



RURAL DIGISTORE PAY QUEST

Empowering Kerala's
Digital Future

- In association with -



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aqthonia

INTRODUCTION >>

Access to digital services is no longer a luxury; it's a necessity. In rural Kerala, where traditional modes of payment prevail, the need for accessible, flexible, and digitized solutions is more pressing than ever. Enter Digistore Pay – a revolutionary app designed to bring the power of digital transactions to every corner of the state.

ACCESSIBLE SOLUTIONS FOR ALL >>

Digistore Pay isn't just an app; it's a gateway to a world of digital possibilities. With its user-friendly interface and intuitive features, Digistore Pay makes digital transactions accessible to everyone, regardless of their location or background. From small villages to bustling towns, Digistore Pay is bridging the gap between rural and urban economies, empowering individuals and businesses alike to embrace the digital revolution.

FLEXIBILITY AT YOUR FINGERTIPS >>

Gone are the days of rigid payment systems. With Digistore Pay, users enjoy unprecedented flexibility in managing their finances. Whether it's paying bills, transferring funds, or making purchases online, Digistore Pay offers a seamless and convenient experience tailored to the needs of rural communities. With just a few taps on their smartphones, users can access a wide range of financial services, anytime, anywhere.

DRIVING DIGITIZATION IN RURAL AREAS >>

The Rural Digistore Pay Quest isn't just about empowering the youth; it's about catalyzing digital transformation in rural Kerala. By promoting the adoption of Digistore Pay among local businesses and residents, we're laying the foundation for a more digitized and inclusive economy. From corner shops to agricultural cooperatives, Digistore Pay is revolutionizing the way rural communities transact, communicate, and thrive in the digital age.

ABOUT DIGISTORE PAY: EMPOWERING COMMUNITIES, TRANSFORMING LIVES >>

At Digistore Pay, we're committed to driving this digital revolution forward. Our mission is simple yet profound: to empower communities with the tools, technologies, and knowledge they need to thrive in the digital age.

OUR MISSION



To empower individuals, businesses, and communities with innovative digital payment solutions that enhance financial inclusion, promote economic growth, and foster social development.

OUR VISION



To create a digital ecosystem where every individual has access to secure, convenient and inclusive financial services.



THE SOCIAL IMPACT OF THE RURAL DIGISTORE PAY QUEST >>

The Rural Digistore Pay Quest is not just a competition; it's a movement to empower Kerala's youth and rural communities with digital literacy and financial empowerment. By harnessing the power of technology and the energy of our youth, we're driving positive social change and building a brighter future for all.

HARNESSING THE POWER OF YOUTH >>

At the heart of the Rural Digistore Pay Quest is the power of youth. With their adaptability, creativity, and passion for change, Kerala's youth are leading the charge towards a more digital and inclusive society. Through this competition, we're providing them with the platform, tools, and resources they need to make a meaningful impact and shape the future of Kerala.

THE GRAVITY OF THE EVENT >>

As the first event of its kind in Kerala, the Rural Digistore Pay Quest carries immense significance. With the participation of esteemed colleges, students, and dignitaries from across the state, it's a testament to our collective commitment to building a more digital, inclusive, and prosperous Kerala for generations to come.

WHAT'S INVOLVED >>

In the Rural Digistore Pay Quest, teams of college students are tasked with empowering small shop owners and educating them regarding digital transactions and making them to earn an additional income through Digistore Pay app. Our app elegantly empowers individuals reliant on cash by seamlessly providing access to digital payments. Students will be assigned specific areas to focus on visiting the shops to promote Digital India initiative.

TRAINING AND STRATEGY >>

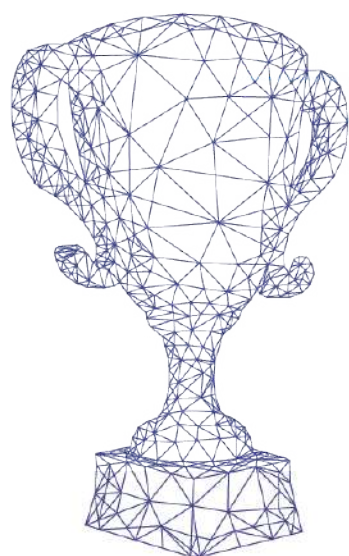
Before hitting the streets, teams will receive specialised interactive sessions from the Digistore Pay team. These sessions will equip students with the knowledge and skills needed to effectively communicate the benefits of digital payments to shop owners. Teams will brainstorm innovative strategies to encourage app installations and spread awareness in their assigned areas.

AWARENESS ACTIVITIES >>

As part of the competition, each team is required to organize a awareness activity. This could be anything from a short reel to a social media campaign, aimed at generating buzz and attracting attention to the benefits of digital transactions. The content and idea for the promotional activity must be approved by the Digistore Pay team.



BEST PERFORMING COLLEGE 5 LAKHS



BEST PERFORMING TEAM

1	Prize	Rs. 2,00,000
2	Prize	Rs. 1,00,000
3	Prize	Rs. 50,000

AWARD CATEGORIES >>

Note: All below awards include cash prizes ranging from Rs 15,000 to Rs 25,000.

