

Press Release

The Government of India is making efforts for promoting cashless economy and to provide the efficiency of seamless digital payment to all citizens of India. Ministry of electronics & IT (MEITY) is working with departments to promote digital transactions and achieve the target of 2500 crores in the States/UTs.

The Merchant Discount Rate (MDR) Waiver off applicable on Debit Card/BHIM/ UPI/ Aadhaar-Pay transaction less than or equal to Rs. 2000/- in value for a period of two years with effect from 1st January, 2018 by reimbursement of the same for the acquiring banks so that no MDR is payable by the merchant in respect of such transactions. Accordingly, the banks shall not charge any MDR from merchants for all eligible transactions under this scheme and consequently the consumers will not be overcharged citing MDR as a reason.

Further, Government of India has recently revised and extended the following incentive schemes with effect from 1st April 2018 till 31st March 2019 for promotion and wider adoption of digital payment.

About BHIM App: Android users can download BHIM app from Google Play Store while iPhone users may find the app in Apple App Store. Once the app is downloaded, one needs to set their UPI PIN, UPI ID and start transacting with this app. Users can browse through their phone contacts to select beneficiaries for sending and receiving money instantly. Using the BHIM app one can even split and share bills with their contacts, set payment reminders for convenience and also download transaction statements for reference. Features such as marking unidentified collect requests as spam also brings in incremental security. For BHIM Cashback scheme please check:

<https://www.bhimupi.org.in/> bhim-scheme for more information on BHIM please check: <https://www.bhimupi.org.in/>

- **BHIM cashback scheme for individuals:**

BHIM APP

S.NO	Incentive for onboarding	Total amount (in Rs.) per BHIM app user
1.	New BHIM app user on downloading, installing and successfully completing one financial transaction	51

BHIM UPI

S.NO	Incentive on transactions	Amount (in RS)		Conditions
1.	BHIM and BHIM-UPI app users of banks for unique financial transaction.	25 per transaction		<p>Minimum transaction value should be Rs 100.</p> <p>The incentive will be paid for maximum 20 unique transactions per calendar month.</p> <p>Only unique transactions will be eligible for incentive.</p>
2	BHIM and BHIM-UPI app users of banks for unique financial transaction.	Number of transactions per month	Incentive per month(Rs)	<p>Minimum transaction value should be Rs 10.</p> <p>Calendar month will be used for calculation of "month"</p>
		>=25 but less than 50	100	
		>=50 but less than 100	200	
		>=100	250	

BHIM incentive scheme for merchants

BHIM and UPI Merchant:

No of credit transactions (per month)	Incentive to the merchant (at the end of the month)	conditions
Minimum credit transaction to be done to start earning the incentive =>10	10% of the transaction value with an upper cap of incentive of Rs. 50 per transaction	Minimum transaction value eligible for incentive is Rs.25 Maximum incentive is Rs.1000 per merchant per month Calendar month will be used for calculation of "month"

About NPCI: National Payments Corporation of India (NPCI) was set up in 2009 as the central infrastructure for various retail payment systems in India and was envisaged by the Reserve Bank of India (RBI) as the payment utility in the country. From a single service of switching of interbank ATM transactions through National Financial Service, the range of services has grown to Cheque Truncation System, National Automated Clearing House (NACH), Aadhaar Enabled Payment System (AePS), USSD based *99#, RuPay card, Immediate Payment Service (IMPS), Bharat Interface for Money - Unified Payments Interface (BHIM UPI), BHIM Aadhaar, National Electronic Toll Collection (NETC) and Bharat BillPay. For more information, please check: <https://www.bhimupi.org.in/>

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