

A Review Paper on SWOT Analysis of E-Banking

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Abstract: The e-Banking now a days has provided a platform where static and outdated information has no place. The days of 10:00 am to 5:00 pm banking services have gone. The banks are able to provide 24 X 7 hours banking services to the customers even at their doorsteps. The introduction of e-banking has although provided vast number of opportunities to customers and bankers but on other side has also posed some threats and limitations. This paper presents SWOT analysis of e-banking services.

Index Words: SWOT, E-banking, Blockchain, IOT, Artificial Intelligence

Introduction:

E-banking is the use of internet in retail and wholesale banking services. It involves individual and corporate clients, and includes bank transfers, payments and settlements, documentary collections and credits, corporate and household lending, card business and some others. E-Banking information architecture is modelled as client-server architecture. A client operating through a PC linked to Internet opens the special E-Banking site of his bank and then, using a set of special secure numbers, gets access to his bank accounts. OTP (One Time Password) is sent to the customers on their registered mobile numbers to secure the transaction. In some cases the bank provides customized software. The bank software program can also be utilized offline, for example for preparing the payment orders offline and then making the actual order online. The client receives all numbers separately, mainly by mail. The bank also provide clients with similar facilities in its premises so that clients can use the bank equipment such as an ATM or a special facility linked to the main terminal facility called Multimat, permitting them to effect the same account examination, payment and transfer operations without consulting the bank staff.

Rest of the paper is organised as: Section 3 presents Strength, Section 4 Weaknesses, Section 5 Opportunities and Section 6 threats

STRENGTH OF E-BANKING

From Customer's Perspective:

Although Internet banking has provided abundant of services, below mentioned are some of the major benefits to customers.

- 1) **On Demand Service:** the major strength of using e-banking is that customer can do any transaction at any suitable time. He/she is not bound to the timings of banks.
- 2) **Less Paper Work:** There is less formality and instant result. Moreover, the paper work is also reduced as the customers need not to fill the form for transfer/payments.
- 3) **Statements of all means available readily:** A customer can download monthly/weekly or even annual statements in the blink of an eye
- 4) **Disbursement of Funds throughout/outside the country:** A customer can easily transfer the money to any person, anywhere in the world
- 5) **Easy Payment of bills:** Any kind of utility bills - electricity, water and telephone etc., education fee, online shopping, funds transfer, reservation of tickets and brokerages in share market etc. can be paid quickly. So there is no need to wait in long queues.
- 6) **Customised Services:** The customer is able to customise the desired services as per his/her choice especially on Internet and mobile phones. The customers can change PIN/passwords easily. Even on ATM s/he is able to change her/his PIN for security purpose. So the deployed service delivery channels provide him more flexibility and customisation facilities as compared to the traditional channels.

From Banker's Perspective:

- 1) **Less Operational Cost:** The proper implementation of Electronic Banking System has been facilitating the banks to improve their productivity and efficiency by reducing their operational costs. In addition to above, the banks are also saving their costs in terms of deployment of additional manpower to handle complex banking operations because the machines have the capacity to replace the men which are engaged in doing hectic works such as processing of huge data, preparation of various types of reports and management of information.
- 2) **Increase in Productivity:** The deployment of Electronic Banking Solutions has been helping the banks to provide their services to various customers and this in turn has reduced the workload on employees to some extent. The banks have been deploying their excess manpower in new fields such as marketing of products, field survey and loan recoveries etc. This has enhanced the productivity of the banks
- 3) **Aids in Economic Development:** The deployment of Electronic Banking Services have been acting as economy development agents to the Governments because funds can be transferred instantaneously anywhere in India whenever required using EFT and RTGS etc.
- 4) **Less Rush at the counters:** Due to E-Banking, majority of works such as opening of new FD's, Transfer of funds, opening of PPF accounts etc. can be handled by customers themselves. So banks are relieved from such tasks and hence less crowded.



ROLE OF EDUCATION IN WOMEN EMPOWERMENT

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ABSTRACT

Women's empowerment refers to the ability of women to enjoy all of their rights to control and benefit from resources, assets, income and their own time, as well as the ability to manage risk and improve their economic status and well being. All nations, businesses, communities, societies and groups can benefit from the implementation of programs and policies that leads to women empowerment. Empowerment of women is a necessity for the development of a society as it enhances both the quality and the quantity of human resources available for development. Women constitute more than 50% of the population, undertake most of the work (two thirds) but only receive one tenth of the total income rather than men. The working hours of women are longer than that of men, often 12-16 hours per day. In addition to their domestic responsibilities in child care, women have to be responsible for housework also. Women have to suffer from continuing under nutrition and two thirds of them are suffering from anaemia. Empowerment is one of the main procedural concerns when addressing human rights and development. Playing multiple roles in families, women have already proven their worth, but still their condition on social and economical fronts has not been up to the mark and in many parts of the world they are forced to lead a miserable life. Education plays an important role in women empowerment.

