



ATHARVA INSTITUTE OF MANAGEMENT STUDIES

(Approved by AICTE, DTE & Affiliated to University of Mumbai)

(NAAC Accredited)

International Research Project

on

“Digital Banking in Rural India”

(29th and 30th July 2019)

In collaboration with

Nitty University,Mangalore,India

&

School of Social Policy and Practice,University of Pennsylvania, USA

A Report

Prepared by –

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Coordinator,IQAC,AIMS,Mumbai

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Introduction

88 students of PGDM – Sem. III and MMS – Sem. III and 8 faculty members, namely Dr. Shubhi Lall Agarwal, Prof. Vaibhav Patil, Dr. Tarveen Kaur, Prof. Preeti Kaushik, Prof. Neha Kukreja and Prof. Harsh Modi were a part of the research project scheduled on 29th July 2019 and 30th July 2019 on “Digital Banking in Rural India” (Case Study: Dhasai and nearby Villages) by Nitty University, Mangalore in collaboration with School of Social Policy and Practice, University of Pennsylvania, USA.

Objective

The objective of the research was to find out the implementation of cashless banking in Rural India taking case of Tekewadi and Dhasai Village of Mumbai, Maharashtra.

Process Followed

The preliminary Survey work was explained to the students under the guidance of faculty members and the same was conducted by the students and faculty members of AIMS, Mumbai.

Pre-visit at Dhasai Village

A Pre-visit at Dhasai village was conducted to meet the Sarpanch by Dr Shubhi Lall Agarwal, Prof. Harsh Modi and Prof. Vaibhav Patil to understand the scenario of the village and the roads to reach the area/location.

They discussed the language used by the villagers and converted the preliminary survey form into Marathi and Hindi for the villagers. They also took a survey of rains and its impact in that area asked about the safest path if any to reach the location.



Dr Shubhi Lall, Prof. Harsh Modi and Prof. Vaibhav Patil meeting the Sarpanch of Dhasai Village, Mumbai

Day 1: 29th July 2019 – Training Programme on Survey

A Training session on Survey was conducted by Prof. Ram Cnan, Professor, Social Science, University of Pennsylvania. He discussed the survey form with the students and guided them to fetch the data from the villagers of Dhasai and Murbad Village.



Prof. Ram Cnan Addressing the students of AIMS



Students and faculty members listening to Dr Ram Cnan very patiently



Attendees with Prof. Ram Cnan and Prof. MS Moodithaya

Day 1: 30th July 2019 – Preliminary Survey



Dr Moodithaya and Dr Ram Cnan addressing the villagers



Dr. Tarveen Kaur and Prof. Preeti Kaushik with the students in bus before reaching to village



Dr. MS Moodithaya and Dr. Shubhi Lall Agarwal along with Dr. Ram Cnan addressing the villages on the importance of the survey.



Prof. Ram Cnan listening to the villagers and sarpanch of Dhasai Village



Students having Lunch post survey work

Distribution of Certificates to Faculty and Students



Prof. Ram Cnan distributing the certificate to Dr. Shubhi Lall Agarwal, Incharge-Research Project





Prof. Ram Cnan addressing the students during certificate distribution with his concluding remarks



Students of AIMS with Dr Ram Cnan, Professor, University of Pennsylvania

Survey Form – Page 1

Digital Banking

Research Project of University of Pennsylvania & Nitte University

Questionnaire Number: _____ (To be used by the researcher)

Investigator

Investigator Name _____

Date _____

Investigators Signature _____

Village _____

District _____

State _____

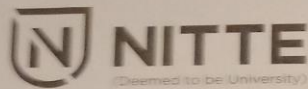
INSTRUCTIONS:

Please tell respondent that the information collected will be used for research purposes only and the details will be kept CONFIDENTIAL. No one in the respondents' family, SHG, or bank will be able to get the information except in an aggregate fashion.

1. Please read each question carefully
2. Make sure respondent understands question
3. Please accurately put in answer
4. If respondent does not know exact number, ask him or her to estimate the number
5. If respondent refuses to answer, please do not force and answer, just mark the response as N/A
6. **Thank each respondent at the end of the survey**

Note : The survey form is not disclosed to maintain the secrecy.

Appreciation Letter from Dr. Majalody S. Moodithaya, Pro Vice Chancellor, Nitty University, Mangalore



(Established under Section 3 of UGC Act, 1956)
Placed under Category 'A' by MHRD, Govt
Accredited with 'A' Grade by NAAC

Prof. Dr. M.S. Moodithaya
Pro Vice-Chancellor

Dr. Sujatana Pandey
Director, Atharva Institute of Management
Malad, Mumbai

02nd August 2019

Dear Dr. Pandey,

Sub: Collaborative Research Project with University of Pennsylvania on *Reversing the Digital Divide: Digital Banking in Rural India*.

Greetings from Nitte (Deemed to be University)!

