

**A STUDY TO DETERMINE THE IMPACT OF CASHLESS ECONOMY ON MICRO AND SMALL SCALE ENTREPRENEURS OF MORADABAD**

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***Abstract***

The purpose of this paper is to examine the impact of cashless policy on micro and small scale businesses in Moradabad. The objective of the study is to determine the possible implication of a cashless economy on micro and small scale businesses in Moradabad. It will also proffer solution to the impending challenges that micro and small scale businesses will face in a cashless society. Finally it will re-echo the role of policy makers on the survival of micro and small scale businesses.

The researcher therefore, reviewed existing literature on the concept of cashless society and its effect on micro and small scale businesses. Recommendations on how to effectively implement the cashless policy in order to encourage micro and small scale business owners to be part of it were highlighted. It was concluded that if necessary measures are not put in place and the necessary stakeholders to the policy carried along with considerations on how the policy may affect them, the cashless policy will adversely affect micro and small scale businesses and may engineer their failure.

**Key Words:** Cashless economy, micro and small scale businesses, Digital Transactions

**1. INTRODUCTION**

Monetary system as we know it today started with the barter system or simply- trade by barter, which led to the creation of markets. It was basically characterized by the exchange of commodities for commodities with relatively same value. Since this value cannot be quantified, it made it easy for the system to fizzle out. However, other monetary forms like the gold standard, commodity money, fractionally reserve backed money and legal tender which were the product of the trial and error process of finding an adequate monetary form that will encapsulate most of the benefits on exchange. With the advent of Information Technology and the internet, the monetary system is taking a new swing into using electronic money as a legal tender for exchange. Several literatures have pointed out the emergence of a cashless economy where the present legal tender (which is paper money and coins) is replaced with electronic money. This initiative has become a global trend. It is noted that bank notes and coins are gradually phasing out as mode of payment for transactions as more systems present themselves to be viable and better alternatives across the world. MORADABAD is not left out of this trend as the cashless policy is the latest innovation of the Prime minister of India “Mr.Narendra Modi” among its numerous efforts to reform the Indian financial system. The most innovative idea of his is the implementation of Digital India which is the program that is going to transform India into a digitally empowered nation with good economy knowledge. The amount of money invested for this magnificent project is around Rs 1,13,000 crore. It was the vision of the Department of Electronics and Information technology to build this Digital India project. With the rapid expansion of

technology in banking and financial sector the concept of cashless transaction has become very common. From individuals to corporate houses and from vendors to wholesalers now everyone often deals with cashless transactions. If we talk particularly about our country, India with the move of demonetisation and various other recent government policies the cashless transaction has become a necessity for all. Now the question arises whether this concept of cashless transactions is beneficial for all or not? To be more specific, what is the impact of this cashless policy of economy over the small scale entrepreneurs? Here we will see the concept of cashless economy and the impact of this cashless economy over the small scale entrepreneurs. The cashless policy has not escaped such critics, hence the need to address the concerns of the citizenry if the policy must survive. The anticipated benefits of the adoption of the cashless economy have been greatly stressed but people have not been convinced that the policy is for the good of all. As a country with an estimated population of over 150 million and, which curiously, has less than 22 million bank accounts Business Day investigations revealed that about 74 percent of the adult never been banked, while 85 percent of adult females are completely unbanked and are therefore, excluded from access to credit facilities. On the other hand, 61 percent of the unbanked would like to have a bank account, according to the State Bank of India (SBI). In fact report shows that the unbanked money in the informal sector is estimated at staggering rupees 1.2 trillion. How the cashless policy will affect the unbanked populace is worthy of concern. Identified cyber fraud and illiteracy as the major problems that will hamper the implementation of the cashless policy. Other quarters have identified infrastructure and the functional status of the Moradabad financial institution as hindering factors. Focus should be shifted from what affects the implementation of the cashless economy to what its implementation may affect either positively or negatively. In view of this, this study aims to examine the impact of cashless economy policy as it affects micro and small scale businesses. Its main objective, therefore, is to determine the possible solution of a cashless economy on micro and small scale businesses in Moradabad. It will also proffer solution to the impending challenges that micro and small scale businesses will face in a cashless society. Finally it will re-echo the role of policy makers on the survival of micro and small scale businesses. To achieve this, the study will use both descriptive and analytical approach. The descriptive part will introduce the cashless economy policy and the micro and small scale business concept. It will take a look at the pros and cons of the cashless policy as identified in various literatures. The importance of the micro and small scale businesses as well as its limiting factors will also be brought to light. The analytical part will focus on the: cost of a cashless society on the micro and small scale enterprise and how such challenges could be managed if the policy must be effective.

