

30018/01/2018- CDN (EBSB)  
Ministry of Human Resource Development  
Department of Higher Education  
EBSB Cell

21<sup>8+</sup> May, 2018

**Office Memorandum**

**Subject: - Promoting digital transactions in educational institutions- reg.**

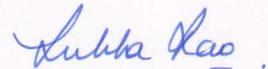
With a view to promote transparency in the system, Government has been promoting digital transactions in educational institutions. The Government has assigned a target of 40 Cr. transactions in the Financial Year 2018-19 for the Department of Higher Education. This target has been allocated amongst the institutions under the umbrella of this Department as following:

<b>Nodal Officer</b>	<b>Institutions</b>	<b>Targeted digital transactions in 2018-19 (in Cr transactions)</b>
Secretary, University Grants Commission	All Universities/affiliated institutions	23
Chairman, AICTE	All Technical educational institutions	14
Directors of IITs/IIMs/IIITs/other CFIs	For their respective institutions	3

3. Ministry of Electronics & Information Technology has forwarded a list of activities which may be considered and incorporated for promotion of Digital Payments and details of various choices of payment which can be used to make and receive payment digitally. (Copies enclosed)

4. All the Nodal Officers are requested to take necessary action to achieve the assigned target. It should also be ensured that data of all organizations under UGC and AICTE are received online, which should be easily retrievable whenever required. They are also requested to get monthly report from their institutions and also send a Quarterly Report to MHRD for review. First review will be made at the end of July 2018.

**Yours faithfully,**



**(V.L.V.S.S. Subba Rao)**  
**Sr. Economic Adviser**

To

1. Secretary, University Grants Commission, New Delhi.
2. Chairman, AICTE, New Delhi.
3. Director, IITs/IIITs/IIMs/IISERs/NITs



सत्यमेव जयते

अजय साहनी, आई.ए.एस.  
AJAY SAWHNEY, I.A.S.

सचिव  
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी मंत्रालय  
भारत सरकार

Secretary  
Ministry of Electronics &  
Information Technology (MeitY)  
Government of India

D.O. No. 12(11)/2017-DPD (MeitY)  
May 3<sup>rd</sup>, 2018

Dear *Subrahmanyam garu,*

At the outset, we thank all the Ministries/Departments for their active participation in promoting Digital Payments. It is due to the combined efforts of all concerned, we have achieved 2060 crore Digital Transactions for FY 17-18. (Link- DigiPay dashboard [www.digipay.gov.in](http://www.digipay.gov.in)).

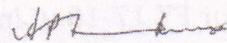
2. For the next year FY18-19, fresh targets to all Ministries/Departments have been worked out based on their submissions, one-to-one meetings and performance during FY 2017-18. **Department of Higher Education has been assigned a target of 40 crore transactions for FY 2018-19.**
3. A list of activities which may be considered and incorporated in all organisations concerned with your Ministry/Department for promotion of Digital payments is at **Annexure I (a)**. Further, details of various modes of payment which can be used to make and receive payment digitally are at **Annexure 1(b)** for information. It may also be noted that Cheque and Demand drafts are not considered as digital payments.
4. MeitY has initiated four incentive schemes for promotion of digital payments namely **BHIM Cashback scheme for individuals, BHIM Incentive scheme for merchants, BHIM Aadhaar Merchant Incentive scheme** and **MDR waiver for Debit Card/ BHIM-UPI/ Aadhaar Pay transactions less than or equal to Rs. 2000/- in value**. The scheme details are available in MeitY website at URL <http://meity.gov.in/content/gazettes>. It is requested that these schemes be widely publicized by all Ministries/Departments and concerned organisations.
5. A detailed Action Plan for achievement of assigned targets along with timelines may kindly be communicated to MeitY by 15<sup>th</sup> May, 2018. Further, it is requested to nominate two officers at the rank of Joint Secretary and Director/ Deputy Secretary for co-ordination of digital payment activities with MeitY.

