

1) IPPB is an ambitious idea ridden with huge challenges. Analyse.

The fortunes associated with differentiated banks such as Payment banks in Kenya is well-known. With full support from the government, the India Post Payment Bank [IPPB] has tried to replicate the success story by promising —

⇒ Greater Financial Inclusion: The far-extending reach of India Post will ensure greater Financial Inclusion through IPPB.

⇒ Integrated Postal Services: Apart from a savings account of upto ₹ one lakh, other payment services from India Post such as Kisan Vikas Patra, Old age Pension schemes, etc. are inter-linked.

⇒ Hassle-free & Paperless Transactions: To make the rural digitally illiterate population, QR codes will facilitate digital banking aided by Post-men/women.

⇒ Lessen the burden of Scheduled Commercial Bank [SCB]: With IPPB in picture, SCBs can lessen their burden for hiring banking correspondents for rural areas.

⇒ However, a robust digital infrastructure providing seamless connectivity to remotest areas have to be ensured for success of IPPB. The valuable experience from GSTN & Aadhar infrastructure can be used to IPPB's advantage.

The existing postal personnels will have to undergo periodic training to be an efficient IPPB ~~the~~ correspondent. The competition from private players may affect IPPB revenues but it can be overcome by ~~the large~~ untapping the large rural population in which India Post is experienced.

The soul of India lives in its villages even today. The rapid rural to urban migration in the past decade has only strengthened the need for more financial inclusion ~~at~~ in rural. ~~at~~ Thereby completing the ambitious ~~Jan-Aadhar~~ ~~Jan-Dhan~~ Jan Dhan - Aadhar - Mobile [JAM] trinity will require the success of IPPB amidst huge challenges.