

SSBT's College of Engineering and Technology, Bambhori, Jalgaon (M.S.)

Vittiya Saksharta Abhiyan (VISAKA)

(Digital Awareness)

Main Objective of VISAKA

Recent experience in the country has established that moving towards a cashless economy where people minimize or almost completely avoid the use of cash for meeting their periodic financial commitments would usher tremendous benefits to the country by way of eliminating black money, enhance government tax compliance & revenues for development, seriously eradicate counterfeit currency and enhance value of money held by the common man. It is in the paramount interest of both Government and citizens to collectively work towards a digitally enabled, cashless economic system as it would bring in transparency, genuine economic growth and eliminate forces threatening national security. Hence it is important for the nation to digitally educate and empower itself so that the undiluted benefits of growth accrue to the people at large.

Institute Initiative

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.

So in context to this our student Development section & students of MBA planned 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.

Our student Development section & students of MBA along with student Development Officer Mr N. M. Kazi & Dr.V. S. Rana Head M B A Dept. of SSBTs College of Engineering &

Technology, Bambhori, Jalgaon visited Krushi Utpanna Bajar Samiti , Jalgaon major market and interacted with shop owners, including vendors, and their associations with an objective of developing a cashless market focusing on each point of sale. The student volunteers explained the benefits and also advise how to use those modes to the targeted people. An effort should be made for each student to convert at least 10 families to digital payment mode.

The students volunteer educated & persuade their parents, neighbours, domestic servants and people in their immediate surroundings to utilize the digital modes most appropriate to them by choosing from pre-paid cards, USSD, UPI, debit cards etc.

Two Students of our college Mr. Akshay M. Shelke and Mr. Vaibhav S. Mahajan were adjudged as one of the best student volunteers of the Vittiya Saksharta Abhiyan (VISAKA) based on the work done in spreading awareness about the digital financial literacy and bringing people on the digital platform.

They represented our college in the National Convention of VISAKA held at Vigyan Bhawan, New Delhi on 8th March 2017.

They were awarded and honored by Union Minister of Human Resource Development Shri. Prakash Jawdekar and Union Minister of Information Technology in the National Convention.



Union Minister of Human Resource Development Shri. Prakash Jawdekar and Union Minister of Information Technology in the National Convention



एसएसबीटी अभियांत्रिकीचे विद्यार्थी राष्ट्रीय परिषदेत पुरस्काराने सन्मानित

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नवी दिल्ली येथे राष्ट्रीय परिषदेत गौरवण्यात आलेले एसएसबीटी अभियांत्रिकी महाविद्यालयाचे विद्यार्थी.

**वित्तीय साक्षरता अभियान;
४ हजारांवर संस्था सहभागी**
प्रतिनिधी | जळगाव

डिजिटल अर्थव्यवस्था व कॅशलेस व्यवहाराला प्रोत्साहन देण्यासाठी मानव संसाधन विकास मंत्रालयामार्फत 'वित्तीय साक्षरता अभियान' संपूर्ण देशात राबवण्यात येत आहे. या अभियानात देशभरातील विविध ४ हजार ८९६ शिक्षण संस्थांनी उत्स्फूर्तपणे सहभाग घेतला होता. यात एसएसबीटी अभियांत्रिकी महाविद्यालयाचे

प्रदर्शन उत्तर महाराष्ट्र विद्यापीठातून उल्लेखनीय ठरले. त्यानिमित्ताने महाविद्यालयाच्या संघाना सन्मानित करण्यात आले. अभियानांतर्गत विज्ञान भवन, नवी दिल्ली येथे ८ मार्च रोजी झालेल्या राष्ट्रीय संमेलनासाठी महाविद्यालयातील अक्षय शेळके व वैभव महाजन या विद्यार्थ्यांची विशेष कामगिरी करण्याबाबत निवड करण्यात आली होती. या राष्ट्रीय संमेलनात त्यांना उत्कृष्ट विद्यार्थी व्हॉलंटियरचा सन्मान प्राप्त झाला. त्यांना केंद्रीय मनुष्यबळ विकास मंत्री प्रकाश जावडेकर आणि

इलेक्ट्रॉनिक्स व माहिती प्रसारणमंत्री रवी शंकर प्रसाद यांच्या हस्ते गौरवण्यात आले. पुरस्कारात त्यांना आकाश टॅबलेट व प्रमाणपत्र मिळाले. विद्यार्थ्यांना प्राचार्य डॉ. के. एस. वाणी, विद्यार्थी कल्याण अधिकारी एन. एम. काझी, डॉ. व्ही. एस. राणा, डॉ. एस. आर. सुरळकर, डॉ. विजय दिवरे आणि प्रा. कुणाल पांडे यांचे मार्गदर्शन लाभले. तर अक्षय शेळके, वैभव महाजन, सोनम महाजन, कल्पेश वाघ, राहुल पाटील व रूड-अॅण्ड टीसी, एमबीए व केमिकल इंजिनियरिंगच्या विद्यार्थ्यांचे सहकार्य लाभले.

