Government of India
Ministry of Corporate Affairs
Investor education protection Fund Authority

निवेशक एवं वित्तीय साक्षरता अभियान (शिक्षा मंत्रालय की सहायता से)
Niveshak Evam Vittiya Saksharta Abhiyan (IEPFA-NEVSA)
in collaboration with Ministry of Education

1. CONCEPT:

IEPFA-Mandate:

Investor Education and Protection Fund (IEPF) was set up under Section of the Companies Act, 2013 with the objective of promoting investor education, awareness, protection and to make refund of claim to the investors. IEPF Authority has been constituted on 7th September, 2016 to administer the fund for Investor Education and Protection. The Fund is to be utilized in accordance with provisions of section 125 (3) of the Companies Act, 2013 to make refunds of unclaimed dividends, matured deposits, matured debentures and shares transferred to it etc. and to promote Investor Education, Awareness and Protection. Since its inception on 7th September, 2016, the Investor Education and Protection Fund Authority (IEPFA) has consistently striven to execute its mandate of promoting investors’ awareness, education and protection.

2. Need for NEVSA: Niveshak Evam Vittiya Saksharta Abhiyan

As per the National Strategy for Financial Education, Governments have recognized that financial education should start at school and that people should be educated about financial matters as early as possible in their lives. Truly so, Financial Education in high school and Colleges would teach students the basics of money management: budgeting, saving, debt, investing, and giving. That knowledge lays a foundation for students to build strong money habits early on and avoid many of the mistakes that lead to lifelong money struggles.

A widely held research shows that when students learn about financial Education in high schools and colleges, they learn to manage money better when they become independent. Financial education is increasingly important, and not just for investors. It is becoming essential for the average family trying to decide how to balance its budget, buy a home, fund the children’s education and ensure an income when the parents retire.
Students should be taught that having basic personal financial skills is one of the most important things they can do to live a healthy, happy and secure life. The level of understanding around the fundamentals of budgeting, saving, debt and investing will impact every part of their life at an early age.

The positives that come with having a financial education in high school and colleges are undeniable, such as:

- Promotes good savings habits.
- Budgeting teaches awareness and responsibility.
- Understanding money management leads to financial health and positive attitudes around money. Students' attitudes around money can be instrumental in shaping their character, plus promotes the desire to give back.

3. Objective of the Campaign

The objective of this Campaign is to utilise the student community (from high schools, colleges and various institutions) to spread the Investor Awareness messages. Students community may act as a vehicle of change and propagate the Investor Awareness Messages. The aim is to provide involve these young people, wherein, while acting as a catalyst, they will themselves learn the benefits and rise with a solid foundation for building sound financial behaviour and to encourage their use of the Money.

4. Action Plan:

(i) IEPFA may launch a three (03) month Financial Literacy & Investor Education Campaign, nationwide, in collaboration with Ministry of Education.
(ii) 500 Institutions (high school/Colleges/Institutions) from 500 select cities in Semi Urban/urban areas can be identified by MoE for the said Campaign.
(iii) The campaign can commence from April 2021, when school re opens.
(iv) Ministry of Education can identify high schools, Colleges and Institutions for this campaign.
(v) Hon'ble Minister of Education and Hon'ble Minister/ MoS Corporate Affairs can jointly flag off the Campaign through a virtual event/Address.
(vi) A portal for the campaign can be created by MoE and IEPFA.
(vii) The students of selected high schools, colleges, Central Universities and plethora of higher educational institutions in the country can register themselves online and pledge to act as engines of transformational change in Investor and financial behaviour.
(viii) Three-pronged approach can be adopted:

- Individual approach
- Institutional approach
- Area approach

(a) **Individual Approach** - dissemination of messages, at the level of students ensuring vigilant behaviour during saving and handling money matters, digital transactions, purchase of books, payments to Canteens etc.

(i) Students can be advised to educate their parents/siblings, discuss in groups, neighbours, domestic servants, and people in their immediate surroundings.

(ii) The individual students contribution can also be ensured by asking them to explain the benefits to at least 10 families in surroundings and submit an essay.

