



V. V. COLLEGE OF SCIENCE & TECHNOLOGY

Affiliated to University of Calicut | Chullimada, Kanjikode, Palakkad.

Managed by: V V E & E Trust, Thiruvananthapuram.

Ph: 9497421532 | vvcollege02@gmail.com | www.vvcollege.co.in.

Accredited by NAAC with B+ Grade (First Cycle) | Approved by AICTE



WORKSHOP ON LED BULB MAKING





V. V. COLLEGE OF SCIENCE & TECHNOLOGY

Affiliated to University of Calicut | Chullimada, Kanjikode, Palakkad.

Managed by: V V E & E Trust, Thiruvananthapuram.

Ph: 9497421532 | vvcollege02@gmail.com | www.vvcollege.co.in.

Accredited by NAAC with B+ Grade (First Cycle) | Approved by AICTE



VVE & E
Trust

FRUIT PROCESSING





V. V. COLLEGE OF SCIENCE & TECHNOLOGY

Affiliated to University of Calicut | Chullimada, Kanjikode, Palakkad.

Managed by: V V E & E Trust, Thiruvananthapuram.

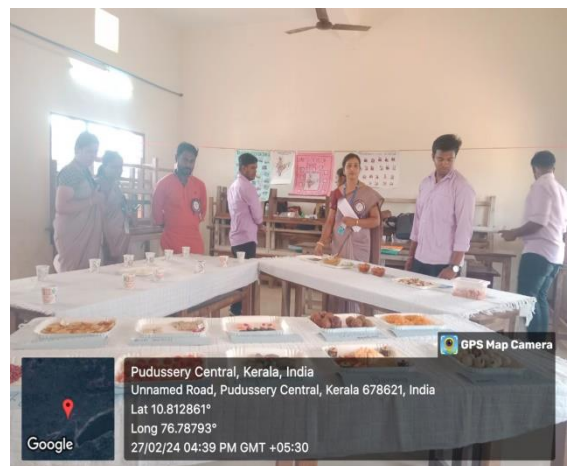
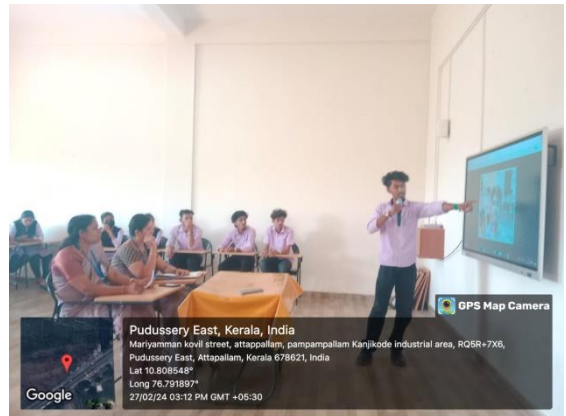
Ph: 9497421532 | vvcollege02@gmail.com | www.vvcollege.co.in.



VVE & E Trust

Accredited by NAAC with B+ Grade (First Cycle) | Approved by AICTE

EXHIBITION





V. V. COLLEGE OF SCIENCE & TECHNOLOGY

Affiliated to University of Calicut | Chullimada, Kanjikode, Palakkad.

Managed by: V V E & E Trust, Thiruvananthapuram.

Ph: 9497421532 | vvcollge02@gmail.com | www.vvcollege.co.in.



VVE & E
Trust

Accredited by NAAC with B+ Grade (First Cycle) | Approved by AICTE





V. V. COLLEGE OF SCIENCE & TECHNOLOGY

Affiliated to University of Calicut | Chullimada, Kanjikode, Palakkad.

Managed by: V V E & E Trust, Thiruvananthapuram.

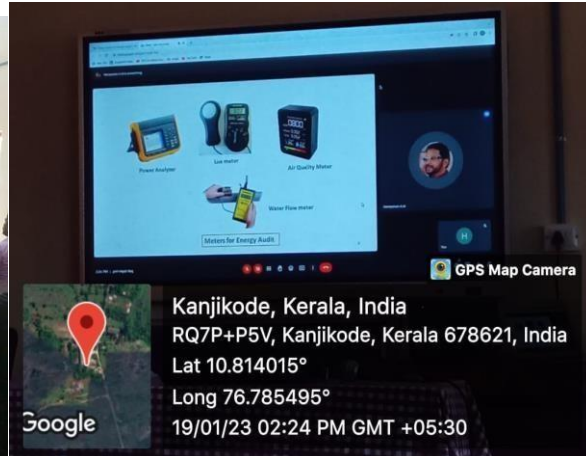
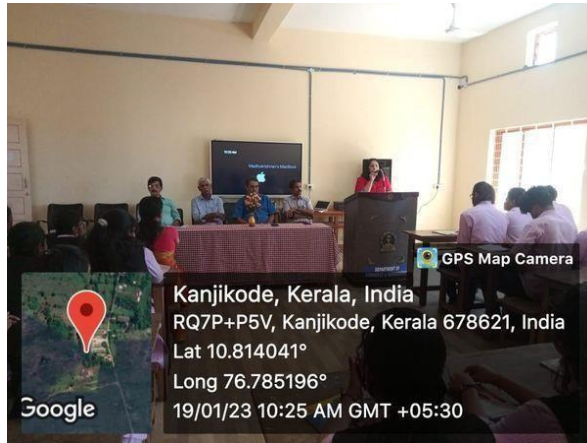
Ph: 9497421532 | vvcollge02@gmail.com | www.vvcollege.co.in.

Accredited by NAAC with B+ Grade (First Cycle) | Approved by AICTE



VVE & E Trust

WORKSHOP ON DATA COLLECTION OF GREEN AUDIT





V. V. COLLEGE OF SCIENCE & TECHNOLOGY

Affiliated to University of Calicut | Chullimada, Kanjikode, Palakkad.

Managed by: V V E & E Trust, Thiruvananthapuram.

Ph: 9497421532 | vvcollege02@gmail.com | www.vvcollege.co.in.

Accredited by NAAC with B+ Grade (First Cycle) | Approved by AICTE



VVE & E
Trust

CAREER GUIDANCE





VV

Academic
Research &
Publication
(VVARP)

ABOUT

VOARP journal is a scholarly annual publication containing articles written by professors and students.

Journals focus on a specific discipline or field of study. It serve the purpose of communication and provide valuable information to the *VO* community.

