



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”

Powered by

IQAC

(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 –

A handwritten signature in green ink, appearing to read 'Henry'.

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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 Thane, 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.


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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 Cnaan, Professor, Social Science, University of Pennsylvania ([Social Scientist Now](#)). He discussed the survey form with the students and guided them to fetch the data from the villagers of Dhasai and Murbad Village of Thane District in Maharashtra.



[Prof. Ram Cnaan](#) Addressing the students of AIMS


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Students and faculty members listening to Dr Ram Cnan very patiently



Attendees with Prof. Ram Cnan and Prof. MS Moodithaya


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Day 2: 30th July 2019 – Preliminary Survey



Dr Moodithaya and Ram A. Cnaan (Social Scientist) addressing the villagers



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



Dr. M.S. Moodithaya and Dr. Shubhi Lall Agarwal along with Dr. Ram Cnaan addressing the villages on the importance of the survey.



Prof. Ram Cnaan listening to the villagers and sarpanch of Dhasai Village in Thane District



Students having Lunch post survey work

Distribution of Certificates to Faculty and Students



Prof. Ram Cnaan distributing the certificate to Dr. Shubhi Lall Agarwal, Incharge - Research Project (Digital Banking in Rural India)



Prof. Ram Cnaan distributing the certificate to Dr. Shubhi Lall Agarwal, Incharge - Research Project (Digital Banking in Rural India)


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



Students of AIMS with Dr Ram Cnaan, 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.

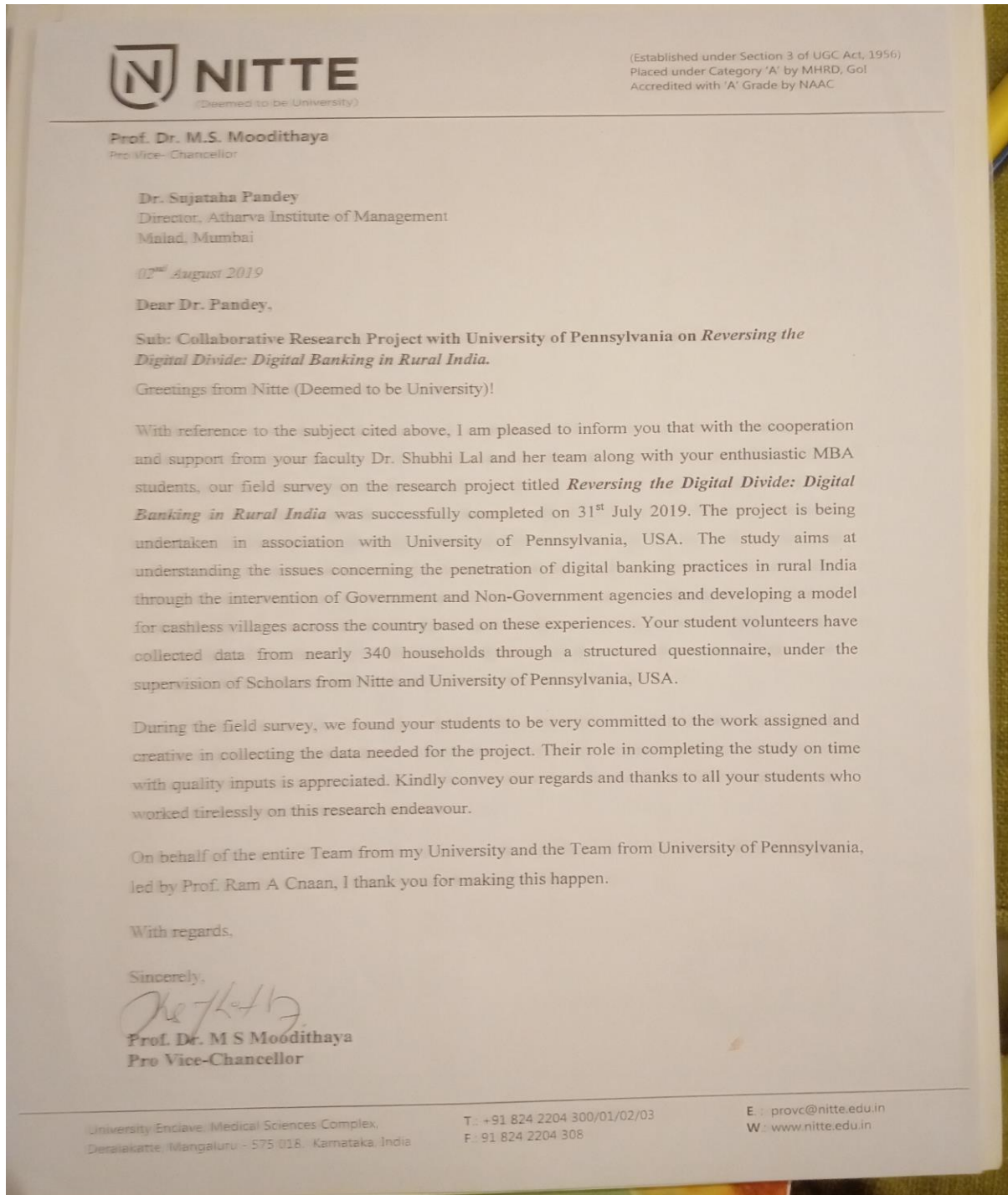
1. Please read each question carefully
2. Make sure respondent understands question
3. Please accurately put in answer
4. If respondent does not know exact number, ask him or her to estimate the number
5. If respondent refuses to answer, please do not force and answer, just mark the response as N/A
6.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