(iii) Each student will be given a badge with the logo of IEPFA and a message.

(b) **Institutional Approach** - A small seminar/gathering/discussion/Debate competition can be organised in the respective colleges/Universities/institutions.

   a. Post competition with investor awareness messages can be organised in the college/institutions.

   b. A drawing painting competition can be organised at high school level where in students can be asked to represent the messages of IEPFA pictorially. Prizes can be given to best representation.

   c. Slogan competition for Investor Awareness/messages can be organised.

(c) **The Area Approach** -

- This can involve the NSS (National Service Scheme) volunteers of higher Educational institutions. Each volunteer may be advised to adopt any one spot/any one colony/market centre in each of the 500 cities and launch an intercave campaign with the use of flyers or any other easy form of communication to spread the Investor Awareness messages sensitize all visitors about message relating to digital frauds, investor frauds, Aadhaar Card related frauds etc.

- The NSS volunteer would be enrolling as NSS Student volunteers for IEPFA-NEVSA Training of volunteers (in ToT mode) would be conducted initially to familiarise/sensitize them with the Investor related messages.

- After acquiring the training, each NSS Student volunteers would train about 10 households, explain the DOs and Don'ts.

- Each NSS Volunteer would be given as student volunteer badge of IEPFA-NEVSA
• NSS Volunteers would themselves upload picture, feedback reports and videos i.e. efforts of their results onto IEPFA-NEVSA website giving specific numbers achieved.

5. The collaborative activities with MoE would involve the following:

- Identifying High Schools / Colleges and Institution in 500 main cities of the country for the campaign.
- Sending advisories to various institutions for organising individual competitions.
- Starting a portal IEPFA-NEVSA portal which would maintain a dashboard of number of students, households, communities etc. sensitised about Investor Awareness & financial literacy.
- NSS volunteers and students of various Universities/colleges/Institutions would be allowed to upload picture, mobile videos of the activities undertaken by the during the campaign.

6. Financial assistance for badges/ Caps, creation and maintenance of portal for IEPFA-NEVSA, expenditure for organising various competition in high schools/colleges, Issuance of certificates to participants, cost towards preparation of one page Flyers would be provided by IEPFA based on the proposal to be received from MoE.

7. Since the IEPFA Mobile App would be on the floor, Students can use the content of the App for Awareness activities. This would save the printing cost for Brochures and pamphlets.

8. Institution/Colleges/High schools with maximum registration and students sentitivews may be given Cash prizes and Trophies.

9. Winner of Slogan competition, Drawing painting competition, debate competition, poster competition would receive prizes in national event (Investors Day) (virtual/physical mode) organised by IEPFA in near future.
NATIONAL CONVENTION OF STUDENT VOLUNTEERS
8th March 2017

वित्तीय साक्षरता अभियान
DIGITAL FINANCIAL LITERACY CAMPAIGN
Campaign by Higher Education Institutions for Digital Economy
Taking cue from PM's call, HRM Prakash Javadekar decides to launch a digital financial literacy program.

Mann ki Baat (21st October 2016)
Prime Minister, Narendra Modi urges youth to create digital payments awareness among masses.

Video Conference (21st October 2016)
Video Conference with Vice Chancellors and senior officers on enrolment of students volunteers for VISAKA.

Higher Education officers & faculties call upon students to join as Student Volunteers.

Student Volunteers register online on special webpage of VISAKA www.mhrd.gov.in/visaka

Digital India
Less Cash India

Student Volunteers from across the country spread out in their respective locations to create awareness among people.
I. NEED AND CONCEPT

Recent experience in the country has established that moving towards a cashless economy where people minimise or almost completely avoid the use of cash for meeting their financial commitments would usher tremendous benefits to the country by way of eliminating black money, enhance tax compliance, increase Government revenues for development, eradicate counterfeit currency, remove illegal transactions and enhance value of money held by the common man. The Ministry of Human Resource Development recognised this paramount interest of both Government and citizens to design and carry out a mega All-India campaign towards a digitally enabled, cashless economic system as it would bring in transparency, genuine economic growth and eliminate forces threatening national security. It is crucial for the nation to digitally educate and empower itself so that the undiluted and full benefits of growth accrue to the people at large and bring about greater social equity.

