

**GOVERNMENT OF ODISHA  
FINANCE DEPARTMENT**

\*\*\*

No. 14315 /F., dated 30.04.2020  
FIN-TRY-MEET-0001-2017

**From**

**Shri A.K.K. Meena, IAS  
Principal Secretary to Government.**

**To**

**The Additional Chief Secretaries/  
The Principal Secretaries/  
The Commissioner-cum-Secretaries,  
All Departments.**

**Sub: Payment of cashless payment eco-system using Unified Payment Interface (UPI).**

Sir/Madam,

In inviting a reference to the subject cited above I am to say that the outbreak of Covid-19 has called for majors to avoid currency based transactions as the currency notes can become source for transmission of the virus. In such situation contactless digital payment ensuring social distance will definitely help in preventing spreading of the virus. Ministry of Electronics &IT, GoI has requested all the State Governments to promote Unified Payment Interface (UPI) which enables digital payment in websites/Mobile Apps. Further the UPI QR code can be easily deployed to enable contactless digital payment by "scan & pay" in physical payment receipt counters.

In this regard the NPCI in association with the payment eco system players is currently undertaking a campaign named "UPI Chalega" as an instant mode of payment. This campaign intends to provide guidance to the citizens on appropriate usage of UPI and to inculcate behavior changes for use of UPI payments in their daily life.

It may be further pointed out that the UPI's QR code can be used by Government offices / agencies or para-bodies like Universities, Municipalities etc. The Urban Local Bodies and Rural Local Bodies who issues trading license to the private retail bodies may also promote the Unified Payment Interface to be used in their business counters.

Housing & Urban Development Department and Panchayati Raj & DW Department being the nodal Department are requested to instruct the ULBs and RLBs to insist that the traders registered by them to use digital payment system preferably UPI based payment eco system to help the State in avoiding the possibility of transmission of Covid-19 virus.

For any technical assistance or clarification in the matter Departmental agencies can contact the following personnel/officers of the Ministry of E & IT, Government of India. (Copy of the MeitY letter is enclosed).

1. Shri Punyabrata Ghatak, Scientist F, MeitY (email: [pghatak@meity.gov.in](mailto:pghatak@meity.gov.in))  
Phone: +91-11-24364807
2. Shri Ajay Chandrakar, Scientist C, MeitY(email: [chandrakar.ajay@meity.gov.in](mailto:chandrakar.ajay@meity.gov.in))  
Phone: +91-88601 73395
3. Shri Mukesh Devraj, Senior Associate, NPCI (email: [mukesh.devraj@npci.org.in](mailto:mukesh.devraj@npci.org.in))  
Phone: +91-98962 27330

It is therefore requested that all Departmental Heads may advise all the field formations and agencies to use the UPI payment system in the cash receipt counters and also to promote private retail business enterprise to use UPI based digital payment system and avoid transactions in physical currency notes.

Yours faithfully,

*Johok*  
29/4/2020

Principal Secretary to Government

Memo No. 14316 /F, dated 30.04.2020

Copy forwarded to the Private Secretaries to Chief Minister / Minister, Finance & Excise for kind information of Hon'ble Chief Minister/ Minister, Finance & Excise.

  
29/4/2020  
Under Secretary to Government

Memo No. 14317 /F, dated 30.04.2020

Copy forwarded to the Private Secretaries to Chief Secretary /Principal Secretary, Finance Department for kind information of Chief Secretary / Principal Secretary, Finance Department.

  
29/4/2020  
Under Secretary to Government

Memo No. 14318 /F, dated 30.04.2020

Copy forwarded to the Principal Resident Commissioner, Odisha, New Delhi / Registrar, Orissa High Court / Special Secretary, Odisha Public Service Commission / Secretary, Odisha State Election Commission/Secretary, Staff Selection Commission / Secretary, Subordinate Staff Selection Commission, Registrar, Odisha Administrative Tribunal / Secretary, State Human Rights Commission / Secretary, Odisha Electricity Regulatory Commission for favour of information & necessary action.

  
29/4/2020  
Under Secretary to Government

Memo No. 14319 /F, dt. 30.04.2020

Copy forwarded to All Heads of Departments /All Revenue Divisional Commissioners / All Collectors for information and necessary action.

  
29/4/2020  
Under Secretary to Government

Memo No. 14320 /F, dt. 30.04.2020


Copy forwarded to Principal, Secretariat Training Institute, Bhubaneswar/ Principal, Odisha Shorthand & Typewriting Institute, Bhubaneswar/ Director, Madhusudan Das Regional Academy of Financial Management, Bhubaneswar/ Director General, Gopabandhu Academy of Administration, Bhubaneswar/

Director, Revenue officers' Training Institute, Bhubaneswar for information and necessary action.

