

## Cashless Transaction the Move towards Green Economy

Dr. Kamlesh Kumar<sup>1</sup>, Rohit Gupta<sup>2</sup>, Prof. Sudhir Kr Sahu<sup>3</sup>

<sup>1</sup>Assistant Professor, Department of Commerce, JDGS Mahila College, Jainagar, Bihar, India

<sup>2</sup>PhD Scholar, Department of Management Science's, Pandit Madan Mohan Malviya School of Commerce & Management Science's Mahatma Gandhi Central University, Motihari, Bihar, India

<sup>3</sup>Head, Department of Management Science's, Pandit Madan Mohan Malviya School of Commerce & Management Sciences Mahatma Gandhi Central University, Motihari, Bihar, India

### ABSTRACT

India is one of the fastest growing economy in the world with 6.1 percentage in 2019 and the 5<sup>th</sup> largest economy in terms of Nominal GDP. India is also a youngest country of the world with the average age of Indian is 27 years and due to this the industries are growing very high in India which lead's more carbon emission and less greenery and taking this all in to the consideration India need to take some step to promote greenery & sustainable development even into economy. Keeping this in mind the Indian government is promoting Cashless Economy. The digital or cashless transactions has been started in India early 21<sup>st</sup> century with the launch on RTGS, NEFT, online banking. But it has been started being popular when E-commerce and the Digital wallet is introduced among Elite Youth. On 8<sup>th</sup> of November 2016 the government of India has introduced Demonetisation on Old Indian currency of Rs.500 & 1000 Rupee Bank Note which boost cashless transaction in India. Initially there is lot of confusion about digital transaction benefits and drawbacks. The government is promoting digital transaction by promoting various digital platform like UPI, BHIM App.

**KEYWORDS:** Digital Transaction, Green Economy, India, Cashless Economy, internet Penetration

But apart from this it is tough to promote the digital transaction in India Due to lack of infrastructure in Rural parts even when 65% of Indian population reside in rural areas this can also be understand that India internet penetration is 34.8% in 2019. But digital transaction will motivate Indian population to go digital. It's easy safe and time saving to make transaction even in busy office hours.

This paper will study the process how to go for Cashless economy and the detailed insight in to advantage and disadvantage of going Cashless Economy. This paper try to make all the aspects and viewpoint of digital transaction on single platform to analyse that India is moving towards green economy or not through the analysis of Secondary data collected from various website and Study.

### INTRODUCTION:

Cashless Economy is the economy without cash flow or with very less flow of cash within in the Economy and in this economy transaction has been done

**How to cite this paper:** Dr. Kamlesh Kumar | Rohit Gupta | Prof. Sudhir Kr Sahu "Cashless Transaction the Move towards Green Economy" Published in International

Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-6 | Issue-1, December 2021, pp.333-342,

[www.ijtsrd.com/papers/ijtsrd47809.pdf](http://www.ijtsrd.com/papers/ijtsrd47809.pdf) URL:

Copyright © 2021 by author(s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



electronically like direct Debit, Cheque, Demand Draft, Debit card, Credit Card, IMPS, RTGS, NEFT, and now a day's UPI & E-wallet. Credit card Debit Card are very famous mode of cashless transaction from the decade of 90's for personal and shopping purpose where as cheque, Demand draft for business purpose and know a days as technology is reaching to every desirable person and is increasing day by day with internet penetration few new modes of cashless transaction has evolved are E-wallet & UPI in India and it is becoming very famous due to of offers and cash back even in rural areas. But Cash is still a highly and immediately acceptable mode of monetary transaction.

Physical currency (paper & coin) offer the best convenience to the consumers. But there are the various benefits of the cashless transactions to avert the Environment threats by reducing the cost, reducing the maintenance cost, reducing the cost of accounting, reducing the cost of production of physical currency &

it also help in reducing air and sound pollution, But there is few challenge for the business organisation to adopt it are like making it the customers friendly and they have scared about the customers dissatisfaction to adopt it. Some of the environment organisation private and the government have and issue with these technology that the flame retardants should be remove from such tools but they have not focused to the newly technology like UPI & E-wallet they have mainly focused only to the old technology like POS.

