

Dear Faculty, Staff & Students,

The "**Digital Financial Literacy Campaign**" programme will be organized by CIS for 5 days w.e.f. 15.12.2016 at 10:00am, venue : Auditorium, SAA, JNU. The detail of the programme with rollout approach is available at website (<http://www.jnu.ac.in/digitaleconomy/>). All Faculty members, Staff & Students are requested to participate in the Digital Financial Literacy Campaign of the University.

Let us be part of this transformatory programme that will take JNU from 'Cash to Less Cash Campus' by moving towards a digital economy.

The visaka (VITTIYA SAKSHARATA ABHIYAN) initiative of the Ministry of Human Resource Development, Govt. of India may also be seen at www.mhrd.gov.in/visaka and all are requested to enroll at URL <http://164.100.72.146/Kranti/citizen/secure/initEnrollVolunteer.do> for participation in the digital economy campaign of MHRD.

The ten(10) best institutes will be awarded by MHRD on :

1. based of the % of total students registered as volunteers.
2. % of adopted households started using digital payment means (adopted households = number of student volunteers X 10)
3. Number of trading establishments (in the adopted markets) started using digital payment systems in the adopted markets
4. Conversion of campus into cashless mode
5. Innovations made in the campaign

Looking forward your active participation and registration as volunteers on VISAKA portal.

Warm regards

Sanjeev Kumar
Director-CIS