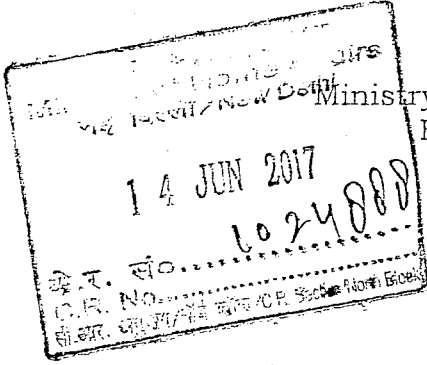


S.No 65 (R)

No. 12(84)/2017-DPD

Government of India



Ministry of Electronics and Information Technology  
Electronics Niketan, 6 CGO Complex

New Delhi-110003.

Dated: 05.06.2017.

Subject: Notifications to be published in the Gazette Notification in Part-1 Section-1 of the Gazette Notification-regarding.

Please find enclosed herewith the (two Notifications relating to Referral Bonus Scheme for Individuals and Cashback Scheme for Merchants) to be published in Part-1, Section-1 of the Gazette Notification for Information to all concerned.

*(Signature)*  
(Rajesh Suri)  
Deputy Director

To

The Manager,  
Government of India Press,  
Faridabad (Haryana)

: Along with Hindi Version.

Copy for information to:

1. All Secretaries to the Government of India. It is requested to kindly forward the same to all the Attached/Subordinate/Autonomous/Undertaking etc. under your Department/Ministry.
2. Chief Secretaries of all the State Government.
3. Secretary (IT) of all the State Government.

CS (Govt. I)

*(Signature)*  
14/6/17  
S0 (C/1)

MJR Singh  
14/6/17  
Virender  
14/6/17



MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY

No.12 (84)/2017-DPD

New Delhi : 05.06.2017

NOTIFICATION

**Subject: BHIM (Bharat Interface for Money) Referral Bonus Scheme for Individuals.**

**1. Background and Objective**

1.1 The Digital India Programme envisions transforming India into a Digitally empowered society and knowledge economy by making available digital infrastructure, digital governance and digital services to every citizen. Promotion of a digital payments ecosystem is a natural extension of the Digital India programme and has the potential to transform India's economy by formalization of financial transactions.

1.2 Financial inclusion is one of the foremost challenges for India Digital payments promises access to formal financial services and benefits from e-commerce, especially for those who continue to be excluded. Despite significant progress in bank-led payment systems, there remains a vast gap in the availability of basic payment services. Adoption of technology can transform the country into a cashless economy.

1.3 Finance Minister in his Budget Speech on February 1, 2017 had announced "a target of 2,500 crore digital transaction for 2017-18 through UPI, USSD, Aadhaar Pay, IMPS and debit cards."

1.4 In the promotion of digital payments, referral schemes are widely used to promote adoption of a new facility that is launched in the market, including mobile applications, and have proved effective. Hence, to promote BHIM amongst citizens a Referral Bonus scheme is being launched.

1.5 The scheme is intended to incentivize an existing user of BHIM to bring new users on the BHIM platform and encourage the new user to do transaction using BHIM with other users or by referring new users on BHIM. The objectives of the scheme are twofold, viz.:

- Increase number of users downloading/installing and registering for BHIM;
- Increase in number of transaction via BHIM

## 2. Referral Bonus Scheme for Individuals

2.1 The scheme scope is only for BHIM users. As of now, the scheme duration is 6 months from the launch date of the scheme, and can be renewed based on government directions.

2.2 National Payments Corporation of India (NPCI) takes the role of implementing agency since the BHIM platform is owned and operated by NPCI. NPCI uses its transaction data to identify the eligibility and compute the cashback.

2.3 The bonus will be paid to both the referrer and the new user of BHIM (referee) and the referral will be considered successful only after 3 successful financial transactions (to any valid UPI user – “valid receiver”) performed by the referee.

2.4 The referral bonus will be paid as per the following pattern:

Referral Bonus Cashback amount	Total Amount (in Rs.) per BHIM user
- New BHIM user (Referee) (per person)	25
- Referrer (per person)	10
<b>Total referral bonus amount</b>	<b>35</b>

2.5 The various definitions for the entities in the scheme design are appended in **Annexure-1.**

**3. Eligibility Criteria for referral bonus**

3.1 Criteria for establishing Referral relationship –

- a. Referee needs to do first financial successful transaction with the any unique user.
- b. Referee needs to provide the 10 digit mobile number (already registered and active on BHIM) of the referrer as referral code at the time of doing the first financial transaction.
- c. In case, referee fails to enter the referral code at the time of doing the transaction, the referral relationship will not be established and it will not be considered as part of receiving bonus amount.