The fourth largest user of cash it the world are the Indians, the GDP rates of cash of India is

12.48 percentage. India is using only 6 percent of card for the individual purpose and 20 percent with cash but know the UPI and E-wallet transaction is growing and have 3% in the same category. This is when 65% of total population resides in rural areas and literacy rate is only 74 percentage which is very less when compared to the other biggest GDP and developed nation. For all of them the physical currency has maximum used this just because of the convenience and immediate transaction and acceptance. Cash provides them very satisfactory cause one no need of computer internet or other electronic devices crashing power off transaction decline midway or transaction interrupted. And there is no charge to pay for physical currency transaction but there is charges in digital transaction except the UPI.

On 8<sup>th</sup> November 2016 the government of India has announced demonetization of Indian 500 and 1000 rupee Bank note and has introduce the new bank note but slowly so there is a lack of physical currency in the market for some time which penetrate the consumer to adopt digital transaction which benefited government to moving towards cashless economy and it also help the E-wallet Market the most due to of cheap infrastructure and easy to adapt due to the cheap Internet and Cheap Smart Phones.

Urban Population and the Air Pollution are the two major problem faced by the Cities. The wireless technology and the digital transaction will help to connects the drivers to the drivers where they can fetch information and saving time money and the most importantly the environment. On the one hand the government vision is to reduced air pollution and to improve the transportation where as the drivers point of view is to reach the destination so easy and on time. When we talk about the impact of paper making on environment it is observed that almost half of the fibre required for it came from trees and half come from the saw mills dust recycle, recycle news paper, Other recycle Paper's (stationary Paper) vegetable and recycle cloths. The requirement of wood for the paper production will make let us away from our revolution

of going Greener. This is why we need to take this in to consideration for going greener and due to of this we need to focus on cashless economy for moving towards going greener.

### **Why cash needed?**

It is magnificence because everyone in the nation knows that it's a legal tender for the business transaction in any scenario and in any region of the nation. It's tangible and physically available for touch and feel. Major Indian livelihood population support cash for their transaction. This is why cash is ruling.

India have a maximum population of daily earning and feeding house hold and they depend on small kirana store's for it which are still unorganised sector and the transaction at this store are very small ticket size even some time to few rupees in this system the merchant as well as the customers love to deal in cash transaction and some time merchant also provide credit facilities. But now in last few year with the help of Jandhan Yojna, UPI and E-wallet facilities it has been changing so fast due to of no cost and very small service charges merchant and customers are happy to use it.

The government of India has drive many incentives programme to promote digital transaction for cashless economy but the Indian economy and society has been full with rampant with corrupt people and Black Money. The modes of these black money transaction are cash to escape from the government. It will never happen that black money will kept on bank or the illegal transaction done digitally it will never happen that even the small transaction using E- wallet made by black money.

As per the tweet of the Central Board of Direct tax payers, India has only 1.46 crore of income tax paper in the population of 1.30 billion of population this data shows that how much corruption and black money in the Indian economy so the government of India is trying to make all the possible transaction online so that every transaction will be in the record of government and the more tax will be collected and the economy will boost. Due to of digital transaction the low maintenance or no Maintenance of currency will require. But due to the black money and the tax evasion mind set no one wants to adapt digital transaction.

India is one of the youngest nation in the world with average age of Indian is 27 years, the 46 percent of total population is in the age group of 15 to 44 and 47.9 percentage below the age of 21 and these age group people are educated and they loved to pay online during online shopping and making payments through E-wallets and the UPI for Daily transaction &

the literacy rate of Indian is increasing year by year and Indian economy is transforming from unorganised to organised economy so this will help the the government in many ways like cashless economy, increased in Direct Tax and also in the Green Economy but in long run.

### Methods of Cashless Transaction

Going cashless is best way of making transaction and maintaining transparency on transaction & the various way of making cashless transaction are following:

- **Cheque:** this is one of the oldest method of cashless transaction. This method is known by everyone. In this mode of transaction a cheque of payment amount is issued to payee which is deposited by the payee in bank for the payment and then cheque is sent for clearing and then the payee received the payment. In this mode of payment every record of transaction has been recorded available. But this mode of transaction is time taking by few minutes to certain days. Some time the transaction declined due to mismatch of signature or the non availability of funds in payer accounts.
- **Demand Draft:** Demand draft is the one of the oldest and the safest ways of transactions in which not a single penny will be wasted or theft. It has also not been the defaulted because it has been issued only after the verification of all the details. But it has one disadvantage like cheque is that time taken as same as cheque.
- **RTGS, NEFT & IMPS:** it is one of the simplest way of cashless transaction and the fastest way than the Demand Draft and Cheque and these are also secure because it need the details of payee to be added before payment and has cross verified by bank like name of Payee and it's bank association with him so there is no chance of fraudulent. But for this mode of transaction needed online banking and the internet banking.
- **Credit and Debit Card:** Credit card and the debit card is another ways of cashless payments. In this mode of payment the payment has been made though debit and credit card issued by the bank and financial institution and the payment made through the PoS (Point of Sale) pin enabled card swipe and know a online payment is also made by third party payment by providing card details and authenticated by OTP (one time password)
- **E-wallet & Mobile Wallet:** E-wallet is the new generation and the most popular ways of cashless transaction these days and especially among the youth and its popular from unorganised grocery store to flight ticket very small ticket size to very

