Memo no. Admin/61/SIT/10769
Dated Chandigarh the 23.4.2020

Subject: Regarding 'UPI Chalega' campaign for enabling contact-less digital payment to prevent the spread of Corona virus disease 2019 (COVID-19)

Dear Sir/Madam,

I am directed to address you on the subject cited above and to inform you that the Government of India is making efforts to prevent the spread of Coronavirus disease 2019 (COVID-19). As Coronavirus can stay on currency notes for many days, contact-less digital payment can help to maintain social distance, minimize physical contact and to prevent the spread of the disease. Ministry of Electronics & IT (MeitY) is coordinating with all the stakeholders for the promotion of digital payments. In this regard, Unified Payment Interface (UPI) is a convenient mode for enabling digital payment on websites / Mobile Apps. UPI QR code can be easily deployed to enable contact-less digital payment by 'scan & pay' in physical payment receipt counters.

Further, National Payments Corporation of India (NPCI) is undertaking a 360-degree campaign named “UPI Chalega” on various media channels to promote UPI as an easy, safe, and instant mode of payment and provide guidance to citizens on appropriate usage of UPI, inform its security aspects and to inculcate behavior changes for use of UPI payments in daily life. This campaign informs about “UPI Chalega” website (https://www.upichalega.com/) which provides detailed information about UPI i.e. Registration process, UPI ID, UPI PIN change, sending money, complaint redressal and highlights PIN secrecy and secure usage of UPI along with video demonstrations, information about live banks and UPI enabled apps along with other related information. Details of the Video Links are given hereunder:

9th Floor, Haryana Civil Secretariat, Sector-1, Chandigarh. 160001
Tel: PSTT(1) 2741001, Sr. Ad. 02: 2748147, Fax: 0172-2777302
E-mail: suptankur@gov.in, Website: www.haryanait.gov.in
1. UPI Chalega YouTube Channel -
   https://www.youtube.com/channel/UC14DUHxm_iUrPS2k3O881A
2. Donations - https://youtu.be/z5UJR1o0MhS
5. Grocery - https://youtu.be/BqbdBrx08y3I

In view of above, you are requested to encourage and promote the use of
UPI payments at all citizen centric touch points, CSCs/ SARAL Centres, etc., by
placing the links on your websites/ portals/ apps etc. and by enabling the same in
your respective software solutions as well. A presentation in this regard is enclosed
herewith at Enclosure ‘A’.

For any further clarification/ information, the following officers can be
contacted.

1. Sh. Munish Chandan, Head SeMT, DITECH (headsemt-
hry@semt.gov.in/cashless-hry@semt.gov.in)
2. Sh. Mukesh Devraj, Senior Associate, NPCI (mukesh.devraj@npci.org.in/-91-
98962 27330)

Director (Administration)
For Principal Secretary to Government of Haryana
Information Technology, Electronics & Communication Department

Enclosures:

1. Enclosure 1: Presentation regarding ‘UPI Chalega’ campaign for enabling
   contact-less digital payment to prevent the spread of Coronavirus disease
   2019 (COVID-19)

Copy to:

1. Sh. Munish Chandan, Head SeMT
2. Chief Information Technology Officer (CITO), DITECH