



ROLL OF ARHITYA FOR PROMOTING DIGITAL PAYMENT AMONG FARMERS

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Abstract:

India has been an agricultural country; currently, 58 percent of the population depends on agriculture. This presentation is 67 percent in Haryana. Despite the dependence of such an extensive section on agriculture, the contribution of this sector to digital payments is negligible. Despite the Government of India's best efforts, success has yet to be realized in this area, owing to Arhitya's apathy in digital payment. The farmer and the Arhitya are two sides of the coin. Arhitya is not only a farmer's commission agent but also a bank that provides loans and accepts surplus money from farmers. The farmers do not provide loans from the agent for agricultural activities only. Still, they can take loans for almost every activity, from buying groceries to building a house or getting married. In terms of money, if farmers are closest to anyone, then it is Arhitya. Therefore, Arhitya can play an essential role in promoting digital payments among farmers. Unfortunately, the transactions between farmers and Arhitya happen in cash. Cash is king here. In this research paper, we will look at the dependence of farmers on Arhitya, as well as try to find out why Arhitya is unable to adapt and promote digital payment.

Keywords: Arhitya and farmers, E-Payment and Arhitya, digital payment for unorganized sector.

Introduction

Digital Payments:

Digital payments refer to making and accepting transactions via non-hard cash form. Some numbers add to the payee account, and some are minus from the payer account. Digital payment is an umbrella term, not an instrument. IMPS, UPI, NEFT, RTGS, Etc., are an example of digital payment instruments.

Farmers:

Whether it is modern India or ancient India, agriculture has always been the dominant force in the country. At present, 58 percent of the population depends on agriculture. Even though the agriculture sector's contribution to GDP has become the third place, i.e., 18.8 percent. Agriculture is still in the first place in employment with more than 70 crore population engaged. This sector grew by 3.6% from 2020 to 2021 (IBEF, 2022). The importance of the agriculture sector will increase in the coming times; due to the war between Russia-Ukraine, there may be a food crisis in the world, and the 'ethanol blending program' of India, which increase Indian farmers' income. Haryana becomes very important in this scenario, where 67 percent of the population is dependent on agriculture activity with a negligible contribution to digital payments (Haryana, 2021). It is

necessary to bring farmers digital payment so that the problem of exploitation by the Arhitya, late subsidy, dead money Etc. It is possible to get rid of it.

Arhitya:

Where there is mention of farmers but no mention of Arhitya, it is dishonest, because Arhitya and farmers are two wheels of the same cart. For the farmer, the Arhitya is more than a simple commission agent; he is a neighbor who sticks by him in every difficulty. Farmers can take out loans for practically any purpose, including food shopping, marriage, and home construction. If the farmer is closest to everyone else in terms of wealth, they are an Arhitya. Regrettably, cash still reigns supreme in our industry. Cash is used for most transactions. The crop amount is deposited into the farmers' accounts by the government via DBT. The farmers then offer Arhitya either a cheque or a cash withdrawal and continue to engage in cash-intensive operations till the next harvest. The government should not only try to get farmers to accept digital payments but also include the Arhitya in its digital campaign. If the Arhitya doesn't accept digital payments, farmers won't either.

Review Of Literature: Pandey & Rathore (2018) concluded that literacy rate and digital literacy may differ.

Cashless Haryana website: After studying the website, it was determined that digital transactions for the fiscal year 2020-2021 were 74 crores, a reduction from the previous fiscal year (2019-2020), which was 102 crores.

Kumar et al. (2018) conducted research in three adopted villages in the Palwal district of Haryana as part of the "Mera Gaon Mera Gaurav" program. According to the results, 80 percent of farmers had bank accounts, 63 percent operated regularly, and 60 percent had debit cards. Despite this, over 70% of farmers chose cash over crops, milk, medication, fertilizer, pesticides, etc.

RBI, (2019) report concluded that farmers' participation in digital payments was quite low, but employment in the agriculture industry had increased.

Objectives Of Research

- a. The extent to which farmers are dependent on Arhitya for all their needs column chart 1
- b. Arhitya's method of payment to farmers column chart 2
- c. Stumbling hurdles in Arhitya's digital payment transition column chart 3

The objectives of this study are: -

1. To investigate the reliance of farmers on Arhitya
2. To know the preferences of Arhitya regarding digital payment instruments.
3. To identify the main roadblocks to Arhitya's transition to digital payment.

Research Methodology

Population: The population considered is the entire Arhitya population of Haryana's Karnal district. The population was defined as 530.

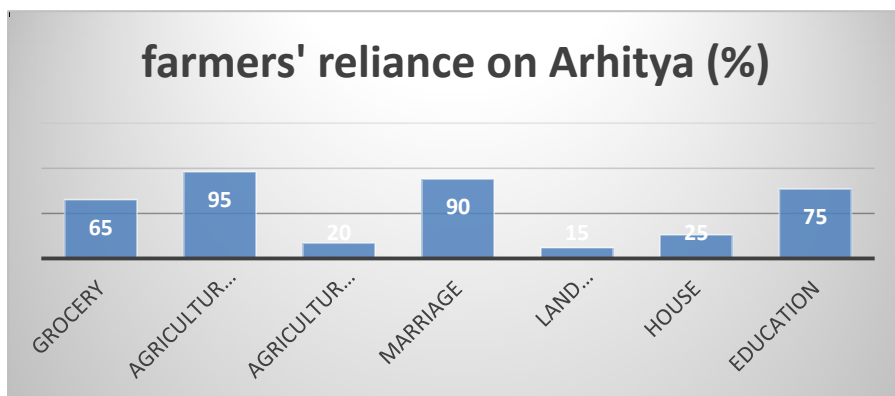
sample size: A total of 40 people were chosen as a representative sample size via judgment sampling. Due to a non-sampling issue, it contains 5 excess units.

