

THE IMPACT OF EASY PAISA BANKING SERVICE ON THE PEOPLE OF PAKISTAN

By

**FAHAD ALI
8579**

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Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
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 Thesis Title: The impact of easy paisa banking service on the people of Pakistan.

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Supervisor's Signature: *Naveed M. Khan* Date: _____

Name: Naveed M. Khan

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Abstract

Purpose: The main objective of this thesis is to find out the impact of Telenor Easy Paisa on the people of Pakistan. The whole purpose of conducting this project was to determine whether Easy Paisa service had a positive or negative impact on the people. After finding out that it had a positive impact, the next task was to decipher what were the factors that led to this positive impact on the people.

Methodology /Sample: The methodology for this research study contains questionnaire analysis that was filled by 100 respondents (men and women) based in the city of Karachi via internet. The respondents were from lower class, upper lower class and middle class level. The software that was used to conduct this research was an excel sheet.

Findings: After collecting the responses from the respondents, it corroborates the general assumption that Telenor Easy Paisa had a positive impact on the people of Pakistan. Those segment of the people that did not have a bank account benefitted to a larger extent from this mobile branchless banking service.

Practical Implication: This research or thesis will further benefit the organization itself in maintaining the current level of services along with bringing new improvements to further ease the whole mobile banking service for the people of Pakistan. As the other companies are chipping in to exploit the unbanked segment, this research will help Telenor Easy Paisa to capitalize on the positive responses.

Keywords: Glass ceiling, stereotyping, barrier, Socio cultural pressure, gender gap

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