

**NCDT 2023**

1st National Conference  
on "Design Thinking -  
Trans Disciplinary  
Challenges &  
Opportunities"

**7th & 8th July 2023**



*Organized by*

**Dr. B. R. Ambedkar Chair,  
Andhra University**  
*In Collaboration with*  
**Andhra University Trans-  
Disciplinary Research Hub**

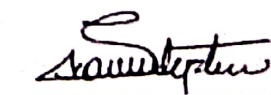
# Certificate of Presentation

This certificate is given to

**Naraharisetti Pavani**

has presented a paper entitled "A Study on Indian Postal Services in Financial Inclusion" in the 1st National Conference on "Design Thinking: Trans-Disciplinary Challenges & Opportunities". The paper has been published in the conference proceedings titled "NCDT-2023" [ISBN: 978-93-5917-000-8]

  
**Session Chair**

  
**Convenor & General Chair**





— NCDT 2023 —  
1ST NATIONAL CONFERENCE ON



# DESIGN THINKING

Trans-Disciplinary Challenges & Opportunities  
- Arts & Law -  
Andhra University, July 7th & 8th, 2023



EDITOR : PROF. M. JAMES STEPHEN

CO-EDITORS : DR. G. VEERRAJU, DR. S. HARANATH, DR. RAJA MANIKYAM

# **NCDT 2023**

## **1<sup>st</sup> National Conference on Design Thinking: Trans-Disciplinary Challenges & Opportunities**

---

Arts & Law

7-8, July 2023

Andhra University

---

# **PROCEEDINGS**

---

*Organized by* Dr. B.R. Ambedkar Chair, Andhra University  
*In Collaboration with* Andhra University Trans-Disciplinary Research Hub

# **2023 1<sup>st</sup> National Conference on**

## **Design Thinking: Trans-Disciplinary Challenges & Opportunities**

Copyright and Reprint Permission: Abstracting from this book is allowed, provided proper credit is given to the original source. Libraries are authorized to make photocopies of articles in this volume that bear a code at the bottom of the page, exceeding the limit established by India's copyright law, for the private use of their patrons.

Copyright @ 2023 by Dr.B.R. Ambedkar Chair, Andhra University and Andhra University Trans-Disciplinary Research Hub. All rights reserved, including the right of reproduction in whole or in part in any form

Title: Design Thinking: Trans-Disciplinary Challenges & Opportunities in Arts and Law

Editor: Prof. M. James Stephen, Dr. B.R. Ambedkar Chair Professor, Andhra University  
Dean, Trans-disciplinary Research Hub, Andhra University.

Co Editors Dr. Veerraju Govada, HoD, Department of Political Science, Andhra University.  
Dr. S. Haranath, HoD, Social Work, Andhra University.  
Dr. Raja Manikyam, Department of English, Andhra University

Personal use of the material in this book is permitted. However, any reprinting or republishing of this material for advertising or promotional purposes, creating new collective works for resale or redistribution to servers or lists, or reusing any copyrighted component of this work in other works requires prior permission.

### **Disclaimer**

The authors are responsible for the contents published in this book. The Publisher, Editors and Editorial Representatives don't take any responsibility for the same in any manner. Errors, if any are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

**ISBN: 978-93-5917-000-8**



## **PREFACE**

Dear Distinguished Delegates and Guests,

Welcome to "Design Thinking and Trans-disciplinary Opportunities and Challenges in Arts & Law," an inspiring anthology that explores the convergence of design thinking with the realms of arts and law. As the editor of this edited book, it is my privilege to present this collection of thought-provoking chapters that illuminate the synergies and complexities within these multidisciplinary domains.

Design thinking, renowned for its human-centered approach and innovative problem-solving methodologies, has transcended traditional boundaries and found fertile ground within the fields of arts and law. This book serves as a platform to explore the rich interplay between design thinking, artistic expression, and legal frameworks, paving the way for transformative collaborations and novel approaches.

Within these pages, you will encounter a tapestry of insights, experiences, and intellectual explorations that shed light on the vast opportunities and intricate challenges at the intersection of arts and law. Esteemed contributors, including artists, legal scholars, practitioners, and researchers, have meticulously crafted chapters that examine diverse aspects, from the incorporation of design thinking in legal processes to the transformative role of creativity in shaping legal frameworks.

As the editor, I am deeply grateful for the dedication and intellectual rigor demonstrated by the contributors. Their commitment to scholarship, artistic practice, and legal expertise has enriched the depth and breadth of this publication, making it a valuable resource for scholars, practitioners, and enthusiasts seeking to explore the transformative possibilities at this interdisciplinary crossroads.

I would also like to extend my sincere appreciation to the anonymous peer reviewers, whose rigorous evaluations and valuable feedback have contributed to the scholarly integrity and relevance of the chapters. Their expertise and discerning insights have played an instrumental role in shaping this book into a comprehensive exploration of the intersections between design thinking, arts, and law.

