

OBSERVATION AND EXPERIENCES OF DIGITAL ECONOMY

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1) Household

I had visited 5 household they were very much interested in the digital payment system they liked USSD and Paytm payment modes all the 5 household they installed Paytm in they mobile phone the old people in the house were much interested in USSD there were some network issue with the USSD mode the people who are not educated were interested in it but they prefer to use cash.

2) shopkeeper

I had visited 15 to 16 shops including pan shop, idli dosha center, hotel, soda shop, panni puri Bandi, etc

In many shops the workers are not interested in speaking on the digital payment they said to speak with they boss, finally after visiting the shop 3-4 times they called they boss and when I said him digital modes of payment he said he will decide it after 31 Dec on response of Modi government

Some retail store person said they don't want to give money to banks on they every payment they receive some said they have the issue with the connection of the POS machine and sometimes they have to swipe the card again and again, the soda and Pani Puri vala they don't want to use the POS or Paytm for 5,10,25 ₹ few of they said they will use the digital payment modes if at least 30% of they customer ask for it, few pan shop and tea point owners said they want to use digital payment modes but the person who supply the products to them is not accepting the check when I asked that person that why is he not taking the check he said the company is not taking the check that's why I am taking the payment in cash

The most common thing I observed among the shopkeepers was they want to see what will be the move of government after 31 DCE 2016 then they want to see what to do. The shopkeepers showed much interest in addar linked POS they also said they want to install it in they shop.

3) market

I visited a pan market in Hyderabad when I reached there only few people were present in the market when I asked a person over they about the digital payment modes he said that 30% of the market use Paytm for payment the rest of the people are not educated and they need some time to understand it

They are helping each other for it and if any costume want to pay with Paytm they except it but the one thing I observed over there was they were no sign board for Paytm .

Suggestions

- 1)If the UPI or e wallets are available in regional languages then it will be good for the people who don't know English.
- 2)Can the payment from one wallets to the other wallets be made if yes then how much it will be charged.
- 3)Reduce the time for shopkeeper to get a pos.
- 4)There should be some rule such that the shopkeepers should accept the payment of rupees 5,10,15,25₹ In digital mode.
- 5)the registration process for upi app must to made more easy.