- **Cashless Society As A Concept**

A cashless economy, according to science simply illustrates a gradual or a radical movement of the entire payment system of an economy from the use of physical cash to a systemic adoption of other non physical cash mode of payments in settlements of all types of transactions, including all commercial, homes, personal, local and international trade both in public and private life within the economy. Cashless economy simply implies that all means of payments are carried out without the use of physical cash. Payments will range from online transactions, mobile banking, debit and credit cards, cheques, and wire transfer etc. In other words, financial transactions can be carried out anywhere via the internet with the use of computers and mobile devices, Also called **Digital Transaction**.

- **Digital Transaction:**

It is the latest electronic banking innovation and a revolution changing the lives of millions across the globe. Hence, a cashless economy is a situation where there is little or very low cash flow in a given society, thus every other purchases and transactions will be made via electronic channels. It is also pointed out that cashless economy does not refer to an outright absence of cash transactions in the economic setting but one in which the amount of cash-based transactions are kept to the barest minimum. It is an economy without cash transactions, here cash is the currency so, we can say cashless economy is one where the financial system based on non-materialistic form of currency or say based on digital form of currency. In a more systematic way we can say “A cashless economy is defined as a situation where there is very little flow of cash in the society and thus much of the purchases are done by the electronic media. These media can be debit cards, electronic fund transfer, mobile payments, internet banking etc.” Now let’s have a look on scenario of cashless economy in Moradabad. Moradabad uses too much cash for transactions. The ratio of cash to gross domestic product is one of the highest in the world—12.42% in 2014, compared with other major cities of small scale businesses of India.

- **Small scale entrepreneurs:**

Are the entrepreneurs engaged in small enterprises, a small enterprise is a business that employs a small number of workers and does not have a high volume of sales. Such enterprises are generally privately owned and operated sole proprietorships, corporations or partnerships. These entrepreneurs have a limited size of their operations and they have very limited sources of funding, they often deal in cash transactions because they don’t have big suppliers or clients. The capacity of holding liquidity in the business of small entrepreneurs is not very high, they require cash for their operations. the option of cashless transactions is very limited to them. There is no universal definition of micro and small scale enterprises as the changes in price level and advancement in technology affects its actual definition. The functional and easy to measure factors that can be used as definition criteria for micro and small scale enterprises are turnover, gross output, and employment other criteria such as financial strength, relative size, sales value, initial capital outlay, and types of industry. Hence, micro and small scale enterprises can assume a lot of meaning in different countries and at different times.

In Moradabad, the definition of micro and small scale enterprises has been based on different criteria such as investment in machinery and equipment, working capital, capital cost, turnover, and values of installed fixed cost. The National Council on Industry (1991) defined micro enterprises as an industry whose total project cost excluding cost of land but including working capital is not more than five hundred thousand rupees while small scale enterprises are those industries whose total project cost excluding cost of land and including working capital does not exceed five crore rupees . National Council on Industry (1996) after a review defined micro enterprises as an industry whose total cost including working capital but excluding cost of land is not more than one crore rupees with a labour size of not more than ten workers while small scale enterprise is an industry whose total cost including working capital but excluding cost of land is over one crore rupees but not more than forty crore with a labour size of between eleven and thirty-five workers. These include; food vendors, low scale

