



भारत सरकार
मानव संसाधन विकास मंत्रालय
उच्चतर शिक्षा विभाग
शास्त्री भवन
नई दिल्ली - 110 115
GOVERNMENT OF INDIA
MINISTRY OF HUMAN RESOURCE DEVELOPMENT
DEPARTMENT OF HIGHER EDUCATION
SHASTRI BHAVAN
NEW DELHI-110 115

No.M.11012/05/2016-CDN
Dated the 30th December, 2016

To,
The Heads of all Higher Educational Institutions

Subject: VITTIYA SAKSHARATA ABHIYAN (VISAKA) – Campaign by higher educational institutions for promoting a digital economy

Sir/Madam,

This is with reference to Vittiya Saksharata Abhiyaan (VISAKA) of Ministry of Human Resource Development launched on 1st December, 2016 for promoting digital financial literacy through the student volunteers and also to convert higher educational campuses into digital/cashless institutions. A letter in this regard was addressed to all the higher educational institutions, with a request to handhold/support/train the volunteers registered in the campaign. A digital monitoring report (DMS) was to be sent by the institutions using the AISHE login and password.

2. On completion of 30 day period, it was found from the DMS-1 data (collected by AISHE) that only (604) institutions in the country have sent the progress report noting that (64,000) volunteers have been registered for the programme, whereas more than (1,70,000) volunteers have already registered on the MHRD website as volunteers. This shows some disconnect of many higher educational institutions from the programme; and they have not been able to correctly capture the actual number of their own students registered as volunteers.

3. This letter is to emphasise the importance of proactive involvement of administration of faculty of higher educational institutions in the campaign. It is requested that the Heads of the Institutions may take the following actions immediately and report the same using the AISHE log-in:

- Hold an immediate meeting of the faculty and administration to plan out the campaign in your institution and identify a Nodal officer for coordinating the same.
- Reach out to students to register as volunteers on MHRD website, train and support them in converting households/business establishments in adopting cashless methods in transactions.
- Review the progress on a weekly basis and reward best volunteers through certificates.
- Take effective steps for conversion of the campus into a "cashless campus" by using digital payment systems in all transactions in the campus.
- Undertake documentation of the work being done in the shape of photos and short film clips.

Yours faithfully,


(R. SUBRAHMANYAM)
Additional Secretary (TE)



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