



Vittiya Saksharta Abhiyan- an Initiative for heralding Digital India

Held on 10th March 2017

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.

The purpose of the 'Vittiya Saksharta Abhiyan' is to actively engage the youth/ students of Higher Education Institutions to encourage and motivate all payers and payees to use a digitally enabled cashless economic system for transfer of funds. Ministry of Human Resource Development views the institutions of higher education in the country, faculty members and students to take the lead and act as engines of this transformational shift.



As a part of this initiative, a Campaign for digital payments, programme conducted was by Saurabh Kanaujia and his team of Canara Bank Officials & coordinated by Sri. G Arumugam of National Handloom Textile Corporation. On 10th March 2017 at MPBIM, this programme was conducted for both students and the faculty of [Mpbim Bangalore](#). The team had a very interactive session with students and faculty members of MPBIM. Saurabh Kanaujia gave a demo-talk on the initiatives of canara bank in digital payments and the application developed by them.

