

## Minister of State Electronics & Information Technology launches the 'Digital Payment Suraksha' Campaign

**New Delhi, 12, December:** Given the recent momentum on digital payments and government's drive for a 'Less Cash Economy', DSCI in association with Ministry of Electronics and Information Technology (MeitY) and Google India announced the launch of 'Digital Payment Suraksha' awareness campaign to address the need to educate end users, merchants on security and safety best practices while making digital transactions.

The campaign was launched by **Honorable Minister of State Electronics & Information Technology, Ministry of Tourism (independent Charge) Shri Alphons Kannathanam** in presence of **Shri. Ajay Sawhney, Secretary, MeitY**

'Digital Payment Suraksha' Campaign has two-pronged approach to mutually complement each other. (1) 'Digital Payment Security Awareness Campaign' will engage communities including individuals (users), micro, and small and medium businesses, traders by making them aware of best practices and do's and don'ts on six payment channels including Debit and Credit Card, Online and Mobile Banking, Mobile Wallets, Unified Payment Interface (UPI) & BHIM, Aadhaar Enabled Payment Systems (AEPS), USSD Payments. (2) 'Digital Payment Security Alliance' facilitating the ecosystem to deliberate on a common agenda focusing on policy, deriving best practices from global success stories, and stakeholder collaboration.

**Shri Ajay Kumar Sawhney, Secretary, Ministry of Electronics and Information Technology** said, *"It is our endeavor to see that BHIM QR or BHARAT QR is available at every payment touch point to facilitate digital Payment"*

**Ms Rama Vedashree, CEO, DSCI** *"Digital Payments accelerate Financial Inclusion which is key to India's Socio-Economic Transformation. Success of Digital Payments depends not only on secure platforms, but also on security awareness of users. DSCI's Digital Payments Suraksha campaign crafted in partnership with MeitY and Google is aimed at educating users and merchants on security practices and will be rolled out nation-wide in association with several partners.*

**Shri Chetan Krishnaswamy, Director- Public Policy, Google India** said, *"We are honored to partner with the Ministry of Electronics & IT and DSCI to launch the 'Digital Payment Suraksha' awareness campaign. We are very excited by the potential of the digital ecosystem however, for the digital payment ecosystem to scale, security concerns will have to be effectively addressed. All of us have a responsibility in making user experience secure and we believe that the 'Digital Payment Suraksha' awareness campaign will be an important movement in enhancing user trust in the digital payment space."*

The minister unveiled a film that presented customers'/ users apprehensions while making digital payments through different channels and merchant educating them with best practices along with brochures that contains do's and don'ts for users and merchants.

Currently developed in five languages Hindi, English, Gujarati, Tamil & Telugu, DSCI plans to spread the awareness and promote the campaign through the physical and online channels of the campaign partners from government and industry. Till now DSCI has on-boarded Government of Telangana, National Bank for Agriculture and Rural Development (NABARD), National Payments Corporation of



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India (NPCI), Airtel Payments Bank, Axis Bank, MasterCard, PayTM, PayPal and Visa as campaign awareness partners.

### About DSCI

Data Security Council of India (DSCI) is a premier industry body on data protection in India, setup by NASSCOM®, committed to making the cyberspace safe, secure and trusted by establishing best practices, standards and initiatives in cyber security and privacy. DSCI brings together governments and their agencies, industry sectors including IT-BPM, BFSI, Telecom, industry associations, data protection authorities and think tanks for public advocacy, thought leadership, capacity building and outreach initiatives.

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