JOURNAL EDITORIAL COMMITTEE

1. Dr.V.K.Sudhakaran (Principal)
2. Ms.Lalitha.P.C (IQAC CO-ORDINATOR,
HOD- Dept of Electronics)
3. Ms.Girija Prasad.C (HOD- Dept of English)
4. Ms.Surabhila .K (HOD- Dept of Computer Science)
5. Ms.Praseeja.T (HOD- Dept of Mathematics)
6. Dr.P.Ramachandran (HOD- Dept of Malayalam)
7. Ms.Leelavathy.K (HOD- Dept of Hindi)
8. Ms. Nisha.K.J (CO-ORDINATOR- Dept of Commerce)
9. Ms.Nandhini.S (HOD- Dept of Geography)

INDEX

S.No.	TITLE	AUTHOR & DEPT	Page No.
1.	THE IMPACT OF INSTITUTIONAL FINANCE ON KERALA'S SMALL-SCALE INDUSTRIES	Dr.V.K.Sudhakaran - (Commerce)	1
2.	A STUDY ON MOTIVE BEHIND THE DEVELOPMENT OF A FINANCIAL SYSTEM	Mrs.Nisha K G- (Commerce)	4
3.	MIDDLE CLASS INVESTORS ATTITUDE TOWARDS PRIMARY MARKET	Mrs.Indira S- (Commerce)	13
4.	COMPETITIVE ADVANTAGE DEVELOPING TECHNIQUES AMONG RETAILERS WITH SPECIAL REFERENCE TO HOME APPLIANCE SHOPS	Mrs.Swapna C S- (Commerce)	19
5.	STUDY ON "QUALITY OF WORKLIFE AT PRECOT MERIDIAN (C & D UNIT), WALAYAR, PALAKKAD	Mrs. Sowmya K- (Commerce)	27
6.	A STUDY ON CONSUMER PERCEPTION TOWARDS IMPLEMENTATION OF EPOS MACHINE IN PDS	Mrs. Priya K- (Commerce)	33
7.	A STUDY ON ATTITUDE TOWARDS ONLINE SHOPPING AMONG YOUTH	Mrs. Sunu K T- (Commerce)	38
8.	A STUDY ON PRADHAN MANTRI UJJWALA YOJANA (PMUY)	Mrs.Jyothi M V- (Commerce)	41
9.	FACTORS INFLUENCING PURCHASE INTENTION OF STUDENTS SHOPPING ONLINE	Mrs.Sheeja V V- (Commerce)	43
10.	A STUDY ON B2B E-COMMERCE AS AN ECONOMIC BOOSTER"	Mr.Sanu R- (Commerce)	48
11.	A STUDY ON EFFECTIVENESS OF ONLINE ADVERTISING	Ms.Karishma K- (Commerce)	55
12.	INVESTMENT PATTERN OF SALARIED EMPLOYEES	Ms.Sneha K T- (Commerce)	59
13.	A STUDY ON QUALITY OF WORK LIFE OF NURSES	Mrs.Adhithya K Anil- (Commerce)	65
14.	A COMPARITIVE STUDY ON INNOVATIONS IN THE AREAS OF LOGISTICS AND WAREHOUSING	Mr.Jishnu V R (Commerce)	71
15.	HOME AUTOMATION AND SECURITY USING INTERNET OF THINGS	Mrs. Lalitha P C - (ELE)	80
16.	ULTRAWIDEBAND ANTENNA SYSTEMS	Mr. Pramod Kumar K- (ELE)	85
17.	6G OVERVIEW AND VISION	Mrs. Khuraishimol P H-(ELE)	89
18.	BILINEAR FORM ON FINITE DIRECTIONAL VECTOR SPACE	Mrs. Praseeja T - (Mathematics)	91
19.	THE ENERGY OF GRAPHS	Mrs. Neethu Peethambaran -(Mathematics)	100
20.	WATER QUALITY ANALYSIS OF NARAGAMPALLY RIVER	Ms. Nandhini S - (Geography)	105

21.	CULTURE & SETTLEMENT OF KALPATHY HERITAGE VILLAGE	Ms. Aiswarya K – (Geography)	107
22.	LANDSLIDE SUSCEPTIBILITY ZONE MAPPING	Ms. Jina A J – (Geography)	109
23.	A PHILOSOPHICAL JOURNEY INTO FREEDOM AND RESPONSIBILITY	Mrs. Girija Prasad V –(English)	111
24.	LANGUAGE IN THE NOVELS OF ACHEBE	Mrs. Jisha K V –(English)	113
25.	THE ENCHANTING TAPESTRY OF MAGICAL REALISM IN "THE HANDSOMEST DROWNED MAN IN THE WORLD"	Mrs. Shima S –(English)	117
26.	MYTHOLOGICAL ELEMENTS IN GIRISH KARNAD'S :HAYAVADANA AND NAGAMANDALA	Mrs.Sumaya –(English)	119
27.	“BLESSED BE THE FRUIT”: AN ECOFEMINIST READING OF <i>THE HANDMAID'S TALE</i>	Ms.Pooja Krishnan –(English)	122
28.	BIG DATA AND ANALYTICS	Mrs.Surabhila. K – (CS)	129
29.	EFFECTIVE USE OF DATA MINING TECHNOLOGIES ON BIOLOGICAL AND CLINICAL DATA	Mrs.Meena P S– (CS)	131
30.	ARTIFICIAL INTELLIGENCE	Mrs.Megha K H – (CS)	134
31.	MICRO-LED DISPLAY	Mrs.Hima K– (CS)	137
32.	CRYPTOGRAPHY	Mrs.Athira S– (CS)	138
33.	IMPORTANCE OF DIGITAL MARKETING IN MODERN LIFE	Mrs.Glitty Johns C– (CS)	140
34.	REACT JS	Mrs.Shifana A- (CS)	143
35.	INFLUENCE OF TAMIL CULTURES IN PORAATTU NAADAKAM	Dr.P Ramachandran –(Malayalam)	146
36.	KAALATHEETHAM EE KAVYA VISMAYAM- THUNCHATH EZHUTHACHAN	Ms.Gopika –(Malayalam)	152
37.	MAHADEVI VARMA JEEVANI	Mrs.Leelavathy –(Hindi)	154
38.	MUMSHI PREMCHANDH	Mrs.Jayasree –(Hindi)	157
39.	STUDY OF CRITICAL RELATIONSHIP BETWEEN ELITE AND NON-ELITE SPORTSMEN ON ANXIETY BEHAVIOUR	Mr.Jyothish K B –(Physical Education)	162

