

**DEPARTMENT OF PUBLIC RELATIONS
CHANDIGARH ADMINISTRATION**

Press Release

DIGI DHAN MELA to be organised in Chandigarh on 10th January, 2017

Chandigarh, 9th January, 2017: In a press conference held today at the U.T Secretariat Sh. Anurag Agarwal, IAS, Home Secretary and Sh. Ajit Balaji Joshi, IAS, Deputy Commissioner, U.T Chandigarh briefed the media personnels regarding the “**DIGI DHAN MELA**” being organised by the Chandigarh Administration on 10th January, 2016 at Parade Ground, sector-17, Chandigarh. During the day-long event banks, Common Service Centres (CSCs), private digital payment service providers etc. will provide services to consumers and merchants to adopt digital payments. The aim is to encourage adoption of digital payments by local residents, where they can interact with banks and other stakeholders, get apps downloaded and learn how to do digital transactions.

During the conference the senior officers gave an insight into the major highlights of the event, which included:

1. Inauguration of the “**DIGI DHAN MELA**” by Smt. Kirron Kher, MP, Chandigarh at 10:00 am.
2. 70 stalls being put by Banks & various organizations for opening New accounts, Aadhar seeding of accounts, PoS machine distribution etc.
3. DIGI Pathshala, wherein demonstration and awareness of digital transactions will be given by various banks to the visitors.
4. 5000 school children-cashless doots accounts will be opened.
5. Lucky Draw ceremony to be conducted in the evening at 3:30 pm, which will be graced with the presence of Sh. V. P. Singh Badnore, H.E Governor of Punjab and Administrator, U.T. Chandigarh, Dr. Harsh Vardhan Ministry of Science and Technology (India) and Ministry of Earth Sciences, GOI, Smt. Kirron Kher, MP, Chandigarh and Sh. Parimal Rai, IAS, Adviser to the Administrator, U.T. Chandigarh.

6. Lucky draw to be given under the Lucky Grahak Yojana and Digi-Dhan Vyapar Yojana. Under this lucky draw scheme merchants & customers would be rewarded for accepting and adapting to digital payments.
7. A Cashless Dangan will be organized in the evening at the Football Ground from 4:30 pm onward, which will see the presence of celebrity guests, renowned Bollywood actor Ayushmann Khurrana and famous Indian Wrestler Yogeshwar Dutt.
8. "CASHLESS DANGAN" application was launched today by the Chandigarh Administration that has been conceptualised and created by Infosys, Chandigarh. The application has all the details about the Dangan which will be held in the evening, regarding the players and timing of the matches.