farmers, fishermen, organized mechanics, supermarkets, allied artisans etc. By this definition, emphasis is not laid on the amount of capital or number of employees but on creating employment for the owner. Hence also identified some characteristic features of the Micro and Small scale businesses. These include, limited access to long-term financial capital, simple management structure resulting from the fusion of ownership and management by one person or very few individuals in partnership. They tend to strongly revolve around the owner-managers, rather than as a separate corporate entity. There is often greater subjectivity in decision making, and prevalence of largely informal employer - employee relationships, with a centralized management pattern. As a result of their greater use of local resources, they are widely dispersed throughout the country. They are also closely attached to the products that launched them; many are labour intensive although recently, some of them are increasingly employing reasonably high technology. In spite of its definition, micro and small scale businesses are generally referred to as the engine of growth in many economies and a major factor in promoting private sector development. Micro and small scale enterprises not only contribute significantly to improved living standards, they also bring about substantial local capital formation and achieve high levels of productivity and capability. Their importance is viewed from the perspective of employment generation, contributions to export earnings and gross domestic product (GDP). Often times, they are the only source of employment in poor regions and rural areas, thereby playing an important role in poverty reduction in most developing countries. Most large enterprises have their bearing in micro and small scale enterprises. Further noted that micro and small scale enterprises creates competitive market pressure, while they also play important role as sub-contractors in the down-sizing, privatization and restructuring of large enterprises. Despite their importance, micro and small scale businesses easily collapse or fail. Different literatures have discussed the major reasons for their failure. The concept also highlighted some problems that militate against the effective operation of the micro and small scale businesses. These include: poor policy implementation, lack of continuity, poor capital outlay, poor management expertise, inadequate information base, lack of raw materials, poor accounting system, unstable policy environment, lack of market knowledge, lack of purpose and lack of financial planning, lack of patronage for locally produced goods by those in authority. Lack of planning, inimical government rules and regulations, poor marketing strategy, lack of technical know-how, and higher interest rates are other problems associated with micro and small scale enterprises that contribute to their failure.

In view of their importance to the economy, there is need to place them on the table of consideration while making policies that will affect the economy of any society. For developing countries like India to advance economically, emphasis should be made to develop the private sector. This can only be achieved by developing and supporting the micro and small scale businesses. Hence there is need to understand the implications of government policies, such as the cashless economy policy, on them. It is equally good to know how best to implement such policies to their advantage in order to ensure their survival and growth.

- **Advantages Of Cashless Economy As A Policy:**

For the banking industry, electronic payments promise to be very cost efficient in comparison to prevailing paper-based payments systems. A switch from paper to electronic media is likely to cut deep inroads into bank costs, particularly labour costs, of routine processing of currency and paper based payment instruments. Retailers would benefit from a switch to electronic payments by not having to carry or handle large physical sums of currency, which would also reduce their costs and susceptibility to theft. More so, for the government, it helps in the area of taxation, budgeting, planning, accountability and improved government services. All payments are made easier with mobile payment system. For instance, members of the society can pay their utility bills through their mobile phone. Electronic payments are likely to prove attractive to consumers as well. In particular, there is the potential pecuniary advantage of earning interest on unspent electronic purchasing power. In the case of smart cards with embedded value, the logistics of the issuer paying interest on the unspent balances are simple. As Lawrence H. White [1995] has pointed out, this could be achieved by programming the card's microchip to augment the unspent card balance automatically over time. Where electronic payments are effected on-line to an interest-bearing bank account, the payment of interest would be obviously very straightforward. Finally, it is a well known fact that the criminal underworld usually requires huge volumes of cash to carry out their despicable operations in order to avoid being traced or tracked. Therefore, placing a limit on the amount of cash flowing in the system, will curtail such activities as armed robbery, kidnapping, drug and gun running and money laundering. In an environment of extensive and predominant use of cheques and e-payments, criminal transactions can be easily traceable and tracked.

- **Challenges To The Policy Implementation:**

Factors likely to affect this policy implementation as cited by reinvent (2011) include but not limited to the following:

- I. **Power:** the state of power in Moradabad today cannot accommodate smooth operations of financial activities. There is need to develop a reliable and sustainable power supply.
- II. **Infrastructure:** The financial infrastructure in Moradabad is not adequate to carry the load of a cashless society. ATM's, Point of Sales system, mobile banking and other mediums have to dramatically expand to touch at least 40% of the whole economy before any meaningful effect can be achieved.
- III. **Availability of real data:** Proper and accurate identification of account holders must be maintained and shared when necessary by all financial institutions; also SBI must collaborate with all other government and private agency responsible for collection of identification of individuals in India for reconciliation of any identification.
- IV. **Investments:** SBI must be ready to invest heavily to make these transitions possible; Technology is not cheap and ever changing at a very fast pace. Investments in billions of dollars made in infrastructure, training, marketing, security, maintaining IT networks and so on will be on a yearly basis for the years to come.
- V. **Security:** As it relates to laws that are need to enforce new methods of transactions and a changing culture, the SBI must partner and work with the National Assembly to ensure proper legislation is being

formulated. Enforcements of new legislation would be carried by the SBI and all other executive arms that are empowered such as the EFCC.