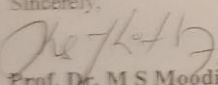
With reference to the subject cited above, I am pleased to inform you that with the cooperation and support from your faculty Dr. Shubhi Lal and her team along with your enthusiastic MBA students, our field survey on the research project titled *Reversing the Digital Divide: Digital Banking in Rural India* was successfully completed on 31st July 2019. The project is being undertaken in association with University of Pennsylvania, USA. The study aims at understanding the issues concerning the penetration of digital banking practices in rural India through the intervention of Government and Non-Government agencies and developing a model for cashless villages across the country based on these experiences. Your student volunteers have collected data from nearly 340 households through a structured questionnaire, under the supervision of Scholars from Nitte and University of Pennsylvania, USA.

During the field survey, we found your students to be very committed to the work assigned and creative in collecting the data needed for the project. Their role in completing the study on time with quality inputs is appreciated. Kindly convey our regards and thanks to all your students who worked tirelessly on this research endeavour.


On behalf of the entire Team from my University and the Team from University of Pennsylvania, led by Prof. Ram A Cnaan, I thank you for making this happen.

With regards,

Sincerely,


Prof. Dr. M S Moodithaya
Pro Vice-Chancellor

Sample Certificate

 NITTE (Deemed to be University)	
COLLABORATE RESEARCH PROJECT ON DIGITAL BANKING IN RURAL INDIA	
<i>in association with</i>	
SCHOOL OF SOCIAL POLICY AND PRACTICE, UNIVERSITY OF PENNSYLVANIA, USA	
CERTIFICATE	
This is to Certify that Mr/Ms. of	
has actively participated in the field investigation for the Research Project entitled Digital Banking in Rural India	
from to The Research Project was supported by the <i>Global Engagement Fund</i> of the	
University of Pennsylvania, USA.	
Prof. Dr. M.S. Moodithaya Pro Vice-Chancellor Nitte (Deemed to be University)	Prof. Dr. Ram A Cnaan Professor & Director University of Pennsylvania, USA

Expenditure on the project

Expenditure statement of “Research Project” on “Digital Banking in Rural India”

95 students of PGDM – Sem. III and MMS – Sem. III and 8 faculty members, namely Dr. Shubhi Lall Agarwal, Prof. Vaibhav Patil and Prof. Harsh Modi will be a part of the research project scheduled on 30th July 2019 on “Digital Banking in Rural India” (Case Study: Dhasai and nearby Villages, Murbad) by Nitty University, Mangalore in collaboration with School of Social Policy and Practice, University of Pennsylvania, USA.

Sr. No.	Particulars	Amount
1	2 Buses (From AIMS to Dhasai Village and back to AIMS)	
	2X2 A/C BUS @ Rs. 18,000/- per bus including toll X 2 Buses =	Rs.36,000/-
2	Food	
	i) Breakfast	Rs. 9,000/- (100 packets @ Rs. 90/-)
	ii) Lunch	Rs. 25,000/- (100 packets @ Rs. 250/-)
	iii) Tea/Snacks	Rs. 9,000/- (100 packets @ Rs. 90/-)
3	Photocopy of Survey Forms	Rs. 15,232/- (1,350/- survey forms)
4	Certificates	Rs. 1,500/-
5	Previsit to Dhasai and Tekawadi on 18th July 2019	Rs. 2400/- (cab charges)
6	Remuneration to 95 students	Rs. 95,000/- (95 @ Rs. 1000)
7	Remuneration to 8 staff members	Rs 16,000/- (8 @ Rs. 2000)
	Total	Rs. 2,09,132/-
	GST(5%)	Rs. 10,456/-
	Total expenditure incurred	Rs. 2,19,588/-

Student Details

The students were divided into two groups and sent to two villages with faculty members to conduct the survey work.

- Serial Number 1 to 44 was allotted Dhasai location for the survey work. List of students enclosed here with for ready reference.

SR. NO.	NAME	CLASS	AMT
1	Pooja Mandhare	PGDM 3	1000
2	Mannan Mujawar	PGDM 3	1000
3	Rohini Kukreja	MMS 3	1000
4	Chinmay	MMS 3	1000
5	Maitri Panchal	PGDM 3	1000
6	Vishwajeet Javlekar	PGDM 3	1000
7	Ramanand Singh	PGDM 3	1000
8	Akshay Salian	PGDM 3	1000
9	Yukti Rupareliya	MMS 3	1000
10	Riya Mohan	MMS 3	1000
11	Radhika Bihani	MMS 3	1000
12	Siddhi Vichare	MMS 3	1000
13	Nidhi Hemani	PGDM 3	1000
14	Janhavi Chavan	PGDM 3	1000
15	Denil Shah	MMS 3	1000
16	Utkarsha raut	MMS 3	1000
17	Anuj Shah	MMS 3	1000
18	Priyal Vartak	MMS 3	1000