big ticket size and no limit of transaction and is now moving towards vegetable sellers, tea vendors. In this mode of payments both merchant and the customers have the mobile number register with same wallet and smart phone with internet connections and having Debit Card & Credit card available for adding money on it. This is the fastest ways of transaction with real time transaction and also safest because it is linked with mobile number.

- **UPI:** UPI is mobile based payment systems which allow to do various transaction. UPI allow to send and received money using virtual payment address without entering bank information. But the payee and the merchant need to have bank account to send and received payments.
- **Gift Card:** this is another way of cashless transaction in this mode of a transaction a gift card is purchased from merchant or the bank which consist of certain amount of money and can be used through PoS or the online transaction.

### Benefits of going Cashless

1. Easy, convenience and more safe than the transaction made through ATM Cash Withdrawal.
2. Modernisation & Development of payments system, it creates transparency, it takes accountability, no or very low transaction cost, and also help in increasing formal economy.
3. Help Business to maintain the account and even the single penny which has made through it.
4. Environmental friendly need no or very less papers so the less trees has been harvested or cutting.
5. Reduces the corruption and the black money and also help the rural population of cash requirements.
6. Reduction on Pollution: for Physical money the requirement of paper and the minerals led environment pollution by cutting trees and the mining process causes pollution but and the consumption of water is very high but for Digital transaction there is no need of these thing.
7. Hygiene: normally in India the currency has been kept any where to protect it from theft which make it contaminated this may spread diseases. Like these days after Covid-19 many people got affected through Bank note and result of that maximum people wish to get digital payments.
8. Government need less concern about black money and the corruption.



### Challenges for Cashless Economy

1. Low literacy: India has a low literacy rate only 74 percent and the literacy rate in rural areas are 63 percentage only.
2. Lack of infrastructure: there is lack of infrastructure in India cause the maximum population 65 percentage still lived in village where there is very low infrastructure available for Cashless transaction.
3. Internet Speed and penetration: India has very low internet speed and the internet penetration. even India have cheap internet plan and free Wifi some places by Government but the internet speed are very slow and in many places still PoS (Point of Sale) run on mobile internet which is very slow and due to that many transaction failed or take too much time.
4. Service Charges: PoS Point of Sales charges are very high for the small merchant they did not able to afford that due to of its charges.
5. Unorganised Retail industries: Maximum contribution in the Indian retail sector is of Unorganised Retail. These unorganised retailers

did not want to use digital transaction just for tax Evasion and escape from paying tax to government and also to hide their business transaction.

6. Safety: The safety is an important concern for all activity and if it come to the financial safety it is very much concern. So the financial safety over digital channels is very much important to moving cashless economy. as the technology is improving the technology based fraud is also increasing just imaging once the credit or debit card or the mobile having banking application will lost or theft the hackers or the fraud may control all the bank account of customers.

Cashless economy is not harmless because all the financial institution bank fintech organisation has kept their eye on every transaction and in recent Days RBI has safeguard the loss by providing some facility. It is just a lack of information for non user friendly, illiterate and poor people who have very little or no access of digital world. But still there is no economy which is fully Cashless economy even which have high Income and Literacy rate.

Country	Cash transaction in Percentage	Credit card transaction in Percentage	Debit Card in Percentage
Australia	65	21	9
Austria	80	15	2
Canada	52	25	20
France	55	30	1
German	80	12	2
Netherlands	50	40	1
USA	46	27	19

Sources: Bloomberg

This data shows that the nation with high income, literacy and good infrastructure also did not motivate to go cashless transaction but they have a higher cashless transaction and are growing. Government need to focus on the big transaction should make cashless and the small transaction maybe cash because just imagine that the paying for vegetables and making a payment for the daily wage labour will make unwanted burden on the payee and the payers.

