



The District Development Commissioner Shopian Manzoor Ahmad Qadri today chaired a meeting of District Officers and the officials of banks & telecommunication companies and held a threadbare discussion about the effective implementation of Digi Dhan programme in the district, a Government of India initiative by NITI Aayog for incentivising digitally enabled transactions.

The meeting was informed by the Lead Bank Officer about the various Digital Payment Options available with the mobile wallet operators, internet banking and Aadhar Enabled Payment System (AEPS).

The DDC said that this initiative can be made a huge success at grass root level only by equipping the citizens, merchants, vendors, students etc with the adequate knowledge of downloading and installing the mobile wallets apps on their mobile phones and providing the technical know-how of carrying out the digital transactions to the people. In this regard the DDC directed the bank officials to organise awareness camps throughout the length and breadth of the district to educate the masses about digital and cashless transactions. He also emphasised upon the bankers to ensure the linking of account number of the customers with their respective Aadhar numbers so that the option of Aadhar Enabled Payment System can be operationalised.

The officials of telecommunication companies were exhorted upon to strengthen their infrastructure in the district and provide high speed internet facilities to the users as it is the cornerstone for successful implementation of Digi Dhan initiative. The DDC also enjoined upon all the district officers to educate the people about the importance of cashless transactions and various modes of going cashless.