

**CASHLESS ECONOMY IN RAJASTHAN:
OPPORTUNITIES AND CHALLENGES**
(WITH SPECIAL REFERENCE TO JHUNJHUNU DISTRICT)

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ABSTRACT

Cash is very prominence for human being like essential commodities. without cash human being not persist the life. Cashless economy is a mixed economy system in which there is slight or depleted outflow of cash in the community. Commodities escort and paid through by electronic mode. it may include (internet banking, mobile banking, debit and credit card and digital wallet etc) digital transaction bring best transparency and accountability in the economy. This paper focus on concept of challenges and opportunity in Jhunjhunu district. The cashless economy is a part of Digital India programme.

KEYWORDS: *Cash, Cashless Economy, Transparency, Accountability, Challenges.*

Introduction

A cashless society describes on economic situation that implies a system where the cash is transformed in to its digital face. So legal cash exist. and this is an exchange only in the form of electronic digital. In other words, cashless economy means higher ratio use of digital mode and low ratio use of money in transaction. This economy mostly based on plastic or digital money. Cashless economy is designed to break down conventional obstacle. It brings low cost, secure and miserable financial service to urban and rural areas across the country. It may include using of internet banking, mobile banking, debit and credit cards, point of sales machine and digital wallet to transact money. Sweden, china and United Kingdom are the country today that are totally cashless. In India 95% of people use cashless transactions (Nov,23,2018). The cashless economy got a further boost in India and Rajasthan after Demonetization. Cashless economy will be very profitable even in corona era. Gujarat, Haryana and Telangana come out as the top three states with the abundant in going cashless in the country.

States Rankings

- Gujarat
- Telangana
- Haryana
- Uttar Pradesh
- Delhi
- Himachal Pradesh
- Uttarakhand
- Punjab
- Andhra Pradesh
- Maharashtra
- Rajasthan

So, Rajasthan is got 11th position in India because many problems and challenges faced accepting cashless economy.

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Conceptual Background of Rajasthan and Jhunjhunu

Rajasthan (Land of Maharajas) is the largest state of India, its area is (342,239 Sq. kilometer) which is 10.4% of all India. Rajasthan ranks seventh in India in terms of population. Its population as per AADHAR INDIA (update 31 may 2020) is estimated to be (8.1 crores). The Rajasthan government has been taking many steps in the context of cashless economy. Ajmer district of Rajasthan ranks 5th in the whole of India, which is moving towards cashless. Jaipur metro also adopting fully cashless transaction.

Jhunjhunu

Jhunjhunu is a main prominent district of Rajasthan. The total geographical area of the district is 5929 Sq. Km. which is divided into 8 tehsils. According to the 2020/2021 census Jhunjhunu district has a population of 2,399,558 (estimated as per Aadhar uidai.gov.in February, 2019 data) Literate people (1,370,360) of which male (815,834) and female (554,526) are respectively. Jhunjhunu has an average literacy rate of 74.72%.

Objective of Study

- To Access the status of 'cashless layout' in Jhunjhunu district.
- To Analysis the various scheme of Rajasthan govt. regarding the cashless transaction.
- To examine the challenges in cashless transaction method in Rajasthan.
- To analyze the effects of cashless transaction methods on consumers.

Research Methodology

The research is a descriptive and quantitatively in nature and uses primary and secondary data as well as. A simple passive design is also called a correlation design in which the describe their relationship. The research design is rigid as purposively different types of consumer are chosen. Secondary data collected through field survey, by questionnaire and direct personal interview method. The data is also collected by Economy and Statistic department, Reserve Bank of India report and digital payment committee. This study is focus on the challenges of faced by the cashless economy in the context of Jhunjhunu district and the opportunity coming in the context of cashless economy were also shown. I used mean and correlation for this study to find out the exact relation between cashless transaction and respondent (directly or indirectly) by reports of bank and different types of people. The collected data will be analyzed using statistical like mean, F-test, T-test, and correlation mean and standard deviation.

Table 1: Age wise Classification of the Applicants.

