

Awareness of BHIM App Launched By Government of India in Indore, (M.P.)

¹Brahmjot Bagga, ²Nitin Patidar

Lecturer,
DAVV, Indore (M.P.)

Abstract: This study examines the awareness of general public about the mobile BHIM App launched among people in Indore. Remarkable changes have been seen since the quantum of consumers. These apps provide easy access to their users. There are many consumers still who are not aware about it and face challenge to know about it. The paper focuses on successfully providing best of research using methodology to seek information.

Keywords: App, remarkable changes, access.

INTRODUCTION

BHIM (Bharat Interface for Money) is a mobile payment App developed by the National Payments Corporation of India (NPCI), based on the Unified Payments Interface (UPI). Named after B. R. Ambedkar and launched on 30 December 2016, by Prime Minister Narendra Modi. It also allows users to check the current balance in their bank accounts and to choose which account to use for conducting transactions, although only one can be active at any time. The Version 1.3 allows its users to use mobile numbers from their contact book to send money and also save payment addresses for future use without needing to type the address again. User can also check the transaction history, by which only transactions through BHIM have been made. There is no need for internet banking activated to use BHIM App.

Transaction Limit:

Currently, there is no charge for transactions from ₹1 to ₹100,000. Some banks may levy a nominal fee for UPI or IMPS transfers. Minimum transaction amount is ₹1, and the maximum number of transactions per day is 10. If the 10-transactions-per-day limit has been reached, the user needs to wait for 24 hours from the last transaction before making another transaction. The fund transfer limit has been set to a maximum of ₹20,000 per transaction and a maximum of ₹40,000 by 24-hour.

REVIEW OF LITERATURE

According to Sunil Deshpandey, This feature enables a user to send money using Virtual Payment Address (VPA) or combination of Account Number and IFSC or even by scanning QR code so should be properly implemented.

Jayshree Grover says, BHIM is a unique payment solution which can be used without internet as well!! You can dial *99# from any phone and avail the same features of BHIM on your mobile screen. You can also register for BHIM using *99# . Also, it is mandatory that the customers mobile number is linked with the bank account. This app is a great upcoming project for Indian market to make way in Technology sector.

Shivprasad, mentions that even he is a user of BHIM App. BHIM app is friend in need for me. I am using BHIM app more than 1 year. I trust Bhim app as a friend because my money transaction is very safe. More than 50 times I have done money transfer and have not a single problem. Very important part is that I always check my bank account balance whenever my salary is deposited and also when I withdraw cash from ATM. Because where I live the network problem is very often. Many times texts delivery is late. That's why I use my office internet to operate BHIM app for checking status of my bank account. This help is worth so that BHIM app is friend in need for me.

Vinit Kumar, A very good concept by government of India for transactions of money directly from bank account. But there is a question why should I use BHIM where I can use TEZ and earn rewards on each transactions. The only answer people will give is that BHIM is a trusted App as it is from Government of India. While TEZ is a private company. For them I will answer TEZ is no doubt a private company. But the brand from which it belongs GOOGLE isn't a trusted site. Google is one of the largest company and I can trust on it for sure. Now BHIM allows its users just to transfer or receive money from other peoples. And nothing else. However I can recommend BHIM for senior citizens who have problems in learning new technical concepts. Because of its simple and user-friendly nature. Anyone can use BHIM to transfer or receive money very easily. As it has not many functions. But still I have BHIM in my phone and I don't uninstall it. As I need to have BHIM if someone wants to transfer money using BHIM app.

METHODOLOGY:

The data collection method used is primary & secondary both.

Primary Data: In this research the method used is Questionnaire to be filled by respondents of 100 sample size.

Secondary Data: In this research data was given by BHIM App regarding its features, advantages, disadvantages etc.

DATA ANALYSIS

Table1: No. of payments App aware to the customers of Indore:

Sno.	No. of Respondents	Percentage
a) 1	10	10%
b) 2	30	30%
c) 3	14	14%
d) more than 3	46	46%
TOTAL	100	

On the basis of data it can be said that many people are aware about payments App in the market as a score came to be 46%. And most of them are at least aware about the 2 or 3 Apps.

Table2: Do you feel money App important for transactions?

Sno.	No. of respondents	Percent
a) yes, because it takes no time	30	30%
b) yes, because it is convenient	38	38%
c) no, only for small transactions	18	18%
d) no, because cyber mistakes cannot be reversed	14	14%
TOTAL	100	

By this we can say that 30% to 38% uses the money banking are important for transactions. Whereas 18% -14% feel riskier to use it.

Table3: Do you know about BHIM App?

SNO.	No. of respondents	Percent
a) yes	66	66%
b) no	34	34%
Total	100	

By this data it can be said that the App is quite familiar among public of Indore. 66% of people are aware about it.

Table4: Features you like of BHIM App:

Sno.	No. of respondents	percentage
a) immediate fund transfer	14	14%
b) carries govt. trust	20	20%
c) works even without internet	22	22%
d) fund transfer by just using mobile no.	10	10%
e) don't know about BHIM App	34	34%
Total	100	

Inference can be drawn that 34% of respondents are unaware of BHIM App. And 22% like its working without Internet availability.

Table5: rating BHIM App & why?

sno.	Percentage	No. of Respondents
a) good	32%	32
b) moderate	24%	24
c) bad	02%	02
d) as same as others	08%	08
e) don't know about BHIM App	34%	34
TOTAL	100	

By this data it can be said that many people of Indore rated the App to be Good. But as well as 34% were not having reasons to claim about the App.

FINDINGS:

As the study was conducted to know about the awareness of BHIM App among the public of Indore. And hence it was found out that the App is quiet popular among people with future expansion probabilities. Following inferences are drawn out from the data:

- 1) Payment & money app are common nowadays.
- 2) People prefer money app for fast & convenient working of payments.
- 3) BHIM App is popular because it is a Government app & can be accessed without internet
- 4) BHIM App is rated Good because of easy processing.

CONCLUSION:

BHIM App is quiet popular and government app which is trying to hold on its place in market. Despite of good features & unavoidable errors & limitations that need to be worked upon. It is still a good intervention by Government of India to improve and grow in future. BHIM App is still a new app and new intervention among all. It has the power to influence customers towards paperless transactions & emerge more in future. BHIM app provides you an area for transactions and checking balance updates.

REFERENCES:

- 1) Bhimappofficial.com
- 2) Digital India & its impacts journal by Rebecca vol.25 (may 2018)
- 3) my government schemes by Shivprasad Jain(2018)
- 4) sample from public of Indore
- 5) BHIM registered office of Indore.