

CAIT launches 'Less-cash India' website to promote digital payments

Less-cash India initiative is aimed to target traders, farmers, transporters, SMEs and consumers among other sections to adopt electronic payments



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New Delhi: In an attempt to promote digital payments, the Confederation of All India Traders (CAIT) launched a website 'Less-cash India' on Saturday to encourage the traders to adopt electronic payments.

Speaking at the conference organised by CAIT on 'Making India for Digital Payments Nation', Niti Aayog's chief executive Amitabh Kant said, "Demonetisation has resulted in a shift to digitalisation. Traders need to become aware about the different modes of digital payments to help India reduce cash based transactions. The cash based economy leads to black economy, which will soon be eliminated."

The other speakers present in the conference were Ramesh Abhishek, secretary, Department of Industrial Policy and Promotion (DIPP) and Ajay Bhushan Pandey, CEO, Unique Identification Authority of India (UIDAI).

"Aadhaar number and your fingerprint will be sufficient to make Aadhaar based transactions, there is no need to even carry debit and credit cards with you," Pandey said.

Representatives from payment and banking platforms like Mastercard and HDFC were also present to educate the traders about the different methods to make digital payments including the use of apps on smartphone and USSD (Unstructured Supplementary Service Data) for feature phones.

Traders were made aware about the different payment methods and techniques available such as E-wallets, UPI (unified payments interface), Micro ATMs— Aadhaar enabled ATMs, POS devices—physical POS, mobile POS and virtual POS.

Not just traders, but this initiative is also aimed to target farmers, transporters, small and medium enterprises, and consumers among other sections.

Another major conference will be organised on 2-3 December to promote financial inclusion and digital payments where hundreds of traders are expected to participate.

CAIT had organised a 'less cash' campaign in July and has already organised more than 150 conferences, seminars, round tables and workshops since last year in over 30 cities across the country through which it was successful in educating and reaching over 20 lakh traders to adopt digital payments.