  
Under Secretary to Government

Memo No. 14321 /F, dated 30.04.2020

Copy forwarded to all Public Sector Undertakings/Cooperative Institutions for information & necessary action.

  
Under Secretary to Government

Memo No. 14322 /F, dated 30.04.2020

Copy forwarded to Directorate of Treasuries and Inspection, Odisha / all Treasury Officers/Sub-Treasury Officers for information and necessary action.

  
Under Secretary to Government

Memo No. 14323 /F, dated 30.04.2020

Copy forwarded to all Officers / all Branches of Finance Department for information & necessary action.

  
Under Secretary to Government

Memo No. 14324 /F, dated 30.04.2020

Copy forwarded to State Head Portal, Secretariat with a request to upload the copy of the circular in Finance Department website ([www.odisha.gov.in/finance](http://www.odisha.gov.in/finance)).

  
Under Secretary to Government

30.4.20

Email

dsit@wb.gov.in, adsit@wb.gov.in, secyit and <secyit.and@nic.in>, Vinod P Kavle <secyit.chd@nic.in>, Director-IT-DNH <dit.silvassa-dnh@nic.in>, SANDEEP KUMAR <secyit@nic.in>, Sanjeev Verma <cit-jk@nic.in>, Director, Information Technology <lak-dit@nic.in>, Secretary Information Technology <secyit.pon@nic.in>

Dy-2271-PSF  
22-4-2020

Dy-12555/cfo  
21-04-20

21 APR 2020

Respected Sir / Madam,

Government of India is making efforts to prevent the spread of Coronavirus disease 2019 (COVID-19). As Coronavirus can stay on currency notes for many days, contact-less digital payment can help to maintain social distance, minimize physical contact and to prevent the spread of the disease. Ministry of Electronics & IT (MeitY) is coordinating with all the stakeholders for promotion of digital payment.

Unified Payment Interface (UPI) is a convenient mode for enabling digital payment on websites / Mobile Apps. Further, UPI QR code can be easily deployed to enable contact-less digital payment by 'scan & pay' in physical payment receipt counters.

National Payments Corporation of India (NPCI) in association with the payment ecosystem players is undertaking a campaign named "UPI Chalega" to promote UPI as an easy, safe, and instant mode of payment. The campaign is aimed to provide guidance to citizens on appropriate usage of UPI and to inculcate behavior changes for use of UPI payments in daily life. The campaign also focuses on safety aspects of UPI payments.

The 360-degree campaign uses various media channels like television, cinema, outdoor, digital and radio for promotion of UPI and informs about 'UPI Chalega' website (<https://www.upichalega.com/>). This website provides detailed information about UPI Registration process, UPI ID, UPI PIN change, sending money, complaint redressal and highlights PIN secrecy and secure usage of UPI. Further, it contains video demonstrations, information about live banks and UPI enabled apps along with other related information.

I am directed to request all States / UTs for promotion of UPI as an easy and convenient payment mode, in all relevant citizen contact points (physical counters / websites / mobile apps / social media / bills / invoices etc). Further, it is requested that information about 'UPI Chalega' campaign may be disseminated to all concerned Departments / Organizations. Relevant document is attached.

Kindly contact following officials for any further clarifications:

- Shri Punyabrata Ghatak, Scientist F, MeitY (email: [pghatak@meity.gov.in](mailto:pghatak@meity.gov.in), phone: +91-11-24364807)
- Shri Ajay Chandrakar, Scientist C, MeitY (email: [chandrakar.ajay@meity.gov.in](mailto:chandrakar.ajay@meity.gov.in), phone: +91-88601 73395)
- Shri Mukesh Devraj, Senior Associate, NPCI (email: [mukesh.devraj@npci.org.in](mailto:mukesh.devraj@npci.org.in), phone: +91-98962 27330)

Thanks & Regards  
Ajay Chandrakar  
Scientist C  
Ministry of Electronics & IT  
Government of India  
Phone:011-24301722

~~Pr. Secretary Fin~~  
~~Secretary ODIT~~

*[Handwritten signature]*

Chief Secretary,  
Odisha

~~DSC (Sidhanthan Das)~~  
Pls follow up.  
21/4



UPI - Pay safe.pdf  
2 MB

Email

CSU

**'UPI Chalega' campaign for enabling contact-less digital payment to prevent the spread of Coronavirus disease 2019 (COVID-19)**

