

The Impact of E-Banking in Rural Areas of Malappuram District

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Abstract: *E-banking has emerged as a powerful tool to promote financial inclusion and bring banking services to the underserved and unbanked population in rural India. The advancement in technology and the increasing penetration of the internet have paved the way for e-banking to reach the rural population. The adoption of e-banking in rural areas faces several challenges, such as lack of internet connectivity, low literacy levels, inadequate infrastructure, and security concerns. Despite these challenges, e-banking has several opportunities for promoting financial inclusion and economic growth in rural India. E-banking can bring banking services to the unbanked population, thereby promoting financial inclusion and reducing poverty. E-banking is also cost-effective as it eliminates the need for physical infrastructure, such as branches and ATMs, which can be expensive to set up and maintain. E-banking provides convenience to rural customers by allowing them to conduct banking transactions from the comfort of their homes. Finally, e-banking enables banks to automate their processes, resulting in improved efficiency and faster processing times. This paper aims to explore the opportunities and challenges of e-banking in rural India and provides recommendations to promote its adoption.*

Keywords: E-banking

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