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D.O. No. Secy(MeitY)/Digital/03/2017
March 27, 2017

Subject:- National Digitisation Campaign on Digital Transactions – reg.

Dear *Chief Secretary*,

You may be aware that the promotion of digital transactions including digital payments have now been allocated to Ministry of Electronics & IT (MeitY) vide Cabinet Secretariat notification dated 15th February 2017. In the union budget of 2017-18, a target of 2,500 crore digital transactions through UPI, USSD, Aadhaar Pay, IMPS and debit cards was announced.

2.   A special national campaign is thus being undertaken by the Government and the banks to enable the public to seed their Aadhaar and mobile numbers with their bank account. In this context, MeitY has taken up various activities targeting the mobilisation of people to seed their Aadhaar and mobile number with their bank account. As part of this, a special national campaign has been taken up, in coordination with the Banks and State Governments.

It would be very helpful, if you could instruct State authorities specially to the Information and Public Relations Department to carry Press Releases at the State level and the District levels to adequately disseminate the information to common public in their local languages. You may please advise your State units also to pick up grassroots level success stories and highlight the success stories and advantages of going digital.

4.   An outline of basic content on promotional activities to mobilize the public for seeding their Aadhaar and mobile number with their bank accounts is attached, which may kindly be used for generating further content and stories etc. appropriately.

5.   I shall be grateful, if you could instruct the outreach units of the National Urban Health Mission (NUHM), Integrated Child Development Services Scheme (ICDS), Self-Help Group (SHG), other Units /Organisations /Departments of the States/UTs etc. to support this nationwide campaign in ensuring effective dissemination of messages to the grassroots level. In addition, the State e-Governance Mission Team (SeMT) personnel will also help in this initiative by identifying the challenges and helping the State in solving the issues in co-ordination with relevant officials.

With regards,

Yours sincerely,

(Aruna Sundararajan)

To

All Chief Secretaries / Administrators of the States/UTs

Ministry of Electronics and Information Technology
Government of India
New Delhi
www.meity.gov.in

Be a part of the National Digitisation Mission.
This is the right of every Indian Citizen

A special national campaign is being undertaken by the Government and the banks till March 31st, 2017, to enable the public to seed their Aadhaar and mobile numbers with their bank account. The banks would facilitate them to become part of the digitisation drive. What they need is just to visit the bank's branch or contact the Bank Mitra / Banking Correspondents (BC) for seeding their mobile phone number and Aadhaar number.

The ability to undertake digital transactions is a right and entitlement of every Indian citizen, regardless of whether they have a smart phone, ordinary feature phone or no mobile phone at all.

Until now people needed to have a credit card or a debit card in order to transact digitally. Steps have been taken by the Government to ensure that every single Indian regardless of whether they have a smart phone, ordinary feature phone or no mobile phone at all can still transact digitally. Being part of the digitization movement to create a new India is the right and entitlement of all citizens of our country.

In order to be able to undertake digital transactions and pay or receive money digitally every individual need to:

a) Link their mobile number with their bank account
b) Link their Aadhaar number with their bank account

To enable them to be a part of this movement and to bring in a more transparent India, they need to be mobilised to seed and their mobile number and Aadhaar number with their bank account.

Every citizen would be enabled to transform to digitisation process. The Government has taken all necessary steps to provide apt solutions for all three following categories of general population to be part of this ambitious move.

1: No phone at all
- Seed their Aadhaar number with their bank account.
- This will enable them to start using the facilities of Aadhaar Enabled Payment System.
- Total banking on their fingertips.
- Safe too.

2: Having a feature phone

- Seed their Aadhaar number with their bank account and start using *99# (USSD) facility.
- Key services offered under *99# include, interbank account to account fund transfer, balance enquiry, mini statement besides host of other services.
- Available in 12 Indian languages

3: Having a smart phone

- Link their mobile number with their bank account.
- They can access the services of much renowned mobile application, BHIM, developed by the Govt of India, based on the Unified Payment Interface (UPI). It is designed to facilitate e-payments directly through banks and drive towards cashless transactions. Nearly two crore Indians have downloaded and started using BHIM.

Some of the other potential areas for coverage are:

- The benefits in terms of ease of access, cost and time savings and anytime availability of digital payments
- The security and safety that digital payments offer along with convenience
- How can Aadhaar or Mobile seeding enable citizens execute transactions on digital payments platforms? In case of Aadhaar seeding digital transactions can be executed even without the presence of a phone
- The role that digital payments play in tracking and restricting the shadow/black economy and lead to nation building

For more details, please visit

www.meity.gov.in

htttps://www.uidai.gov.in

http://npci.org.in

(This basic content is to facilitate AIR, DD, PIB and District Collectors to build their promotional activities to mobilize public for seeding their Aadhaar and mobile number with their bank accounts. This content is released only to ensure uniformity of messaging across various platforms)