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6. It is also requested to consolidate the relevant data pertaining to digital transactions in the sector/domain pertaining to your Ministry and the same may be shared with MeitY on monthly basis.
7. We are sure that with your active involvement, the target assigned to your Ministry/ Department will not only be achieved but exceeded within the stipulated time frame.
8. We look forward to your co-operation in this regard.

With regards,

Yours sincerely,



(Ajay Sawhney)

Encl.: As above

To:

**Shri R. Subrahmanyam,**  
Secretary, Department of Higher Education,  
Ministry of Human Resource Development  
Shastri Bhawan, Dr. Rajendra Prasad Road,  
New Delhi-110001

Measures to promote Digital Payments

1. Formation of committee for co-ordination of digital payment promotional activities and enabling digital payment infrastructure
2. Enabling online payment systems with BHIM/UPI, BHIM QR code and Rupay Card.
3. On-boarding of all Billers on Bharat Bill Payment System (BBPS)
4. Printing of BHIM QR code (preferably dynamic) on all utility bills, invoices etc
5. Enabling open loop NCMC card in all Public Transport Operators including State Road Transport Undertakings and Metros
6. Enabling appropriate payment options in all physical payment receipt counters, such as:
  - Prominent display of printed static BHIM QR code at the payment receipt counter to enable customer to scan and pay
  - Dynamic BHIM QR code on a display facing the customer
  - Enabling payment receipt through BHIM Aadhaar PoS machines, particularly in rural/semi-urban areas.
  - Pull request through Mobile no. /Virtual Payment address (VPA) wherein a payment request of desired amount is received on BHIM/UPI enabled App of the customer
7. Offer a visible discount on digital payment vis-à-vis cash
8. Organizing campaign for promotion of Digital Payments
9. Recognizing/awarding the initiatives for promotion of digital payments
10. Develop appropriate mechanism for reporting of Digital payment transactions

**Annexure 1(b)****Different modes of Digital Payments****1. Debit Card**

A bank account linked payment facility which offers a domestic / international, open loop, multilateral payment option that allows the banks, financial institutions and customer to participate in digital payments. Debit cards in India are issued mainly by three card schemes viz. RuPay, Visa and MasterCard to the customers through banks. Debit cards provide universal access to payment systems and are accepted at point of sale (POS) and by online merchants in the country.

**2. Credit Card**

Credit card offers the convenience of buying goods or services now and paying later at a scheduled date specified by the card issuer, as per the card billing cycle. Credit cards offer convenience and security along with a host of other privileges like welcome offers, access to airport lounges, cashbacks and concierge services. Like Debit cards, Credit cards are also accepted at point of sale (POS) and by online merchants in the country and are similarly issued by card networks like RuPay, Visa, MasterCard and AMEX among others.

**3. Prepaid Card**

Prepaid cards are convenient, secure and hassle-free payment solution for variety of general purpose customer needs, ranging from gifting to paying employee reimbursements to managing student scholarship and fee payments. Prepaid cards are issued by banks as physical or virtual cards and needs to be pre-loaded before they can be used for different purposes.

**4. Mobile wallets**

Mobile wallets are essentially digital versions of traditional wallets that someone would carry in their pocket. They offer payment services through which the individuals / business can receive/ send money via mobile devices. While there are many variants, usually they can hold digital information about credit and debit cards for making payments, store details regarding coupons and loyalty programs, specific information about personal identity and more. People can shop online, book movie tickets, rail or flight tickets, and pay their utility and other bills by making payments through their mobile wallets. Wallets could be open loop (bank wallets), semi-closed loop (PayTM, MobiKwik) and closed-loop (Uber, Ola, Amazon).

**5. National Electronic Funds Transfer (NEFT)**

National Electronic Funds Transfer (NEFT) is a nation-wide payment system facilitating one-to-one funds transfer. Under this payment system, individuals, firms, corporate and Government can electronically transfer funds from a bank account in a bank branch to any individual, firm or corporate having an account with any other bank branch in the country participating in the system. Individuals who do not have a bank account (walk-in customers) can also deposit cash (Maximum Rs. 50,000/-) at the NEFT enabled bank branches with instructions to transfer funds using NEFT. NEFT transactions can be executed anytime during the weekdays. However, the transactions are settled in half hourly batches. There are a total of 23 half hourly settlement batches during the day between the time slots of 8am to 7pm on weekdays. There is no minimum or maximum limit of amount which can be transferred through NEFT. However, individual banks can put in place transaction limits at their end.

