



## AWARENESS OF INDIA POST PAYMENT BANK SERVICES IN COIMBATORE DISTRICT, TAMILNADU

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### ABSTRACT

India post payment bank (IPPB) has been recently incorporated as a public limited company under the department of posts with 100% government of India equity. IPPB provide demand deposit savings account and current account upto a balance of 1 lakh. The digitally enabled payments and the remittance services, insurance services, credit products, mutual fund houses, pension provider, FOREX, international money transfer organization etc. This paper focus on role and function of India post payment bank.

**KEYWORDS** : Indian Post Payment Banks, Banking Service and India Post

### INTRODUCTION

India post has about 1,54,000 post office of them 90% are in rural areas. There is one post office for every 7176 people in India. India has 2,96,000 agents in the rural area. About 2.2 crore people. India Post Payments Bank has been incorporated as a public sector company under the department of posts, with 100% government equity and is governed by the Reserve Bank of India.

IPPB offered a range of products such as savings and current accounts, money transfer, direct benefit transfers, bill and utility payments, and enterprise and merchant payments. These products, and related services, will be offered across multiple channels (counter services, micro-ATM, mobile banking app, SMS and IVR), using the bank's state-of-the-art technology platform. The plan is to use all of India Post's 1.55 lakh access points by December 2018 to provide the service.

India Post Payments Bank offered a range of products- savings and current accounts, money transfer, direct benefit transfer, bill and utility payments, enterprise and merchant payments. Customers will be able to access all products and services across various channels over-the-counter services, micro ATM, mobile banking app, text messages, phone calls. The payments bank will also provide access to third-party financial services such as insurance, mutual funds, pension, credit products and FOREX. IPPB provides simple and efficient banking solutions by providing access to all its customers through its digital and mobile platforms. We leverage a nation-wide distribution network of the Department of Posts – one of the largest postal services in the world – to bring assisted banking services within the reach of every Indian, both rural and urban

- 650 Branches/Controlling offices (one branch in every district)
- 3,250 Post Offices across urban and rural India, activated as banking access points
- 1,700 Counters across urban and rural India to deliver banking services
- 15K+ Postmen/GDS to provide Doorstep banking services

### STATEMENT OF THE PROBLEM:

The research has taken the awareness of India post payment bank system in India towards banking services and financial services. In last year India post has enter into the post payment bank system will implemented. India post has been installed the ATM services, door step services, etc., the postal accountholder will be raised gradually. India post payment bank can become a self sufficient, creditable, efficient and cost effective provider in the rural areas.

### OBJECTIVES OF THE STUDY:

- To know the awareness level about Indian Post office Payment Banks
- To discuss the core activities carried by the India post payment banks

### METHODOLOGY OF THE STUDY:

This study has undertaken the Tamil Nadu state. For the purpose of

research is descriptive analysis. Secondary data is used. Secondary data collected from journals, magazines and websites and annual reports.

### REVIEW OF LITERATURE:

**Sameeha and Shana(2016)** explained that by adopting core banking and payment bank services, India Post has widened their operations into post bank with recent banking technology, qualified and experienced staff and the vast network of post offices. **Nalini (2013)** opined the government should take necessary steps to transform the Post Office into Post Bank to satisfy the customers with recent innovative product and services

### Schemes and services of Indian Post Payment Banks :

India post payment banks have started the banking operations facilities in our country. Banking services are provide the savings account and current account, transfer of money, direct befits transfers(DBT) bill and utility payment

- Savings account
- Current account

### SAVINGS ACCOUNTS:

India post payment bank is very useful to all the people. Saving account is must savings account is three types of the saving account they are:

- **Regular savings account**
- **Basic savings account**
- **Digital savings account**

**Regular savings account:** Regular savings accountholder can be opened with zero balance account. A post office savings account to require minimum or Rs.20 and No maximum limited. 4% of interest rate is quarterly. The day end balance above Rs1 lakh can be swept into linked POSA . There is no requirement to maintain a monthly average balance in this account. Above 10 years with KYC can open this account. One can make unlimited cash deposits and Withdrawals in their account. Door step banking services also providing the IPPB (non cash as well as cash transaction).

