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30-10-2017
27/3/2017

F.No.13-47/2016-M&T(I&P)
Government of India
Ministry of Agriculture, Cooperation and Farmers Welfare
(Mechanization & Technology Division)

Krishi Bhawan, New Delhi
Dated 31st January, 2017

To
The Secretary (Agriculture),
(All States/UTs),

PS
15/1/17

9
35
15/2/17

Subject: leverage/utilize the educational TV channel 'Digishala' launched by M/o Electronics & IT (MeitY) to reach out stakeholders to promote digital payments regarding.

Sir,

The undersigned is directed to forward herewith the Ministry of Electronics and IT (MeitY) D.O. letter No.11-12/2016 dated 02.12.2016 and 12.12.2016 on the subject mentioned above with the request to promote digital payments and utilize the educational TV Channel 'Digishala' to reach stakeholders by developing content which could be telecasted on the said channel in multiple local languages.

Encl. As above

JD (Admin) (GT)

Yours faithfully

(V.N. Kalra)
Additional Commissioner (M&T)

Copy to -
Director CFMT&TI Budni, Director NERFMT&TI Hisar, Director SRFMT&TI Anantpur, Director NERFMT&TI Biswanath Charialli for information.

DIRECTORATE OF AGRICULTURE & FARMERS WELFARE, HARYANA, PANCHKULA

Endst.No. 8271-421 /E-III(5)

Dated: 3/4/17

A copy of the above is forwarded to the following:

- 1 All Addl. Directors/ Joint Directors
 - 2 All Head of the Sections
 - 3 All subordinate Offices in Agriculture & Farmers Welfare Department, Haryana for information and necessary action.
- } Directorate of Agri. & Farmers Welfare,
Haryana, Panchkula.

Assistant Director (Admn)
for Director, Agriculture & Farmers Welfare Department
Haryana

CC- Computer Programmer for upload on the Departmental Web-site

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DSE-IT

2. Circulate

22/1/2017

H.S



अरुणा सुंदरराजन, आई.एस.
Aruna Sundararajan, I.A.S.

162176
6/12/16

सचिव
सूचना प्रौद्योगिकी और सूचना प्रौद्योगिकी विभाग
सरकार, भारत
Secretary
Ministry of Electronics &
Information Technology (MeitY)
Government of India

D.O. No. NeGD/11-12/2016
Date: December 2, 2016

Dear Secretary,

As you are aware, Government of India is vigorously promoting digital payment and cashless transaction in the country to bring transparency and productivity in the system. Cashless transaction is also one of the key focus area of Digital Programmes for Ministry of Electronics and IT as the nodal Ministry.

2. In view of the recent historic initiatives of Government of India for demonetization of notes, the need of digital payment has become a high priority area especially in rural and semi urban areas mainly in undeveloped formal banking infrastructure. In view of this, it is imperative that people at large especially in rural areas be informed and educated about the digital payments and cashless transactions for their day-to-day payments.

3. To achieve this goal the Ministry has decided to launch a new educational TV channel on digital payments, entitles "Cashless India". Each Ministry is propagating digital payment for its own ecosystem. We would request you to leverage/ utilize the educational TV Channel to reach out to your stakeholders to promote digital payment.

4. Our Ministry would be happy to help you develop content and telecast on the said channel in multiple local languages.

5. Please contact Mr. Pranjal Kalita, Consultant, NeGD (email: pranjal.kalita@megp.gov.in; Tel: 011-30481625/9911688737) for sharing and content already available with the Ministry/Department and for any assistance required for developing content in this regard.

With regards,

Yours sincerely

DR (EXN.)	DR (POL)
DR (IT)	DR (M)
Initials.....	Date.....

(Aruna Sundararajan)

To,

Secretaries of all the Ministries/Departments, Government of India

As the digital payment belongs to IT division

इलेक्ट्रॉनिक्स निकेतन, 6, सी.जी.ओ. कॉम्प्लेक्स, नई दिल्ली-110003 / Electronics Niketan, 6, C.G.O. Complex, New Delhi-110003
Tel : 911-24364041 • Fax : 24363134 • email : secretary@mit.gov.in

Please turn
US (IT)

DR (IT)
DR (M)

9/12/16

Regarding the launch of DigiShala TV channel for creating awareness about Digital Payment

Date: 12-13-16 11:31 AM
From: Premjit Lal <premjit.lal@nic.in>

To: secy-mhupa@nic.in, secy.dhe@nic.in, secy.inb@nic.in, secydivest@nic.in, secy-labour@nic.in, secy-jus@gov.in, gn.raju@nic.in, secretary-msme@nic.in, secy-mines@nic.in, secy-mnre@nic.in, secy-mopr@nic.in, secympa@nic.in, secy_mop@nic.in, secy-arp@nic.in, secy-arp@nic.in, sec.png@sb.nic.in, secy-power@nic.in, secy-road@nic.in, secyrd@nic.in, sinhaa5@nic.in, secylr@nic.in, secylr@nic.in, dstsec@nic.in, vijay.dbt@nic.in, dgcsir@csir.res.in, secyship@nic.in, secywel@nic.in, chairman@isro.gov.in, tca.anant@nic.in, secy-steel@nic.in, secy-textiles@nic.in, sectour@nic.in, secy-tribal@nic.in, secyurban@nic.in, secy-mowr@nic.in, secy.wcd@nic.in, secy-sports@nic.in, secy-ya@nic.in, secy-agri@gov.in, secyoffice-dadf@nic.in, chairman@dae.gov.in, secy-ayush@nic.in
Cc: Sunil Sharma <sunil.sharma78@gov.in>, Manas Makani <manasmakani@gmail.com>, Pranjal Kalita <pranjal.kalita@negp.gov.in>

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14/12/16

DigiShala Educational TV Channel.pdf (96kB)

Dear Sir/ Maa'm

Please find enclosed the Letter from Secretary, Ministry of Electronics and Information Technology, regarding the launch of DigiShala TV channel for creating awareness about Digital Payment. The channel is available on DD Free DTH and Dish TV.

The channel can be made use by your Ministry in the following ways:

- i) As and when you wish to organize awareness cum educational program for beneficiary groups (particularly rural or for common people), DigiShala could run programmes suitable for the target audience.
- ii) Target beneficiaries can be informed of DigiShala so that those who are subscribing to DD Free Dish can avail the facility without any cost.
- iii) We would also be happy to have speakers from your sector, come and record targeted tutorials for your beneficiary sector. Necessary recording facility for such tutorial will be provided free of cost.

For any further details, Shri Manas Makani, Coordinator, DigiShala (email manasmakani@gmail.com Tel: 011 30481626 M: 9971288434) may be contacted.

Regards
Premjit Lal
Director, NeGD

JS (Extm)
Sub 13/12
This subject belongs to IT.
15/12/16
OC [Signature]
in [Signature]
12/12/16
12/12/16

A dc (YR/M)
Dir (IT)



अरुणा सुंदरराजन, आई.एस.
Aruna Sundararajan, I.A.S.

सचिव
इलेक्ट्रॉनिक्स और सूचना प्रौद्योगिकी विभाग
भारत सरकार
Secretary
Ministry of Electronics &
Information Technology (MeitY)
Government of India
NeGD/11-12/2016
12th December 2016

Dear Sir/Madam,

I am happy to share with you that Shri Ravi Shankar Prasad, Hon'ble Minister of Law & Justice and Electronics and IT, Government of India has launched an educational TV Channel for promoting awareness and education regarding Digital Payments in the country. The channel is called DigiShala. The Channel is available on DD Free Dish DTH and can be easily viewed throughout the country on any TV set with DD Free Dish DTH set top box available for a onetime cost of about Rs.1500.

2. The objective of DigiShala is to impart information and education, especially, in rural and semi urban areas relating to Digital Payment ecosystem and its tool, benefits and processes. The Channel through its user-friendly content will also encourage citizens to use Digital Payment in their everyday life.

3. DigiShala is a free to air channel, which is broadcasted nationally on DD Free DTH service. The channel is available through GSAT15 (DD Direct DTH), 93.5 degree East, Receive frequency: 11590 Mhz. The channel will be available without any subscription fee. While initially, the programmes are in English and Hindi, in due course these will also be available in local languages: Dish TV (Zee Group) has also started relaying this channel.

4 The channel can be made use by your Ministry in the following ways:

- i) As and when you wish to organize awareness cum educational program for beneficiary groups (particularly rural or for common people), DigiShala could run programmes suitable for the target audience.
- ii) Target beneficiaries can be informed of DigiShala so that those who are subscribing to DD Free Dish can avail the facility without any cost.
- iii) We would also be happy to have speakers from your sector, come and record targeted tutorials for your beneficiary sector. Necessary recording facility for such tutorial will be provided free of cost.

5. For any further details, Shri Manas Makani, Coordinator, DigiShala (email manasmakani@gmail.com Tel: 011 30481626 M: 9971288434) may be contacted.

Thanking you,

Yours sincerely,


(Aruna Sundararajan)

To:

1. All Secretaries to the Government of India
2. Chief Secretaries All the State Governments