2. The Vittiya Saksharta Abhiyan (VISAKA) is a campaign that was launched in mission mode from 4th November, 2016, utilising the power & outreach of the student community to propagate the benefits of cashless, digital means of payments, thereby bringing about a transformational change in the payments ecosystem. This campaign has been attempted in the 500 major cities of India where bulk (nearly 80 percent) of the cash transactions take place. The students of educational institutions, namely IITs, NITs, IITs, Central Universities and the plethora of higher educational institutions in the country were the engines of this transformational effort.

3. The approach adopted was three pronged, namely, the Individual Approach, the Institutional Approach and the Area Approach. The Individual Approach, at the level of the students, apart from themselves ensuring digital payments for fees, purchase of books, canteen etc. they educated and persuaded their parents, neighbours, domestic servants and people in their immediate surroundings to utilise the digital modes most appropriate to them by choosing from pre-paid cards, AEPS, USSD, UPI, debit cards etc. The student volunteers explained both the benefits and also method of utilisation of digital modes to their people. Focus of the effort was for each student to convert at least 10 families to digital payment mode.

4. In the Institutional Approach, the knowledge institutions themselves, worked towards converting their operations to full digital mode for all receipts and payments in the organisation. This includes fees, payment of wages, payments towards maintenance & contracts. To add to this drive towards creation of cashless campuses, the entire faculty & staff, were exhorted, in their personal life, to observe digital payment modes for discharging all their financial obligations.

5. The Area Approach, witnessed the NSS volunteers of higher educational institutions adopting one major market centre in each of the 500 cities and launching an intensive exercise to canvas and convert all shops & establishments into digitally enabled payment receivers.
II. VARIOUS MEASURES ADOPTED BY MINISTRY OF HRD TO PROMOTE DIGITAL MODES OF PAYMENT

(i) Awareness generation, enrolling of student volunteers for VISAKA and identifying trainers for the volunteers

(ii) Training of volunteers to first adopt digital modes of payment and turn cashless themselves

(iii) Student volunteers would select about 10 households, explain various modes of digital payments, convince them of the ease and use of such methods and convert them into digital payment users. They would upload results of their efforts onto the website of VISAKA, giving specific numbers achieved.

(iv) Higher Educational Institutions would turn fully cashless before the end of the campaign period in terms of both receipts and payments. Apart from fees, all other transactions relating to canteen, book store etc. would be placed on digital platform either through PoS machine installation, mobile wallets, USSD, debit cards, pre-paid cards etc. All fees would be gradually moved to online transfer mode.

(v) NSS volunteers of Universities and colleges to adopt a market place in the city and canvas digital payments to both the customers as well as shop owners, including minor vendors.

1. India has the maximum potential to adopt digital modes of payment since it is already in a technologically prepared state with 100 crore plus Aadhaar cards, 100 crore plus mobile phones and more than 100 crore savings bank accounts. It is easy to harness the network into a socially productive mission for bringing in greater transparency in the system and greater ease for the common man, since advanced enabling technologies like smart phone and internet are not even required to turn digital.

2. The Ministry launched the Vittiya Saksharta Abhiyan (VISAKA) as a mega campaign for digital awareness & spread from December 12, 2016 to January 12, 2017. Subsequently it was extended by another month up to February 12, 2017. The campaign consisted of the following components which were to be launched and executed by students and higher education community throughout the country:
III. Honourable Minister Motivating Volunteers

Honourable Minister, HRD led the campaign from the front with huge personal effort and activity. A series of activities were launched and carried out by him, which included:

(i) On 29th November, 2016, HRM conducted a detailed training programme on digital payments along with NITI Ayog

(ii) On 1st December, 2016, HRM addressed all Higher Educational Institutions in the country through Video Conference and launched the Vittiya Saksharta Abhiyan.

