

Cashless Economy Awareness Program

Contributing to the vision of Digital Andhra Pradesh

APSSDC

APSSDC has been conducting live interactive sessions on Mana TV. Programs are mainly designed to build awareness and sensitize the students on 'Cashless Payments' and its benefits.

The program is designed for the below mentioned objectives

- Benefits of Cashless Payment methods and steps to use them
 - e-Wallet
 - Net Banking
 - Online Payments
- POS Swipe Machines
- Importance of Aadhar Card and increase enrollments
- Benefits of Jan Dhan Yojana bank accounts and provide help opening accounts
- Students in turn should take up responsibility to carry the message to the general public with a coverage of atleast 30 families per student reaching out to
 - Gram Panchayats
 - Villages
 - Rural locations

Training Program Structure

Target Audience:

- 106 Engineering Colleges
- 360 Degree Colleges
- Coverage across 13 districts

Training Execution:

- **Medium:** Engage Mana TV Live Stream facility
- **Delivery:**
 - Engage professional Trainers who are already delivering various CRT Programs for APSSDC
 - Deliver simple and concise training based on 'Need To Know' information for awareness and upskilling
- **Execution:**
 - Professional Trainers to train students through Live stream
 - Trainers to Upskill the Student community
 - Students will in turn create awareness and upskill general public in their respective locations, villages, mandals etc.
- **Duration:** 5 hours (30 minutes per day for 10 days)
- **Tracking Effectiveness and Progress:**
 - Conduct 15 minute Assessment (Multiple Choice Questions) through the Tool
 - Conduct Survey for the Students
 - Track coverage - Students can logon to their profile and update coverage

10 Day Course Structure

Day Count	Topic
Day 1	<ul style="list-style-type: none">• Orientation & Awareness• Usage of basic feature phones
Day 2	<ul style="list-style-type: none">• Unified Payment Interface• Steps of usage of UPI
Day 3	<ul style="list-style-type: none">• Unified Payment Interface (Continued)• How to Send & Receive Payments through UPI
Day 4	<ul style="list-style-type: none">• Mobile Phone Payments & e-Wallets• Introduction to PayTM, Mobikwik, Freecharge
Day 5	<ul style="list-style-type: none">• How e-Wallet works• Step-by-step process
Day 6	<ul style="list-style-type: none">• Debit Cards• How it works
Day 7	<ul style="list-style-type: none">• Benefits of Cashless Economy• Contribution of the Student community
Day 8	<ul style="list-style-type: none">• How to spread awareness• Jan Dhan Accounts & Aadhar
Day 9	<ul style="list-style-type: none">• Digital India• Cashless Society The Sweden Story
Day 10	<ul style="list-style-type: none">• Recap• Interactive Session and Q&A