**AN OVERVIEW ON QR CODE AWARENESS**

**Mr. Avinash Ashokrao Kolte**

*(Research Scholar)*

*(School of Commerce & Management Sciences*

*Swami Ramanand Teerth Marathwada University, Nanded)*

[*avinashkolte123@gmail.com*](mailto:avinashkolte123@gmail.com)

**ABSTRACT:**

QR (Quick Response) codes have emerged as a transformative technology in India, playing a pivotal role in digitalization and enhancing awareness across various sectors. This abstract provides a concise overview of the significance and adoption of QR codes in India, focusing on their role in promoting awareness and accessibility.

QR codes are two-dimensional barcodes that store data, enabling quick and efficient access to information or actions by scanning the code with a smartphone or QR code reader. In India, QR codes have gained substantial prominence due to several key factors:

# The information Technology (IT) has revolutionized the various aspects of our lives; particularly it has provided an easy way to go for digital payments. During the demonetization period, the Government of India forced the people directly or indirectly to do all commercial transactions via digital mode. The common people started to move from traditional payment system towards digital payments system which ensured safe. Secure and convenience. With giant technological leaps in the smart phone and easy internet access has led Indian market to accept QR Code through payment system. The percentage of the QR Code through is also increasing in a significant speed. The objective of the present study in to know about the various types by using QR Code payment transactions that are used by the common people compared to since 2016. Today, government data shows nearly 40 per cent of all payments in the once cash-only economy are digital.

This amounts to almost US$3 trillion, a number set to rise to US$10 trillion by 2026, according to a recent report by PhonePe and Boston Consulting Group. Tiny signs and QR-coded sound boxes can now be found in roadside shops across India, where vendors who sell everything from cigarettes to paan desserts and handcrafted jewellery have begun accepting digital payments.

**Keywords-QR code, Digital Payments, Mobile Payment, Demonetization, Digital Revolution**