A STUDY ON AWARENESS AND PERCEPTION TOWARDS DEMONETISATION

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ABSTRACT

Demonetisation is by far the greatest disruptive move made in India. Demonetisation is a move that has affected all subjects of the nation for better or worse. There are both positive and negative impacts that took place in the matter of demonetisation. The government’s objectives of note ban is, to eradicate counterfeit currency, resist tax evasion, destroy the black money, terrorist financing activities, and to encourage the country towards the cashless economy. The other intention as clarified by the government behind this move includes effort to counterattack on corruption, drug usage as well as smuggling. Though this decision taken by the government is for the welfare of the nation, so many questions comes into mind whether note ban decision actually eradicate the black money, if does then at what extent black money has come out. Demonetisation has also affected the short term consumption needs of the people basically belonging to the lower and middle class families for whom cash is the primary mode of payment for their day to day activities. Along with this, the direct impact of demonetisation drive is seen on those who live in remote areas of country, having no bank accounts and no identification proofs. Thus, this study focused on the awareness and perception towards demonetization among the general public In Coimbatore city among 150 respondents.

Keywords: Demonetisation, Awareness, Perception, Government