

ROLE OF DIGITAL TRANSACTION AFTER DEMONETISATION: A CASE STUDY OF MUSLIM WOMEN ENTREPRENEUR OF KALABURAGI CITY

Mallanna S Ningadalli

*Department of Economic Studies and Planning, Central University of Karnataka,
Aland Road, Kadaganchi - 585367, Kalaburagi*

Abstract: The demonetization of high value currencies on the mid-night of 8th November 2016 by the government of India is a watershed in the history of monetary economics of India. Demonetization caused a cash crunch and forced the government to push for electronics payments and transfers. The idea of cashless economy is actually a revolution from the fiat money to digital money. With cashless transactions, almost all transaction will leave a digital footprint. But most of the rural and urban women entrepreneurs are illiterate and unskilled. This paper finds out the socio-economic condition of Muslim women entrepreneur. This paper also analyses the sustainability of Muslim women entrepreneur in urban area of Kalaburagi city. And also evaluate the impact and Importance of digital transaction on Muslim women entrepreneur.

Keywords: Demonetization, Digital Transaction, Muslim women entrepreneur, Sustainability.

Introduction: Women entrepreneurs play a decisive role in the economic development of a country. Women contribution to economic development is a great in both visible and invisible form. In advanced countries 26.5% total industrial labour force are women. Especially Muslim Women Entrepreneurs are also part of successful entrepreneurs in India. But most of the Muslim Women entrepreneurs have completely not succeeded in business. This study will deal with especially Muslim Women entrepreneurs because most of Muslim Women entrepreneurs' socio- economic condition is not good due to Illiteracy, low earning; most of the Muslim Women belong to unorganised sector. They are unskilled with low social status, malnutrition and low efficiency all these factors are affecting Muslim women entrepreneur's socio – economic condition.

Review of literature:

1. Dr. Sana'a Abdul Karim and Dr. Ilhaamie Abdul Ghani Azmi "Muslim Women Entrepreneurs: A Study on Success Factors" in this paper it is mentioned that the financial community has established loan funds and training programs for women business owners and women's entrepreneurial initiatives. These efforts have contributed to growth in the number of women-owned firms. Policymakers have undertaken initiatives that foster continuing growth of women-owned businesses. Educational institutions are creating new opportunities for women who are interested in entrepreneurship.
2. Siti Sarah Omar (10-11 January 2015,) "The Entrepreneurial Network of Muslim Women Entrepreneurs: The Study of Multiple-Cases of Small Businesses in the Southern Region of Malaysia. In this paper it is mentioned that Small and Medium-sized Enterprises (SMEs) play a vital role in the development of Malaysian economy. Their contributions resulted in big impacts to the economy as a whole. SMEs are also important trader and service providers to primary industries and a large number of them are also producers of finished goods and services. Collectively, these SMEs contributed to the growth of various sectors namely manufacturing, services and agriculture sectors, as well as information communication technology.
3. Sumedha Gupta(November 2017) "Attitude of Women towards Cashless Economy: A Study of Ludhiana City" In this paper it is mentioned that As India is still in its infancy stage towards digital or cashless economy, so this study is significant for providing the baseline information and references

for policy makers to understand the psychology of women towards digital payments and make further strategies to reach their goals.

Research Methodology:

Source of Data:

Primary Data: The research project is mainly based on primary data and secondary data. In primary data the questionnaire survey was conducted on Muslim Women Entrepreneurs based on convenience sampling method. In this method information was collected by meeting individual Muslim Women Entrepreneur in Kalaburagi city.

Secondary Data: Secondary data was collected through books, magazines, and website. The collected data was presented with the help of Simple percentage. The respondents from various Muslim women entrepreneurs are grouped into three categories for the purpose of analysis such as small Muslim women entrepreneurs, medium Muslim women Entrepreneurs, and Large Muslim women entrepreneurs (Based on their income per month).

Sampling Method:

Convenience Sampling Method: In this method information was collected by meeting individual Muslim women Entrepreneurs who were available in the Kalaburagi city.

Sample Size: 40 Muslim women Entrepreneurs, from 8 colonies of Kalaburagi City.

Respondents: Muslim women Entrepreneurs and Muslim women households.

