

प्रकाश जावडेकर  
Prakash Javadekar



सत्यमेव जयते

मंत्री  
मानव संसाधन विकास  
भारत सरकार  
MINISTER  
HUMAN RESOURCE DEVELOPMENT  
GOVERNMENT OF INDIA

① Students' NB.  
② Website  
③ Admission committee  
④ Prospectus/Handbook committee  
PK Sharma  
7.6.17

In line with the appeal made by Hon'ble Prime Minister Narendra Modi to create awareness among masses on how to use various digital payments modes, the Ministry of Human Resource Development had launched a massive digital financial literacy campaign namely VISAKA (Vittiya Saksharta Abhiyan) from December 2016 to February 2017.

This one-of-its-kind campaign saw about 4.5 Lakh College students from across the country enrolling themselves as volunteers. Their concerted effort has resulted in creating awareness among over 19 lakh people on how to use various digital payments modes.

However, I found that your college has missed out of the historic VISAKA campaign. It is better late than never and I request you to embark on this mission forthwith.

The task of helping Indian economy to move from Cash Economy to 'Less Cash Economy' is an essential part of transforming India. A digital payment system will not only bring transparency and fairness in financial dealings, but could help in building a strong economy in which all the youth, especially the students, have an important stake.

On the occasion of the birth anniversary of Babasaheb Ambedkar on April 14<sup>th</sup>, Prime Minister Narendra Modi posed an exciting challenge before all of us. He made a call to the students to spread the usage of BHIM app and also get rewarded in the process.

The broad contours of the program are as follows. A student would educate a merchant or vendor or family member on making transactions through the BHIM app and that person would make three transactions using BHIM. On doing so, the student will earn Rs. 10 per person he/she trains. The student can earn a maximum of Rs. 200 per day. The merchant or vendor or family member will get Rs. 25 after doing the three transactions. This could bring in a concept of 'earn while learn' and would help in building a Digital India. The details of the Scheme are available at <https://blog.mygov.in/use-bhim-as-customers-and-merchants-to-win-big-everyday/>

Receipt No...132.....  
Date.....07/06/2017.....  
Dyal Singh (Eva) College  
Lodi Road, New Delhi-110003.

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