



▼ UNDERGRADUATE ABSTRACTS

UG -15 : EFFECTIVENESS OF VIDEO ASSISTED DEMONSTRATION ON KNOWLEDGE REGARDING CASHLESS DIGITAL TRANSACTION AMONG RURAL PEOPLE

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Background: India moving towards a cashless economy. Digital transaction brings in better transparency, scalability and accountability. The rural people have less knowledge on digital payments on mode of transaction using Banking Cards, Unstructured Supplementary Services Data, ADHAAR Enabled Payment System, Unified Payment Interface, Mobile wallets, Banks Pre – Paid Cards, Point of Scale Machines, Internet Banking,

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Mobile Banking, Med Health cards and E – Coupons. The researcher felt the need of imparting knowledge regarding cashless digital transaction among rural people.

Objectives: To assess the level of knowledge regarding cashless digital transaction. To evaluate the effectiveness of video assisted demonstration on knowledge regarding cashless digital transaction. To associate the level of knowledge regarding cashless digital transaction with selected demographic variables.

Methods: Pre – experimental, one group pre test – post test design was adopted. 60 rural people in Pillaiyarkuppam, Puducherry, selected using convenient sampling. Data collection was done before and after

the video assisted demonstration using structured questionnaire which consists of 25 questions.

Results: The result of the study showed that the mean value of 60 samples 7.45 pre test, 20.95 post test level of knowledge. The P value was <0.001 which was significant implicating effectiveness of video assisted demonstration on knowledge regarding cashless digital transaction among rural people.

Conclusion: This study revealed that video assisted demonstration is effective in enhancing the knowledge among rural people regarding cashless digital transaction. The study helps to rural people on utilization of digital payments to make cashless India.