- VI. **Risk:** Another major concern would be the risk involved, because if the process is rushed and the economy loses confidence in the system due to high level of fraudulent activities, it will be devastating to the India economy.

- **Problems in adopting cashless economy for small scale entrepreneurs:**

It is a long road to go for the small scale entrepreneurs to adopt the system of cashless transactions there are various factors which are hindrance to them, these may be as follows:

- Additional charges of internet services.
- Lack of information in IT services and its uses.
- Risk of online frauds and cheating.
- Non availability of IT and digital services.
- Limited amount of transactions.
- Non availability of ATMs and other banking services in operational areas.

- **Cost Of Cashless Society On Micro And Small Scale Businesses:**

Cash as a legal tender can be used by everyone; this is not the case for electronic money. The electronic money scheme is often linked to bank accounts and low-income consumers such as Micro and Small scale business owners may not have such account. A good percentage of this Group of people is unbanked. They may also not be literate enough to master the technology. It becomes important to know how payment for transactions with these people can be made. It is also pointed out that the high level of illiteracy among India makes the use of cheques and electronic payments unsuitable in some cases. The high level of illiteracy in the country, low level of banking population and porous banking system have been identified as factors that would work against the cashless society scheme. The problem with this situation of illiteracy is that majority of the Micro and Small Scale business operators belong to this group and they will have to depend on the literate few among the populace. They will have to pay the price for their inadequacy and this will make them vulnerable. Another major challenge of the cashless policy to Micro and Small scale businesses is the charge attached to the cashless system. These charges do not go with cash transactions. A price tag of 1.25% of the cost of every transaction done through the point of sale terminal will be charged by the operators of the terminals. It is also noted that apart from being an additional charge on the bank customers, the charges are higher than the normal bank commission on turnover. This represents 0.5% of the amount of such transactions. For instance, a micro or small scale business owner who makes a crore rupees daily on sales will have to remit 1.25% of the amount, if point of sale (POS) is used for all the transactions. This is in addition to the bank's charge for commission on turnover (COT) of 0.5%, which is Rs 5000. These charges lead to an increase in the overhead cost of running the business. Irrespective of the risk and losses encountered by the business, the charges must be paid. This can lead to the failure of the business if care is not taken. One of the characteristic importances of Micro and Small scale businesses to the

economy is their high employment rate. This can be hampered with the growing use of high technology. When they utilize POS terminals and mobile banking facilities, there will be little or no need for cashiers and accountants. Again there will be need to reduce the over head cost of running the business which is accruing due to the charges attached to the cashless economy system by downsizing. This will lead to loss of job and increase the unemployment status of the economy. Another important issue that affects the Micro and Small scale businesses is security of funds. A situation where there is a communication breach during a transaction and the business owner does not receive an alert to confirm payment of goods; the buyer may be compelled to make multiple payments for the same transaction. More so, due to the high rate of cyber crime in the society, business owners are at risk of being defrauded.

- **The Way Forward**

Having identified some of the effects of the cashless policy on Micro and Small scale businesses, it is imperative to highlight ways to implement the policy without hampering their existence. In order to successfully implement the policy among the Micro and Small scale business owners, the following should be considered.

- **Education:** there is need to educate the populace up to the grass root level on the importance of the policy. They should be acquainted on the technical knowhow of the system and how to utilize it.
- **Availability:** the equipment required for the implementation of the process such as the Point Of Sale should be made available and at affordable prices.
- **Awareness:** trends and changes in technology should be communicated to the users when necessary. This will enable them to make good use of the system.
- **Security:** the safety and security of funds should be guaranteed. There should be a legal framework in place to handle cases of fraud and other misunderstanding arising from wrong payment or multiple payments for the same transaction.
- **Infrastructure:** necessary infrastructure for the implementation of the cashless system must be put in place. Power, internet, and mobile system should be made available at all times so as not to frustrate business transactions.