Best Faculty Coordinator Award: Demonstrated best support for teams representing the college, Successfully managed a significant number of teams, Exhibited exceptional coordination skills leading to tangible results, Empowered students to excel in the Rural Digistore Pay Quest.

1. Rural Impact Initiative Award (1st, 2nd & 3rd Place): Recognizing outstanding social initiatives that drive rural empowerment and promote the aims of the event.

2. Village Rechargers Award: Recognizing the team that demonstrates exceptional efforts in promoting digital wallet recharges in rural areas, fostering financial inclusivity and convenience.

3. Community Bill Settlers Award: Awarded to the team that excels in facilitating bill payments for rural households, ensuring timely and convenient transactions.

4. Rural Remittance Champions Award: Celebrating the team that effectively facilitates domestic money transfers, empowering rural residents to securely send and receive funds.

5. Empowerment Lenders Award: For the team facilitating the most microloans for rural entrepreneurs.

6. Safety Net Guardians Award: Awarded to the team facilitating the most insurance transactions for rural families.

7. Market Mobilizer Award: Recognizing the team that successfully attracts the most rural customers to local markets.

8. Transaction Triumph Award: For the team achieving the highest number of transactions within rural areas in a single day.

9. Best Women's Team Excellence Award: Recognizing the outstanding performance and leadership of the top -performing all-female team in promoting rural empowerment and digital transactions during the Rural Digistore Pay Quest.

10. Rapid Deployment Recognition Award: For the team achieving the fastest 50 installations of rural empowerment tools.

11. Installation Momentum Award: Recognizing the team achieving the fastest 100 installations of rural empowerment tools.

12. Rural Resonance Recognition Award: Awarded to the team with the widest coverage and impact in rural areas.

13. Community Catalyst Award: For the team generating the most positive engagement and activity on social media related to rural empowerment.

14. Women's Empowerment Vanguard: Recognizing the team making the most significant impact on empowering women in rural areas.

15. Merchant Mentorship Award: Awarded to the team delivering the most impactful presentation to rural shop owners, fostering their empowerment.

16. Innovation for Impact Award: Recognizing the team with the most innovative solutions driving rural empowerment.

17. Community Cohesion Award: Awarded to the team fostering the strongest bonds and cooperation within rural communities.

18. Brand Ambassadorship Accolade: Recognizing the team representing rural empowerment initiatives with excellence.



CRITERIAS »

TEAM EVALUATION CRITERIA	COLLEGE EVALUATION CRITERIA
• Team composition and Diversity	• Number of teams participated
• Ratings from Shop Owners	• Team performance
• Volume of transactions conducted through the app	• Teamwork
• Effectiveness of awareness activities	• Faculty Involvement
• Number of app installations	• Dressing pattern and Professionalism
• Students knowledge regarding Digistore pay app and its features	• Quality of student presentations
	• Student learning and representation
	• Social media content – Views and Likes
	• Total number of installations: The cumulative number of app installations achieved by all teams

TEAM COMPOSITION »

- Each team participating in the Digistore Pay Quest must appoint a captain and a vice captain to lead and coordinate team activities effectively.
- The team must consist of precisely 15 students, ensuring a balanced and cohesive group dynamic. Each student can only participate in one team to maintain fairness and integrity.
- Gender diversity is encouraged, with a minimum of one female participant required within the team composition. This inclusion promotes gender inclusivity and diversity within the Digistore Pay Quest.
- Teams have the flexibility to include students from various academic disciplines within the college, fostering interdisciplinary collaboration and diverse perspectives.
- All participants must be full-time students at the college they represent, ensuring a genuine representation of the student body and commitment to the quest.
- Faculty involvement is essential, with at least one faculty member required to be part of each team. The same faculty member can support multiple teams, fostering mentorship and guidance throughout the quest.

BENEFITS TO PARTICIPANTS »

As a participant, you'll unlock a world of opportunities and benefits, including:

- 15 empowering sessions covering various topics such as finance, entrepreneurship, and career development which are as follows:



EMPOWERMENT SESSIONS >>

- Language sessions (IELTS, German, etc.)
- Career and Skill Development Workshop
- Talk by a Chartered Accountant
- Insights from a Company Secretary
- Guidance from the CA Coaching Centre
- Tips from a Bank Coaching Institute
- Advice from a PSC Coaching Institute
- Sessions with Bank Officials
- Discussion with Insurance Experts
- Tips from Venture Capitalists (2 VC Firms)
- Insights from Government Officials (3 different departments)
- Talks & Insights from Successful Startup Entrepreneurs (5 Start-ups)
- Tax Tips & Investment Tricks
- Q&A and Insights from Abroad Consultancies
- Session from Afthonia Labs (Fintech Incubator and Accelerator)

Note

Participants will have access to more than 15 sessions, worth Rs 60,000, absolutely free of charge!

- Internship certificates for active participants.
- Placement assistance to active participants



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