

BENEFITS AND KEY CHALLENGES IN PRACTICING IN FINANCIAL INCLUSION- A STUDY OF INDIAN POST PAYMENT BANKS IN BUNDELKHAND REGION

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Abstract

Lack of awareness towards financial inclusion is one of the biggest problem in India. For solving this problem RBI an government on Indian has took number of initiative after 2014. Indian post payment banks is one of the best solution to spread the financial inclusion specially in rural and non urban areas. Lack of awareness is one of biggest challenge in front of Indian post payment bank , because a lot of people are unaware towards IPPB they are also unable to take the benefits which are provided by IPPB. In this study author take a sample size of 400 rural area people in Bundelkhand Region to get the know about the benefits and challenges in practicing services of IPPB. As the result we can say that lack of awareness and lack of technical knowledge among rural area people is the key challenges and doorstep banking, number of branches across the country is the key benefits in practicing in IPPB.

Keywords: IPPB, Post Office, Payment Banks, Postal Services, Inclusive Growth and Technology Requirement.

Introduction

The Indian post payment bank is wholly subsidiary of the Indian Postal department, Indian post also have large network of post offices and almost 3 lakhs postmen across the country. The RBI will manage the Indian Post Payments Bank, which will have the objective of being the most inexpensive, accessible, and trustworthy bank for the ordinary man while also promoting the agenda of financial inclusion for the under banked. RBI has introduced payment bank with a great vision to spread the financial inclusion in each corner of country. In simple words we can say that financial inclusion means each and every citizen of Indian have equal right to access the banking services irrespective of income and financial status. A major problem in front of R.B.I is about network, the Indian banking system is not so enough to fulfill the desire of financial inclusion, so the central government had converted post office into post payment banks. These banks are provide all the banking services to the rural area with the aiming to give the nation simple, inclusive, convenient, and efficient financial system.

Number of branches across the country is the biggest strength of IPPB but ippb faced to a lot of problems to practicing services in rural area but we can't ignore that number of benefits associated with IPPB. In this study the author try to determine the key benefits and challenges practicing the services of IBBP'S.

Review Literature

Manoj Minj, Prof. Ashok Kumar Mishra & Dr Ravish Kumar Soni (2021), “Impact Of India Post Payments Bank on Post Office Saving Accounts” The researchers went through the study about the investors' preference for various postal saving solutions to find out which reasons are demotivating POSB investors, involvement in financial inclusion by Indian post offices, and future possibilities for India's post-paid bank (IPPB).

Dr. N. Prakash & Ms. Suganya Sampat (2021), “India Post Payment Bank (IPPB) – Recent Trend in Banking Services” The researchers went through the study about payments to banks. They concluded that India is moving towards a cashless economy, which is more feasible and adaptable in relation to recent technological and economic trends. It's too early to judge the competence and security of India Post Payment banks as if they were in their infancy. The upcoming years will let us know the growth and success of IPPB. Millions of Indians do not have access to banking facilities. They cannot make use of government benefits, loans, insurance, or even earn interest on savings.

Sandesh D'souza (2018), “Payment Bank: A Revolutionary step of Indian Post Payment Bank towards financial inclusion” The researcher went through the study about the framework of the payment bank and the expected benefits from the payment bank. He reached the conclusion that there are millions of Indians who don't have access to banking facilities. They are unable to access government benefits, loans, insurance, or even savings interest. Payment banks may find that business innovation and improvisation are critical to their success.

Shrey Bhansali, Tanmayee Bhatt, Mohak Chhatwani, Animesh Deshpande & Geetha Iyer (2018), “Role of Payment Banks in India: Opportunities and Challenges” The researchers went through the study about the scope of payment banks in India, the latest initiative taken up by the Reserve Bank of India and the Government of India. They concluded that the target market for the payment banks is willing to use them if they are aware of them. But not enough awareness is present among the people, and hence adequate awareness programs need to be organized by either the government or the payment banks as part of their marketing strategies so that the customers can make informed decisions.

Objective of the Study

- To determine the challenges of IPPB'S and its services.
- To determine the advantages of IPPB'S and its services.

