

“CASHLESS TRANSACTIONS AND MODERN BUSINESS IN INDIA”

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Abstract: Government of India is promoting the cashless transactions in every area of life. Business is the essential activity among the various human activities. Business environment is changing rapidly in the modern age of science and technology. Cashless transactions facilitate entrepreneurs by providing various benefits such as transparency, quickness, proof at the time of transactions and cordial business relations. Cashless transactions can be a boon for the modern business if managed effectively. For the effective application of cashless system a business organization has to be alert about the challenges associated with the cashless transaction which can be easily managed. No doubt cashless transactions will support the Indian business in the unique way.
Key Words: cashless Transactions, Business Environment, Science and Technology.

I. INTRODUCTION

In India, Government is promoting the cashless transactions in every area of life. Business is the essential activity among the various human activities. Business operations includes the transactions of money at large. Cash transactions require a lot of time, energy and resources. Business environment is changing rapidly in the modern age of science and technology. Cashless transactions facilitate entrepreneurs by providing various benefits such as transparency, quickness, proof at the time of transactions and cordial business relations. Cashless transactions can be a boon for the modern business if managed effectively.

II. OBJECTIVES OF THE STUDY

The main objective of this paper to emphasize the role of cashless transactions in the business in this modern age of dynamic environment. Towards this aim the researcher has studied the effect of cashless transactions on the business operations. Business operations are changing rapidly due to technological and scientific innovations day by day. The study concludes about how a business firm can increase its performance by the use of modern scientific system for managing the cashless transactions.

III. RESEARCH DESIGN

This study has been divided in the three main segments. First segment includes the introductory part and the objective of the paper. Middle segment includes the perspective of cashless transactions with

Indian business has attained the significant growth in all the prominent areas. Modern business environment is changing rapidly which requires great attention of the entrepreneurs. With the beginning of currency system, the mode of business was also changed. Business people started business operations by using currency in spite of exchanging the goods and services. The business firms employ many people for performing all these activities. Cashless transactions can reduce the burden of workforce which is employed in cash transactions. Cashless transaction can be performed with lesser number of employees than in case of cash transactions.

Business environment includes internal and external environment which creates various types of challenges. Environmental forces determine the functioning of business organisation in an effective way. Environment is referred as the atmosphere of anything. The environment of business organisation includes various internal and external factors like customers, suppliers, competition, technology, legislation, market, government policies and socio-economic scenario which frame the environmental surroundings of it.

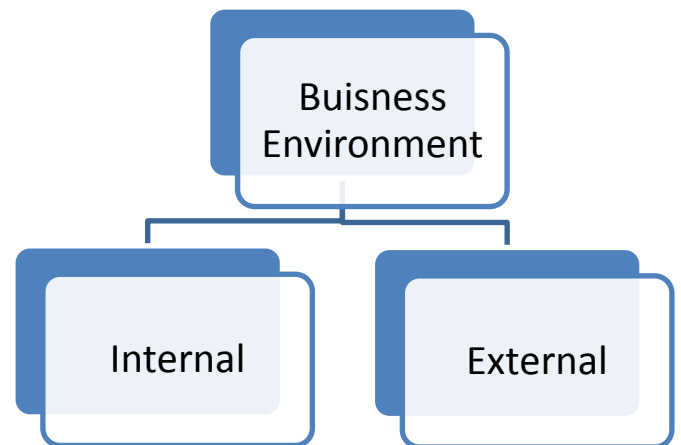


Fig. 1. Components of Business Environment

Many challenges of the modern business environment can be managed effectively with the use of cashless transactions. The cashless transaction does not require any physical form of currency such as the notes and coins. All the transactions for the transfer of goods, services and the money are performed through electronic ways of transfer of funds.

Cashless transactions can be performed with the use of technology easily. Technological developments have many types of effects on the operations of organization. Technology has made very easy the establishments regarding infrastructure and structure. With the use of technology, the plant and machinery can be easily moved and established in less time. Technology has made the process of construction very easy. Hence this new technology can be very supportive for the business undertaking. By accepting cashless payments, the shopping experience for the purchaser is seamless, quick and hassle-free. Customer service is very critical for any business and a cashless system will help you improve that in effective manner. Main digital payment methods for performing the cashless transactions includes, banking cards, USSD, AEPS, UPI, mobile wallets, banks pre-paid cards, point of sale, internet banking, mobile banking and micro ATMs. When cashless transactions are performed electronically, the business firms can easily track the buying pattern of their consumers. You can also create concord rewards for specific target segment with focused loyalty programs.

V.DISCUSSION

For the effective application of cashless system a business organization has to be alert about the challenges associated with the cashless transaction which can be easily managed. There are some problems related to cashless transactions such as cybercrime and lack of knowledge. But this problem can be handled with alertness while performing the cashless transactions. According to Mr Amitabh Kant, Chief Executive Officer, NITI Aayog, the Government of India's indigenous digital payments application, BHIM (Bharat Interface for Money), has become the top app on Google Play Store in India with over 3 million downloads and over 0.5 million transactions made so far since its launch. No doubt cashless transactions will support the Indian business in the unique way.

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