



Ref. No.: GTU/MHRD/2016/9388

9<sup>th</sup> December, 2016

**CIRCULAR**

**MINISTRY OF HUMAN RESOURCE DEVELOPMENT**

**VITTIYA SAKSHARTA ABHIYAN (VISAKA)**

To  
The Principals/Directors  
All Institutes affiliated with GTU

Respected Sir/Madam,

In view of recent decisions of the Government, India is on the cusp of a major financial revolution. As we shift from a cash-dependent to a cashless economy, we look forward to better social equity, availability of more resources for development work through higher revenue collection, eradication of counterfeit currency, a reduction in illegal transactions and a curb on black money.

Recently, The Union Minister for Human Resource Development, Shri Prakash Javadekar launched 'Vittiya Saksharata Abhiyan' in New Delhi. Pursuant to the Honorable Prime Minister's appeal to youth in 'Mann Ki Baat' for creating awareness among people about digital economy and cashless modes of transactions, The Union HRD Minister also appealed to the faculties and especially young students to come forward and join 'Vittiya Saksharata Abhiyan'.

GTU hereby take the opportunity and appeal to all the GTU Affiliated Institutes, Faculties and students to encourage, create awareness and motivate all people around them to use a digitally enabled cashless economic system for transfer of fund.

**Aim (VISAKA) : 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 project aims to create a strong digital economy and put india in the global map of leading and digitally developed countries. It's 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.**

Our country is undergoing transformational shift towards digital economy and youth should not only witness the change but also proactively participate in it by becoming agents of change. He further emphasized that technology can be leveraged to bring financial digital literacy and a step forward toward digital economy. (See details: <http://mhrd.gov.in/visaka/index.html> )

**ROLE OF HEADS OF HIGHER INSTITUTIONS**

The best way of leadership is to lead by example. To begin with, all the knowledge institutions would themselves convert to full digital mode for all receipts and payments in the organization. This will include fees, fines, deposits, payment of wages, salaries, payments towards maintenance & other vendors and develop a cashless campus (covering shops/canteens/services) for all the



# GUJARAT TECHNOLOGICAL UNIVERSITY

(Established Under Gujarat Act No.: 20 of 2007)

ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી

(ગુજરાત અધિનિયમ ક્રમાંક : ૨૦/૨૦૦૭ દ્વારા સ્થાપિત)

transactions within the campus. To add to this, the entire faculty & staff in their personal life would observe digital modes for discharging all their financial obligations. The creation of a cashless campus would be attempted.

It would be the responsibility of the Directors to ensure that the presentation on different digital modes of payment is downloaded & translated into the concerned regional language, apart from English and circulated in their areas of operation. The Directors also have the responsibility to liaise with their bankers and co-ordinate in such a manner that both the Institute and the students' activities are facilitated. Obtaining the co-operation of the bank(s) in their region is the responsibility of the Directors, especially in activities like opening of new accounts, issue of pre-paid cards and other basic matters where the students may not obtain easy access with the financial institutions.

The Staff and Faculty of all educational institutions will endeavour to turn fully digital themselves, in their cash transactions, educate their spouses and children at home, give pocket money to their grown up children only in digital mode and pay servants' wages in the most convenient digital mode like pre-paid cards etc. They would also provide guidance to the student volunteers in their institutions whenever necessary and further assist the campaign. The faculty would also closely monitor the activities of student volunteers for giving due academic credits in this important field activity of national relevance

## ROLE OF STUDENTS

As the students can adapt to technology easily and quickly, each students will motivate, educate and persuade their parents, neighbours, domestic servants and people in their immediate surroundings to utilize the digital modes most appropriate to them and there by create digital financial literacy. The students, especially the NSS and NCC volunteers will first understand all the cashless modes of making payments. The digital financial literacy material available on the website may be downloaded, got translated into regional languages and disseminated widely in their areas. The student volunteers will explain the benefits and also advise how to use those modes to the targeted people. **An effort should be made for each student to convert at least 20 families to digital payment mode.** The Heads of Institutions whose students are working in a selected market place will take special interest in the proceedings for offering guidance on observed problems.

## NCC/NSS VOLUNTEERS

The NCC/NSS volunteers can spread awareness about these digital modes of transactions to shopkeepers, vendors in nearest market place by meeting them and canvassing the digital payments there by helping the small vendors in setting up USSD/UPI/eWallet system and interact with customers using cash for payment. NCC/NSS Students need to interact with shop owners in the selected markets, and customers making cash payments despite the presence of PoS facility in the shop. They would canvas for digital payments to both the shop owners as well as customers. They would also attempt to understand any difficulties & issues in turning fully cashless and provide the feedback to their Institution or the Ministry of HRD through the website.

