

Ref: 57/27-07-2018

Date: 27th July 2018

To,

Chief Executive Officer,

Zila Panchyat,

Indore (M.P.)

Subject: Promotion of Digital Payment in your department.

**Reference: D.O. Letter No. K-15016/80/2018-SC-I dated 9th July 2018
by Ministry of Housing & Urban Affairs, New Delhi**

"Faceless, Paperless, Cashless Smart Indore"

The Digital India programme is a flagship programme of Smart City Indore with a dream to change Indore into a digitally endowed society and awareness economy. "Faceless, Paperless, Cashless" is one of acknowledged role of Smart Indore. Promotion of digital payments has been accorded uppermost significance by Smart City Indore to bring each and every division of our Swachh Indore under the prescribed fold of digital payment services. The Dream is to deliver competence of unified digital payment to all residents of Indore in an appropriate, easy, affordable, speedy and secured manner.

Smart city Indore has been assigned with the accountability of leading this initiative on "Promotion of Digital Transactions including Digital Payments". Smart city Indore is working on various strategies, ideation with multiple stakeholders including Banks, Departments, Various industries stakeholders for create an ecosystem to enable digital payments across Smart Indore.

Smart city Indore is working on strengthening of Digital Payment infrastructure and creating awareness through promotions of digital payments with all the stakeholders to achieve Government's vision of making citizens of this city digitally empowered. Citizens have been provided multiple options to make digital transactions. A dedicated 'Digiteam' has been setup in Smart city Indore for building strategies and approaches in collaboration with all stakeholders to promote digital payments and create awareness.



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Smart city Indore has taken several initiatives to promote digital payments and achieve the targets in a mission mode. Few of them are outlined below:

- Digital payment transactions target have been assigned to, Public Sector and Private Sector Banks to achieve the target.
- Promotional materials on publicity of digital payments including IEC materials is being shared with stakeholders to create awareness and sensitization.
- Promotion and awareness approach framework on digital payments has been shared with Banks, Financial Institutions, Industry & other Stakeholders.
- Cash back schemes for Taxpayers and buyers
- Merchant incentive schemes

In the above context we request you good office to promote digital payments so that beside "Swatch Indore" we have "Smarter Indore" too. We also request you to kindly issue order to all the authorized vehicle dealers to promote digital payment.

For further information and queries related to Digital Payment Promotion in your department please feel free to reach Mr. Punit Khandelwal on 9826909192.



Chief Executive Officer
Indore Smart City Development Limited

