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No.F.17-1/2017-EE.1  
Government of India  
Ministry of Human Resource Development  
Department of School Education and Literacy

New Delhi, the 26<sup>th</sup> October, 2017

**Subject: Promotion of digital transaction using BHIM App and Bharat QR Code-regarding.**

Please find enclosed a D.O letter dated 20.10.2017 received from Ministry of Electronics and Information Technology on the subject cited above.

2. Bureau Heads are requested to kindly direct their Divisional Heads to circulate this information to Autonomous bodies/Subordinate organizations under their Administrative control for information and necessary action, as appropriate.

*Rajesh Samplaj*  
(Rajesh Samplaj)  
Under Secretary (EE.1)

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



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

D.O. No. 12(148)/2017-DPD  
Dated: 20<sup>th</sup> 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.

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(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.