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

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