

## PM looks to recharge BHIM



Prime Minister Narendra Modi flashes his thumb, referring to the use of biometric identification on a newly-launched Aadhaar-based app for digital transactions S SUDARSHAN

### OUR BUREAU

New Delhi, April 14

Prime Minister Narendra Modi on Friday unveiled two schemes to incentivise digital transactions on the BHIM app, terming the DigiDhan movement a mission to fight corruption.

The Prime Minister also launched the BHIM-Aadhaar Pay app, a cashless payment system that identifies users and enables transactions using thumb impressions. The app will help usher in an Aadhaar-enabled payment ecosystem, an official statement said.

The BHIM Cashback and Referral Bonus schemes have been given a 6-month outlay of ₹495 crore.

Under the Referral Bonus Scheme, both existing users who refer the BHIM app and

new users will get a cash bonus, which will be credited to their bank account. The Cashback Scheme provides merchants a cashback for every transaction made on BHIM.

The existing Lucky Grahak Yojana and the DigiDhan Vyapar Yojana have come to an end 100 days after their launch. Under the schemes, some 16 lakh users won ₹258 crore of prize money.

### Digi volumes shoot up

The volume of all digital transactions has risen 23 times, now standing at 63.8 lakh transactions for a value of ₹2,425 crore in March 2017. This is against 2.8 lakh transactions worth ₹101 crore till November 2016, an official statement said.

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# Buying fertilisers to go cashless from June via the BHIM-Aadhaar Pay app

GNFC looks to sow the seeds of an agrarian 'revolution'

### RUTAM VORA

Ahmedabad, April 14

In the kharif season starting June, farmers in Gujarat, Maharashtra, Madhya Pradesh, among others States, can make cashless purchases of fertilisers through the BHIM-Aadhaar Pay digital payments platform launched in Nagpur on Friday by Prime Minister Narendra Modi.

About 10,000 fertiliser shops across Gujarat and other States, including Madhya Pradesh, Maharashtra, Rajasthan, Uttar Pradesh and Chhattisgarh, will be equipped by June with Point of Sale (POS) machines, which will have an Aadhaar interface. This will enable farmers to transact using their Aadhaar number and biometric authentication to make purchases for fertilisers.



"This is a revolutionary measure and we look forward to implementing it in all the States where we supply fertilisers," GNFC managing director Rajiv Kumar Gupta told *BusinessLine*.

"About 50 per cent of our fertilisers are supplied in Gujarat; we will have the platform implemented in the other States too," he added.

In December 2016, GNFC had first launched its digital pay-

ments initiative for fertiliser sales by introducing an online portal, a mobile app and by encouraging farmers to use credit or debit cards at the GNFC fertiliser retail outlets. In about a month, the company had sold fertilisers to almost two lakh farmers for the summer sowing.

The Aadhaar-based payments through the Bharat Interface for Money (BHIM) app is set to revolutionise digital payments in

India, mainly in rural areas, where customers will be able to make purchases using their Aadhaar number linked with their bank account.

BHIM was launched after demonetisation in November last year as a payment app for peer-to-peer financial transactions. However, the new platform, Aadhaar Pay, is developed for merchants to receive payments from customers digitally over the counter using Aadhaar's biometric authentication. The government has named the new payments system BHIM-Aadhaar.

"We will popularise BHIM-Aadhaar Pay among farmers. This is in line with the government's policy to carry out all fertiliser transactions through POS machines," said Gupta.

About 5,000 students from colleges and other professional courses have been roped in to engage with farmers under the referral scheme for the BHIM-Aadhaar Pay app, which give incentives to spread its use.