

COLLEZIONE

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A Study on the Effors of Indian Oil Corporation Ltd. for Promoting Cashless Economy During Demonitisation

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Abstract

Our Country has witnessed the sudden demonetization of high value notes. The major aim of this master stroke was to eliminate parallel economy to rid the monetary supply of fake currency notes of high denomination and to bring behavioural change in millions of Indians by making them opt for digital payment modes. Eventhough not the first, promoting cashless payments is one of the major aim of our Central govt and in effect it has given a big push to electronic transactions. In this situation Indian Oil Corporation (IOC) Ltd. has proved its effort to promote cashless dealings by conducting several campaigns and implementing various programs. This paper aims to focuses on the efforts taken by IOCL in promoting cashless transactions in its dealings with customers. The inputs of this study were collected through the discussions with IOCL officials and also from the proceedings of IOCL The study revealed that IOCL has contributed to the ambitious digital economy drive of Indain Government by its stupendous effort