Data collection: The research relies on primary data and information was gathered through a questionnaire.

Data Analysis And Interpretation:

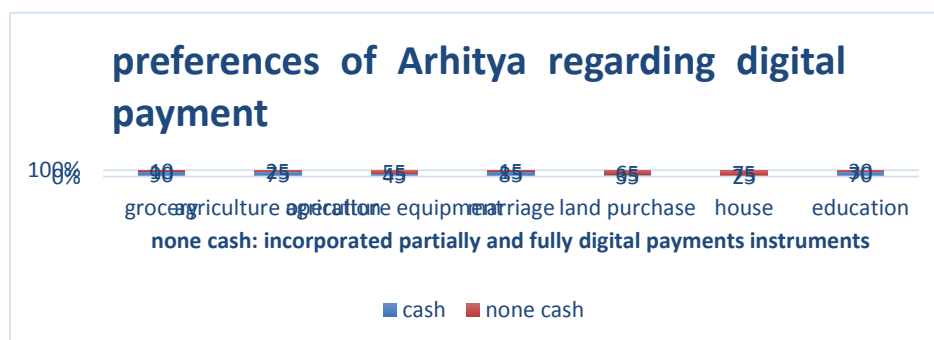
After data collection and examination, data analysis contains three sections that correspond to the study objectives:

Column Chart 1



Interpretation: The data analysis indicates that the farmers' reliance on Arhitya for agricultural operations, education, grocery shopping, and marriage has been quite high. Farmers now choose to get finance for agricultural equipment, home construction, and the purchase of property from banks and other financial institutions.

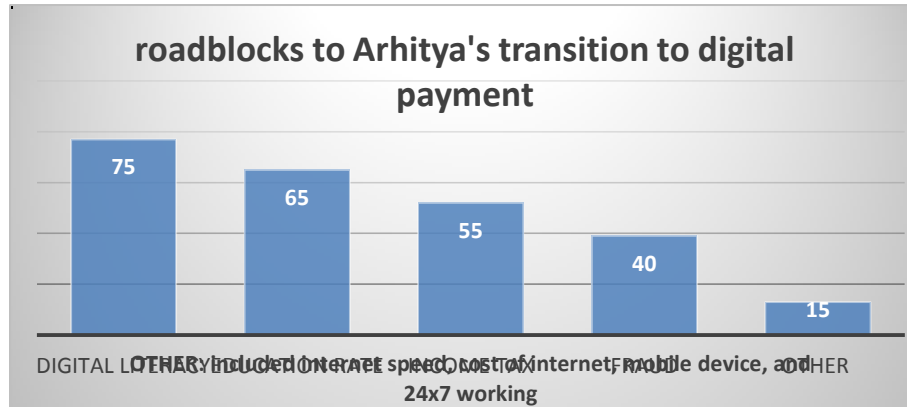
Column Chart 2



Interpretation: The data analysis indicates that Arhitya uses cash significantly for all things, including groceries, weddings, agricultural operations, and education. There are just three such E-Payment-based transactions, including

the acquisition of agricultural equipment, land, and the construction of homes. However, farmers' reliance on Arhitya for these tasks is low.

Column Chart 3



Interpretation: The data analysis indicates that Arhitya does not encourage digital payment among farmers due to their perception of a lack of digital literacy among farmers as well as the fact that many farmers are illiterate. The difficulty is likewise apparent from Arhitya's perspective; hence, the transaction must be conducted in cash out of fear of income tax.

Conclusion And Suggestions:

We may sum up our findings by saying that in this industry, cash still reigns supreme. Arhitya is relied upon by farmers for nearly all their needs. Arhitya's involvement in promoting digital payment is critical because of this dependence. Digital payments cannot be popularized among farmers without Arhitya. The opinion on digital payments for farmers held by Arhitya is negative. It is not that Arhitya's cited barriers are false. If farmers are illiterate or educated but lack digital literacy, then such difficulties cannot be disregarded. However, these impediments are surmountable because many farmers prefer banks that accept digital payments for agricultural equipment, home construction, and property purchases. More than 75% of farmers want to implement digital payments but are unable to do so due to a lack of adequate training and negative feedback from Arhitya. If Arhitya gives effective feedback and advice, farmers will not hesitate to implement digital payments. It may be more challenging for the government to convert Arhitya to digital payments than it is for farmers, who have no issues with digital payments but fear being organized. If businesses begin accepting digital payments, the government can wreck their firm by implementing income tax or GST restrictions.

This fear has been observed in over 70% of Arhitya. Therefore, the government must eliminate those who are terrified of Arhitya. Do good communication with them, and provide training, and tax information so that India can become Digital India.

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