

Q. What is 'DIGITAL FINANCE FOR RURAL INDIA: CREATING AWARENESS AND ACCESS THROUGH CSCs'(DFIAA)?

'Digital Finance For Rural India: Creating Awareness And Access Through Cscs' is to reduce risks of un-informed rural citizens about digital financial aspects and bring them under mainstream economic system through CSCs.

The overall objective of the project is:

1. To enable the CSCs to become Digital Financial Education Hubs, by hosting awareness sessions focused in their community and Panchayat
2. To inform rural citizens about government policies and about digital financial options available to them
3. To enable citizens to access and use electronic payment system (EPS) such as IMPS, UPI, Bank PoS machines etc
4. To sensitize and enable merchants at Panchayat level to use Electronic Payment Systems
5. Create awareness in rural India through workshops and awareness drives

Q. Why DFIAA?

Lack of awareness of digital financial literacy in light of the recent Government's economy policy announcement among the rural population of the country is a major challenge and there is an urgent need to make the majority of the population aware about the basics of this initiative. This is a serious issue for the economic progress of the country, thus, to improve and bridge the digital gap in rural India, it is important to make efforts for creating awareness about digital financial literacy and enable digital finance access for them.

Q. Who are the target population?

The target group covered under the project would be to bring the most vulnerable rural citizens under its fold with special focus on women, farmers, marginalized sections, hawkers, small traders and artisans.

Q. What is the coverage area of the scheme?

The project intends to cover all 2,00,000 CSCs which are present across India in rural and semi-urban locations i.e. 36 State/UTs and reach out to all Gram Panchayats (2,50,000 GPs) across the country.

Q. What is the mode of training? Please tell us more about the content.

An audio video content of has been provided on the portal for providing online training to the candidates.

Q. What is the process of training?

1. VLEs to register the participants in the Online Monitoring Application (OMA) and to upload session images at the end of the session.
2. Conduct the session in the CSC centre with IEC material i.e. e-Content, pamphlet, banner etc. as shared during the sessions. **(The Pamphlets will be collected by the VLEs from nearest branch for distribution to the participants)**

Q. What is the payment structure?

- Rs 200 incentive to VLE for holding a awareness batch of 40 people.
- Rs 10 incentive to VLE for activating account for citizens. Average 40 citizens
- Rs 100 incentive for activating and opening an electronic payment system for average 10 small trader/hawker/artisan at GP level

Q. What is UPI?

Unified Payments Interface (UPI) is a system that powers multiple bank accounts (of participating banks), several banking services features like fund transfer (P2P), and merchant payments in a single mobile application. UPI was launched by National Payments Corporation of India with Reserve Bank of India's (RBI) vision of migrating towards a 'less-cash' and more digital society. UPI has built on the Immediate Payment Service (IMPS) platform.

UPI platform can be used for:

- Immediate money transfer through mobile device round the clock 24*7 and 365 days.
- Single mobile application for accessing different bank accounts
- Single Click 2 Factor Authentication .
- Virtual address of the customer for Pull & Push provides for incremental security with the customer not required to enter the details such as Card no, Account number; IFSC etc.
- Bill Sharing with friends.
- Merchant Payment with Single Application or In-App Payments.
- Scheduling PUSH and PULL Payments for various purposes.
- Utility Bill Payments, Over the Counter Payments, Barcode (Scan and Pay) based payments.
- Donations, Collections, Disbursements Scalable.
- Raising Complaint from Mobile App directly.

Q. What is USSD?

Unstructured Supplementary Service Data (USSD), sometimes referred to as "Quick Codes" or "Feature codes", is a protocol used by GSM cellular telephones to communicate with the service provider's computers. USSD can be used for WAP browsing, prepaid callback service, mobile-money services, location-based content services, menu-based information services, and as part of configuring the phone on the network.

USSD messages are up to 182 alphanumeric characters long. Unlike Short Message Service (SMS) messages, USSD messages create a real-time connection during a USSD session. The connection remains open, allowing a two-way exchange of a sequence of data. This makes USSD more responsive than services that use SMS.

Q. Explain Card and POS payment?

Card Payment enables its owner (the cardholder) to make a payment by electronic funds transfer. The most common types of payment cards are credit cards and debit cards. Payment cards are usually embossed plastic cards, 85.60 × 53.98 mm in size,

which comply with the ISO/IEC 7810 ID-1 standard. They usually also have an embossed card number conforming with the ISO/IEC 7812 numbering standard.

Most commonly, a card payment is electronically linked to an account or accounts belonging to the cardholder. These accounts may be deposit accounts or loan or credit accounts, and the card is a means of authenticating the cardholder.

POS: Point of sale, location where payment is accepted.

Q. What is Aadhaar enabled payment system?

The objective of Aadhaar Enabled Payment System (AEPS) is to empower a bank customer to use Aadhaar to access his/her Aadhaar – enabled bank account and perform basic banking transactions that are intra-bank or interbank in nature through a business correspondent.