### Drawback and limitation of Going Cashless

- Higher Risk of theft: the biggest risk is of theft. Indian citizens are not culturally attune of digital transaction. Even the educated people had became some time the victims of online phishing traps. With the increasing of online fraud, the risk of this only grow till the people will not literate about online transaction.

Government new policy of removal of two way authentication for the transaction below 2000 and the new offer by Visa Card on just tap for payment without PIN for up to 5000 has given the biggest opportunity for online theft

- Losing phone: once we depend on the cashless transaction we need to depend on the our phone for making payment because phone is the only gadget which we can carry for making digital transaction and as all the data has been saved in the phone it is easy for the theft and make illegal transaction and it also became tough to trace. This situation makes a loss in the two way by not having cash and have no way to make digital transaction.

- Lack of infrastructure: India have the lack of infrastructure for the digital transaction like low internet speed less internet penetration.
- Overspending: with the adaptation of digital transaction, it make availability of funds all the time which make the consumer to the situation for overbuying which led's situation of over spending.
- Having Credit card or the Debit card dose not make a situation for bargaining with the consumers because there is no cash and there is also charges for POS per swipe so there is less chance of bargaining because payee get less than what has paid.
- As consumer using credit cards believe that they have charged much than the usual price instead of knowing the monetary benefits of credit card like rewards and time value of money.
- The perception of consumer also acts as barrier some time. The benefits of cashless transactions is not event to people having Credit card. Cash on other hand has been prescribed as fastest mode of transaction even for the 79% of credit card holder. It is believed that cash having led's to have better negotiation.

### **Possibility to go cashless**

Importance of cash can be understand by this that almost 85 percentage of the global transaction has been done through the cash. it is like water without it the life cannot be exist as same without cash economy or transaction cannot be exist it can be limited. This also exist due to no other thing to compete it.

The growth of cashless transaction is done only due to of the availability of same kind of transaction and the government is trying to promote it to have various aspects like transparency environmental benefits keep details of every transaction but at another hand the government is also issuing the Biggest Denomination and in increasing ways like before the demonetisation of 500 and 1000 rupee bank note the biggest denomination was 1000 but after the demonetisation the biggest denomination is has increased to 2000 which have negative effects on the cashless economy and the government other aspects like black money.

Indian economy is depending on the cash due to of various reasons. India is having highest cash on GDP in the world and lubricating economy with paper has costs. According to the study "The cost of cash in India" done by Tuft University of Massachusetts the cash operation cost of Reserve Bank of India and the other Commercial bank is Rs. 21000 crore Annually in 2014. A shift away from a cash benefits government from tax evaders by creating difficulty to them to hide their income. This will help nation in fiscally.

The government is trying in all aspects to move towards cashless economy and the Direct Transfer and the opening of Bank Account through Jandhan Yojana is a way moving towards cashless economy.

RBI is also taking a part in this revolution to moving towards cashless economy by giving licence to the various financial institution to open small bank and the licences to start various Fintech organisation to promote the cashless transaction. The Unified payment Interface launched by the National Payments Corporation of India is a result of that and this has make a cashless transaction that much easy like sending Short message Services.

### **Hurdles on cashless economy**

The current exercise of exchange of currency notes and the crunch about currency note be a decisive factor in making India a truly cashless economy. it is a defying point in India for moving cashless economy. it has noticed during demonetisation time that shortage of cash will make people to adopt digital transaction. But the actual scene is only seen when the crunch of cash has been eases. It has also been seen that a person who uses digital transaction for the first time due to lack of cash has also started using cashless transaction for many time but out of all this there is also many which create hurdles for moving India a cashless economy.

In 2011 there are only 48 percentage of population have bank account in India but after launch of Jandhan yojna now about 42 crore of bank account has been open. Now about 80 percent on Indian have bank account but according to the World Bank about 43% of bank account are in dormancy. And other 260 Million populations are still unbanked. With the population having credit and debit card are also limited to use it because there is only 1.8 PoS (point of Sales) which accept payment through cards.

According to the access of digital payment consumer can be dividen in to three cateogary real access, Minimal access and no access. About 828 million of debit card has been issued by bank and about 58 Million credit card user in India. Debit cards has been used to cash withdrawal through ATM is 8,62,466 Crore and 1,69,653 crore payment made through PoS or online transaction at the same time 1,207 crore has been withdrawal from ATM by Using Credit card and 1,75,810 crore for making payment through PoS and Online by the source of RBI. To

motivate everyone to carry card or mobile for making payment by adopting digital payments need's will require advocacy education and persuasion not coercion and force to use cashless transaction by restricting their fundamental rights.