(iii) HRM interacted personally with students of IIT Chennai on 2nd December, 2016 and of Rajmata Vijaya Raje Scindia Shashakiya Mahila Vidyalaya, Chhindwara on 3rd December 2016 and made presentations on digital payments.

(iv) On 8th December, 2016, HRM addressed all State Secretaries of Education through a Video Conference regarding VISAKA and subsequently briefed the media about VISAKA on 15th December, 2016 and launched a booklet containing details of various digital modes of payments.

(v) On 20th December, 2016, HRM made a presentation along with bank officials in Pune on both VISAKA and the different digital modes of payments and on 21st December 2016, HRM handed over pre-paid cards towards wage payment to his domestic staff.

(vi) On 27th December, 2016, HRM, along with Union Minister Shri Venkaiah Naidu participated in the SAMSKAAR programme at Nellore, Andhra Pradesh at Akshara Vidyalaya where the theme was VISAKA.

(vii) On 30th December, 2016, HRM addressed students in Pune at the ground opposite Savitribai Phule Pune University on the theme of “Cash to Cashless Society”

(viii) Other places where HRM addressed students for sensitisation under VISAKA are given below:

3rd January 2017
India Public school Dehradun – Seminar on ‘Cashless Transactions’ and made presentation

5th January 2017
Hindu College, Delhi University, New Delhi – Digital Financial Literacy Campaign
8th January 2017
Financial Literacy Campaign at Manipal University.

18th January 2017
Address during Hackathon 2017 event on Digital Financial Literacy

(ix) Publicity and outreach through Twitter and Facebook was effectively carried out to sensitise the student and teacher community to in-turn carry the digital financial literacy campaign forward.

(x) Space was created on the portal of the Ministry of HRD for VISAKA and data on the number of student volunteers registered and their activities, views, achievements etc. were captured online on a day to day basis.
IV ACHIEVEMENTS UNDER VISAKA

1. All IITs in India have turned fully cashless and only digital modes of payments are used now for all receipt and payment transactions

2. All IIMs have turned 99 percent cashless for all receipts and payments, except for payments to minor, unregistered vendors

3. All NITs have turned cashless in receipt transactions and almost all payments, except minor payments

The results under the VISAKA campaign can be summarised as follows:

