Digital Payment Awareness Week

2025

#HarPaymentDigital
#DigitalPaymentsAwarenessWeek
#IndiaPaysDigitally.

Digital Payment Mitra:
Powered by Lyra Network Volunteers

Lyra

#DPAW Glance

Digital Payments Awareness Week 2025 was inaugurated by Governor in a program held at RBI. In his message, the Governor has requested all Banks, PSOs, and other stakeholders to promote digital payments awareness among the public. In alignment with the Reserve Bank of India's Digital Payments Awareness Week 2025 (March 10-16, 2025), themed 'India Pays Digitally' and driven by the mission #HarPaymentDigital.

Lyra Network contributed to promoting the nationwide adoption of safe digital payment methods. As per the awareness initiative, Lyra focused on empowering individuals as '**Digital Payment Mitra**' – individuals who educate and instill confidence in digital payments within their communities. This report summarizes Lyra's efforts in reaching thousands of Gen Z, fostering a broader understanding of India's digital future, and building a network of informed digital payment advocates who further continues the spirit of Digital Payment Awareness.

Knowledge+ Digital Payment

DIGITAL PAYMENT MITRA

#DPAW2025 CELEBRATION

REACHING TO NEXT GEN



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Distribution footprint:

Lyra- Emphasizing Knowledge Sharing and Internal Advocacy

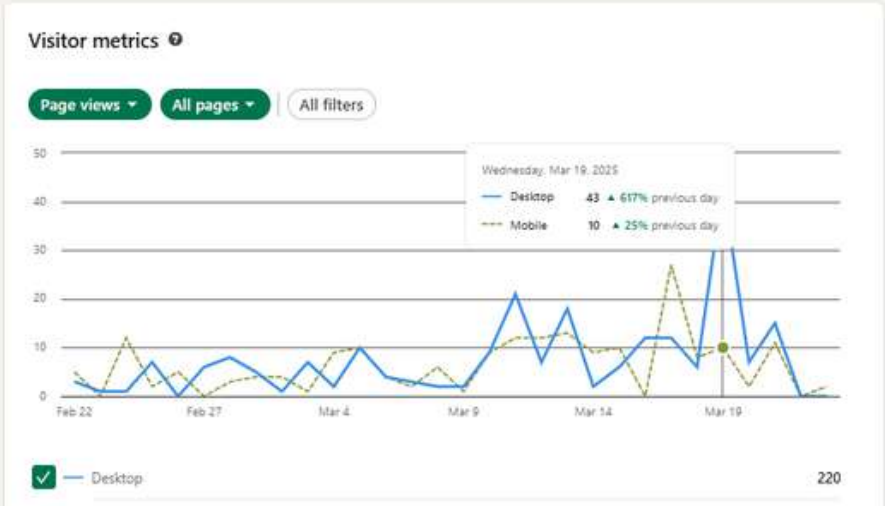
Recognizing the importance of internal adoption for broader impact, Lyra Network commenced its Digital Payment Awareness Week by empowering its employees. An interactive podcast session featured **Bollywood actress Ms. Aman Sandhu**, who shared her experience with UPI and encouraged employees to champion digital payments as **Digital Payment Mitra**. Subsequently, Lyra employees participated in a knowledge-sharing session led by Lyra volunteers, addressing experiences and providing guidance on navigating digital payments securely.

Emphasizing the Role of Youth in Digital Literacy

Considering India's demographic profile and the rapid growth of technology, particularly in digital payments, engaging Generation Z is crucial for effective awareness dissemination.To capitalize on this**, Lyra Network organized visits to numerous universities,** providing a platform for student interaction and experience sharing. A key component of this outreach involved encouraging students to act as 'Digital Payment Mitra' with an initial focus on educating their parents, friends and their connects, who may be disproportionately affected by digital payment related fraud.

Local Vendors: Beyond Individual Cases

The impressive growth of UPI transactions in India masks a concerning vulnerability for local vendors, who, often facing literacy barriers, are disproportionately becoming victims of digital payment fraud. Recognizing this systemic risk, each lyra employee committed to making 100's stall owners on the dos and don'ts of digital payments, aiming to dismantle the structures that allow these frauds to thrive and safeguard their livelihoods. This awareness will continue throughout the year.



↑ 52.6%

SOCIAL MEDIA IMPACT

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INDIA PAYS DIGITALLY





INDIA'S UPI ACCEPTANCE IN FRANCE

Unified Payments Interface, has revolutionized digital payments in India with its instant, real-time transfer capabilities across multiple bank accounts via a single mobile application.By extending UPI to other countries, particularly emerging markets, it can provide a user-friendly and accessible payment solution for populations with limited access to traditional banking services

UPI: India's Digital Payment Powerhouse Goes Global, Inspiring Trust Worldwide. When you think digital payments, UPI leads the way, not just in India, but now across borders! Witnessing its acceptance at the iconic Eiffel Tower in France is a moment of immense pride. To build confidence in this transformative technology, we're committed to sharing our experiences and empowering audiences with the knowledge to embrace the future of payments.