Key Words: Women empowerment, Education

The policy of women empowerment is well entrenched in the Fundamental Rights enshrined in our Constitution. For instance:

- *Article 14 ensures to women the right to equality.*
- *Article 15(1) specifically prohibits discrimination on the basis of sex.*
- *Article 15(3) empowers the State to take affirmative action's in favour of women.*
- *Article 16 provides for equality of opportunity for all citizens in matters relating to employment or appointment to any office.*

Forms of Women Empowerment

Economic empowerment is the most important and an obviously expected outcome of having membership in the self-help groups formed for the basic purpose of credit and savings. Women enjoy economic freedom as a part of economic empowerment because they earn well.

Political empowerment supports creating policies that would best support gender equality and agency for women in both the public and private spheres. Popular methods that have been suggested are to create affirmative action policies

ANALYSIS OF FLUCTUATIONS IN MUTUAL FUND INDUSTRY THROUGH COMPARISON OF LONG TERM EQUITY FUNDS

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ABSTRACT

A reasoned mutual fund investor is always interested to analyze and compare the funds in which they want to make investment, but given the many available funds, it is tough to compare and make a choice because of wide fluctuations and volatility in market. It is a very hard task but not impossible. There are various parameters by which an investor can compare and evaluate the performance of selected funds while making investment decisions. These parameters include returns, risk, NAV & net assets etc. Here I am using data of two companies ICICI Prudential and INVESCO Mutual Fund for comparison of long term equity funds on the basis of 4 parameters i.e. rating, NAV (week high and week low), Net assets and Rank.

Keywords: Mutual funds, Risk, NAV etc.

A mutual fund is a professionally-managed investment scheme, usually run by an asset management company that brings together a group of people and invests their money in stocks, bonds and other securities rather than a single avenue. The biggest advantage of investing through a mutual fund is that it gives small investors access to professionally-managed, diversified portfolios of equities, bonds and other securities, which would be very difficult to create with a small amount of capital. Every investor has his own mindset when it comes to choosing a scheme. Some go by the star-ratings, whereas others opt for toppers in the mutual fund industry's performance chart. Risk is inherent to investing. Investments vary across the risk spectrum, but there is hardly any investment that's entirely risk-free.

Here is the list of a few parameters on the basis of which an investor can make evaluation:

Impact of Digitization of Payment System on Rural Indian Sector

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ARTICLE DETAILS

Article History

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Keywords

Digital payment, rural India

ABSTRACT

Digital payment methods are often easy to make, more convenient and provide customers the flexibility to make payments from anywhere and at anytime. These are a good alternative to traditional methods of payment and speedup up transaction cycles. Post demonetization, people slowly started embracing digital payments and even small time merchants and shop owners started accepting payments through the digital mode. The objective of this research paper is to study the positive impact that Digitization of payment system in Indian economy will have on the development of Rural Indian Sector.

1. Introduction

Digital payment is a way of payment which is made through digital modes. In digital payments, payer and payee both use digital modes to send and receive money. It is also called electronic payment. No hard cash is involved in the digital payments. All the transactions in digital payments are completed online. It is an instant and convenient way to make payments.

India, which was considered as primarily an agricultural economy, is developing at a very fast rate. It has now become a knowledge economy. It has got the world's largest pool of scientists, doctors, engineers and experts in every field. Rural sector holds significant importance in the economic development of the country, and in the recent past, many fin-tech companies are focusing on rural markets to increase its operational base. For instance, many of the mobile wallets and ecommerce companies are focusing on the rural locations and are adapting strategic approach towards attaining a good market share.

2. Research Methodology

The data has been collected with help of e-books, magazines, newspapers, research article, research journal, e-journals. The research will be conducted with objective to find out the extent towards cashless transaction and the impact of digitization of payment system on Indian rural sector.