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


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




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Sample Certificate




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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,Thane) by Nitty University, Mangalore,India 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	Pre-visit 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)


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	Total	Rs. 2,09,132/-
	GST(5%)	Rs. 10,456/-
	Total expenditure incurred	Rs. 2,19,588/-



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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


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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


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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

- 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


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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	Bhumin Gandhi	PGDM 1	1000
75	Pankaj Bhagwat	MMS 3	1000
76	Bhushan Purohit	PGDM 1	1000
77	Kunal Kadam	MMS 3	1000


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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 from the Research Project

Srl	Name	Amount
1	Dr. Shubhi Lall Agarwal – In-charge	2000/-
2	Prof. Vaibhav Patil	2000/-
3	Dr. Tarveen Kaur	2000/-
4	Prof. Devika Talreja	2000/-
5	Prof. Preeti Kaushik	2000/-
6	Prof. Harsh Modi	2000/-
7	Mr. Devendra Kohli	2000/-
8	Mr. Prashant Satam	2000/-


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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 Cnaan ;

- 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 of rural India.


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Bank Statement of Research Grant received from Nitty University, Mangalore



Detailed Statement

Account Number: **058501003170**
Holder: **ATHARVA INSTITUTE OF MANAGEMENT STUDIES**
Transaction Date: **01/08/2019**
Address: **PLOT NO 8-12 CHARKOP, NAKA MALAD, MARVE ROAD, MALAD WEST, MUMBAI, 400095, MAHARASHTRA, INDIA**
Statement Request/Download Date:

ICICI BANK LTD. ROCK AVENUE, OPP JOY ICECREAM FACTORY, HINDUSTAN NAKA, CHARKOP, KANDIVALI WEST, MUMBAI, 400067, GREATER BOMBAY, MAHARASHTRA, INDIA
A/C Type: **SBA**
Branch: **58008763 KANDIVALI CHARKOP**
Branch Code: **0585**
Branch Address:

Transaction Period: **From 01/08/2019 To 31/08/2019** IFSC Code: **ICIC0000585**
10/05/2024

Advanced Search

Amount from: **NA To NA**
Cheque number from: **NA To NA**
Transaction remarks:
Transaction type: **CR**


