



विश्वविद्यालय अनुदान आयोग  
University Grants Commission

(मानव संसाधन विकास मंत्रालय, भारत सरकार)  
(Ministry of Human Resource Development, Govt. of India)

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सचिव

Prof. Dr. Jaspal S. Sandhu  
MBBS, MS (Ortho), DSN, FAIS, FASM, FAFSM, FFIMS, FAMS  
Secretary

7/12/16  
डा. जसपाल एस. सन्धू

8/12/16

D.O.No.1-1/2016(Secy)

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

Sub.:Launch of 'VITTIYA SAKSHARATA ABHIYAN' (VISAKA)-Campaign by students of higher educational institutions for promoting a digital economy.

Dear Sir/Madam,

You are aware that Ministry of Human Resource Development has launched **VITTIYA SAKSHARATA ABHIYAN (VISAKA)** – a campaign for promoting a digital economy through youth volunteers from the higher educational institutions of the country. Hon'ble Minister for 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).

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.

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.

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.

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DCPC/DSO  
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A website has been launched in [www.mhrd.gov.in/visaka](http://www.mhrd.gov.in/visaka) which provides for downloading material, registration of volunteers, giving feedback and uploading progress reports.

This campaign may be run for a month between 12<sup>th</sup> December, 2016 and 12<sup>th</sup> January, 2017. A detailed plan of action in this regard is enclosed with the request to follow the date-lines without fail. **You are requested to kindly instruct the colleges affiliated with your esteemed university to initiate action on the above immediately.** Action taken in this regard may be intimated to UGC on email [ugc.action@gmail.com](mailto:ugc.action@gmail.com).

The Ministry of Human Resource Development proposes to award the best institution which has done commendable work in this respect at a function that will be separately organised.

With kind regards,

Yours sincerely,

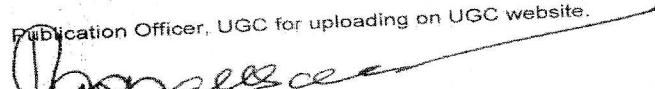
  
(Jaspal S. Sandhu)

Encl. : As above.

The Vice-Chancellor of all Affiliating Universities.

Copy to :

Publication Officer, UGC for uploading on UGC website.

  
(Jaspal S. Sandhu)

DCDC/DSW

पू.क्रमांक- 3511 /DCDC/16

रायपुर, दिनांक: 08 /12/2016

प्रतिलिपि:

1. प्राचार्य, समस्त सम्बद्ध शासकीय एवं अशासकीय महाविद्यालयों को उपरोक्तानुसार आवश्यक कार्यवाही करने एवं जानकारी यू.जी.सी. कार्यालय को शीघ्र प्रेषित करते हुए विश्वविद्यालय को सूचित करने हेतु प्रेषित।
2. अध्यक्ष, समस्त अध्ययनशाला/संस्थान, पं. रविशंकर शुक्ल विश्वविद्यालय रायपुर को उपरोक्तानुसार आवश्यक कार्यवाही करने एवं जानकारी यू.जी.सी. कार्यालय को शीघ्र प्रेषित करते हुए विश्वविद्यालय को सूचित करने हेतु प्रेषित।
3. संचालक/विभागाध्यक्ष, एन.एस.एस./एन.सी.सी. विभाग, पं. रविशंकर शुक्ल विश्वविद्यालय रायपुर को उपरोक्तानुसार आवश्यक कार्यवाही करने एवं जानकारी यू.जी.सी. कार्यालय को शीघ्र प्रेषित करते हुए विश्वविद्यालय को सूचित करने हेतु प्रेषित।
4. सचिव, विश्वविद्यालय अनुदान आयोग, बहादुर शाह जफ़र मार्ग, नई दिल्ली-110002 को सूचनार्थ।
5. उप कुलसचिव (अका.)/उप कुलसचिव (प्रशा.), पं. रविशंकर शुक्ल वि.वि. रायपुर को सूचनार्थ।
6. कुलपति जी के सचिव/कुलसचिव के निजी सहायक, पं. रविशंकर शुक्ल विश्वविद्यालय, रायपुर (छ.ग.) को सूचनार्थ।

कुलसचिव

कुलसचिव

पं. रविशंकर शुक्ल विश्वविद्यालय  
रायपुर (छ.ग.)

## 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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