Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade

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Ease of Doing Business India

SIMPLIFYING BUSINESS ECOSYSTEM IN INDIA



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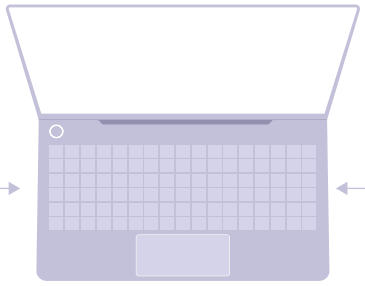
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MESSAGE FROM TEAM EODB



Dear Readers,

In the backdrop of the challenges posed by COVID-19, Governments globally have emerged with targeted reforms to achieve Ease of Living for its citizens.

The month of April is an indicator of the paradigm shift in the economic cycle and marks the beginning of the new financial year in India. While this transition in a post-pandemic era is demanding, the Central Ministries, Departments and States & UTs have been continuously striving to ease and empower the lives of citizens through focused initiatives.

This edition brings to light recent initiatives such as UPI123, to enable non-smartphone user to use UPI facilities, DigiSaathi, a helpline for digital payments, integration of Ayushmaan Bharat Digital Mission with Aarogya Setu App, outreach for Consumer Empowerment Week, promotion of Digital Tourism and the first paperless Assembly in India.

Team EoDB looks forward to your feedback on this newsletter and wishes the readers an insightful experience.

Team EoDB

Connect With Us

eodb-me1@gov.in

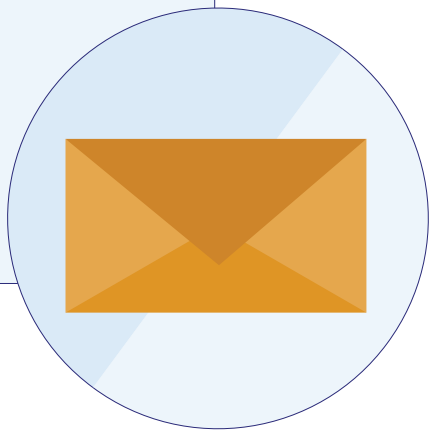
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123PAY

Enabling non-smartphone users to be Aatmanirbhar



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Feature phone subscribers to benefit

'UPI 123Pay' is a suite of solutions developed for non-Smartphone/ Feature phone users to use UPI without internet connectivity. Through UPI 123PAY, feature phone users will be able to undertake a host of transactions based on four technology alternatives.

IVR (interactive voice response)

Users can initiate a secured call from their feature phones to a predetermined number and complete UPI on-boarding formalities to undertake financial transactions without internet connection

App-based functionality

An app would be installed on the feature phone through which several UPI functions, available on smartphones, will also be available on Feature phones

Missed call

Users can give a missed call on the number displayed at the merchant outlet, receive an incoming call to authenticate the transaction by entering UPI PIN

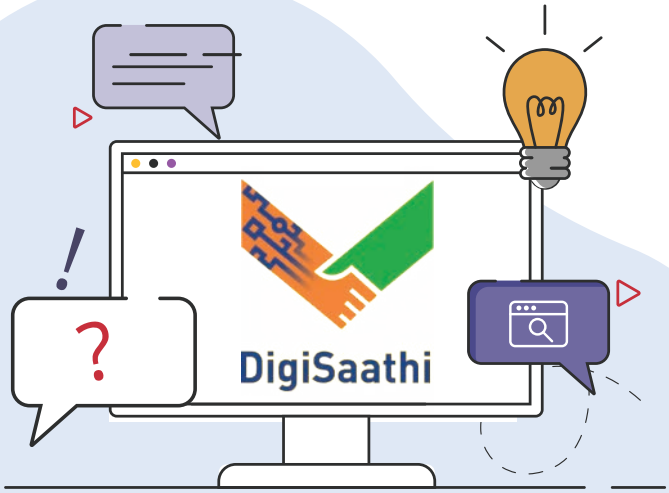
Proximity sound-based payments

Uses sound waves to enable contactless, offline, and proximity data communication on any device

UPI 123Pay will further deepen the digital ecosystem and financial inclusion by democratizing the retail payments system and enabling non smartphone users especially in rural areas to send money or make other financial transactions.

