



सत्यमेव जयते

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सचिव
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी मंत्रालय
भारत सरकार
Secretary
Ministry of Electronics &
Information Technology (MeitY)
Government of India

D.O. No. Secy(MeitY)/Misc/2016
Dated: 1st December, 2016

Dear Principal Secretary,

As you are aware, the Government of India is driving an effort to educate citizens on various digital financial tools available to them, and the ease with which these may be used. (Kindly refer to DO letter vide No. L-14015/38/2014-HRD and L-14011/17/2016-HRD dated 9 December 2014 and 28 November 2016 regarding implementation of Digital Saksharta Abhiyan [DISHA].)

2. Accordingly, CSC SPV is launching a new component under Digital Saksharta Abhiyan (DISHA) to educate 30 merchants and 100 citizens in each of India's 2.5 lakh Gram Panchayats (GP) on digital payment and finance options. CSC VLEs in each of these GP locations will train these merchants and citizens, providing them with digital financial literacy, and show them the devices and tools available (such as mobile wallet, UPI-enabled mobile app, etc.). This will ensure merchants and consumers in every GP understand and use digital payment tools, driving the shift to cashless options.

3. CSC State Anchors / Heads will contact you with details on this effort. Your kind support is requested in successfully accomplishing this effort. Your help in the following areas would be particularly appreciated:

1. Informing State Departments and State Informatics Officers about this initiative, and requesting them to identify trainees for these workshops (e.g. SHG members under Rural Development Departments, anganwadis under Women and Child Development Departments, etc.)
2. Requesting State Panchayati Raj Departments to make Gram Panchayat Ghars, Seva Kendras, and similar GP-level facilities available for VLEs to conduct training sessions, during the day and in the evenings;
3. Coordinating with bank officials (especially PSB Chief General Managers) to arrange for their bank branches to support VLEs in conducting this training e.g. clarifying merchant trainees' doubts, providing advice to citizens, etc.;
4. Coordinating with NABARD officials at State level to arrange for Primary Agricultural Credit Society (PACS) members to attend training sessions conducted by VLEs;
5. Requesting District Collectors/ Deputy Commissioners to direct District administration departments to mobilise citizens for training at CSCs;

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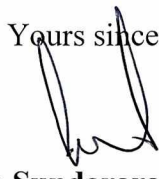
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6. Requesting Collectors to kindly inform merchant associations, APMCs, industry cluster organisations, market haats, etc. of this effort, that VLEs will be visiting them to organise training on digital finance options; and to request their support in convening members for training by VLEs;
7. Any other support that CSC SPV may require to swiftly implement and scale this effort.

I would appreciate it if you kindly help CSC SPV make this important effort a success.

With regards,

Yours sincerely,


(Aruna Sundararajan)

To

The Principal Secretaries, IT of all the States, Government of India

Copy:

Dr. Dinesh Tyagi, CEO, CSC eGovernance Services Ltd.