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Mr. Ajay Pillai

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Mrs. Shruti Waikar

Principal

Smart City Planning – Towards Emerging India

(A Study of Solapur – Smart City Proposal)

By:

NAIK SAMEER

Assistant Professor

Dept. of Accountancy

Akbar Peerbhoy College of Commerce & Economics

M.S. Ali Road, Grant Road (East), Mumbai – 400008

naiksameer.75@gmail.com

98205 95226

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ABSTRACT

Smart City Planning – Towards Emerging India

(A Study of Solapur – Smart City Proposal)

Emerging nation is a developing country which has achieved industrial capacity and is on the path to becoming an industrialized nation. In the South Asian region which consists of 8 countries, India is the fastest growing economy. But the growth should not be limited only to a few geographical areas, it is with this motive that the Smart Cities Mission (SCM) gains importance since it will help towns grow into metros.

'Smart City' is comprehensive development which will improve quality of life, create employment and enhance incomes for all, especially the poor and disadvantaged, leading to inclusive growth. It is not just about smart technological innovations but it is a solution to people's aspirations. The SCM was launched to identify and develop 100 cities by the end of 2019 in which the Government plans to disburse nearly Rs.48,000crores under the mission. Out of 20 smart cities selected for the second stage of the SCM, Solapur ranked ninth.

Solapur lies midway between Pune and Hyderabad along NH65. Solapur district covering an area of 14844.6 sq. kms, is famous for its chaddar, handloom, powerloom and beedi industries. The Smart City proposal (SCP) submitted by the Solapur Municipal authorities have adopted the retrofitting approach (planning and developing the existing built up area) instead of green field approach. Since Solapur is located in a rain shadow region, the most important target before the SCM will be develop a system of storage and proper water supply along with water harvesting. It has to also take initiatives to develop proper drainage systems, controlling industrial pollution, support the once booming textile industry which is now on decline and utilization of solar energy.

In this descriptive paper, I have tried to study the SCP of Solapur and compare it with the existing reality. It is an attempt to measure the difference between the reality and aspirations of the people of Solapur and explore the ways in which those can be achieved to make Solapur a smart city. This targets if achieved will help propel Solapur as an industrial town, which will be a contribution towards supporting the cause of emerging India.

Smart City Planning – Towards Emerging India

(A Study of Solapur – Smart City Proposal)

India is the strongest economy amongst the South Asian countries, and to maintain the growth it is important to achieve development in all geographical areas instead of only metropolitan areas. In June 2015, Prime Minister Shri Narendra Modi launched the ambitious project of the Government of India - Smart Cities Mission (SCM), in which it is planned to identify and develop 100 cities by 2019. The Government of India plans to disburse Rs. 48,000 crores on this mission and an equal contribution will be made by the State Governments and urban local bodies governing these towns and cities. After screening the Smart City Proposals (SCP) received from the shortlisted 98 cities, on 28th Jan. 2016 Mr. Venkaiah Naidu, the Minister for Urban Development announced the winners list of the smart cities challenge. This included the first 20 cities like Bhubaneswar, Pune, Surat, Indore etc. which were selected for development under the SCM. Solapur ranked ninth in this list of cities.

Smart City

It is development with the objective of promoting cities that provide core infrastructure and give a decent quality of life to its citizens, a clean and sustainable environment and application of smart solutions. The urban planners ideally aim at developing the entire urban eco system, which is represented by the *four pillars* of comprehensive development viz. *institutional, physical, social and economic infrastructure*. The smart city proposals encapsulate either a *retrofitting* (planning in existing built up area) or *redevelopment* (replacement of existing built up environment) or *greenfield development* (introducing smart solutions in vacant area) model or *a mix* thereof and a *Pan-city feature* (application of smart solutions to the city wide infrastructure). Smart solution application will enable cities to use technology, information and data to improve infrastructure and services. The core infrastructure elements in a smart city would include:

- a. Adequate water supply
- b. Assured electricity supply
- c. Sanitation, including solid waste management
- d. Efficient urban mobility and public transport system
- e. Affordable housing, especially for the poor
- f. Robust IT connectivity and digitalization
- g. Good governance (e- governance and citizen participation)
- h. Sustainable environment
- i. Safety and security of citizens

j. Health and education.

'Smart City' is not just a technology innovation but it is a people solution, where digital devices are just enablers. The development of these infrastructural amenities will help in growth and functioning of industries.

Solapur – Background & Profile

The history of this town(a formation from sixteen villages)goes back to the 11th& 12th century, when it was known as *Sonnalge*. Solapur city is well connected to other cities both by rail & road and lies midway between Pune and Hyderabad on NH-65. It is located on the tri-junction of Maharashtra, Andhra Pradesh and Karnataka which is reflected in the multi-cultural ethos when Marathi, Telugu and Kannada all are heard on the streets of Solapur. Climatically, Solapur falls under category of dry (arid and semiarid) climate and is also comes under the rain shadow area with scanty and uncertain rainfall. Commercially, Solapur has the oldest and largest concentration of handlooms and power looms which are globally renowned for Solapur jacquard *chaddars*(bedcovers) and terry towels. Solapur also has a large number of sugar factories and also leads Maharashtra in *beedi* production.

Currently Solapur is infested with various problems which need to be addressed in the Smart City Mission like:

- a. The once flourishing textile hub is in a state of decline.
- b. Water shortage is chronic, since the municipal water of 130 litres per capita per day is only on paper, mostly supplied once in 5 days.
- c. Less than 40 % of the roads are surfaced leading to poor transportation and suspended particulate matter adding to pollution?
- d. Sewage and industrial waste management is also an issue, since only two-third of the 400 tons waste generated daily is collected and dumped at designated disposal sites, remaining lies in *mullas* adding to stench in air and diseases.
- e. It is one of the hottest cities during summer with temperatures ranging to 45 degree Celsius, but most areas still face electric load shedding around 10-15 hours daily.
- f. Effluent chemicals produced from textile industries and sugar factories plus heavy use of diesel vehicles adds to smog, making Solapur highly polluted city with pollution parameters more than double at some junctions.
- g. Lack of greenery and open spaces for citizens adding to their problems due to pollution.

Smart City Proposal (SCP)

The SCP submitted was developed by the Solapur Municipal Corporation with help from the ratings and research analytics company Crisil (for which it was paid a fee of Rs. 1.47 crore). The plan was

prepared with citizen participation with more than 2000 student volunteers collecting information from door-to-door. Citizen participation was also involved thru online, off line, SMS's, ward level meetings, focus groups, discussions etc. covering participation from all walks of life. Citizens were given option of selecting an area from 14 options (9 retrofitting, 2 redevelopment and 3 Greenfield). The plan's retrofitting approach demonstrates development of the already populated area which will have high impact and also reflect city's identity and culture. SCP also aims at providing necessary infrastructure and clean, vibrant spaces which will be catalyst for people living active, social and healthy lives. The core area of the city measuring 1040 acres comprising of the old Gaothan area and extension around it has been identified for retrofitting, which received the highest 20.12% votes from the citizens. The core area has unplanned profile with severe infrastructure deficiencies since it was built prior to town planning age. The area has major Government offices, historical core, Siddeshwar temple (which has 4-5 lakh tourists visiting during January) and lake which makes it high usage area of the city. The area upholds the city's heritage with landmarks like Bhuikot Fort, Dr. Kotnis's House and old Indira Bhavan etc. The area has high population density with 2.3% of the city houses and 17% of the city's population. The area has major transit nodes like railway station and bus depots with a high footfall of residents, tourists and pilgrims visiting the city. Most of the experts with whom discussions were held like academicians, architects, town planners agreed that the selected area shall be able to demonstrate maximum impact and has potential for demonstrating smart solutions. The vision for the city is *"Solapur : Clean, Efficient & Progressive."*

Adequate Water Supply

The city has a current water demand of 160 MLD which has to be procured from Ujaini Dam and Hipparga Lake out of which only Ujaini dam is perennial in nature. The problem of water scarcity will aggravate with increase in population. For tackling this issue the SCP has suggested the following measures:

- A. Rain water harvesting will be made mandatory for building plan approvals, which will help to conserve the water, increase the ground water level and rationalizing of water usage. Rain water harvesting also has additional benefits like self-sufficiency, reduction in cost of pumping ground water, improving water quality, reduction of soil erosion and flooding. Along with rain water harvesting measures will be adopted for promoting roof top harvesting, waste water recycling and storm water reuse. In addition discipline in water usage can be introduced with smart water meters to track leakages and theft.
- B. An upcoming thermal power NTPC plant which needs 75 MLD of water from the Ujaini Dam. The municipal corporation will supply recycled water after sewage treatment to the

plant and in return claim the fresh water from the Ujaini dam to be supplied to Solapur residents. This water swapping arrangement will solve major water scarcity issue. Similar arrangements will be made with industries whereby recycled water will be supplied to them instead of fresh water.

Waste Management

Of the total waste generated by the city, currently the municipal corporation is able to collect 85% and only 27% of the collected waste is treated. The remaining waste is sent to landfills. The unattended waste creates unsanitary conditions for residents and visitors. The city also lacks sewage treatment plants due to which the condition of water bodies is further exacerbated. The SCP plans to deal with the problem by adopting following measures:

- A. To make the city 100% open defecation free area. To ensure availability of sanitation facilities 51 barrier free E-toilets are proposed. These will be equipped with piped water supply and sewerage connections. Plus the waste water generated from the toilets will be treated up to tertiary level for industrial use.
- B. A system will be developed with complete chain from segregation, collection, treatment and disposal of waste. 38 primary & 6 secondary waste collection vehicles, 253 smart bins and 3 street sweeping machines to be procured. A waste to energy (Bio-methanation) plant set up in 2011 to be made fully operational. Awareness to be made among residents and visitors about segregation of waste by distributing different colored recyclable bags for different types of waste like organic, combustible and recyclable.

Assured Electricity Supply

To ensure uninterrupted power supply to the residents of the city the SCP tries to take advantage of the climatic condition of the area which is hot with cloudless skies for most part of the year. It suggests extensive use of solar power which can create atleast 10% additional power by implementing the following measures:

- A. Use of 13050 square meters of roof areas over municipal buildings stadium, bus depots etc. for installation of solar photo voltaic panels which can generate up to 12% of electricity demand.
- B. Installation of 4630 solar street lights, 140 solar panels to power bus shelters and other solar powered public utilities.
- C. Encouragement to residents to set up solar panels on their roof tops which will make them self-sufficient and reduce demand.

Other Infrastructure

In order to raise the standards of the city upto the expectations of the residents the SCP proposes the following:

- A. Provision of efficient and clean public places and streets accessible to everyone.
- B. Introduction of shaded footpaths and non-vehicle corridors.
- C. Walkways to have small innovative places like park lets, open gyms, E-toilets etc.
- D. Cycling shall be encouraged by providing separate unobstructed bicycle tracks and mobile application based rewards for distance covered as an initiative to curb vehicular pollution.
- E. Bhuikot fort shall be developed into a recreational center by using it for night bazaar, light and sound shows etc.
- F. Open air theatres and community centers to be developed on the Home maidan ground near SiddheshwarLake which can be used effectively for GaddaYatra procession, exhibitions, festivals and cultural events.
- G. 16 smart junctions shall be designed to monitor the traffic and regulate signals. Citizens can have access to real time information of traffic movement thru mobile based applications.
- H. Smart parking facilities in areas like Assar Maidan, MorarjiPeth and JunjeBol covering 2.19 acres as parking space, the availability information of which will be accessible to residents thru mobile application.
- I. Strict online vigilance using CCTV to provide for security of women and residents.

