

No. H. 13011/27/2017-Estt - 185285
Govt. of India
Ministry of Culture

Shastri Bhavan, New Delhi - 110 001
Dated: 7th May, 2018

To

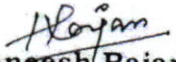
Heads of all organisations under MoC

**Sub: Publicizing of MDR Waiver and revised BHIM incentive Schemes -
Regarding**

Sir/Madam,

I am directed to refer to the subject cited above and to forward herewith a copy of DO letter No. 12(23)/2017-DPD dated 26.4.2018 received from Ministry of Electronics & Information Technology (MeitY) which is self explanatory for information and necessary action/compliance

Yours faithfully,


(Manoj Rajan)

Under Secretary to the Govt. of India
Tel. 2338 8312

Encl: a/a

Copy to:

1. All Joint Secretaries in the Ministry of Culture
2. All Directors/Deputy Secretaries in the Ministry of Culture

Copy also to : NIC, Ministry of Culture with a request to upload the letter in the web portal of the Ministry.

ADG

सचिव (संस्कृति) कार्यालय
डायरी सं० 185245
दिनांक 1/5/18



भारत सरकार
Government of India
इलेक्ट्रॉनिक्स और सूचना प्रौद्योगिकी मंत्रालय
Ministry of Electronics & Information Technology
इलेक्ट्रॉनिक्स निकेतन / Electronics Niketan
6, सी जी ओ कॉम्प्लेक्स / 6, C G O Complex
नई दिल्ली-110003 / New Delhi-110003
Website: www.meity.gov.in

Gopalakrishnan S., IAS

सूचना / Tele: Joint Secretary
Tel.: 24363075
ई-मेल: Email: js.gopal@meity.gov.in
D.O.No. No. 12(23)/2017-DPD

दिनांक / Dated 26.04.2018

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Sub.: Publicizing of MDR Waiver and revised BHIM incentive schemes

Sir/Madam,

Ministry of Electronics & IT (MeitY) has been mandated to promote digital transactions in the country. MeitY has been co-coordinating with all the Ministries / Departments / States to achieve the target of 2500 Crore digital payment transaction, set for FY 2017-18, by Hon'ble Finance Minister.

2. The efforts made by all Ministries/Departments/States for promotion of digital payments are appreciated, which resulted in significant growth in digital payment transactions from 1003 Cr. in 2016-17 to 2060 Cr. in 2017-18. The details of mode-wise growth in digital payments have been enclosed as Annexure A.

3. MeitY is now working with renewed focus to further strengthen the digital payment ecosystem in the country. Recently, Government of India Vide Gazette Notification No. 6(19)/2017-DPD-1. dated 27.12.2017 (attached) has waived off Merchant Discount Rate (MDR) applicable on Debit Card/BHIM UPI/Aadhaar-Pay transactions less than or equal to Rs. 2000/- in value for a period of two years with effect from 1st January, 2018. This will help to promote small value transactions upto Rs. 2000/-.

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4. Further, Government of India has recently revised and extended the following incentive schemes with effect from 1st April 2018 till 31st March 2019 for promotion and wider adoption of digital payment.

- BHIM cashback scheme for individuals
- BHIM incentive scheme for merchants
- BHIM Aadhaar merchant incentive scheme

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5. Co-operation of all Ministries/Departments/States is expected to further improve the adoption of Digital Payments. It is requested that information regarding MDR waiver and BHIM incentive schemes, as mentioned above may be disseminated and widely publicized in all organizations (Attached Offices/ Affiliated bodies/Autonomous Societies/Public Sector Enterprises/ Section 8 companies/ Section 25 companies/ Statutory Organizations/ Company registered under Company Act 1956 etc.) under your Ministry / Department / States. It is further requested to appropriately display the above information in websites of your Ministry / Department / States and all concerned organizations.

With regards,

Yours faithfully,



(Gopalakrishnan S.)

Encl.: As above

To:

- All Secretaries, Government of India
- Chief Secretaries of all States/UTs

Copy To:

- IT Secretaries of all States/UTs