Annexure-I

Organisation of Digital Payment Mela for Telecom Retailers in 5 Smart Cities of UP (East) Telecom Circle during 01.10.2018 to 12.10.2018 - A report:

Under the "Digital Payment Mission" of Govt. of India, DoT HQ New Delhi had decided to organize "Digital Payment Melas" for Telecom Retailers in 100 smart cities of the country through the offices of Controller of Communication Accounts vide circular No. 46-14/TA-II/Digital Targets Action Plan/ 2017-18/ 2504-2532 dated 04.9.2018. The aim of Digital Payment Melas is to make 90% Telecom Retailers digitally enabled in the smart cities by arranging demos, hands on training, guidance in filling up forms/ application and other formalities of different payment instruments. Accordingly, this office has organized "Digital Payment Melas" for Telecom Retailers in 5 smart cities of UP (East) Telecom Circle as given below. Apart from Telecom Retailers, the Telecom Service Providers, Lead Banks of the smart cities, Municipal Commissioner of smart city and NPCI have also participated in these Melas.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of Smart City</th>
<th>Date</th>
<th>Venue of Digital Payment Mela</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lucknow</td>
<td>01.10.2018</td>
<td>Office of CCA, UP (East), Telephone Exchange Campus, Vikas Khand-I, Gomati Nagar, Lucknow</td>
</tr>
<tr>
<td>2</td>
<td>Varanasi</td>
<td>03.10.2018</td>
<td>Sub Office of CCA, UP (East), CTO Building, Cantt. Varanasi</td>
</tr>
<tr>
<td>3</td>
<td>Allahabad</td>
<td>04.10.2018</td>
<td>Hotel Galaxy View, Civil Lines, Allahabad</td>
</tr>
<tr>
<td>4</td>
<td>Kanpur</td>
<td>10.10.2018</td>
<td>Hotel Rajaseth Palace, Ghatanghar, Kanpur</td>
</tr>
<tr>
<td>5</td>
<td>Jhansi</td>
<td>12.10.2018</td>
<td>Hotel Shrinath, Jhansi</td>
</tr>
</tbody>
</table>

The detail of "Digital Payment Mela" organized in Five smart cities is given as under:

1. **Lucknow on 01.10.2018:**

In Lucknow, the Digital Payment Mela for Telecom Retailers was organized on 01.10.2018 in the office campus of CCA UP (E), Lucknow. While inaugurating the Mela, Shri S. K. Singh, CCA welcomed all the participants and advised the Telecom Retailers to adopt digital modes of payment in their business activities as well as in day to day life so that 90% retailers could be enabled digitally. The NPCI executive Shri Khalid Abarar explained to the retailers about different modes of digital payment viz BHIM, UPI, AEPS, BBPS etc. The retailers were given hands on training as to how the BHIM App is downloaded and transaction of money is made with different persons through mobile phones.
The lead bank - Bank of India, Bank of Baroda and TSPs- Airtel and Reliance Jio also contributed to the aforesaid efforts by way of displaying banners & hoardings at the Mela site on this occasion. Besides the above, Shri Amiya Dwivedi, NPCI executive and Shri Arvind Srivastava, representative of TTSL have also attended the event on the day. (photos of the event are enclosed).

2. Varanasi on 03.10.2018:

In Varanasi, the Digital Payment Mela for Telecom Retailers was organized on 03.10.2018 in the office campus of Sub Office, CCA UP (E) at Varanasi. While inaugurating the event, Shri Shailesh Bansal, Jt.CCA welcomed all the TSPs, Lead Bank/ other bank officials and telecom retailers who participated in the mela. He explained the purpose of organizing Digital Payment Mela for Telecom Retailers i.e. enabled 90 % retailers digitally. The NPCI executive Shri Khalid Abarar explained to the retailers about different modes of digital payment viz BHIM, UPI, AEPS, BBPS etc. The retailers were given hands on training to download the BHIM App and to make the transaction of money with different persons through mobile phones. The lead bank-Union Bank of India, Bank of Baroda and TSPs- Airtel and Reliance Jio displayed the banners & hoardings in the Mela. On this occasion, the correspondent from Dainik Jagran, Varanasi was also present to cover the activities of the Digital Payment Mela. (A newspaper cutting highlighting the event along with other photos are enclosed).