CONTENTS

PG DEPARTMENT OF COMMERCE

1. THE IMPACT OF INSTITUTIONAL FINANCE ON KERALA'S SMALL-SCALE INDUSTRIES
(by Dr. V.K.Sudhakaran)01
2. A STUDY ON MOTIVE BEHIND THE DEVELOPMENT OF A FINANCIAL SYSTEM
(by Mrs. Nisha K G)04
3. MIDDLE CLASS INVESTORS ATTITUDE TOWARDS PRIMARY MARKET
(by Mrs. Indira S)13
4. COMPETITIVE ADVANTAGE DEVELOPING TECHNIQUES AMONG RETAILERS WITH SPECIAL REFERENCE TO HOME APPLIANCE SHOPS
(by Mrs. Swapna C S)19
5. STUDY ON "QUALITY OF WORKLIFE AT PRECOT MERIDIAN (C & D UNIT), WALAYAR, PALAKKAD
(by Mrs. Sowmya K).....27
6. A STUDY ON CONSUMER PERCEPTION TOWARDS IMPLEMENTATION OF EPOS MACHINE IN PDS
(by Ms.PriyaK)33
7. A STUDY ON ATTITUDE TOWARDS ONLINE SHOPPING AMONG YOUTH
(by Mrs.SunuK T)38
8. A STUDY ON PRADHAN MANTRI UJJWALA YOJANA (PMUY)
(by Mrs.Jyothi M V).....41
9. FACTORS INFLUENCING PURCHASE INTENTION OF STUDENTS SHOPPING ONLINE
(by Mrs.Sheeja V V).....43
10. A STUDY ON B2B E-COMMERCE AS ANECONOMIC BOOSTER"
(by Mr.Sanu R).....48
11. A STUDY ON EFFECTIVENESS OF ONLINE ADVERTISING
(by Ms.Karishma K).....55
12. INVESTMENT PATTERN OF SALARIED EMPLOYEES
(by Ms.Sneha K T).....59
13. A STUDY ON QUALITY OF WORK LIFE OF NURSES
(by Mrs.Adhithya K Anil).....65
14. A COMPARITIVE STUDY ON INNOVATIONS IN THE AREAS OF LOGISTICS AND WAREHOUSING
(by Mr.Jishnu V R).....71

DEPARTMENT OF ELECTRONICS

- 1.HOME AUTOMATION AND SECURITY USING INTERNET OF THINGS
(by Mrs.Lalitha P C)80
2. ULTRAWIDEBAND ANTENNA SYSTEMS (by Mr.Pramod Kumar K)...85
3. 6G OVERVIEW AND VISION (by Mrs. Khuraishimol P H)...89

DEPARTMENT OF MATHEMATICS

- 1.BILINEAR FORM ON FINITE DIRECTIONAL VECTOR SPACE
(by Mrs. Praseeja T)91
2. THE ENERGY OF GRAPHS (by Mrs. Neethu P)100

DEPARTMENT OF GEOGRAPHY

- 1.WATER QUALITY ANALYSIS OF NARAGAMPALLY RIVER
(by Ms. Nandhini S)105
2. CULTURE & SETTLEMENT OF KALPATHY HERITAGE VILLAGE
(by Ms. Aiswarya K)...107
3. LANDSLIDE SUSCEPTIBILITY ZONE MAPPING
(by Ms. Jina A J)...109

DEPARTMENT OF ENGLISH

- 1.A PHILOSOPHICAL JOURNEY INTO FREEDOM AND RESPONSIBILITY
(by Mrs. Girija Prasad C)111
2. LANGUAGE IN THE NOVELS OF ACHEBE (by Mrs. Jisha K V)113
3. THE ENCHANTING TAPESTRY OF MAGICAL REALISM IN "THE HANDSOMEST DROWNED MAN IN THE WORLD"
(by Mrs. Shima S)...117
4. MYTHOLOGICAL ELEMENTS IN GIRISH KARNAD'S :HAYAVADANA AND NAGAMANDALA
(by Mrs.Sumaya)119
5. "BLESSED BE THE FRUIT": AN ECOFEMINIST READING OF *THE HANDMAID'S TALE*
(by Ms.Pooja Krishnan) ...122

PG DEPARTMENT OF COMPUTER SCIENCE

1. BIG DATA AND ANALYTICS (by Mrs. Surabhila .K)....129
2. EFFECTIVE USE OF DATA MINING TECHNOLOGIES ON BIOLOGICAL AND CLINICAL DATA (by Mrs.Meena P S).....131
3. ARTIFICIAL INTELLIGENCE (by Mrs.Megha K H).....134
4. MICRO-LED DISPLAY (by Mrs. Hima K).....137
5. CRYPTOGRAPHY (by Mrs.Athira S)...138
6. IMPORTANCE OF DIGITAL MARKETING IN MODERN LIFE (by Mrs.Glitty Johns C)140
7. REACT JS (by Mrs.Shifana A) ...143

DEPARTMENT OF MALAYALAM

- 1.INFLUENCE OF TAMIL CULTURES IN PORAATTU NAADAKAM (by Dr.P Ramachandran)146
- 2.KAALADHEETHAM EE KAAVYA VISMAYAM (by Ms.Gopika.) ...152

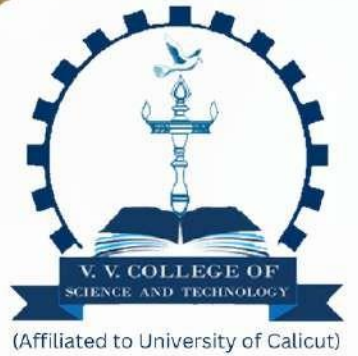
DEPARTMENT OF HINDI

- 1.MAHADEVI VARMA JEEVANI (by Mrs.Leelavathy)154
- 2.MUMSHI PREMCHANDH (by Mrs.Jayasree)157

DEPARTMENT OF PHYSICAL EDUCATION

- 1.A COMPARATIVE STUDY OF THE CRITICAL RELATIONSHIP BETWEEN ELITE AND NON-ELITE SPORTSMEN ON ANXIETY BEHAVIOUR (by Mr.Jyothish K B) ...162

