



**OFFICE OF THE DEAN ACADEMIC AFFAIRS**  
**UNIVERSITY OF JAMMU, JAMMU**

Web-site: [www.jammuuniversity.in](http://www.jammuuniversity.in)

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**CIRCULAR**

**Vittiya Saksharta Abhiyan (VISAKA):** In view of recent decisions of the Government, India is on the cusp of a major financial revolution. As we shift from a cash-dependent to a cashless economy, we look forward to better social equity, availability of more resources for development work through higher revenue collection, eradication of counterfeit currency, a reduction in illegal transactions and a curb on black money.

The purpose of the 'Vittiya Saksharta Abhiyan' is to actively engage the youth/ students of Higher Education Institutions to encourage and motivate all payers and payees to use a digitally enabled cashless economic system for transfer of funds. Ministry of Human Resource Development views the institutions of higher education in the country, faculty members and students to take the lead and act as engines of this transformational shift.

The best way of leadership is to lead by example. All Heads of higher educational institutions should plan for a cashless campus, within a limited timeframe, for all transactions within the campus. Various options of digital transactions are presented here. To begin with, the faculty, staff and students, whom we refer to as engines of change, need to dispel the commonly held belief that digital transactions are complex and necessarily require a smart phone and internet connectivity. They need to further educate their family members and people in their immediate surroundings and motivate them for digital transactions. NCC/NSS volunteers of an institute may take up a major market and interact with shop owners, including vendors, and their associations with an objective of developing a cashless market focusing on each point of sale.

In light of the above all Heads of the Teaching Departments, Rector/ Director Offsite Campuses of the University of Jammu & Principals of the affiliated Colleges are requested to register your Department/ Campus/ Institution at the below mentioned website and encourage active participation of students, faculty and staff members in accomplishing this challenging task.

The details of the scheme are available on the website: [www.mhrd.gov.in/visaka](http://www.mhrd.gov.in/visaka)

  
10/1/17  
**Dean Academic Affairs**  
**UNIVERSITY OF JAMMU**

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Copy to:

1. Special Secretary to Vice-Chancellor for kind information of the Vice-Chancellor.
2. All Heads of Teaching Deptts., Rector/Director Offsite Campuses, Principals of the affiliated colleges for further necessary action.
- ✓ 3. Director, Centre for IT Enabled Services and Management to upload the same on the University website.