### 3. Objectives of the study:

The two main objectives of the research are:

- The purpose of study is to determine the possible implication of cashless economy on micro and small scale business in Moradabad.
- It will also proffer the solution to the impending challenges that micro and small scale Entrepreneurs will face in a cashless society.

### 4. Research Methodology

- **Area of the Study:**

Moradabad has been selected for the study because this city have number of micro and small scale entrepreneurs. This area is considered as an industrial hub and reflect true and fair view of Indian industry.

- **Sampling Technique**

**Sampling Area :** Moradabad

**Sample size :** 50 organisation from the sample area.

**Sample Design:** Random and Convenience sampling is adopted on the ground of availability , convenience to access and level of participation.

**Primary Data:** The structured questionnaire was used to collect the primary data. The questionnaire has both open-end and close-end questions.

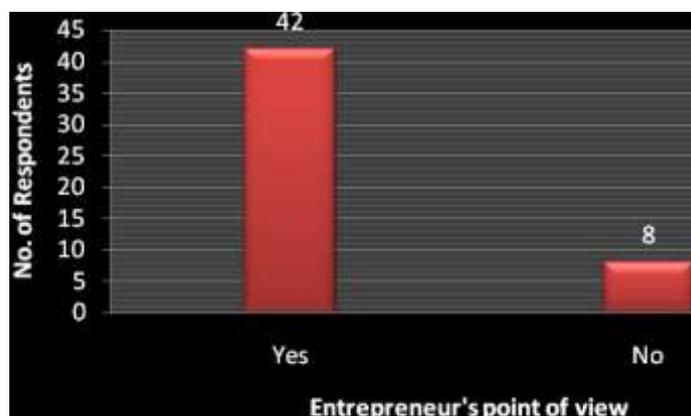
**Secondary Data:** Journals, Magazines, Newsletters and Internet.

#### **4. Data collection:**

Since the primary objectives of this research work is to know the impact of cashless economy on the micro and small scale entrepreneurs in Moradabad. The present study is based on the primary data collected with the help of structured questionnaire and interview and secondary data collected through books, journals, magazines ,newsletters, and internet, etc. The necessary data for this study have been collected through an interview schedule by directly approaching the respondents and other relevant data from some secondary sources also. All the data for the purpose of the study has been collected during the field work and from government gazette.

#### **4. Analyses And Interpretation**

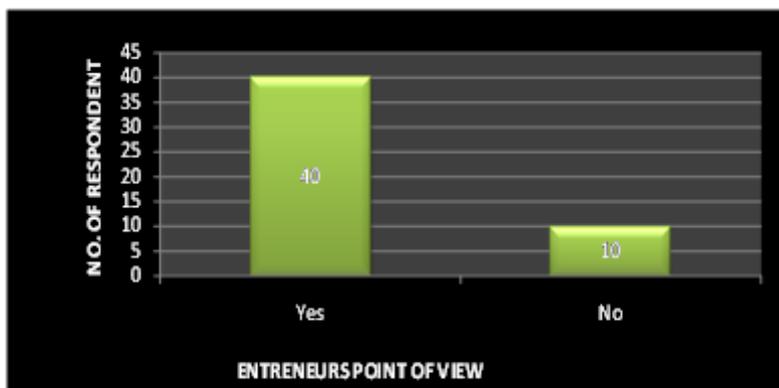
Question 1: Are you aware about the cashless economy?



Graph No. 1

From the above chart it is clearly evident that 42 out of 50 respondent are aware about the cashless economy while 8 respondents are not aware about cashless economy. Overall 84% respondents are aware while 16% are not aware.

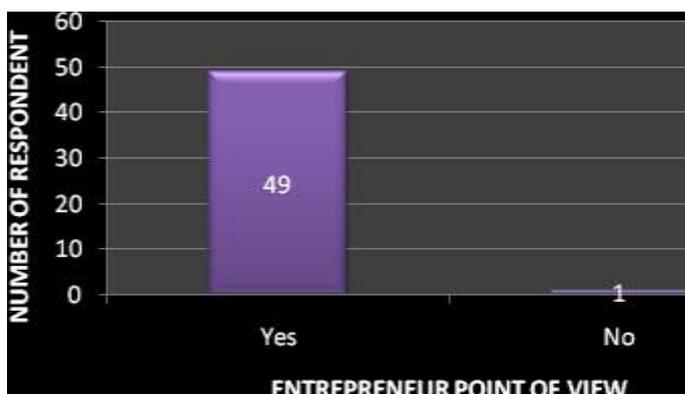
Question 2: Are you aware about the internet banking?