Conclusion

The smart city focuses on to promote cities that provide core infrastructure and give a decent quality of life to its citizens, a clean and sustainable environment and application of "Smart Solutions". The focus must be on sustainable and inclusive development. Currently operations of power looms are affected due to long hours of load shedding which must be eliminated to revive the industrial production. Adequate water and electric supply will ensure that the textile industry which is crumbling can be resurrected again and Solapurchaddars and towels can again add to the exports of India. Provision of clean pollution free environment is not only the duty of the administration but should also be considered as responsibility by the residents. Hence it would be the duty of the administration to involve the citizens not only at planning but at all stages of the SCP implementation. Awareness amongst the residents about the steps taken by the administration will make the program all the more effective. A transparent implementation of the program is also necessary which reflects unbiased and proper utilization of funds available from Centre as well as State Governments. It is necessary to avoid hurdles like redtapism, bureaucratic delays, non-

utilization of funds in proper manner to make the mission a success. India has all the demographic advantages like huge population and other factors to emerge as a strong economy not only in South Asia but also the world, but the development has to be all round. The Solapur SCP has all features like power generation, pollution free environment, better facilities for citizens etc. which all integrate towards the emerging India strategy.

Solapur has selected a compact area which can be converted into a replicable model which can later act like a light house to other aspiring cities. Currently the residents of Solapur are saying "*Lai sudharnawhail* (there will be a lot of improvement)" which has to be brought into reality by the administrators.

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Full Name and Surname	SAMEER SURESH NAIK
Title	Prof. <input type="checkbox"/> Assoc.Prof. <input type="checkbox"/> Asst.Prof. <input checked="" type="checkbox"/> Dr <input type="checkbox"/> Mi <input type="checkbox"/> Ms <input type="checkbox"/>
Organisation	Akbar Peerbhoy College of Commerce & Economics
Address	M.S. Ali Road, Two Tanks, Grant Road (East).
Postal code	400 008
City	Mumbai
Country	India
Telephone	98205 95226 & 022 23074122
Fax	
E-mail	naiksameer.75@gmail.com
Paper Title	Smart City Planning- Towards Emerging India (A Study of Solapur – SCP)
Authors	Naik Sameer
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On

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Saturday, 17th February, 2018

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on 17th February, 2018 at K.M. Agrawal College, Kalyan (W).


Convener


Principal



IMPACT OF DIGITAL MEDIA

Presented by :

NAIK SAMEER

Assistant Professor

Dept. of Accountancy

Akbar Peerbhoy College of Commerce & Economics

M.S. Ali Road, Grant Road (East), Mumbai – 400008

naiksameer.75@gmail.com

98205 95226

At

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17th February, 2018

Abstract

Digital Media is in various forms like images, audio, videos, etc. which can be transmitted over internet. Traditionally information was exchanged thru mediums like newspapers, books, recorded media, etc. but with the technology of converting analog to digital, almost all information is being uploaded on the internet. In India in last few years due to various factors digital media has grown very fast. Due to change in demographic features like young population who wants entertainment on the go and propensity to spend more on leisure digital media is growing. Due to digital media the traditional media industry had to suffer initial losses, but the same digital media has opened various new avenues of entertainment, information exchange and interactions. In this descriptive paper I have tried to analyse the factors due to which digital media has grown in India. In the study I have also tried to analyse the impact that digital media has had on the traditional forms of media like TV, films, newspapers, books, radio, etc. The study is an attempt to see if digital media is a threat to the old forms of media or whether it is an opportunity for the Media & Entertainment industry to create more revenue.

IMPACT OF DIGITAL MEDIA

Digital media is digitized content that can be transmitted over the internet or computer networks. It includes text, audio, video and graphics. Digital media is also translating analog data into digital form like transmitting news from TV channels to websites etc. Earlier calculation and programming were the main purpose of computers but with advent of internet people began to use computers for communication, creative purposes, research and entertainment. This gave rise to digital media since people now connect with the growing amount of information available from multiple sources and also enjoy the more personal aspect of posting their own views. As new people join the internet, the amount of information viewed and provided expands. Hence digital media has come a long way in a short span of time and continues to grow.

India is surging ahead as the second fastest growing global economy. India's increasing per capita income, growing middle class and working population is generating huge demand for goods and services- including leisure and entertainment. Currently India has more than 650 TV channels, 120 million pay-tv households, 70,000 plus newspapers and almost 1000 movies produced annually. India's media and entertainment (M&E) industry provides attractive growth opportunities for global corporations, which are well supported by the Government initiatives like Digital India. There are various reasons for the growth of digital media in India which can be briefly elaborated as follows:

1. India's GDP per capita income has risen from USD 1157 in 2008 to USD 1862 in 2016, which shows the rise in the income levels of an average Indian. The rise is more dominant in the cities, giving rise to the middle class. A majority of the population of India is working, adding to income generation of families due to which spends on leisure and entertainment is increasing.
2. The young working population between the ages of 20 to 45 years likes to carry their entertainment along which is evident from the increase in amount of smartphone users. The smartphone users in India have risen from 199.08 million in 2015 to 299.24 million in 2017 and are expected to cross 450 million mark by 2022. Smartphones are all in one device which supports

all sort of digital media from music, videos, social media and news. A recent study by Nokia shows that 77% of Indian smartphone users have at least 30 apps on their device. Digital media is thus satisfying the need for entertainment on the go of young India.

3. While most developed countries first hopped onto the fixed line internet and then moved onto mobile data. India due to geographical and other reasons never had the infrastructure for mass fixed line internet. So it is trying to leapfrog directly to mass mobile internet and this plan is working. Till last year mobile data rates were quite expensive well above the 2% of annual GDP per capita threshold for affordability prescribed by the *Alliance for Affordable Internet*. But with the entry of one player Reliance Jio, by offering free data has forced the telecom companies to cut rates drastically, which now stand at 1.3% of annual GDP per capita. India's 3G and 4G subscribers have tripled to 120 million in 24 months and is growing due to affordability. Currently 80% of the internet usage in India is on mobile and total consumption has increased 9 times in last year. Today people are spending 7 times more time on their phones than on watching television which shows the drift towards digital media.
4. India has diverse variety in culture which creates regional markets. Nearly 73% consumption of media sources is by the Tier 2 and 3 towns. While mainstream media like TV channels are unable to satisfy their taste of entertainment, digital media is tapping these markets by creating content to their likings. Due to increase in mobile internet penetration this media reaches the small towns in their palms. Similarly digital media is also producing niche content for the wealthy and urban consumers like home shopping, travel, life style, etc. Thus digital media has created pockets as per the demand and caters to specific tastes.
5. There is active cooperation between Government of India, regulatory bodies and M&E industry to introduce reforms for growth in the sector. The Government has relaxed entry regulations and restrictions like limits on FDI in this sector resulting in more Foreign M&E giants as well as startups to enter the digital media bandwagon.

As it is evident from the above that digital media has covered miles within a short span in India and will continue the march more aggressively due the same reasons. But it would be interesting to see the impact of this growth on the traditional media. In the analysis below I have tried to study the impact of digital media on the old sources of media like TV, Radio, print media etc. The analyses also try to bring out how the traditional media sources can go hand in hand with digital media by taking initiatives and introducing innovations. While some M&E companies might view the evolution of digital content as an threat with ever growing mobile internet subscribers. But the companies who understand and adapt to the economic & social fabric of the Indian environment can maximize their gains by catering tailor made content and services, which is feasible only through digital media.

- **IMPACT ON TV & BROADCASTED ENTERTAINMENT**

With globalization in 1990s there was an invasion of TV channels which changed the way a household watched television. From the good old Doordarshan days where TV programs were aired for 3 to 4 hours we have reached a stage of almost 650 plus 24 hours running programming channels. Due to various factors like regressive content, changing tastes of youngsters, etc. these channels have failed to maintain interest levels. Another disadvantage is that while TV viewing is

a family experience, digital media is a personalized experience which can cater to individual likings. Hence it can be observed that the viewership for TV shows, especially in urban areas, has taken a beating. But this threat is also converted into an opportunity by TV channels by starting their own mobile apps like Sony LIV, Hotstar, Voot, etc. where the same content broadcasted on TV is made available to viewers on their mobiles. The added advantage being that viewers no longer need to follow the schedules of the channel and can watch the content as per their convenience. In addition to the TV entertainment there are programs specifically made to garner to the taste of internet audience by startup companies like The Viral Fever, All India Bakchod, etc. as well as mainstream entertainment companies like T-Series, Yashraj, Sony, Star, etc. The entertainment is served to the audience on various digital platforms like YouTube as well as specific apps like NetFlix, Amazon Prime, etc. Another advantage of this form of entertainment is that production companies can produce programs targeting the taste of selected audience classified on basis of region, language, age, etc. which is not possible on national television due to constraint of budget and running time. The advent of digital media has also increased the audience participation in the programs, wherein they register their response or votes through interactive apps during game and reality shows (Live voting thru app in Rising Star a singing contest telecast on Colors TV is an apt example). With the growing penetration of internet and digitalization the days of TV content portals and handheld digital video broadcasting are not far.

- *IMPACT ON PUBLISHING(News & Books)*

Online news consumption is increasing in India by almost 5% every year. But unlike the other countries where with advent of online news print media suffered a setback, in India trend shows that people still prefer printed news over digital information. The reason for this trend can be the variety of options available in various languages in print media with over 1,05,000 newspapers & periodicals circulated in India. Data over the past few years shows that the major printing houses garner more revenue from their regional editions as compared to the English editions. Taking into consideration the growth of the digital stream most of the top Indian newspapers, like TOI, The Hindu, Dainik Bhaskar, etc. have launched their online editions thru apps and websites. Even the 24 hour running news channels like Zee News, NDTV, etc. have their online portals and apps which air the same news on mobile phones of the subscribers. Most of these apps and portals are free to the consumers and revenues are generated thru advertisement, reason being that Indians are accustomed to low cost print. Another feature of digital news is personalization wherein notifications can be sent to the subscriber only regarding the aspects that he is interested in. The consumer also finds digital news more satisfying since he is no longer an mute audience sitting in front of the idiot box, since he can express his opinions in the comments section.

Digital media has given an option to traditional book reading concept by introducing E-books. Most of these books are available free on the internet and can be accessed through mobile phones or E-book readers like Kindle. It gives the reader the convenience of carry a book in his pocket everywhere. The authors have an option of either selling the book online or offering it free and covering costs thru online advertising. E-books can be translated into any language which is an added feature over the paper edition.

