

No.14/9/2017-Coord
Ministry of Textiles
Government of India

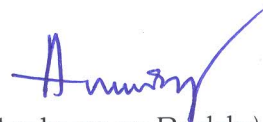
Udyog Bhawan
New Delhi
March 28, 2017

Office Memorandum

Sub: Downloading of BHIM App by officials, stakeholders and workers
in Textile sector to mark the occasion of Ambdekar Jayanti

Bharat Interface for Money (BHIM) is an App designed to facilitate Payment transactions using Unified Payment Interface (UPI). This BHIM App does not require any filling out of bank details repeatedly and facilitates direct bank-to-bank payments and instant collection of money using mobile number and payment addresses. On the occasion of Ambedkar Jayanti which is an annual festival observed on 14th April to commemorate Dr. B.R. Ambedkar's birth day, Hon'ble Minister of Textiles has desired that the Ministry and all offices/organizations under its fold should carry out special camps to urge and teach everyone to download the BHIM App. The details of BHIM App could be obtained from <https://bhimappdownload.com>.

2. Accordingly, all attached, subordinate offices, PSUs, Statutory/Autonomous bodies, EPCs, TRAs and Industry Associations under this Ministry are requested to organize camps for downloading and using BHIM App to promote easy and quick payment transactions using Unified Payment Interface. Photographs of camps alongwith persons downloading BHIM App on 14.04.2017 should be sent to the Ministry alongwith the report of participation in such camps. The reports may be mailed to ttpc@nic.in.


(A. Madhukumar Reddy)
Joint Secretary

To:
All Officers of Ministry of Textiles
All Attached, Subordinate offices, PSUs, Statutory, Autonomous bodies,
EPCs, TRAs and Industry Associations