

Gist of Hon Minister for HRD

Video Conference with State Secretaries & VCs of Universities

Vittiya Saksharata Abhiyan (VISAKA) has been launched on 1st Dec 2016

Purpose of the VC: To inform about the plan of action 12th Dec – 12th Jan

Focus of the campaign: All towns with more than 1 lakh population

1. Why Digital Payment System:

- a. Easy – there is a mode for everyone
- b. Convenient – no need to carry change
- c. Transparent – all purchases will have bills
- d. Reduces corruption
- e. Eliminates black money

2. Why students?

- a. Main beneficiaries of a transparent system
- b. Always wanted to change the society
- c. Enthusiastic agents of change

3. Students as volunteers

- a. Every institution to canvass to all students about registering a volunteers (7th to 14th Dec) – MHRD would monitor institution-wise number of volunteers registered
- b. Organise training to the registered volunteers on digital modes of payment and how to train the 10 households (15th to 20th Dec)
- c. Volunteers to identify the select households and intimate the institution (20th Dec)
- d. Volunteers work on teaching their family members and the (10) selected households (20th Dec – 12th Jan)
- e. Final report by Volunteers along with some photos (12th Jan 2017)

4. Adoption of markets:

- a. NSS/NCC volunteers to identify nearby market for converting it into a digital market place (every vendor/shop to have a digital payment system)
- b. Interact with shop owners – inform them the necessity of using card-swipe (PoS) machines, use suitable mobile wallet and USSD systems.
- c. Help the customers in making payments using digital modes.
- d. Special focus on the small vendors in informal sector
- e. Documentation of the work done through – photos, short films

5. Action plan for digital payment campuses (cashless campuses)

- a. Issue orders for accepting any receipts only on digital modes/cheques.
- b. No payment shall be made in cash; use digital modes.
- c. All canteens/establishments/ services to be converted to digital payment modes. All vendors in the campus should be called, oriented and urged to accept their payments in digital modes.
- d. Declare the campus as cashless campus by 12th Jan

6. Digital Monitoring System:

- a. The progress would be monitored digitally by MHRD.
- b. There will be 4 Digital Monitoring Reports (DMSs):

DMS-1: to be filed on 15 th Dec: Preliminary report
DMS 2: to be filed on 23 rd Dec
DMS-3: to be filed on 5 th Jan
DMS-4: to be filed on 13 th Jan: Final report

- c. All DMSs would be simple reports to be filed online
- d. Operated through the AISHE nodal officers – they have to log-in through their AISHE username/password
- e. **PI ensure that no incorrect entries are made; you are personally responsible for the accuracy of the reports.**

7. Awards to best institutions and best States:

- a. **(10) Best institutions** would be awarded based on:
 - i. % of the total students who registered as volunteers
 - ii. % of adopted households started using digital payment means (adopted households = number of student volunteers X 10)
 - iii. Number of trading establishments (in the adopted markets) started using digital payment systems in the adopted markets
 - iv. Conversion of campus into cashless mode
 - v. Innovations made in the campaign
- b. **(3) Best States** would be awarded based on:
 - i. % of institutions turned cashless in the State
 - ii. % of student volunteers of the total students
 - iii. % of households turned digital of the adopted households (adopted households = number of student volunteers X 10)

8. Role of State Govts:

- a. Inform all HEIs about the campaign
- b. Appoint nodal officers for each town/area
- c. Monitor the progress on weekly basis

9. Role of Vice Chancellors

- a. Urgent meeting with all the senior faculty/administration and finalise modalities for implementation
- b. Call for meeting of all the affiliated institutions – finalise action plans
- c. Monitor the progress by appointing nodal officers