<table>
<thead>
<tr>
<th>Total Number of student volunteers who joined campaign</th>
<th>3.55 lakh</th>
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<tbody>
<tr>
<td>Total number of institutions</td>
<td>1.09 lakh</td>
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<td>Number of families converted to using digital modes of payment</td>
<td>1.09 lakh</td>
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<td>Shops which have turned to digital transactions</td>
<td>88,768</td>
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<td>Top 5 Universities in digital conversion success</td>
<td>JNTU, Hyderabad, Bharathiar University, Coimbatore, Jamshedpur Women’s College, BIT, Ranchi and Govt. College of Commerce &amp; Business Administration, Chandigarh</td>
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201  PATEL HARDIK M  Maya Institute of Tech. & Management
202  Shikha Ahuja  CP Peter & FH Shah Commerce College
203  Bivan Paul  Amity Institute of Education
204  m. vamsi subramanyam  NEFEM
205  Kavya Shre  Vithu Institute of Tech., Bhiramvaram
206  Amandeep Kaur  SR D. U. A. of H. Edu. and Research, Kolar
207  meena saini  Central University of Punjab, Bathinda
208  Esware  Shri LBS Kanya PG Mahavi, Silar
209  Santosh Kumari  Govt. First Grade College for Women, Belgaum
210  sumitra chaudhary  Govt. First Grade College for Women, Belgaum
211  Swadip Barman  Shri LBS Kanya PG Mahavi, Silar
212  J RITISH VENKAT  Karl & Zamen College
213  Yaasir Ahmed  Malla Reddy Institute of Tech. & Science
214  Mr. Vallappa Herkal  Karl & Zamen College
215  Chandan  BVG Sangha's S. Nijalingappa Medical College
216  Monisha R  NILM UNIVERSITY
217  Deepak Mali  SR D. U. A. of H. Edu. and Research, Kolar
218  SONAM D MAHAJAN  GPS GODAVARI COLLEGE OF ENGINEERING, JAGAON
219  Himanshu Singh Mahawar  SSA'TS COLLEGE OF ENG. & TECH, BAMBHOR
220  ASHISH PORWAL  Karnatak Pratham Kshetra Chaugan Government College, Almora
221  KARISHMA  Kalka Institute of Technology & Science for Women
222  R.K. SHARMA  Kalka Institute of Technology & Science for Women
223  MONIKA JANGIR  SHREE RANGSHET RASHAY P.G. COLLEGE, JABRI
224  Sujeet mishra  I.I. University, Jajpur
225  Himanshu Rai  Pragathi Mahavidyalaya Degree College
226  Jothi  Dr. Vija I.L.S. Mahalakshmi Mahalakshmi Damod
227  MANOHARAN S  B L S SCHOOL OF NURSING MANDELA
228  POOJA  Bhardwaj University Arts and Science College
229  Tirupul reddy  COMPACT INSTIT. AGR. MATHRA ROAD KENDRA AGRA.
230  Ashwini Kumar Mishra  R. S. M. College of Engineering & Technology, Nandyal
231  Nihara Bhojik  NIBM College of Management and Technology, Kolkata
232  M. Mahendran  Amity University, Guwahati
233  Rahul Gautam  RIBNAMS. First Grade College A, Bangalore
234  SAGAR PATEL  Samrat Prithviraj Chauhan Government College, Almora
235  BUJAYALAXMI PADHARI  INST. OF BUSINESS MANAG. & RESEARCH, IPS ACADEMY
236  SATISHKUMAR B.M  KALINGA NAGAR PLOYTECHNICALNAPUR
237  shivam bhardwaj  Government First Grade College, Kolar Dist.
238  BHARGAVA,Y.V  M. I. OF ENG. TECHN. SARDHANA ROAD, MEERUT
239  Dattatray Gaikwad  Govt. First Grade College, Kolapur
240  ARSHAD  Dr. Babasaheb Ambedkar M. Univ., Aurangabad
241  AFREEN  Govt. College, Multai, Betul
242  R. SUSANTA DORA  Lakshmiv Bal College
243  Umesh Chotalia  Gandhi Academy of Tech. and Eng. (GATE), Bhopalpur
244  Mr. Vimal B. Patil  Government Polytchnic Rakh, SRO
245  GARVIT  BVG Sangha's S. Nijalingappa Medical College
246  AKASH M  Hindu Institute of Engineering
247  Ku Shital N. Fatig  Tellarama Arts & Science College, PO- Kanhiredang
248  RITU BHARDWAJ  NehaMaa MitaliN College, Bambhapur
249  shubham mavi  MAHAVIR INSTITUTE OF TECHNOLOGY
