

No. EDN-HE(8)B(2)-4/2016-Pvt. Univ.Misc.
Directorate of Higher Education
Himachal Pradesh.

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Dated: Shimla - 171001 the, 21st December, 2016.

To

1. The Vice Chancellor / Registrars
State Universities of Himachal Pradesh.
2. The Vice Chancellor / Registrars
Private Universities of Himachal Pradesh.
3. All the Principals, Govt. Colleges / Skt. Colleges / GIA Colleges &
Private Colleges in Himachal Pradesh.
4. All the Deputy Director of Higher Education in Himachal Pradesh.
5. All the Principals, Govt. Senior Secondary Schools in H.P.

Subject:

**Regarding Launch of 'VITTIYA SAKSHARTA ABHIYAN' (VISAKA)
– Campaign by students of Higher education institutions for promoting a
digital economy.**

Sir,

In reference to this Directorate letter of even No. dated 14th December, 2016 regarding implementation of "Vittyta Saksharta Abhiyan".

In continuation of the above cited subject, please find enclosed herewith the letter No. 9-75/2016 -U. II dated 6th December, 2016 alongwith action plan for Higher Educational Institutions received from Smt. Ishita Roy, Govt. of India, Ministry of Human Resource Development, Department of Higher Education, New Delhi received through Principal Secretary (Hr. Edu.) to the Govt. of Himachal Pradesh, Shimla - 2 vide his letter No. EDN-A-Kha (15)-13/2016, dated December, 2016 on the subject cited above.

Therefore, you are requested to ensure the implementation of this action plan accordingly.

The detail of the scheme are available at the website of MHRD at URL <http://mhrd.gov.in/visaka/>.

Advt. Director of Higher Education,
Himachal Pradesh.

Endst. No. Even Dated: Shimla - 1, the 21st December, 2016.

Copy to:

1. The Principal Secretary (Hr. Edu.) to the Govt. of Himachal Pradesh, Shimla
– 2 w.r.t. his aforementioned letter for information please.
2. The In charge, IT Cell with the direction to upload the same on the
departmental website.
3. Guard file.

Advt. Director of Higher Education,
Himachal Pradesh.

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No. 9-75/2016-U.II
Government of India
Ministry of Human Resource Development
(Department of Higher Education)

New Delhi, dated 6TH December, 2016

To,

All Principal Secretaries of all States/UTs

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

As you are aware, the Ministry of Human Resource Development has launched **VITTIYA SAKSHARATA ABHIYAN (VISAKA)** - a campaign for promoting digital economy through youth (volunteers) from the higher educational institutions of the country. The Union Minister for Human Resource Development has already unveiled the plan in a Video Conference connecting all Universities/IITs/IIMs/NITs/IIITs/IISERs/other higher educational institutions on 1st December, 2016. The details of presentation by the Minister for Human Resource Development in the matter may be seen in www.mhrd.gov.in/visaka.

The efforts towards promotion of digital economy need to be taken on a campaign mode led by the State Higher Education Departments. Participation in the campaign by the youth in the higher educational institutions is important and relevant because they would be the main beneficiaries in creating a digital economy - free of corruption. It is, therefore essential that the State Higher Education Department request all institutions of higher learning to educate and train their students in various modes of digital payments and encourage them to join as volunteers in large numbers in 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.

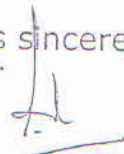
An important component of this campaign is to ensure that every institution campus becomes completely cashless by adopting digital payment systems in all its receipts, payments and transactions within the campus. This process would need to be pioneered under your tutelage.

In this regard, you may also like the higher education institutions in your States to seek the assistance of the NSS and NCC units in such community outreach digital literacy campaign. The higher education institutions may be requested to explore the possibilities of identifying one nearby market/mandi to transform it into a digital market place, where all shops/establishments/traders located therein are enabled to transact with digital payment systems.

A website has been launched in 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 **12th December, 2016 and 12th January, 2017**. A detailed plan of action in this regard is enclosed with the request to follow the time-lines without fail. The Ministry of Human Resource Development proposes to award the best State which has done commendable work in this respect at a function that will be separately organised.

Yours sincerely,



(Ishita Roy)

Encl: as above

Copy for information to:-

1. Shri R. Subrahmanyam, Additional Secretary (TE), D/o Higher Education, M/o Human Resource Development
2. Shri VLVSS Subba Rao, Economic Advisor, Department of Higher Education, M/o Human Resource Development

Vittiya Saksharata Abhiyaan (VISAKA)

Action Plan for Higher Educational Institutions

12th Dec 2016 – 12th Jan 2017

Issue of instructions by MHRD to respective institutions: 5th Dec 2016

Video conferences by Bureau Heads with all concerned institutions: 6th to 9th Dec 2016

Action point	Final Date	Detail
Student participation in the VISAKA		
Identifying trainers for digital payment system (from banks/teachers)	Before 10 th 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 th Dec – 14 th 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 th to 20 th 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 th Dec – 12 th 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 th Jan	All volunteers will share their experiences
Final report by the student volunteers and uploading on the website	12 th Jan	Report to be filed online should contain the photos and details in the format that would be made available on website
Institution level reforms		
All receipts to be by the Institute to be only digital/online mode	12 th 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 th 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 th 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 th Jan	All establishments on campus should go totally digital
Adoption of markets/mandis for digitisation of payments		
NSS/NCC units identify the market places for adoption	12 th Dec	A prominent market place with substantial informal sector operation to be selected
Visits to the establishments and teaching digital payments	12 th Dec – 23 rd Dec	Student teams to visit shops/vendors and convince them to adopt digital payment system
Debriefing about the results of the work	23 rd Dec	The results (number of establishments turned to digital payments) to be tabulated and submitted online
Follow up visits to the market place	23 rd Dec – 8 th 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 th Jan	Final results to be submitted online on the website www.mhrd.gov.in/visaka

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