Hypotheses of the Study

- **H₀**: The mean satisfaction of Advantages of IPPB'S and it's services between respondents are same.
- **H_a** : The mean satisfaction of Advantages of IPPB'S and it's services between respondents are not same.
- **H₀**: The mean satisfaction of challenges of IPPB'S and it's services between respondents are same.

- **H_a** : The mean satisfaction of challenges of IPPB'S and it's services between respondents are not same.

Research Design of the Study

1. This research is exploratory in nature.
2. A study was designed to determine the benefits and key challenges in financial inclusion and impact of ippb to rural area people.
3. This study was done with the help of questionnaires and schedules prepare with the help Likert Scale, Strongly Agree-1, Agree-2, Neutral-3, Disagree-4, Strongly Disagree-5.
4. To collect the information and fill the questionnaire used simple random sampling technique.
5. This research is without biasness because the universe is heterogeneous in nature.
6. The total sample size is 400, for analysis of the , IBM SPSS statistics 23 version software was used to perform ANOVA test and mean.
7. This study aimed to determine the rural area people awareness level towards financial services provided by IPPB'S.

Sampling means to draw a sample form the population in a scientific manner. The sample must represent the features of population. In this study individuals of rural area of Bundelkhand region is considered as sample unit. A random sample of 400 rural area peoples staying in 4 district and 8 villages of respective district which are define below has been chosen on convenience basis.

District Name	Village Name
Jhansi	1- Kot 2- Behta
Lalitpur	1- Bandeshra 2- Jharar Ghat
Jalaun	1- Pindari 2- Pachokhara
Hamirpur	1- Akona 2- Dhanori

3.7 DATA COLLECTION

Data are “information obtained during the course of an investigation or study” (**Mbambo, 2005:40**). A questionnaire was used to collect data for this study.

Frankfort-Nachmias and Nachmias (2000:103) define a questionnaire as “a list of questions

that must be formulated, constructed and sequenced to produce the most constructive data in the most effective manner”. Questionnaires were used because:

- The researcher was able to translate the research objectives into particular questions that are asked of the participants.
- Questions and response categories were standardized so that every respondent was able to respond to close stimuli.
- They speeded up the process of data analysis, as all the respondents were asked the same questions.
- They were less expensive and offered greater anonymity.

PRIMARY DATA

Primarily, data are collected to provide information regarding the awareness level towards IPPB'S, factors affecting the usage of IPPB'S, satisfaction level towards IPPB'S services and challenges & advantages of IPPB'S or its services. Primary data are collected from the following district and village in Bundelkhand region.

District Name	Village Name
Jhansi	1- Kot 2- Behta
Lalitpur	1- Bandeshra 2- Jharar Ghat
Jalaun	1- Pindari 2- Pachokhara
Hamirpur	1- Akona 2- Dhanori

The schedules instrument is used as primary data collection source. It's used to collect data from rural area people of Bundelkhand region. The schedule consist six major parts.

Structure of Schedule

In Part I, Respondents demography Like their name, Age, Academic Qualification, Income, Family type and occupation. Among these demography variables, Age & **Annual Income and age are recorded on open interval scale**. And rest variables recorded on MCQ.

In Part ii, Ten factors are framed for determine the challenges of IPPB'S and Its services.

In Part iii, Fifteen factors are determine the advantages of IPPB'S & its services.