250  Nikula Yasmin  MOTHERHOOD INST. OF MANAG. AND TECH, Roorkee
251  NIVED P. SANTHOSH  Talparamba Arts & Sci. College, Kannur
252  KU. TAMESHWARI SAHU  Govt. Dr. Waman Vasudev Patanjali Girls College
253  Vikas Dular  Smt. Ramkumar TI College, Jhunjhunu
254  Diya  Bharati College of Education
255  Arun Kumar  Govt. First Grade College, K.S. Puram,Bangalore-36
256  Priya Sahni  Govt. College of Engineering & Technology
257  AISHA, CHHABRA.  I.I. University, Jajpur
258  ABHISHEK SHARMA  SR D. U. A. OF ALLIED HEALTH & PARAMEDICAL SC. INDIA
259  kanchanshah  SR D. U. OF ALLIED HEALTH & PARAMEDICAL SC. INDIA
260  KAJOL SONI  I.I. University, Jajpur
261  SUSHMITA TOMAR  INST. OF BUSINESS MANAG. & RESEARCH, IPS ACADEMY
262  kuldeep melina  ISLA. D. U. OF ALLIED HEALTH & PARAMEDICAL SC. INDIA
263  MONALI PATNAIK  Gandhi Academy of Technology and Eng, Bhopalpur
264  PRADEEP  Alesgga College of Eng, Bhopalpur
265  Jay Kumar  GOVERNMENT ENGINEERING COLLEGE, MODASA 361
266  MADHURI MONDAL  COCHIN UNIVERSITY OF COCHIN
267  Parul Singh Chauhan  St. Paul Institute of Professional Studies, Indore
268  Devistity Saideepika  Khanimam College of Pharmacy, Allipur(UC), Khammam
269  AMAN MITTAL  AMBEDKAR INSTITUTE OF TECHNOLOGY, SHARARPUR
270  Himanshi Dalal  PANNA D.A.SCHOOL OF NURSING NEW DELHI
271  KRISHNAMURTHY C.R.  Sridharia Institute of Business Management
272  Muskan Rana  PANNA D.A.SCHOOL OF NURSING NEW DELHI
273  b.rangasai  Visnu Institute of Technology, Vishnupur, Bijnawar
274  HARIS PRASATH,J.  Bharath University Arts and Science College
275  Sudhir Joshi  BHUHMUNGOV.SCIENCE COLLEGE JUNAGADH.
276  Shail Shukla  Seth Narsingho Mor Arts Commerce Sc. College, Tumsar
277  pankaj Sharma  Pragathi Mahavidyalaya Degree College
278  Ku. Kajal Kharde  Neurbal Nitesh College, Bambhapur
279  Jalpirakash  Smt. Ramkumar TI College, Jhunjhunu
280  Vicky.Punia  CHAUDHARY RANBIR SINGH UNIVERSITY, AND
281  NEHA GUPTA  Kalka Institute of Technology & Science for Women
282  Sumeet Pandey  Deewagh Educational Institute, Agri
283  L.Praveen Raj  Anna University of Technology Material, Murlidhar Campus
284  Dolly Vyas  Govt. Girls College, Patam
285  Nitali Dhamwot  Dr. Babasaheb Ambedkar Marathwada Univ., Aurangabad
286  Sanya Raja  Dayalbagh Educational Institute, Agra
287  Akhil Jamwal  Govt. College of Engineering & Technology
288  M.M.Chavda  BHUHMUNGOV.SCIENCE COLLEGE JUNAGADH
289  Ms. Ramya B.  BVG Sangha's S. Nijalingappa Medical College
290  Ganesh Singh  University of Jammu, JammuTawi
291  Sarjana Yadav  CHAUDHARY RANBIR SINGH UNIVERSITY, AND
292  Kartik Gupta  New Delhi Institute of Management
293  GOVIND  SHREE RANSHET RASHAY P.G. COLLEGE, JABRI
294  modi mitul b  Swami Sasidranand Polytechnic College,Vasagar 630
295  Manish M Jani  BHUHMUNGOV.SCIENCE COLLEGE JUNAGADH
296  T.HARIKA  Dr. S. hingamswa Nist. Inst. of Dental Sciences, Chinchpulpur
297  kalpanadevi  MISHRA LAI MAHAVIDYALAYA PADA Pryia
298  Rakesh Bhardwaj  DISTRICT INST. OF DENTAL AND TRAINING KHIDWA
299  Neha rani  GURU KASHI UNIVERSITY
300  B.TESJASWINI  Dr. S. & N. Res Inst. of Dental Sciences, Chinchpulpur
My dear young friends, ... take a resolve today itself that you will yourself become a part of the 'cashless society'... devote half an hour, one hour, or two hours daily to educate at least 10 families about what this technology also teach the shopkeepers to conduct their business with this technology... work for this mission individually and collectively in every school, in every college, in every university, in NCC and in NSS. We have got an opportunity to render a great service to our nation; this chance must not be missed.

THANK YOU ALL VOLUNTEERS FOR TAKING PARTICIPATION & MAKING VITTIYA SAKSHARTA ABHIYAN SUCCESSFUL