- *IMPACT ON FILMS*

India has the largest film industry, with over 1000 movies produced in hindi and regional languages every year. This industry traditionally has been battling issues like piracy, copyrights, etc. over the years. With the invention of Video Players in the 1980s the revenue of the films had gone down, since people preferred watching movies in comforts of their homes instead of the theatre. But with great effort the audiences were brought back to the cinemas and now we have the digital platform to compete with films. Although piracy still remains a major concern, proper laws and regulations can reduce the losses. But digital media has opened various additional income avenues for the producers. The producers gain additional revenue by selling audio rights to online stores like iTunes, Gaana, etc. Similarly they are generating income by selling video rights to online & mobile app portals like Hotstar, Amazon Prime, etc. which allow the consumer watch the movie on his mobile as per his convenience. Movies are also telecast directly to the consumer homes through Direct To Home platforms like DishTV, TataSky, etc. wherein the subscriber can watch the movie as per his own timings. Another source of income is through licensing contents for games and apps, wherein special games and promotions are designed using the theme of the movie to encourage audience participation. Digital platforms are also a boon for small budget movies which do not get the exposure in cinema halls but can garner viewers over the mobile. Producers are also using social media to promote their movies which helps in bringing the audience back to the theatres.

- *IMPACT ON RADIO & MUSIC*

With the advent of TV channels in the 1990s the radio and music industry in India had almost suffered a slow death, since music was now available 24 hours on music channels. Due to which the audience no longer listened to radio channels or recorded music. But with the advent of mobile phones first with the feature phone with radio option and then smartphone with music player option the radio & music industry has got a shot in the arm of revival. Currently almost 50% of the radio listenership is of mobile phone users. The boom in the radio industry can be gauged from the fact that with new spectrum available there will be more than 700 new radio channels launched specifically to connect to Tier 2 & 3 towns and rural areas. The increase in the listeners gives more advertising revenue to the channels. The music industry had to suffer losses in the early 2000s since almost all music was pirated and uploaded on free internet sites, resulting in crashing sales of audio cassettes and CDs. But with the digital media platform the industry now has additional source of incomes. Firstly the music is now sold on digital platforms like iTunes, Saavn, etc. wherein the subscriber pays to download the music on his device. The impact of this can be assessed from the fact that nearly 65% of music is now sold in digital format and not on prerecorded formats. Another source of revenue is in form of Value Added Services to mobile subscribers, wherein the songs are used as caller tunes, ringtones, etc. Currently the revenue generated thru VAS is shared as 30:70 in favor of telecom operators.

Digital adoption in India is at an high point due to various factors and is providing various opportunities to the existing and new M&E players. Indian market is offering various opportunities to cater to a new

generation of digital consumers. Instead of considering digital media as a threat the companies need to look at it as an opportunity to raise more revenues. In order to succeed in the Indian market these global and Indian M&E companies need to study the social fabric, pricing, distribution channels and regional nuances. After which they can develop localized content catering to the tastes of the diverse Indian audience, which will help them mitigate financial risks. It is true that M&E companies operating in emerging markets like India will be exposed to risks like corruption, piracy, local competition, etc. But the structural & regulatory reforms of the Government and proper corporate governance will help digital media scale new heights.

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Smart City Planning – Targets before Solapur

By:

NAIK SAMEER

Assistant Professor

Dept. of Accountancy

Akbar Peerbhoy College of Commerce & Economics

M.S. Ali Road. Grant Road (East), Mumbai – 400008

naiksameer.75@gmail.com

98205 95226

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ABSTRACT

Smart City Planning – Targets before Solapur

'Smart City' is comprehensive development which will improve quality of life, create employment and enhance incomes for all, especially the poor and disadvantaged, leading to inclusive growth. It is not just about smart technological innovations but it is a solution to people's aspirations.

The Smart Cities Mission (SCM) is one of the flagship schemes of the Government of India, launched by the Prime Minister, Shri Narendra Modi in June 2015. The SCM was launched to identify and develop 100 cities by the end of 2019 in which the Government plans to disburse nearly Rs.48,000 crores under the mission. On 28th Jan. 2016, the Ministry of Urban Development announced names of 20 smart cities selected for the second stage of the SCM, in which Solapur ranked ninth.

Solapur lies midway between Pune and Hyderabad along NH65. Solapur district covering an area of 14844.6 sq. kms., is famous for its chaddar, handloom, powerloom and beedi industries. Several people visit Solapur to explore the nature and pay homage to the religious sites like Siddharameshwar, Akkalkot, Pandharpur, etc.

The Smart City proposal (SCP) submitted by the Solapur Municipal authorities have adopted the retrofitting approach (planning and developing the existing built up area) instead of green field approach. Since Solapur is located in a rain shadow region, the most important target before the SCM will be develop a system of storage and proper water supply along with water harvesting. It has to also take initiatives to develop proper drainage systems, controlling industrial pollution, support the once booming textile industry which is now on decline and utilization of solar energy.

In this descriptive paper, I have tried to study the SCP of Solapur and compare it with the existing reality. It is an attempt to measure the difference between the reality and aspirations of the people of Solapur and explore the ways in which those can be achieved to make Solapur a smart city.

Smart City Planning – Targets before Solapur

In June 2015, Prime Minister Shri Narendra Modi launched the ambitious project of the Government of India - Smart Cities Mission (SCM), in which it is planned to identify and develop 100 cities by 2019. The Government of India plans to disburse Rs. 48,000 crores on this mission and an equal contribution will be made by the State Governments and urban local bodies governing these towns and cities. After screening the Smart City Proposals (SCP) received from the shortlisted 98 cities, on 28th Jan. 2016 Mr. Venkaiah Naidu, the Minister for Urban Development announced the winners list of the smart cities challenge. This included the first 20 cities like Bhubaneswar, Pune, Surat, Indore etc. which were selected for development under the SCM. Solapur ranked ninth in this list of cities.

Smart City

It is development with the objective of promoting cities that provide core infrastructure and give a decent quality of life to its citizens, a clean and sustainable environment and application of smart solutions. Since the beneficiaries of the SCM are the people the concept of the smart cities will be as per the aspirations of the people dwelling. It depends a lot on the existing level of development, resources available and willingness of the people to change. The urban planners ideally aim at developing the entire urban eco system, which is represented by the *four pillars* of comprehensive development viz. *institutional, physical, social and economic infrastructure*. The smart city proposals encapsulate either a *retrofitting* (planning in existing built up area) or *redevelopment* (replacement of existing built up environment) or *greenfield development* (introducing smart solutions in vacant area) model or a *mix* thereof and a *Pan-city feature* (application of smart solutions to the city wide infrastructure). Smart solution application will enable cities to use technology, information and data to improve infrastructure and services. . The core infrastructure elements in a smart city would include:

- a. Adequate water supply
- b. Assured electricity supply
- c. Sanitation, including solid waste management
- d. Efficient urban mobility and public transport system
- e. Affordable housing, especially for the poor
- f. Robust IT connectivity and digitalization

- g. Good governance (e- governance and citizen participation)
- h. Sustainable environment
- i. Safety and security of citizens
- j. Health and education.

'Smart City' is not just a technology innovation but it is a people solution, where digital devices are just enablers.

Solapur – Background& Profile

The history of this town goes back to the 11th & 12th century, when it was known as *Sonnalgew* which later became *Sonnalapur* and now its existing name *Solapur* which signifies *sola* (sixteen) and *pur* (villages). Hence, the town is a formation from sixteen villages.

Solapur city is well connected to other cities both by rail & road and lies midway between Pune and Hyderabad on NH-65. It is located on the tri-junction of Maharashtra, Andhra Pradesh and Karnataka which is reflected in the multi-cultural ethos when Marathi, Telugu and Kannada all are heard on the streets of Solapur. Climatically, Solapur falls under category of dry (arid and semiarid) climate and is also comes under the rain shadow area with scanty and uncertain rainfall. It is blessed with various religious places like Shri Siddharameshwar (one of the six prophets of Lingayat religion), Pandharpur and Akkalkot temples in the vicinity which attract a lot of tourists. Commercially, Solapur has the oldest and largest concentration of handlooms and power looms which are globally renowned for Solapur jacquard *chaddars* (bedcovers) and terry towels. Solapur also has a large number of sugar factories and also leads Maharashtra in *beedi* production.

Profile :

Population (city)	951,558
Population Growth Rate	0.87 %
Area	178.57 sq. km.
Density of Population	5329 persons per sq. km.
Literacy Rate	82.80 %
Youth : - 15- 24 years	20.65 %
Working Age Group : - 15-59 years	64.47 %
Slum population	18.43 %
Per Capita Income	Rs. 45,859 (at 2004-05 constant price)
Unemployment Rate	1.65
Work status Self employed	45.18 %
Salaried/ regular wage earners	28.04 %

Casual Labour	26.78 %
Households with tap water access within premises	96.92 %
Households with electricity	93.64 %
Households with toilet facilities within premises	58.67 %
Households with computers & internet facilities	4.62 %
No. of Hospitals (per 100000 people)	2
No. of schools (per 100000 people)	
Primary	29
Middle	25
Secondary	20
College	15
Households with access to banking facilities	63.11 %
No. of wards in Solapur Municipal Corporation (ULB)	98
E-governance & computerization in ULB	Only for property tax, water utility billing & registration of birth and death.
Acceptance of Online Payment by ULB	No

** Source: 1. Census of India, 2011

2. District Census Handbook

3. Tables of Houses, Households Amenities and Assets

4. <http://www.solapurcorporation.gov.in/>

Currently Solapur is infested with various problems which need to be addressed in the Smart City Mission like :

- a. The once flourishing textile hub is in a state of decline.
- b. Water shortage is chronic, since the municipal water of 130 litres per capita per day is only on paper, mostly supplied once in 5 days.
- c. Less than 40 % of the roads are surfaced leading to poor transportation and suspended particulate matter adding to pollution.
- d. Sewage and industrial waste management is also an issue, since only two-third of the 400 tons waste generated daily is collected and dumped at designated disposal sites, remaining lies in *nullas* adding to stench in air and diseases.
- e. It is one of the hottest cities during summer with temperatures ranging to 45 degree Celsius, but most areas still face electric load shedding around 10-15 hours daily.
- f. Effluent chemicals produced from textile industries and sugar factories plus heavy use of diesel vehicles adds to smog, making Solapur highly polluted city with pollution parameters more than double at some junctions.
- g. Lack of greenery and open spaces for citizens adding to their problems due to pollution.

Smart City Proposal (SCP)

The SCP submitted was developed by the Solapur Municipal Corporation with help from the ratings and research analytics company Crisil (for which it was paid a fee of Rs. 1.47 crore). The plan was prepared with citizen participation with more than 2000 student volunteers collecting information from door-to-door. Citizen participation was also involved thru online, off line, SMS's, ward level meetings, focus groups, discussions etc. covering participation from all walks of life. Citizens were given option of selecting an area from 14 options (9 retrofitting, 2 redevelopment and 3 greenfield). The plan emphasizes that the area selected should possess high usage for city's resident population and people visiting the city for business, pleasure or pilgrimage. Due to this redevelopment and greenfield strategies would not be feasible, hence the retrofitting approach was adopted. The plan's approach demonstrates development of the already populated area which will have high impact and also reflect city's identity and culture. The intent of the area based development is to encourage citizens to develop a sense of belonging to their neighborhoods and use the streets and public spaces as extensions of their habitats. SCP also aims at providing necessary infrastructure and clean, vibrant spaces which will be catalyst for people living active, social and healthy lives.