DATA ANALYSIS AND INTERPRETATION

1. It was found that there were total 400 respondent out of which 65.6% are male and 34.4% are female. 44.4% respondents were single and 52.8% were married to other marital status.
2. It can be revealed from the above chart that the age factors in demographic variables are classified into different group– 0-15 years, 15 - 30 years, 30 -45 years, 45-60 years and more than 60 years. Above chart and table depicts that out of total 400 respondent's, 19 respondent's (4.8%) are of the age group of 0-15 years; 161 respondent's (45%) are of the age groups between 15 to 30 years; 130 respondent's, (32.05%) are of the age groups of 30 to 45 years; and 76respondent's, (19 %) belong to the age group between 45-60 years ; 14 respondent's, (3.5 %) belong to age group above 60. This reveals that the sample have dominated by the age group of 15 to 30 years. The Average age of the sample is **33 years**.
3. It can be inferred from the above chart that the income factor in demographic variables is classified into five groups –Up to 1lac, more than 1lac but less than 3lac, more than 3lac but less than 5lac and more than 5lac. Above chart and table depicts that out of 400 respondents, 228 respondents (57%) income are upto1lac ; 132 respondents (33 %) income are more than 1lac but less than 3lac; 32 respondents (8%) income are more than 3lac but less than 5lac and 8 respondents (2%) income are more than 5lac. The sample represents the maximum respondents income are up to 1lac.
4. From the above chart it can be inferred that the educational qualification factor in demographic variables is classified into four groups – Illiterate, Up to 10th, Graduate, and above graduate. Above chart and table depicts that out of total 400 respondents, 69 respondent's i.e. 17.3.00 % have illiterate, 91 respondent's i.e.22.8% have up to 10th as their highest qualification, 173 respondent's i.e. 43.3 % have graduate as their highest qualification and 67 respondent's i.e. 16.8% have above graduate as their highest qualification. From the above Pie Chart it can be understood that myriad of the respondents are graduate as their highest qualification which shows the quality of respondents who participate in our study and give their valuable input as respondents in this study. The respondents of the sample are well educated, as there is highest no. of graduates in the sample.
5. It can be inferred from the above chart that the marital factor in demographic variables is classified into two groups –Joint and Nuclear. Above chart and table depicts that out of total 400 respondents, 197 respondent's i.e. 49.25 % are joint family, 203 respondent's i.e. 50.75 % are nuclear family. The sample represents both type of family equally.
6. From the above chart it can be inferred that the occupation factor in demographic variables is classified into four groups – Salaried, Professional, Students, and Farmer. Above chart and table depicts that out of total 400 respondents, 115 respondent's i.e. 28.8 % are salaried person, 115 respondent's i.e.28.8% are professionals,83 respondent's i.e. 20.8 % are students and 87 respondent's i.e.

21.8% are farmer. From the above Pie Chart it can be understood that myriad of the respondents are salaried person and professionals in occupation which shows the quality of respondents who participate in our study and give their valuable input as respondents in this study.

Factor Analysis Identify Most Important Factors of Benefits and Challenges.

HYPOTHESIS TESTING (PART-E)

H₀: The mean satisfaction of Challenges of IPPB'S and it's services between respondents of different district are same

H_a : The mean satisfaction of Challenges of IPPB'S and it's services between respondents of different district are not same

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.	Conclusion	
Financial literacy among rural peoples	Between Groups	9.208	3	3.069	2.925	.034	Since the p.v value is less than 0.05, it means peoples of different district have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	415.570	396	1.049			
	Total	424.778	399				
Lack of infrastructure	Between Groups	19.540	3	6.513	4.921	.002	Since the p.v value is less than 0.05, it means peoples of different district have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	524.100	396	1.323			
	Total	543.640	399				

H₀: The mean satisfaction of Challenges of IPPB'S and it's services between respondents of different gender are same

H_a : The mean satisfaction of Challenges of IPPB'S and it's services between respondents of different gender are not same

ANOVA							
		Sum of Squares	Df	Mean Square	F	Sig.	Conclusion
Marketing practice of other UPIS	Between Groups	6.490	1	6.490	4.046	.045	Since the p.v value is less than 0.05, it means peoples of different gender have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	638.300	398	1.604			
	Total	644.790	399				

H_o: The mean satisfaction of Challenges of IPPB'S and it's services between respondents of different Age group are same

H_a : The mean satisfaction of Challenges of IPPB'S and it's services between respondents of different Age group not same

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.	Conclusion
Lack of technical knowledge among post bank staff	Between Groups	14.554	4	3.638	2.367	.052	Since the p.v value is less than 0.05, it means peoples of different age group have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	607.124	395	1.537			
	Total	621.677	399				

H_o: The mean satisfaction of Challenges of IPPB'S and it's services between respondents of different Income are same

H_a : The mean satisfaction of Challenges of IPPB'S and it's services between respondents of different Income not same

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	Conclusion
Financial literacy among rural peoples	Between Groups	7.410	3	2.470	2.343	.003	Since the p.v value is less than 0.05, it means peoples of different income level have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	417.368	396	1.054			
	Total	424.778	399				