### Door step banking services charges:

- Opening of account -nil
- Transaction of other cash deposits and withdrawal - Rs.15 per transaction
- Cash transaction of cash deposits and withdrawal Rs.25 per transaction

### Basic saving account:

Basic savings accounts are providing primary banking services. it provides only four cash with drawals in a month. The rate of interest is 4% quarterly. the day end balance minimum 1lakh can be **swept into linked POSA** it benefit is door step baking services ,QR card etc.. offered by the basic savings India post payment banks offer saving accounts money transfer , insurance through third parties ,

bill and utility payment .The bank will reach to rural and far-flung area of the country.

#### **Digital saving account:**

IPPB is digital savings accounts the can be opened from the IPPB mobile app available on android phone .anyone can be opened minimum age limit 18 years having Adhaar card, pan card should be must. Its interest rate is 4% p.a quarterly. No monthly average balance to be maintained. Digital savings accounts is provide the fund transfer through IMPS.

#### **CURRENT ACCOUNT:**

India post payment bank offer the facilitate the current account to the small merchant, kirana stores, and individual business men. This account is developing the business. Current account to be digital transaction for the business man IPPB offered the merchant app easily identified the business requirements.

#### **Services offered by IPPB :**

- Mobile banking
- SMS Banking
- Phone banking
- Missed call banking
- QR card

#### **MOBILE BANKING:**

IPPB offering the mobile banking services through a mobile app to access the IPPB account its very simple, secure and easy -to use the mobile banking services and also secure to the accountholders. Mobile banking provides the cheque book, transfer funds services within bank to other banks accounts

#### **SMS BANKING:**

India post payment bank provides the facilities of SMS banking that customer can quickly access the account details on their mobile phone, simple by sending an SMS to the IPPB's. SMS banking number: 7738062873 it is compatible with all mobile handsets, it access any where 24\*7

#### **PHONE BANKING:**

India post payment banking provides the phone banking system it access the bank account in home or work place. IPPB resolve the queries through phone banking. It's offered the toll free number 155299. Depending on the type of transaction and it interaction with tele operator it useful for information all the accountholders. Immediate response to the all queries and 24\*7 access account information.

#### **REMITTANCE SERVICES OR FUND TRANSFER:**

India post payment bank (IPPB) to variety of payment option to transfer money to their family and relatives. IPPB services sending money anywhere and anytime across India.

#### **Immediate payment service (or) IMPS:**

IPPB's provided the IMPS is an electronic fund transfer services for transferring money to any other bank. IMPS facility is available 24\*7 and money is credited immediately.

#### **National Electronic Fund Transfer (NEFT):**

IPPB's accountholders can electronically send money to any individual firm or corporate that has an account with any other bank branch in the country. NEFT is a nation –wide payment system easy fund transfer facilities.

#### **Real time gross settlement (RTGS):**

India post payment bank (IPPB) offer the RTGS services for high value transactions above 2 lakhs customer can transfer and receive money.

#### **SUGGESTIONS:**

India Post Payment Bank should take initiative to increase awareness among the public and rate of interest offered on deposit

should be increased. India post payment bank should take necessary steps for advertisement of its schemes. Encourage accountholders to access the banking services by the India post payment bank with technology

#### **CONCLUSION:**

India post is the largest in the country with its extraordinary goodwill among the people by its network and local appearance. It connect rural areas with the rest of the country and India post lunched the India post payment banks system provides banking facilities to the accountholders. Postal department has widened their area of operation into banking services with the help of core banking and payment bank. Indian people have a great faith and trust on postal financial services. The India post payment will concentrate the various financial services provide the accountholders and then awareness level of employees is need to be improved. The proper marketing of the services and training the employees and use the ICT etc.. IPPB will generate employment opportunities; reduce poverty. It can successfully provide the India post payment bank.

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