The core area of the city measuring 1040 acres comprising of the old Gaothan area and extension around it has been identified for retrofitting, which received the highest 20.12% votes from the citizens. The core area has unplanned profile with severe infrastructure deficiencies since it was built prior to town planning age. The area has major Government offices, historical core, Siddeshwar temple (which has 4-5 lakh tourists visiting during January) and lake which makes it high usage area of the city. The area upholds the city's heritage with landmarks like Bhuikot Fort, Dr. Kotnis's House and old Indira Bhavan etc. The area has high population density with 2.3% of the city houses and 17% of the city's population. The area has major transit nodes like railway station and bus depots with a high footfall of residents, tourists and pilgrims visiting the city. Most of the experts with whom discussions were held like academicians, architects, town planners agreed that the selected area shall be able to demonstrate maximum impact and has potential for demonstrating smart solutions.

The vision for the city is "*Solapur : Clean, Efficient & Progressive.*"

➤ *Adequate Water Supply*

The city has a current water demand of 160 MLD which has to be procured from Ujaini Dam and Hipparga Lake out of which only Ujaini dam is perennial in nature. The problem of water scarcity will aggravate with increase in population. For tackling this issue the SCP has suggested the following measures :

- A. Rain water harvesting will be made mandatory for building plan approvals, which will help to conserve the water, increase the ground water level and rationalizing of water usage. Rain water harvesting also has additional benefits like self-sufficiency, reduction in cost of pumping ground water, improving water quality, reduction of soil erosion and flooding. Along with rain water harvesting measures will be adopted for promoting roof top harvesting, waste water recycling and storm water reuse. In addition discipline in water usage can be introduced with smart water meters to track leakages and theft.
- B. An upcoming thermal power NTPC plant which needs 75 MLD of water from the Ujaini Dam. The municipal corporation will supply recycled water after sewage treatment to the plant and in return claim the fresh water from the Ujaini dam to be supplied to Solapur residents. This water swapping arrangement will solve major water scarcity issue. Similar arrangements will be made with industries whereby recycled water will be supplied to them instead of fresh water.

➤ *Waste Management*

Of the total waste generated by the city, currently the municipal corporation is able to collect 85% and only 27% of the collected waste is treated. The remaining waste is sent to landfills. The unattended waste creates unsanitary conditions for residents and visitors. The city also lacks sewage treatment plants due to which the condition of water bodies is further exacerbated. The SCP plans to deal with the problem by adopting following measures:

- A. To make the city 100% open defecation free area. To ensure availability of sanitation facilities 51 barrier free E-toilets are proposed. These will be equipped with piped water supply and sewerage connections. Plus the waste water generated from the toilets will be treated up to tertiary level for industrial use.

- B. A system will be developed with complete chain from segregation, collection, treatment and disposal of waste. 38 primary & 6 secondary waste collection vehicles, 253 smart bins and 3 street sweeping machines to be procured. A waste to energy (Bio-methanation) plant set up in 2011 to be made fully operational. Awareness to be made among residents and visitors about segregation of waste by distributing different colored recyclable bags for different types of waste like organic, combustible and recyclable.

➤ *Assured Electricity Supply*

To ensure uninterrupted power supply to the residents of the city the SCP tries to take advantage of the climatic condition of the area which is hot with cloudless skies for most part of the year. It suggests extensive use of solar power which can create atleast 10% additional power by implementing the following measures:

- A. Use of 13050 square meters of roof areas over municipal buildings stadium, bus depots etc. for installation of solar photo voltaic panels which can generate up to 12% of electricity demand.
- B. Installation of 4630 solar street lights, 140 solar panels to power bus shelters and other solar powered public utilities.
- C. Encouragement to residents to set up solar panels on their roof tops which will make them self-sufficient and reduce demand.

➤ *Other Infrastructure*

In order to raise the standards of the city upto the expectations of the residents the SCP proposes the following:

- A. Provision of efficient and clean public places and streets accessible to everyone.
- B. Introduction of shaded footpaths and non-vehicle corridors.
- C. Walkways to have small innovative places like parklets, open gyms, E-toilets etc.
- D. Cycling shall be encouraged by providing separate unobstructed bicycle tracks and mobile application based rewards for distance covered as an initiative to curb vehicular pollution.

- E. Bhuikot fort shall be developed into a recreational center by using it for night bazaar, light and sound shows etc.
- F. Open air theatres and community centers to be developed on the Home maidan ground near Siddheshwarlake which can be used effectively for GaddaYatra procession, exhibitions, festivals and cultural events.
- G. 16 smart junctions shall be designed to monitor the traffic and regulate signals. Citizens can have access to real time information of traffic movement thru mobile based applications.
- H. Smart parking facilities in areas like Assar Maidan, MorarjiPeth and JunjeBol covering 2.19 acres as parking space, the availability information of which will be accessible to residents thru mobile application.
- I. Strict online vigilance using CCTV to provide for security of women and residents.

Conclusion

The smart city focuses on to promote cities that provide core infrastructure and give a decent quality of life to its citizens, a clean and sustainable environment and application of "Smart Solutions". The focus must be on sustainable and inclusive development. Like in case of Solapur effective utilization of the funds available can help change the present scenario in the city. Currently operations of power looms are affected due to long hours of load shedding which must be eliminated. Adequate water and electric supply will ensure that the textile industry which is crumbling can be resurrected again and Solapur chaddars and towels can again add to the exports of India. Provision of clean pollution free environment is not only the duty of the administration but should also be considered as responsibility by the residents. Since littering of waste done by the residents makes their own habitat untidy and gives rise to various diseases. Hence it would be the duty of the administration to involve the citizens not only at planning but at all stages of the SCP implementation. Awareness amongst the residents about the steps taken by the administration will the program all the more effective. A transparent implementation of the program is also necessary which reflects unbiased and proper utilization of funds available from Centre as well as State Governments. It is necessary to avoid hurdles like red tapism, bureaucratic delays, non-utilization of funds in proper manner to make the mission a success.

Solapur has selected a compact area which can be converted into a replicable model which can later act like a light house to other aspiring cities. A strong willpower is required at all levels to transform the city into a smart city. The challenge is not just transforming the city but also to maintain it as smart city. Currently the residents of Solapur are saying "*Lai sudharnawhail* (there will be a lot of improvement)" which has to be brought into reality by the administrators.

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ABSTRACT

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SMART CITY PLANNING : TARGETS BEFORE SOLAPUR

Sameer Naik

Assistant Professor, Dept. of Accountancy, Akbar Peerbhoy College of Commerce & Economics,

Mumbai

naiksameer.75@gmail.com

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'Smart City' is comprehensive development which will improve quality of life, create employment and enhance incomes for all, especially the poor and disadvantaged, leading to inclusive growth. It is not just about smart technological innovations but it is a solution to people's aspirations. The Smart Cities Mission (SCM) is one of the flagship schemes of the Government of India, launched by the Prime Minister, Shri. Narendra Modi in June 2015. The SCM was launched to identify and develop 100 cities by the end of 2019 in which the Government plans to disburse nearly Rs.48,000 crores under the mission. On 28th Jan. 2016, the Ministry of Urban Development announced names of 20 smart cities selected for the second stage of the SCM, in which Solapur ranked ninth. Solapur lies midway between Pune and Hyderabad along NH65. Solapur district covering an area of 14844.6 sq. kms. is famous for its chaddar, handloom, powerloom and beedi industries. Several people visit Solapur to explore the nature and pay homage to the religious sites like Siddharameshwar, Akkalkot, Pandharpur, etc. The Smart City proposal (SCP) submitted by the Solapur Municipal authorities have adopted the retrofitting approach (planning and developing the existing built up area) instead of green field approach. Since Solapur is located in a rain shadow region, the most important target before the SCM will be develop a system of storage and proper water supply along with water harvesting. It has to also take initiatives to develop proper drainage systems, controlling industrial pollution, support the once booming textile industry which is now on decline and utilization of solar energy. In this descriptive paper, I have tried to study the SCP of Solapur and compare it with the existing reality. It is an attempt to measure the difference between the reality and aspirations of the people of Solapur and explore the ways in which those can be achieved to make Solapur a smart city.

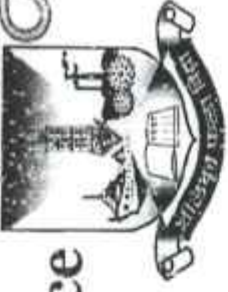
Key words : Smart city, Solapur, Smart Cities Mission, Smart City proposal, retrofitting approach, textile industry



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PROSPECTS & PROBLEMS OF SMART CITY FINANCING

Naik Sameer

Assistant Professor

Dept. of Accountancy

Akbar Peerbhoy College of Commerce & Economics

M.S. Ali Road, Grant Road (east), Mumbai – 400008

naiksameer.75@gmail.com

ABSTRACT

Smart cities are essentially urban clusters with smooth transportation, e-governance, and better social infrastructure, including healthcare and education. It is the planning and development of the entire urban eco-system- institutional, physical, social and economic infrastructure.

The Government of India under the leadership of Prime Minister Shri. Narendra Modi has announced the Smart City Mission to develop 100 cities across India into smart cities in the next 5 years. It has allocated Rs.48,000crores (approx. Rs.500 crores for each selected city) and an equal contribution has to be made by the State Government and the urban local bodies. Since, the requirement of the funds is huge and for a long term, the Central & State Govt. will have to tap various resources of funds for this ambitious project.

This paper gives a brief introduction about the process followed by the Ministry of Urban Development in selection of smart cities. The main focus of this paper is to analyze various options available for funding of smart cities like PPPs, municipal bonds, infrastructure debt bonds, user charges, NIF, subsidies, etc. Since smart city concept is development of cities as per aspirations of the people, the need for contribution from the people is also very important. In the analysis study has been made on the growth prospects of the various options available and also the drawbacks of excessive dependence on the sources. The paper also highlights the issue in planning of smart city where the allocation of funds needs to be judiciously made to first for basic requirements like water & electricity supply, drainage, transportation. Only excessive dependence on smart solutions will not add to quality of life unless the basic infrastructure is improved.

Smart leadership and vision is required in selection and application of the resources for sustainable and inclusive development.

Smart City

Smart city means different things to different people, since it depends on the level of aspiration of the concerned person. For any common man dwelling in any part of India smart city contains a wish list of infrastructure and services. Hence the urban planners ideally aim at developing the entire urban eco system, which is represented by the four pillars of comprehensive development viz. institutional, physical, social and economic infrastructure.

The second stage of evaluating the Smart City Proposals (SCP) received from States/Union Territories was conducted with the support of the Bloomberg Foundation, the knowledge partner for the MoUD for the mission.

On 28th Jan. 2016, the Urban Development minister Shri M Venkaiah Naidu announced names of 20 smart cities, including Bhubaneswar, Pune, Jaipur, Surat, Kochi, Ahmedabad, Jabalpur, Visakhapatnam, Solapur, Indore, Guwahati and New Delhi Municipal Council etc. which were the winners of first round of smart cities challenges competition. A total investment of Rs.50,802 crore has been proposed in the selected smart cities and towns during the five year period. On 20th September 2016, the MoUD added 27 names to the list of smart cities, which will be funded to provide core infrastructure, a clean and sustainable environment and a decent quality of life to its citizens.