Finally, I extend my heartfelt gratitude to the readers who embark on this intellectual journey. It is through your engagement, curiosity, and open-mindedness that the true impact of this book will be realized. I encourage you to embrace the diversity of perspectives presented within these pages, to reflect on the opportunities and challenges they reveal, and to envision a future where design thinking and trans-disciplinary collaborations reshape the landscapes of arts and law.

Prof. James Stephen Meka  
Dr. B.R. Ambedkar Chair Professor  
Andhra University

# CONTENTS

Preface

Committees

## **NCDT 2023 Track 1**

A Study of the Appraisal of the Financial Performance of the RRBs in Rural Development  
(With Special Reference to Andhra Pragathi Grameena Bank of Kadapa District of Andhra Pradesh) 1

*Ovuku Yedukondalu, A Prabhakar*

Design Thinking-Social Innovation-Online Education System 9

*Veeramalla Sreenivasarao, Aparna Rao Yeramilli*

Unleashing Market Potential: Exploring Marketing Opportunities for Solar-Powered Electric Vehicles in the Sustainable Transportation Sector 17

*P Kusuma Kumari, Sudha Rani Patnala*

Performance Analysis of Venture Indian Capital Financing Institutions in 2022: A Study 26

*Gorla Siva Rama Krishna, K Venkata Nagaraj*

The Impact of Visual Merchandising on Customers' Buying Decisions 33

*Mamidi Rupusundara Rao, K V Nagaraj*

Design Thinking in Social Entrepreneurship 38

*Kondru Venkata Ganesh, Aparna Yerramilli*

A Study on Stress Management and Occupational Performance among Female Lecturers in Telangana 44

*Pardhasaradhi Yennam, A Sairoop*

How Design Thinking Is Disrupting HR: A Review of Literature 50

*Elesetty Sivakalyan Kumar, Sairoop Allena*

Whistle blowing in the Banking Sector - A SWOT Analysis 56

*Kiran Kumari, Sairoop Allena*

The Role of Design Thinking in Effective Decision Making in Management 63

*Gowthu Suresh Pradeep, Aparna Rao Yerramilli*

Impact of Work Stress on Employee Performance in the IT Sector 73

*K Yamini Bhargavi, L Radha Krishna*

A Study on the Role of Design Thinking in Entrepreneurship 80

*Bhuvankumar Dama, D Bhuvankumar*

The Creative Spark: How Engineers Ignite Innovation 86

*Paparao Areti, Aparna Yerramalli, Venkata Ganesh Kondru*

Role of MSMEs in Enhancing Design and Development Capabilities of the Indian Defense Sector: Opportunities and Challenges 96

*Konada Subramanya Parameswara Kumar, Chandra Sekhar Patro*

## **NCDT 2023 Track 2**

A Study on Corporate Frauds in India (With Special Reference to the Indian Banking Sector) <i>Velpuri Shanmukha Srinivas</i>	103
A Study on the Impact of Employee Job Satisfaction in Healthcare Management <i>Suryanarayana Murthy Y, Sairoop A</i>	108
Campus to Corporate (C2C) Training Needs for Undergraduate College Students <i>L C S Naidu, K V Ramana Murthy, Ujjwal Kumar Ghatak</i>	119
Stretchers for First Aid Casualty Management <i>Srimath Prativadi Bhayankaram Rangacharyulu</i>	125
Design Thinking & Marketing Research: Intersection & Challenges <i>Vijayalakshmi Ch, Radha Krishna Lasangi</i>	129
A Study on Customer Perception towards Rural Banking Services (With Special Reference to Krishna District in Andhra Pradesh) <i>Mohamed Saleem, D S B Pallavi</i>	133
A Study on Grievance Redressal System with Reference to Dr. Reddy's Laboratories <i>Kancherla Seshadri, Prabhakar A, S Prasada Rao, M Rajamohan, K Ch Chandra Sekhar Rao, P Venkateswara Rao</i>	142
A Study on the Impact of Social Media on Society <i>Sadiya Aziz</i>	150
A Research Report on Financial Planning and Investment Behavior of Individual Investors with Special Reference to Khammam District, Telangana State <i>Bala Swamy Madanu, Kv Nagaraj</i>	153
Growth Challenges for MFIs in India <i>Ch Rama Kalyani, K S Bose</i>	163
An Empirical Study on Customer Perception towards Health Insurance in East Godavari District of Andhra Pradesh <i>Bassa Veerabhadra Rao, K V Nagaraj</i>	169
A Study on Financial Literacy among Individuals in Visakhapatnam City <i>S Kanchana, P V Mohini</i>	175
A Study on Financial Inclusion with Reference to the Indian Banking Sector <i>Chandra Sekhar Patro, K Ch Chandra Sekhara Rao, S Prasada Rao,</i>	184
Design Thinking in Indian Banking Services: Challenges and Strategies for Successful Implementation in Public Sector and Private Sector Banks <i>Vijay Kolluri, Ch Vishnu Murthy</i>	194
Corporate Social Responsibility: A Case Study of Select Public & Private Sector Companies – Their Contribution towards Livelihood / Health / Education / Environment & Community Development <i>K V Madhava Varma, V Krishna Mohan</i>	201