3. Types of Digital Payment Methods in India

- **Banking cards:** Banking cards offer consumers more security, convenience, and control than any other payment method. The wide variety of cards available – including credit, debit and prepaid – offers enormous flexibility, as well. These cards provide 2 factor authentications for secure payments e.g secure PIN and OTP. RuPay, Visa, MasterCard are some of the example of card payment systems.
- **USSD:** The innovative payment service *99# works on Unstructured Supplementary Service Data (USSD) channel. This service allows mobile banking transactions using basic feature mobile phone, there is no need to have mobile internet data facility for using USSD based mobile banking. It is envisioned to provide financial deepening and inclusion of under banked society in the mainstream banking services.
- **Aadhaar Enabled Payment System (AEPS):** AEPS is a bank led model which allows online interoperable financial transaction at PoS (Point of Sale / Micro ATM) through the Business Correspondent (BC)/Bank Mitra of any bank using the Aadhaar authentication.
- **UPI:** Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund routing & merchant payments into one hood. It also caters to the "Peer to Peer" collect request which can be scheduled and paid as per requirement and convenience. Each Bank provides its own UPI App for Android, Windows and iOS mobile platform(s).
- **Mobile Wallets:** A mobile wallet is a way to carry cash in digital format. You can link your credit card or debit card information in mobile device to mobile wallet application or you can transfer money online to mobile wallet. Instead of using your physical plastic card to make purchases, you can pay with your smart phone, tablet, or smart watch. An individual's account is required to be linked to the digital wallet to load money in it. Most banks have their e-wallets and some private companies. e.g. Paytm, Freecharge, Mobikwik, Oxigen, mRuppee, Airtel Money, Jio Money, SBI Buddy, itz Cash, Citrus Pay, Vodafone M-Pesa, Axis Bank Lime, ICICI Pockets, SpeedPay etc.
- **Bank pre-paid cards:** A prepaid card is very different from a bank account debit card. A bank account debit card is linked to your checking account. A prepaid card is not linked to a checking account. Instead, you are spending money you loaded onto the prepaid card in advance.

Role of Indian Postal Services in E-Commerce

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ARTICLE DETAILS

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Postal services, internet, technology, e-commerce

ABSTRACT

The postal sector has undergone significant changes in the past several years. Postal service providers are confronted with various issues such as growth in e-commerce, changes in technology etc. Traditionally Indian postal service was synonymous with letters, post cards or telegrams but with advent of email it seemed like postal services were going to vanish. But rise in e-commerce has given a fresh breath of life to postal and courier services. New technologies had made online shopping very convenient and therefore the numbers of packages and parcels conveyed by postal operators have increased to a large extent. But while parcel deliveries are increasing, letter volumes have fallen substantially. These types of tendencies require a different postal infrastructure as well as different skills and patterns of employment for employees. The objective of this research paper is to study the role of postal services in e-commerce.

1. Introduction

Indian postal services have seen remarkable growth after boom in e-commerce industry, But at the same time it is facing tough competition from private courier or logistics firms.

Indian postal services are a government operated sector which comes under the Department of Posts, which itself is a part of the Ministry of Communications of the Government of India. It is known by the name INDIA POST. The vast infrastructure of post offices is essential to realize the mission of India Post. It is the most widely distributed postal system in the world with more than 154939 post offices. This is twice the reach of all the banks in India put together! 89.96% of the post offices are located in rural areas. Most services such as post or parcel delivery, money transfer, insurance and pension schemes offered by Indian post offices are great value for money as the tariffs are designed to be affordable for the common man.

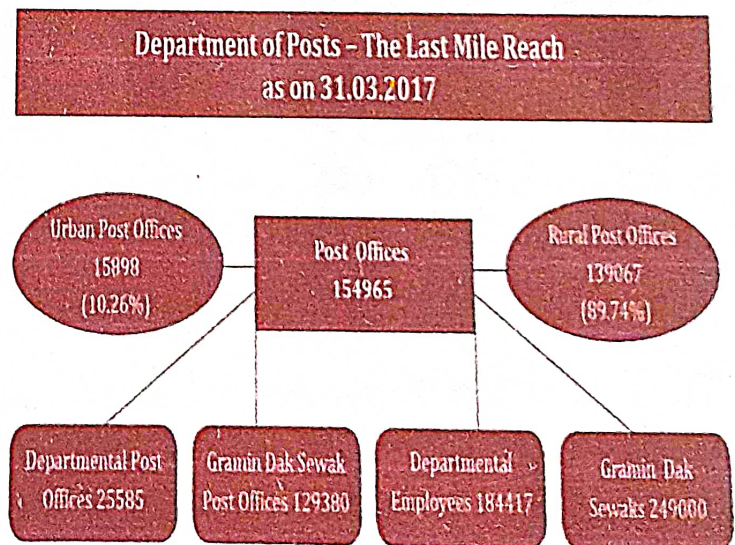
2. Importance of Indian Postal System

- Money Transfer, Forex and other Important Functions:** With liberalisation globalization and privatisation Indian Post also provides important financial services such as Money Remittance and Forex Services. These services are quick, reliable, safe and very affordable.
- Insurance:** India Post also performs the vital function of providing insurance through its Postal Life Insurance and Rural Postal Life Insurance Schemes. The premium applicable is among the lowest on the market today.
- Communication and Business Services:** In the early years, when communication facilities were few and underdeveloped, India Post provided Indians with best communication services delivering mail, telegrams and parcels.