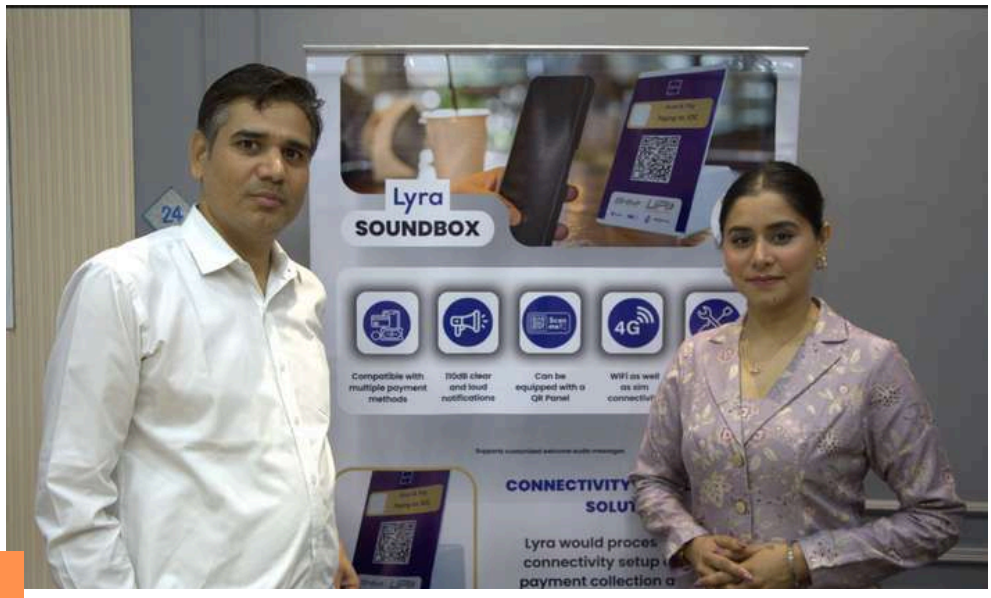
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INDIA PAYS DIGITALLY

DAY 1

PODCAST





WITH MS. AMAN SANDHU

Leveraging Influencers Power to Drive Digital Adoption Among Youth: Recognizing that internal buy-in is crucial for widespread impact, Lyra Network strategically launched its Digital Payment Awareness Week by empowering its employees and additional focus on making female employees Digital Payment Mitra. A key element was an engaging podcast featuring Bollywood actress **Ms. Aman Sandhu** with **Mr. Mannoj Varma, Director.** By sharing her positive experiences with UPI, Ms. Sandhu effectively encouraged Lyra's employees to become digital payment advocates (Digital Payment Mitras).

This initiative highlights the powerful role influencers play in shaping perceptions and driving the adoption of new technologies, particularly among younger demographics who are often influenced by celebrity endorsements and relatable figures.

Following the podcast, Lyra reinforced this message with internal knowledge-sharing sessions, equipping employees with the tools to confidently and securely navigate the digital payment landscape, further amplifying the influencer's message and fostering a culture of digital literacy.

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DAY 2

A.C.E

Mumbai, University



Key Highlights

LEARNING



Engaging ACE Students on Digital Payment Awareness: Lyra successfully conducted an interactive session at **ACE where Mr. Rajesh Desai, Co-founder, MD & CEO** as part of Digital Payment Awareness Week. The highlight was a dynamic Q&A round where students actively participated, sharing their experiences with fraud and seeking guidance on future awareness and emerging Tech like cryto currency, blockchain etc. This valuable exchange provided Lyra with crucial insights into the challenges students face and reinforced the importance of proactive education.





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DAY 3

S.P.I.T, Mumbai University

Digital | Payment | Mitra | @2025







Lyra Inspires Future Leaders at Sardar Patel Institute of Technology (S.P.I.T). A successful visit to Sardar Patel Institute of Technology, hosted by Principal **Shri B N Chaudhari** and Professor Shri Sudhir N. Dhage, marked another impactful step in Lyra India's Digital Payment Awareness Week.

We thank **Shri Dr. Y S Rao** for enabling this valuable session, where we connected with and inspired the next generation on digital payments. Lyra India is committed to building on this momentum and continuing our mission to spread digital awareness.



54+

Empowering the Next Generation: Lyra's Ambitious Plan to Make Every Student at a Digital Mitra. Following a productive initial visit to S.P.I.T, where we reached a considerable number of students, Lyra is committed to a comprehensive outreach to the entire campus. Understanding the expanding digital needs across all disciplines, we are dedicated to ensuring every student becomes a Digital Mitra.