Limitation of Study:

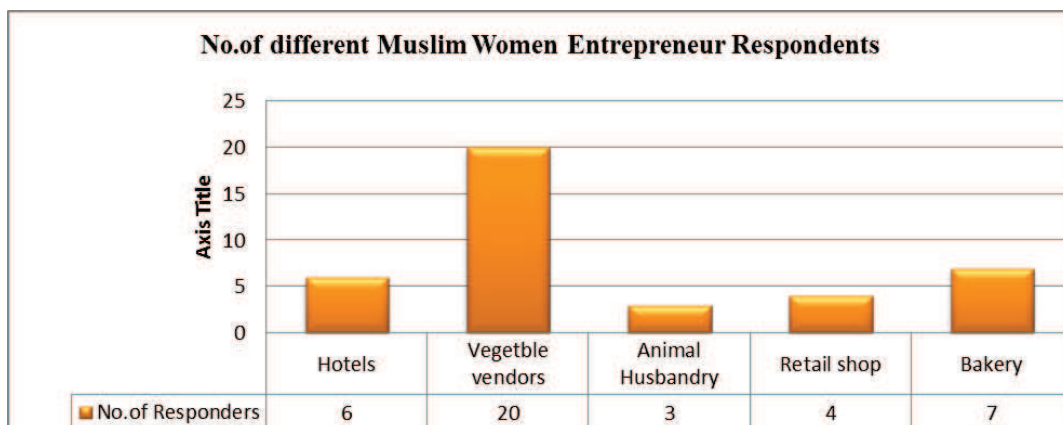
1. The study area is limited to Kalaburagi City.
2. This study covers only 8 to 10 areas' from Kalaburagi city.
3. Detailed study was not possible because of time constraint.
4. The study is based on response of respondents which may be biased.

Data Analysis and Interpretation:

Table 1: Showing Number Of Different Type Of Muslim Women Entrepreneurs Of Kalaburagi City

Factors	No. of respondents
Hotels	6
Vegetable Vendors	20
Animal Husbandry	3
Retail shop	4
Bakery	7
Total	40

(Source: Field Work, Kalaburagi)

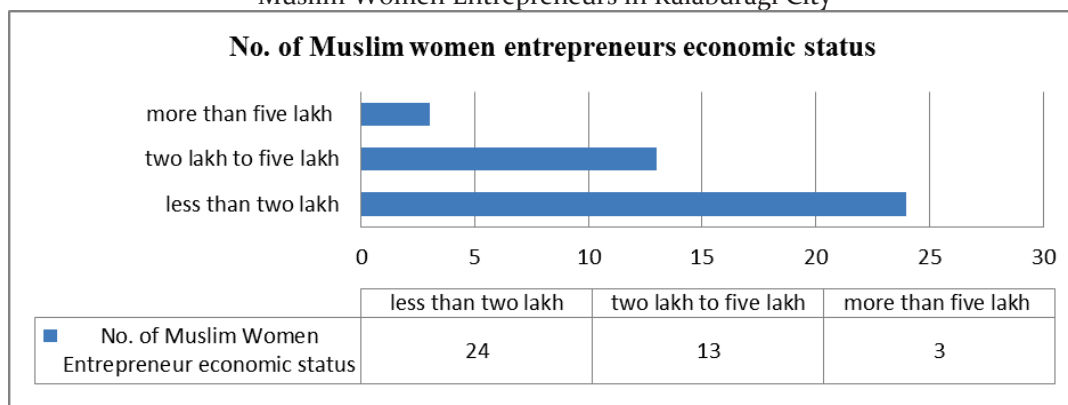


(Source: Field Work, Kalaburagi)

Interpretation: In Kalaburagi city most of the Muslim women are dependent on self-business-like Hotel, Retail shop, Bakery, and vegetable vendors. Here in this research survey out of 40 Households sample majority of Muslim women entrepreneurs are dependent on vegetable vendor in Kalaburagi city. It indicates that Muslim women entrepreneurs are not investing money in other sectors like Hotels, Bakery, Retail Shops and animal husbandry due to lack of money, lack of land, lack of efficiency and lack of government support to their business. That's the reason most of the Muslim women entrepreneurs are vegetable vendors because it is a short-run business within a few days they will get profit in their business.

Inference: From the above bar chart it is found that out of 40 samples the highest number of Muslim women entrepreneurs are vegetable vendors in Kalaburagi city.

Table 2: Showing economic status of Muslim Women Entrepreneurs in Kalaburagi City

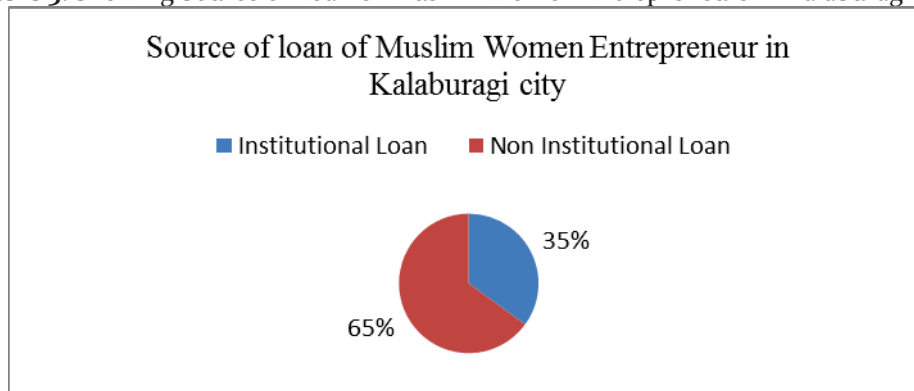


(Source: Field Work, Kalaburagi)

Interpretation: Majority of Muslim women entrepreneur's earning level is very less and they are poor because most of the Muslim people's economic conditions are not good due to various factors like poverty, lack of education in their family, lack of financial support, lack of skilled people and lack of training facilities. These all are negative impacts on Muslim women entrepreneur's economic status of Kalaburagi city. That's why most of the Muslim women entrepreneurs are not getting more than two lakhs income per year in Kalaburagi city.

