

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
LOK SABHA
UNSTARRED QUESTION NO. 2428
TO BE ANSWERED ON: 01.08.2018

BHIM APP

2428. SHRI RATTAN LAL KATARIA:

Will the Minister of ELECTRONICS & INFORMATION TECHNOLOGY be pleased to state: -

- (a) whether the Government has launched the BHIM App;
- (b) if so, the details thereof;
- (c) the facilities provided to the people through this App;
- (d) whether the Government is taking some new steps to increase the number of its users;
and
- (e) if so, the details thereof?

ANSWER

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI S.S. AHLUWALIA)

(a) and (b): Yes, Sir. Hon'ble Prime Minister has launched the BHIM (Bharat Interface for Money) app on 30th December, 2016.

(c): Bharat Interface for Money (BHIM) is an app through which individual can send and collect the money electronically. Individual can also make Utility bills payments through BHIM app.

(d) and (e): In order to increase the number of BHIM app users, the following steps have been taken by the government:

- Government has launched the 'BHIM Cashback Scheme for Individuals' to popularize payments through BHIM APP. The scheme has been modified and is operational till March 2019. The customer on BHIM app can earn an incentive up-to Rs 150 for making 10 unique transactions over the BHIM app
- Government has initiated the publicity campaign through following mediums till now:
 - 1. Radio(Wireless Media)
 - 2. Newspaper(Print Media)
 - 3. Website(Digital Media)
- Government has issued advisories to Central Ministries/Departments and States/UTs to improve payments acceptance infrastructure, enable the citizens to pay by a variety of

modes such as Internet banking, mobile banking, and mobile applications etc. including use of BHIM.
