



**JITENDRA ARORA**

Director (eHealth)  
Tel. : 011-23062317  
E-mail : jitendra.arora@nic.in



भारत सरकार  
स्वास्थ्य एवं परिवार कल्याण मंत्रालय  
डी-307, निर्माण भवन, नई दिल्ली - 110011  
Government of India  
Ministry of Health & Family Welfare  
307-D, Nirman Bhavan, New Delhi - 110011

**D.O. No. Z-18015/8/2017-eGov**  
**Dated 27<sup>th</sup> October, 2017**

To,

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

**Subject- Promotion of Digital Payments using BHIM app and Bharat QR code.**

Sir/Madam,

The Ministry of Health & Family Welfare has been allocated a target of 91 crore digital payment transaction and is working on various strategies with multiple stakeholders including States/UTs, Central Govt. Hospitals and private health sector. Digital Payments Promotion is being undertaken in form of a Mission under periodic and regular review by PMO. Number of meetings have been held under chairmanship of Secretary, MeitY and AS, MeitY over the last few weeks with various Ministries/Departments for discussion/deliberation on this matter.

2. States / UTs can contribute significantly towards achieving the target of 91 crore digital payment transaction through five payment modes namely UPI, USSD, Aadhar Pay, IMPS and Debit cards of this financial year.
3. Ministry has already informed and sensitized vide D.O. letters dated – 21.04.2017, 29.08.2017, 05.10.2017 and emails to all the States / UTs with regard to adoption of BHIM app and Bharat QR code for the promotion of digital payment.
4. It is requested that all the States / UT Govt. may formulate the action plan and same may be designed on the following pillars:
  - i. All receipt counters may be enabled with digital payment acceptance infrastructure. Bharat QR Code may be made available at all points. Existing other digital payment acceptance infrastructure like PoS, mPoS, BHIM, Aadhaar enabled payment System may also be supported.
  - ii. All Licenced chemist shops within the Hospital premises to be mandated to enable digital payments.
  - iii. An Incentivisation programme may be rolled out to make digital payments visibility cheaper than cash payments. Cashback/Discount may be provided for payments through digital mode.
  - iv. Display IEC material through various possible modes such as print poster, electronic display etc. at the payment counters in the Hospitals and on the website / web portal of the Hospitals to ensure wide spread Digital payment.



- v. Promotion activities may be undertaken for awareness about (i) Using BHIM App (ii) Incentivisation programs (iii) Security of Digital Payments. Digital Payment Week may be observed for creating awareness.
- vi. Give special emphasis for the promotion of digital transaction using BHIM App and integration of payment gateway with Bharat QR code so as to maximize the use of Bharat QR codes at places where POS machines are not installed i.e. Registration counter, chemist shops etc. Also, Hospital should prominently display the acceptance of payment through Bharat QR Codes on the payment counters
- vii. Focused plan may be designed for digital enablement of complete office premises/townships including retail points owned by private entities, but controlled by the States/UTs.
- viii. Online payment portals should offer BHIM and UPI as one of payment options along with existing options like Debit, Credit, Net Banking, PPIs etc.
- ix. All utility bills should be on boarded on the Bharat Bill payment system (BBPS).

5. Apropos above, it is requested that above instructions may kindly be followed strictly for compliance and reports made available by 6<sup>th</sup> November, 2017.

6. Also, the States/UTs are requested to take action to ensure the availability of necessary infrastructure for accepting digital payment, display information and promotional material for digital payment in the premises and submit the requisite information/report on the MIS portal (<https://dp.nhp.gov.in/login.php>) developed for which login credentials have already been shared with respective hospitals

7. Since Digital Payment Program is being continuously monitored at the level of PMO & Committee of Secretaries (CoS), the above information may be given the highest priority.

**Yours faithfully**

  
**(Jitendra Arora)**

**Copy to:**

1. PPS to AS&MD
2. PS to JS(Policy)
3. Ms. Geeta Kathpalia, Scientist ' G ', Ministry of Electronics & IT, New Delhi



सत्यमेव जयते

अजय साहनी, आई.ए.एस.  
AJAY SAWHNEY, I.A.S.

सचिव  
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी मंत्रालय  
भारत सरकार  
Secretary  
Ministry of Electronics &  
Information Technology (MeitY)  
Government of India

D.O. No. 12(148)/2017-DPD  
Dated: 20<sup>th</sup> October, 2017

Dear Secretary,

**Subject: Promotion of digital transaction using BHIM App and Bharat QR code**

The Ministry of Electronics & IT (MeitY) has been entrusted with promotion of Digital Payment Transactions and it is working on various strategies with multiple stakeholders including States/UTs, Central Ministries/Departments and Banks.

2. Public Service undertakings/Autonomous bodies/ Attached offices under various Ministries/ Departments of Government can contribute significantly towards achieving the target of 2500 Crore Digital Payment Transactions.

3. It is requested that the Public Service undertakings/Autonomous bodies/ Attached offices under your ministry/department may be directed to formulate an action plan and same may be reviewed periodically. The Action Plan may be designed on following pillars:

(a) All Receipt Counters may be enabled with Digital Payment Acceptance Infrastructure. Bharat QR Code may be made available at all points. Existing other digital payment acceptance infrastructure like PoS, mPoS, BHIM Aadhaar may also be supported.

(b) An incentivisation programme may be rolled out to make digital payments visibly cheaper than cash payments. Cashback/Discount may be provided for digital payments.

(c) Promotion activities may be undertaken for awareness about (i) BHIM App Download (ii) Incentivisation programs (iii) Security of Digital Payments. "Digital Payment Week" may be observed for creating awareness.



(d) Focused plan may be designed for digital enablement of complete office premises/townships including retail points owned by private entities, but controlled by the PSU/Autonomous bodies.

(e) Online payment portals should offer BHIM UPI as one of payment options along with existing options like Debit, Credit, Net Banking, PPIs etc.

(f) All utility bills should be on-boarded on the Bharat Bill Payment System (BBPS).

With regards,

Yours sincerely,



(Ajay Sawhney)

To

The Secretaries of the Ministries/Departments, Govt. of India.