**From :** Ajay Chandrakar <chandrakar.ajay@meity.gov.in>

Mon, Apr 20, 2020 08:21 AM

**Subject :** 'UPI Chalega' campaign for enabling contact-less digital payment to prevent the spread of Coronavirus disease 2019 (COVID-19)

1 attachment

**To :** Chiefsecretaries@ismgr.nic.in, CS AP <cs@ap.gov.in>, cs-arunachal@nic.in, Kumar Sanjay Krishna IAS <cs-assam@nic.in>, Chief Secretary Bihar <cs-bihar@nic.in>, cs-chhatisgarh@nic.in, Chief Secretary <cs-goa@nic.in>, chiefsecretary@gujarat.gov.in, Keshni Anand Arora <cs@hry.nic.in>, Shri Anil Kumar Khachi <cs-hp@nic.in>, Shri Sukhdev Singh <cs-jharkhand@nic.in>, cs@jharkhand.gov.in, cs@karnataka.gov.in, Chief Secretary, Government of Kerala <chiefsecy@kerala.gov.in>, cs <cs@mp.nic.in>, cs@maharashtra.gov.in, cs-manipur <cs-manipur@nic.in>, cs-meghalaya@nic.in, p s thangkhiew <p.s.thangkhiew@gmail.com>, cs-mizoram <cs-mizoram@nic.in>, cs-nagaland@nic.in, Chief Secretary Odisha <csori@nic.in>, Chief Secretary Punjab <cs@punjab.gov.in>, D B Gupta cs, rajasthan <cs-rajasthan@nic.in>, csraj@rajasthan.gov.in, Prakash <cs-skm@nic.in>, cs@tn.gov.in, Chief Secretary <cs@telangana.gov.in>, cs-tripura <cs-tripura@nic.in>, CHIEF SECRETARY GoUP <csup@nic.in>, chief secretary <cs-uttarakhand@nic.in>, chiefsecyuk@gmail.com, chiefsec@wb.gov.in, cs-westbengal <cs-westbengal@nic.in>, Chief Secretary Andamans <cs-andaman@nic.in>, Arun Kumar Gupta <hs-chd@nic.in>, admr adranagar <admr.adranagar@nic.in>, Administrator DD & DNH <administrator-dd-dnh@nic.in>, administrator-dddnh@nic.in, cs-delhi@nic.in, cs-jandk <cs-jandk@nic.in>, ladakhdivcom@gmail.com, ceclahdc@gmail.com, LAHDC Kargil <cechckgl-jk@nic.in>, cs-lak <cs-lak@nic.in>, Chief Secretary CS, Puducherry <cs.pon@nic.in>

**Cc :** gopalks <gopalaks@gov.in>, ceo@npci.org.in, Punyabrata Ghatak <pghatak@meity.gov.in>, mukesh devraj <mukesh.devraj@npci.org.in>, gaurav loomba <gaurav.loomba@npci.org.in>, Kshitiz gupta <Kshitiz.gupta@npci.org.in>, karnsaxena@kpmg.com, It-secretaries-list@ismgr.nic.in, Kona Sasidhar <prlsecy\_itc@ap.gov.in>, Neelam Yapin Tana <dir-dit-arn@gov.in>, IT Department, Govt. of Assam <itdepartment-as@assam.gov.in>, prsec it <prsec\_it@bihar.gov.in>, CEO CHIPS <ceochips@nic.in>, Ankita Anand <dir-dit.goa@nic.in>, secdst@gujarat.gov.in, fcit@hry.nic.in, Ankur Gupta <acsit-hry@gov.in>, IT Secretary <itsecy-hp@nic.in>, Vinay Kumar Choubey <it-secretary@jharkhandmail.gov.in>, ss doit <ss.doit@gmail.com>, itbtsec@karnataka.gov.in, itsec@bangaloreitbt.in, itbtsec@gmail.com, Sivasankar M <osdcmo@kerala.gov.in>, Secretary (IT), Government of Kerala <secy.itd@kerala.gov.in>, PS Science & Technology <psit-mp@nic.in>, psec it <psec.it@maharashtra.gov.in>, dit-man@nic.in, Department of IT Manipur <dit-mn@nic.in>, Dr LALTHLAMUANA <cio.ict@mizoram.gov.in>, secy-ngl@nic.in, Tongtiliba longkumer <dit-ngl@nic.in>, Secretary IT <itsec.od@nic.in>, ACS It Pb. <psit@punjab.gov.in>, Director IT <dir.it@punjab.gov.in>, secretary itc <secretary.itc@rajasthan.gov.in>, DIT-SIKKIM <dit-sik@nic.in>, IT Secretary <secyit.tn@nic.in>, Jayesh Ranjan <secy\_itc@telangana.gov.in>, Secretary IT <secy.itdept-tr@gov.in>, Salil Das <dir.itdept-tr@gov.in>, uppsit2017@gmail.com, Rajendra Kumar Tiwari Principal Secretary <psecit@nic.in>, secy-it-ua <secy-it-ua@nic.in>, secy-it-ua <secy-it-uk@nic.in>, secit@wb.gov.in,