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Sl No	Tran Id	Value Date	Transaction Date	Transaction Posted Date	Cheque no / Ref No	Transaction Remarks	Withdrawal (Dr)	Deposit (Cr)	Balance
1	S48871295	01/Aug/2019	01/Aug/2019	01/08/2019 11:34:34 AM		MMT/IMPS/921311643699/Suraj Kohli Mms/KOHLISURAJ/Saraswat Cooper		50,000.00	57,71,621.13
2	M3163713	01/Aug/2019	01/Aug/2019	01/08/2019 12:07:24 PM	1798	TRFR TO:PRITI NIRBHAVANE	35,878.00		57,35,743.13
3	S49718793	01/Aug/2019	01/Aug/2019	01/08/2019 12:36:13 PM	1773	CLG/BOMBAY MANAGEMENT ASSOCIA	6,490.00		57,29,253.13
4	S55455373	01/Aug/2019	01/Aug/2019	01/08/2019 07:01:09 PM		NEFT-R025192130000008-HEAD OFFICE--HO/1-BACB0000025		68,707.00	57,97,960.13
5	S60708339	02/Aug/2019	02/Aug/2019	02/08/2019 08:11:47 AM		NEFT-N213190890867886-CHANDA SURESH CHAURASIA-MBAADMISSION-50100123742883-HDFC0000001		15,000.00	58,12,960.13
6	S64899247	02/Aug/2019	02/Aug/2019	02/08/2019 01:12:22 PM		NEFT-BKIDN19214828950-SALVIA N PILLAI-SALVIA N PILLAI-850411110000086-BKID0000031		30,000.00	58,42,960.13
7	S66351900	02/Aug/2019	02/Aug/2019	02/08/2019 02:49:17 PM		NEFT-SBIN119214592196-VIKAS S SHENGAVE-/ATTN/PAYMENT OF EDUCATION FEE-00004599811005176-SBIN0000517		1,41,000.00	59,83,960.13
8	S74289504	03/Aug/2019	03/Aug/2019	03/08/2019 08:48:53 AM		CLG/DATTATRAYA MAHARAJ KALAM/000275//30.07.2019		12,200.00	59,96,160.13
9	S74289504	03/Aug/2019	03/Aug/2019	03/08/2019 08:48:53 AM		CLG/BANK OF INDIA/041594/BOI/31.07.2019		50,000.00	60,46,160.13
10	S75680524	03/Aug/2019	03/Aug/2019	03/08/2019 10:48:06 AM		BIL/INFT/001767590341/SHANKAR NARAYAN		34,500.00	60,80,660.13
11	S78786406	03/Aug/2019	03/Aug/2019	03/08/2019 02:26:21 PM		UPI/921514252137/UPI/praveenbakka7@o/State Bank Of I		5,000.00	60,85,660.13
12	S79775905	03/Aug/2019	03/Aug/2019	03/08/2019 03:43:30 PM		NEFT-K114192150011088-A C NEFT PARKING ACCOUNT-FAST-11410610000001-SRCB0000114		1,41,000.00	62,26,660.13
13	S80415987	03/Aug/2019	03/Aug/2019	03/08/2019 04:32:38 PM		REJECT:275:AMOUN TVNAME DIFFERS ON ADVICE	12,200.00		62,14,460.13
14	S96654415	05/Aug/2019	05/Aug/2019	05/08/2019 08:47:22 AM		CLG/DATTATRAYA MAHARAJ KAL/000275//30.07.2019		42,200.00	62,56,660.13



