

MANUU VISAKA Report – 22nd December 2016

The Vittiya Saksharta Abhiyaan (VISAKA) Campaign at Maulana Azad National Urdu University was organized at Narsingi village, focussing at small vendors and households. The Volunteers divided into two groups one group conducted the campaign at Narsingi Village, the village adopted by MANUU under the UGC Scheme of Unnat Bharat Abhiyaan (UBA). The small vendors at Narsingi Village got familiar with the volunteers as they had been sensitizing them for the past one week, they were inquisitive about each day's programme, and the volunteers appraised them of the same.

Around 150 volunteers were educating households and retailers in the village. The vendees were also interested in knowing about the cashless modes of financial transactions. The volunteers divided into groups of three and visited households, small vendors and vendees. They practically demonstrated the process of making cashless transactions for day to day purchases. The vendors were too happy to learn the same. The volunteers not only explained the modes of cashless transactions but also facilitated the households and vendors in adopting the same under the supervision of teacher volunteers Dr. Mohammed Fariyad, Mr. Bhikshapathi, Dr. Iqbal Khan, Mr. Asim Ahmed Khan and others.

The other group conducted its campaign at the weekly haat held at Telecomnagar. This is their second visit to the weekly haat. The Volunteers divided into groups of three each and conducted a follow-up of last week's sensitization programme. It was surprising to note that many of the vendors were willing to know more about the cashless modes of transactions and eager to learn the same. The volunteers facilitated some of the vendors in adopting the cashless mode of transaction by personally showing a practical demonstration. They also helped them to download apps and initiate cashless transactions.

A Field survey was also conducted at the haat to study the difficulties in transformation to cashless modes of financial transactions and design methods of training these vendors how to move to cashless transactions by administering a structured questionnaire. The volunteers also held informal discussions with the vendors and vendees to know their opinion about the current situation of cashless transactions. Around 30 volunteers conducted the field survey under the Supervision of teacher Volunteers Prof. Saneem Fatima, Mr. Nagaraju, Mr. Mohammed Qawi, Mr. Yadagiri and others. The volunteers of MANUU VISAKA Campaign are trying to do their best to sensitizing and also educating the stakeholders how to make cashless transactions in the digital economy initiative.

