

प्रकाश जावडेकर  
*Prakash Javadekar*



मंत्री  
मानव संसाधन विकास  
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MINISTER  
HUMAN RESOURCE DEVELOPMENT  
GOVERNMENT OF INDIA



Dear Heads of Higher Educational Institutions,

New Year greetings to you, all the faculty, staff and students of your institution/university!

The higher educational institutions are the prime agencies for nation-building, and it is only when they are strong and their work socially relevant can we expect a strong and resurgent India. Your work is therefore most crucial for a transformational change of our Society.

You are aware that we embarked on another transformational change by moving to digital payment systems that ensure transparency and thereby eliminating the scope for black money. Since the products of the higher educational institutions are the prime stakeholders in a corruption-free society, I had appealed to all of you through video conference on 1<sup>st</sup> Dec 2017 to lead the movement for digital financial literacy, the Vittiya Saksharata Abhiyan (VISAKA).

In the last twenty-five days more than two lakh students have registered in our website as volunteers. This was in spite of the exam season followed by winter vacation. Thousands of students have communicated to us through email and social media channels sending us photos, videos and reports. Many universities have also sent us progress reports. With the immense possibility of social change in mind, it has been decided to extend the VISAKA campaign **by one more month till February 12, 2017.**

We had noticed that volunteers from only about 1,000 Institutions have registered for the campaign. It is time now for all others to actively lead and participate in the programme. I request you to ensure that the following are done immediately:



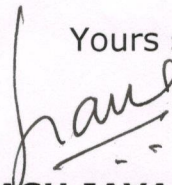
- a) **Connect** with the students who have come forward to work as volunteers. They need recognition, guidance, and may be, some training. This task of handholding shall be entrusted to faculty who are highly motivated.
- b) **Encourage** as many students as possible to join as volunteers. They need to adopt digital payment modes themselves first and then convert at least 10 families to adopt digital mode of transactions. For this purpose, all learning materials on VISAKA are placed on our website at ([www.mhrd.gov.in/visaka](http://www.mhrd.gov.in/visaka)). These can be used by students and faculty to train themselves and for training others in digital payments.
- c) **Publicize** the campaign by way of handouts, posters on notice boards, banners at college entrance, special lectures, social media and other possible methods.
- d) **Complete** the process of complete conversion of your campuses into digital payment system.

It is essential that the progress in each of this is reported through the Digital Monitoring System (DMS) which is being sent to the institutions through the AISHE system.

I am sure that your leadership will ensure large participation in this campaign from your institute.

Wishing you the best,

Yours sincerely



**(PRAKASH JAVADEKAR)**