

Report on VISAKA Campaign on 19.02.2017 at Banjarawala, Dehradun

School of Management under VISAKA trained Shopkeepers of Kirana Stores located in Banjarawala, Dehradun on 19.02.2017. Dr.Sudhanshu Joshi & Dr.Prachi Pathak, Faculty, School of Management along with the students oriented the shopkeepers about the Cashless Transactions. Dr. Prachi deliberated about the various transaction modes and the campaign initiated by MHRD under VISAKA. Dr. Sudhanshu Joshi told the shopkeepers about SBI e-buddy wallet and other e-wallets. During this exercise all the shopkeepers were encouraged to accept digital payments from the customers. Also, the focus of this activity was to acquaint the shopkeepers about various digital modes of payments.

Seven shops were visited in this phase. It was also proposed that other shops coming under the vicinity of Banjarawala shall be taken up in the next phase.

Some glimpses of the Event:



