



NITI Aayog

# Digi Dhan Mela held at Jammu evokes massive public participation

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The Digi Dhan mela, a Government of India initiative aimed at incentivizing digitally enabled transformation in the country following the recent demonetization was held today at Gulshan Ground, Gandhi Nagar Jammu. Chief Minister J&K Ms Mehbooba Mufti, Dr. Jitendra Singh Union Minister in PMO, Shri Arjun Ram Meghwal Union MoS for Finance, Shri Haseeb Drabu J&K Finance Minister, Shri Imran Raza Ansari J&K Information Technology Minister and other dignitaries were present on the occasion.

Speaking on the occasion, Dr Jitendra Singh Union Minister in PMO emphasized the need of digitization in the country for easy transfer of money. Digitization will pave way for a new revolution in which paper currency will be replaced by digital transactions thus proving beneficial to curb black money, he added.

Dr. Jitendra Singh, further informed that the Union Government is contemplating to merge Jan Dhan, Aadhar and Smart Phones for boosting the economy of the country and for the easy transfer of money. In a few years, the mindset of the common masses would have a drastic change to adopt the digital technologies.

Earlier, Shri Arjun Ram Meghwal, Union MoS for Finance while addressing the gathering said that menace of the shadow economy will be curbed by the adoption of digitization in the country.

At the event huge public participation was seen thronging different stalls put up by various banks, telecom companies, Aadhar and different departments of the State Government to gather first hand information about various Digital Schemes of the Government of India.

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