

प्रकाश जावडेकर  
*Prakash Javadekar*



मंत्री  
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GOVERNMENT OF INDIA

Congratulations on adopting digital payment/receipt mode in your institute and also for ensuring good student participation in the very important movement of digital financial Literacy campaign-VISAKA- launched in December, 2016.

I am appealing here to enhance the participation in the next phase of the programme. More students can participate if institutes promote and impress upon the students, the importance of transformation of India from "Cash Society" to "Less Cash Society". The students who participated should be appealed to enroll more students from amongst their friends to become volunteers in this digital financial literacy programme. You can also alongwith your professors and teachers contact students and motivate them to join this movement.

Hon'ble Prime Minister has launched a scheme to incentivize the students and youth to enroll more people and make them use BHIM app to transact day to day business and sales/purchases. He has announced incentive of Rs. 10 per case of such conversion from cash to digital mode and this scheme has been launched on 14<sup>th</sup> April, 2017 and will continue till 14<sup>th</sup> October, 2017. The details of the scheme are available at <https://blog.mygov.in/use-bhim-as-customers-and-merchants-to-win-big-everyday/>. This will be a "earn while you learn" scheme to the needy students.

I, therefore, request your institution to communicate to all your students to install and learn using the BHIM app first, and encourage them to help in installing BHIM in the mobiles of their family/relatives and friends during the summer holidays. The performance of the students in the summer holidays could be monitored and the best-student could be awarded by the institution on their return to the campuses in the month of August 2017.

I will personally monitor the progress of this project from time to time and hope to see your institution performing well on this front.

Yours sincerely,

(PRAKASH JAVADEKAR)