*Pr. Secy, Finance*

**UPI Chalega**

# UPI Chalega

- National Payments Corporation of India (NPCI) in association with the payment ecosystem players have launched “UPI Chalega” to promote UPI as Easy, Safe, and Instant mode of payment
- Campaign is aimed to guide users towards the right usage of UPI and help create a habitual change
- Campaign targets the Indian smartphone users to guide them on the ease of using UPI through various use cases
- UPI Chalega campaign educates customers about using UPI for their daily expenses such as at the vegetable shop, petrol pumps, restaurants,, bill payment, e-commerce etc.



# UPI Use Cases

1. UPI Chalega YouTube Channel - [https://www.youtube.com/channel/UCL44DUHxm\\_iURPS2KS0881A](https://www.youtube.com/channel/UCL44DUHxm_iURPS2KS0881A)
2. Donations - <https://youtu.be/z5IjIR1oMHs>
3. Salaries - <https://youtu.be/IHM3pj0FHJK>
4. Mobile recharge - <https://youtu.be/ssPx9ZrXCCQo>
5. Grocery - <https://youtu.be/BqbdDBxO8y3I>
6. Cashless lockdown - <https://youtu.be/6LNUhUP-c9TU>
7. Family - [https://youtu.be/vY\\_2O29vV/S8](https://youtu.be/vY_2O29vV/S8)



**SCAN TO DONATE TO  
THE PM CARES  
COVID-19 FUND.  
#UPIChalega**



UPI ID: pmc@res-bd  
**India Pay Safe with UPI.**  
[upichalega.com](http://upichalega.com)



① EASY TO USE ② TRUSTED BY COUNTRIES



**PAY ELECTRICITY  
BILLS SAFELY  
FROM HOME.  
#UPIChalega**

India Pay Safe with UPI.  
[upichalega.com](http://upichalega.com)



① EASY TO USE ② TRUSTED BY COUNTRIES



**MAKE IT A CASHLESS  
LOCKDOWN.  
#UPIChalega**

India Pay Safe with UPI.  
[upichalega.com](http://upichalega.com)



① EASY TO USE ② TRUSTED BY COUNTRIES



**TRANSFER MONEY  
TO FAMILY MEMBERS  
FROM HOME.  
#UPIChalega**

India Pay Safe with UPI.  
[upichalega.com](http://upichalega.com)



① EASY TO USE ② TRUSTED BY COUNTRIES



**GROCERIES AND  
MEDICINES AT YOUR  
DOORSTEP.  
#UPIChalega**

India Pay Safe with UPI.  
[upichalega.com](http://upichalega.com)



① EASY TO USE ② TRUSTED BY COUNTRIES



**STAY AT HOME.  
STAY RECHARGED.  
#UPIChalega**

India Pay Safe with UPI.  
[upichalega.com](http://upichalega.com)



① EASY TO USE ② TRUSTED BY COUNTRIES



**PM CARES**  
 वरुणार रकून करो,  
 दान करो पीएम,  
 डेपॉजिट करिए- 19 करो में.  
**#UPiChalega**



यहां क्लिक करें और दान करने में मदद करें।  
[upiichalega.com](http://upiichalega.com)



**पर बैठे परिवार के सदस्यों को ऐसे भेजें.**  
**#UPiChalega**  
 यहाँ क्लिक करें UPI के माध्यम से भेजें।  
[upiichalega.com](http://upiichalega.com)



**घर बैठे बिजली का बिल भरें, सुरक्षा के साथ.**  
**#UPiChalega**  
 यहाँ क्लिक करें और बिजली बिल भरें।  
[upiichalega.com](http://upiichalega.com)



**इसे बनार नकाद - रहित ताकड़ें।**  
**#UPiChalega**  
 यहाँ क्लिक करें UPI के माध्यम से नकद भेजें।  
[upiichalega.com](http://upiichalega.com)



