

AWARENESS PROGRAM
ON
“MAKING INDIA CASHLESS ECONOMY”
AT
AMIRAJ COLLEGE OF ENGINEERING AND TECHNOLOGY



The vision of India getting accustomed with cashless economy and the citizens opting for cashless transaction in daily life. There is no alternate of this in near future and People should become more aware of the facts and procedures of applying cashless transactions in day to day life. This Campaign aims to create a strong digital economy and put India in the global map of leading and digitally developed countries. Its main motto is to make the youth and students getting involved in this major transformation that a nation is going through and thereby helping others to adapt the change.

We at **AMIRAJ COLLEGE OF ENGINEERING AND TECHNOLOGY** (www.amirajcollege.in) organized an Awareness Program on **“MAKING INDIA CASHLESS ECONOMY”** during 20 - 26 DEC 2016. As recently, the Union Human Resource Development Minister Prakash Javadekar has rightly advised the educational institutions to promote cashless transactions. He believes that “Participation in the campaign by the youth in the higher educational institutions is highly relevant because they would be the main beneficiaries of a digital economy — free of corruption & black money, completely transparent economical system.”

So with initiative of GTU and implementation of idea under the guidance and support of our trustee Shri Priyank Patel we were able to arrange the campaign in villages in proximity to our college campus. The basic thrust of the campaign was to make the student community view digital financial literacy as an opportunity to bring about social change with their efforts so that they emerge as the architects of an India that is free from black money, corruption and one where a billion people can live in a transparent economic system that is convenient to all. Students will be the torch bearers of the strategy where everyone and anyone in the country, even those who do not have bank accounts or mobiles can adopt digital methods of payment.

First Phase Activity:

In the college auditorium for the promotion and implementation of cashless economy and to train teaching, non teaching, student volunteers of the college. Our Campaign coordinator Jigar Pandya had explained the importance of Digital payment, advantages of it and upon different various modes of collection and digital payment of product and services through wonderful presentation which covered prepaid cards, Debit /RuPay card, Unstructured Supplementary Service Data (USSD) based Mobile Banking, Mobile E-wallet, Aadhar enabled payment system (AEPS), UPI .



He explained that demonetization was implemented with the aim of eliminating societal corruption and counterfeit currency until recently, cash was used for more than two-thirds of transactions in India. However, just over a month into the demonetization and the country had already started to see the benefits of digital transactions.



The changes have created perfect market conditions for alternative digital payment systems, in addition to existing E-wallets, Debit/ Credit card. These are not just the basic banking apps or websites either. The National Payment Cooperation of India, together with the RBI, has launched UPI (“united payment interface”), which powers multiple accounts from participating banks, and offers several banking services all in a single mobile application. Although India has around 220m Smartphone users as of February 2016, there is still a long way to go until 100% of the population has mobile internet access.

Nevertheless, the banks have made sure that Smartphone ownership is not a barrier to accessing mobile payments, providing a USSD option on older, “non-smart” phones which users call up for. In addition, the “Digital India Initiative” has been set up to provide internet access and comprehensive mobile phone coverage across India, helping over a billion people to get online and utilize digital payment techniques.

Furthermore, the RBI has been promoting a biometric authentication system for banking. The Aadhar Enabled Payment System (AEPS) can be used to open a bank account, withdraw or deposit cash, and transfer funds using just an identification number and fingerprint.

AEPS was created to serve remote towns and villages where cash machines cannot be provided. It has the potential to be the cornerstone of the government’s vision of a cashless digital society – if it can penetrate deeply enough into rural India.

Student was given manual of different mode of digital payment and they were trained that how to communicate with targeted people. As targeted people were villagers they were taught to explain them in very simple language and possible modes of digital payments to them.

Second Phase Activity:

In the next phase, institute identified the villages for commencement of awareness program, named Varkhadiya and Kalyanpura near Viramgam. Students by themselves identified more than

10 families per individual, and in team of 3 students they successfully completed the campaign with zeal and enthusiasm.



They explained that due to demonetization of Rs 500 and Rs 1,000 notes, people have been facing problems in getting new notes also ATMs are running dry and queues at banks for withdrawal of money continue so they want to encourage people to opt for cashless transaction. Henceforth, student explained the people of different families about various methods of cashless transaction such as pre-paid cards, USSD, UPI, debit cards etc. The student volunteers explained the benefits and also advised how to use those modes to the targeted people. An effort was made for each student team to convert at least 10 families to digital payment mode. It was monitor under the guidance of Faculty team. Also our honorable Principal visited both the village and with full love and affection supported our student for this campaign.





According to the feedback received from the residents of kalyanpura and Varkhadiya, the whole exercise was completely useful and as per the demand of the time. Volunteer students also collected written feedback and other details regarding their modes of payment and the best suitable cashless transactions from the residents. It was a great learning for the students too, to participate in the massive work of nation building.



