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D.O No. Z-18015/25/2017-eGov
Dated the 02nd July, 2018

Subject: Digital Payment Promotion and targets for FY 2018-19 - reg

Sir/Madam,

The promotion of digital payments had been accorded highest priority by the Government and was also one of the key highlights of the Union Budget 2017-2018. Accordingly, towards this initiative, Ministry has issued various advisories/letters to all the States/UTs Govt. with regard to promotion of digital payment. All the States / UTs were advised to install facilities for payment in digital mode at various touch points having citizen interface such as registration counters, diagnostics centres, medical stores, canteen etc. in their Health facilities/Hospitals. Central Government has decided on a package of incentives and measures for promotion of digital and cashless economy in the country.

2. We are delighted to inform that GoI has achieved target of 2060 crores Digital Transactions during FY 2017-18. Now, a fresh target of 110 Crore transaction has been assigned to D/o HFW for the FY 2018-19. For this, MeitY has initiated four incentives schemes for promotion of digital payments:

- BHIM Cash back scheme for individual,
- BHIM Incentive Schemes for merchants,
- BHIM Aadhaar Merchant Incentive scheme
- MDR Waiver for Debit card/ BHIM UPI/ Aadhaar Pay transactions less than or equal to Rs 2000 in value.

State/UT wise target allocation for FY 2018-19 is as enclosed.

3. MeitY has prepared a list of activities (as Annexure A & B) which may be considered and incorporated in all organizations of MoHFW for promotion of Digital Payments and the details of various modes of payment which can be used to make and receive payment digitally.



National Health Mission

4. Since, Digital Payment program is being continuously monitored at PMO & Committee of Secretaries (CoS) level. It is, therefore, requested that all States/UTs may effectively work towards significantly increasing (multi-fold) the number of digital transactions and ensure adequate measures are taken at the earliest to promote and monitor the digital payment transactions to achieve the benchmark of 110 Crore.

Warm regards.

Yours sincerely,

SC Rajeev
(S C Rajeev) 2/7/18

1. The Principal Secretaries (H&FW) of all States/UTs.
2. The Mission Directors (NHM) of all States/UTs.

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1. SS & FA, MoHFW
2. All Addl. Secretaries, MoHFW
3. All Joint Secretaries, MoHFW