**किराने का सामान और दवाइयों आपके घर पर.**  
**#UPiChalega**  
 यहाँ क्लिक करें UPI के माध्यम से किराने के सामान और दवाइयों को घर पर भेजें।  
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**घर पर रहें, शीघ्रता करारें.**  
**#UPiChalega**  
 यहाँ क्लिक करें UPI के माध्यम से शीघ्रता करारें।  
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**PM CARES**  
 PM CARES கோவிட்-19 நிதிக்காக, ஸ்கேன் செய்து நன்கொடையை செலுத்துங்கள்.

**#UPIChalega**



UPI ID: pmcares@pmcares

UPI இல் செலவுகளை மேற்கொள்ளும் போது உறுதியாகவும், பாதுகாப்பாகவும் செயல்படுகிறது.

[upichalega.com](http://upichalega.com)

**LPI**  
 செலப்பும்




உட்படல்களைப் பிடித்துக் கொள்ள உறுதியாகவும், பாதுகாப்பாகவும் செயல்படுகிறது.

**#UPIChalega**

[upichalega.com](http://upichalega.com)

**LPI**  
 செலப்பும்




முன்பு வட்டணிகளை தீர்ப்பில் இருப்பதில் உறுதியாகவும், பாதுகாப்பாகவும் செயல்படுகிறது.

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[upichalega.com](http://upichalega.com)

**LPI**  
 செலப்பும்




உள்ளிருப்பதை கவனிப்பதை உறுதியாகவும், பாதுகாப்பாகவும் செயல்படுகிறது.

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[upichalega.com](http://upichalega.com)

**LPI**  
 செலப்பும்




மனிலை மற்றும் மருந்துகள் உட்கள் வீட்டு வாழ்வுக்கு வரும்.

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**LPI**  
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விடயமேயே இருங்கள், நீங்கள் செய்கிறீர்கள்.

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सीजनर्ड रहा.  
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कुटुंबीयाना घरकामाच्या  
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PM CARES  
COVID-19 फंडला  
देण्याची देण्यासाठी  
स्कॅन करा.  
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upichalega.com

ಮನೆಯಲ್ಲಿ  
ಕೊಠಲಿಂದಲೂ  
ಜರಿವಾರದವರಿಗೆ  
ಹಣ ಕಳಿಸಿರಿ.  
**#UPICHALEGA**  
ಮಾನ್ಯತೆ ಮತ್ತು ಸುಲಭತೆ ಇವೆರಡನ್ನೂ ಒಟ್ಟು  
upichalega.com @



ಆನ್‌ಲೈನ್ ಪಾವತಿ  
ಆನ್‌ಲೈನ್ ಪಾವತಿ

ಇದನ್ನು ಸಗಡಿಸಿದ  
ಲಾಕರ್‌ಡಿಸ್ ಮಾಡಿರಿ  
**#UPichalega**  
ಮಾನ್ಯತೆ ಮತ್ತು ಸುಲಭತೆ ಇವೆರಡನ್ನೂ ಒಟ್ಟು  
upichalega.com @



ಆನ್‌ಲೈನ್ ಪಾವತಿ  
ಆನ್‌ಲೈನ್ ಪಾವತಿ

ಮನೆ ಬಿಟ್ಟು ಹೊರಡದೇ  
ರಿಟಾರ್ನ್ ಮಾಡಿಕೊಡಿರಿ.  
**#UPichalega**  
ಮಾನ್ಯತೆ ಮತ್ತು ಸುಲಭತೆ ಇವೆರಡನ್ನೂ ಒಟ್ಟು  
upichalega.com @



ಆನ್‌ಲೈನ್ ಪಾವತಿ  
ಆನ್‌ಲೈನ್ ಪಾವತಿ

ಮನೆ ಬಾಗಿಲಲ್ಲೇ  
ಕೆಲಸ ಮಾಡುವವರು ಮತ್ತು  
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ఇంటి నుండి  
కుటుంబ సభ్యులకు  
సగింపు ఇవ్వండి.  
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ఇంటి నుండి సగింపు ఇవ్వండి

కొలానా మరియు  
మందులు నేరుగా  
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సగింపు రేటింగ్  
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మీం క్యాంపెయిన్ -19  
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ఇంటి నుండి  
సురక్షితంగా విద్యుత్  
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ఉంచుకోండి

ఇంటి నుండి సగింపు ఇవ్వండి