Inference: From the above bar chart it is found that out of 40 households in Kalaburagi city, the highest number of Muslim women entrepreneurs earning income per year is less than two lakhs.

Table 3: Showing Source of Loan of Muslim Women Entrepreneurs in Kalaburagi City

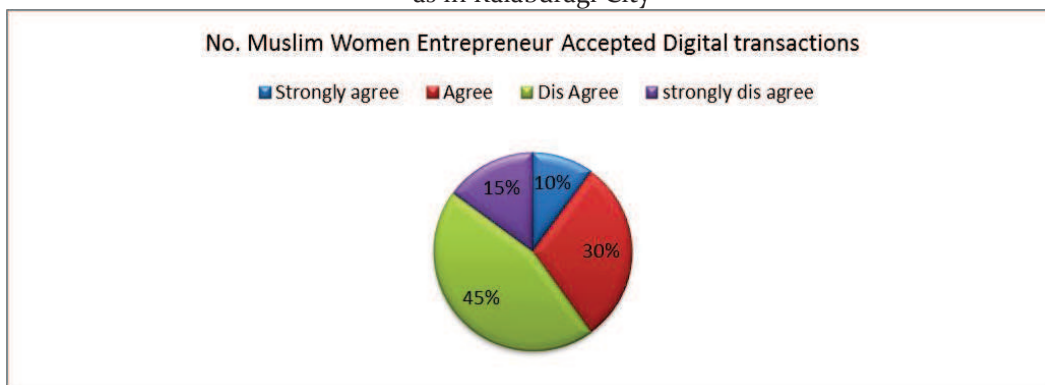


(Source: Field Work, Kalaburagi)

Interpretation: Financial support of Institutional loan from government side is very negligible compared to Non-Institutional loan in Kalaburagi city. Because Institutional loan will not provide on time loan to entrepreneur. That’s the reason most of the Muslim women entrepreneurs are dependent on Non-Institutional loan source in Kalaburagi city. Even in non- institutional financial support loan, rate of interest is high (3% or 4%), in spite of the higher interest rate, 65% of Muslim women entrepreneurs are dependent on Non-Institutional loan because lack of loan facility by Institutional loan.

Inference: From the above bar chart it is found that out of 40 household’s highest no. of Muslim women entrepreneurs are dependent on Non-Institutional loan source in Kalaburagi city.

Table 4: Showing no. Muslim Women Entrepreneur Accepted Digital Transactions as in Kalaburagi City

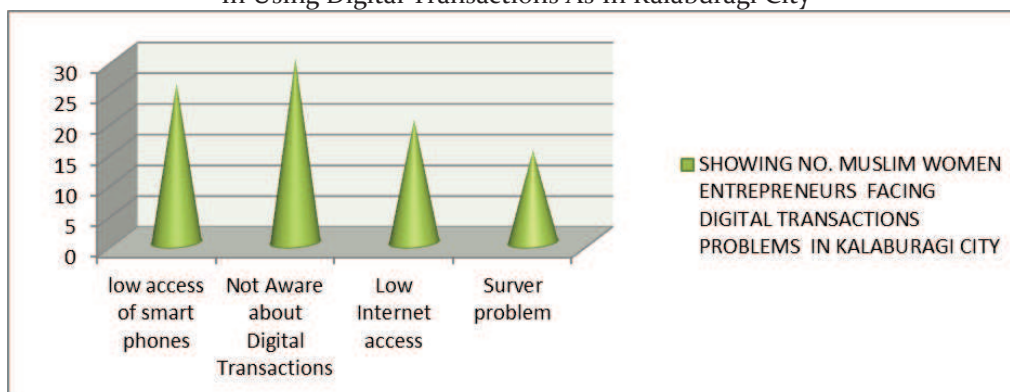


(Source: Field Work, Kalaburagi)

Inference: From the above bar chart it is found that out of 40 household’s samples highest no. of Muslim women entrepreneurs disagreed with acceptance of Digital transaction in their business in Kalaburagi city.