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15	S1075 5451	06/Aug/2 019	06/Aug/2019	06/08/2019 08:57:53 AM		CLG/ORIENTAL BANK OF COMMERC/710139/ OBC/01.08.2019		15,000.00	62,71,660 .13
16	S1075 5451	06/Aug/2 019	06/Aug/2019	06/08/2019 08:57:53 AM		CLG/APNA SAHAKARI BANK LTD/028365/ASB/31. 07.2019		40,000.00	63,11,660 .13
17	S1486 0266	06/Aug/2 019	06/Aug/2019	06/08/2019 02:07:54 PM		MMT/IMPS/9218141 94497/MB: FEES/ANKITA TA/KOTAK MAHINDRA		10,000.00	63,21,660 .13
18	S1509 2108	06/Aug/2 019	06/Aug/2019	06/08/2019 02:24:27 PM		MMT/IMPS/9218145 80417/MBafees/HE MANTBRIJ/BANK OF BARODA		19,000.00	63,40,660 .13
19	S1580 9295	06/Aug/2 019	06/Aug/2019	06/08/2019 03:18:00 PM		NEFT- AXMB19218605357 9-VISHAL RAJESH SHAH-FEES PAYMENT- 912010059472073- UTIB0000776		10,000.00	63,50,660 .13
20	S2942 9124	07/Aug/2 019	07/Aug/2019	07/08/2019 03:46:08 PM		RTGS- SYNBR9201908070 0244252-NITTE DEEMED TO BE U- 02452200037956- SYNB0000245		2,19,588. 00	65,70,248 .13
21	S3534 4203	07/Aug/2 019	07/Aug/2019	07/08/2019 10:25:53 PM		UPI/921922833997/ Scholarship tui/ankitadeo15@ok a/State Bank Of I		2,700.00	65,72,948 .13
22	S3724 8646	08/Aug/2 019	08/Aug/2019	08/08/2019 09:12:07 AM		CLG/MUMBAI CLG/034549/IDB/05. 08.2019		95,194.00	66,68,142 .13
23	S3724 8646	08/Aug/2 019	08/Aug/2019	08/08/2019 09:12:29 AM		CLG/mumbai/011014/ HDF/24.07.2019		95,000.00	67,63,142 .13
24	S3724 8646	08/Aug/2 019	08/Aug/2019	08/08/2019 09:12:29 AM		CLG/mumbai/82413 3/BOM/03.08.2019		1,50,000. 00	69,13,142 .13
25	M3177 902	08/Aug/2 019	08/Aug/2019	08/08/2019 12:34:50 PM	1857	CASH PAID:Self 0585 KANDIVALI CHARKOP	5,000.00		69,08,142 .13
26	M3185 979	08/Aug/2 019	08/Aug/2019	08/08/2019 12:42:46 PM	1844	CASH PAID:Self 0585 KANDIVALI CHARKOP	15,000.00		68,93,142 .13
27	S5486 8823	09/Aug/2 019	09/Aug/2019	09/08/2019 02:47:07 PM		NEFT- 000129664267- BUTARAM ARJANDAS CHHABRA- /OTH/OK- 520101064088320- CORP0000114		51,500.00	69,44,642 .13
28	S5693 6601	09/Aug/2 019	09/Aug/2019	09/08/2019 04:59:03 PM		BIL/INFT/001773061 380/Firsy Installme/ HEMANT P KIRTEE		15,000.00	69,59,642 .13
29	S8228 2649	12/Aug/2 019	12/Aug/2019	12/08/2019 12:34:11 AM		BIL/INFT/001774680 052/Mahadbt Exam fe/ SHRUTI DINESH D		2,700.00	69,62,342 .13
30	S8453 7171	12/Aug/2 019	12/Aug/2019	12/08/2019 11:17:15 AM		MMT/IMPS/9224111 98334/RAHUL OMPR/AXIS BANK LTD		20,000.00	69,82,342 .13
31	S9286 5630	13/Aug/2 019	13/Aug/2019	13/08/2019 09:19:40 AM		CLG/SANJAY/34473 7/SBI/05.08.2019		30,000.00	70,12,342 .13
32	M3542 383	13/Aug/2 019	13/Aug/2019	13/08/2019 04:27:56 PM	1845	TRFR TO: ATHARVA INSTITUTE OF MANAGEMENT STUDIES	3,00,000. 00		67,12,342 .13
33	M3654 896	13/Aug/2 019	13/Aug/2019	13/08/2019 09:57:23 PM	1858	TRFR TO:SALARY	13,95,148 .00		53,17,194 .13
34	S4974 522	13/Aug/2 019	13/Aug/2019	13/08/2019 11:30:34 PM		MMT/IMPS/9225233 50961/Fee ishu/MALHOTRA E/PUNJAB AND MAHA		1.00	53,17,195 .13
35	S6633 759	14/Aug/2 019	14/Aug/2019	14/08/2019 09:39:52 AM		CLG/SANDEEP P GUPTA/006215/AXI/ 09.08.2019		17,000.00	53,34,195 .13
36	M3125 204	14/Aug/2 019	14/Aug/2019	14/08/2019 11:30:19 AM	1855	TRFR TO: VAIBHAV DURYODHAN CHAVAN	6,586.00		53,27,609 .13
37	M3340 455	14/Aug/2 019	14/Aug/2019	14/08/2019 02:29:18 PM	1859	TRFR TO: PRITI RAVIRAJ NIRBHAWANE	35,878.00		52,91,731 .13
38	S2849 8266	16/Aug/2 019	16/Aug/2019	16/08/2019 08:59:40 AM		CLG/MUMBAI/13467 9/CBI/06.07.2019		08,300.00	53,23,411 .13
39	S3123 5008	16/Aug/2 019	16/Aug/2019	16/08/2019 12:20:15 PM		UPI/922812769013/ Fees/praveenbakka7 @a/State Bank Of I	15,000.00		53,38,411 .13

