

Ministry of Electronics & Information Technology
Celebration of “Azadi Ka Digital Mahotsav”
(29th November, 2021 - 5th December, 2021)

Event: Digital Payments Utsav

Date: 5th December, 2021

Time: 11:00 AM- 12:45PM (followed by Lunch)

Venue: Stein Auditorium, India Habitat Centre (IHC)

DIGITAL PAYMENTSUTSAV

(TENTATIVE PROGRAMME)

Timing	Event
Pre Event	
09:00 AM	<ul style="list-style-type: none">• Registration• Tea and B2B Networking(09:30 AM - 10:00AM)
10:00 AM	<ul style="list-style-type: none">• Seating inside Stein Auditorium (10:00 AM)• AV on Digital Payment Stories (10:00 AM - 10:15 AM)• Presentation by Start-ups (10:15 AM - 10:45 AM)• AV on Digital Payment Stories (10:45 AM - 10:50 AM)• AV on Digital Payments Sandesh Yatra (10:50 AM - 10:55 AM)• Announcements by Anchor (10:55 AM - 11:00 AM)
Main Event	
11:00 AM -11:02 AM	Arrival/ Welcome of Hon’ble MoS and Hon’ble MEIT (at Porch)
11:02 AM -11:05 AM	<ul style="list-style-type: none">• Lighting of Lamp (at Foyer)• Unveiling of DIGIDHAN Mission Logo (at Foyer)
11:05 AM - 11:08 AM	Opening Remarks by Economic Adviser, MeitY
11:08 AM - 11:13 AM	AV on Journey of Digital Payments
11:13 AM - 11:18 AM	Digital Payment Show: Nukkad Naatak
11:18 AM - 11:23 AM	Context Setting Address by Additional Secretary, MeitY
11:23 AM - 11:30 AM	Special Address by Secretary, MeitY
11:30 AM - 11:35 AM	<ul style="list-style-type: none">• AV on awareness campaign plays• Launch of awareness campaign and digital payment anthem• Video messages of prominent personalities on digital payment

11:35 AM - 11:50 AM	<p>Launch of Innovative Digital Payments Products</p> <ul style="list-style-type: none"> • Rupay Credit cards <ul style="list-style-type: none"> ▪ Special Address by Secretary, Post for launch of IPPB-PNB RuPay Credit Card ▪ Kotak Veer RuPay Credit Card ▪ Yes Bank - Prosperity Rewards RuPay Credit Card ▪ ICICI Bank - Coral RuPay Credit Card ▪ Indian Bank - Commercial RuPay Credit Card ▪ Indian Overseas Bank - Select RuPay Credit Card ▪ City Union Bank - Platinum RuPay Credit Card ▪ Bank of Maharashtra - Platinum RuPay Credit Card • Wearables • Union Bank of India SOFTPOS
11:50 AM -11:55 AM	<ul style="list-style-type: none"> • Felicitation of PM SVANidhi Aggregator Partners (Paytm, PhonePe, BharatPe, Aceware) for onboarding of Street Vendors to digital payment modes • Felicitation of Centre for Digital Financial Inclusion (CDFI)
11:55 AM -12:15 PM	<ul style="list-style-type: none"> • DIGIDHAN Awards 2019-20 (23 awards) • DIGIDHAN Awards 2020-21 (23 awards)
12:15 PM -12:25PM	Strategic Address by Shri Rajeev Chandrasekhar, Hon'ble Minister of State, MeitY
12:25 PM -12:35PM	Keynote Address by Shri Ashwini Vaishnaw, Hon'ble Minister, MeitY
12:35PM -12:36PM	Vote of Thanks by Economic Adviser, MeitY
12:36 PM -12:41PM	<p>Visit of Ministers to Art & Culture Arena in Stein Hub Lawn (Outdoor)</p> <ul style="list-style-type: none"> • Artwork on digital payment(Dhol with verses on digital payment, Flower Rangoli, Speed Painter, Puppetry - all on digital payment) • Flash Mob(volunteers - MeitY Employees, College & School Students) on Digital Payment Anthem) • Digital Payment Expo(Public and Private Sector Banks, Fintechs, Start-ups)
12:41PM - 12:45 PM	<ul style="list-style-type: none"> • 'Flag off' of Digital Payments Sandesh Yatra • Presentation of Memento and Certificate to Flash mob volunteers and Group Photographs
12:45 PM onwards	Lunch