Interpretation: In Kalaburagi region literacy rate is very low in Karnataka as per 2016-17 report. Especially A large proportion of entrepreneur in India are illiterates and ignorant. The Indian female literacy rate is just 65% as against male literacy rate of 82% as per 2011 census. Most of the Muslim women entrepreneurs are not educated and still they are maintaining traditional methods. These all factors are the reasons for Muslim women entrepreneurs not accepting Digital transaction in their business, due to lack of digital transaction awareness, lack of internet access, server problem and most of the Muslim women entrepreneurs have disagreed with acceptance of Digital transaction in their business because they needed training facility how to do digital transactions in proper way.

Table 5: Showing No. Muslim Women Entrepreneurs Facing Problems In Using Digital Transactions As In Kalaburagi City



(Source: Field Work, Kalaburagi)

Inference: From the above bar chart it is found that out of 40 household's samples highest no. of Muslim women entrepreneurs are facing problem in lack awareness about Digital transaction in Kalaburagi city.

Interpretation: As per the primary survey report Muslim women entrepreneurs are facing lot of problems in using digital transaction in their business in Kalaburagi city. Especially they are not aware about how to use digital transaction in their business. Even government side also did not take any training facility for utilisation of digital transaction. Due to this reason only most of the Muslim women entrepreneurs are still facing problem in using digital transaction. Still Muslim women entrepreneurs are waiting for training and workshop for effective implementation of digital transaction in Kalaburagi city.

Findings of Study:

Digital Transaction Related Findings: Some important findings are recognised in this research paper related to Muslim women Entrepreneurs are facing difficulties in digital transaction in their daily business some important findings are mentioned below there are: -

1. Most of the Muslim women entrepreneurs did not get educated about the digital transaction than its leads to decrease the empowerment of Muslim women in Kalaburagi city.
2. In Kalaburagi city most Muslim women entrepreneurs are facing inequality access to the internet than it will impact negative in their entrepreneur.
3. There is gender gap in mobile ownership because out of 40 responders only 15 Muslim women entrepreneurs are using cell phones in their business activity and rest of the Muslim women entrepreneurs facing difficulties in using smart phones for their smooth business transaction.
4. In this Kalaburagi city majority of Muslim women entrepreneur who owned cell phones did not know how to operate the phone it will indicates that difficulties of digital transactions.
5. In Kalaburagi city majority of Muslim women entrepreneur are not aware about various digital transaction methods like BHIM app PAYTM online transaction internet banking etc.
6. Some Muslim women entrepreneurs are facing change problem with customer due to low cash circulation and for implementing digital economy. And nearly 80% of transaction takes place in cash.
7. Mobile internet penetration remains weak in urban area of Kalaburagi. For setting transactions digitally, internet connection is needed. But in Kalaburagi city there is poor connectivity in urban city of Kalaburagi.

Suggestions:

1. Financial support should be provided by the Government with low rate of interest and long-term loan should be provided for Sustainable development of Muslim Women Entrepreneur in Kalaburagi city. Because most of the Muslim women entrepreneurs belong to BPL Family, so still they are waiting for government financial support.

2. Most of the Muslim Women Entrepreneurs belong to backward community so they require social security, subsidised loan and Insurance should be provided in case of any loss and death during their business activities.
3. Proper training should be provided to become successful Muslim Women entrepreneur by government in Kalaburagi city. Because most of the people are interested to become good entrepreneur but they need workshop and training to improve their business.
4. For development of Muslim Women entrepreneurs government should accelerate and motivate their achievement and also for Social involvement and economical contribution. This can be done by Giving Best Excellence award for successful Muslim women entrepreneurs every year than it will boost their confidence and improve their personality.

Conclusion: Achieving a 100% cashless society will never be possible, but it should be starting with less economy to cashless economy, after a long period it is possible to achieve a cashless economy. Especially entrepreneur's business money is essential for effective transaction.

Most of the Muslim women entrepreneurs are dependent on cash transactions and if Government will provide training for digital transaction to Muslim women entrepreneurs, they can implement it in their business and progress.

References:

1. Dr. Sana'a Abdul Karim and Dr. Ilhaamie Abdul Ghani Azmi "Muslim Women Entrepreneurs: A Study on Success Factors" Seminar Keusahawanan Islam II Peringkat Kebangsaan.
2. Siti Sarah Omar "The Entrepreneurial Network of Muslim Women Entrepreneurs: The Study of Multiple-Cases of Small Businesses in the Southern Region of Malaysia. (10-11 January 2015,) International **Journal of Economics and Financial Issues**, 2015, 5(Special Issue) 106-115.
3. Sumedha Gupta "Attitude of Women towards Cashless Economy: A Study of Ludhiana City" November 2017 volume 3, issue 4, November 2017 International Journal in Applied Studies and Production Management.
4. YOJANA Magazine, February 2017,
5. Economic development of India HRK Book