About 92% of Indian workforce works on unorganised sector which contributed nearly about 50 percentage of country output. It is not that much easy for this unorganised sector to go cashless and this part of economy will go likely affected.

India is moving through the cashless transaction even by small vendors but it is still challenge to adopt it because many unorganised business and the businessman did not want to keep records to escape from tax and due to of that they always want to go for cash for that government need to motivate them with some kind of benefits for adopting cashless transaction. E-wallet has become very popular mode of digital transaction in India due to of monetary benefits for both Merchant and user with no charges. It is benefitting in two ways taking no charges and providing cashback and rewards due to of this India E-wallet Market is growing so fast and has surpass Indian Credit Card user and reached nearly Debit cards user and has also much active user than Debit card. In this way the E-wallet can be the future of cashless transaction and also the path for green Economy.

Out of all these there are several factors to transits cashless economy firstly the internet speed all the cashless mode of transaction need internet network but there is several problems in internet speed even in metro some time the transaction decline due to internet speed and conjunctions. The user friendly and the safest transaction now a days the banks and the service provider are working on daily basis to improve the quality and safety of the platform but the consumer adopt it only if that will be safe and easy to use. Government has to play a important role in this. They need to find the way to incentivize cashless transaction and discourage people for cash transaction for example the implementation of Good's and service tax has motivated business to go cashless transaction. Government also need to revamp the tax administration instead of tax because many business always afraid of tax officers.

The government need to create the condition to go cashless but not force to go cashless.

### **Hope for cashless India**

There is a big hope for the cashless economy. The report of BCG (Boston Consulting Group) and Google India stated that by the end of financial year 2020-21 the digital transaction will be worth of 500 Billion USD. It's expected that the cash transaction fall by 40 percent at the end of 2025.

India is in the middle of the tech modernize the way things are paid for. Bank account are opening in huge number, E-payment services are growing so fast. Cash on delivery has been crashing down and the prepaid has been increasing due to various offers and cash back by both E-wallet and the offer provided by e-commerce organisation and more of that these online platform has created a faith among customers of their data security and also for delivering of good services and now the online grocery has been growing so fast. The E- wallet have made that much easy for small business to go cashless even vegetable seller tea vendors have opened their PayTm, Phonepe, Google Pay account to go cashless by putting the QR code to scan and make payment which will have very less or no cost for it.

E-wallet especially Paytm was famous from 2010 among youth but only for recharge and online payment but after demonetisation it has shown the rapid growth even for payment at all kinds of bricks and mortar store and also by all age group. Later on other players also joined.

The lack of cash has created a situation in which everyone is trying to came out of this situation with the help of technology and innovative ideas. The farmers of Telangana have came up with idea of their own electronic payment system in which customers with Aadhar linked Bank account will buy vegetable using token which can be purchased by Debit card through special Kiosk.

These changes and adaptation shows more inclusive society in the near future. There are various ways in which India is trying to improve their digital economy. which include more advanced secure and user friendly payment system. To Increased more merchant acceptance from single platform. Technological improvement in UPI system for transfer between two Banks to reduce cash transaction.

### **E-Wallets**

The global market size of E-wallet has crossed 1000 Billion USD in 2019 and reached 1043.1 Billion USD. According to CAGR it's is growing with approx 28 percentage per year. This mode of payment is fastest growing in the world because the Smart phone has became the part of everyone life with internet connection, so it is more

easy to make a payments without carrying a wallet. the E-wallet has all the credential saves in their system for payments, Just need to scan a QR code or enter Mobile number of payee and the payment is made with just entering Pin and OTP Generated Before payment. The OTP is generated for security purpose and this whole purpose is fast and easy than other cashless transaction with no use of paper which reduces 100 percent of Paper use. This method of cashless transaction is also loved by merchant due to less management, fast transaction, Easy to track payments, cheaper than other cashless transactions.