FOR REFERENCE: [\(link to be given here\)](#)



V V COLLEGE OF SCIENCE & TECHNOLOGY

OUR COURSES

B.Sc Electronics M.Sc Computer Science
B.Sc computer Science M.Com Finance
B.Sc Geography
B.Sc Mathematics
B.A English
B.C.A
B.com Finance
B.Com C.A
B.Com Co-operation
B.B.A

📍 Chullimada, kanjikode P.O
Palakkad-678621
✉ vvcollege02@gmail.com
☎ 0491-2569-690
94974 21532

**A SURVEY ON
ELECTRONIC FINANCIAL LITERACY**

INTRODUCTION

Evolution is inevitable hence; evolution of Financial Literacy was inexorable in this era of extraordinary technological developments. Financial Literacy has evolved itself into Digital Financial Literacy in the recent past. Financial Literacy is a lucid concept which involves a person's ability to take decisions regarding budgeting, savings and personal finance management. While on the other hand Digital Financial Literacy is much broader and complex concept that encompasses two components-Digital Literacy and Financial Literacy. Financial literacy has evolved itself into Digital Financial Literacy in the recent past financial literacy is a lucid concept which involves a person ability to take decisions regarding budgeting savings and personal finance management. It seeks to know the relationship between the age and the level of awareness regarding different Digital Financial products or services. It makes an effort to envisage if there is any relation between education level and type of investments made by the people in managing their funds digitally.

For a country like India where most of the transactions are done physically, paving the way for black money and Tax evasion ,reformation in the monetary system is necessary to increase the usage of Digital Financial Products and blocking the loopholes in the system which are a boon for the tax evader. This paper tries to envisage and provide a much clearer picture of Digital Financial Literacy among the people of Palakkad, Kerala

In this paper we are trying to find and establish a liaison between the age of rural respondents and the level of awareness about different Digital Financial services and products.

DATA ANALYSIS AND INTERPRETATION

TABLE NO 1.1 GENDER OF THE RESPONDENTS

ATTRIBUTES	PERCENTAGE
MALE	37.5%
FEMALE	62.5%
TOTAL	100%

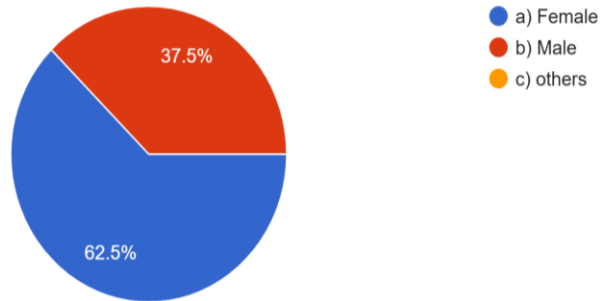


CHART NO 1.1 GENDER OF THE RESPONDENT

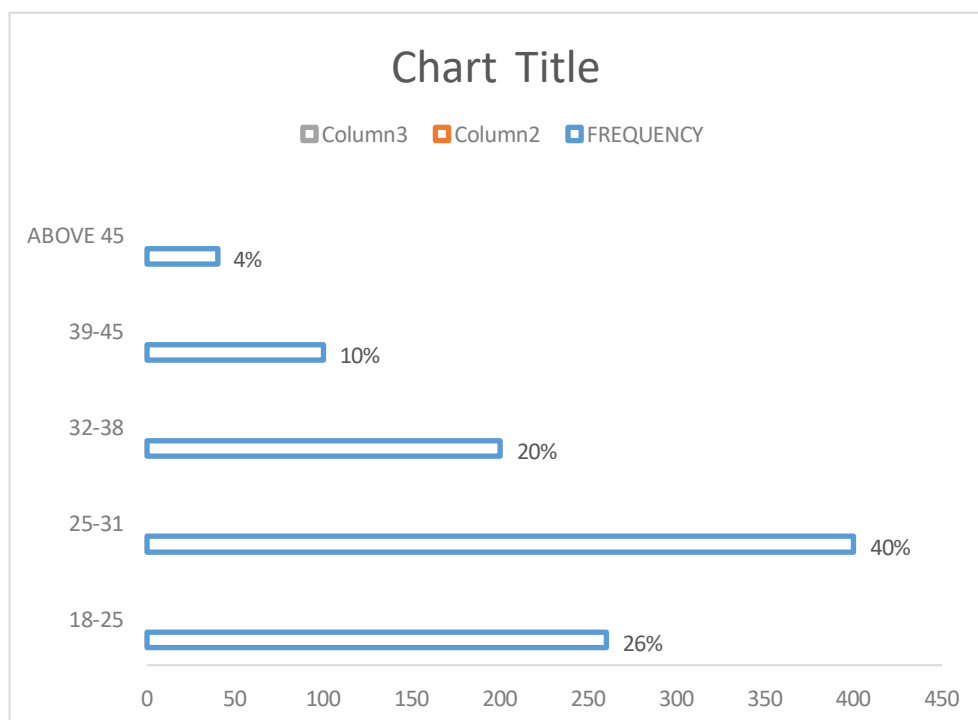
INTERPRETATION

From the above table it is clear that majority of the respondents are female (62.5%) and rest of the respondents 37.5% are male

TABLE 1.2 AGE OF THE RESPONDENTS

AGE	PERCENTAGE
18-25	26%
25-31	40%
32-38	20%
39-45	10%
ABOVE 45	4%
TOTAL	100%

CHART NO 1.2 AGE OF THE RESPONDENTS



INTERPRETATION

Most of the respondents are come under in age group of 25-31 as 40% because most of the people in this age group are educated or employed and minimum number of respondents are come under the category above 45 because they are not aware about the technologies developed in digital field.

TABLE NO 1.3 MOST PREFERRED EWALLET

ATTRIBUTES	PERCENTAGE
AMAZON PAY	1.2%
GOOGLE PAY	93.8%
PAYTM	3%
PHONE PE	2%
TOTAL	100%

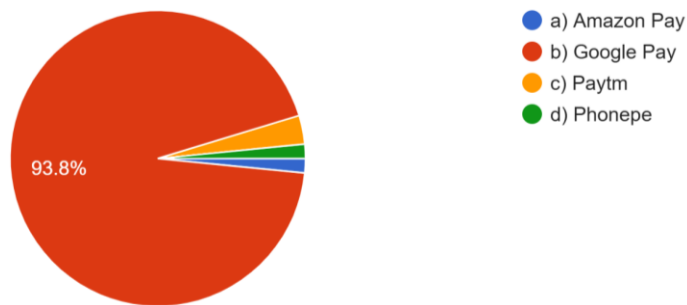


CHART NO 1.4 MOST PREFERRED EWALLET

INTERPRETATION

Most preferred e-wallet is Google pay (93.8%) and least preferred wallet is Amazon pay (1.2%).

