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REPORT ON
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CHAPTER 3

ACTIVITY EXECUTION

3.1 PLANNING AND PREPARATION

The planning phase for the Digital India Awareness Programme began with a team meeting involving the NSS Programme Officer and volunteers. The first step was to identify a relevant venue where awareness would be most impactful such as a government school, public community center, or the college seminar hall. Responsibilities were distributed among volunteers in teams, covering logistics, content creation, technical arrangements, and crowd management. The content team curated official material from trusted sources like digitalindia.gov.in and prepared engaging slides. Demonstration volunteers were trained to showcase the use of BHIM UPI, DigiLocker, UMANG app, and other online services. Arrangements for a projector, screen, sound system, chairs, and refreshments were made. Posters and invitation messages were designed. Volunteers also rehearsed the presentation and demo session a day before the event to ensure smooth coordination. Safety measures, including first aid and drinking water, were ensured. Feedback forms and attendance sheets were prepared to record participation. This detailed and structured planning played a vital role in the successful and professional execution of the activity.

3.2 CONDUCTING SESSION

The session began with a brief welcome speech by the NSS Programme Officer, followed by an introduction to the Digital India initiative.

Volunteers gave structured presentations covering the key aspects of Digital India including its vision, nine pillars, and the importance of digital inclusion. Special focus was given to practical applications like online government portals, cashless payments using UPI and QR codes, and cybersecurity basics.

Live demonstrations were carried out using smartphones and a projector to show how to register and use apps like DigiLocker, UMANG, BHIM, and Aadhaar services. The session was made interactive with real-time examples and simple explanations to ensure clarity for all participants.

The session included various engaging activities such as quizzes, poster displays, and hands-on demonstrations to make learning more interactive and relatable. Volunteers used real-life examples like booking appointments online, accessing digital certificates through DigiLocker, and demonstrating money transfers via UPI to build participants'

confidence.

Participants were also taught about cyber hygiene practices such as creating strong passwords, identifying phishing messages, and using two-factor authentication. These topics were emphasized to ensure safe participation in the digital ecosystem.

Fig 3.1: The vendor before receiving hands-on training in digital payments by NSS volunteers.

This figure 3.1 depicts a local flower vendor at her street-side stall, captured before the start of the hands-on digital literacy session. The image was taken as part of the documentation of the NSS Digital India Awareness Programme.

The vendor represents a key demographic targeted by the campaign informal sector workers who often rely entirely on cash-based transactions and have limited exposure to digital tools. As part of the initiative, NSS volunteers approached such individuals to educate them about the benefits of digital platforms, especially UPI-based payments and government apps.

This image captures a powerful moment of community engagement where an NSS volunteer is assisting a local flower vendor in navigating a UPI-based digital payment application. The scene reflects the essence of the Digital India Awareness Programme, which focuses on extending digital literacy to every section of society, especially small-scale vendors and informal workers.

The volunteer patiently demonstrates how to operate the app, explaining its features,

benefits, and security aspects. This interaction embodies the programme's mission to not only educate but also empower individuals to independently use digital tools for daily transactions. The setting a typical street-side flower stall adds authenticity, showing how such knowledge can be applied in real-life situations.

What makes this figure significant is the human connection it represents. The vendor's willingness to learn and the volunteer's effort to teach illustrate the spirit of "Not Me, But You", the core motto of NSS. It highlights how youth can act as catalysts of change by taking technological awareness beyond classrooms and into communities that need it the most.By capturing a moment of knowledge transfer, Figure 3.1 serves as a visual testimony to the impact of this awareness programme in promoting financial inclusion and digital empowerment at the grassroots level.

Fig 3.2 NSS volunteer guiding a street vendor in using a digital payment app during the Digital India Awareness Programme.

As part of our commitment to the Digital India Awareness Campaign, the NSS unit undertook a focused initiative to support street vendors and small-scale entrepreneurs in adopting digital payment systems. Street vendors often face challenges due to limited access to technology, lack of awareness, and hesitation towards non-cash transactions. Understanding their crucial role in the local economy, our volunteers made it a priority to empower them with the tools and knowledge necessary to transition to cashless and secure payment methods.

Our team conducted field visits to local markets, engaging directly with vendors selling fruits, vegetables, snacks, tea, and other essentials. We interacted with them in a friendly

and approachable manner to build trust and address any concerns they had about digital payments. Many vendors had smartphones but were not aware of how to use apps like BHIM UPI, Google Pay, PhonePe, and Paytm for receiving payments.

Through step-by-step demonstrations, our volunteers helped these vendors:

- Download and install digital payment apps

- Link their bank accounts securely

- Create and print UPI QR codes

- Understand the transaction process and safety measures

- Maintain basic digital transaction records

We also explained the benefits of going digital, such as avoiding the hassle of handling change, reducing the risk of theft, increasing daily sales by offering more payment options to customers, and being part of a growing digital economy.

To ensure long-term adoption, we provided printed leaflets in the local language with simple instructions and helpline numbers for future assistance. In collaboration with local digital banking professionals, we addressed common misconceptions, such as fears of fraud, charges on UPI transactions, and misuse of bank details.

This initiative witnessed a positive response from the vendor community. Several vendors expressed gratitude for the personalized support and showed enthusiasm in embracing the new payment mode. Encouragingly, many of them completed their first digital transactions during our visits. Their confidence grew when they realized how quick, safe, and efficient the system was, especially when dealing with tech-savvy customers.

By helping street vendors go digital, the NSS unit not only enhanced financial inclusion but also contributed meaningfully to the government's mission of creating a digitally empowered society. This hands-on activity reflected the NSS spirit of community engagement and service, while also fostering local economic development through digital empowerment at the grassroots level.

Fig 3.3: NSS volunteers guiding street vendors

Following the successful setup and onboarding of digital payment applications for street vendors, our NSS team took the initiative to gather feedback from the participants to evaluate the impact of the activity and understand their comfort and confidence in using digital payment systems.

The response from the vendors was overwhelmingly positive and encouraging. Many of them expressed their appreciation for the hands-on support provided by the NSS volunteers. They shared that prior to this activity, they were either unaware of digital payment options or hesitant to use them due to fear of fraud, technical complexity, or lack of guidance. However, after receiving personal assistance and clear demonstrations, their doubts were resolved, and they felt much more confident in using platforms like BHIM UPI, Google Pay, and PhonePe.

Some vendors reported that they had already started receiving digital payments from customers within a few hours of setup, and were surprised by how quick, hassle-free, and secure the process was. A fruit seller mentioned that he no longer had to worry about keeping small change, and a tea vendor noted that customers, especially the younger crowd, preferred paying via UPI. These small yet meaningful shifts highlighted the real-world impact of our awareness efforts.

Vendors also appreciated that the volunteers communicated in local language, used simple instructions, and took time to ensure everyone understood the process rather than rushing through the sessions. Many participants requested us to conduct similar sessions in nearby market areas so that more vendors could benefit.Additionally, we observed a boost in confidence and pride among the vendors, as they felt empowered and up-to-date with modern transaction methods. Some even expressed interest in learning more about digital tools and requested follow-up

workshops on topics like online banking, digital record-keeping, and basic cybersecurity. This positive feedback not only validated the effectiveness of our initiative but also reinforced the importance of grassroots-level digital literacy and empowerment.

It reflected how impactful NSS activities can be when aligned with national missions like Digital India, and how they contribute to building a more inclusive, connected, and financially aware society.