



# GONDWANA UNIVERSITY, GADCHIROLI

(Established by Government of Maharashtra Notification No. MISC -2007/(322/07) UNI -4  
Dated 27<sup>th</sup> Sept. 2011 State University Governed by Maharashtra University Act, 1994 )

## Office of the Director Students' Development

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पत्र क्र. No.GU/DSW / 67 /2017

Dt: 21/06/2017

प्रति,

मा. प्राचार्य,  
गोंडवाना विद्यापीठ संलग्नित  
सर्व महाविद्यालये.

**विषय : वित्तीय साक्षरता अभियानांतर्गत (VISAKA) 'भिम अॅप' जागृतिबाबत.**

संदर्भ : मा. मंत्री, मानव संसाधन विकास, भातर सरकार, दिल्ली यांचे पत्र.

मा. महोदय/महोदया,

उपरोक्त संदर्भाकीत विषयान्वये, डॉ. बाबासाहेब आंबेडकर यांच्या रौप्य महोत्सवी जयंतीनिमित्त मा. पंतप्रधान नरेंद्र मोदीजी यांनी वित्तीय साक्षरता अभियानांतर्गत (VISAKA) विविध डिजीटल अर्थिक व्यवहारांकरीता 'भिम अॅप' वापराबाबत व त्यापासून होणाऱ्या लाभांबाबत विद्यार्थ्यांमध्ये जागृति निर्माण करून तसेच त्याबाबतचा प्रचार व प्रसार करून समाजाला रोखरहित बनविण्याबाबत निर्देश दिले आहेत.

त्या अनुषंगाने आपल्या महाविद्यालयांतील विद्यार्थ्यांशी संवाद साधून 'भिम अॅप' वापराबाबत वित्तीय साक्षरता अभियान राबविण्यात यावे व याबाबतचे निवडक फोटो व संक्षिप्त अहवाल दि. ३०/०६/२०१७ पर्यंत [nssdsw.gug@gmail.com](mailto:nssdsw.gug@gmail.com) यावर ई-मेल करावा. अधिक माहितीकरीता कृपया संलग्नित पत्राचे अवलोकन करावे.

कळावे.

धन्यवाद!

संचालक (प्र.)

विद्यार्थी कल्याण विभाग तथा  
कुलसचिव (कार्य.)

गोंडवाना विद्यापीठ, गडचिरोली

सहपत्र : मा. मंत्री, मानव संसाधन विकास, भातर सरकार, दिल्ली यांचे पत्र.

प्रकाश जावडेकर  
Prakash Jawadekar



मंत्री  
मानव संसाधन विकास  
भारत सरकार  
MINISTER

HUMAN RESOURCE DEVELOPMENT  
GOVERNMENT OF INDIA

गोंडवाना विद्यापीठ, गडचिरोली  
कुसुमचिंतने कार्यालय  
जावक क्र. 1702 दि. 14/6/17  
जावक क्र. 3542 दि. 16/6/17

गोंडवाना विद्यापीठ गडचिरोली  
कुसुमचिंतने कार्यालय  
जावक क्र. 430 दि. 14/6/17  
जावक क्र. 1099 दि. 19/8/17

जावक क्र. 355 दि. 20/06/17

In line with the appeal made by Hon'ble Prime Minister Narendra Modi to create awareness among masses on how to use various digital payments modes, the Ministry of Human Resource Development had launched a massive digital financial literacy campaign namely VISAKA (Vittiya Saksharta Abhiyan) from December 2016 to February 2017.

This one-of-its-kind campaign saw about 4.5 Lakh College students from across the country enrolling themselves as volunteers. Their concerted effort has resulted in creating awareness among over 19 lakh people on how to use various digital payments modes.

However, I found that your college has missed out of the historic VISAKA campaign. It is better late than never and I request you to embark on this mission forthwith.

The task of helping Indian economy to move from Cash Economy to 'Less Cash Economy' is an essential part of transforming India. A digital payment system will not only bring transparency and fairness in financial dealings, but could help in building a strong economy in which all the youth, especially the students, have an important stake.

- On the occasion of the birth anniversary of Babasaheb Ambedkar on April 14<sup>th</sup>, Prime Minister Narendra Modi posed an exciting challenge before all of us. He made a call to the students to spread the usage of BHIM app and also get rewarded in the process.

The broad contours of the program are as follows. A student would educate a merchant or vendor or family member on making transactions through the BHIM app and that person would make three transactions using BHIM. On doing so, the student will earn Rs. 10 per person he/she trains. The student can earn a maximum of Rs. 200 per day. The merchant or vendor or family member will get Rs. 25 after doing the three transactions. This could bring in a concept of 'earn while learn' and would help in building a Digital India. The details of the Scheme are available at <https://blog.mygov.in/use-bhim-as-customers-and-merchants-to-win-big-everyday/>

1 Comment

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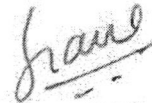
I therefore request your institution to communicate to all your students to install and learn using the BHIM app first, and encourage them to help in installing BHIM in the mobiles of their family/relatives and friends during the summer holidays. The performance of the students in the summer holidays could be monitored and the best performing students could be awarded by the institution on their return to the campuses, in the month of August 2017.

You are also urged to adopt mandatorily digital payment methods including online transactions for all receipts and payments done by your institution. You may also take steps to popularize use of BHIM app in the college canteens, stores and such other commercial establishments existing within your campus so that your campus switches over to digital financial mode completely when it reopens after the summer holidays.

I will personally monitor the progress of this project from time to time and hope to see your institution performing well on this front and join the movement called 'New India'.

For any information please visit <https://blog.mygov.in/use-bhim-as-customers-and-merchants-to-win-big-everyday/>.

Yours sincerely,



(PRAKASH JAVADEKAR)