### **NCDT 2023 Track 3**

Design Thinking for Social Entrepreneurship <i>Kasi Ganapathi Rao</i>	207
Employee Retention Strategies With Reference to Vijaya Visakha Dairy, Visakhapatnam <i>G Kanakamahalakshmi</i>	210
A Study on the Trends of Capital Budget towards the Pharmaceutical Industry: An Economic Analysis <i>Siva Naga Raju Akki, K Venkata Nagaraj</i>	216
The Indian Navy's Role in Advancing Aatmanirbhar Bharat by Utilizing the Concept of Design Thinking: A Research Perspective <i>Naveen Upadhyay, V Krishna Mohan</i>	221
Human Resource Management Implications for Employee Adaptability and Well-being in the COVID-19 Era <i>Mr Pothula Nani Babu, Pulugurta Venkata Rao</i>	228
Role of Microfinance in Women's Empowerment <i>Shaik Khwajabi, P V Mohini</i>	233
A Conceptual Study on Green Banking Initiatives in Rural Areas <i>Suresh Kumar Chaganti, K V Nagaraj</i>	238
Study on Design Thinking in the Indian Insurance Sector <i>Mrs A Siva Naga Lakshmi, P V Mohini</i>	245
Awareness of Mutual Fund Investment among the Investors: HDFC Mutual Fund <i>N Y Raju, P V Mohin</i>	249
IRRBB Regulations Effecting FTP Management in Banks <i>Gayatri Praveen Chavali</i>	257
A Study on Employee Welfare Measures with Reference to Coromandel International Limited, Visakhapatnam <i>Shobha Rani Pilla, K S Bose</i>	264
A Study on Factors Influencing Work-Life Balance among Employed Women in Vijayawada <i>Konda Swetha Priya Kumar, Padmaja P S L, Madhavi Latha</i>	269
Career Transition of Ex-Servicemen: Challenges in Re-Employment and Resettlement <i>Mahaboob Basha Shaik, K V Ramana Murthy, Ujjwal Kumar Ghatak</i>	272
Armed Forces as a Career for Today's Youth <i>S Chandrasekhar Varma, K V Ramana Murthy, Ujjwal Kumar Ghatak</i>	282
Impact of GIG on Indian Economy <i>Nollu Padma Venkata Lakshmi Devi</i>	290
HRD Strategies for a Sustainable Virtual Organization: A Case Study of Oracle Corporation <i>Siddartha Ponduri, Shaik Mabunn, Dhulipalla Chakradhar</i>	296



## **NCDT 2023 Track 4**

An Era of Design Thinking in Human Resource Management - A Critical Analysis <i>Javvaji Vijaya Kumar</i>	300
Marketing of Equity Shares and Mutual Funds: A Comparative Analysis <i>Gudipati Srinivasa Rao, A Narsimha Rao</i>	307
Learning to Research: Interventions of Kolb's Learning Style to Design Evidence-Based Pedagogy <i>N Divya Jayalakshmi, Bose Sk, Madhavi Lakshmi P</i>	316
A Study on E-Business Applications by Micro and Small Enterprises (MSEs) <i>Chandra Sekhar Patro, Krishna Mohan V</i>	325
A Descriptive Study on Design Thinking in Business and Management Challenges and Opportunities <i>Ashok Botta</i>	333
Employee Moonlighting Phase - A Post-Pandemic Phenomenon of Employees <i>S P Neehalika Bavya</i>	343
India and China: Nuclear Diplomacy <i>Ujjwal Kumar Ghatak</i>	348
A Study on the Digitalization in India and Its Impact on Economy <i>Raghava Rao Rachakonda, Sudesh Kumar Kuppili</i>	358
A Study on Indian Postal Services in Financial Inclusions <i>Naraharisetti Pavani</i>	362
Study of Supply Chain Management Practices of Organized Retail in Krishna District, Andhra Pradesh <i>Ramakrishnaiah A, N Vijaya Jyothi</i>	368
Application of Design Thinking with Agile Methodology for Smart Solutions <i>Niraj Agarwal, Murali Krishna, Ujjwal Kumar Ghatak</i>	375
India's Growing E-Commerce Industry with Respect to Digital Marketing <i>Masabatthula Naresh, P Venkata Mohini</i>	377

## **NCDT 2023 Track 5**

Design Thinking: Transdisciplinary Opportunities and Challenges <i>Sarala Yegireddi</i>	384
Impact of Overuse of Android Phones on Growth, Health, and Intellectual Abilities of Children and Adolescents: Necessity of Digital Detox <i>Satyasivaganesh Donkada, Nagaraju Surarapu, K Appala Naidu</i>	388
Attitude of Teachers towards Mathematics Teaching in the Primary Schools in the Tribal Area of Srikakulam District <i>Seetaramu Bodda, Evangeline Sushma Godi</i>	392
A Study of NEP 2020 Highlights: A Perspective <i>Tulagapu Kesava Rao</i>	401

