



# MISSION DIRECTOR NATIONAL HEALTH MISSION, J&K

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1. **Director**  
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3. **Principal**  
**SKIMS Medical College, Bemina**
4. **Director Health Services**  
**Jammu/ Kashmir**
5. **Director**  
**Family Welfare, MCH & Immunization**
6. **Director**  
**Indian Systems of Medicine, J&K**

No: SHS/NHM/J&K/ 4281- 99

Dated: 07.09.2017

**Sub:** Promotion of digital transactions in Healthcare Sector in the State – reg.

**Sir/Madam,**

This is in reference to the rigorous emphasis of the Ministry of Health & Family Welfare, Govt. of India regarding promotion of digital transactions in healthcare sector including, but not limited to, five payment modes namely, Unified Payments Interface (UPI), Unstructured Supplementary Service Data (USSD), Aadhaar Pay, Immediate Payment Service (IMPS) and Debit Cards.

In this context, the Ministry of Electronics & IT (MeitY) with the deliberation of the Ministry of Health & family Welfare, Govt. of India, outlined some tasks/ activities to carry out the digital payment promotional initiatives in a well structured and coordinated manner in the State(s) so as to achieve the target of digital transactions allocated to the health sector during the financial year – 2017-18. This initiative is being undertaken in form of a mission under periodic and regular review by the PMO.

As emphasized by the concerned Ministries, following tasks are required to be undertaken on priority basis:

- a) Appointment of Nodal Officer;
- b) Constitution of Programme implementation team;
- c) MIS, data collection and compliance teams dedicated for digital payments (NIC has been advised by MeitY) for development of MIS and data collection system;
- d) Capacity building of digital payments officers;

- e) Identification of process re-engineering requirements at different levels so as to ease the processes thereof facilitating digital transactions;
- f) Development of digital payment acceptance infrastructure, both – Over-the-counter (OTC) as well as Online (web/ mobile);
- g) Assignment of sponsor banks for OTC payment acceptance infra, payment gateways;
- h) Progress monitoring of installation and activations of digital payment acceptance infrastructure;
- i) Information, Education and Communication (IEC) and promotion through awareness campaign, posters, local camps;
- j) Incentivization for digital payments;
- k) Adoption of innovative payments modes/ options

Furthermore, as emphasized upon by the MoH&FW, Govt. of India, following key actions are also to be undertaken on priority basis:

- a) To assess and enable all points of interface for digital payments;
- b) To prepare an action plan to achieve 100% digital payments – receipts & payments digitally using different gateways/ portals & systems;
- c) To track progress with respect to 100% enablement and digital payments;
- d) Electronic platforms at public counters should be made efficient to avoid any processing delays;
- e) All Govt. Hospitals/ health facilities, wherever any payments are received to be enabled with electronic modes for accepting payments;
- f) All the licensed chemist shops to be mandated to enable digital payments.

You are, therefore, requested to designate a Nodal Officer for implementation of digital transactions in the respective health institutions and share the contact details, phone No. and e-mail ID, with this office at the earliest.

Yours' Sincerely,

  
**Mission Director**  
**NHM, J&K**

**Copy for information to the:**

1. Principal Secretary to Govt., H&ME Deptt. (Chairman Executive Committee, SHS, J&K), Civil Secretariat, Srinagar
2. Director (Finance), H&ME Deptt., Civil Secretariat, Srinagar
3. Director (P&S), State Health Society, NHM, J&K
4. FA/ Chief Accounts Officer, SHS, NHM, J&K
5. OSD with Hon'ble Minister for Health & Medical Education for information of the Hon'ble Minister
6. Special Assistant to Hon'ble Minister of State for Health & Medical Education for information of the Hon'ble Minister
7. State Nodal Officer, SHS, NHM, J&K
- 8-9. Divisional Nodal Officer, Jammu/ Kashmir, SHS, NHM, J&K
10. Office file