3.2 Qualification to earn Referral bonus amount –

- a. Referee (who successfully entered a referral code) has to complete minimum 3 successful financial transactions to 3 unique users (to any valid UPI user – “valid receiver”) during the scheme period using BHIM app.
- b. The referee and referrer has to be BHIM User.
- c. The total transactions value should be equal to or more than Rs. 50/-.

174

- d. Referrer can be a part of the unique user who is receiving the funds.
- e. The minimum transaction value should be Rs.1/-.

3.3 Other relevant criteria:

- a. Only valid approved transactions from BHIM app or \*99# will be considered for the scheme.
- b. The "referrer" and the "first time user" should use the BHIM app or \*99# to make transactions.
- c. Both "send" and "request" transactions with any valid UPI user / merchant will be considered as valid transactions.
- d. Value of transactions should be between (and including) Rs. 1 to Rs. 10,000.
- e. The maximum referral amount that a referrer can earn is Rs 25,000 per month.
- f. "Unique BHIM users": A user will be categorized as unique user only if his/her mobile no. bank account are unique to any other BHIM user. Below table showcases all the cases but not limited for identification of unique users. NPCI will determine whether the customer is a unique user.

Mobile No.	Bank Account	Category
Unique	Unique	New User
Unique	Same	Existing User
Same	Unique	Existing User
Same	Same	Existing User

The process for availing cashback and detailed mechanism for establishing a referee and referrer relationship are as detailed in **Annexure-2**.

  
(Rajiv Bansal)  
Joint Secretary

## Annexure-1

**Definitions of terms/entities for the Referral Bonus scheme for individuals**

The definitions of key terms/entities as specified in the notification are as below:

- a. "Referrer": means a person (existing user of BHIM) who refers BHIM to a new user – Has to be BHIM user.
- b. "Referee"/ "New User": means a first time user of BHIM – Has to be BHIM user.
- c. "Referral code": means the mobile number of the referrer.
- d. "Valid financial transactions": Money transfer from one bank account to another bank account of amount greater than or equal to Rs. 1 and less than or equal to Rs 10,000 using BHIM.
- e. "Valid Referral Mobile Number" 10 digit mobile number of referrer issued in India who is already an existing BHIM user and have performed at least one successful transaction.
- f. "Valid Receiver" – Can be any UPI valid user or a merchant including BHIM user/merchant.

176

**Mechanism for establishing a referee and referrer relationship and availing cashback**

The Scheme will proceed as follows:

- a. An existing BHIM user (Referrer) to refer BHIM application to new user (Referee).
- b. New BHIM user (Referee) initiates access to BHIM app or by dialing \*99# from his/her mobile number registered with bank and complete on-boarding process on BHIM i.e. downloading, registering and fetching the bank account.
- c. New BHIM user (Referee) completes his/her first eligible financial transaction with any unique user.
- d. To establish the referral relationship between referrer and referee –
  - i. Referee needs to enter the referral code (mobile number) of the referrer at the time doing the first financial transaction with any unique user (to any valid UPI user including BHIM – “valid receiver”).
  - ii. The referral code field (as an option) will appear on the transaction page and will be visible only to the new BHIM user (referee) at the time of their first financial transaction process.
  - iii. In case of \*99#, the referee will choose the option of entering the referral code (as an option) at the time of on-boarding.
  - iv. System shall validate that if the referrer mobile number is valid BHIM registered.



- e. On completion of minimum 3 unique successful transactions totaling to Rs. 50 to any 3 unique users (either P2P or P2M), the referrer and the referee will be notified about the bonus amount via notification in BHIM app. In this, the referrer and referee has to be BHIM user, however he can perform financial transaction with any valid UPI user / merchant.
- f. The bonus will be credited to the bank accounts of the referrer and the referee after meeting the eligibility criteria.





MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY

No.12(84)/2017-DPD

New Delhi : 05.06.2017

NOTIFICATION

**Subject: BHIM (Bharat Interface for Money) Cashback Scheme for Merchants**

**1. Background and Objective**

- 1.1 The Digital India Programme envisions transforming India into a Digitally empowered society and knowledge economy by making available digital infrastructure, digital governance and digital services to every citizen. Promotion of a digital payments ecosystem is a natural extension of the Digital India programme and has the potential to transform India's economy by formalization of financial transactions.
- 1.2 Financial inclusion is one of the foremost challenges for India Digital payments promises access to formal financial services and benefits from e-commerce, especially for those who continue to be excluded. Despite significant progress in bank-led payment systems, there remained a vast gap in the availability of basic payment-services. Adoption of technology can transform the country into a cashless economy.
- 1.3 Finance Minister in his Budget Speech on February 1, 2017 had announced "a target of 2,500 crore digital transaction for 2017-18 through UPI, USSD, Aadhaar Pay, IMPS and debit cards."



