



नेहरु युवा केन्द्र संगठन
Nehru Yuva Kendra Sangathan

स्वायत्तशासी संस्था An Autonomous Body under the
युवा कार्यक्रम एवं खेल मंत्रालय Ministry of Youth Affairs and Sports
भारत सरकार Government of India



Ref. No. NYKS/Spl. Project/MyMobile/2016 /193

Date: 01.12.2016

To,
All State Directors
Nehru Yuva Kendra Sangathan

Subject:- Youth Participation in Awareness and Education on My
Mobile.....My Bank..... My Wallet-reg.

Sir/Madam,

1. Please refer to the discussion and directions of DG given during the meeting held on 29.11.2016 at Vishwa Yuvak Kendra, Chanakyapuri, New Delhi regarding Youth mobilization and participation in Awareness & Education on My Mobile....My Bank....My Wallet among masses.
2. In this connection you are requested to ask NYCs under your jurisdiction to conduct following activities for using Mobile phone for transaction without cash through different methods viz. United Payments Interface (UPI), Unstructured Supplementary Service Data (USSD), e-Wallet, Cards, Point of Sale (POS), Aadhar Enabled Payment System.
 - Make aware and educate NYV in a session
 - Motivate trained NYVs to further impart training to the allotted and assigned youth club members and youth
 - Allot / assign responsibilities to NYVs to cover 20-25 villages having NYKs Youth Clubs and groups
 - In each of the allotted villages (20- 25) each NYV to contact, organize and train 15-20 youth

Cont Page 2

द्वितीय तल, कोर-IV, स्कोप मीनार, लक्ष्मी नगर जिला केन्द्र, विकास मार्ग, दिल्ली-110092
2nd Floor, Core-IV, Scope Minar, Laxmi Nagar District Centre, Vikas Marg, Delhi-110092
Tel : 011-22402800, 22446070 Fax : 011-22446069 email : feedback@nyks.org

Visit us at <http://www.nyks.org>

- Motivate trained youth (15-20) per village to personally contact 30-35 villagers and shopkeepers and orient them about cashless transaction of money in their day to day transactions
3. The soft copies of the following IEC material is attached herewith for use in session on cashless transactions. Moreover, the same has also been placed on NYKS website.
- i. Step by Step Instructions for various modes of payments (PDF file)
 - ii. Poster in Hindi & English on My Mobile....My Bank...My Wallet.
 - iii. Radio Advertisement on cashless transaction link <http://niti.gov.in/radio-ads> (please download Radio ads from the mentioned link)
4. This is for your immediate compliance. Regular daily and cumulative weekly State level report on the above in the enclosed format may kindly be submitted by email to Dr. A.K. Verma, Asst. Director (Spl. Projects) project.nyks@gmail.com , arjun03_2000@yahoo.com
5. One session on orientation training on cashless transaction may be conducted during Neighborhood Youth Parliament, Core Programmes of NYKS, NPYAD, Special Projects and any other programme to be conducted by district NYKS.

Yours sincerely,


1.12.16
Dr. Veerendra Mishra
Executive Director

Encl: as above

CC: PS to All 3 VCs and BOG Members, NYKS
PS to DG.

**Proforma for submission of daily and cumulative reports on Awareness and Education
on My Mobile.....My Bank..... My Wallet**

Name of State _____

Name of State Director _____

Date of Reporting _____

No. of Districts in the State	No. of Districts organised programme	No. of NYVs in the State	No. of NYVs oriented	No. of villages allotted to NYVs (One NYV to cover 20-25 villages)		Total No. of NYVs to orient youth (One NYV to orient 15-20 youth per village)		No. of Persons trained by Youth in their villages (Each youth to contact and orient 30-35 villagers & Shopkeepers)	
				Tgt Set	Tgt Achieved	Tgt Set	Tgt Achieved	Tgt Set	Tgt Achieved

Please note: List containing Name of districts in the State be kept in record at District NYKs for verification and asking for the same if required by the higher authorities.

Signature of State Director with Date _____