TABLE NO 1.5 SOURCE OF AWARENESS ABOUT E WALLET

ATTRIBUTES	PERCENTAGE
SOCIAL MEDIA	57.8%
FRIENDS	32.8%
ADVERTISEMENTS	9.4%
MAGAZINE/TELEVISION	0%
TOTAL	100%

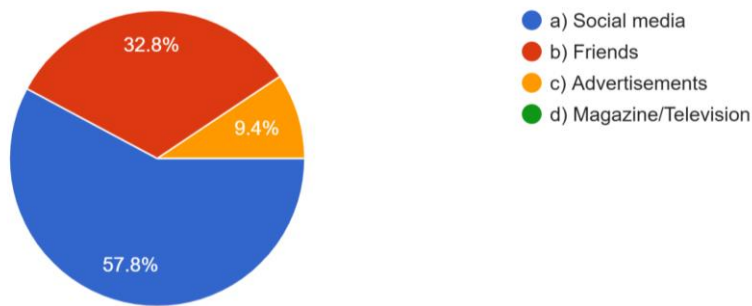


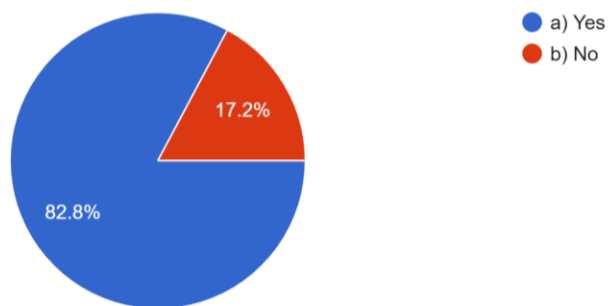
CHART NO 1.5 SOURCE OF AWARENESS ABOUT E WALLET

INTERPRETATION

Most of the respondents are aware about e wallets through social medias (57.8%).and next from their friends (32.8%).

TABLE 1.5 SHOWING USAGE OF E WALLETS

ATTRIBUTES	PERCENTAGE
YES	82.8%
NO	17.2%
TOTAL	100%



INTERPRETATION

Majority (82.8%) of the respondents are using e-wallets for financial transactions.

TABLE 1.6 SHOWING REASONS FOR SELECTING MODES OF PAYMENT

ATTRIBUTES	PERCENTAGE
TIME SAVING	31.3%
EASE OF USE	60.9%
SECURITY	2.5%
WIDE ACCEPTABILITY	5.3%
TOTAL	100%

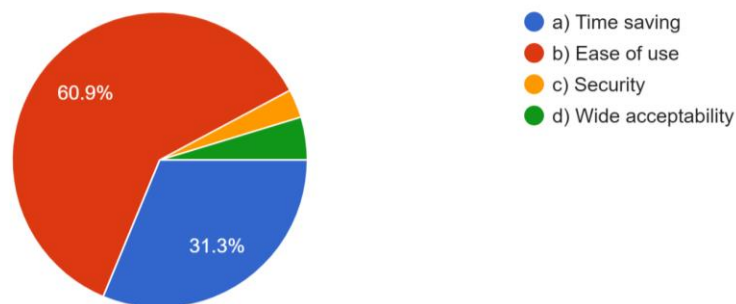


CHART NO 1.6 SHOWING REASONS FOR SELECTING MODES OF PAYMENT

INTERPRETATION

Ease of use and time saving are selected by the respondents as the main reasons for selecting modes of payment.

TABLE 1.7 SHOWING MOST CONVENIENT E WALLET

ATTRIBUTES	PERCENTAGE
SMART PHONE	89.1%
LAPTOP	1.5%
COMPUTER	1.6%
ALL OF THE ABOVE	7.8%
TOTAL	100%

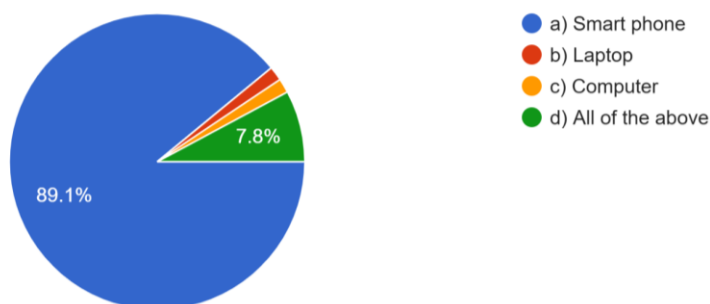


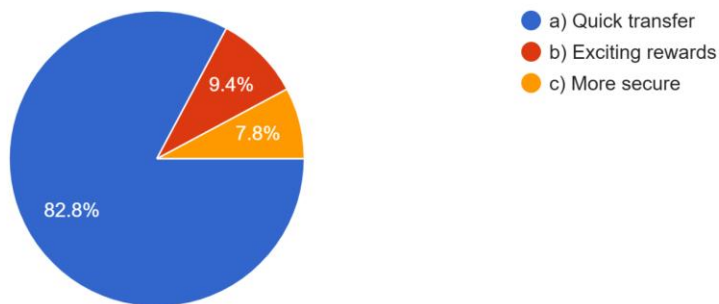
CHART 1.7 SHOWING MOST CONVENIENT E WALLET

INTERPRETATION

From the above table and graph majority of the respondents are more convenient in mobile phone (89.1%) for using e wallets and also all are using laptop,computer for financial transactions.