In stage three, the selected cities started with preparation of Detailed Project Reports (DPR) for which they set up a Special Purpose Vehicle (SPV) and then started executing the proposals. Understanding the capabilities and limitations of the municipalities, such vehicles have been made the center stage of the smart cities implementation exercise, right from planning, appraising, approving and releasing funds through to the administration of projects. A SPV can be established as a company under the Company Act 2013, with equal holdings of equity shares by the state and urban local bodies and provisions for private shareholding, provided the government shares are in the majority.

Government of India Funds

For the selected cities, the Central Government will give Rs.500 crores, out of which Rs.200 crores will be disbursed in the first year followed by Rs.100 crores each in the subsequent 3 years. The yearly disbursement will be made by the MoUD on satisfaction of certain conditions like timely submission of City Score Card every quarter, satisfactory physical and financial progress, achievement of milestones given in the SCP. In addition subsidies or grants can also be given to boost up the project. Currently India spends 0.70% of GDP on urban infrastructure as compared to 2.5% of China. An increase in the spending can help transferring funds for smart city development.

National Investment and Infrastructure Fund (NIIF) is a fund created by GOI for enhancing infrastructure financing, with initial authorized corpus of Rs.20,000 crores as decided by Ministry of Finance. Smart cities can be funded by mobilizing these funds.

However, there are road bumps ahead since the GOI has also launched the Atal Mission for Rejuvenation and Urban Transformation (AMRUT) with outlay of Rs.50,000 crores, over the next five years which also has to be funded. While there are specialized state-sponsored finance companies such as India Infrastructure Finance company, Hudco and sectorial fund raisers in power and railways, the fund requirements for SCM are huge and over a longer period. Banks have been major fund providers so far but bad loans or non-performing assets in the infrastructure area is a major concern. Outstanding bank credit to the infrastructure sector, which stood at Rs.9,500 crores in March 2001, has increased gradually to Rs.10,07,400 crores in March 2015, a compound annual growth rate of 39.5 per cent over the last 14 years. The government also has to fund other plans involving road transport, ports, power, telecom and railways. It has to bankroll the Affordable Housing

of time. The private party assumes related construction, commercial and operational risks and in return receives exchange thru public authority payment or user fees from beneficiaries or both. But success stories of PPP are rare mainly because of inadequate cost recovery and political sensitivity. To make PPPs more effective certain measures need to be taken:

- a. Ensure transparency
- b. Competitive bidding process
- c. Lowest subsidy from Government
- d. Lowest initial tariff
- e. Standardization of documents
- f. Ownership of assets to remain with public authority.

14th Finance Commission Recommendations

The 14th Finance Commission has earmarked over Rs.871 billion (US\$12.8 billion) to augment the funds of the country's ULBs, a portion of which will be conditional disbursement. These grants will enhance resources available with municipalities to enable them to discharge their statutory functions. Some of the measures suggested are as below:

- a. Levy of vacant land tax
- b. Conversion charges for land use conversion
- c. Land betterment tax
- d. Separate impact fees for commercial & residential buildings
- e. Tax increment financing (higher property tax in smart cities)
- f. Advertisement tax
- g. Increase in scope of entertainment tax
- h. Increase in ceiling of Profession tax from Rs.2500 to Rs.12000 p.a.

Discussion

Urban population in India is currently around 35% of the total population, which contributes more than 60% of India's GDP. This contribution will increase to nearly 75% in the next 15 years. Creating a smart city isn't just about creating the physical infrastructure — roads, clean water, power, and transport. The big challenge however will be to create self-sustaining cities, which create jobs, use resources wisely and also train people. It has often been felt that robust financing is the key to more robust infrastructure. But as per a recent study, nearly 21 % of the funds are allocated to water and sewerage while roads and mass transit have been allocated the remaining 79 %. More money has been invested in the "smart" part of the city than in fundamental systems. India has to first resolve the basic problems to have a fair pricing. Traditionally; government has been the sole financier of infrastructure projects and has been responsible for implementation, operations and maintenance of these projects as they require large scale investment, long gestation period and high initial capital. But, the government solely will not be able to satisfy the rising funding requirements of SCM, hence it has taken various steps to attract private participation and other means of funding like PPP, commercial banks' lending, take out financing, infrastructure financing institutions, infrastructure debt funds, external commercial borrowing, foreign direct investments. The PPPs are facing problem of construction and operational risk. Big corporate houses have



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BUSINESS MODELS OF FOOD DELIVERY APPS. (A Comparative Study in Indian Scenario)

Naik Sameer

Assistant Professor , Dept. of Accountancy ,

Akbar Peerbhoy College of Commerce & Economics , M.S. Ali Road, Grant Road (East), Mumbai.

ABSTRACT

As the Indian saying goes "AnnadaataSukhiBhav", Indians not only love their food but also bless the person who serves them. Currently with the advent of e-commerce and m-commerce, there are lot of startups who have taken up the uphill task of securing these blessings from the Indian consumers. Due to various factors like odd working hours, traffic, travelling time etc. people in metros prefer having their meals delivered at their homes rather than visiting restaurants. This has given rise to many food delivery startups that help to reduce the distance between the restaurants and consumers. These startups are trying to make the process of ordering and delivering food a less hectic process, which can be completed with few clicks on our mobile phones. In this paper I have tried to study the factors responsible for the rise of food delivery startups. I have also tried to make a comparative analysis between the various business models of these food delivery apps. For a better analysis and understanding I have explored the process of food delivery including the extent of technology involved, emphasizing that the main ingredient has to be the food delivered. Each business model is studied with references to actual food delivery apps who have adopted them. I have also tried to emphasis on innovations being essential to survive for any food delivery startup.

BUSINESS MODELS OF FOOD DELIVERY APPS.

E-commerce in India is expected to grow from US \$2.9 billion in 2013 to a mammoth US \$100 billion by 2020, making it the fastest growing e-commerce market in the world. E-commerce is also witnessing a spurt in online food & restaurant service companies, which is expected to reach \$2.7 billion by 2019. With the appetite for dining out taking a downward course as people increasingly choose to abstain from traffic and eat in the comfort of their homes, food-tech startups that cater to delivering this experience for them have been mushrooming over the years. Food technology is the flavor of the season for Indian startups. The piping hot Indian Food Tech Industry is growing at 16% year on year. But contrary to popular opinion it is not about technology but more about innovation in the food experience provided to the consumers. There are various factors responsible for the growth of online food services in India:

- a. Demographic feature of young population in age group of 18-40 years which has more appetite for fast food along with the spending ability.
- b. Higher disposable income and changing social settings like nuclear family structure in urban India create more demand for variety & experience in food catering.
- c. Rising number of working women who prefer to spend a large amount of disposable income on eating out or takeaways after a hard day of work.
- d. Logistic providers to food industry are increasing which have helped traditional restaurants to also opt for home delivery facilities.

- a. **Zomato**: One of India's leading food tech companies which operates in 23 countries and has over 42,000 restaurants listed across all major cities in India. Launched in 2008, it has shown steady growth due to its simplest user-interface and regular enhancements to its user experience. A bulk of their revenues is also generated from advertising on their app. It also has a feature which allows consumers reserve tables at their favorite restaurants.
- b. **Foodpanda**: Launched in 2012, it is another extensively popular food delivery service provider. It offers best of discounts ranging between 30 to 50 % and offers over food orders with multiple payment options. They have a strong national presence tying up with over 2000 food vendors and have an extensive range of global & national cuisines in their menu. They have developed their proprietary technology to track order deliveries till customer's doorsteps.
- c. **Just Eat** : A comparatively new entrant into the market it currently services 9 metros of India including Delhi, Mumbai and Hyderabad among others. They are a growing company with similar features.

The Order and Delivery Model (New delivery services)

These up and coming restaurant marketplaces have developed in the last two years and concentrate on ordering and delivering of food. Just as aggregators do, new food delivery platforms allow users to compare menus across restaurants and order from a variety of restaurants through a single web or mobile app. But in addition to aggregating orders, 'new delivery' platforms also provide logistics to partnering restaurants thereby opening new horizons to restaurants that have never delivered meals on their own. These apps bring additional orders to the eateries and manage the delivery for them, through their fleet of independent couriers connected by a mobile app. For restaurants, a partnership with this type of platform can be very beneficial, allowing them to offer convenient delivery without having to worry about paying drivers and covering the costs of vehicle insurance & maintenance. These apps are also beneficial to chefs who cook food at their homes (without a formal restaurant) and want their food to reach out to customers. To cover the cost of the delivery service, new delivery players charge both restaurants and customers a fixed margin for each order. The order allocation and delivery process for such this model can be summarized as below:

- Ordering occurs on the app or website interface where the menu of a restaurant is uploaded.
- When an order comes in, it is sent simultaneously to the restaurant and couriers closest to the pick-up location.
- On duty couriers are logged into their courier phone app which tracks their location.
- On receiving an order, couriers decide whether they can or cannot do the job.
- The first person to claim the job takes the order.
- The courier reaches the restaurant, collects the food and delivers to the customer.

During each delivery at back end they gather data that allows them to keep optimizing routes and pick-up/drop-off patterns, giving them an enormous technological advantage and cost cutting. But this model apps are software & logistics companies and have a very significant amount of operational work to do (couriers' hiring and training, equipment maintenance, shift planning, etc.) which also increases cost which is recovered by charging higher commission, 25-30% on average. These on-demand marketplaces are therefore not as easy to scale as the pure-software one.

- a. **Swiggy**: Launched in 2014 with its base in Bangalore, it is a complete solution for easy and hassle free food ordering from neighboring restaurants. It is operational in 8 cities with over 9000 restaurants under its wings having own delivery personnel. It does not have a minimum order policy and accepts online payment for all restaurants it has tied up with. It is the fastest growing food delivery app with over million downloads and business growing nearly 20% month on month in 2016.
- b. **UberEats** : Launched in 2014 with backing of global leader in taxi service provider, it has started operations in Mumbai in May 2017 and Delhi-NCR in June 2017. It goes to show that online food delivery market is expanding and has started attracting brands.

INNOVATIONS IN STRATEGY

In addition to only adhering to the above business models which focus on one or all aspects i.e. ordering, cooking and delivering in the food tech business, there are certain innovations adopted by upcoming startups to make the process food delivery an experience for the consumers. These food tech companies have added their own touch in some aspect and created an uniqueness.

- a. **Cookgourmet** : This Gurgaon based app doesn't deliver cooked food but ready to cook ingredients which a novice in cooking can also cook by following the step by step tutorials. The ingredients for their recipes specially curated by their expert chefs are supplied in ice-packed boxes or vacuum sealed containers. These ingredients stay fresh for 3 days when refrigerated.
- b. **Inner Chef** : Launched in 2015, they offer both options Ready to Eat for consumers who are hard pressed for time and Ready to Cook for those who love to cook without hassles. The ingredients and the instruction card in the special box can help the consumer whip up his meal within 15 minutes.
- c. **Twigly** : It is trying to replicate the success of San Francisco based company Sprig in India. Their USP is delivering affordable organic food to their health conscious consumers. In spite of the high price range they have been handling more than 150 orders a day from their single 600 sq. feet kitchen in Gurgaon.