Impact of Emotional Intelligence on Teaching Attitude among Secondary School Teachers <i>Salmon Raju Vemavarapu, Jagarapu Ramesh</i>	405
Design Thinking: Enhancing Pre-Service Teachers Internship through Reflective Practice <i>Nagaraju Surarapu, Satya Siva Ganesh Donkada, I Varalakshmi</i>	409
Utilization of IFP, Smart TV, Tabs in Classrooms for Education 4.0 among Government Secondary Schools of Andhra Pradesh: Blackboard to Digital Board - Education 4.0 <i>Vadrevu Nageswara Rao, Jagarapu Ramesh Kumar</i>	417
Impact of Medium of Instruction on Curriculum: A Study <i>Kasi Seshagiri Rao, K V Ratna Kumari</i>	424
A Study on the Influence of Number Sense Concepts and Basic Number Competency on Mathematical Performance <i>S Satish, K Sariata, J Esther Rani</i>	427
A Study on the Importance of Guidance and Counseling at Secondary School Level Children <i>Katru Vijaya Chinna, Satyasivaganesh Donkada, K Appala Naidu</i>	436
Advantages and Challenges of Merging 3rd, 4th, and 5th Grades in Nearby High Schools in Andhra Pradesh <i>Pedapati Siva Prasad, Hema Pedmaja Ijjapureddy</i>	441
Application of Artificial Intelligence in the Future for the Teaching and Learning Process <i>Asiniparthi Manikyamma, Shaik Fathima</i>	445
Use of Soft Skills in Language Learning and the Role of Language Instructors <i>Rajesh Dubasi, I Vijayababu</i>	451
Design and Design Thinking in Higher Education <i>Korra Nirmala</i>	458
<b>NCDT 2023 Track 6</b>	
Execution of Design Thinking in English Language Acquisition of High School Students at Gowripatnam in AP <i>Kasa Vijaya</i>	465
The Role of Female Minor Characters in the Development of Plot in Chitra Banerjee's Selected Novels <i>Mopidevi Sri Lakshmi, Sudheervullamparthi</i>	470
Exploring the Role of General English Instruction in the Design of Single Major Degree Honors Programs: A Comparative Analysis of Educational Approaches in Andhra Pradesh <i>B Sulochana, Radha Devi V</i>	473
Measurable Impact and Applicability of Cognitive Code Approach in English Language Teaching <i>P Mercy Miriam, Radha Devi V</i>	479

Funny English Vocabulary Activities to Create Interest among Undergraduate Students <i>Borige Vijay Kumar, Sabbavarapu Venkata Ramana</i>	485
The True Colour of Darkness in the Selected Plays of Manjula Padmanabhan <i>Valluri Abilash, Raja Ratnam Jaladi</i>	493
Vocabulary Needs: Students of Professional Courses in English for Specific Purposes - Challenges <i>Ramakrishna Veeramalla, Radha Devi Vadapalli</i>	497
Error Analysis - A Game Changer in ELT <i>Aruna Kumari K, N Thyaga Raju</i>	507
Indian Social Issues in the Novels of Aravind Adiga <i>Yellapragada A S Srinivas, V Sudheer</i>	511
Online Classes and Its Challenges: A Study on the Students of Select Engineering Colleges <i>Pavan Kumar Nowbattula, B Mary Florence</i>	514
Gender Inequalities in Chimamanda Ngozi Adichie's Dear Ijeawele and We Should All Be Feminists <i>Susan Dasari, Alekya Chalumuri</i>	519
A Veritable Societal Hotchpotch: A Sneak-peak at the Art of Characterisation in Namita Gokhale's "Priya: In Incredible Indya"	523
<i>Reddy Divya Bhavani</i>	
Engaging Students' Creativity and Communication in the Classroom while Teaching English as a Foreign Language (EFL) Using the Design Thinking Method <i>Sunandha Tulasi T, Md Sabirunnisa Gouse</i>	527
<b>NCDT 2023 Track 7</b>	
The Voice of Women: Tracing Gender and Cultural Aspects in the Select Novels of Bharati Mukherjee <i>G Serwani Swamy</i>	531
ChatGPT as an Aid: Harnessing the Power of AI in Facilitating English Medium Education <i>B Sulochana, Radha Devi V, Satyanarayana Rao P</i>	536
Usage of Technology in Comparative Cognition <i>A Satya Phani Kumari</i>	542
Discuss the Problems of Teaching Learning English in India <i>Nirmala Sadasivuni, Prasannasree Sathupati</i>	548
Communication Skill vs Life Skill <i>Narasimha Murthy, Palleti Ramya</i>	553
Soft Skills: A Key to Holistic Development of an Individual <i>Killi Siva Rama Krishna</i>	556
Literary Criticism: Unveiling the Layers of Interpretation <i>Charles Kumar Yericherla</i>	560

