

GOVERNMENT OF INDIA  
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 2633**  
TO BE ANSWERED ON 18.03.2021

**ENCOURAGEMENT OF DIGITAL TRANSACTIONS**

**2633 SHRI HISHEY LACHUNGPA:**

Will the Minister of Electronics and Information Technology be pleased to state:

- (a) the details of initiatives taken by Government for encouraging digital transactions in the country,
- (b) whether the digital transactions in the country post de-monetization has increased or decreased; and
- (c) the details thereof?

**ANSWER**

MINISTER OF STATE ELECTRONICS AND INFORMATION TECHNOLOGY  
(SHRI DHOTRE SANJAY)

(a): The details of initiatives taken by Government for encouraging digital transactions in the country, is provided in Annexure I.

(b) and (c): As a result of coordinated efforts of the Government with concerned stakeholders, a significant growth in the digital payment transactions have been achieved in the country post de-monetization, as given below:

Year	Achievement (No. of Digital Payment Transactions) (volume in crore)
2016-17	1,004
2017-18	2,071
2018-19	3,134
2019-20	4,572
2020-21	4,905 (approx. as on 11.03.2021)

Data Source: RBI, NPCI, Banks and PPIs

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**Initiatives taken by Government for encouraging digital transactions in the country**

Promotion of digital payments is an essential aspect of Digital India programme. Ministry of Electronics and Information Technology (MeitY) has been assigned the responsibility of “Promotion of Digital Transactions including digital payments”. DIGIDHAN Mission was set up at MeitY in June 2017, which has been primary catalyst to promote the digital payment ecosystem in India. Under the Mission following steps were taken to promote digital payments:

- (1) **Incentive schemes:** In order to catalyze the adoption of digital payments, Government has launched various schemes for incentivizing merchants, individuals and banks. Some of them were BHIM Cashback schemes for Individuals & Merchants, BHIM Aadhaar Merchant Incentive Scheme, BHIM-UPI Merchant On-boarding Scheme and MDR Reimbursement Scheme.
- (2) **Launch of BHIM App:** In order to encourage the digital payments and unleash the power of mobile phones for digital payments, BHIM app was launched by Hon’ble PM on 31st December, 2016. BHIM app is a UPI (Unified Payments Interface) based payment interface developed by NPCI (National Payments Corporation of India) which allows real time fund transfer using a single identity like your mobile number or name. BHIM App is bank agnostic app for online person to person funds transfer and is available on Android and iOS platforms. New version of BHIM (BHIM 2.0) was launched by Hon’ble MEIT on 21<sup>st</sup> Oct, 2019. In order to make BHIM app more effective, new features were introduced like Introduction of Donation, Merchant offers, and introduction of new languages. At present, BHIM users can access the app in 13 languages.
- (3) **Launch of BHIM Aadhaar Pay:** BHIM Aadhaar Pay, merchant version of AePS (Aadhaar Enabled Payment System) was launched by Hon’ble PM on 14th April, 2017 that allows to make payments without using smartphone. BHIM-Aadhaar Pay app enables digital payments through the fingerprint scanner, by authenticating the biometric details of a user with Aadhaar database.
- (4) **Digital Payments Dashboard:** DIGIDHAN Dashboard (<https://digipay.gov.in>) has been developed to create a platform for reporting, monitoring and analysis of digital payments transactions occurring in the country and enablement of infrastructure through deployment of Physical/Mobile/BHIM Aadhaar PoS devices.
- (5) **On-boarding of Billers on Bharat Bill Payment System (BBPS):** BBPS is a platform that provides an interoperable and easily accessible recurring and bill payment service to consumers via multiple channels like Internet Banking, Mobile Banking, Mobile Apps, UPI, etc. At present, billers from 17 recurring payment categories across India are being on-boarded on BBPS. As a result of the efforts made by Government, the number of billers on-boarded on BBPS has increased significantly from 77 in April 2018 to 19,474 in January 2021. Efforts are underway to onboard more billers and merchants on BBPS platform.
- (6) **National Common Mobility Card (NCMC):** Government has launched NCMC to provide an easy, convenient and fast method of digital payment to the citizens for public transport and other low value transactions including retail, parking etc. NCMC will enable a single interoperable digital payment mode in all the Metros and Bus services along with retail to fulfill the vision of ‘One Nation One Card’.
- (7) **National Electronic Toll Collection (NETC):** NETC Fastag has been implemented in coordination with NHAI, IHMCL, NPCI, 29 Banks, various Concessionaires along with 30+ System Integrators, to enable digital payment for toll collection. NETC FASTag has eased out the traffic at toll plazas and has brought down the average wait time at toll plazas to make customer experience seamless. NETC FASTag program has also been successfully extended to various State & City toll projects and covers over 800+ toll plazas across the country.
- (8) **Campaigns to Promote Digital Payments:** MeitY had undertaken several initiatives to promote digital payments in the country. Few of digital payments literacy and promotion campaign undertaken by MeitY are :

