

F. No.14/24/2017-Coordination (Pt.)
Government of India
Ministry of Textiles
Coordination Division

केन्द्रीय कार्यालय
Central Office
दिनांक / Date

137666/2017/RT-HC
(1371111)

New Delhi, the 10th November, 2017

OFFICE MEMORANDUM

Subject: Promotion of digital transaction using BHIM App and Bharat QR code – regarding.

The undersigned is directed to forward herewith a copy of DO No.12(148)/2017-DPD dated 20th October, 2017 received from Secretary, M/o Electronics & Information Technology on the above mentioned subject for information and necessary action in the matter.

Encl: As above.



(Ishwar Sharan)

Under Secretary to the Govt. of India

To

अ.वि.आ. इत्यादित्त आदि के आदि
आयसी सं. / Dy. No. 137666
दिनांक / Date. 27/11/17

1. Additional Secretary and Financial Adviser
Additional Secretary, Ministry of Textiles.
2. Joint Secretary- AMR/SG/PA/JD/Estt.
3. Textile Commissioner, Mumbai.
4. Economic Adviser/ Trade Adviser/CCA.
5. Development Commissioners- Handlooms/ Handicrafts.
6. Jute Commissioner/ MS, CBB, Bangauluru.
7. All Directors/ Deputy Secretaries/ Under Secretaries, Ministry of Textiles.

ADCC(MC) 2

AS(C&F)

28/11/17

Sh. Saini for n.a



सत्यमेव जयते

अजय साहनी, आई.ए.एस.
AJAY SAWHNEY, I.A.S.

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

JS (Coord)

D.O. No. 12(148)/2017-DPD
Dated: 20th October, 2017

Dear Secretary,

Subject: Promotion of digital transaction using BHIM App and Bharat QR code

The Ministry of Electronics & IT (MeitY) has been entrusted with promotion of Digital Payment Transactions and it is working on various strategies with multiple stakeholders including States/UTs, Central Ministries/Departments and Banks..

2. Public Service undertakings/Autonomous bodies/ Attached offices under various Ministries/ Departments of Government can contribute significantly towards achieving the target of 2500 Crore Digital Payment Transactions.

3. It is requested that the Public Service undertakings/Autonomous bodies/ Attached offices under your ministry/department may be directed to formulate an action plan and same may be reviewed periodically. The Action Plan may be designed on following pillars:

(a) All Receipt Counters may be enabled with Digital Payment Acceptance Infrastructure. Bharat QR Code may be made available at all points. Existing other digital payment acceptance infrastructure like PoS, mPoS, BHIM Aadhaar may also be supported.

(b) An incentivisation programme may be rolled out to make digital payments visibly cheaper than cash payments. Cashback/Discount may be provided for digital payments.

(c) Promotion activities may be undertaken for awareness about (i) BHIM App Download (ii) Incentivisation programs (iii) Security of Digital Payments. "Digital Payment Week" may be observed for creating awareness.

Secretary (Textiles)
Diary No. 36169
Date 20/10/17

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6/11/17
os (Coord)

136169
2/11/17

Sh. Arvind
2/11

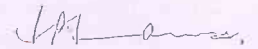
(d) Focused plan may be designed for digital enablement of complete office premises/townships including retail points owned by private entities, but controlled by the PSU/Autonomous bodies.

(e) Online payment portals should offer BHIM UPI as one of payment options along with existing options like Debit, Credit, Net Banking, PPIs etc.

(f) All utility bills should be on-boarded on the Bharat Bill Payment System (BBPS).

With regards,

Yours sincerely,



(Ajay Sawhney)

To

The Secretaries of the Ministries/Departments, Govt. of India.