- Mobilizing Savings:** Mobilizing even the smallest of savings from the most vulnerable sections of society and channelizing them into safe and attractive investment options is an important function of India Post.
- Army Postal Service:** This highly subsidized mail and package function by India Post is for the armed forces of India. Military mail is sent between duty stations in India or abroad and is also available to military personnel in combat zones. In many cases the service is free.

3. As Per India Post Annual Report 2017-18

The Department of Posts, with its network of 1,54,965 Post Offices, is the largest postal network in the world.



As it is clear from this data, the network of post offices under India post is unparalleled. No private courier or other logistic firm can even come close to this. This can become the

IMPACT OF E-MARKETING USE BY SBE'S ON MARKETING SUCCESS

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Abstract: Internet marketing is becoming a hot topic in every business sector, and gradually plays a truly important role in any company's multi-channel marketing strategy. Electronic Marketing (E-Marketing) or online marketing can be viewed as a new philosophy and a modern business practice involved with the marketing of goods, services, information and ideas via the Internet and other electronic means. Small business enterprises (SBEs) are considered to be the economic engine leading to worldwide economic development. They have attracted substantial consideration from researchers, academics and practitioners in the last three decades. Meanwhile, E-marketing (EM) has emerged as one of the key drivers in sustaining an organisation's competitive advantage. Yet, there is a lack of systematic empirical research on the impact of EM on the marketing success of SBEs in the Indian context, and their consequent performance success.

Index Terms: small business, e-marketing, marketing success.

INTRODUCTION

Internet marketing is defined as the use of electronic communications to achieve marketing objectives. It has been moving online, and has had a significant effect on many traditional marketing channels. Small and medium enterprises (SMEs) play a major role in today's economy, and although the revolution of

RESEARCH OBJECTIVES

1. To study the impact of e-marketing on the marketing success of SBEs.
2. To suggest various measures to improve the marketing success of SBEs.

RESEARCH METHOD

The information in this paper is based on secondary data only.

SMALL BUSINESS ENTERPRISES

New Definition for MSM
Micro enterprise are those enterprises whose annual turnover is less than Rs. 10 crore.
Small Enterprise are those enterprises whose annual turnover is less than Rs. 50 crore.
Medium enterprise constitute those enterprises whose annual turnover is less than Rs. 100 crore.

A proposal to redefine the micro, small and medium enterprises in India has been approved by the government of India. The new categorization will be based on the annual revenue and will replace the current definition that relies on the investment in plant and machinery.

TOOLS OF ONLINE MARKETING USED BY SBE'S

Display advertising - Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, and other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect.

Web banner advertising - Web banners or banner ads typically are graphical ads displayed within a web page. Banner ads can use various media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.

Frame ad (traditional banner) - Frame ads were the first form of web banners. The colloquial usage of "banner ads" often refers to traditional frame ads. Website publishers incorporate frame ads by setting aside a particular space on the web page.

Pop-ups/pop-unders - A pop-up ad is displayed in a new web browser window that



Swami Vivekananda- An Apostle of Philosophical Insight in the West

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Abstract

Great men are of no particular race or class. They are the flagbearers of knowledge, wisdom and intellect for the entire human race. Few people have influenced the psyche and psychological aptitude of generations as Swami Vivekananda has. When we make a list of the most virtuous, most dedicated persons who tried to bring about an evident change in the outlook of the people around them, three or four names come to our mind- Aristotle, Socrates, Leo Tolstoy and that young ascetic from India- Narendra Nath or the more popular name- Swami Vivekananda. Their literature, their teachings and the core of their intellect were not the sole property of the countries they belonged to but were the storehouse of wisdom for the generations to follow all across the globe. They never minced words to call a spade a spade. The authority of the conservative state could not suppress the voice of these iconic men who were simplistic, clear sighted, concerned about the society around them. They made it a point to be the spokespersons for the uncountable human beings who needed a torchbearer to guide them on the path of righteousness, steadfastness and truth; the things curbed and trampled underfoot by the governments of their times. The present paper is an elaborate effort to compile the philosophical outlook of Swami Vivekananda as was witnessed by his disciples and the society during his stay in the West.

