



ज्ञान-विज्ञान विमुक्तये

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सचिव

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Secretary



सत्यमेव जयते



विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

D.O.No.2-31/2023(CPP-II)

04th July, 2023/ 13 आषाढ 1945

Subject: Digital Payments.

Respected Madam/Sir,

As India celebrates Azadi Ka Amrit Mahotsav (AKAM) and 'G20 Presidency, Ministry of Electronics & Information Technology (MeitY) endeavours to increase the access to easy and convenient digital payment solutions to all citizens, with particular focus on inclusion of the hard-to-reach geography and population, including small merchants and street vendors. Towards this, MeitY has initiated a comprehensive campaign "Digital Payments Utsav" planned during G20 presidency from 9th February to 9th October 2023 across the country, with particular focus on G20 Digital Economy Working Group (DEWG) event cities, namely Delhi, Lucknow, Pune, Hyderabad and Bengaluru.

In view of above, MeitY has suggested for the following activities:

- Adoption of digital payments for all financial transactions (payments and receipts) in all Universities and colleges.
- Conduct awareness programmes for promotion of Digital Payments in their campus with the collaboration of digital payments ecosystem partners such as banks, fintech's, PSPs, etc.
- Widespread campaign may be organized for promotion of digital payments, and publicity of benefits of various digital payment modes, through social media and hoardings, banners, posters etc.
- Any other forum for relevant synergy.

The Higher Education Institutions are requested to disseminate the information and undertake activities mentioned above to take forward the agenda of promotion of digital payments across the country, with particular focus on G20 (DEWG) event cities, namely Delhi, Lucknow, Pune, Hyderabad and Bengaluru.

With kind regards,

Yours sincerely,

(Manish Joshi)

To

The Vice-Chancellors of all Universities
The Principals of all Colleges/Institutes

वसुधैव कुटुम्बकम्

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