### E-wallets in India

E-wallet in India started with the launch of Wallet365.com in 2006 but being started popular in 2010 when Paytm is launch and come with attractive offers like cash back instant discount to attract people to adapt it but it has limited to Cell Phone Recharge, DTH Recharge online shopping and for payment also to some extent. But when the Demonetisation of Indian 500 & 1000 Rupee Bank note has been announced by government of India in November 2016 it created a lack of cash in market so consumer & merchant are trying to find some other method of payment which boost Merchant and customer to adapt E-wallet for payment in which both customers and merchant are benefitted. E-wallet charges very less or no for their services to Merchant as compared to PoS (point Of Sale) and they also provide various offer to customers like cash back, Instant Discounts & Different Coupon to adopt their services. Many merchant and researcher thought that this adaptation has been done for very small time once the market have flow of cash people shift to cash again. It has shows the shift form E-wallet to cash but to very little extent and now it is growing day by day. The total number of E-wallet user in India is about 800 million in 2020 and according to statista.com it has transaction value of 36.5 trillion INR which is expected to reach 100 trillion INR by 2024. it is also increasing its Popularity in India because India is one of the Youngest country in world and India have the second cell phone users.

### Government initiative for Promotion of E-wallet

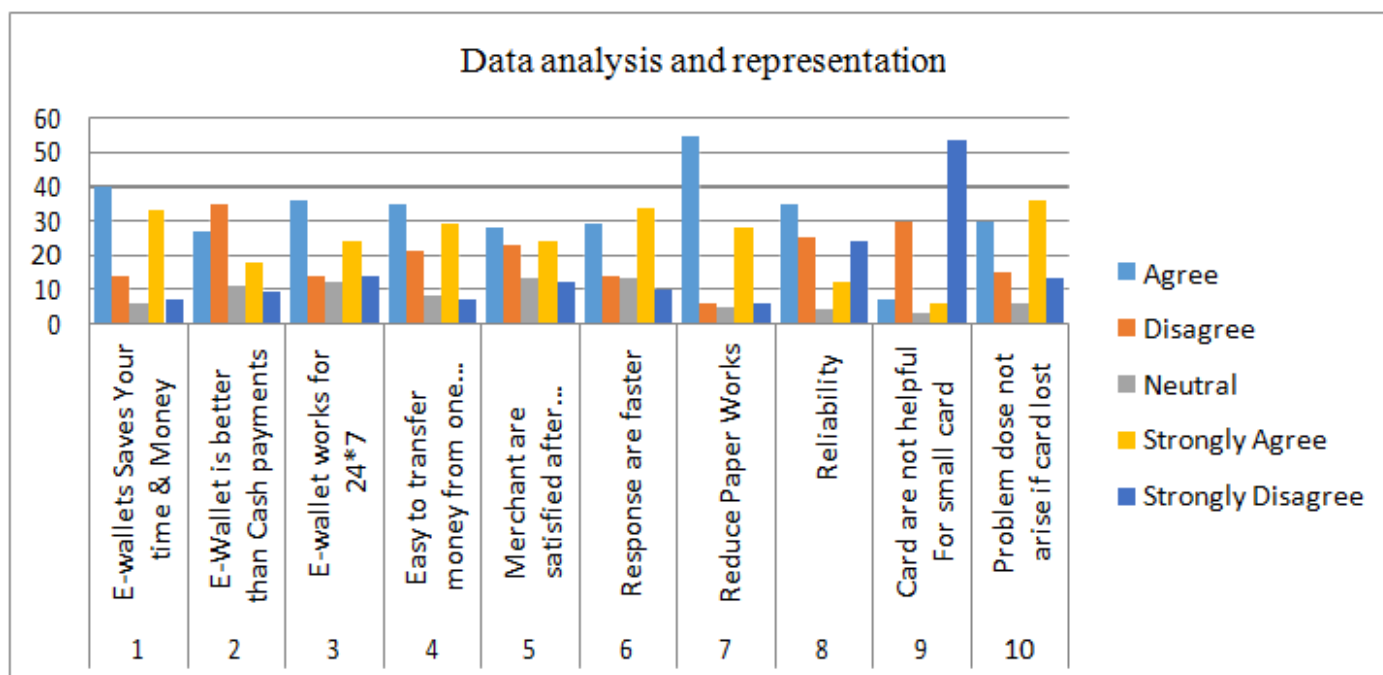
Government of India is trying for cashless economy due many regions like Green Economy, Corruption free, Tax Evasion etc and for that government has launch many scheme like Jandhan Yojna, Direct Transfer etc but the Indian citizens are not adopting cashless transaction. During the demonetisation government has seen the growth of E-wallet and has hope on this for cashless transaction and so government has promoted E-wallet in various ways like giving the opportunity to make payment through E-wallet for their services like payment of Electricity Bills, LPG Bills, fee of different documents Etc.

