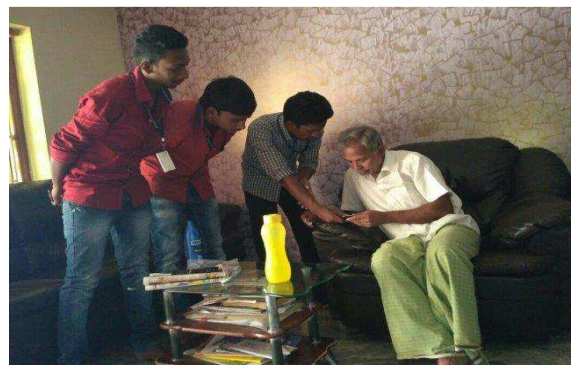


ACTIVITIES OF DIGITAL LITERACY CLUB
IN
2016 - 2017
P. B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE
VIJAYAWAD – 10



As part of this campaign, District Collector Sri. Babu. A, allotted **fourteen villages of Vijayawada rural mandal** to P. B. Siddhartha College of Arts & Science. Digital Literacy Club of the college, in association with Department of Computer Science and Neighbourhood Club, organized campaign of digital awareness from 23/12/2016 to 29/12/2016. Our students covered Gollapudi, Rayanapadu, Pydurupadu, K Tadepalli, Jakkampudi, Ambapuram, P Nainavaram, Nunna, Pathapadu, Ramavarappadu, Prasadampadu, Enikepadu, Nidamanuru and Gudavalli Villages in Vijayawada rural mandal.

Seven under graduation sections(B.Sc(MPCS, MECS), BCA, BCOM(Computer Applications), B.Sc(Hons)) with nearly four hundred students along with **Four Post Graduate sections**(M.Sc (Computer Science), MCA) with nearly two hundred students participated in the campaign.

Dr. Ramesh Meka, Principal I/C, P. B. Siddhartha college of arts & science acted as the nodal officer for the campaign. Sri. K. Sudhir, Convener, Digital Literacy Club was the Faculty In charge of the campaign. Sri. K. Sridhar, Dy. Head of Computer Science(UG), Sri. A. N. V. K Gopi chand, Lecturer in Computer Science played key role in organizing the campaign successfully.

All **six hundred students** (400 from UG + 200 from PG) were segregated into ten groups. Staff coordinators are allotted to each group for ensuring smooth conduct of the campaign and also to guide the students. Students are registered in **Vittiya Saksharata Abhiyan**, Ministry of Human Resources Development, GOI, intended for volunteer registration for digital awareness campaign.

Students participated enthusiastically in the campaign. They conducted door – to - door drive for creating digital awareness. Students enquired whether citizen is having bank account or not. If not, they counselled them for opening bank accounts. Bank Correspondent of the village accompanied students for creating Aadhar enabled accounts. Students also helped citizens in linking mobile phones to their bank accounts, which enables them to perform mobile banking. Most of the citizens refused to disclose whether they have bank account or not; And even if they seeded Aadhar Card to their bank account. Students explained the advantages of performing online cashless transactions. They also explained about using **USSD (Unstructured Supplementary Service Data)** , for performing online transactions on mobile phone without using Internet. *99# is the USSD code used for this purpose. Students also explained about using **UPI (Unified Payment Interface)** to people having smart phones. UPI Apps are the best apps which are highly secured and also enable transactions from any bank account to any bank account. They also educated people on **Aadhar Enabled Payment Systems(AePS), Internet Banking**. We visited business points and encouraged merchants in installing ePoS systems which will enable them in performing cash less transactions.

After educating people on digital transactions, students made them to transfer one rupee from their bank account to an account number given by the Government of Andhra Pradesh. Students used AP Purse App for this purpose. Students enrolled in AP Purse App and downloaded Training Info App to upload details of citizens which are trained by them.

During the period of six days i.e., from **23/12/2016** to **29/12/2016**, our students covered more than **twelve hundred households** as well as **business points** in fourteen villages and created awareness among nearly **seven thousand citizens**.

Digital Literacy Club and Department of Computer Science initiated **100% digital literate campus** by creating digital awareness among its students and staff. This program was inspired by **Digital Saksharta Abhiyan, National Digital Literacy Mission (NDLM)** initiated by Department of Electronics and Information Technology, Ministry of Communications & Information Technology, Government of India. Nearly **two fifty students and staff** are registered in NDLM and are qualified in online examination conducted by NDLM. These qualified candidates will obtain **digital literate** certificate from Government of India.

Inspired from this campaign, and with cooperation of our management, Digital Literacy Club is looking forward for conducting much more similar events.

(K. Sudhir)

Incharge , Digital Literacy Club

Lecturer, Department of Computer Science(UG)