

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
RAJYA SABHA
UNSTARRED QUESTION NO. 4584
TO BE ANSWERED ON 06.04.2018

GOVERNMENT INITIATIVES FOR ENCOURAGING DIGITAL TRANSACTIONS

4584. SHRI HISHEY LACHUNGPA:

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

- (a) the details of Government initiatives taken for encouraging digital transactions in the country;
- (b) the increase or decrease in digital transactions in the country post demonetisation; and
- (c) the details thereof?

ANSWER

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI K J ALPHONS)

(a): Ministry of Electronics & IT (MeitY) has been working on various strategies and is operating with multiple stakeholders including Banks, Central Ministries/Departments and States to create a conducive environment to promote digital payments across the country. The following are the details of Government initiatives taken for encouraging digital transactions in the country:

- In May, 2017, DIGIDhan Mission has been created with a target to undertake 25 Billion digital transactions during financial year 2017-18.
- A comprehensive enabling environment is being created for accepting the digital payments across the country; Banks have added 12 Lakh additional Point of Sale (PoS) at the merchants against the target of 10 Lakh POS for the Fin year 2017-18 and as on date we have 32 Lakhs PoS.
- Offering a visible discount on digital payment vis-à-vis cash by various Ministries/Departments like Ministry of Road Transport and Highways (MoRTH) is offering incentive of 7.5% to toll road users on electronically paid fee for the FY 2017-18, 5% for 2018-19 and 2.5% in 2019-20. Ministry of Petroleum and Natural Gas through Oil Marketing Companies (OMCs) is offering (0.75 %) discount to consumer on the purchase of fuel at the Petrol Pumps of OMCs.
- A project has been initiated in March 2018 so as to enable 40 Lakhs merchants with BHIM app QR code (Quick response code) for accepting digital payments using scan and pay option.
- To promote merchant payments through Debit cards, UPI and BHIM Aadhaar, Govt. had decided to reimburse the MDR for the payments of value up to Rs 2,000 over these platforms for next two years (starting from 1st January 2018).
- In order to grow digital payments using BHIM app, in April, 2017, Government of India launched BHIM Referral Bonus scheme and BHIM Merchant Cashback scheme. Under these schemes each of the referrer of the BHIM app gets incentive for referral as well as merchant gets incentive for accepting the payments through BHIM / BHIM UPI. These schemes have been extended till 31st March, 2019.
- Government has also launched scheme to incentivize usage of BHIM Aadhaar by paying 0.5% of transaction value (maximum up to 2000 Rupees). The scheme has been extended till 31st March, 2019.
- Government of India, Department of Financial Services, through National Bank for Agriculture & Rural Development (NABARD) is incentivizing the installation of BHIM Aadhaar POS machines. The scheme supports the banks to deploy 20 Lakh BHIM Aadhaar PoS devices for making digital payments. Under the scheme, the banks which are deploying BHIM Aadhaar PoS devices and merchant on-boarding will be extended support of up to maximum Rs 1800/- per device

(a) and (c): The post demonetization details of Digital transactions are given in the Annexure.

Category	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
Card Payments	0.8	0.9	0.9	0.9	1.3	1	1	1	0.9	0.9	1	1	1.1	1.1
Merchant Payments	12	17	16	15	19	14	16	15	15	15	16	16	16	17
Mobile Payments	4	5	6	6	7	7	7	7	7	8	8	9	9	10
Net PoS*	10	12	11	9	11	11	12	11	11	12	11	12	12	12
Net PoS*	24	42	33	25	27	27	26	25	26	27	27	28	27	29
Net PoS*	14	21	26	25	31	32	24	22	24	23	20	20	19	29
Net PoS*	3	5	3	3	3	3	4	3	3	4	4	4	5	3
Net PoS*	9	11	11	10	11	11	11	12	10	10	11	15	18	25
Net PoS*	0	0.2	0.4	0.4	0.6	0.7	0.9	1	1.2	1.7	3.1	7.7	10.5	14.4
Net PoS*	16	21	17	16	19	22	20	21	21	21	19	20	21	20
Net PoS*	3	4	4	4	5	6	7	8	8	8	8	8	8	9
Net PoS*	0	0.3	0	0	0	0	0	0	0	0.1	0.2	0.2	0.2	0.3
Net PoS*	-	0	0.6	0.7	0.8	0.7	0.8	0.8	0.9	1	1	1	1.1	1.2
Net PoS*	95	138	130	115	136	134	129	127	128	130	129	142	148	171

Digital Transactions Volume (In Crores)

Source : * RBI, #NPCI