### Survey Data

Sl. No	Question	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree
1	E-wallets Saves Your time & Money	40	14	6	33	7
2	E-Wallet is better than Cash payments	27	35	11	18	9
3	E-wallet works for 24*7	36	14	12	24	14
4	Easy to transfer money from one to other	35	21	8	29	7
5	Merchant are satisfied after payment	28	23	13	24	12
6	Response are faster	29	14	13	34	10
7	Reduce Paper Works	55	6	5	28	6
8	Reliability	35	25	4	12	24
9	Card are not helpful for small card	7	30	3	6	54
10	Problem dose not arise if card lost	30	15	6	36	13

**Table 1.1 Source: Primary Data collected from sample survey by 100 Respondents**





**Table 1.2 Observation, Representation & Analysis of Collected Data**

### Finding

- India have the big unorganised sector which contributed 50 percent of GDP and almost 90 Percent of total workforce work over their which is biggest challenge for Cashless Economy
- Indian market is full of black money and they always want to tax evasion so the people did not want use cashless transaction and try every possibility for tax evasion.
- This study reveals that India have low literacy rate which creates barrier for the adaptation of cashless transaction cause this illiterate population are not friendly of technology and they have fear of their monetary loss.
- According to this study India have good young population. These young population literacy rate is good comparison to other age group and they easily adopt technology and they are moving for cashless transaction.
- Government of India has adapted many measure to improve cashless transaction like launch of Jandhan yojna, direct bank transfer launch of Rupay card to motivate people go cashless economy which has created small move for go Cashless by providing them infrastructure.
- After demonetisation people has adopted cashless transaction which shows the potential in the market for cashless transaction.
- E-wallet has shown the big growth and growing so fast and adopted easily by customers and merchant as well. This shows that India is moving on the path of cashless transaction.
- E-wallet is adapted because it is easy to use, cheap & less Management this shows the mindset of Indian customers and the merchant that what kind of cashless transaction they needed.
- This study also find that the GST has led some moves towards cashless economy for merchant.
- This study states that there is very less paper used in cashless transaction and if we talk about E-wallet there is no paper is used for transaction and record purpose it states that the cashless economy is big moves towards green economy.

### Suggestion

- Government need to focus more on the development infrastructure for the cashless economy.
- Government need to motivate people not to force them to adopt cashless transaction by providing them some kind of benefits.
- Government need to focus and promote fintech organisation to come up with some better ideas and providing them different kind of support.
- Citizens of City and metro city have adopted the cashless economy but the big challenge is rural areas where about 65 percent of population resides government need to focus on them that how to communicate with them for adapotation of cashless transaction

### Conclusion

During this research we studied the different aspects of cashless economy. which is the only way to became a Green Economy. Government of India has done many thing and is doing to promote cashless



transaction and people to adapt it jandhan Yojna, Direct Bank Transfer are few among them but Indian citizens are not adopting it that much just because of the Black Money, Tax Evasion, Etc. Few others thing are also their which are the barrier for adopting cashless transaction like India has 90 percentage of population working on Unorganised sector and 50 Percent of GDP depends on that sector. So government need to take some step that how to compete with this sector to adapt cashless economy and government has taken one step to compete with this sector by introducing GST.

India is one of the youngest country in the world and the second largest smart phone user in the world with cheap Internet data market which make people to uses internet for entertainment purpose this make a situation that Indian citizen have started using new technology and adapting it for their uses if that fits them for their different need. E-wallet is among one of that technology which the Indian citizens started using it because E-wallet has motivated them to adapt because of their Cash Back, Instant Discount, Coupon, Easy To Use, Easy to Open Account and come up with various payment facilities. The 870 million Debit card issued by India commercial Bank and 79 million credit card by various bank and institution help them to adapt it. As it's organised method of Cashless transaction Government has no problem from it. This method of payment is more green than other cashless transaction with no use of Paper. E-wallet is also growing fast because it is cheap than other cashless transaction and so it has been adopted by very small merchant even by Vegetable seller and Tea stall. E-wallet is consider also very fast and easy to use in which the customer make payment by simply scanning the QR code at the store or entering mobile number of Merchant as the details of card and account has been already stored in the system there is no need of entering detail just need to enter pin and secure OTP for making Payment. Due to of this E-wallet is consider one of the easiest and fastest way of transaction.