**6. Real Time Gross Settlement (RTGS)**

Real Time Gross Settlement (RTGS) is a real time fund transfer system which facilitates the user to transfer funds from one bank account to another bank account in real time or on a gross basis. The payment transaction is not queued up and gets executed instantly. The transferred amount is instantly deducted from the bank account of the remitter and credited to the bank account of the beneficiary instantaneously. Users such as individuals, companies, firms or Government can transfer high value amount using the RTGS system. The minimum value that can be transferred using RTGS is Rs. 2 lakhs. However, there is no upper cap on the amount that can be transacted.

**7. Unified Payments Interface (UPI)**

Unified Payments Interface (UPI) powers multiple bank accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund routing and merchant payments under one hood. UPI as a payment option makes money transfer as easy as sending a text message. The money transfer is instant, available round the clock and 365 days a year. Users can send money, request money and scan & pay using UPI as a payment channel.

**8. Bharat Interface for Money (BHIM)**

Bharat Interface for Money (BHIM) is an application that lets you make simple, easy and quick payment transactions using Unified Payments Interface (UPI). User can easily make direct bank to bank payments instantly and collect money using just mobile number or payment address.

User can also change the bank account liked with BHIM Application. Services currently on BHIM application are as follows:

- Send Money
- Receive money
- Scan and Pay
- Transactions History
- Profile
- Bank Account
- Request Balance

#### **9. USSD (\*99#)**

\*99# service, which works on Unstructured Supplementary Service Data (USSD), has been launched envisioning the potential of mobile banking and the need for immediate low value remittances which help in financial deepening and inclusion of under – banked society in the mainstream banking services. The service works without internet and uses voice connectivity, available round the clock (works even on holidays), accessible through a common code \*99# across all TSPs, and works across all GSM service providers and across all mobile handsets.

#### **10. Immediate Payment Service (IMPS)**

IMPS is an innovative, real time payment service that is available round the clock to the users. The service empowers customers to transfer money instantly through banks and RBI authorized Prepaid Payment Instrument Issuers (PPI) across India to over 190 banks. Some of the key features of IMPS include:

- Instant money transfer
- Round-the-clock service (even on weekends & bank holidays)
- Debit & credit confirmation by SMS to remitter and beneficiary

#### **11. Aadhaar Enabled Payment System (AePS)**

Aadhaar Enabled Payment System (AePS) is a payment service empowering a bank customer to use Aadhaar as his/her identity to access his/her Aadhaar enabled bank account and perform basic banking transactions like balance enquiry, cash withdrawal, remittances through a Business Correspondent. Under AePS, following services are currently offered to customers both in inter-bank and intra-bank modes.

- Balance Enquiry
- Aadhaar to Aadhaar Fund Transfer
- Cash Withdrawal
- Cash Deposit
- Best Finger Detection (BFD)

**12. BHIM Aadhaar**

BHIM Aadhaar is a mobile application that enables a merchant associate of any acquiring bank, to accept payments from customers using the Aadhaar number and biometric authentication. The service allows the merchant to accept payments from customers of any bank, by authenticating his/her biometrics (presently only fingerprints). The Aadhaar Linked bank account of customer is debited and the proceeds are instantaneously received in the merchant bank account. To be able to effect the same, merchant associate must have an android mobile with the BHIM Aadhaar application and a certified biometric scanner attached with the mobile phone via USB port.

**13. National Automated Clearing House (NACH)**

National Automated Clearing House (NACH) is a centralized payment system, launched with an aim to consolidate multiple ECS (Electronic Clearing System) running across the country. NACH system can be used for making bulk credit transactions like distribution of subsidies, dividends, interest, salaries, pension etc. and also for bulk collection of payments pertaining to telephone, electricity, water, loans, investments in mutual funds, insurance premium etc. Currently, more than 1300 banks are part of NACH network.

