



Press Release

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AP Government in association with NPCI and Canara Bank empower over 15,004 Village Secretariats and Ward Secretariats with UPI

- *Andhra Pradesh's Hon'ble CM, Shri. Y.S Jaganmohan Reddy launched this landmark initiative to boost digital payments in 15,004 Village Secretariats and Ward Secretariats of the state*
- *This revolutionary measure would provide impetus to digital payments among last-mile customers and redefine financial inclusion in the country*
- *The introduction of UPI QR code in over 15004 Village Secretariats & Ward secretariats will provide an all new level of convenient transaction experience to thousands of rural customers of AP*

Vijayawada – August 17 -- 2020- In an aim to promote financial inclusion and provide access of digital payments to hinterlands, the Government of Andhra Pradesh in association with National Payment Corporation of India (NPCI) and Canara Bank, have announced accessibility of UPI payments to 15,004 Village Secretariats and Ward Secretariats of the state. Hon'ble Chief Minister of Andhra Pradesh, Shri. Y.S Jaganmohan Reddy launched this state-of-the-art initiative which has paved way for customers to experience easy, safe and instant payment mode – UPI for their day-to-day transactions. With the introduction of QR Code, UPI is set to empower thousands of villagers with digital payments and provide an all new level of convenience with respect to their regular payments.

To perform UPI transaction, the customer needs to file a request. This will translate a pop QR code on the computer screen present in the Village Secretariats and Ward Secretariats, indicating that money needs to be collected. Customer can scan the dynamic UPI QR code through any UPI enabled application on his/her mobile device and authenticate the payment. The customer will also get the transaction confirmation message on his registered mobile number. Additionally, a Digital Assistant is also designated by the AP government who will facilitate UPI payments for customers and transfer money to a common pool account where it is supposed to be credited.



Hon'ble Chief Minister of Andhra Pradesh, Shri. Y.S. Jagannathan Reddy said, "I am glad to announce this landmark initiative of digitising over 15,004 Village Secretariats and Ward Secretariats. This initiative in association with NPCI and Canara Bank, is a testament AP's supreme digital capabilities and technological innovation that is empowering rural population. I am confident that UPI will enable numerous villagers to perform convenience and hassle-free cashless transactions. We look forward to launch digital payments in other geographies as well in the near future and redefine digital payments in Andhra Pradesh. In lieu of the Aatmanirbhar Bharat Abhiyan, this milestone will ensure customers are less dependent on cash - embarking on a behavioural change towards adopting digital payments. I strongly believe that this crucial event will stand the testimony of time and go down in the annals of history as a sincere endeavor by the state to promote financial inclusion."

Speaking on the occasion Shri LV Prabhakar, MD & CEO of Canara Bank, said, "Canara Bank has always remained in the forefront in implementation of digital initiatives in tune with the "Digital India" campaign. The Government of Andhra Pradesh in its visionary mission of digitizing the government payments has announced this dream project, which is aimed to extend digital payment facility to the common man of the state.

Canara Bank being a premier Bank in the state has come forward to collaborate in this farsighted initiative of the Government of Andhra Pradesh and to provide UPI QR Code based payment system at more than 15000 Gram and Ward Secretariats (GSWS) in the state. Today it is a moment of pride and privilege for us to be associated with the project".

Shri Dilip Asbe, MD & CEO, NPCI said, "It gives us immense pleasure to collaborate with the Andhra Pradesh Government and Canara Bank in furthering the technological innovations in the digital payments ecosystem. The launch of UPI in over 15000 Village Secretariats and Ward Secretariats is an historic move by the AP government and we at NPCI are glad to be a part of this initiative. We believe, equipping rural India with digital infrastructure and technology will create last mile penetration and help in the evolution of the digital payments space. UPI has been the beacon of hope to promote financial inclusivity in the country and has garnered tremendous momentum especially during the pandemic- 149 crore transactions, a record-breaking number, was undertaken in the month of July alone. Recently, we also launched UPI Autopay, a first of its kind facility to provide an additional layer of convenience to the users. We, at NPCI constantly strive towards creating a robust network of payments and work towards achieving the dream of Digital Bharat"

This first-of-its-kind initiative will not only reduce the time spent by villagers waiting in serpentine queues but also ensure secure, instant and contactless payments especially amid COVID-19 outbreak. The introduction of digital payments is one of the biggest factors that will help rural population switch to digital



payments - mitigating the usage of cash and experience the transparent and innovative payments environment.

NPCI's flagship product UPI allows users to transfer money on a real-time basis, across multiple bank accounts without revealing details of one's bank account to the other party. The simple, safe, cost-effective mobile-based payments system has become one of the most prominent forms of digital payments. For more details please visit www.UPIChalega.com.

About NPCI

National Payments Corporation of India (NPCI) was incorporated in 2008 as an umbrella organization for operating retail payments and settlement systems in India. NPCI has created a robust payment and settlement infrastructure in the country. It has changed the way payments are made in India through a bouquet of retail payment products such as [RuPay card](#), [Immediate Payment Service \(IMPS\)](#), [Unified Payments Interface \(UPI\)](#), [Bharat Interface for Money \(BHIM\)](#), [BHIM Aadhaar](#), [National Electronic Toll Collection \(NETC Fastag\)](#) and [Bharat BillPay](#). NPCI also launched UPI 2.0 to offer a more secure and comprehensive services to consumers and merchants.

NPCI is focused on bringing innovations in the retail payment systems through use of technology and is relentlessly working to transform India into a digital economy. It is facilitating secure payments solutions with nationwide accessibility at minimal cost in furtherance of India's aspiration to be a fully digital society.

For more information, visit: <https://www.npci.org.in/>

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