Graph No.2

From the above chart it is clearly evident that 40 out of 50 respondent are aware about the internet banking while 10 respondents are not aware about Internet banking . Overall 75 % respondents are aware while 25% are not aware

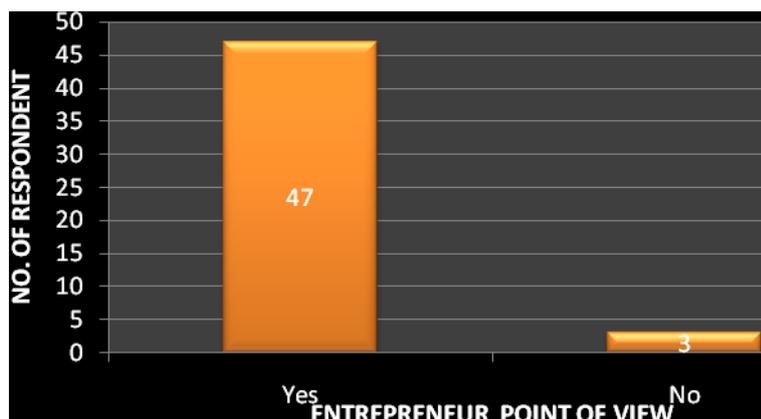
Question 3: Do you accept the Digital transaction?



Graph No.3

From the above chart it is clearly evident that 49 out of 50 respondent accept the Digital Transaction while 1 respondents are not aware about cashless economy. Overall 90 % respondents are aware while 10% are not aware.

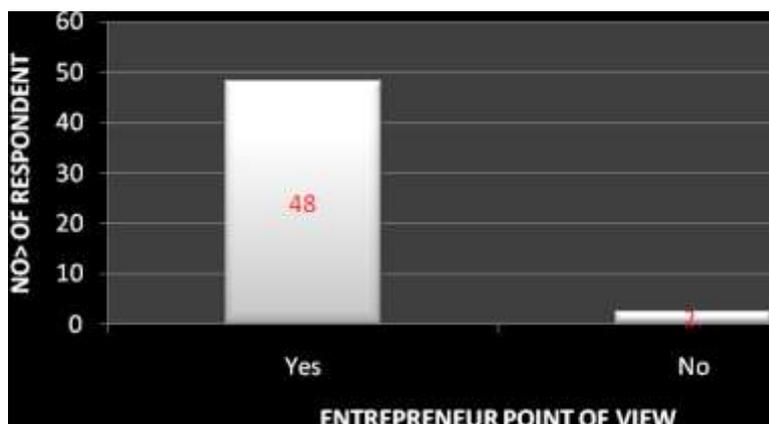
Question 4: Is there any impact of Digital Transaction on your business?



Graph No. 4

From the above chart it is clearly evident that 47 out of 50 respondents have impact of Digital Transaction on your business while 3 respondents do not have any impact of digital transaction on businesses.. Overall 83 % respondents have impact of Digital transaction on their businesses and 17% do not have.

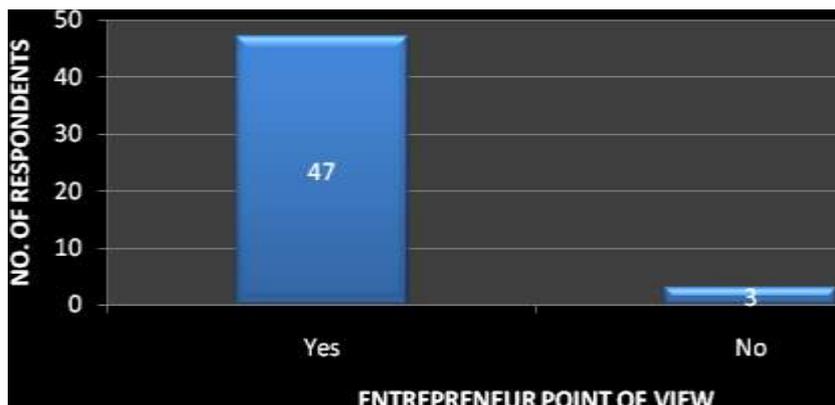
Question 5: Does the Involvement of Digital Transaction give any psychological pain to the businessmen?



