

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
RAJYA SABHA
UNSTARRED QUESTION NO.1523
TO BE ANSWERED ON 29.07.2022

AWARENESS CAMPAIGN FOR DIGITAL PAYMENTS IN RURAL AREAS

1523. SHRI SATISH CHANDRA DUBEY:

Will the Minister of ELECTRONICS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether any awareness campaign has been launched by Government for promoting digital payments in rural areas; and
- (b) if so, the details thereof?

ANSWER

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI RAJEEV CHANDRASEKHAR)

(a) and (b): A number of measures have been taken to improve awareness regarding digital payments across the country, including in rural areas. Under Pradhan Mantri Gramin Digital Saksharta Abhiyan, launched by the Government to promote digital literacy in rural India, over 3.91 crore persons have been trained and certified in the use of various modes of digital payments, after successfully performing at least five digital payment transactions. In addition, National Payments Corporation of India also organises training programmes in association with banks and various Government institutions for spreading awareness of digital payments in rural areas.

Further, the Reserve Bank of India (RBI) has instructed banks to organise camps regarding digital payments, twice a month through their Financial Literacy Centres (1,495 centres, as of December 2021) and monthly through rural branches. Moreover, awareness about digital payments is also spread by Centres for Financial Literacy (1,112 centres, as of July 2022) set up at the block level. RBI's "DigiSathi" (www.digisaathi.info; helplines 14431 and 18008913333) to assist in the use of digital payment products and services by providing relevant information to the users.