TABLE 1.8 SHOWING ATTRACTING FEATURES OF E WALLETS

ATTRIBUTES	PERCENTAGE
QUICK TRANSFER	82.8%
EXCITING REWARDS	9.4%
MORE SECURE	7.8%
TOTAL	100%

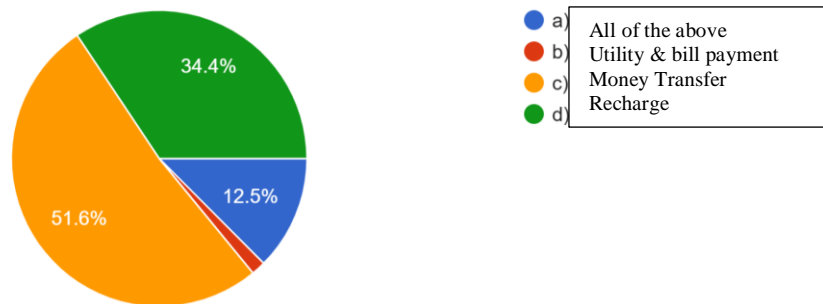


INTERPRETATION

From the above table majority of the respondents are attracted to e wallets considering the speed (quick transfer – 82.8%) also they feels attracted in the exciting rewards.

TABLE SHOWING PURPOSE OF USING E WALLETS

ATTRIBUTES	PERCENTAGE
MONEY TRANSFER	51.6%
RECHARGE	34.4%
UTILITY AND BILL PAYMENT	1.5%
ALL OF THE ABOVE	12.5%
TOTAL	100%

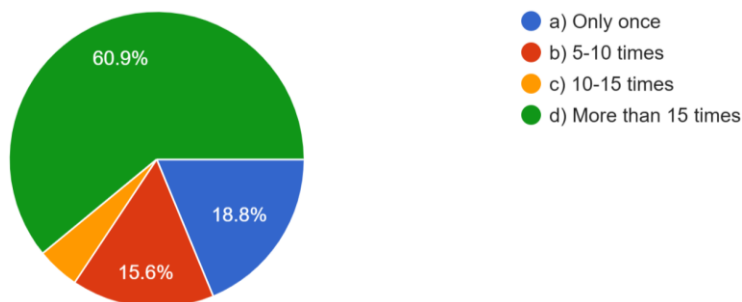


INTERPRETATION

Majority of the respondents were using e wallets for the purpose of money transefring, recharge and all together.

TABLE SHOWING USAGE FREQUENCY OF E WALLETS

ATTRIBUTES	PERCENTAGE
ONLY ONCE	18.8%
5-10 TIMES	15.6%
10-15 TIMES	4.7%
MORE THAN 15 TIMES	60.9%
TOTAL	100%



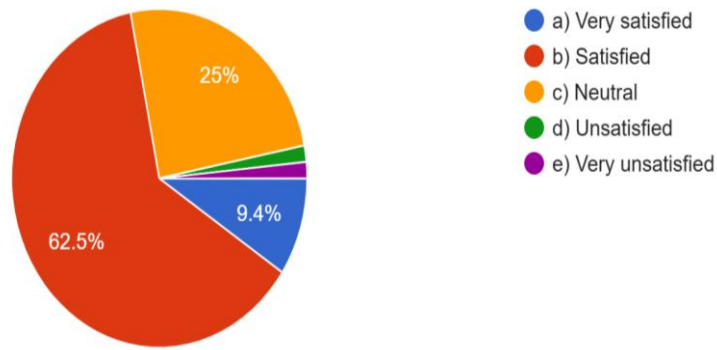
INTERPRETATION

Most of the respondents (60.9%) are using e wallets more than 15 times.

SATISFACTION LEVEL TOWARDS USABILITY OF E-WALLETS

ATTRIBUTES	PERCENTAGE
VERY SATISFIED	9.4%
SATISFIED	62.5%
NEUTRAL	25%
UNSATISFIED	2.1%
VERY SATISFIED	1%
TOTAL	100%

Axis Title

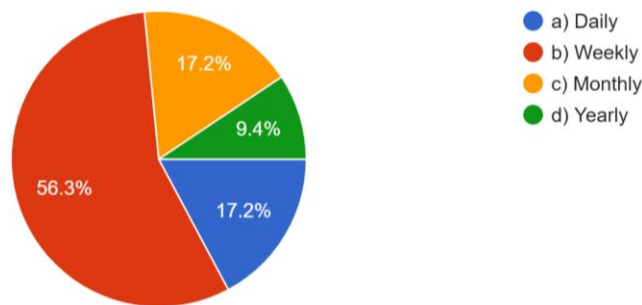


INTERPRETATION

Most of the respondents (62.5%) are satisfied towards the usability of e-wallets and the unsatisfied respondents are only (3%).

TABLE SHOWING HOW OFTEN DO YOU USE E- WALLETS

ATTRIBUTES	PERCENTAGE
DAILY	17.2%
WEEKLY	56.3%
MONTHLY	17.2%
YEARLY	9.3%
TOTAL	100%



Axis Title

CHART NO 1.12 SHOWING HOW OFTEN DO YOU USE E- WALLETS

INTERPRETATION

Majority of the respondents are using e wallets weekly (56.3%)

TABLE SHOWING OBSTACLES WHILE USING E- WALLETS

ATTRIBUTES	PERCENTAGE
SECURITY OF MOBILE PAYMENT	28.1%
TOO MUCH TIME CONSUMING TO SET UP	34.4%
INVOLVES DANGER OF LOSING MONEY	21.9%
CANNOT BE USED FOR INTERNATIONAL TRANSACTIONS	15.6%
TOTAL	100%

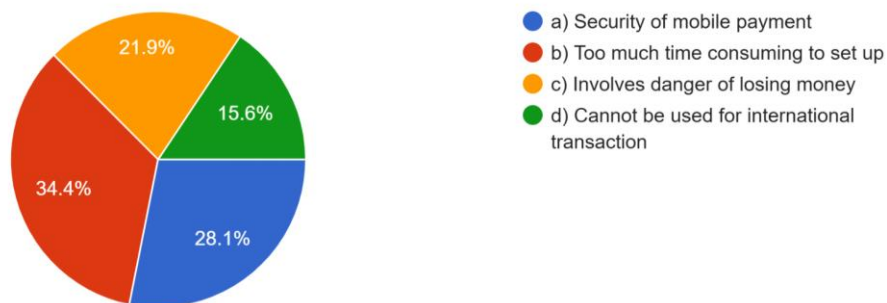


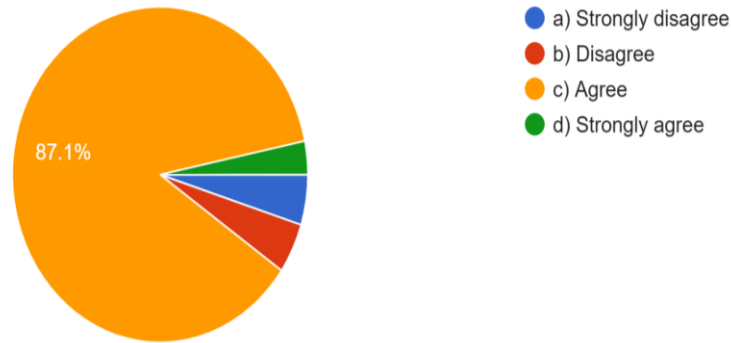
CHART 1.13 SHOWING OBSTACLES WHILE USING E- WALLETS

INTERPRETATION

The main obstacle faced by respondents while using e-wallet is the time consumption (34.4%).