Design Thinking: A Methodology in English Language Training to Improve Learners' Language Proficiency <i>Abhibunnisha Begum</i>	567
Enhancing English Language Teaching in Pre-University (Intermediate) and B.Tech Programs: A Comprehensive Study on the Influence of Information and Communication Tools <i>Ganesh Varadhi</i>	572
The Themes of Isolation and Loneliness in Bessie Head's Novel, "When Rain Clouds Gather" <i>Sandhya Akula</i>	579
Controversy on the Participation of Municipalities in the Freedom Struggle <i>Kota Ramalakshmi</i>	583
Humanist Reforms under Mauryans <i>Yeduvaka Vijayalakshmi</i>	588
<b>NCDT 2023 Track 8</b>	
A Study to Find out a Prelude for Transdisciplinary Approach at the Undergraduate Level in Higher Education <i>Mallolu Krishna Mohan</i>	592
King and Kingship in Ancient India <i>Ramesh Naidu Kanugula</i>	596
Economic Development of Guntur District from the 18th to 20th Century <i>Aithm Umatarangini</i>	602
Growth of Indian Defence Manufacturing Industry <i>Yugandhar Vg Godaba, Veerraju Govada, Ujjwal Kumar Ghatak</i>	612
Minority Religions in Vizianagaram Samsthanam <i>Ch A A S K G Bhavani</i>	617
Design Thinking: Opportunities and Challenges <i>Pallavi Vudumula, Yogendra Sai Priyatham Nelli</i>	622
India-China Relations: Chinese Perspective <i>Mani Kumar Bhagi, Veerraju Govada, Ujjwal Kumar Ghatak</i>	627
The Role of Girijan Co-operative Corporation Ltd (GCC) in the Socio-economic Development of Tribal Farmers in Andhra Pradesh <i>Battini Kumar</i>	634
The National Education Policy 2020 and Digitalization of Education in India <i>Veerraju Govada, Beera Curie</i>	640
The Impact of UPI on the Digital Payment Ecosystem in Rural India <i>Vulaka Durga Devi</i>	644
Religious Extremism and Violence in the Pakistan-Afghanistan Region <i>Partha Pratim Barik, Veerraju Govada, Ujjwal Kumar Ghatak</i>	652

An Overview of Anti-discipline and Transdisciplinary Principles in Andhra Pradesh's Tolubommatala Puppetry Performance Art <i>Talluru Vinay</i>	655
OrCam MyEye: Quality Life for Visually Impaired <i>Muruganandam E, T Vijaya Lakshmi</i>	659
Conceptual and Empirical Review of Swara Yoga Applications <i>Atla Mallik, Sri Krishna Chandaka, Suneetha Kandi</i>	665
<b>NCDT 2023 Track 9</b>	
Mann Ki Baat: Innovative Design Thinking for Societal Change <i>Shivakumar Reddy, Sriveda Baswapoor, Vijayalakshmi Thadi</i>	670
The Anthropometric Fitness Profiles Differences of Volleyball Players in Various Positions of Play <i>M Mohana Kumari, A Pallavi, Sudhakara Babu Mande</i>	678
Exploring the Merits of Vagus Nerve Stimulation in the Treatment of PCOS Condition in Women Using Yoga <i>Radhika Narisetty, Ramesh Babu K</i>	686
Effect of Continuous Running Fartlek Training and Interval Training on Selected Motor Ability and Physiological Variables among Male Football Players <i>Gollapalli Veerababu, A Pallavi</i>	697
ETD Contributions to Shodhganga Theses Repository: A Case Study of Andhra University <i>V Lalitha, Suresh S</i>	703
Library and Information Science Research: An Imperative for all Disciplines - An Empirical Study <i>Dharmavarapu Girijavani, Suresh S</i>	709
Power of Thought <i>Molli Sarojinamma, Krishna Ch</i>	716
Importance of Language and Literature in National Education Policy-2020 (Telugu) <i>Dilleswararao Sanapala</i>	726
<b>NCDT 2023 Track 10</b>	
Mahabharatam Panchamavedatyva Neerupana Avsyakatha Parishodhan Vidhi Vidhanalu <i>Murthy Remilla, Raghunatha Sarma Salaka</i>	732
Kathāsāhiti kathalu - strīla samasayalu-viślēṣaṇa <i>Lenka Satyanarayana, Suma Kumari R</i>	742
Ebinezar Anabade Madiga Nimboadu <i>Peesa Narayana Rao, D Praveena</i>	750
Desabhakthi-Jathiyodhyama Gheyalu <i>D Praveena</i>	753