H₀: The mean satisfaction of Challenges of IPPB'S and it's services between respondents of different Education are same

H_a : The mean satisfaction of Challenges of IPPB'S and it's services between respondents of different Education not same

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	Conclusion
Financial literacy among rural peoples	Between Groups	10.302	3	3.434	3.281	.021	Since the p.v value is less than 0.05, it means peoples of different Educational background have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	414.476	396	1.047			
	Total	424.777	399				
Lack of digital awareness among rural peoples	Between Groups	12.134	3	4.045	2.665	.048	Since the p.v value is less than 0.05, it means peoples of different Educational background have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.

	Within Groups	600.976	396	1.518			
	Total	613.110	399				
Behaviour and skills of post office employee	Between Groups	17.137	3	5.712	4.159	.006	Since the p.v value is less than 0.05, it means peoples of different Educational background have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	543.863	396	1.373			
	Total	561.000	399				

H₀: The mean satisfaction of Challenges of IPPB'S and it's services between respondents of different Family type are same

H_a : The mean satisfaction of Challenges of IPPB'S and it's services between respondents of different Family type are not same

ANOVA							
		Sum of Squares	Df	Mean Square	F	Sig.	Conclusion
Level of awareness	Between Groups	5.809	1	5.809	4.361	.037	Since the p.v value is less than 0.05, it means peoples of different Family type have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	530.191	398	1.332			
	Total	536.000	399				
	Total	543.640	399				

H₀: The mean satisfaction of Challenges of IPPB'S and it's services between respondents of different Occupation are same

H_a : The mean satisfaction of Challenges of IPPB'S and it's services between respondents of different Occupation are not same

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.	Conclusion	
Lack of infrastructure	Between Groups	19.075	3	6.358	4.800	.003	Since the p.v value is less than 0.05, it means peoples of different Occupations have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	524.565	396	1.325			
	Total	543.640	399				
Lack of technical knowledge among post bank staff	Between Groups	18.765	3	6.255	4.108	.004	Since the p.v value is less than 0.05, it means peoples of different Occupations have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	602.912	396	1.523			
	Total	621.678	399				

HYPOTHESIS TESTING (PART-F)

H₀: The mean satisfaction of Advantages of IPPB'S and it's services between respondents of different district are same

H_a : The mean satisfaction of Advantages of IPPB'S and it's services between respondents of different district are not same

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.	Conclusion
Timesaving	Between Groups	9.730	3	3.243	2.748	.043	Since the p.v value is less than 0.05, it means peoples of different district have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	467.380	396	1.180			
	Total	477.110	399				
Effort less banking	Between Groups	17.220	3	5.740	6.253	.000	Since the p.v value is less than 0.05, it means peoples of different district have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	363.540	396	.918			
	Total	380.760	399				
Risk free from accident	Between Groups	19.647	3	6.549	3.986	.008	Since the p.v value is less than 0.05, it means peoples of different district have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	650.650	396	1.643			
	Total	670.298	399				
Simple and secure	Between Groups	15.088	3	5.029	3.357	.019	Since the p.v value is less than 0.05, it means peoples of different district have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.

Zero balance account opening	Within Groups	593.290	396	1.498			
	Total	608.378	399				
	Between Groups	22.168	3	7.389	4.209	.006	
	Within Groups	695.270	396	1.756			
	Total	717.438	399				
	Instant paper banking	Between and Groups	17.667	3	5.889	3.519	.015
Easy behaviour of post office staff	Within Groups	662.710	396	1.674			
	Total	680.377	399				
	Between Groups	18.928	3	6.309	3.867	.010	Since the p.v value is less than 0.05, it means peoples of different district have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	646.170	396	1.632			
	Total	665.098	399				

H₀: The mean satisfaction of Advantages of IPPB'S and it's services between respondents of different gender are same

H_a : The mean satisfaction of Advantages of IPPB'S and it's services between respondents of different gender are not same

ANOVA						
	Sum of Squares	Df	Mean Square	F	Sig.	Conclusion

Door step banking	Between Groups	8.419	1	8.419	4.899	.027	Since the p.v value is less than 0.05, it means peoples of different gender have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	683.971	398	1.719			
	Total	692.390	399				

