

Sub: Publicizing of MDR Waiver and revised BHIM incentive schemes.

Ministry of Electronics & IT (MeitY) has been mandated to promote digital transactions in the country. MeitY has been co-coordinating with all the Ministries/Departments/States to achieve the target of 2500 Crore digital payment transaction, set for FY 2017-18, by Hon'ble Finance Minister.

2. The efforts made by all Ministries/Departments/States for promotion of digital payments are appreciated, which resulted in significant growth in digital payment transactions from 1003 Cr. in 2016-17 to 2060 Cr. in 2017-18. The details of mode-wise growth in digital payments have been enclosed as Annexure A.

3. MeitY is now working with renewed focus to further strengthen the digital payment ecosystem in the country. Recently, Government of India Vide Gazette Notification No. 6(19)/2017-DPD-1, dated 27-12-2017 (attached) has waived off Merchant Discount Rate (MDR) applicable on Debit Card/BHIM UPI/Aadhaar-Pay transactions less than or equal to Rs. 2000/- in value for a period of two years with effect from 1st January, 2018. This will help to promote small value transactions up to Rs. 2000/-.

4. Further, Government of India has recently revised and extended the following incentive schemes with effect from 1st April, 2018 till 31st March, 2019 for promotion and wider adoption of digital payment.

- BHIM cash back scheme for individuals
- BHIM incentive scheme for merchants
- BHIM Aadhaar merchant incentive scheme

5. Co-operation of all Ministries/Departments/States is expected to further improve the adoption of Digital Payments. It is requested that information regarding MDR waiver and BHIM incentive schemes, as mentioned above may be disseminated and widely publicized in all organizations (Attached Offices/ Affiliated bodies/ Autonomous Societies/ Public Sector Enterprises/ Section 8 companies / Section 25 companies/ Statutory Organizations/ Company registered under Company Act 1956 etc.) under your Ministry/ Department/ States. It is further requested to appropriately display the above information in Websites of your Ministry/ Department/ States and all concerned organizations.