1.4 In the digital payments ecosystem, merchants play a very crucial role especially in country like India where nearly 90% of merchants are unorganized like small grocery stores, local apparels outlets, mom-n-pop stores and more. Apart from these, the daily small time merchants like local vendors, auto/taxi drivers etc., constitute of large share of unorganized merchants. To promote BHIM amongst merchants the Merchant Cashback Scheme is being launched.

1.5 The scheme aims to incentivize not just one-time adoption of BHIM by merchants, but should also encourage transactions via BHIM mode (either QR code or VPA or Mobile number or "Pay to Aadhaar").

Hence, the objectives of the scheme are twofold, viz.:

- Increase in number of merchants registered on BHIM
- Increase in number of merchant payment transactions using BHIM

## 2. **BHIM Cashback Scheme for Merchants**

2.1 The scope of the scheme shall be limited to merchants using BHIM unless revised otherwise. The scheme duration is stipulated as 6 months from the launch date of the scheme, and can be renewed based on government directions.

2.2 National Payments Corporation of India (NPCI) takes the role of implementing agency since the BHIM platform is owned and operated by NPCI. NPCI uses its transaction data to identify the eligibility and compute the cashback.



2.3 The cashback incentive slabs for merchants are:

<i>No. of credit transactions (per month)</i>	<i>Cashback to the merchant (at the end of the month)</i>	<i>Conditions</i>
50-100	Rs 100	From at least 20 unique customers; Minimum transaction value of Rs. 25 each
> 100	50 paise per transaction maximum upto Rs. 200	

Thus the cashback to the merchant will range from Rs. 100 to Rs. 300 per month and the maximum cashback that a merchant can earn will be Rs. 1800 in 6 months.

2.4 The various definitions for the entities in the scheme design are appended in **Annexure-1**.

### 3. Eligibility Criteria for Merchant

3.1 Defined Transaction Criteria for Merchants to qualify for cashback are:

- a. Min of 50 credit financial transactions of which atleast 20 transactions is from valid UPI unique customers including that of BHIM users.
- b. The minimum transaction value for all above transactions should be Rs. 25/-.

3.2 Other Criteria:

- i. Merchant should be on BHIM user, however he/she can receive credit from any valid UPI customer to qualify the transaction criteria.
- ii. Merchant cashback scheme is a monthly program and calendar months are considered for the all the activities related to the scheme.
- iii. Cashback incentives to the eligible merchants will be credited to their linked accounts on or before 10<sup>th</sup> day of the subsequent calendar month.



- 181
- iv. Merchant can earn cashback or bonus as part of Merchant Incentive Scheme and Customer Referral Scheme as referrer or referee (the overlap of Merchant and Referrer is acceptable).

The process for availing cashback and declaration mechanism for a person to be identified as a merchant are detailed in **Annexure-2**.

  
(Rajiv Bansal)  
Joint Secretary

Annexure-1

**Definitions of terms for the BHIM Cashback scheme for Merchants**

The definitions of key terms as specified in the notification are as below:

- a. "Valid financial transactions": Transaction amount  $\geq$  Rs. 25
- b. "Valid receiver" – Can be any UPI valid user or a merchant including BHIM user/merchant
- c. "Merchant": Has to be BHIM user. For the purposes of the Cashback Scheme for BHIM as merchant would be defined as:
  - Any entity which is engaged in trading of goods and services. The merchant has an option to declare himself into the BHIM app as a merchant.
  - The transaction criteria to qualify to receive incentive is the merchant should have received min of 50 credit transactions from atleast 20 unique transactions from valid UPI unique customers including that of BHIM users in a month
  - The computation for the incentives shall be done on the basis of the transaction criteria.

188

### Process for merchant declaration and availing cashback

- a. Merchant can download and install the BHIM App or \*99# in his phone and will have an option to self-declare himself/herself as merchant by clicking on "I am a Merchant" tab in BHIM app.
- b. Once the user clicks on the "I AM A MERCHANT" tab, he/she has to fill in appropriate details asked by the BHIM App - business name, contact number (auto populated), merchant category (drop-down), merchant address, city, pin-code, account type, etc.
- c. The scheme applies to all merchants who receive payments on BHIM App or \*99#.
- d. Reward section in BHIM app would display the cashback received to the merchant.
- e. Merchant can use any mode available on BHIM [QR Code, VPA, Mobile number, or Aadhaar number] to collect the payments from their customers. Both push and pull based payments shall qualify for these payments.
- f. On achieving the cashback incentive slab as defined for the merchants, NPCI initiates the cashback process using NACH platform and the merchant is notified of the cashback via notification in BHIM app.