CONCLUSION

The changing urban lifestyle of the average Indian is dramatic enough to be favorable for the food-on-the-go and quick home delivery models to grow at higher rates. The ever-increasing population crowded metro cities and longer travel times are drivers for the convenient, ready-to eat and cheaper options of having food delivered at doorstep. Companies that are aware of the huge potential for growth have ventured straight in, but only the fittest will survive. To survive it's not only necessary to develop a mobile app, but it is also necessary to develop a business model which is integrated with the app to provide the best experience to the consumer. Since the inception of the food delivery apps in the past few years many startups have struggled to arrive at perfect combination between the aspects of food delivery. Some startups which failed to bring out the innovations or where mere replicas of the old telephonic food ordering pattern have already shut business. Another reason for shut down of many food delivery startups was that they were clones of one another completely lacking any differentiation. Businesses who keep their value proposition and their brand active in consumer's minds, will take the biggest share of the Indian online food service pie. As per my opinion one important but unexplored market is Home cooked food model, which should be supported by these delivery apps so as to reach many consumers, since it will help concentrate on the most important aspect i.e. food. Currently there are way too many players in the food tech industry fighting to win the consumer's heart literally through their bellies, but the ones who delivers classic food in unexpected and non-traditional ways are bound to score big.

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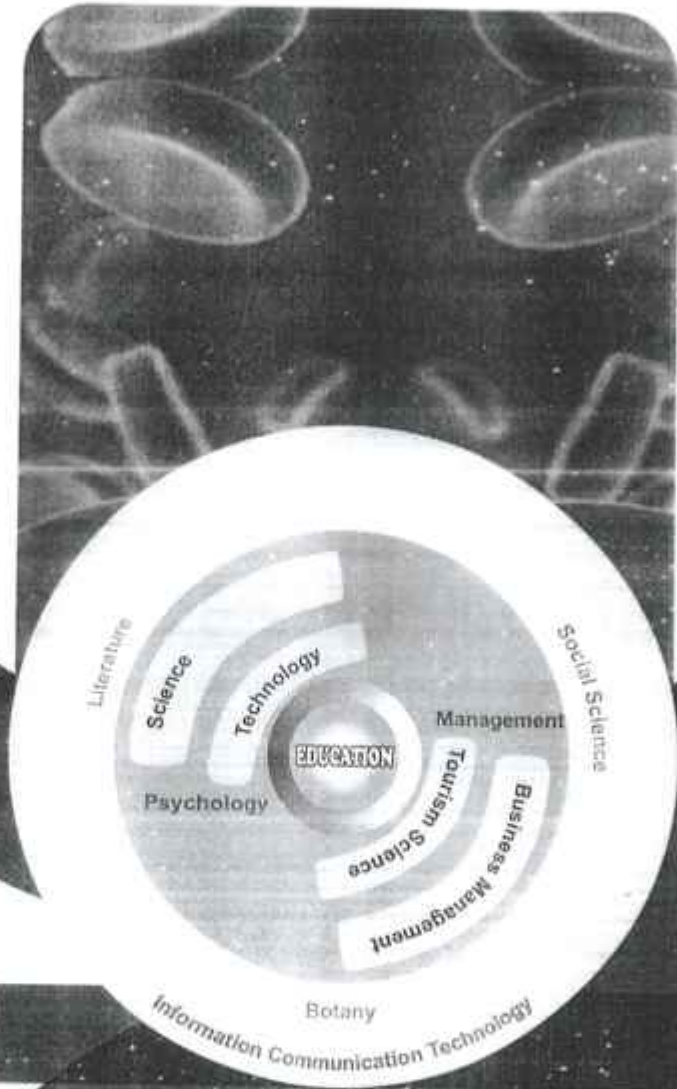
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EFFECTS OF MOBILE PHONE USAGE ON LEARNING PROCESS

Naik Sameer, Assistant Professor, Dept. of Accountancy, Akbar Peerbhoy College of Commerce & Economics, M.S. Ali Road, Grant Road (East), Mumbai – 400008

Abstract

Learning is a process of acquiring new or modifying existing knowledge. It is a two way process where the learner has to be involved in give-n-take of knowledge, but the greatest hindrance to the learning process is distraction. In today's times a major cause of distraction in the learning process is the handheld mobile device. Though as a human we should control the machine, recent trends show that the mobile controls human beings. This control and addiction of mobile phones is seen more in the youngsters who no longer use it a mere two way communication device, but more as an entertainment and social connectivity device. In my study I have tried to study the effect of mobile use on the learning process amongst college going students. The scope of this study is limited to selected students from a commerce college in Mumbai. The data collected has been analyzed to bring out a connection between mobile use and positive & negative effects on learning process. Similar studies have already been carried out all over the world on large scale. This paper is an effort to find if the impact of mobile phone usage on learning in commerce students is similar to what has been observed the world over.

Introduction: Mobile phones which were introduced as a communication device became a status symbol and today are more of a fashion statement. While a feature phone was used for making phone calls and SMS messaging with the advent of smartphone it is being used for entertainment, information and social connectivity. The dominance and growth of mobile phones in life of Indians can be gauged from the figures given by TRAI (Telecom Regulatory Authority of India) which states that India is the second largest telecom network in the world. Whereas there were mere 71 million subscribers in April 2004, by April 2017 they have reached 1,199 million and keep growing at almost 0.5% every month.. Internet usage is also growing with nearly 7 out of 8 subscribers accessing internet from their mobile phones. As per an independent survey by Ericsson in 2015 out of the total subscribers nearly 31% were in the age group of 15 to 25 years. Learning is the process of acquiring new or modifying existing knowledge, behaviors, skills, values, or preferences. Though traditionally a two-way process, what a student does is actually more important for their learning than what a teacher does. Hence learning activities are what students actually do in a class/course to learn. Today we are living in the age of distraction and lack of focus is one of the biggest hindrances to the learning process. Almost every student carries a mobile phone to college along with books and takes pride in being multi-taskers without realizing the harm it causes. In an Indian household almost every item is social, except for the mobile, which qualifies as the first personal, protected and private item of possession. Due to which students in their late teens form an attachment with mobile phones and cannot function without their cellphone. While most of the educational institutions do not allow use of mobile phones, students still carry it sighting reasons like substitute for an expensive laptop, downloading study material and notes, using educational apps, taking photos, contacting peers and instructors, etc. But the same mobile phone can cause many problems like disturbing the class, recording without permission,

response. For cross reference analysis some data was also collected from the college library and Unfair Means Committee. The study is limited to study the effects of use of mobile phones on learning process of UG and PG students of commerce stream from a college. The study is a first attempt to study the relationship between the above factors and also other factors related to mobile usage.

Data Analysis and Interpretation: Out of the total 150 respondents only 9 (including 7 females) didn't carry a mobile to college, which proves that mobile phone is no longer a luxury item but a necessity created due to various factors like peer pressure. Out of the students who didn't use a mobile phone, girls were not permitted due to their orthodox family backgrounds. The following data was collected in response to the question regarding the number of years for which the respondents were using mobile phones.

Years of use	0-3	4-6	7-9	10 & above	Total
No. of Students	77	34	15	05	141

Considering that the students are pursuing UG or PG course, from the above data it can be stated that most of them have started using mobile phones in college. It also indicates to the possibility that the students take the ban on use of mobile phones in schools more seriously as compared to college. Out of the 141 respondents using and carrying mobile phone only 07 students are using a basic feature phone. Out of the remaining 134 smart phone users the ones who were interviewed admitted that they find it more attractive due the entertainment features like camera, apps, movies, music, etc. They also admit that using a feature phone in college makes them feel out of place due to peer pressure of staying in touch through Facebook, Whatsapp, etc. In response to the question regarding the funding or source to buy the mobile phone 42 students stated that they bought it from own funds, only 05 students had got it from their employers whereas the majority of 94 students had got it through their parents. In a related question nearly 75% of the students who got their phones from self or parent's source admitted that they had convinced their parents that the mobile will be useful for their education. So while most of the parents fell to the reason that their ward will be using the mobile for their education, some of them have given it to their kids (especially girls) as a safety tool which can be used to call parents in the case of an unforeseen emergency. Out of the 141 respondents carrying a mobile phone to college 58 admitted about accessing social media while in class, 41 admitted that they respond to messages & chats in class and only 5 admitted to taking calls during lectures. These students admit that their attachment with the mobile phone has reached an addiction level due to which they respond to the messages/ chats even in lectures since they can't control the urge. 92 students agreed to the fact that they feel distracted by the mobiles in a classroom when the instructor is teaching. Some of these students feel distracted by their own mobile phones while others feel distracted by the ringing or buzzing of other's mobile. Even though the students admit to the distraction caused they are not eager to give up their mobile phone which is evident from the response to the question

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1. Students using feature phones were more likely to take down notes in lectures and also depended on text books as compared to smartphone users.
2. Students also felt that the mobile which was a means to stay in touch with their friends has actually invaded their studying time also with constant messages and calls from the same friends.
3. In the recent times with falling prices of smartphones and availability of cheap mobile internet, students have started using mobiles for entertainment more like surfing nets, watching videos etc. which has reduced their study time.
4. Students are also show a tendency to shift mobile operators if they find network issues in places where they spend more time, which explains why the students are so adverse to the idea of classrooms with mobile jammers.
5. Even though in the questionnaire students state that they use the mobile for surfing educational content, on personal verification it is observed that most of the students who convinced their parents with the argument seldom use the phone for educational purpose.