Age Group	F	%	Valid %	CF%
18-25 years	30	20	20	20
25-35 years	70	46.66	46.66	66.66
35-50 years	35	23.33	23.33	89.99
Above 50 years	15	10	10	99.99
Total	150	100	100	

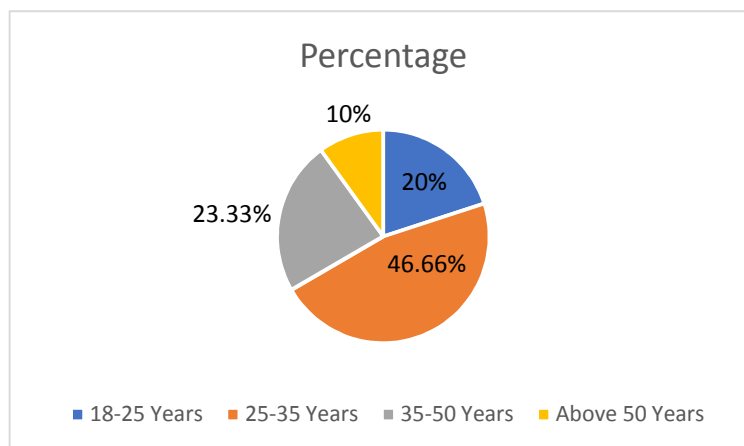


Fig. 1: Age wise Classification of the Applicants

Figure 1, the maximum number 70 of applicants from 25 to 35 years age group and the lowest from above 50 years age group 15 applicants. Mean of this data is 30.17.

Challenges of Cashless Society

- **Financial Inclusion:** Mostly 60% of the country population has bank accounts. Still large number of people is not having bank account (also Jhunjhunu district). more than 228 million accounts were opened under Pradhan Mantri Jan Dhan Yojana (PMJDY) scheme.
- **Shortage of Infrastructure:** In rural and urban area ATM facility is not available according to population. Deployment of core resources due to financial constraints is also a major problem.
- **Absence of Education:** Absence of education among ordinary Rural people. They do not have accounts in the bank (specially women). although the literacy rate in Jhunjhunu districts is high, but due to lack of technical knowledge in them, they're not able to adopt this system. The people are not able to operate the cards. Villagers are not aware of the security measures like pin number etc.
- **Accessibility of Technology:** Technology is basic requirement for the banking transactions. It is compulsory for cashless transactions. Technology can help the persons to do the thinks better and properly. With the help of technology, we can score maximum cashless transactions. But it reached rural area was not fully developed.
- **Hesitation to join cashless System:** Generally, people are hesitated in adopting cashless transaction. One of the main reasons for this is the knowledge of technology. And the second main reason is the cost of its resources. It is also not being adopted due to cyber crime happening in the district.
- **Preservation Issue:** Preservation issue is major challenge for aspirants. Some people give their ATM card and pin number to other due to ignorance.
- **Senior Citizen:** Senior citizen finds it difficult to understand cashless translations.
- **Other challenges:** Some more major challenges we see before us like un even profile of the participants, time taken for transactions, missing customer awareness, language problem, ability problems in payment system etc.

Merits of Cashless Economy

- Demonetisation and digital payment get a boost.
- This system leads to the medium of economic development.
- This arrangement also helps in bringing down interest rate.
- New technology right for the world.
- "Hawala channel" can stop the distribution of the black money through the channel without cash transaction.

Suggestions

- Discount should be made on cashless transaction.
- Technology should be brought to the village and its benefits should be made aware.
- The government should formulate new policies, regarding cashless transitions.
- There should be a provision of stringent law regarding cybercrime.

Conclusion

Cashless economy in spite of the appropriate challenges provided supports in the context of corruption and money laundering. It facilitated the purchase and payment of goods. It was found out through field survey and direct personal interview that despite having so many challenges. This system is being adopted in Jhunjhunu district. But due to its cost and safety, it is still not being adopted by some small traders, so, null hypothesis has to be rejected.

In this study I found that the number of cashless transactions has increase and I calculate mean value from different way of factor

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