

GOVERNMENT OF TRIPURA
DIRECTORATE OF INFORMATION TECHNOLOGY
ITI Road, Indranagar, Agartala-06

No.F.15(18)/Digi-Dhan/2017/333-43

February 10, 2016

Meeting Notice

It has been decided by the State Government to organize the Digi-Dhan Mela on 21st February 2017. The objective of the Digi-Dhan Mela is to encourage, guide and engage the citizens, customers and the merchants to increasingly shift towards the cashless payment modes across the state. To encourage adoption of digital payments by local residents, this event will have a daylong Digi-Dhan Mela where local residents can interact with banks and other stakeholders, get apps downloaded and learn how to do digital transactions. During the day, one hour event will be carried out, in the presence of a dignitary and a national-level celebrity, preferably belonging to the state.

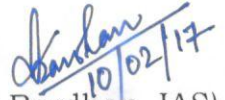
During the mela the contests will be organized to encourage local community participation in the initiative leading up to the day of draws. The certificates will be given out during the one hour award ceremony for (i) best slogan (ii) best jingle (iii) best poster on digital payments in local language. States may further consider giving awards/cash prizes to winners, as deemed fit.

Presently two schemes, namely Lucky Grahak Yojana for Consumers and Digi-Dhan Vyapar Yojana for Merchants, seek to engage people towards significantly higher usage of digital transactions through the offer of incentives.

The lucky awards will be given out on a daily and weekly basis under the Lucky Grahak Yojana and weekly basis under the Digi-Dhan Vyapar Yojana which will be organized by NITI Ayaog. The scheme will be implemented by National Payments Corporation of India (NPCI). At Digi-Dhan Mela only those transactions that take place through RuPay Cards, USSD, UPI and AEPS are eligible for this scheme. This event will be used to as a platform to promote digital payments.

In order to make the Digi-Dhan Mela successfull, all Banks, Telecom Service Providers, PSUs, OMCs, Fertilizer Companies etc. are requested to participate in the mela and showcase their relavant activities in their respective stall at the mela ground.

In order to work out the details of the mela, a preparatory meeting will be held on February 14, 2017 at 11:00 AM in the Conferenace Hall, Office of the District Magistrate & Collector, West. In this regard, all the below addressee officers are hereby requested to make it convenient to attend the above meeting.


(Debapriya Bardhan, IAS)
Director, IT
Govt. of Tripura

To
All Concern

Copy to:-

1. The PS to the Secretary, IT, Govt of Tripura for kind information to the Secretary, IT.

1. The Chief Engineer, RD
2. The Superintendent Engineer, Circle-1, RD
3. The District Magistrate & Collector, West Tripura District
4. The Director, ICA
5. The Commissioner, AMC
6. The Executive Engineer, PWD (Internal Electrification)
7. The Director, Fire Service
8. The Superintendent Of Police, West Tripura
9. The Superintendent Of Traffic Police
10. The District Education Officer, School Education Department