19	Jimit Parekh	MMS 3	1000
20	Jagruti Shimpi	MMS 3	1000
21	Vidushi Arora	MMS 3	1000
22	Prachi Vartak	MMS 3	1000
23	Seema Tukoji	MMS 3	1000
24	Krishnakant Gaikwad	MMS 3	1000
25	Nishtha Jain	PGDM 3	1000
26	Aishwarya Manjrekar	PGDM 3	1000
27	Samiksha Naik	MMS 3	1000
28	Ramasare	MMS 3	1000
29	Thomson Nunes	MMS 3	1000
30	Devesh Prabhu	MMS 3	1000
31	Mamata Adagatla	MMS 3	1000
32	Varun Chaudhary	MMS 3	1000
33	Dimple Rathod	PGDM 3	1000
34	Aabhasi Chachire	MMS 3	1000
35	Vishal Niungare	MMS 3	1000
36	Deepak Gupta	PGDM 3	1000
37	Shivshankar Gupta	PGDM 3	1000
38	Snehal Garde	PGDM 1	1000
39	Aadesh Shah	PGDM 3	1000
40	Miral Shah	PGDM 3	1000
41	Quentin D'mello	PGDM 3	1000
42	Dhanvi Shah	PGDM 3	1000
43	Rohan Chandane	MMS 3	1000

44	Shubham Gangan	MMS 3	1000
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- Serial Number 45 to 88 were allotted Tekewadi location for the survey work. List of students enclosed here with

SR. NO.	TEKEWADI	CLASS	AMT
45	Vismaya Kattussery	PGDM 3	1000
46	Mitesh Adraj	PGDM 1	1000
47	Pratik Birla	PGDM 3	1000
48	Raunak Singh	PGDM 1	1000
49	Sameen Usmani	PGDM 3	1000
50	Abhishek Sawant	PGDM 1	1000
51	Neha Singh	PGDM 3	1000
52	Jaie More	PGDM 1	1000
53	Madhura Adwankar	PGDM 3	1000
54	Yash Harsora	PGDM 1	1000
55	Rajkumar Chaurasiya	PGDM 3	1000
56	Mayuri Thakkar	PGDM 1	1000
57	Karunakar Chittigala	PGDM 3	1000
58	Prathamesh Harshe	PGDM 1	1000
59	Dinesh Suthar	PGDM 3	1000
60	Pracheta Khot	PGDM 1	1000
61	Shivani Shah	PGDM 3	1000
62	Sanika Vishwasrao	PGDM 1	1000

63	Dimple Gangar	PGDM 3	1000
64	Nihar Bhavani	PGDM 1	1000
65	Ashwin Jha	PGDM 1	1000
66	Apurva Shinde	PGDM 1	1000
67	Vaishali Sonagra	PGDM 1	1000
68	Aditya	PGDM 1	1000
69	Omkar Kirkire	PGDM 1	1000
70	Jay Gandhi	PGDM1	1000
71	Rhucha Sawant	MMS 3	1000
72	Yadnesh Shetty	PGDM 1	1000
73	Mugdha Adivrekar	MMS 3	1000
74	Bhumini Gandhi	PGDM 1	1000
75	Pankaj Bhagwat	MMS 3	1000
76	Bhushan Purohit	PGDM 1	1000
77	Kunal Kadam	MMS 3	1000
78	Bhavya Savla	PGDM 1	1000
79	Aditi Shirgaokar	PGDM 3	1000
80	Yash Dongre	PGDM 1	1000
81	Karan Cholera	MMS 3	1000
82	Vineet Dhond	PGDM 1	1000
83	Jaismine Parekh	MMS 3	1000
84	Pranay Lokhande	PGDM 1	1000
85	Rashmi Yadav	MMS 3	1000

86	Shubhankar Kallanpur	PGDM 1	1000
87	Akash Vishwakarma	PGDM 3	1000
88	Sumon Bera	PGDM 3	1000

List of 8 staff members participated and benefitted in Research Project

Srl	Name	Amount
1	Dr. Shubhi Lall Agarwal	2000/-
2	Prof. VaibhavPatil	2000/-
3	Prof. Preeti Kaushik	2000/-
4	Prof. DevikaTalreja	2000/-
5	Prof. Preeti Kaushik	2000/-
6	Prof. Harsh Modi	2000/-
7	Mr. DevendraKohli	2000/-
8	Mr. Prashant Satam	2000/-

Conclusion

The research work taught the students about the primary search of data and gave them an exposure to the process of research. Overall, it was a great experience for the students and they understood the ground reality about cashless banking implemented in villages of India.

Many inspired students started working on their research papers using primary data collection as their tool.

Recommendations

The following recommendations were conveyed by Dr. Shubhi Lall Agarwal to Dr Ram Cnan ;

- It was recommended to the external bodies to conduct such survey in non rainy seasons because unpredictable rains can reduce the speed of data collection in Mumbai.
- It was also recommended to create questionnaire in a very non technical language to fetch the data easily from the illiterate villagers.