

No-12/13/2017-DPD-MeitY
Government of India
Ministry of Electronics and Information Technology

Notification

Dated: 28th March 2018

Subject: Extension and modification of BHIM (Bharat Interface for Money) referral bonus scheme for individuals

WHEREAS, the Central Government vide notification of Government of India, Ministry of Electronics & IT No. 12(84)/2017-DPD dated 05th June 2017, has notified a Scheme namely 'BHIM (Bharat Interface for Money) Referral Scheme for Individuals', with the objective to incentivize the existing users of BHIM to bring new users on BHIM platform and encourage new users to do transactions using BHIM with the target to increase the number of users for BHIM and also increase the transaction thereof.

WHEREAS, the Central Government vide notification No 12/13/2017-DPD dated 14th August 2017, modified and extended the operation of the scheme till 31st March 2018.

AND WHEREAS, the Central Government has reviewed the scheme.

Now, the Central Government hereby makes the following amendments in the notification of Government of India, Ministry of Electronics and Information Technology No. 12(84)/2017-DPD dated 5th June 2017, notified under the subject namely 'BHIM (Bharat Interface for Money) Referral Scheme for Individuals':-

1. For provisions in paragraph 1, 2 & 3, the following provisions in the said paragraphs are substituted namely:-

1.1 Paragraph 1.4: In the promotion of digital payments, referral schemes are widely used to promote adoption of the new technologies, platforms and apps that are launched in the market and it has proved effective. The BHIM Referral Bonus Scheme has been designed to encourage the onboarding of new users on the BHIM App and increase the usage of BHIM-UPI based transactions. The objectives of the scheme are:

- Increase the number of users downloading, installing, linking BHIM App with their bank accounts and making first successful financial transaction.
- Increase in the number of transactions using BHIM-UPI

1.2 Paragraph: 2.1 The scheme has two components a) Incentive for onboarding over BHIM App and b) Incentive on transactions over BHIM-UPI. The scope of the component 'a' is only BHIM app users and the scope of the component 'b' is the users of BHIM app as well as BHIM-UPI apps of the banks. The duration of the scheme is 12 months i.e. 1st April 2018 to 31st March 2019 and can be reviewed anytime based on the Government directions.

1.3 Paragraph: 2.3 The "incentive for onboarding" will be paid to the new users of the BHIM app who successfully download the BHIM app, link the BHIM app with their bank account/s and undertake one successful financial transaction through BHIM app. The "incentive on transactions" will be paid to the users undertaking financial transactions on the BHIM app and/or BHIM-UPI apps of the banks.

1.4 Paragraph: 2.4 The incentives will be paid as per the following:

Table-I**Incentive for onboarding on BHIM app**

S.No	Incentive for onboarding	Total amount (in Rs) per BHIM app user
1	New BHIM app user on downloading , installing and successfully completing one financial transaction	51

Table-II**Incentive on transactions over BHIM-UPI**

S.No	Incentive on transactions	Amount (in Rs) per BHIM and BHIM-UPI app user of Banks		Conditions
1	BHIM and BHIM-UPI app users of banks for unique financial transaction.	25		Minimum transaction value should be Rs 100. The incentive will be paid for maximum 20 unique transactions per calender month. Only unique transactions will be eligible for incentive.
2	BHIM and BHIM-UPI app users of banks for financial transaction.	Number of transactions per month	Incentive per month (Rs)	Minimum transaction value should be Rs 10. Calendar month will be used for calculation of "month"
		>=25 but less than 50	100	
		>=50 but less than 100	200	
		>100	250	

1.5 Paragraph 3.1: Qualification to earn incentives:

- a) For "incentive for onboarding on BHIM app", the user has to download, install and link BHIM app with the bank account/s and successfully complete one financial transaction of any value. The incentive will paid only one time and for the new users only.
- b) "Incentive for transactions over BHIM-UPI" will be paid separately for both unique transactions as well as total financial transactions as per the conditions mentioned in Table-II.
 - I. For incentive on unique transactions the users undertaking financial transactions on the BHIM app and/or BHIM-UPI apps of the banks shall be entitled to receive incentive on maximum 20 unique transactions in each calendar month. Minimum

transaction value should be Rs 100.

- II. All user transactions of value equal to or above Rs 10 will be eligible for incentive as per the conditions mentioned at S.No.2 of Table-II
- c) To be deleted

1.6 Paragraph 3.2: To be deleted

1.7 Paragraph 3.3:

- a. Only valid approved transactions from BHIM app and BHIM-UPI apps of banks or *99# will be considered for the scheme.
- b. The "unique transaction" is the first financial transaction between any two BHIM-UPI users/VPA.
- c. Incentive on the transactions will be paid to the user whose account is debited for the "valid financial transaction".
- d. "Valid financial transaction": Money transfer from one bank account to another bank account of amount greater than or equal to Rs 1 and less than on equal to Rs 100,000.
- e. To be deleted.
- f. To be deleted

Annexure 1: To be deleted

Annexure 2: To be deleted


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Joint Secretary