

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
RAJYA SABHA
UNSTARRED QUESTION NO. 1373
TO BE ANSWERED ON 21.12.2018

USE OF BHIM-UPI FOR ALL DIGITAL PAYMENT PLATFORMS

1373 DR. SANJAY SINH:

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

- (a) the steps being taken for enhancement of the use of State-run BHIM application for digital payment system;
- (b) whether Government is planning to make mandatory the use of BHIM-UPI for all digital payment platforms;
- (c) if so, the details thereof; and
- (d) if not, the reasons therefor?

ANSWER

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI S.S. AHLUWALIA)

(a): In order to promote the use of BHIM application, the following steps are being taken by Government:

- Government is having incentive scheme 'BHIM cashback scheme for individuals' wherein New BHIM app user on downloading, installing and successfully completing ten unique financial transactions during the scheme duration i.e till 31st March 2019 will get incentive of Rs 150/- .
- For promotion & Awareness of Digital payments including BHIM app, Government has chosen the following mediums for the publicity campaign:
 - 1. Radio
 - 2. Outdoor Hoardings
 - 3. Newspaper
 - 4. Website
 - 5. Theaters
- Government has already advised the ministries/departments and attached organizations for enabling online payment systems/options having BHIM/UPI as preferred option for accepting payments.
- Government has also advised the payment gateway aggregators to use the BHIM / UPI as one of the modes of payment in addition to other modes like Netbanking, Debit/Credit cards etc.
- To further leverage the BHIM app, facility of utility bills payments through Bharat Bill Payment System (BBPS) on BHIM app has been added
- Multi-agent facility has been added in BHIM app wherein Merchants having BHIM app may configure several numbers with BHIM app so that notification of successful transaction may be passed to various stakeholders

(a) and (c) : Government has already advised the ministries/departments and attached organizations for enabling online payment systems/options and having BHIM/UPI as preferred option for accepting payments.

(d): Does not arise.