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Conclusion: Many research studies all over the world have focused and proved that the rampant use of social networking, texting and chatting on mobile phones has an adverse effect on academic performance of the students. In my study also the finds are similar, that the college students are badly under the influence of mobile technology. It is no longer a device for them an inseparable part of them. This proximity to the device is hampering their involvement in the learning process. The learning process is always a two way process where the learner has to acquire knowledge, skills etc. either from the teacher or books. But the rampant use of mobile phones is causing a distraction for the students which deviates them away from learning. . In this study I have not enumerated the effects which mobiles have on the other person involved in the learning process i.e. the teacher. But he/she too is disturbed and distracted due to mobile phones. While some students have realized the potential damage that it causes, efforts need to be taken to make the other students aware about the same. Enforcement of strict mobile policies is possible in classroom but once out of the class students again immediately reach out for their mobiles. Hence efforts will have to be taken to divert the students away from the mobile not only in the class but also outside since learning process is not limited only to the classroom. The study carried out for this paper was very limited and restricted to students from only one college but the interferences drawn after analysis are similar to the ones drawn in similar researches, with slight variations due to economic and academic factors

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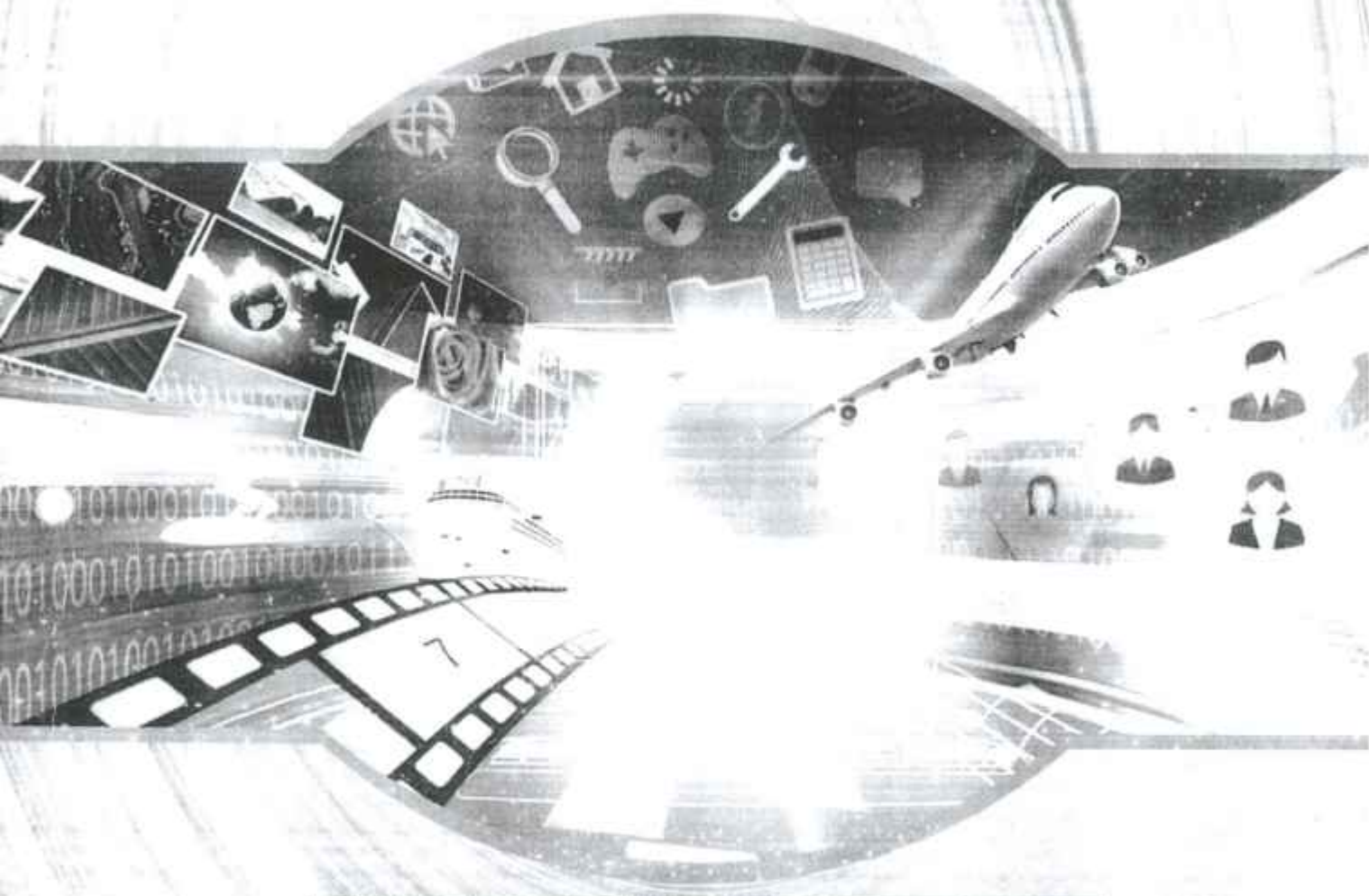
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Prospects of Payment Banks (Study of FINO Payment Bank Ltd.)

Naik Sameer

Assistant Professor, Dept. of Accountancy, Akbar Peerbhoy College of Commerce & Economics
M.S. Ali Road, Grant Road (East), Mumbai.

Abstract

India has a large population especially rural, migrants, unorganized sectors, women etc. who have kept away from traditional banks due to complexities and documentation. There is a need to bring them into the banking spectrum for economic growth. Also with the aim of moving towards digital and cashless India it is all the more essential. Payment banks is an innovation for financial inclusion of this population by offering them simple solutions for deposits, remittances, utility payments, etc. RBI has granted in-principle permission to 11 payment banks out of which 4 are functional. In this paper I have tried to analyze the scope, opportunities and challenges before payment banks. To study the prospects of payment bank, I have referred to FINO Payment Bank Ltd. which has been a business correspondent for various banks since a decade and has now ventured into actual bank business to attract customers for themselves.

India's unbanked population stands at 233 million which, as per the Global Findex 2014 study by the World Bank, accounts for 21% of the world's unbanked population. As per the 2011 census, 833 million people stay in rural areas and a significant part of that population are still new to banking products even if they have the accounts opened through Pradhan Mantri Jan Dhan Yojana (PMJDY). 48% of the population or 586 million which is represented by women has significantly low participation in financial management and decisions due to the patriarchal society like India. The challenge being to bring these people into the banking framework, due to which in August 2015 for the first time in the history of India's banking sector Reserve Bank of India (RBI) granted in-principle approval to 11 payment banks. These banks have been granted out differentiated licenses for specific activities. RBI expects payment banks to target India's migrant labourers, low-income households and small businesses by offering them savings accounts and remittance services with a low transaction cost. It hopes payments banks will enable poorer citizens who transact only in cash to take their first step into formal banking. The move can be seen as a major step in pushing financial inclusion in the country.

Payments banks are a type of differentiated bank introduced by the RBI for promoting financial inclusion and facilitating payments and remittance flows. They differ from conventional universal banks since the payments banks can concentrate in only two types of activities – accepting demand deposits and facilitating

- Airtel M Commerce Services Ltd.
- Cholamandalam Distribution Services Ltd.
- Department of Posts.
- FINOPayTech Ltd.
- National Securities Depository Ltd.
- Reliance Industries Ltd.
- DilipShantilal Shanghvi (Sun Pharma, Telenor & IDFC)
- Vijay Shekhar Sharma (Paytm)
- Tech Mahindra Ltd.
- Vodafone m-pesa Ltd.

Three of the above namely Cholamandalam, Dilip Shanghvi and Tech Mahindra have already withdrawn from the race to set up payment bank business citing reasons like low profitability, low margins and competitive pressures. Out of the above Airtel, IndiaPost, Paytm and FINOPaytech have already launched their operations and the others are set to follow by mid-2018.

FINOPayment Bank Ltd.

In 2006, when RBI issued guidelines allowing banks to employ business correspondents (BC) with an aim to give banks a strong tool to work with and also empower the largely marginalized customers. FINOPaytech Ltd was incubated by ICICI Bank in July 2006 to carry out a range of services and transactions on behalf of banks for a wider consumer base in return for a commission. The acronym FINO stands for Financial Inclusion Network & Operations. FINOPaytech Ltd. offers suite of products to banking, microfinance, insurance and government clients serving primarily rural and semi-urban regions of India. With a turnover of Rs. 320 crores for FY-2016 and profitable for the past five years, it is the largest BC in the country—it reaches 100 million customers and carries out 80-85 million transactions worth Rs. 9,000-10,000 crores in cash each year.

Almost 10 years after it was set up it decided to become a payments bank to get ownership of the customers and the services it offers (since as a BC the customers acquired belong to the banks)

After receiving the in-principle approval from RBI it is now known as FINOPayment Bank Ltd. as per the requirements of the RBI guidelines. It has raised Rs. 400 crores in equity from its strong roster of investors The Blackstone Group (20%), ICICI Group (15%), BPCL (21%), Union Bank of India, Indian Bank, Corporation Bank, Intel Capital and others. It plans to raise another Rs. 150 crores from the same investors to fuel its expansion plans.

In March 2017, it became the 4th payment bank to launch operations across 14 states with 410 branches and a network of 25000 banking points. As per the CEO Rishi Gupta they will focus on four sources of income from the payment bank business namely, interest on balance in accounts, commission from

- 10) Data analysis and monetization can be another major revenue source in the years to come, since analyzing customer profiles can give valuable insights into their spend patterns and preferences.

Challenges & Hurdles

- 1) A major challenge for FINO will be to boost literacy of financial products because of the socio-economic profile of its customers. It will have to cross sell only simple banking products like fixed and recurring deposits since complex products like equity-linked saving scheme will not be suitable for its low-income customers.
- 2) It has to hold fort against strong competitors like Indian Post Department, Airtel, Vodafone etc. who also have a large sticky loyal customer base which can be converted into bank customers. Vodafone m-pesa offers money transfer, finance and micro-finance services and has 1.2 lakh authorized agents with 5.4 million registered customers. Whereas Department of Post enjoys trust and has largest network in rural India and a ready setup for payment bank branches. Airtel offers very high rate of interest at 7.25% compared to 4% given by FINO. In addition new competitors like Reliance-SBI, NSDL, Aditya Birla Nuvo Ltd. will also be launching operations soon.
- 3) Profits will be a major concern since most of revenue streams that are available to commercial banks will not be available to payment banks. Profitability will not be possible by only providing payment / remittance services since interest has to be paid to customers and payment banks are not allowed to lend to recover interest cost. The margin between interest earned and paid will be approx. 1.5% only. Hence to achieve profit it will be necessary to sell insurance and mutual fund products but that will also be regulated by sectorial regulators like IRDA & SEBI.
- 4) RBI has granted licenses to payment banks to create efficiency in the payments. It is an high volume- low margin business since volume of transactions will be high with small amounts and margins will be very low at 1%. Hence it is necessary for FINO make the transfer process less costly with use of technology which can result in higher profits.
- 5) FINO will also have to face a culture change within the company when transforming from a banking correspondent to a bank.



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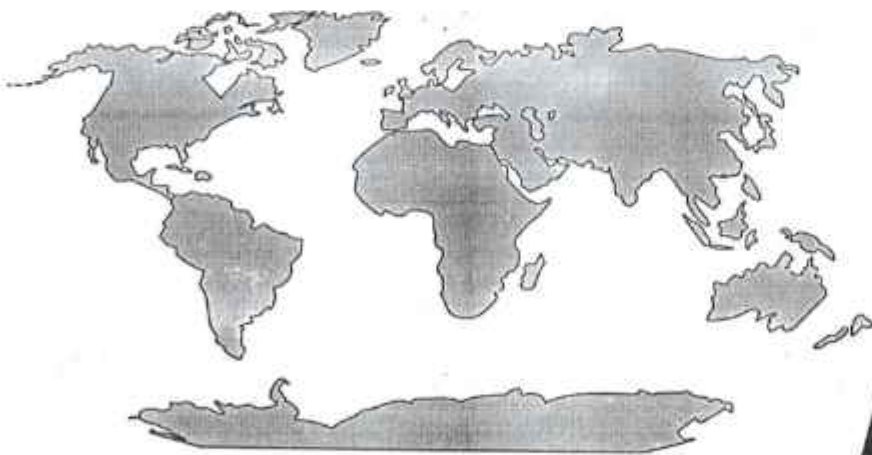
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DEMONETISATION: A CATALYST FOR PAYMENT BANKS

Naik Sameer

Assistant Professor, Akbar Peerbhoy College of Commerce & Economics, Mumbai

ABSTRACT

The Times of India on 9th Nov. 2016 carried not 1 but 3 front full page advertisements of Paytm, MobiKwik and Freecharge, which indicated that with Rs. 500 and 1000 notes losing their luster Indians needed to move towards digital currency. In this paper I have tried to analyze and study if the drift towards non-cash transactions was only momentary till the new currency was made available and if the switchover towards digital options will continue beyond those 50 days. The paper also tries to study the impact that demonetisation had on payment banks, an innovative concept approved by RBI. Payment bank is an innovation for financial inclusion by offering simple solutions for deposits, remittances, utility payments, etc. Since payment banks can't lend money and also have restrictions on acceptance of deposits, it will be interesting to study how the post demonetisation digital boost affects them i.e. for better or worse.

