

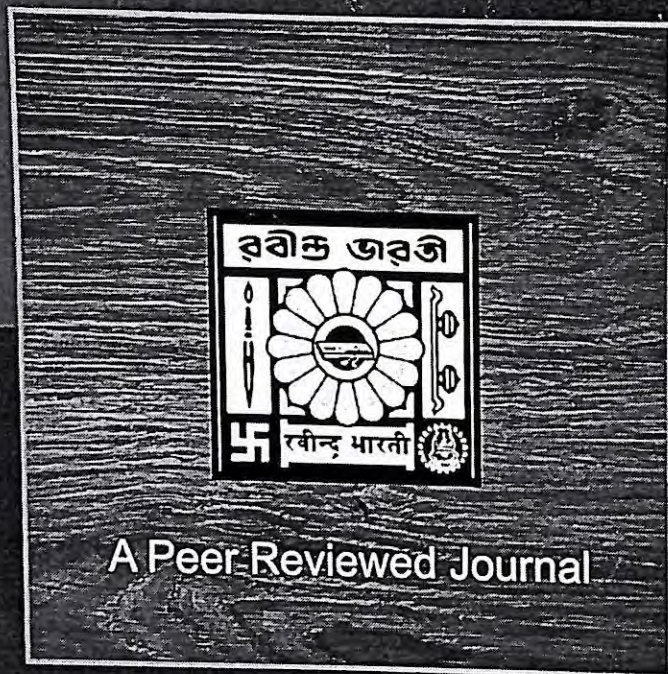
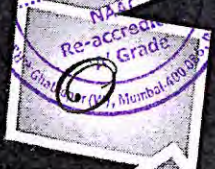
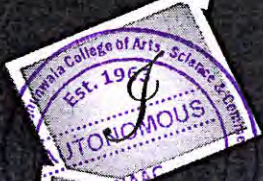
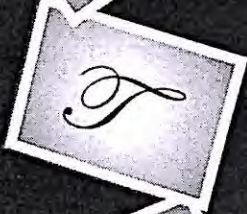
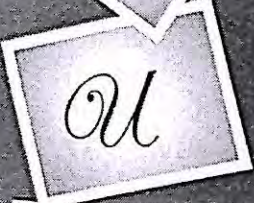
Subodh

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A STUDY ON CONSUMER BEHAVIOUR TOWARDS DIGITAL BANKING SERVICES  
WITH REFERENCE TO SUSTAINABLE DEVELOPMENT

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**Abstract**

Banking is the focal part of financial system of any country as it caters to financial needs of different stakeholders as well as churning the money for economic development. Sustainable development and banking digitalisation has close relation with each other because now banking services have become easily accessible to all. Sustainable development means satisfying needs of current generation without affecting ability of future generation to satisfy their own needs. First nationalisation of commercial banks in 1969 was a major footprint towards sustainable development as one of its purpose is to make the banking service available to all and not get restricted to few class of people. Real banking reforms started towards sustainable development when government adopted Narasimham committee report 1991 and 1999. In recent years, due to development in technology quality and accessibility of banking service in India has improved contributing to sustainable development of the economy. This paper is going to study how far banking services have reached to public and role of digital banking on sustainable development.

**Keywords :-** Digital Banking , Sustainable development, Financial system

**Introduction**

The modern concept of sustainable development came in the year 1987 from Brundtland Report. Its simple meaning is use of available resources rationally and optimally for existing and future generation so that human needs can be satisfied without affecting integrity and stability of natural resources. Now a days many countries are following organised principles of sustainable development for managing the economies for current and future generation growth and development. The concept of sustainable development has three types namely environmental, economical and socio-political sustainability. In India, for last many years general public was not having bank accounts neither using any banking services due to several factors like unemployment, low income, non availability of banking services etc. As a result major chunk of the population remain left out from the benefits of economic growth, who however have been facing socio economic problem for many years. Jana Dhana Yojana started by Union government of India has made the account less people to open bank account with zero balance. Digital services like Internet banking, Mobile banking, Debit card, Credit card, Payment apps etc. have made banking service easy and convenient for common man. This will help to achieve economic sustainability of the society. Digital banking will reduce dependency on private money lenders which in turn will help needy people to borrow money from banks at lower interest rates. The essence of digital banking is financial inclusion of poors and good governance to curb corrupt practices which is essential goals of sustainable development.

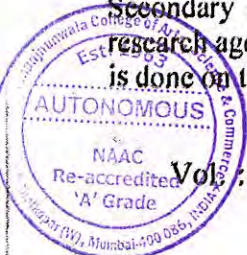
**. Objectives**

1. To understand role of digital banking on sustainable development.
2. To understand how far banking services have reached to public.

**Research Methodology**

The research paper is based on primary as well as secondary data. Primary data has been collected from five categories of people like students, businessman, professional employee and retired persons by questionnaire method. The sample size considered for the study is 83 respondents.

Secondary data has been collected through books, journals, government publications, reports of research agencies, newspaper, websites etc. The research is mainly exploratory in nature and analysis is done on the basis of percentage method and observation.



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