

Article on Digital Economy Campaign in GRIET

The Government of India had launched VISAKA (Vittiya Saksharata Abhiyan) Campaign by students of higher educational institutions for promoting a digital economy from December 12 to January 12 2017. As a part of this process at GRIET under the able guidance of Principal Dr. Jandhyala Narayana Murthy 150 students and 8 faculty members were registered as volunteers to educate the society on the benefits of digitalization and the economy moving towards Cashless transactions.

In the first stage awareness and training programs were conducted by the faculty of GRIET to all student volunteers, simultaneously faculty volunteers have approached each department and trained the faculty of various departments.

In the second stage the trained students have started working from their house by educating their own family members, friends and relatives. Each student volunteer educated 5 households and 2 shopkeepers.

In the third stage the NSS and Street cause wings went to Miyapur market and created awareness and training to vegetable vendors and other street vendors.

In the fourth stage a "Rally on the benefits of Digital Economy" was conducted on 12th January , 2017 Nizampet starting from More Mega store up to the college wherein 70 students and 6 faculty members participated. Each student held a placard in support of Digital Economy and Cashless transactions and walked on the road, simultaneously some students educated the adjacent shopkeepers on digitalization.

As a whole due to this program the college could educate 400 shopkeepers, 140 households and 70 vendors at Market Mandis.