Vittiya Saksharta Abhiyaan

- *An initiative by MHRD*

VISAKA is a campaign initiated by the Ministry of Human Resource and Development to promote digital economy through youth volunteers from the higher educational institutions of the country. It aims at transforming India from 'cash' to 'less cash' society and to educate   common people about the digital modes of payments.

The above objective of Visaka was disseminated to NSS volunteers immediately on receipt of the concerned mail on 9.12.16 and they were asked to register themselves on the provided link. They could however do so only after 13th as the link was not operational earlier.

The NSS UNIT of INDRAPRATSHA COLLEGE FOR WOMEN with its 156 volunteers joined the initiative and have been constantly working with a lot of dedication and commitment ever since. They have been to areas in and around Delhi and also spread awareness on digital economy in their hometowns during the vacations. The working force interacted with people near the college, within their families, with their domestic helps, neighbours, labourers and small vendors, with individuals and groups at the metro stations and also at railway platforms outside Delhi in order to bring about an ease into their lives through this campaign.

THE COURSE OF ACTION

The following course of action has taken place so far.

1. **Adoption of Market/ Mandi (13-14 Dec 2016)**

As far as adoption of market is concerned, to start with, our volunteers approached various shops in the nearby Civil Lines market but met with a negative response. The shop owners expressed to our volunteers that they knew enough and were not interested to listen to them any more on the issue. They also sounded doubtful about the success of the campaign. The volunteers were hesitant to proceed and for security reasons decided to explore Majnu Ka Tila in a big group post vacations (details of the visit will be updated shortly).

2. **Visits to the establishments and teaching digital payments (14-26 Dec 2016).**

This seemed to be the most exciting part of the campaign and saw a lot of participation on individual basis . Starting from auto drivers outside the college to people at various tea stalls, small vegetable and fruit vendors, labours on the construction sites, vendors at railway platforms, helpers in grocery shops, people at metro stations, our volunteers tried to interact with whosoever they met wherever they went to explain them about digitalization. So far they have spread awareness among 100-200 people and are still continuing.

3. **Debriefing about the results of the work.**

In most of the cases follow up was not possible.

4. **Follow up visits to the market Place.**

Since the first attempt at market adoption was not successful, NSS volunteers will be visiting Majnu ka Tila on 10 Jan to explore the possibilities for adoption. Most of the shop owners were already using the digital transaction mode. However, they had a good experience educating those who were not aware of digital transaction. (See the pictures below)

A workshop on Digital Financial Literacy was organized on 12 January. Mr. Randhir Mishra, Chief Manager and faculty SBI Academy, was invited to conduct the same. He shared information on digital literacy and communicated various modes of cashless payment. The audience benefitted immensely from the interactive session that followed.

Problems:

Although it appeared to be an interesting initiative, our volunteers brought up some challenges that they faced during the whole attempt of market visit for the purpose of adoption.

Since most of the big restaurants and shops already had facilities for a digital mode of payment, the owners were not too keen to cooperate with our volunteers.

 Volunteers also had to keep up with the frustrations of the common man,which at some levels disrupted the flow of the activity. It was tough for most of them to communicate with the daily wage workers and the hawkers who do not

understand the basic terminology of mobiles and do not possess Android phones to use hi-tech apps.

Some highlights: