



सत्यमेव जयते

भारत सरकार
Government of India
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी मंत्रालय
Ministry of Electronics & Information Technology
इलेक्ट्रॉनिक्स निकेतन / Electronics Niketan
6, सी जी ओ कॉम्प्लेक्स / 6, C G O Complex
नई दिल्ली-110003 / New Delhi-110003
Website: www.meity.gov.in

Sanjiv Mittal, IAS

Joint Secretary

दूरभाष / Tele: 24363075

अ० स० पत्र स०

D.O.No.

Email : js.sanjiv@meity.gov.in

L-14011/17/2016-HRD

दिनांक / Dated 5th December, 2016

Dear Sir,

The Government has decided to promote digital payment options as an integral part of Government's strategy to transform India into a cashless economy. In pursuance to this objective, CSC e-Governance Services India Ltd. (CSC-SPV) has been entrusted with carrying out a campaign for Digital Financial Literacy.

2. The three key points of the campaign are:

- i) Enable citizens from rural India to access and use Electronic Payment System (EPS), Instant Money Payment System (IMPS), Unique Payment Interface (UPI), Bank Point of Sales (PoS) machines, etc. (on an average 40 citizens per Gram Panchayat) – by CSCs;
- ii) Train and enable 10 traders/merchants in every panchayat (on an average to carryout cashless transactions – by CSCs; and
- iii) Sensitization Workshops at 500 District level and 6500 block level (on an average 200 participants) - by respective State heads of CSC-SPV. (The beneficiaries covered would include VLEs, school/college students, women, farmers, marginalised sections, merchants associations and traders, small shopkeepers, etc.).

3. You are requested to provide all the necessary support to make this campaign a success. You may also issue directions to the district level officials (Block Development Officer, CEO-Zilla/District Panchayat and District Informatics Officer) for support in mobilizing the rural communities at Panchayat level. You are also requested to issue appropriate directions to various stakeholders such as merchant associations, Agriculture Produce Market Committees (APMCs), industry cluster organisations, market haats, etc. to participate actively in this endeavour. The CSC-SPV team will coordinate with you for the modalities and roll out of the program.

4. I am sure that this campaign would be a great success in your District, under your able leadership.

With regards,

Yours sincerely,

(Sanjiv Mittal)

To

District Magistrates/District Collectors

