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INTEGRAL UNIVERSITY



LUCKNOW

DEPARTMENT OF COMPUTER APPLICATION

**Digital Payment Awareness Campaign
 Organized by
 Faculty of Law
 In Collaboration with
 Cyber Awareness Club, Department of Computer Application
 Integral University, Lucknow**

March 12, 2026 10:00 AM Central Auditorium

INTRODUCTION

The Faculty of Law, Integral University, Lucknow, in collaboration with the Cyber Awareness Club, Department of Computer Application, successfully organized a “Digital Payment Awareness Campaign” on 12 March 2026 at the Central Auditorium, Integral University. The program commenced at 10:00 AM and aimed to promote financial literacy and awareness regarding secure digital payment systems among students and faculty members.

The campaign was designed to educate participants about the safe use of digital payment platforms, the importance of cyber security in financial transactions, and the growing role of digital payments in the modern economy. The session also emphasized responsible digital financial practices and the need to stay alert against cyber fraud and financial scams in today’s rapidly evolving digital ecosystem.

ABOUT THE SPEAKER

The awareness session was conducted by **Mr. Amit Gupta**, Assistant General Manager, Financial Inclusion and Development Department, **Reserve Bank of India (RBI), Lucknow**.

Mr. Amit Gupta shared valuable insights on the importance of secure digital financial practices and the responsible use of modern payment technologies. During his session, he explained the growing importance of digital payments in India's financial ecosystem and highlighted various initiatives undertaken by the Reserve Bank of India to promote financial inclusion and secure digital transactions.

He also discussed common cyber fraud techniques, precautionary measures for safe digital transactions, and the importance of awareness among users while using online banking and digital payment platforms.

The event was effectively coordinated by **Mr. Shubham Kumar**, **Ms. Arshiya Dilshad**, and **Dr. Satish Kumar**, who served as the **Faculty Coordinators** for the program.

TOPICS COVERED

The primary objective of the campaign was to enhance awareness regarding secure digital financial practices and modern payment technologies. The key topics covered during the session included:

- Safe and secure use of digital payment platforms
- Awareness regarding cyber fraud and financial security
- Understanding UPI, digital banking, and cashless transactions
- Best practices for protecting financial information online
- The role of digital payments in building a financially inclusive society

The session provided participants with practical knowledge on how to use digital financial services responsibly while ensuring safety and privacy.

GLIMPSES OF THE EVENT



STUDENT PARTICIPATION

The campaign received an enthusiastic response from students and faculty members across the university. The session included expert guidance, interactive discussions, and practical insights into the safe use of digital payment systems.

More than **210 students** actively participated in the program and showed keen interest in understanding the functioning of digital financial platforms and the security measures necessary to prevent cyber fraud. The interactive nature of the session allowed students to ask questions and clarify doubts related to digital banking, UPI transactions, and online payment safety.

The successful execution of the event was further supported by the dedicated efforts of the student coordinators **Anwar Ahmad, Mohd Atif Rashid, and Rehan Ahmad Ansari**, whose contributions played a vital role in ensuring the smooth conduct of the program.

CONCLUSION REMARK

The **Digital Payment Awareness Campaign** proved to be an informative and impactful initiative aimed at strengthening digital financial literacy among students. The session successfully highlighted the importance of secure digital transactions and responsible use of financial technologies.

Participants appreciated the valuable insights shared by the **RBI expert** and the relevance of the session in today's digital economy. The program effectively contributed toward creating awareness about financial security, cyber safety, and responsible digital citizenship among the participants.

SDG MAPPING

Aligned with **SDG 8, SDG 9, and SDG 16** – Promoting economic growth, technological innovation, financial inclusion, and secure digital financial ecosystems.



Faculty Mentors:

Prof. (Dr.) Mohammad Faisal
Head, Department of Computer Application

Prof. (Dr.) Naseem Ahmad
Head and Dean, Faculty of Law

Faculty Coordinators:

- Mr. Shubham Kumar (Assistant Professor)
- Ms. Arshiya Dilshad (Assistant Professor)
- Dr. Satish Kumar (Assistant Professor)

Powered By: **Department of Computer Application**