

TRAINING GOVT OFFICIALS AND PUBLIC PM Modi to use Ambedkar Jayanti address to promote digital economy

A Month's Campaign for Cashless Transactions

Centre asks states to install big screens in halls & auditoriums in cities & TVs in villages

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New Delhi: Prime Minister Narendra Modi will, in a speech on Ambedkar Jayanti, promote cashless transactions and kick off a month-long campaign across the country to train government officials and public on conducting digital transactions.

Senior government officials told **ET** that the PM will speak in Nagpur on April 14 and award six big winners of the Lucky Grahak Yojana and Digi Dhan Vyapar Yojana. Doordarshan will telecast the programme, live, from 12:25 pm to 1:40 pm. The Centre has asked states to install big screens in halls and auditoriums in cities and TVs in villages and invite students, members of SC/ST communities, farmers and businessmen for PM's address. Publicity material of BHIM App and 'Aadhaar Pay' will be there at each venue. Niti Aayog will allocate each district ₹5 lakh for making arrangements. It will

be ₹10 lakh in case of big districts.

From April 15, a month-long training programme will begin for government employees and public on cashless transactions. The PM is expected to unveil the same. The idea is to train all government employees in states in digital transactions first and make them encourage people to adopt the same. While awareness and training programmes will be conducted for officials at all levels from April 15 to April 25 in all states, all gram panchayats have been asked to hold gram sabhas for training from April 26

PM to visit Deekshabhoomi, where Ambedkar converted to Buddhism with lakhs of followers in 1956, on April 14

to May 15. Funds for the same will be provided from the Rashtriya Gram Swaraj Abhiyan scheme. The Centre is also asking states to source funds for training from corporates ready to find funds from corporate social responsibility kitty.

The PM in his 'Mann Ki Baat' address on March 26 had appealed to people to complete his government's target of 2,500 crore digital transactions within the first six months of the upcoming financial year, rather than a full year envisioned in the last budget.



ADITHYAN