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## DIGITAL BANKING IN INDIA-AN OVERVIEW

### Article Particulars

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### Abstract

*This paper discusses the understanding of the Digital India program with its focus on three vision areas infrastructure as a utility to every citizens, governance and its service on demand and digital empowerment of citizen. Digital transformation is for beyond just moving from rational banking to a digital world. It is a vital change in how banks and other financial institution learn about, interact with and satisfy customers. As customers continue to change their channel usage patterns, banks and credit firms need to focus on delivering a seamless customer experience from researching new services, inducting transactions, loans, credit wealth management, customer support, delivering an Omni- Channel experience has become a key success in this competitive Market place. The digital programme India focused of pillars are (Information Technology) IT for jobs, access to mobile, E-kranti, E-governance, information for all, Early harvest programme, Broadband highway, Electronics Manufacturing.*

**Keywords:** Digital India, Banking, customer service

### Introduction

The term 'Digital banking' just like any new exhortation, means different things to different stakeholders in a service organization, for example customers, it can mean myriad new services and products resulting in a pleasurable buying and spending experience. Hence, while India may be prepared to transform into a digital economy and may have set up enablers in place, the drivers which can convert people into embracing digital banking are missing. In a country, where 3% of the population files income tax returns and only 1% people actually pay income tax, there will be a lot of resistance to actually shift to a cashless India. Digital need to be incentivized, so that

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