- **Smart City Campaign** to promote digital payments in 100 smart cities from 1<sup>st</sup> July, 2018 to 31<sup>st</sup> October, 2018 to guide, motivate, recognize and reward the Smart Cities for promotion of digital payments.
  - **D/o Financial Services** have undertaken a campaign 'Digital Apnayan' for onboarding of at least 100 additional customers by every bank branch on digital payment mode for the period from 15.08.2020 to 31.12.2020. All the 12 Public Sector banks participated in the campaign. As apprised by Public Sector Banks (PSBs), 5.09 crore additional customers have been onboarded on digital payments and all the branches have achieved the target of onboarding at least 100 customers.
  - **Data Security Council of India (DSCI)**, MeitY and Google India joined hands for 'Digital Payment Abhiyan'. The awareness & best practices videos & brochures were created in SEVEN different languages - Hindi, English, Gujarati, Bengali, Kannada, Tamil and Telugu to spread awareness and build trust in digital payments among common man.
  - **MeitY Awards:** In 2019, MeitY awarded Fintech companies (6 Nos.) for bringing in innovation in digital payments domain. Banks (12 Nos.) were also awarded based on their performance in pre-defined Key Performance Indicators (KPIs) to encourage and recognize their efforts.
  - **Workshops:** In 2019, Promotional workshops on digital payments in all the capitals of the North East States have been organized by MeitY through NIELIT.
- (9) **Promotion of indigenous payment solutions BHIM-UPI & RuPay globally:** India's indigenously developed BHIM-UPI and RuPay cards are world class platforms for enabling digital payments. Several countries in Asia, Africa and the Middle East have displayed an inclination towards establishing a 'real time payment system' or 'domestic card scheme' and wish to replicate our model in their country. Government is making efforts to promote these products globally.
- (10) **Awareness initiatives:** Awareness and training programmes have been conducted in coordination with Ministries / Departments / States / UTs / Smart Cities for promotion of various modes of Digital Payments, in coordination with NPCI. MeitY initiated a Promotion and Awareness Campaign for digital payments. As part of this campaign, numerous social media posts have been published on Digital India and MeitY's social media platforms, namely Facebook, Twitter, Instagram, and LinkedIn encouraging citizens to use digital payments on the occasions of Diwali, Bhai Dooj, Christmas, New Year and Republic Day. Furthermore, in December 2020, BHIM UPI achieved a new milestone with the value of transactions in a single month crossing the ₹4 Lakh Crore mark. To highlight this significant landmark, a post was published on the aforementioned social media pages.
- (11) **Grievance Redressal System:** A strong grievance redressal mechanism is essential to increase trust of customers in digital payments. MeitY has integrated Digital Payment Grievances along with Ministry of Consumer Affairs (MoCA) for utilizing it with National Consumer Helpline (NCH) platform of Department of Consumer Affairs (DoCA).
- (12) **Security Measures for Digital Payments:** Various measures have been taken to enhance the cyber security posture of digital payment systems in the country, as mentioned below:
- i. Ministry of Electronics & Information Technology (MEITY) is conducting programs to generate information security awareness. Specific books, videos and online materials are developed for children, parents and general users about information security which are disseminated through Portals like "www.infosecawareness.in", and "www.cyberswachhtakendra.gov.in".