This study has conclude that the India is moving towards the cashless economy but with different technology and with small ticket size which need to be increased by the some of the motivation of government and the improve of infrastructure like India have very less internet penetration which need to improve by infrastructure, development in technology different country have adopt 5G technology and we are still living in 3G/4G Era and the internet speed in rural areas need to be improved For more better result.

## References

- [1] Gupta, Akash & Goplani, Mala & Sabhani, Jewel. (2020). GO GREEN-A CUSTOMER CENTRIC STUDY ON SUSTAINABLE DEVELOPMENT WITH SPECIAL REFERENCE TO GREEN BANKING. *Journal of Critical Reviews*. 7. 3756-3766.
- [2] Thirupathi, F., Vinayagamoorthis, G., & Mathiraj, S. P. (January 01, 2019). Effect of cashless payment methods: A case study perspective analysis. *International Journal of Scientific and Technology Research*, 8, 8, 394-397.
- [3] Shampa, Tanima Saha, & Jobaid, Md. Imrul. (2017). *Factors Influencing Customers' Expectation Towards Green Banking Practices in Bangladesh*. The International Institute for Science, Technology and Education (IISTE).
- [4] Gautam, Indu & Kavidayal, Prof. (2017). CASHLESS ECONOMY: A STEP TOWARDS GREEN ECONOMY. *Mangalmay Journal of Management and Technology*. 7. 61-71
- [5] Karamjeet Kaur, Ashutosh Pathak, "E-Payment System on E-Commerce in India", In the *Int. Journal of Engineering Research and Applications* 5(2), (2015)
- [6] Dr Meenu Jain , "Structural Change in the Course of Economic Development ; India's experience", Vol .5 issue 5 , pp 15-17 *Indian Journal of applied Research Journal*, May 2015
- [7] Garg Shruti (2015), "Green Banking: An Overview", *Global Journal Of Advanced Research*, Vol.2, Issue.8, August, Pp.1291-1296.
- [8] Piyush kumar , "An analysis of growth pattern of cashless transaction system", Vol. 3, Issue 9, Sep 2015, 37-44 © impact journals
- [9] Dr Meenu Jain , "Globalization and Social Transformation: Indian Experience Research Process" *International Journal of The Social Research Foundation* Volume 2, Number 1 January –June 2014, pp. 120-131© Social Research Foundation
- [10] Maitanmi Olusola, Awodele Oludele, Ogbonna Chibueze, and Osundina Samuel, "Cashless Society: Drive's and Challenges in Nigeria", In *International Journal of Information Sciences and Techniques*, 3(2), (2013).
- [11] Rajput Namita , Arora Simple and Khanna Akanksha (2013), "An Empirical Study Of

- Impact Of Environmental Performance On Financial Performance In Indian Banking Sector”, International Journal Of Business Management Invention, Vol.2, Issue.9, September, Pp.19-24.
- [12] Bhardwaj B. R and Malhotra A(2013), “Green Banking Strategies: Sustainability through Corporate Entrepreneurship”, “Greener Journal of Business and Management Studies”, Vol.4, pp.180-193
- [13] Salihu Shakirat A. Mustapha Kassim, Ajayi Irete. H and Binitie Amaka. P, “The Impacts of Information Technology in a Cashless Economy in Nigeria”, In the International Journal of Engineering and Science 2(10), (2013).
- [14] RBI Bulletin December 2016
- [15] A Cashless Society Working party, Institute and Faculty of Actuaries, 2017. Interim paper (2017) and Addendum (2018)
- [16] Central Bank of Nigeria “Towards a cashlite Lagos” retrieved from [www.cbn.gov.ng/cashlite](http://www.cbn.gov.ng/cashlite)
- [17] <https://www.statista.com/>
- [18] <https://m.rbi.org.in/Scripts/PublicationReportDetails.aspx?UrlPage=&ID=1000>
- [19] <https://data.worldbank.org/>
- [20] <https://dbie.rbi.org.in/DBIE/dbie.rbi?site=home>
- [21] <https://data.adb.org/>
- [22] <https://www.medianama.com/2019/10/223-india-had-50-3m-credit-cards-and-840-6m-debit-cards-in-july-2019/>
- [23] <https://www.statista.com/statistics/631451/debit-card-transactions-in-india-by-location/>
- [24] <https://www.medianama.com/2020/07/223-mobile-wallet-transactions-grew-by-37-5-in-may-2020/>
- [25] <https://www.statista.com/statistics/870582/india-consumer-usage-of-mobile-wallets-by-age-group/>

