

4ACTIVITY REPORT FORMAT

1. Name of the Organising Department/Cell/Committee: Research and Development Cell

2. Name of the Event Conducted: Financial Literacy Drive in Athgaon Bazar of Chatribari Area of Guwahati

3. Name of the Collaborating Organisation/Cell/Department/Committee (if any): NSS, Department of Finance K.C Das Commerce College

4. Mode: Offline

5. Date of the Event: 3rd January 2022

6. Time: 11 am

7. Place/ Venue/ (Platform - in Case of Online Programme): Athgaon Bazar

8. Objectives of the Event (Please describe point-wise):

a. To examine the awareness and perception of individuals regarding the concept of cashless transactions and understand their level of acceptance toward shifting from a cash-based to a cashless economy.

b. To identify the factors influencing individuals' preference for cashless modes of payment, including convenience, speed, security, risk perception, and record-keeping benefits.

c. To analyze the challenges and barriers faced by citizens in adopting cashless transactions and assess their readiness for a fully digital and cashless financial ecosystem.

9. Name of Resource person(s) with their Position and Organisation Name (if any):

10. Title of the Topic(s) delivered by the Resource person(s) (if applicable):

11. Total No. of Participants:

a. Students: 40

b. Teachers: 10

c. Others (Please Specify):

12. Total No. of Beneficiaries (in case of extension activities): 60

13. Outcome of the Event (Please describe within 200 words):

The drive conducted by the Research and Development Cell, NSS Cell, Department of Finance reveals that the shift from a cash-based economy to a cashless transaction system is steadily gaining acceptance among citizens. Most individuals acknowledge the advantages of cashless payments, such as faster transactions, convenience, reduced risk of theft, and the ease of maintaining transaction records. The research shows that increased digital literacy, growth of the retail sector, and widespread availability of digital platforms have encouraged more people to adopt cashless methods.

However, the findings also indicate that the rate of adoption varies among individuals due to factors such as lack of awareness, concerns over security, limited access to technology, and habit-based dependency on cash. Despite these challenges, the overall mindset of citizens reflects a positive inclination toward digital payment systems.

The study concludes that with improved digital infrastructure, awareness programs, and enhanced security measures, the transition toward a cashless economy can be strengthened. Citizens are progressively adapting to digital transactions, indicating promising prospects for a fully integrated cashless financial environment in the future.



Dr. Kukil Borah
Asstt. Professor
Deptt. Of Management
K. C. Das Commerce College

Dr. Kukil Borah

Co-ordinator

Research and Development Cell

K.C. Das Commerce College

**Signature of the Head of the Department/ Secretary/ In-Charge/ Coordinator/
Convenor/ etc. with Seal**

Note:

Please enclose the following documents with the report:

- 1. Photographs of the Event with Banner (Maximum 4 copies, at least 1 Geo-tagged Photo)*
- 2. Attendance Record of the Participants with their Signature.*

Both the Softcopy and Hardcopy of the reports are to be submitted to the IQAC.

Softcopy is to be sent to IQAC email: kcdcc.iqac2020@gmail.com