The Institutes should immediately spread the word among the faculties and students and nominate them as Volunteer and take 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



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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.

**A Clarion Call:** To all the Principal, Directors, Deans, Faculties and Students of GTU Affiliated Colleges to get involved and actively Participate in the India's "VISAKA" movement. **It is also requested to all the Principals and Directors of GTU Affiliated colleges to encourage their NCC/NSS students to participate and make awareness about the digital modes of transactions.** The institutions should propagate the benefits of a cashless, digital means of payment, both within the knowledge institutions themselves and in their neighbourhood.

**Principals should make awareness program at their respective institute and motivate students and Faculties. Each student to convert at least 20 families to digital payment mode and help them to acquaint with the digital payment mode.**

## **Compulsory Registrations for the Students and Faculty Volunteers**

The Union HRD Minister launched a webpage <http://mhrd.gov.in/visaka/index.html> where students can register themselves as volunteer, give continuous feedback and suggestions on the initiative as well as upload the progress of their work.

### **STEPS TO BE FOLLOWED BY THE INSTITUTES:**

#### **1. Step 1: Register on MHRD Website**

Every institution to canvass to all students and teachers about registering a volunteers (7th to 14th Dec) – MHRD would monitor institution-wise number of volunteers registered at <http://164.100.72.146/Kranti/citizen/secure/initEnrollVolunteer.do>

**Note :** While making registrations, The institutes should make sure that they fill **GTU (College Code, Shortname of Institute) E.g. GTU (028 - LDCE)** in the Institution tab.

**Step 2 :** After registering on the MHRD, The Institute should fill the google form mentioning the details on or before 14<sup>th</sup> December, 2016

Students Volunteer : <https://goo.gl/forms/tqgceO0a997W5zlp2>

Teacher Volunteer : <https://goo.gl/forms/xz2hkNb2EOdNWpkU2>

**Please fill Individual Form for Each Student Volunteer and Faculty Volunteer.**

**Note : Registration is Manadatory for both above links i.e. Step 1 and Step 2 (MHRD and GTU Link)**

2. The Institutions should organize training to the registered volunteers (students) on digital modes of payment and how to train the 20 households (15<sup>th</sup> to 20<sup>th</sup> Dec).
3. The students volunteers to identify the select households and intimate the institution (20<sup>th</sup> Dec).
4. The students volunteers work on teaching their family members and the (20) selected households (20<sup>th</sup> Dec – 6<sup>th</sup> Jan).



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5. Progress report made on the project over a certain period of time with clear photographs along with videos if any, etc. by Volunteers and for NSS/NCC Reports/Documentation of the work done through–photos, short films should be uploaded/filled at <http://mhrd.gov.in/visaka/upload.html>
6. Final Report with clear photographs along with videos if any, etc. by Volunteers and for NSS/NCC Reports/Documentation of the work done through–photos, short films should be sent to GTU (Friday 6<sup>th</sup> Jan, 2017) at [visaka@gtu.edu.in](mailto:visaka@gtu.edu.in)

## For More Details:

- About Vittiya Saksharta Abhiyan: <http://mhrd.gov.in/visaka/index.html>
- Vittiya Saksharta Abhiyan (VISAKA) - Presentation : <http://mhrd.gov.in/visaka/Visaka.pdf>
- Documents of VISAKA : <http://mhrd.gov.in/visaka/docs.html>
- Vittiya Saksharta Abhiyan (VISAKA) – Basic Concept & Approach : [http://mhrd.gov.in/visaka/Vittiya\\_Saksharta\\_Abhiyan.pdf](http://mhrd.gov.in/visaka/Vittiya_Saksharta_Abhiyan.pdf)
- Digital Payment Guide: <http://mhrd.gov.in/visaka/Visaka.pdf>
- Various #DemonetizationMythsBusted : [https://transformingindia.mygov.in/all-did-you-know/?meta\\_value=Demonetisation&submit=Apply+Filter](https://transformingindia.mygov.in/all-did-you-know/?meta_value=Demonetisation&submit=Apply+Filter)
- Downloads related to demonetization: [https://transformingindia.mygov.in/all-downloads/?meta\\_value=Demonetisation&submit=Apply+Filter](https://transformingindia.mygov.in/all-downloads/?meta_value=Demonetisation&submit=Apply+Filter)
- Upload Progress/Reports: <http://mhrd.gov.in/visaka/upload.html>
- Suggestion&Feedback: <http://164.100.72.146/Kranti/citizen/secure/initSuggestionFeedback.do>

For any query, Pl. Contact, 079-23267536, Email: [visaka@gtu.edu.in](mailto:visaka@gtu.edu.in)

S/D  
I/C Registrar  
GTU