DigiSaathi

A 24x7 Helpline for digital payments



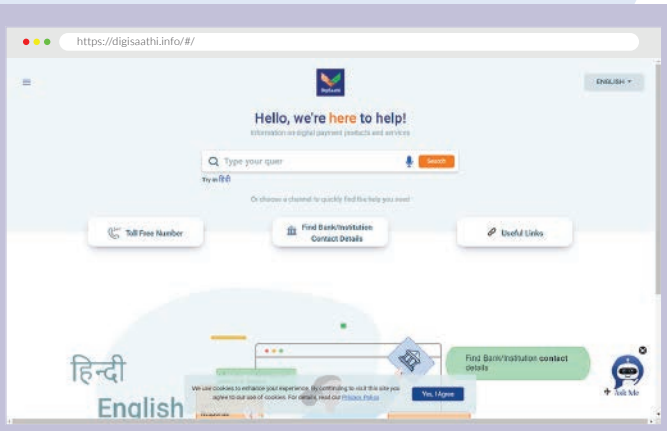
DigiSaathi is powered by an Artificial Intelligence (AI) Bot which will be self-evolving to improve quality and accuracy of user response including comprehensive FAQs

DigiSaathi is a 24-hour information hotline launched by the RBI to provide a channel to obtain help on the entire gamut of digital payments wherein the user can submit their queries for which the most relevant and appropriate information will be delivered to the user.

The platform is set up, controlled and maintained by National Payments Corporation of India (NPCI) on behalf of a group of payment system operators and participants (banks and non-banks) in order to help the Indian payments ecosystem flourish.

Currently, the helpline provides assistance in following areas:

- Information on various products and services viz. Cards (Debit / Credit / Prepaid) – POS/ECOM, UPI, NEFT, RTGS, IMPS, AePS, NETC, BBPS, USSD, PPI Wallets, ATM, QR (UPI/Bharat), CTS, MTSS, TReDS, NACH, Mobile and Net banking
- Providing contact details of various payment system participants (banks & non-banks)



DigiSaathi is currently available inHindi and English, and will be launched in other vernacular languages soon

Automated responses on information associated with digital payment services are available to users through:

A Toll-free number
1800-891-3333

A short code
14431

Website
www.digisaathi.info

Chatbots

Amplifying Ayushman Bharat Health Account (ABHA) through Aarogya Setu App



National Health Authority under its flagship scheme of Ayushman Bharat Digital Mission (ABDM) has announced integration with 'Aarogya Setu App'. This integration will enable hassle-free sharing & accessing of medical records digitally.

This is the first step towards creating a safer and efficient digital health records system, thereby, allowing Aarogya Setu users to generate a 14-digit unique ABHA number which can then link their existing and new medical records such as doctors' prescriptions, lab reports, hospital records etc.

The integration is based on user's consent, facilitated through Aadhaar card, mobile number or driving license – after which the users can seamlessly interact with the participating healthcare providers to receive digital lab reports, prescriptions and diagnosis etc.

With an aim to provide equitable access to quality healthcare using technologies such as telemedicine and enabling national portability of health services, the integration between Aarogya Setu and ABHA has the potential to create longitudinal health records for individuals. The sheer volume of user database that will be created will go a long way in improving clinical decision-making by healthcare providers.



Department of Consumer Affairs organized the "Consumer Empowerment Week" from 14th to 20th March 2022 to commemorate 75 years of progressive India and the glorious history of its people, culture and achievements as a part of Azadi Ka Amrit Mahotsav in concurrence with the World Consumer Rights Day which is celebrated on 15th March.

Highlights of the Celebrations

- Rural outreach programmes in more than 85 villages in 23 States / UTs to create consumer awareness – A first-of-its-kind initiative
- Exposure visits for science students on quality testing to promote scientific aptitude and quality consciousness
- Webinar with Consumer Organizations and NGOs focused on imparting awareness on availability of and access to Indian Standards, conformity assessment scheme of BIS etc.
- Access to details of licenses/registration numbers issued in view of conformity to Indian Standards, etc. were also deliberated
- A Virtual conference was held to discuss the current challenges and consumer protection in the e-commerce sector



A Screenshot of the Consumer Empowerment Quiz (Source: mygov.in)

To raise awareness on consumer rights and initiatives undertaken by the Department, a month-long quiz competition is being organized between 14th March 2022 and 13th April 2022.

This initiative is launched on MyGov portal; the participants are awarded with certificates and/or prizes

Quiz link

https://quiz.mygov.in/quiz/quiz-competition-on-consumer-empowerment/

Nagaland becomes first paperless Assembly in India

Image Source:
Website of the Legeislative Assembly of Nagaland
https://webtest.nagaland.gov.in/nla/

Paving way for greater accountability and coordination between different arms of governance, northeastern state of Nagaland becomes the first Legislative Assembly to successfully implement the National e-Vidhan Application (NeVA) programme. The adoption enables all the members to use electronic devices to participate in House proceedings.



A Screenshot of
https://nagaland.neva.gov.in/

"National eVidhan Application (NeVA)", is a mission mode project aimed to make the functioning of all Legislative Houses in the country paperless by transforming all State Legislatures into 'DIGITAL HOUSES'.