**14. Aadhaar Payment Bridge Systems (APBS)**

Aadhaar Payment Bridge System (APBS) is a unique payment channel which uses Aadhaar number as a central key for electronically channelizing the Government subsidies and benefits to the Aadhaar Enabled Bank Account (AeBA) of the intended beneficiaries. It is a payment system based on Aadhaar number and IIN (Institution Identification Number).

**15. National Financial Switch (NFS)**

National Financial Switch (NFS) connects all ATMs in the country and facilitates interbank ATM cash withdrawal along with a host of other non-financial services like balance enquiry, mini statement, pin change, fund transfer etc. NFS is a multilateral domestic ATM network which connects more than 2 lakh ATMs in the country.

**16. National Electronic Toll Collection (NETC)**

National Electronic Toll Collection (NETC) is based on an Intelligent Transportation System (ITS) application that ensures non-stop vehicle movement at toll plazas of National Highways across the country. Termed as FASTag, electronic toll collection has been rolled out in more than 350 toll plazas and helps eliminate congestion on tollways; thereby providing

convenience to the users and enhancing operational efficiency for toll operators. FASTag employs Radio Frequency Identification (RFID) technology for making toll payments directly from a prepaid account linked to the FASTag device. This device is required to be affixed on the windscreen of the vehicle and enables users to drive through toll plazas.

#### **17. Bharat Bill Payment System (BBPS)**

Bharat Bill Payment System (BBPS) is a national integrated bill payment system providing a one-stop interoperable and accessible bill payment platform to all customers across the country for paying any bill "Anytime, Anywhere" with utmost ease, certainty, reliability and safety of transactions. BBPS allows multiple modes of payment like debit cards, credit cards, net banking, prepaid wallets, IMPS, UPI, and AePS etc. BBPS covering all important categories of utility bill payments, spanning across electricity, telecom, DTH, gas and water through a single window. Over time the BBPS categories can be expanded to include insurance premium, mutual funds, school fees, institution fees, credit cards, taxes, invoice payments etc.

#### **18. Bharat QR Code**

Bharat QR Code is a unique, low cost, interoperable payment solution jointly developed by payment networks like Visa, MasterCard, RuPay and American Express. This payment system is a first of its kind, interoperable solution, across the globe. BharatQR Code makes use of QR code technology for making payments across merchant outlets. It works as a common interface for the Visa / Master Card/ RuPay / Amex platform and enables users to make payments to merchant without using a merchant ID or number. BharatQR code has eliminated the need of using card swiping machines for making digital payments. For accepting payments using BharatQR Code, merchants are required to display BharatQR code in the outlet and the user can make payment by scanning the code. BharatQR code is of two types static and dynamic. In static QR Code the user has to first scan the code and then enter the amount to be paid. In dynamic QR Code, a new QR Code is generated in real time for every transaction. In this case, the user is not required to enter the amount. The payment can be made by scanning the QR code and entering the PIN.

#### **➤ Brief on BHIM App:-**

The Bharat Interface for Money (BHIM) app was launched by the Hon'ble Prime Minister of India on 30<sup>th</sup> December 2016 to promote Digital transactions. BHIM App was envisaged as a starter App to bring new as well as for more financial inclusion in digital banking. It uses UPI (Unified Payments Interface) platform to offer payment services.

➤ **Brief on BHIM Aadhaar:-**

Government has also launched **BHIM Aadhaar**, a merchant version of Aadhaar Enabled Payment System (AEPS). This will be specifically beneficial for those who do not have debit cards, mobile wallets and mobile phones. The app is linked to a biometric scanner instrument to validate the customer's biometrics. During the payment process, the customer will be required to input their Aadhaar number, followed by selecting their respective bank. The transaction is then validated through the scan of the consumer's biometrics, which acts as their password or pin. The amount gets automatically deducted from your Aadhaar-linked bank account and credited to the merchant's Aadhaar-linked bank account.

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