3. Allahabad on 04.10.2018:

In Allahabad, the Digital Payment Mela for Telecom Retailers was organized on 04.10.2018 in a banquet hall of Hotel Galaxy, Civil Lines Allahabad. Shri S.K. Singh, CCA inaugurated the event and welcomed all the participants viz TSPs, Lead Bank/ other bank officials and telecom retailers. While explaining the purpose of organizing Digital Payment Mela i.e. to make 90% retailers digitally enabled, he exhorted all the telecom retailers present in the Mela to adopt different modes of digital payment. The NPCI executive Shri Khalid Abarar explained to the retailers about different modes of digital payment viz BHIM, UPI, AEPS, BBPS etc. The retailers were given hands on training to download the BHIM App and to make the transaction of money with different persons through mobile phones. The Lead Bank (BoB) executive and representative of Airtel intimated about the efforts made by their organizations towards promotion of digital payment. The lead bank- Bank of Baroda, Union Bank of India and TSPs- Airtel, Reliance Jio and Vodafone displayed the banners & hoardings in the Mela. A News team from Doordarshan Allahabad visited the event to cover the activities of Digital Payment Mela. Shri S K Singh, CCA briefed the Doordarshan team about the purpose of organizing this event. (Photos of the event are enclosed).
4. **Kanpur on 10.10.2018:**

In Kanpur, the Digital Payment Mela for Telecom Retailers was organized on 10.10.2018 in a banquet hall of Hotel Raja Seth Palace, Ghantaghar, Kanpur. While inaugurating the event, Shri S.K. Singh, CCA welcomed all the participants viz TSPs, Lead Bank/ other bank officials and telecom retailers. He intimated that the very purpose of organizing Digital Payment Mela is to make 90% retailers digitally enabled and requested to all the telecom retailers to adopt different modes of digital payment so that the target could be achieved. The NPCI executive Shri Rohit Singh explained to the retailers about different modes of digital payment viz BHIM, UPI, AEPS, BBPS etc. The retailers were given hands on training to download the BHIM App and to make the transaction of money with different persons through mobile phones. The lead bank- Bank of Baroda, Union Bank of India and TSPs- Airtel, Reliance Jio displayed the banners & hoardings in the Mela with a view to promote digital payment among the retailers. (Photos of the event are enclosed).

**Jhansi on 12.10.2018:**

In Jhansi, the Digital Payment Mela for Telecom Retailers was organized on 12.10.2018 in a banquet hall of Hotel Shrinath Palace, Civil Lines, Jhansi. On this occasion, Shri R B Joshi, Accounts Officer welcomed all the participants viz TSPs, Lead Bank/ other banks, Municipal Commissioner and telecom retailers. As it was being done in every Digital Mela, the very purpose of organizing Digital Payment Mela was explained to all the participants i.e. to make 90% retailers digitally enabled. All the telecom retailers were requested to adopt different modes of digital payment so that the target set by DoT HQ could be achieved. The NPCI executive Shri Rohit Singh explained to the retailers about different modes of digital payment viz BHIM, UPI, AEPS, BBPS etc. The retailers were given hands on training to download the BHIM App and to make the transaction of money with different persons through mobile phones. The executives of Lead Bank (BoB) and other banks intimated about the efforts made by their organizations towards promotion of digital payment. The lead bank- Punjab National Bank, Bank of Baroda, Union Bank of India and TSPs- Airtel, Reliance Jio have displayed the banners & hoardings in the Mela with a view to promote digital payment among the retailers. The Municipal Commissioner Jhansi (Shri Pratap Singh Bhadauria) took special interest during hands on training to download the BHIM App and appreciated the efforts towards promotion of digital payment being made by DoT. (Photos of the event are enclosed).

(R. B. Joshi)
Accounts Officer