

# Aspects of Development

## Indian Models

- *Deepima Shukla*
- *Devina Shukla*



Principal



*Published by*  
R.K. Sharma  
Gauttam Book Company  
260/5, Rajapark  
Jaipur 302 004  
Phone : 0141-2624516  
09414-461135

© Contributors

ISBN : 978-93-81149-95-9

First Edition : 2017

Price : Rs. 1095.00

  
Principal  
Kinnori PG Mahila Education Society  
JAIPUR

# Contents

- **Introduction : Development – Securing Social and Economic Growth**  
– **Deeptima Shukla**  
– *Devina Shukla*
1. Gita based Spiritual Economics and Good Governance Models for Reforms in India  
– *Prof. M. M. Goel*
2. Security Dynamics in Contemporary India  
– *Dr. Vinay Kaura*
3. Economic Policy of India: Paradigmatic Shifts in the Economy  
– *Dr. Jagdeep Singh*  
– *Dr. Chander Mukhy*
4. Corruption - The Hydra Headed Monster  
– *Manvendra Singh*
5. Socio-Economic Dynamics : Human Rights Perspective  
– *Dr. Sapna Gehlot*
6. Socio and Economic Development through Tourism Industry (Special reference to Rajasthan)  
– *Nirmala Lalwani*
7. What Development really means in the Indian context?  
– *Dr. Livneet Shergill*
- ✓ 8. **Development and Values : Indian Perspective**  
– **Dr. Meenakshi Srivastava**
9. Problems and Challenges in Indian Psychological Development Model  
– *Dr. Janki Moorjani*  
– *Ms. Himanshi Rastogi*
10. An Analysis of Developmental Programmes : Impacts and Challenges  
– *Ms. Vijaylaxmi Gupta*
- vi  
1  
10  
39  
59  
66  
76  
99  
105  
112  
129

Principal  
Kanoria PG Mahila Mahavidyalaya  
JAIPUR



11. Digital India : Issue and Challenges  
—Dr. Vishnu Priya Temani
12. Indigenous Model of Sustainable Development  
—Dr. Ratna Dixit  
—Dr. Lovely  
—Dr. Mamta Geriani
13. Challenges Faced by Indian Youth in Developing India through Start-ups  
—Ms. Surabhi Sharma
14. An Analysis of Digital Payments and Its Effect on E-commerce in India  
—Akanksha Ganda
15. Education-technology-start-ups Contributing to Economic Development  
—Ms. Preeti Agarwal
16. **Co-operatives and Rural Development in India : Problems & Prospects**  
—Ms. Mohita Chaturvedi Sharma  
—Dr. Sweety Mathur
17. Sustainable Development : Need in Changing World Scenerio  
—Ms. Devina Shukla
18. Perspectives on Curriculum Towards Strengthening Public Administration Education  
—Dr. Manisha Mathur
19. Make in India : A New Paradigm for Transforming India  
—Dr. Priyanka Khurana
20. Impact of Globalization on Indian Economy : An Overview  
—Poonam Modi
21. A Gandhian View of Mulk Raj Anand's Untouchable : Quest for a New Civilization  
—Dr. Pooja Joshi  
—Priyanka Sharma

*[Signature]*  
Principal

Kanoria PG Mahila College  
JAIPUR

# An Analysis of Digital Payments and Its Effect on E-commerce in India

Akanksha Ganda\*

## Digital Payments and E-Commerce

Digital payment, also called electronic payment, is a way of payment which is made through digital modes. In this, payer and payee both use digital modes to send and receive money. No hard cash is involved in the digital payments. All the transactions are completed online. Ecommerce success is largely attributed to the phenomenal growth of various digital payment technologies such as card payments, electronic fund transfers, payment gateways, ePayments, smart cards, mobile money wallets etc. Pivotal to embracing such new age payment systems are the people, technologies, and processes that have together created vast, robust and dependable networks and seamless systems that guarantee herculean transactional volumes at breakneck speed, and with dependable security and counter-checks built around them. E-commerce platforms have spawned millions of small entrepreneurs who can now potentially access a global marketplace. Payment of utility expenses can be done at a click instead of standing in long queues. When payments are instant, they can also reduce the risks associated with possible defaults. Digital payments help remove friction in transferring money and make it a background activity. While payments have traditionally been

Principal