Demonetisation is an act of stripping a currency unit of its status as legal tender, wherein the old unit of currency must be wiped off and replaced with a new currency unit. As per recent history, demonetisation was first announced in India on 12th Jan. 1946 wherein banknotes of Rs. 1000 and 10000 denominations were withdrawn and new notes of Rs.1000, 5000 and 10000 were introduced in 1954. Again on 16th Jan.1978, the Janta Party coalition government had demonetised banknotes of Rs. 1000, 5000 and 10000 as a means to curb counterfeit currency and black money. On 8th November 2016, our Hon. Prime Minister Shri Narendra Modi announced the most recent act of demonetisation wherein high value currency notes of Rs. 500 and 1000 ceased to remain legal tender from 9th Nov. 2016. The move of demonetisation was with various motives like curbing black money (hoarded in value denominations), counterfeit currency (pumped into Indian economy from outside), corruption, tax evasion and to stop terror funding. The magnum nature of the decision can be gauged from the fact that in one stroke approx. 86% (around Rs. 14.18 lakh crores) of total value of banknotes and 24% (around 22.03 billion) of the total number of banknotes were withdrawn from circulation. It is a significant move that has affected all of us for better or worse. Better as it drives the nation towards a cashless economy ensuring transparency, increasing money circulation, leading to progress, curbing black money and allied illegal activities (including terrorism). Worse since the transitory period disrupted the lives of innocent people, making them leg around ATMs/banks and wait in serpentine queues. However, demonetisation has also given rise to a very positive consequence - an immediate boost to e-transactions and the realization that the reality of a digital India can actually be achieved as imagined.

SURGE IN NON-CASH TRANSACTIONS

There was a huge rise in the non-cash payments and transactions during the period from 9th Nov. to 30th Dec. 2016 when people were busy getting their old currency deposited or exchanged at banks, which critics might argue, was because people had no other option. But surprising this surge in digital payment methods has continued even after that period which is evident from the following:

- a. Card payment transactions at point of sales (PoS) terminals increased to 1041 million in Jan. 2017 as compared to 818 million in Jan. 2016. The corresponding figures for Mar 2017 & 2016 were 981 million & 845 million respectively. This indicates that people have started using their ATM/ debit cards for shopping rather than only use it for withdrawing cash.
- b. Under pressure from government, banks have deployed 1 million additional PoS terminals within three months, taking their total number to around 2.52 million.
- c. In addition to plastic money there has also been a rise in smartphone based transactions through Unified Payments Interface (UPI) and Bharat Interface for Money (BHIM), both of which use Immediate Payment Service (IMPS). According to data released by National Payment Corporation of India, BHIM and UPI clocked 6.4 million transactions in Mar. 2017 as compared to 4.4 million in Jan. 2017 and a mere 1 Lac in Oct. 2016 before demonetization. IMPS overall has seen a jump of 160% with 67 million transactions in Mar. 2017 against 26 million in Mar. 2016.
- d. Even Prepaid Payment Instruments (PPI), which include wallet services such as MobiKwik, Oxigen, etc., have also shown a remarkable growth in transactions of nearly 350% in the 1st quarter of 2017 as compared to same quarter of 2016. In Mar. 2016 PPI transactions were 72 million which jumped to 342 million in Mar. 2017.

BANKING SCENARIO

The Indian banking sector is sufficiently capitalized and also well regulated by RBI. The Indian Banking system, which consists of various types of banks, is generally resilient and has withstood the global downturn very well. But in spite of this, a section of the Indian population which is represented by migrant labour, low income households, unorganized sector entities, small business units, women, etc. have stayed away from banks due to complexities like documentation. This can be highlighted from the fact that, India's unbanked population stands at 233 million which, as per the Global Findex 2014 study by the World Bank, accounts for 21% of the world's unbanked population. This unbanked population relies on cash transactions for all their needs and activities; hence there is a need to bring them into the banking stream. But we as Indians don't budge when nothing is pressing, which can be highlighted from the fact that nearly 2.26 crore Jan Dhan accounts were opened between Nov. 2016 to Feb. 2017. But for this section of the population time is very important since their livelihood depends on it. One cannot expect a daily wage earning labourer to sacrifice his one day earnings to visit the bank, hence there is a need felt to find an innovative solution, wherein the bank goes to them and brings them into the banking environment.

PAYMENT BANKS

Payments banks are a type of differentiated bank introduced by the RBI for promoting financial inclusion and facilitating payments and remittance flow. They differ from conventional universal banks since the payments banks can concentrate in only two types of activities – accepting demand deposits and facilitating payments. The RBI has made extensive guidelines for the licensing, regulation and product delivery of Payments Banks though it's circular in July 2014. Payment banks are registered under the Companies Act, 2013 with minimum paid-up equity capital of Rs. 100 crore and licensed under sec. 22 of the Banking Regulation Act, 1949 with specific licensing conditions. Payment banks can accept deposits – saving and current – from individuals and other entities subject to a maximum limit of Rs. 1,00,000 per individual, on which interest will be payable. But payment banks cannot lend money in any way. They can issue ATM/debit cards to customers but not credit cards. They will provide a secured technology-driven online environment for making payments and remittances. To cover their operational cost, payment banks can act as business correspondent of other banks and can distribute non-risk sharing simple financial products like mutual funds and insurance products. Of the amount collected, 75% can be invested in up to one year maturity Govt. Securities or Treasury bills and the remaining 25% in deposits with other Scheduled Commercial Banks. Out of 41 applicants, 11 entities have received in-principle approval from RBI for setup of payment banks in August 2015. Out of which 3, namely Cholamandalam Finance, Dilip Shanghvi-IDFC Bank-Telenor JV and Tech Mahindra have already withdrawn from the race to set up payment bank business citing reasons like low profitability, low margins and competitive pressures. Airtel Money, IndiaPost, Paytm and FINO Paytech are 4 payment banks which have already launched their operations and NSDL, Reliance Industries, Vodafone and Aditya Birla Nuvo Ltd. are set to follow by mid-2018.

BOOSTERS

The bulk of business for regular banks is about deposits and loans, with the spread between the two rates being their gross margin before costs. They also earn fees from retail customers by issuing drafts, cheque books and charging fees on credit cards and ATM fees. It is true that since payment banks won't be able to disburse loans, their net interest income will be limited. But the payment banks in future can pull the retail business of the banks by attracting customers to use their low cost technology to make payments instead of traditional methods like cheques and drafts. Customers will be happy to switchover since fees for services like cheque books and issuance of drafts will vanish since payment banks can handle such payments digitally, especially for small value payments. The development of UPI app for mobile phones by NPCI ensures that digital will become the norm even for peer-to-peer small cash transfers. The banks have sensed this threat and are trying to shift their customers on to their own proprietary platforms like Buddy (State Bank of India), PayZapp (HDFC Bank), Pockets (ICICI Bank) and other mobile apps. But payment banks can drive the customers to their app based digital payments since their norms of minimum balance maintenance; services charges etc. are more liberal. Hence payment banks can drive away a large chunk of retail business and fees income from the regular banks.

Another advantage for the payment banks is their existing customer base and geographical reach. Since regular banks were not allowed to apply for payment bank license by RBI (they can be stakeholders or part of conglomerate to set up payment banks like Reliance – SBI or FINO - ICICI Bank etc.) we see a variety of applicants who have their own existing customer base. Airtel with 250 million mobile users is bigger than SBI in terms of its customer base and hence is wonderfully placed as a payment bank wherein existing mobile users need to be brought in as payment bank customers. The same advantage will be enjoyed by Reliance (Jio), Vodafone m-pesa and Aditya Birla Nuvo Ltd (Idea) when they decide to formally launch their payment banks.

Paytm had gained almost 20 million new customers post demonetisation on its wallet app, before it launched its payment bank and now has set a target of 50 million customers by 2020. India Post Payment Bank (IPPB) which launched operations in early 2017 has 1.55 lakh post offices (with unmatched rural penetration) which will be converted into payment bank branches by Sept. 2017. Thus by using the available infrastructure IPPB will have more branches than SBI, the largest public sector bank. While Airtel, Vodafone, Reliance, etc. will enjoy the same benefit by setting payment bank nodules at existing stores, FINO has had a tie up with ICICI Bank and Bharat Petroleum Chemicals Ltd. to set up its nodules at all ATMs and petrol pumps respectively.

Payment banks are more cost effective since a nodal can be operated from a 300 sq. feet office as compared to a regular bank which requires approx. 1500 sq. feet. Payment banks which are backed by banks can use existing ATM infrastructure to help customers withdraw money using cards issued by payment banks, hence no additional set up cost. The staff required at nodules will be much lower and can be effectively used to market their products. As compared to regular banks the staff to be stationed at branch will be lower since most of the transactions will be paper less done by the customers themselves through mobile or other interface.

CHALLENGES

The government is doing its part to incentivize people to use online payment solutions by offering subsidies for digitally purchased railway tickets, gas, and insurance policies. However, consumers and merchants are still deterred by clunky signup and KYC processes. Especially in rural India where literacy rates are lower, many are unaware and apprehensive of adopting digital solutions. To overcome these challenges, payment banks will first need to create financial literacy by educating people about features and benefits of digital transactions. They also need to design a seamless and effective way to sign up customers like FINO which opens customer accounts in 4 minutes at their doorstep. Payment banks will have to think on the merchant side also, by using innovative ways to sign on small businesses so they can start accepting digital payments.

Cash-based transactions are instant; they are not inundated with passwords and other authentication requirements. To help customers, payment banks must strive to provide the same level of password-free convenience, at least for low-risk, small-ticket transactions. Innovations like login to app by finger print scanning or face scanning will have to be implemented since the targeted population can't be expected to remember long account or Aadhar numbers or password. For customers who lack smartphones or who are not as tech savvy options of transfer through simple SMS must be made available like *99# service.

After demonetisation, payment companies are fulfilling an immediate need to replace cash. Payment banks have to do more than just orchestrating payments between consumers and merchants. They can creatively utilize large customer and transactional datasets to provide other financial products which are simple and can help the financial inclusion of the unbanked population.

CONCLUSION

Though a full account of demonetization's impact on digital payments will require more data over a longer time period, the early results suggest the policy could be providing a well-timed catalyst for non-cash payments growth. While there is a long way to go for the digital payment story to be a success in India, demonetization has accelerated the push towards cashless transactions. The advantage of cashless society is that it can penetrate with the help of existing infrastructure, this can help bridge the digital divide between rural and urban India. The real challenge for payment banks is to develop successful business models and drive the much needed attitudinal and behavioral change. India needs lean, cost-effective banks, and this is where payments banks can lead us.

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