Jaanapada Pradarshna Kalarupam - Tholu Bommalata: Oka Parisheelana <i>Kapavarapu Anil Babu, Praveen D</i>	760
Banjaraala Achaaralu - Pandugalu <i>Gottapu Eswara Rao, Praveen D</i>	765
The Effect of Indian Cinema on Generation Z: A Sociocultural Analysis <i>Karra Pruthvi</i>	770
Lok Sahitya Ek Samanya Parichay <i>K Anitha</i>	782
Mytreysi Pushpa Vyaktitv aur Krutitv <i>Suhasini Unkili</i>	786
Dalit Sahitya Ke Svar <i>Kakara Mutyalarao</i>	790
Raneendra Ji Ki Kahaniyo Me Aadivasi Jeevan Sangarsh <i>Nunna Sujatha</i>	795
Yuvapeedi Ke Vikas Me Shiksha Our Vartaman Hindi Upanyaso Ka Yogdaan <i>P Bheema Bai</i>	800
Vartaman Hindi Katha Jagat Me Rajanitik Evam Prashasanik Vyang <i>Komma Venkata Rajeswari</i>	806
Panchatantra Parisankalpanaa Chintanam <i>Saketi Satyanarayana, Pola Umamaheswara Rao</i>	810
Samaj Our Sanskriti Ke Pratibimb - Cinema Me Chitrit Samakalin Jeevan <i>K D V B Prasad</i>	815
Hindi Sahitya Me Chitrit Samajik, Sanskriti, Aarthik, Rajanitik, Samakalin Vimarsh. <i>A Swathi</i>	819
Patra Patrikavo Ka Mahatv <i>N Jyotsna</i>	823
<b>NCDT 2023 Track 11</b> The Great Reincarnation of Ethnic Groups into Climate Refugees – Human Right Concerns <i>K Pallavi</i>	827
The Relation between Drugs and Crimes: An In-depth Analysis <i>K M K Sri Bhargavi</i>	832
The Misconstrued Revelation - Ambedkar's Thought of Uniform Civil Code and its Analysis <i>Harshitha Devaguptapu</i>	836
Is India Ready For LGBTQ+? <i>M Pardha Saradhi</i>	840
Uprooting 'Perjury' <i>Rayasam Durga Praveen</i>	842

# **NCDT 2023**

---

**1<sup>st</sup> National Conference on  
Design Thinking: Trans-Disciplinary Challenges & Opportunities**

---

# A Study on Indian Postal Services in Financial Inclusions

**N. PAVANI,**

*M.B.A, M.Com, M.Phil.*

*Lecturer, Govt.Degree College,(Men)*

*mispavani@gmail.com*

**Dr. P. VENKATA MOHINI,**

*M.B.A, M.Com, M.Phil, Ph.D*

*Professor. Dept. of Management Studies, Gayatri Vidya*

*Parishad College for Degree & PG Courses*

*mohinipuni@gypcdpgc.edu.in*

**Abstract:** Post Office Savings Bank schemes play a vital role. It provides numerous benefits to the investors. Post office saving bank is the largest savings institution in the country. Rural people are facing an extremely risky environment when they save in the informal sector. Postal savings funds play a significant role in rural India. It provides numerous benefits to the investors. Post office saving bank is the largest savings institutions in the country and offer high returns than those given by scheduled banks. There are a number of attractive schemes, well designed to meet the individual requirements of different small savers. The major instruments of post office saving schemes enjoy tax benefits such as exemption of investment contribution or interest income from tax or both up to certain limits. The Post Office Savings Bank (POSB) is the oldest banking system in the country established in 1882 by the British government to mobilize savings. It functions under the Postal Department and operates as an agent for the Ministry of Finance, Government of India, for which it receives commission. It has the largest network of 155,618 post office branches of which 90 percent are located in rural areas. The network is significant as it is twice the number of all bank branches put together in the country. It remains the only formal system offering financial services in rural areas for many years

**Keywords:** Financial services, Savings, Investment, Socio-economic development, Post Offices Saving Schemes.

## I. INTRODUCTION

Post Office Savings Bank schemes play a vital role in Indian Economy. It provides numerous benefits to the investors. Post office saving bank is the largest savings institution in our country. Rural people are facing an extremely risky environment when they save in the informal sector. Postal savings funds play a significant role in rural India. It provides numerous benefits to the investors. Post office saving bank is the largest savings institutions in the country and offer high returns than banks. There are a number of attractive schemes, well designed to meet the individual requirements of different small savings. The major instruments of post office saving schemes enjoy tax benefits such as exemption of investment contribution or interest income from tax or both up to certain limits. The Post Office Savings Bank (POSB) is the oldest banking system in the country established in 1882 by the British government to mobilize savings. It functions under the Postal Department of Government of India. The Indian post which partially do banking activity under the ministry of finance is doing an excellent job towards providing easy financial services to the people throughout the country especially in the remote areas through its huge network of more than 1,59,225 post offices across the country. Savings Schemes provided by the Indian Postal Department are risk free investment options that are safe and secured and provide capital gains without Tax Deduction at Source. These savings schemes have attractive interest rates with nomination facility and are transferable to any Post Office across India.



## II.METHODOLOGY

The study is based on secondary data. Secondary data was collected through magazines and official websites of Indian postal department. Supporting literature from relevant sources, journals, research reports, websites etc. also forms the sources of secondary data.

## III. OBJECTIVES OF THE STUDY

- To study the role of Indian post offices in Financial Inclusion.
- To describe, in brief, the important features of post office investment schemes.
- To analyze the awareness, preferences and experiences of household investors on post office saving schemes.

### Role of Indian Post in Financial Inclusion:

The Indian post can harvest the benefits of its huge network, extensive outreach and lower cost and at the same time it will be able to contribute towards the national objective of financial inclusion. Establishment of Post Bank of India may be another strong decision to associate Indian post in financial inclusion. Indian post has already applied to the RBI for a banking license, if the license is granted. It will be a great achievement for Indian post which will enable post offices to perform full banking activities. Indian post can give a new dimension to the process of financial inclusion and can reach an extra mileage in the field of financial inclusion.

