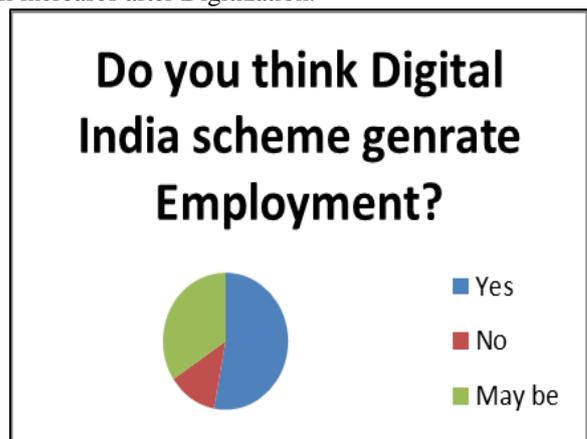
According to survey 63% represented that waiting is the main disadvantages of Bank Branch, 2% is distance, 10 % is Opening time, 8% is Quality Services disadvantage.12% is the No Disadvantage.



According to survey I found that 84% people think that that Growth rate of online banking is increase after digitization.& 16% people is don't think that growth rate of online banking will increases after Digitization.



According to survey I found that 44% people is used online banking service because Simple & clear service.24% people is used because of Rewards. 19% people is used due to Higher security.& remaining 12.7% people is used this service because of free transaction.



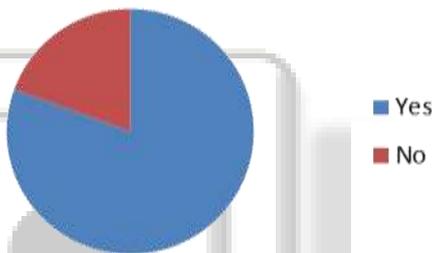
According to survey I found that 53.8% people think that Digital India scheme generate the employment.12.5% people don't agree with the Digital India scheme & remaining 33.8% people think that may be Digital India scheme generate employment.

### Do you think Digital India scheme pushing E-Governance



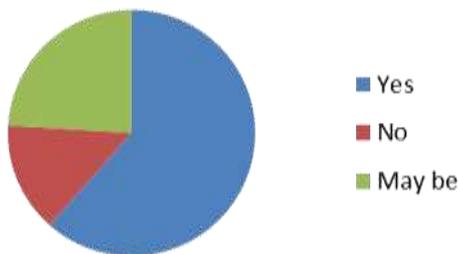
According to survey 60.8% people think that Digital India scheme pushing E-Governance. 9% people don't think Digital India scheme pushing E-Governance. 31.6% people is think that may be Digital India scheme pushing E-Governance.

### Do you agree with E-Signature



According to survey 82.3% people agree with E-Signature. & 17.7% people not agree with E-Signature.

### Do you think Digital Locker is beneficial



According to survey 62.5% people is think that Digital Locker is beneficial. 13.7% people is not agree with the Digital Locker is beneficial. 23.8% is maybe think that Digital Locker is beneficial.

#### V. GAP ANALYSIS

With the help of gap analysis we find that that people who are interested to use the Saving Account are 88% that is more than other account. 95% people is used the Online banking rather than offline banking. With the help of gap analysis 96%

people is think that Human relation is important for banking. 63% represented that waiting is main disadvantage of visit bank branch. According to gap analysis 83% represent the growth rate of online banking is increased. 61% represent the Digital India scheme pushing the E-Governance. 82% the people are agree with the E-signature as per response.

#### VI. FINDING & CONCLUSION

Demonetization is tool is used by central government .It influence and brought changes in all the corner of economy .By demonetization banks are the major institute which was directly affected. Denomination was banned back ploughed and banks allows citizen to exchange with it. When it was interchange its interfere interim and orderly operation was influence. Its affected very badly extent to major bank operation .It helps economies for increase and development of country with help of financial institutions like banks. Government preparation towards the online banking before & after a digital India exercise was in adequate this brought serious rapacious on people & customer because the cash was not available in the bank & ATM which result in the long queue in front of ATM's bank .Customers buying behavior was not change because public easily switch on the digital payments like Paytm, E-Wallet .where as consumers did not preferred cheque payments mode after digitization. The digitization exercise was great move on Indian Economy.

#### VII. LIMITATION OF STUDY

The sample collected is only from Maharashtra. If its collected from other state the result may be different. The sample size is 82 if we collect more the result may be different.

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