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DAY 4

M.K.E.S College of Law

Mumbai, University





Knowledge Exchange on Digital Payments with Aspiring Legal Minds at M.K.E.S. College: Lyra conducted an engaging session with students from the **Department of Life Long Learning and Extension at M.K.E.S. College.** The session fostered a rich exchange of knowledge, particularly enhanced by the Faculty & student's understanding of the legal landscape, which facilitated a clear grasp of updated laws concerning digital payments, cyber law, and related topics.

Lyra's leadership engaged with the I/c principal **Dr. Mahendra Yadav** for regular awareness and knowledge exchange in the field of emerging techno legal collaboration.



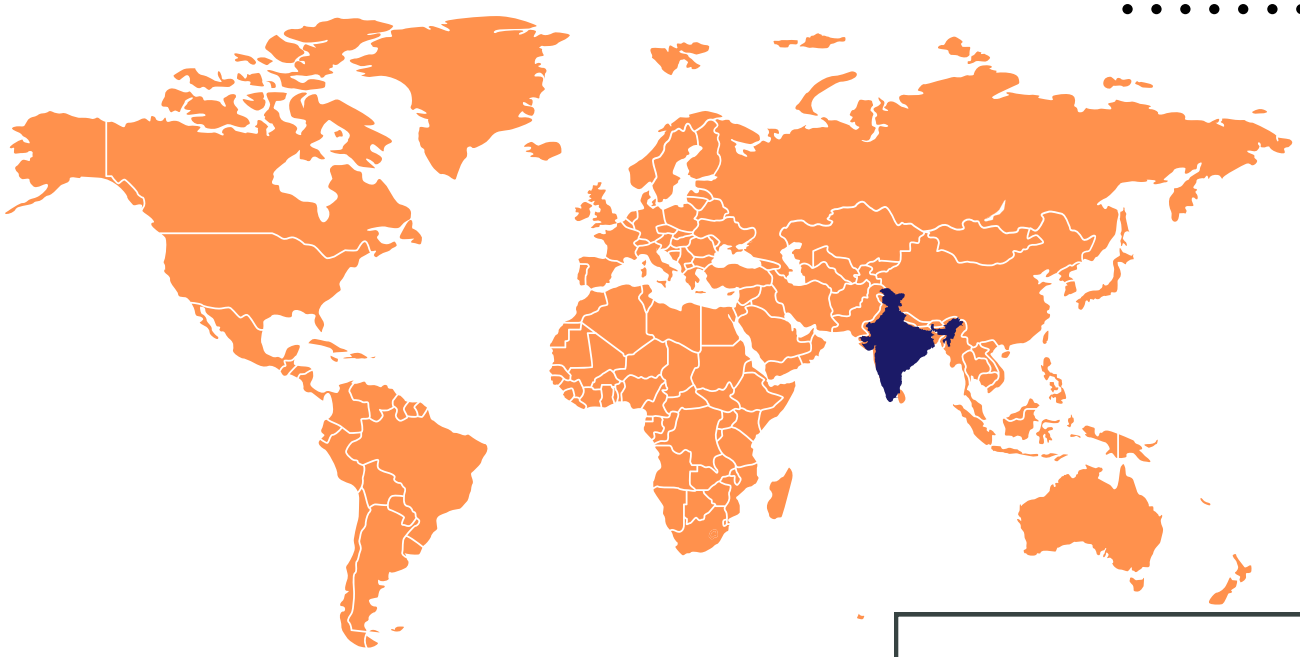
Student Insights covering Modern Gurukul to spread Digital Payment Awareness!



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DAY 5



Magnitude of Street Vending

Local Vendor

Ratio
21:27

Addressing a Critical Vulnerability: There are an estimated 50-60 lakh street vendors in India. Lyra's reach out to Street Vendors[1] for digital payment adoption and related awareness. Many are facing a lack of knowledge and access to the banking system, often exacerbated by literacy barriers. Regular campaigns and community reach out would take UPI success story, QR-based payment, and open the door for custom payment solutions into tier 4 tier 5 towns.

LYRA VOLUNTEERS IN ACTION

Recognizing these systemic challenges within the informal economy, Lyra Volunteers has undertaken an ambitious commitment to educate hundreds of stall owners each to adopt a digital payment system. This continuous, effort aims to dismantle the structures enabling these solutions and upgrade the livelihoods of this vital workforce. 21 out of 27 were made more aware of expanding/accepting digital payments.

- Reference 1. - NASVI



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INDIA PAYS DIGITALLY

DAY 7 & Onwards..