The government has made the post office as the banks also which will accept savings. The post offices will give various services. They are not only involved in delivering mails but also accept deposits, deliver retail service like sale of forms, bill collection etc. provide savings schemes, life insurance cover etc. There are about 1, 59,225 post offices in the country which provides different types of saving schemes. It provides the risk-free investment options which are safe and secured and provides the capital gains without Tax Deduction at Source (No TDS). There are various investment schemes available for an individual and they choose the best suitable for them. The various financial institutions are present like commercial banks, cooperative banks, post office savings banks, life insurance corporation public limited company. The various schemes provided by the post offices like the Savings Account Schemes, Recurring Deposit Schemes, Time Deposit Schemes, Public Provident Fund Schemes, and Monthly Income Schemes. National Savings Certificates, Kisan Vikas Patras, and Senior Citizens Savings Scheme. The basic financial services given by the Department of Posts are the Post Office Savings Bank. It is the oldest and biggest banking service institution in the nations. The Department of Post works the Post Office Savings Scheme on behalf of the Ministry of Finance, Government of India.

## IV.POST OFFICE SAVING SCHEMES

### 1. Post Office Savings Account (SB)

The Post Office Savings Account (SB) is comparable to any savings account offered by a retail bank. The minimum deposit amount is ₹500 and the minimum withdrawal amount is just ₹50. It offers a 4% interest rate. A savings bank account can be opened by both adults and minors. There is no maximum investment amount and a tax exemption of up to ₹10,000.

### 2. National Savings Recurring Deposit Account (RD)

One of the well-known post office savings programmes that you can use is the National Savings Recurring Deposit Account (RD). It has a minimum monthly deposit requirement of ₹100 and an annual interest rate of 5.8%.

### 3. National Savings Time Deposit Account (TD)

The National Savings Time Deposit Account (TD), a tenure-based fixed deposit account with no upper investment limits, has a ₹1,000 minimum investment requirement. For a five-year period, this post office savings plan offers you an alluring 6.7% interest rate.

### 4. National Savings Monthly Income Account (MIS)

A post office savings programme called the National Savings Monthly Income Account (MIS) offers a 6.6% interest rate. The smallest investment allowed is ₹1,000. The maximum investment amount for individual accounts is 4.5 lakhs, and for joint accounts it is 9 lakhs.

### 5. Senior Citizens Savings Scheme Account (SCSS)

Any person over the age of 60 may open a Senior Citizens Savings Scheme Account (SCSS) through the post office. However, retired government workers over the age of 55 and retired military personnel over the age of 50 are also permitted to open such accounts. The required minimum investment is ₹1000 rupees, and the maximum investment amount is 15 lakhs. The interest rate, which is set at 7.4%, is also very lucrative.

### 6. Public Provident Fund Account (PPF)

With a minimum deposit of ₹500, the PPF account offers an alluring long-term investment option for Indian adults. The maximum deposit per fiscal year is ₹1.5 lakhs. A PPF account has an interest rate of 7.1%.

### 7. Sukanya Samriddhi Account (SSA)

A unique government programme called the Sukanya Samriddhi Account (SSA) was created in India to empower young girls. It has a 7.6% interest rate, a ₹250 minimum deposit requirement, and a maximum investment cap of ₹1.5 lakhs per fiscal year.

### 8. National Savings Certificates (NSC)

Any post office will sell National Savings Certificates for a price starting at ₹1000. There is no upper limit, and the attractive annual interest rate of 6.8% is offered.

### 9. Kisan Vikas Patra(KVP)

Any Indian adult can open a KVP individually or jointly under the new Kisan Vikas Patra scheme, provided they have a minimum balance of ₹1,000. The offered interest rate is 6.9%.

### 10. PM CARES for Children Scheme, 2021

If a child has lost both parents and the last surviving parent due to the COVID-19 pandemic, an account will be opened in the child's name, and a one-time lump sum payment from the PM CARES fund will be made. The beneficiary will receive a monthly allowance of ₹4,000 until the age of 18 from the deposit of ₹10 lakh. They can then earn interest until the age of 23 on that sum of ₹10 lakhs according to the monthly income account scheme.

## **V. NEW OPPORTUNITIES OF FINANCIAL SERVICES OFFERED BY POST OFFICE**

The Financial service offered by Post office includes Savings and Postal Life Insurance (PLI) / Rural Postal Life Insurance (RPLI). The Post Office small savings scheme provides a secure, risk free and attractive investment option for the small investors and offers the savings products across its 1,59,225 Post offices. The Post Office savings bank is the oldest and by far the largest banking system in the country, serving the investment need of both urban and rural clientele. These services are offered as an agency service for the Ministry of Finance, Government of India. Several products on offer serve various investment requirements of the customers

### **Money transfer**

It offers wire transfers and international money orders, besides issuing traveler's cheques and 22 foreign currencies to foreign travelers. It also offers prepaid forex cards in seven currencies, demand drafts in 11 currencies and wire transfer in 13.

