

N-22012/14/2016-NeGD

D.O. No.

OFFICE MEMORANDUM

Ministry of Electronics and IT has started an educational channel from December 2016 on digital payments called "Digi Shala". The TV channel is available on DD Free Dish DTH which is seen in approx. 2 to 2.5 crore households across the country. In addition, the channel is also available on Dish TV. The objective of this channel is to provide greater awareness regarding digital payments to common people.

With approval of the Competent Authority, NeGD has formulated the following policy for Speakers on Digi Shala, their travel expenses, honorarium etc.:

1. **Govt. Employees:** All Central or State Govt. employees, PSU employees, Autonomous bodies, Regulatory bodies or any other person representing the Govt.
 - a. The respective Departments/Ministries/Divisions will be bearing the travel and accommodation expenses of their employees for any visit to Gandhinagar or any other destination for the required shoots. NeGD will bear/arrange the studio and production costs.
 - b. Each expert traveling for the shoot will get a standard honorarium payment of Rs. 5,000 per shoot from NeGD.

2. **Private Sector Speakers:** Employees or experts from the industry representing any of companies, corporations, businesses, startups, NGOs, Not for profit organizations and other individuals and freelancers etc. from the private sector.
 - a. The content committee for Digi Shala (vide letter dated 23rd March 2017) will be responsible for vetting content and ensuring the following:
 - i. Neutral and fair delivery of content and information in the desired format.
 - ii. The subject matter experts/speakers can't drive any political or business specific agendas through the medium.
 - iii. No specific brands/products/organizations/individuals to be promoted or comparisons made between different brands.
 - iv. Anything else which safeguards the sanctity of the informative and educational content.
 - b. All stakeholders from the industry (including participating banks, e-wallet players, merchant bodies, industry associations, agencies etc.) invited for shoots to participate in the capacity of industry representatives and under the industry bodies, preferably, not as individuals/organizations. The ultimate aim is awareness, expansion and growth of the complete Digital Payments ecosystem in India.
 - c. Representation from various industry bodies and associations will be desirable.
 - d. Respective individuals/companies to bear all travel and accommodation expenses for the shoot. NeGD will bear the studio and production costs. Only in case of experts representing NGOs and other civil societies not in a position to bear the cost, will be reimbursed the cost of Air Fare (Economy Class- Low cost airline) to shoot venue and back, subject to approval by Competent Authority.



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- i. Please note that total travel expense reimbursements will be on actuals or Rs. 15,000/- whichever is lower. Any expense over and above Rs. 15,000/- needs to be borne by the individual (Only in case of NGOs and similar Not for Profit organizations, civil societies).
- ii. Total stay/lodging expense reimbursements will be on actuals or not more than Rs. 4,000/- per day and Rs. 10,000 overall, whichever is lower.
- iii. The bills, along with original boarding pass should be submitted with duly filled in TA form (attached as Annexure).
- iv. No reimbursement is permissible for any local travel for reaching the shoot venue.
- v. For short distances (any travel between locations that can be covered in 6 hours or less), the traveler will be paid an amount equal to 2 Tier AC train fare. In case travel is in own conveyance/taxi, reimbursement will be restricted to 2 Tier AC train fare. Original tickets need to be produced for claims.
- e. NeGD to have full rights over all content usage. The content shot can't be used by any of the participating organizations or individuals without consent from NeGD.
- f. Most of the shooting will be in-studio but some on-ground shoots may also be conducted in some special cases after seeking requisite approval from NeGD.

For any other issue related to Channel's content shooting which is not covered above, approval may be taken on a case to case basis.



(Sunil Sharma)
Sr. GM, NeGD

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Annexure

S. No.	Details	Particulars
1.	Date of shoot	
2.	Name of expert	
3.	Address	
4.	Contact No.	
5.	Place of Travel	
7.	Onwards- Air/Train/Bus Ticket No.	
8.	Amount Incurred	
9.	Return- Air/Train/Bus Ticket No.	
10.	Amount Incurred	
11.	Accommodation expenses	
12.	Total Amount Claimed	
13.	Bank Account No.	
14.	Signature of Candidate	
	Certification by NeGD Finance	
15.	Name	
16.	Signature	
17.	Passed for amount	

(Sunil Sharma)
Sr. GM, NeGD