

INNOVATION AND IMPLEMENTATION OF INFORMATION TECHNOLOGY IN GLOBAL BUSINESS

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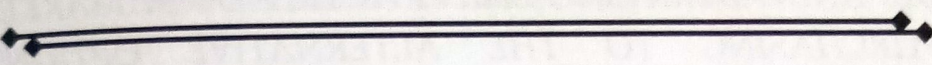


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"DIGITAL PAYMENT SYSTEM - A STUDY ON AWARENESS AMONG STUDENTS"



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Introduction

India is a developing economy with focus on achieving sustainable development. At present sustainable development for India depends on various infrastructural changes namely technological change. Recent technological change expected by all over India is Digital payment system. Our Prime minister planned to launch a state wide awareness campaign on digital payment at grassroots level. He planned to engage students as volunteers. But there is an existence of lack of awareness on digital financial literacy especially among students. Teaching digital payment system to a rural population is a big challenge for a country. There is an urgent need to create awareness among citizens, especially in rural and semi- urban areas, regarding digital financial services. This can be possible with the help of students by making them aware of digital payment system. In this paper an attempt has been made to find the awareness on Digital payment system among the women students. Sample of 50 respondents were randomly selected from Fatima College.

Objective of the study

- 1) To analyze the demographic profile of the respondents in Fatima college.
- 2) To identify the awareness on digital payment system among students.
- 3) To find out the sources of awareness of Digital payment system.