### **National Pension Scheme**

Right now, the NPS facility is available at nearly 800 branches across the country. The NPS is a lowcost retirement plan. It is also portable and can be accessed from any part of the country.

### **Mutual funds**

A qualified mutual fund adviser is available at designated branches of the post office. An investor can submit application forms, payment cheques and KYC documents at these branches. However, the facility has not taken off due to removal of entry load.

### **Life insurance**

Insurance Schemes Two type of insurance like Rural Postal Life Insurance (RPLI), Postal Life Insurance (PLI) with different policies schemes are also available for the persons availing insurance facilities. To encourage the rural masses to take part in the insurance schemes, Micro Insurances policies - RPLI policies with less sum assured has been introduced.

Postal Life Insurance is open only to employees of the Central and state governments, public undertakings and semi-government organizations. The IRDA has allowed the post office to sell insurance policies of private companies.

### **Commercial banking**

India Post is among the 36 companies that have applied for banking licenses. The launch of commercial banking operations could pitchfork the post office to the forefront of financial services in India.

### **ATM**

Some selected post office also offers ATM services. We can withdraw cash or carry out money transfer using this ATM services. Postal department is issuing separate ATM card to customer for this services. Postal department is planning to extend this facility to every city.

## **VI. FUTURE PLANS OF POST OFFICE**

Presently, India Post has signed MOU with different revenue authorities for dispatch of land records especially Mutation Certificates through Speed Post to the land owners. But the Post Offices can help the revenue authorities in computerizing all the land records in the villages and also they can arrange billing to the landlords on yearly or half yearly basis which are presently maintained manually. Through the concerted efforts of all the stakeholders over a period, Post Offices can be used as an appropriate platform for agricultural practices,

monsoon prediction, local medical knowledge, advanced medical counseling centers etc. All these things can be done for a nominal fee that can make the postal network also viable. Above all, India Post has the ability to convert the vision of a new India into reality by proper utilization of its vast network. Just a sense of urgency is required for a large-scale training and motivation of the postal employees to achieve the national development goal.

## **VII. MAHILA SAMMAN SAVING CERTIFICATE 2023**

Mahila Samman Saving Certificate is a new small savings scheme launched specifically for female investors, was announced in Budget 2023 to promote investment among women. Accounts opened under this scheme will be single-holder accounts that can be opened at the Post Office or any registered bank. Any woman can open a Mahila Samman account can be opened for herself or on behalf of a little girl. Women investors must submit Form - I by March 31, 2025.

Any woman can open a Mahila Samman account can be opened for herself or on behalf of a little girl. Women investors must submit Form - I by March 31, 2025. The interest rate on the deposits made under this scheme is 7.5% annually. The interest will be compounded quarterly and credited to the account. As per a government notification issued on March 31, 2023, The interest payable to the account holder in respect of any account opened or deposit made which is not in consonance with the provisions of this Scheme shall be payable at the rate applicable to the Post Office Savings Account.

The deposit matures two years following the deposit date, at which point the account holder may request the remaining funds by completing a Form-2 application. For calculating the maturity value, every fraction of a rupee that is not exactly one rupee will be rounded up to the closest rupee. Any amount that is fifty paise or more counts as one rupee in this calculation; any quantity that is less than fifty paise is not taken into account. The account holder may withdraw up to 40% of the balance by submitting a Form-3 application after the first year from the date of account opening but before the account matures.

Every initiative will drive employment, income generation and growth. This can happen not by corporatization but allowing freedom and flexibility to the Postal Department so that it could restructure itself and operate competently with functional autonomy and financial independence having a separate budget and control by the Department of Posts. Corporatization is not the only solution to make the loss-making India Post profitable.

## **VIII. CONCLUSION:**

In the end, we can say that the Indian postal service is doing a very good job and helping the country to succeed in socio-economic and communication development. Today also, the postal service is considered the best in the public sector. In this digital world, where everything is becoming online, still, there are a large group of people who still depend on the postal services.

## **REFERENCES**

1. Malakar, D. (2013). Role of Indian post in financial inclusion. *Journal of Humanities and Social Science*, 6 (4), 04-07.
2. Scher, M. J. (2001). Postal savings and the provision of financial services: Policy issues and Asian experiences. DESA Discussion paper No22, Economic and social affairs-UN, <http://www.un.org/esa/papers.htm>. [30/10/2013].
3. <https://blogs.worldbank.org/developmenttalk/financial-inclusion-and-role-post-office>
4. Mala, M., Dr.Vasanthi, G. (2016) "Problems and Challenges of Indian Post in Financial Inclusion". *International Journal of Interdisciplinary Research in Arts and Humanities (IJIRAH)*, Impact Factor: 4.675, ISSN (Online): 2456 – 3145, Volume I, Issue I

5. Ravichandran, K., and Alkathlan, K., 2009. Financial Inclusion: A Path towards India's Future Economic Growth. <http://faculty.ksu.edu.sa/alkathlan/Documents/SSRNid1353125>
6. <https://www.indiapost.gov.in/Financial/Pages/Content/Financial.aspx>
7. <https://blogs.worldbank.org/developmenttalk/financial-inclusion-and-role-post-office>