Graph No. 5

From the above chart it is clearly evident that 48 out of 50 respondents bear the pain of the Digital Transaction for long time while 2 respondents do not feel any pain for long time. Overall 84% respondents bear the pain for long time while 16% do not have feel any pain.

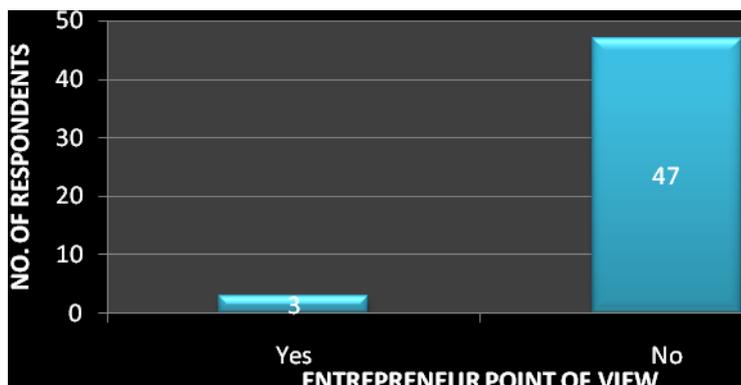
Question 6: Did you factor any fall in GDP or business turnover?



Graph No. 6

From the above chart it is clearly evident that 47 out of 50 respondent factor the fall in GDP or business turnover while 3 respondents do not factor any fall in GDP or business turnover Overall 83 % respondents factor the fall in GDP or business turnover while 17% feel it.

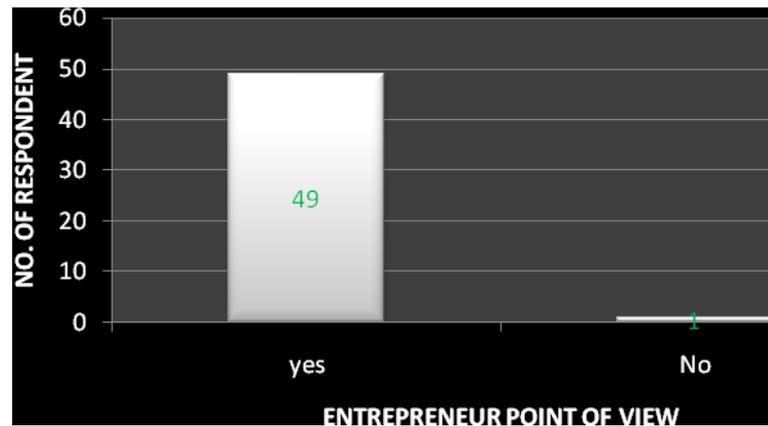
Question 7: Does the Digital Transaction trustworthy or not?



Graph No. 7

From the above chart it is clearly evident that only 3 out of 50 respondent have trust on Digital Transaction while 47 respondents do not have trust on Digital transactions. Overall 83 % respondents do not have trust on Digital transactions while 17% have trust only.

Question 8: Does the Digital Transactions Increases the overall Cost of business?



Graph No. 8

From the above chart it is clearly evident that 49 out of 50 respondent accept that the Digital Transaction increases the overall cost of business while 1 respondents do not accept that it increases the cost of business. Overall 90 % respondents accept that the digital transactions increases the overall cost of business while 10% do not accept it.

## 5. Findings and Discussion

1. **H01:** There is no awareness about cashless economy among small scale entrepreneurs. At 5% significance level, the calculated value is higher than the tabulated value it means that entrepreneurs are aware about cashless economy. Hence hypothesis rejected.
2. **H02 :** There is no awareness about the internet banking among the micro and small scale entrepreneurs .At 5% significance level, the calculated value is higher than tabulated value it means that entrepreneurs are aware about the internet banking . Hence hypothesis is rejected.
3. **H03:** There is no acceptance of Digital transaction among micro and small scale entrepreneurs . At 5% significance level, the calculated value is higher than tabulated value it means that entrepreneurs accept the Digital transaction. Hence hypothesis rejected.
4. **H04:** There is no impact of Digital transaction on the entrepreneur's business. At 5% significance level, the calculated value is higher than tabulated value it means that there is impact of Digital transactions on their business . Hence hypothesis rejected.
5. **H05:** There is no psychological pain last for long time of the Digital transactions on businesses. At 5% significance level, the calculated value is greater than the tabulated value it means the entrepreneurs bear the pain of Digital transactions for long time . Hence hypothesis rejected.

