

F. No. 33-18/2016-TS.III  
Government of India  
Ministry of Human Resource Development  
(Department of Higher Education)  
NITs Division

Shastri Bhawan, New Delhi-110001  
Dated, the 5<sup>th</sup> December, 2016

To,

- (i) The Directors of all the 31 NITs; and
- (ii) The Director, IEST, Shibpur

**Subject: Launch of 'Vittiya Saksharta Abhiyan' (VISAKA) - a campaign by students of higher educational institutions for promoting a digital economy-reg.**

Sir/Madam,

You are aware that Ministry of Human Resource Development has launched 'Vittiya Saksharta Abhiyan' (VISAKA) - a campaign by students of higher educational institutions for promoting a digital economy through youth volunteers from the higher educational institutions of the country. Hon'ble Minister of Human Resource Development has already unveiled the plan in a Video Conference connecting all Universities/IITs/IIMs/NITs/IITs/IISERs/other higher educational institutions on 1<sup>st</sup> December, 2016. The details of presentation by Hon'ble Minister for Human Resource Development in the matter may be seen in [www.mhrd.gov.in/visaka](http://www.mhrd.gov.in/visaka).

2. Participation in the campaign by the youth in the higher educational institutions is highly relevant because they would be the main beneficiaries in creating a digital economy - free of corruption, black money; completely transparent and just. It is therefore essential that the heads of all institutions educate and train their students in the various modes of digital payments and encourage them to join as volunteers in large numbers for this campaign. These volunteers would need to be guided by faculty who are aware about the digital payment systems and are enthusiastic to participate in the effort.
3. An important component of this campaign is to ensure that every campus becomes completely cashless by adopting digital payment systems in all its receipts, payments and transactions within the campus. This process would need to be pioneered by you as a leader of the institution, personally.
4. The NSS and NCC units in your institution may be asked to meet immediately and identify one nearby market /mandi to transform it into a digital market place, where all shops /establishments/traders located therein are enabled with digital payment systems.

D(Student's Welfare)  
*[Signature]*  
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## Vittiya Saksharata Abhiyaan (VISAKA)

Action Plan for Higher Educational Institutions

12<sup>th</sup> Dec 2016 – 12<sup>th</sup> Jan 2017

Issue of instructions by MHRD to respective institutions: 5 <sup>th</sup> Dec 2016		
Video conferences by Bureau Heads with all concerned institutions: 6 <sup>th</sup> to 9 <sup>th</sup> Dec 2016		
Action point	Time line	Detail
<b>Student participation in the VISAKA</b>		
Identifying trainers for digital payment system (from banks/teachers)	Before 10 <sup>th</sup> Dec	They are needed to train the volunteers on digital modes of payment
Informing all students about the programme and registration of student volunteers on website	7 <sup>th</sup> Dec – 14 <sup>th</sup> Dec	Orientations sessions to be done class-by-class; and for registration of volunteers
Training of the volunteers (in adopting households/establishments for canvassing digital payment systems)	15 <sup>th</sup> to 20 <sup>th</sup> Dec	To be trained in convincing people about digital modes of payment
Volunteers work on the selected households to bring them on to digital mode	20 <sup>th</sup> Dec – 12 <sup>th</sup> Jan	The volunteers start work from their house, and would try to convince other (at least 10) households
Open session with the student volunteers to elicit experiences and give further guidance	12 <sup>th</sup> Jan	All volunteers will share their experiences
Final report by the student volunteers and uploading on the website	12 <sup>th</sup> Jan	Report to be filed online should contain the photos and details in the format that would be made available on website
<b>Institution level reforms</b>		
All receipts to be by the Institute to be only digital/online mode	12 <sup>th</sup> Dec	Instructions to be issued, Rules to be amended where needed
Meeting of the vendors/service providers working in the campus to finalise their digital mode for payments	12 <sup>th</sup> Dec	To inform them about the need to adopt cashless systems
All shops/establishments in campus to go digital through PoS machines/m Wallets/mobile banking	30 <sup>th</sup> Dec	The PoS machines are to be procured by the shop owners.
Appraisal of progress and making of final report; and uploading on the website	12 <sup>th</sup> Jan	All establishments on campus should go totally digital
<b>Adoption of markets/mandis for digitisation of payments</b>		
NSS/NCC units identify the market places for adoption	12 <sup>th</sup> Dec	A prominent market place with substantial informal sector operation to be selected
Visits to the establishments and teaching digital payments	12 <sup>th</sup> Dec – 23 <sup>rd</sup> Dec	Student teams to visit shops/vendors and convince them to adopt digital payment system
Debriefing about the results of the work	23 <sup>rd</sup> Dec	The results (number of establishments turned to digital payments) to be tabulated and submitted online
Follow up visits to the market place	23 <sup>rd</sup> Dec – 8 <sup>th</sup> Jan	Further follow up visits to the establishments to inform the customers on use of the digital payments
Final report by the NSS units	12 <sup>th</sup> Jan	Final results to be submitted online on the website <a href="http://www.mhrd.gov.in/visaka">www.mhrd.gov.in/visaka</a>

Note: Every stage in the above action plan would be monitored digitally using Digital Monitoring System (DMS)

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