TABLE SHOWING USEFULNESS OF E-WALLETS MODE OF PAYMENT

ATTRIBUTES	PERCENTAGE
STRONGLY AGREE	1.2%
AGREE	87.1%
DISAGREE	2.2%
STRONGLY DISAGREE	5.2%
TOTAL	100%

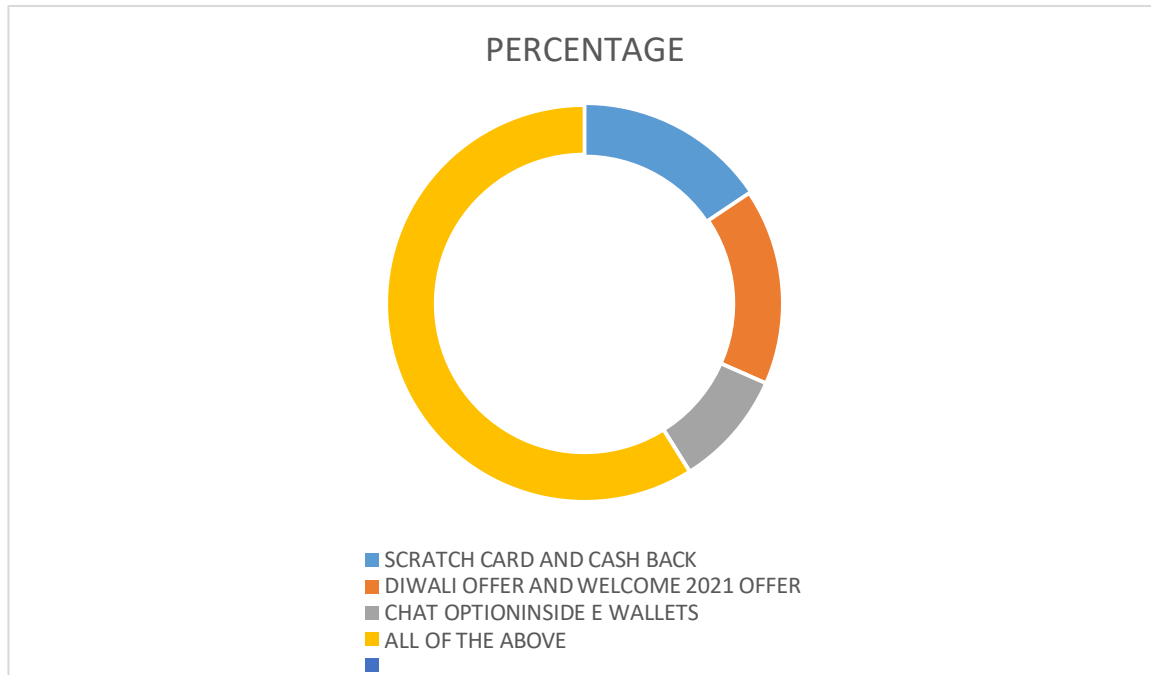


INTERPRETATION

Maximum number (87.1%) of respondents are agreeing about the usefulness of e-wallets mode of payment. And (5.2%) of respondents are strongly disagreeing about the usefulness of e-wallets.

TABLE SHOWING STRATEGIC WEAPON OF E- WALLETS WHICH ATTRACTS USERS

ATTRIBUTES	PERCENTAGE
SCRATCH CARD AND CASH BACK	15.6%
DIWALI OFFER AND WELCOME 2021 OFFER	16%
CHAT OPTION INSIDE E WALLETS	9.5%
ALL OF THE ABOVE	58.9%
TOTAL	100%

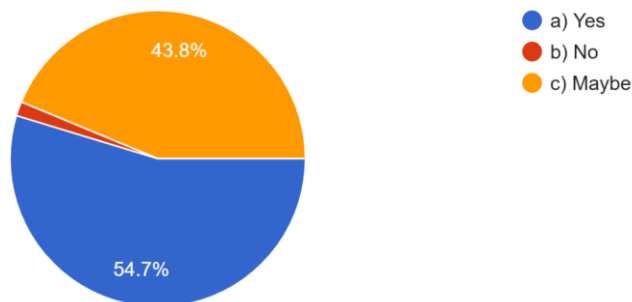


INTERPRETATION

The main strategic weapons of e-wallets are scratch cards and cash back ,Diwali offers and chat optionse-wallets.

TABLE SHOWING AVAILABILITY OF E WALLETS IN INDIA

ATTRIBUTES	PERCENTAGE
YES	54.7%
MAY-BE	43.8%
NO	1.5%
TOTAL	100%



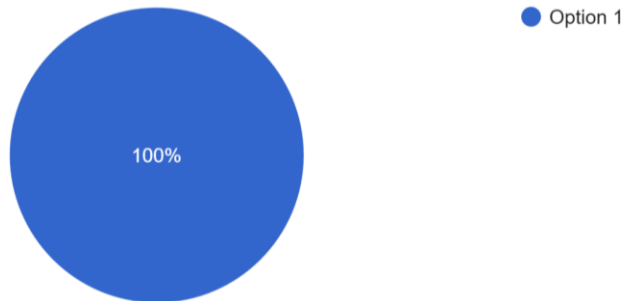
Axis Title

INTERPRETATION

Respondents are more aware about the availability of e-wallets in India. They know many Information about the e-wallets.

TABLE SHOWING PROMOTING SAVINGS

ATTRIBUTES	PERCENTAGE
YES,VERY MUCH	100%
UPTO A CERTAIN LEVEL	0%
NOT AL ALL	0%
TOTAL	100%



INTERPRETATION

From the above figure it is clear that majority of the respondents feels that e-wallets are promoting savings as it is very easy to transact the amount and other facilities like bill payments.

