

भारत सरकार  
Government of India  
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी मंत्रालय  
Ministry of Electronics & Information Technology  
इलेक्ट्रॉनिक्स निकेतन, 6, सी जी ओ कॉम्पलेक्स, नई दिल्ली-110003  
Electronics Niketan, 6, C G O Complex, New Delhi-110003  
Website: www.meity.gov.in

संख्या  
No.....No. DPD-27/3/2021-DEDPD

दिनांक  
Date.....24.12.21

To,

- i. Secretaries of all Ministries/Departments of Government of India
- ii. Chief Secretaries of all States/UTs
- iii. IT Secretaries of all States/UTs
- iv. CEOs/CMDs/Chairpersons of all Banks
- v. CEOs of all Payment Service Providers (PSPs)

**Subject: Digital Payments Utsav - a campaign for promotion of Digital Payments**  
**Sir/Madam,**

The Government of India is celebrating Azadi ka Amrit Mahotsav (AKAM), to commemorate the 75th Anniversary of Independence. As part of this initiative, Ministry of Electronics and Information Technology (MeitY) is celebrating 'Digital Payments Utsav' from 5th December, 21 to 5th March, 2022, as a 3 months campaign to accelerate the adoption of digital payments in the country.

2. A joint effort of all the members of the payment ecosystem including Banks, Payment Service Providers, and Government is essential to empower all the merchants and citizens, with convenient digital payment options. The contribution of all stakeholders has resulted in significant increase in digital payment transactions from 2,071 crore in FY 2017-18 to 5,554 crore in FY 2020-21.

3. As we celebrate the achievements, it is also a time to make focussed interventions to increase the penetration of digital payments in untapped domains, including senior citizens, small merchants, rural and north-east areas. Accordingly, a document indicating activities to be undertaken by all ecosystem partners during the campaign period is enclosed. MeitY seeks the cooperation of all the stakeholders towards success of the campaign.

4. The action taken in this regard may kindly be communicated to MeitY periodically. For any further clarifications, you may contact the Nodal Officers from DigiDhan Mission, whose details are given below:

- Shri Punyabrata Ghatak, Scientist F, MeitY (email: pghatak@meity.gov.in, phone: +91-11-24364807)
- Shri Ajay Chandrakar, Scientist C, MeitY (email: chandrakar.ajay@meity.gov.in, phone: +91-88601 73395)

Thanking You,

Yours sincerely,

  
(Simmi Chaudhary)

Economic Adviser

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Encl.: As above