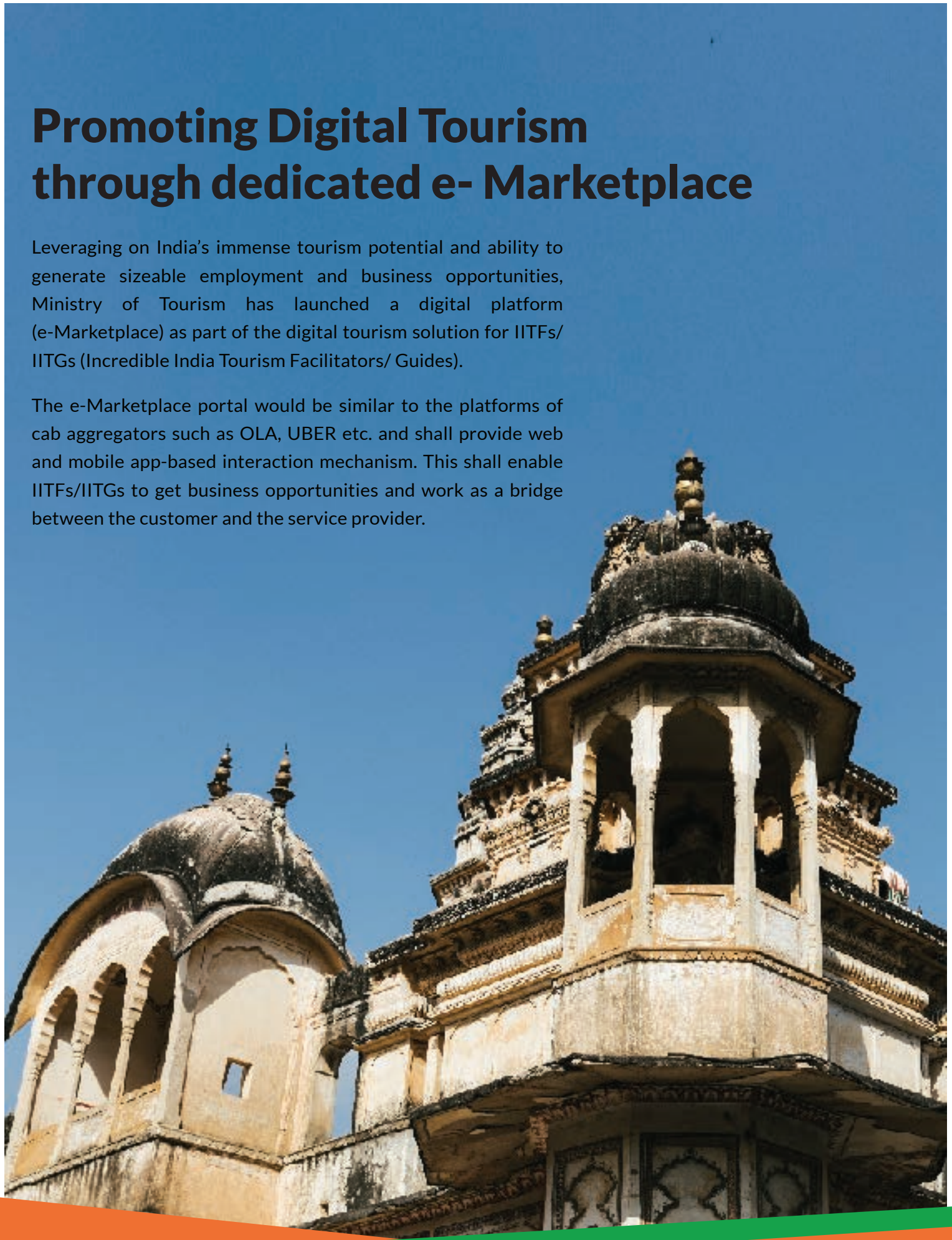
Developed on the theme of 'One Nation – One Application', NeVA enables States to carry out Government Business on a digital platform including information exchange with the State Government Departments.

NeVA enables Nagaland in bringing greater synergy, coordination, transparency and accountability between the Legislature and the Executive along with keeping its citizens informed of the government decisions.

Promoting Digital Tourism through dedicated e- Marketplace

Leveraging on India's immense tourism potential and ability to generate sizeable employment and business opportunities, Ministry of Tourism has launched a digital platform (e-Marketplace) as part of the digital tourism solution for IITFs/ IITGs (Incredible India Tourism Facilitators/ Guides).

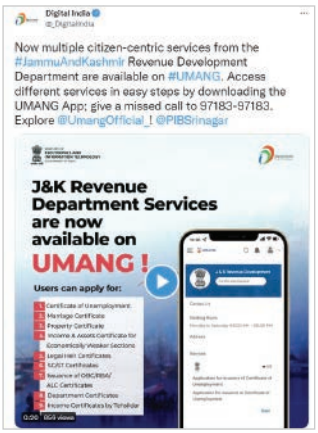
The e-Marketplace portal would be similar to the platforms of cab aggregators such as OLA, UBER etc. and shall provide web and mobile app-based interaction mechanism. This shall enable IITFs/IITGs to get business opportunities and work as a bridge between the customer and the service provider.



Media buzz

Twitter watch









Geographical Indicators

Preserving the heritage & uniqueness of India