- ii. CERT-In is working in coordination with Reserve Bank of India (RBI) and Banks to track and disable phishing websites.
  - iii. CERT-In issues alerts and advisories regarding latest cyber threats and countermeasures on regular basis to ensure safe usage of digital technologies. Regarding securing digital payments, 37 advisories have been issued for users and institutions.
  - iv. Security tips have been published for users to secure their Desktops, mobile/smart phones and preventing phishing attacks.
  - v. All authorised entities/ banks issuing prepaid payment instruments (PPIs) in the country have been advised by CERT-In through Reserve bank of India to carry out special audit by empanelled auditors of CERT-In on a priority basis and to take immediate steps thereafter to comply with the findings of the audit report and ensure implementation of security best practices.
  - vi. Government has empanelled security auditing organisations to support and audit implementation of Information Security Best Practices.
- vii. Cyber security mock drills are being conducted regularly to enable assessment of cyber security posture and preparedness of organisations in Government and critical sectors. 50 such drills have so far been conducted by CERT-In where 450 organisations from different States and sectors such as Finance, Defence, Power, Telecom, Transport, Energy, Space, IT/ITeS, etc participated. Out of these drills, 12 drills were conducted in coordination with the Reserve Bank of India and The Institute for Development and Research in Banking Technology for financial sector organisations.
- viii. Government is operating the Cyber Swachhta Kendra (Botnet Cleaning and Malware Analysis Centre). The centre is providing detection of malicious programs and free tools to remove the same for citizens and organisations.
- ix. RBI has issued following instructions vide circulars RBI / DPSS No. 1501 / 02.14.003 / 2008-2009 dated February 18, 2009, RBI / DPSS No. 2303 / 02.14.003 / 2009-2010 dated April 23, 2010, DPSS.CO.No.1503 / 02.14.003 / 2010-2011 dated December 31, 2010 and DPSS.PD.CO. No.223 / 02.14.003 / 2011-2012 dated August 04, 2011,
    - It is mandatory to put in place a system of providing for additional authentication / validation based on information not visible on the cards for all on-line card not present transactions.
    - In case of customer complaints regarding issues, if any, arising out of transactions effected without the additional factor of authentication, the issuer bank shall reimburse the loss to the customer further without demur.
  - x. RBI has issued following instructions vide RBI / DPSS No.914 / 02.14.003 / 2010-2011 dated October 25, 2010 and DPSS.PD.CO. No.371 / 02.14.003 / 2014-2015 dated August 22, 2014,
    - The mandate for additional authentication / validation shall apply to all transactions using cards issued in India, for payments on merchant site where no outflow of foreign exchange is contemplated. The linkage to an overseas website / payment gateway cannot be the basis for permitting relaxations from implementing the mandate. The mandate is not presently applicable for use of cards issued outside India, on Indian merchant sites.
    - Where cards issued by banks in India are used for making card not present payments towards purchase of goods and services provided within the country, the acquisition of such transactions has to be through a bank in India and the transaction should necessarily settle only in Indian currency, in adherence to extant instructions on security of card payments.
  - xi. As per RBI Master Direction DPSS.CO.PD.No.1164 / 02.14.006 / 2017-18 dated October 11, 2017 (as updated from time to time) on “Issuance and Operation of Prepaid Payment Instruments (PPIs)”,

- Issuers shall introduce a system where every successive payment transactions in wallet is authenticated by explicit customer consent.
- Cards (physical or virtual) shall necessarily have AFA as required for debit cards, except in case of PPIs issued under PPI-Mass Transit Systems (PPI-MTS).

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