H₀: The mean satisfaction of Advantages of IPPB'S and it's services between respondents of different Age group are same

H_a : The mean satisfaction of Advantages of IPPB'S and it's services between respondents of different Age group are not same

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	Conclusion
Number of branches across the country	Between Groups	6.320	4	1.580	1.157	.03	Since the p.v value is less than 0.05, it means peoples of different age group have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	539.430	395	1.366			
	Total	545.750	399				
Track your business	Between Groups	14.955	4	3.739	2.456	.04	Since the p.v value is less than 0.05, it means peoples of different age group have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	601.355	395	1.522			
	Total	616.310	399				

H₀: The mean satisfaction of Advantages of IPPB'S and it's services between respondents of different Income are same

H_a : The mean satisfaction of Advantages of IPPB'S and it's services between respondents of different Income are not same

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	Conclusion
Instant accounting information	Between Groups	17.950	3	5.983	3.484	.016	Since the p.v value is less than 0.05, it means peoples of different Income level have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	680.050	396	1.717			
	Total	698.000	399				

H_o: The mean satisfaction of Advantages of IPPB'S and it's services between respondents of different Education are same

H_a : The mean satisfaction of Advantages of IPPB'S and it's services between respondents of different Education are not same

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	Conclusion
Simple and secure	Between Groups	12.206	3	4.069	2.702	.045	Since the p.v value is less than 0.05, it means peoples of different educational background have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	596.172	396	1.505			
	Total	608.377	399				

Zero balance account opening	Between Groups	26.246	3	8.749	5.012	.002	Since the p.v value is less than 0.05, it means peoples of different educational background have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	691.191	396	1.745			
	Total	717.437	399				

H₀: The mean satisfaction of Advantages of IPPB'S and it's services between respondents of different Family type are same

H_a : The mean satisfaction of Advantages of IPPB'S and it's services between respondents of different Family type are not same

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	Conclusion
Instant and paperless banking	Between Groups	5.676	1	5.676	3.348	.006	Since the p.v value is less than 0.05, it means peoples of different family type have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	674.701	398	1.695			
	Total	680.378	399				

H₀: The mean satisfaction of Advantages of IPPB'S and it's services between respondents of different Occupation are same

H_a : The mean satisfaction of Advantages of IPPB'S and it's services between respondents of different Occupation are not same

ANOVA	
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		Sum of Squares	df	Mean Square	F	Sig.	Conclusion
Timesaving	Between Groups	25.756	3	8.585	7.532	.000	Since the p.v value is less than 0.05, it means peoples of different Occupations have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	451.354	396	1.140			
	Total	477.110	399				
Risk free from accident	Between Groups	14.680	3	4.893	2.956	.032	Since the p.v value is less than 0.05, it means peoples of different Occupations have different satisfaction level for IPPB'S service. It will be a greater challenges for IPPB's.
	Within Groups	655.617	396	1.656			
	Total	670.298	399				

CONCLUSION, DISCUSSION & SUGGESTIONS

A study was conducted to identify the most crucial benefits & challenges for financial inclusion from the rural area for IPPB'S services. It is noticed that the benefits and challenges are very for demographical factors.

Finally, it was found that there is a essentially difference in the perception of rural area people and IPPB for the benefits and challenges.

MAJOR CHALLENGES OF IPPB & IT'S SERVICES TO THE RURAL AREA PEOPLE

- Level of awareness
- Financial literacy among rural people's
- Cyber security
- Lack of digital awareness among rural people's
- Marketing practice of other UPI's
- Working capacity
- Product limitations

- Behavior and skills of post office employee
- Lack of infrastructure
- Lack of technical knowledge among post bank staff

MAJOR BENEFITS OF IPPB & IT'S SERVICES TO THE RURAL AREA PEOPLE

- Time saving
- Effortless banking
- Risk free from accident
- Easy payment management
- Simple and secure
- Doorstep banking
- Instant accounting information
- Drive a digital ecosystem
- Zero balance account opening
- No need to maintain minimum balance
- Instant and paperless banking
- Number of branches across the country
- Track your business
- Cost effective
- Easy behavior of post office staff

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