

GOVERNMENT OF PUDUCHERRY
DIRECTORATE OF INFORMATION TECHNOLOGY

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No.DIT/SeMT/DP/2016

Puducherry, Dt. 13.01.2017

CIRCULAR

Sub: Promoting Digital Payments at Districts/Panchayats
Ref: Letter from National Institution for Transforming India (NITI Aayog) Dated 05.12.2016

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NITI Aayog is requesting District Administrations/Panchayats to promote "Digital Payments".

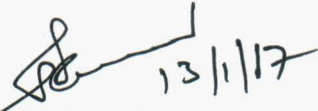
2. NITI Aayog announced that top ten (10) Best Performing Districts of India will be awarded the "Digital Payment Champion of India" Award and first fifty (50) Panchayats which go cashless will be awarded the "Digital Payment Award of Honour".

3. Information regarding incentives and other material is enclosed.

4. For any clarification, Mr. Sreedhar N (email: sreedhar.n@semt.gov.in, Cell: 94907 46640) may be contacted.

5. This circular has been uploaded to the DIT site <http://dit.puducherry.gov.in/documents/Circulars/Digital-Payments.pdf>.

Encl: CD.


(Dr. A.S.SIVAKUMAR)
DIRECTOR(IT)-cum-
CONVENOR(PeGS)

To
Puducherry District Collector
Karaikal District Collector
Regional Administrator, Mahe
Regional Administrator, Yanam
CSC-SPV

Copy to

1. PA to the Secretary (IT) – For information please

मिताभ कांत
Amitabh Kant
मुख्य कार्यकारी अधिकारी
Chief Executive Officer

INFORMATION TECHNOLOGY
6769
19.12.2016
FINANCE DEPARTMENT
CHIEF SECRETARY, PUDUCHERRY
U.O.No: 2434
15/12/16

भारत सरकार
नीति आयोग, संसद मार्ग,
नई दिल्ली-110 001

Government of India

NATIONAL INSTITUTION FOR TRANSFORMING INDIA
NITI Aayog, Parliament Street,
New Delhi-110001

Tel. : 23096576, 23096574 Fax : 23096575
E-mail : ceo-niti@gov.in, amitabh.kant@nic.in

OFFICE OF THE CHIEF SECRETARY
PUDUCHERRY
No. 6528/CS/2016/16
Received on 7/12/2016
Despatched on 08 DEC 2016

OFFICE OF THE SECRETARY

No. 2239/Secy (Fin) 16

5th December, 2016

Dear Chief Secretary

DESPATCHED ON 16 DEC 2016

Sub: Support to State/District Administrations/Panchayats for Digital Payments.

1. With the objective of expeditious transition to digital platform at District/Panchayat/Taluka levels, the Govt. of India have decided to incentivise the District Collectors / DMs / Deputy Commissioners to undertake Information, Education and Communication (IEC) activities to promote digital payments for day to day financial transactions like buying and selling goods/services, transferring money etc. An incentive of Rs. 10/- will be provided to District Collectors/DMs/Deputy Commissioner for every individual who has transited to digital payment mode and has undertaken at least two successful transactions by any of the five methods of digital payment listed below:

- Unified Payment Interface (UPI);
- USSD (*99# banking);
- Aadhar Enabled payments;
- Wallets and
- Rupay/Debit/Credit / Prepaid Cards

OFFICE OF THE SECRETARY
PLANNING & FINANCE
PUDUCHERRY
No. 2439/Secy (Fin) 16
Received 8.12.16
Despatched

NITI Aayog will be immediately transferring amounts upto Rs 5 lakhs per District based on population figures. This amount may be utilised as seed money to kick-start the activity.

2. Secretary, MEITY has separately written to District Collectors regarding the utilisation of Common Service Network to mobilise citizens and merchants to go cashless. MEITY has announced an incentive of Rs. 100/- to CSE operator for every merchant enabled to transact digitally and Rs. 5/- to CSE operator per citizen enrolled to the Digital Payment System. As you are aware, MEITY/CSE SPV has already provided two resource persons in each District Collectorate to coordinate the CSE network in your District. The District Collectors may be directed to immediately mobilise the services of CSE network. In case you require any further assistance, please get in touch with Ms. Aruna Sundararajan, Secretary, MEITY at secretary.meity@gov.in

3. Achievement of the purpose means seeding of Aadhar and Mobile numbers to the Bank Account, issue of Rupay Cards where necessary, issue of PIN where necessary, downloading of App where necessary and finally achieving two successful transactions.

4. The top ten (10) Best Performing Districts of India will be awarded the Digital Payment Champions of India Award by NITI Aayog/Government of India. You may also like to closely coordinate and interact with the Panchayats. The first fifty (50) Panchayats which go cashless will be awarded the Digital Payment Award of Honour by NITI Aayog/Government of India.

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5. I have had the opportunity to interact on video-conference with Chief Secretaryies on low-cost, convenient digital payment options available and the need to make digital payments a mass-movement. Digital payments and the use of technology can help create a fair, just and transparent system. Use of technology will bring transparency and unprecedented accountability at every end. Common people will be the biggest beneficiaries of this change.

6. These payment options can be used by all sections of Indians – with and without bank accounts, and with even very basic mobile phones. I will also request you to ensure that maximum transactions in your State, District and Subordinate organizations should be on e-platform and cashless. This could be disbursements to beneficiaries, inter-organisation transfers or payment upto last mile (say labourer of the contractor). Similarly, all receivables in the State, District in any form: say user changers, penalty, fee etc. be made fully digital using any of the five methods mentioned in Para 1. As Mahatma Gandhi had said, *"You must be the change you wish to see in the world"*. I will urge you as Chief Secretary of State to start using all transactions on digital payment and encourage others to do the same.

7. To spread the Digital Payments campaign, it is vital that States assemble your 'digital armies' at the State, district and Panchayat level, leveraging all departments of the government available – from skilled youth (trained under PMKVY and allied schemes) to e-Disha centers available in districts. It is critical that we skill instructors in all forms of digital payments, and then impart training to all citizens via training camps, workshops, etc. All the creative material (Presentation/films/posters/FM radio Ads) shared on digital payments are available on NITI Aayog website dedicated to digital payments - <http://niti.gov.in/content/digital-payments>. The Hindi/English version of the brochure which gives the step-by-step approach on all 5 options is also available on the website.

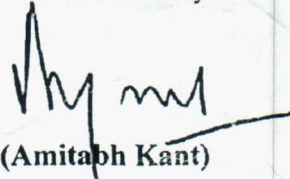
8. On the ground, many States are already doing many innovative campaigns to help spread digital payments in your States. Please write to me at cco-niti@gov.in with best practices (not more than 2 pages) that you are currently implementing in your districts, so that we can share the same with all other States and Officers across India and also widely publicise and disseminate them.

9. I would request you to immediately issue instructions in this regard to all the District Collectors in your State to fully utilize this scheme to spread digital literacy. Secretary (Information Technology) of your State may kindly closely monitor and supervise the implementation.

10. Please also write to me with any other ideas, solutions or challenges you are facing and what the Government of India can do to provide you full assistance and support.

11. We look forward to your active participation in this transformational initiative.

Yours sincerely



(Amitabh Kant)

All Chief Secretaries of States/UTs

Copy to All IT Secretaries.