FINDINGS

- 37.5% of the respondents are male and 62.5% of respondents are female.
- Majority of the respondents belongs to the age group under 25-31(40%).
- Google Pay is the most preferred E-wallet (93.8%).
- Most of the respondents are aware about e-wallets through Social media (57.8%).
- Majority of the respondents are using e –wallets (82.8%).
- Time savings ,ease of use ,security and wide acceptability are equally connected to the reasons for selecting modes of payment.
- Mobile phone is the most convenient e-wallet (89.1%).
- Quick transfer is the most (82.2%) attracting feature of e-wallets
- E-wallets are mostly used for recharging, money transfer, utility and bill payment (60%)
- (60.9%) of the respondents are using e-wallets more than 15 times
- Most of the respondents are satisfied towards usability of e-wallets (62.5%).Least percentage is (4%).

- The main obstacle while using e-wallets is too much time consuming (34.4%)
- Maximum number of respondents are strongly agreeing about the usefulness of e-wallets mode of payment (87.1%).
- Respondents are more aware about the availability of e-wallets in (54.7%) India but they are not widely using it.

SUGGESTIONS

- Develop programmes to promote digital financial education –cost effective special programmes for women , less educated , startups.
- There is need for providing more information about the product through mobile phones, tv, magazines, newspaper
- Conduct awareness classes among rural people and illiterate about the problems while using e-wallets and security issues
- Educational institutions should introduce new technologies among students.

CONCLUSION

The project entitled “A SURVEY ON ELECTRONIC FINANCIAL LITERACY” was an attempt to study the electronic financial literacy among people in Palakkad. People are ready to adopt the new technologies and there is a good progressing change among people. Education level also helps in contributing towards increasing the confidence of the respondents in managing their funds digitally.

The importance of digital financial literacy is self-evident. Digital Financial Literacy is critical for the empowerment of all underprivileged parts of society in today's world, as everything is done digitally. We can deduce from this study that the well-educated rural populations of Kerala make extensive use of digital financial services, whereas a major percentage of the uneducated population does not. Moreover, women of rural areas especially the uneducated and the elder women didn't find them suitable for the usage of these services. The main reason for this was the fear of hackers or fear of losing their hard-earned money. Hence, service providers of Digital Financial apps should try to build an interface that is user friendly for the less educated, women and elderly people. However, this is also not enough various camps needs to be set up which gives them a physical demonstration of these services usage.

We also uncovered the fact that education contributed towards increasing the confidence level of people in managing the funds digitally. During the course of the study, we also deciphered that Direct Benefit Transfer scheme was acting as a catalyst for stimulating people to acquire Digital Financial Literacy. Additionally, this scheme as also helped in increasing some people's income. Consequently, more additions and weights must be provided to this system in order to target the less advantageous parts, by the policy makers so as to achieve an inclusive Digital Financial growth in the economy.

QUESTIONNAIRE

A SURVEY ON ELECTRONIC FINANCIAL LITERACY OF PEOPLE IN PALAKKAD QUESTIONNAIRE

1. Name :
2. Age :
3. Gender of the respondent?
a) Female b) Male c) others
4. Are you aware regarding the functionality of e-wallets?
a) Aware b) Fully aware c) Partially aware d) Not aware
5. Which e-wallet do you prefer the most?
a) Amazon Pay b) Google Pay c) Paytm d) Phonepe
6. From where did you get the information about e-wallets?
a) Social media b) Friends c) Advertisements d) Magazine/Television
7. Do you use e-wallets for financial transactions?
a) Yes b) No
8. Why do you use e-wallets over other modes of payment?
a) Time saving b) Ease of use c) Security d) Wide acceptability
9. Which device is most convenient for making the payment via e-wallets?
a) Smart phone b) Laptop c) Computer d) All of the above
10. How do you consider e-wallets against other sort of payment methods?
a) Quick transfer b) Exciting rewards c) More secure d) Alternate choice
11. What is your purpose of using e-wallets?
a) Money transfer b) Recharge c) Utility and Bill payment d) All of the above
12. What do you keep in mind while using e-wallets?
a) Available discounts b) Premium offers c) Cash back d) Rewards
13. How many times have you used e-wallets?
a) Only once b) 5-10 times c) 10-15 times d) More than 15 times

14. How would you rate e-wallets according to usability?

a) Very satisfied b) Satisfied c) Neutral d) Unsatisfied e) Very unsatisfied

15. How often do you use e-wallets?

a) Daily b) Weekly c) Monthly d) Yearly

16. Are there any obstacles while using e-wallets?

a) Yes b) No

17. What are the obstacles you face while using e-wallets?

a) Security of mobile payment b) Too much time consuming to set up
c) Involves danger of losing money d) Cannot be used for international transaction

18. Is e-wallets services useful mode of payment?

a) Strongly disagree b) Disagree c) Agree d) Strongly agree

19. Among the following, which one do you think is a strategic weapon of e-wallets to attract users?

a) Scratch card and cash back b) Diwali offer and welcome 2021 offer c) Chat option inside e-wallets d) All of the above

20. Do you think e-wallets should be widely available in India?

a) Yes b) No c) Maybe

21. Would you like to continue using E-wallets?

a) Very likely b) Likely c) Neutral d) Unlikely e) Very unlikely

22. Does e-wallets promote your savings?

a) Yes, very much b) Upto a certain level c) Not at all

23. Are you satisfied with the security of your credentials?

a) Yes b) No

24. Would you like to refer your friend to use e-wallets?

a) Yes b) No

SIGNATURE

PLACE



V.V.COLLEGE OF SCIENCE & TECHNOLOGY

Affiliated to University of Calicut | Chullimada,
Kanjikode, Palakkad

Accredited by NAAC with B+ Grade (First Cycle) | Approved by AICTE



Internal Quality Assurance Cell
(IQAC) Organising

**A SURVEY WORK SHOP ON
ELECTRONIC FINANCIAL
LITERACY OF PEOPLE IN
PALAKKAD**



Sri. Kuttapan Chettiyaar
SECRETARY
V V E & E TRUST



Dr. V.K Sudhakaran
PRINCIPAL
V.V COLLEGE

DATE : 16-10-2023

TIME : 11:00 AM - 12:30 PM