Chairman's Vision Inspires Lyra Employees at Digital Payment Awareness Week celebration. Lyra Network's Digital Payment Awareness Week commenced with a focus on internal empowerment, engaging employees in a dynamic session led by **Chairman & Co-Founder Christophe Mariette**. His insights on India's digital payment revolution, including Lyra's pivotal role in taking UPI to France, set an inspiring tone. This was followed by a collaborative knowledge-sharing session led by Lyra volunteers, ensuring employees are well-versed in secure digital payment practices. Employees felt empowered being a Digital Payment Mitra.

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ACKNOWLEDGMENTS



Malad Kandivli Education Society's
MKES COLLEGE OF LAW
M.K.E.S. COLLEGE OF LAW
Accredited by NAAC with B Grade (CGPA:2.44)
ISO 21001:2018 Certified

15 March 2025

To,
Mr. Rajesh Desai,
CEO & MD,
Lyra Networks.

Subject: Thank you for accepting Invitation for Guest Lecture

Respected Sir,

On behalf of M.K.E.S. College of Law, we express our heartfelt gratitude for conducting the lecture on "Digital Payment awareness: an RBI initiative". Which was held on Saturday, 15th March, 2025.

It was truly an enriching experience for the students.

We look forward to many more interactive sessions and a long term association with you.

Thanking you.
Yours Faithfully,

Dr. Mahendrakumar Yadav
I/c Principal

Tel: 022 2801 0602 | +91 91375 74804
Email : mkeslawcollege@mkc.ac.in

Bhavishya Bharat Campus,
S. V. Road, Malad (West),



Atharva Educational Trust's
Atharva College of Engineering
(Approved by AICTE , Recognised by DTE)
Affiliated to University of Mumbai and NAAC re-accredited 'A+' Grade
(ISO 9001:2015, 21001:2018, 14001:2015)
S. No. 263, Plot No. 6-12, Malad-Marve Road, Charkop Naka, Malad (West), Mumbai - 400 095, INDIA
Tel.: +91-22-4029 4949 ● Email : ace@atharvace.ac.in ● Website : www.atharvace.ac.in

Ref. No. ACE/L/1164/2025

Date: 11/03/2025

To,
Mr. Manoj Verma
Designation: Director, Lyra

Respected Sir,

Atharva College of Engineering would like to thank you for conducting seminar on "RBI-Digital Awareness" organized by the Department of Electronics & Telecommunication Engineering (EXTC) in collaboration with Internal Quality Assurance Cell (IQAC-ACE), Institution's Innovation Council (IIC-ACE) ,ISTE Faculty Chapter ACE , IEEE Atharva SBC62431 & IETE -ACE student Forum on 11th March 2025 from 11 AM to 1 PM.

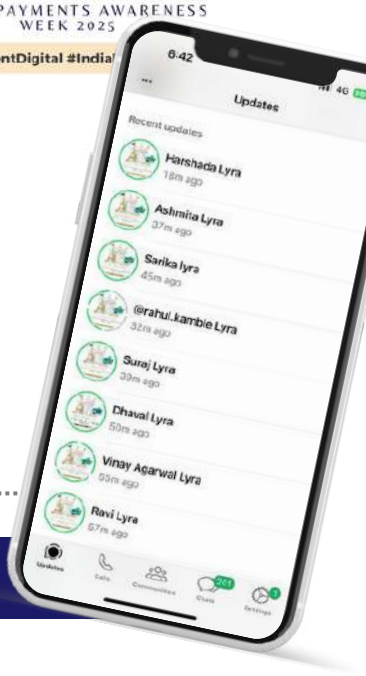
We appreciate your efforts and sincerity in successfully conducting the seminar for our students and faculties. The seminar proved to be highly informative and beneficial for both faculty and students. It enhanced their understanding of digital financial services, cybersecurity, and the role of RBI in safeguarding digital transactions.

We look forward to your valuable guidance and collaboration with our college for more such sessions.

Thanking you

Dr. Ramesh Kulkarni
Principal, ACE





CELEBRATION WITH DIGITAL PAYMENT MITRAS









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INDIA PAYS DIGITALLY

#DPAW2025

Social Media Impact

- AV DPAW@LYRA
- Guest lectures by Rajesh Desai @GenZ
- Podcast with Aman Sandhu @Mannoj Varma
- Volunteers voice @lyra

CELEBRATION WITH DIGITAL PAYMENT MITRAS









Play a vital role in
Spreading Awareness
and become



DIGITAL PAYMENT MITRA



LYRA VOLUNTEERS

BEGINNING OF THE MOVEMENT

#DPAW2025 was widely celebrated, Our Commitment to spreading digital payment awareness continues. We made 500+ Digital Payment Mitras. Lyra's commitment to educating the unaware remains steadfast, and we urge everyone to join hands with RBI initiative #harpaymentdigital movement. Let's continue to empower individuals with knowledge, create more Digital Payment Adaptive society, and carry forward this vital chain of awareness to safeguard our communities.

More Info E.mail: ndlyra.india@lyra-network.co.in

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