6. **H06:** The micro and small scale entrepreneurs notice the fall in GDP or business transaction. At 5% significance level, the calculated value is greater than the tabulated value it means the entrepreneurs notice the fall in GDP or business transactions. Hence hypothesis rejected.
7. **H07:** The digital transaction is not trustworthy. At 5% significance level, the calculated value is less than the tabulated value it means the entrepreneurs do not have trust on Digital transactions or Digital transactions are not trustworthy. Hence hypothesis accepted.
8. **H08:** There is no increase in cost of business due to Digital Transactions. At 5% significance level, the calculated value is higher than the tabulated value it means there is increase in overall cost of business due to Digital transactions. Hence hypothesis rejected.

**6. Summary of the hypothesis tested:**

**Statement of Entrepreneur’s point of view**

Statements	Chi-square(table value)	Chi-square (Calculated value)	Hypothesis(Accepted or rejected)
Awareness About Cashless economy	3.841	42.63	Rejected(have Awareness)
Awareness about Internet	3.841	35.85	Rejected(have Awareness)
Acceptance Of Digital Transaction	3.841	26.27	Rejected(have Awareness)
Impact of digital Transaction	3.841	19.26	Rejected(have Awareness)
Pain Last Long	3.841	10.70	Rejected(have Awareness)
Notice any fall in GDP	3.841	10.70	Rejected(have Awareness)
Digital transaction trustworthy	3.841	0.33	Accepted (not not trustworthy)

**Table no. 1 : Entrepreneur’s point of view**

**7. Conclusion:**

With the increasing trend of cashless economy, in short run small entrepreneurs are going to face problems, for them it is not easy to shift on cashless mode of transaction in one and all, although over a period of time this may become a part of their operations. The reason behind this requirement of time to adopt the change is, it is not only the small scale businesses or the firms who need to change their system of making transactions, but it is a requirement to adopt this change for all those small scale supplier, vendors, retailers etc., who are associated with these small scale enterprises. No

doubt by having cashless transactions the operations and the functioning of these small scale business will get improved, they will have a faster and better operational system, but on the other hand their liquidity will get affected and their business area will get more confined, which may be a challenges for them. Though this policy may seem so good, there are still a few down sides to a cashless economy. Money by its nature is abstract. The less cash that flows through the people's hands, the more intangible it becomes and the more the sense of its real value is lost. Banked assets are now an electronic apparition, and the fear of not having cash on hand is a downturn. Nevertheless, proper foundations have to be established as the CBN courageously transform the modes of operation of the Moradabad economy. Stakeholders should be carried along with proper consideration on how the policy may affect them. Micro and small scale business owners should not be left out. They should be encouraged by making the necessary infrastructures available and affordable. They should be fully empowered and educated to adopt the technology associated with the policy and work with it effectively. Otherwise, the policy may end up being another factor that leads to micro and small business failure. In every human endeavour, attitudinal change often comes with some challenges, but that does not mean change is impossible, especially if it is for the good of all.

#### **8. Suggestions:**

- Cashless economy cannot prevail unless the sufficient awareness about the internet banking.
- The government should take the effective initiative in exploring the awareness regarding the internet banking and digital transactions among the less educated entrepreneurs .
- The government should ensure the trustworthiness of the Digital transactions among the entrepreneur by using effective secure technology.
- Lower down the transaction cost to make the Digital transaction more frequent and familiar.
- The government should create the much needed transparency and efficiency in the Digital transaction system.

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### **Biography:**

Shagufta Parveen is an engineering and management student. She has completed her engineering from MIT in Electronics and instrumentation and pursuing Masters in Business Administration from Management department of MIT, Moradabad. She has also prepared his technical paper that is published in reputed journal of engineering. She has score more than 75% marks in her consecutive semesters of management and has secure first position in the Department of management in MIT, Moradabad.