Keywords: naive, cosmopolitan, conscientiousness, satvika, fecundity, sectarianism, blackguardism.

Great men are not born great, they grow great. Mario Puzo

Narendra Nath was one of the major influences over the people of his nation as well as of the U S A. Few people would deny the fact that the people who came across his theory of the Vedanta were not influenced by the naïve, frank and straight forward approach of this sanyasi from the East. It is a noteworthy fact here that the great souls of this world have lived for a very short period on this planet and left for their heavenly abode at a young age. Jesus Christ, Alexander the Great, Swami Vivekananda- all belonged to this select list of people of uncommon merit who came to this world with a mission, fulfilled it to a large extent and left the world with their indelible impress upon it. Swami Vivekananda went to the U S A to attend the Parliament of Religions at Chicago in Sept. 1893, introduced the Indian philosophy of the vedas and the upnishads and opened up the vista of an all inclusive cosmopolitan and worldwide universal toleration to the world. He began giving classes to the Americans, interested in Vedanta. He never for once wanted the limelight of public attention but wanted to sound reality to the Americans who had got only a glimpse of the Indian philosophy during his speech at Chicago. Truth and God were his guiding forces and they gave him the strength that he required for the purpose.

The young ascetic from India had become a name in philosophical discourse in the city of New York. His impetus was on teaching his students how to quiet the mind and while teaching them, he



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Rupert Goold's Eponymous Adaptation of Shakespeare's *Macbeth*

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Abstract: William Shakespeare's *Macbeth*, a Scottish play, is one of his most adapted plays in 20th century. One of its major themes is rebellion, based on the female characters of the play, i.e. Lady Macbeth and the Weird Sisters. The present paper focuses on the interpretation of the characters of three Witches in director Rupert Goold's cinematic adaptation of *Macbeth* in 2010. While focusing on their characters, it discusses the sexual politics presented in the film. His adaptation makes it clear that Macbeth is just a puppet acting upon the commands of the three Witches who, in this 2010 movie, undertake various disguises, e.g. hospital nurses and house servants. Continually regulating the situation and prompting Macbeth from behind the scenes, they play a greater part than in Shakespeare's play. This paper also argues that how their demonstration offers an explanation of the sexual politics in society and how the cinematic techniques have been used to emphasize the characters of these Witches. Apart from this, it will also be discussed how the setting of the story, special focus on the costumes, use of colour and lighting has contributed to this adaptation. Although, Goold's *Macbeth*, like Shakespeare's play, focuses on variety of dramatic and historical events, yet his film is more modernized in the sense that it concentrates on gender roles in the society, makes use of historical figures from the 20th century and includes significant references of World War II. The paper tries to depict how Goold's film provides us with a comment on the gloominess of post-modern world.

Key words: Cinema, Sexual Politics, Witches, Modernization.

Wide Sargasso Sea: A Journey from Identity Creation to Identity Destruction

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Abstract: Jean Rhys' *Wide Sargasso Sea* (1966) revolves around the character of Antoinette who is suppressed on the basis of race, gender and colonial politics. The present paper traces her identity crisis on all these grounds. It examines the causes of the internal clash and sharp divisions that torture the protagonist. Tracing a significant connection between Antoinette of *Wide Sargasso Sea* and Bertha Mason, the madwoman of the attic in Charlotte Bronte's *Jane Eyre* the paper also investigates her struggle to surmount the crisis in a social setup where women are triply suppressed by race, class, gender and colonialism. It sketches out her efforts to have an identity of her own and how far she succeeds in this struggle.

Keywords: Identity, colonialism, culture, madness, intertextuality.

It is not easy to define the term "identity" because it has a multi-dimensional nature. To study identity, we need to study disciplines like narratology, psychology, sociology, etc. Since it is not possible to include discussions on the term itself, we can consider explanation given in the *Oxford* dictionary that identity is the condition of being a specified person or thing. It includes the constituents of individuality. It includes a large number of aspects. It is established through a process which includes various constituents. Through this research paper, I have tried to study identity crisis in Jean Rhys's novel *Wide Sargasso Sea*.

In this novel, the identity of the protagonist Antoinette is a fragmentary one which includes different constituents; her gender (a woman), her race and ethnicity (Creole), a post-colonised, whose class and status have been shifted. These constituents contribute to understand her identity. Through these constituents we understand first the creation of her identity and then the destruction of the same.