



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

❖ Approved by AICTE ❖ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

National Service Scheme (NSS)

Awareness on Safe Digital Transactions



Event : Awareness on Safe Digital Transactions
Date : 04-08-2025
Place : Atmakuru



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Ref: KLEF/SA/NSS Cell/Events/2025-26

Date: 01-08-2025

Orders of the Hon'ble Vice Chancellor dt.01-08-2025

CIRCULAR

Sub: Conduction of Awareness on Safe Digital Transactions on 04-08-2025 at Atmakuru – Reg.

Ref: Letter received from Mr. P.Srikanth Reddy, Programme Coordinator, KLEF NSS Cell and forwarded by Dr. K.R.S. Prasad, In-charge Dean (Student Affairs).

This is to inform you that the National Service Scheme (NSS) of KLEF will be organizing Awareness on Safe Digital Transactions on 04-08-2025 at Atmakuru.

Event	: Awareness on Safe Digital Transactions
Date	: 04-08-2025
Place	: Atmakuru
Timings	: 01:00 pm To 04:00 pm

Interested students can participate in this event.

For further information regarding this event contact Mr.P.SrikanthReddy (Mobile No. 8466011222), Programme Coordinator, KLEF NSS Cell and Mr. P. Suresh, NSS Coordinator, (Mobile No. 9493171719)

REGISTRAR

Objective:

The objective is to educate villagers on secure methods of conducting digital transactions, preventing fraud and misuse. It aims to build confidence in using digital payment platforms like UPI, mobile banking, and online wallets. The initiative focuses on spreading awareness about password protection, OTP safety, and identifying fake messages or links. Ultimately, it empowers rural communities to adopt digital payments safely and responsibly.

Description:

As per the directions of the Ministry of Youth Affairs & Sports, Government of India, and under the Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA), an awareness program on Safe Digital Transactions was organized, stated Dr. M. Suman, Vice Principal of KL University. He emphasized the importance of educating rural communities on the secure use of financial transactions in today's digital era. On Monday, the NSS Unit and the ECE Department of the university conducted this awareness program at Atmakuru village in Mangalagiri Mandal, where volunteers interacted directly with the villagers and explained the importance of secure digital practices.

The volunteers provided awareness on the use of trusted UPI apps and online banking, and cautioned against frauds such as fake OTP requests, high-interest investment scams, part-time job offers, prize money scams, KYC frauds, and QR code scams. They also educated villagers on essential precautions while using digital platforms — including the importance of keeping bank details confidential and avoiding suspicious links.

Dr. K.R.S. Prasad, Dean of Student Affairs, highlighted the importance of teaching safe digital transaction practices to adults, women, and senior citizens, and advised them not to respond to fraudulent messages or calls on social media offering fake rewards or offers. The Field Coordinator, Mr. P. Suresh, and the volunteers were appreciated by KL University Vice Chancellor Dr. G. Parthasaradhi Varma, Pro Vice Chancellors Dr. A.V.S. Prasad, Dr. N. Venkataram, Dr. K. Rajasekhar Rao, Dean Dr. Habibullah Khan, and Programme Coordinator Dr. P. Srikanth Reddy.

Outcome:

The event enhanced villagers' understanding of safe digital transaction practices. It empowered them to identify and avoid common online scams and frauds. Participants gained confidence in using trusted UPI apps and digital banking securely. The initiative promoted digital literacy and financial safety in rural communities.

Impact on Society:

The event promoted digital inclusion by bridging the awareness gap in rural communities. It helped reduce the risk of financial fraud by educating villagers on secure transaction practices. The outreach built trust in digital platforms among vulnerable groups like women and the elderly. Overall, it contributed to creating a safer and more informed digital society.

Details of the Event:

Name of the Event	: Awareness on Safe Digital Transactions
Place of the Event	: Atmakuru
Date of the event	: 04-08-2025
No. of Hours	: 01:00 pm to 04:00 pm
No. of Participants	: Students: 90, Faculty: 3
No. of Beneficiary's	: 1103

Event Photos:







సాక్షి

డిజిటల్ పేమెంట్లపై అవగాహన

తాడేపల్లికూరులో: వడ్డేశ్వరం కేఎల్ యూనివర్సిటీ కేఎల్ యూనివర్సిటీ ఎన్ఎస్ఎస్, ఈసీఈ విభాగాల ఆధ్వర్యంలో డిజిటల్ లావాదేవీలపై మంగళగిరి మండలం ఆత్మకూరు గ్రామంలో మహిళలకు అవగాహన కార్యక్రమాన్ని సోమవారం నిర్వహించారు. ఈ సందర్భంగా కేఎల్ యూ వైస్ ప్రిన్సిపాల్ డాక్టర్ ఎం.సుమన్ మాట్లాడుతూ ప్రస్తుత డిజిటల్ యుగంలో సురక్షితమైన ఆర్థిక లావాదేవీల వినియోగంపై గ్రామీణ ప్రాంతాల్లోని ప్రజలకు అవగాహన కల్పించాల్సిన అవసరం ఉందని అన్నారు. క్షేత్ర స్థాయి సమన్వయకర్త పి.సురేష్, వలంటీర్లను కేఎల్ యూ వీసీ డాక్టర్ జి.పార్థసారథి వర్మ, ప్రో వీసీలు డాక్టర్ ఏవీఎస్ ప్రసాద్, డాక్టర్ ఎన్. వెంకట్రామ్, డాక్టర్ కె.రాజశేఖరరావు, డీన్ డాక్టర్ హబీబుల్లా ఖాన్, ప్రోగ్రాం కో ఆర్డినేటర్ డాక్టర్ పి. శ్రీకాంత్ రెడ్డి, విద్యార్థి విభాగాధిపతి డాక్టర్ కె.ఆర్.ప్రసాద్ అభినందించారు.

నమ్మకమైన యూపీఐ యాప్‌లు వినియోగించాలి

మంగళగిరి, ఆగస్టు 4 (ఆంధ్రజ్యోతి): చిరువ్యాపారులు ఆర్థిక లావాదేవీల నిమిత్తం నమ్మకమైన యూపీఐ, బ్యాంకుల అధికారిక యాప్‌లను మాత్రమే వినియోగించాలని కేఎల్ యూనివర్సిటీ వైస్ చీఫ్‌నిస్టిపాల్ ఎం సుమన్ సూచించారు. కేఎల్‌యూ ఎన్‌ఎస్‌ఎస్, ఈసీఈ విభాగాల ఆధ్వర్యంలో వలంటీర్ల బృందం సోమవారం మంగళగిరి మండలం ఆత్మకూరులో పర్యటించి సురక్షితమైన డిజిటల్ లావాదేవీలపై ప్రజలు, చిరువ్యాపారులకు అవగాహన కల్పించారు. ప్రతి బ్యాంకు అధికారికంగా విడుదల చేసిన యాప్‌లను మాత్రమే ఉపయోగించాలని తెలియజేశారు. కార్యక్రమంలో కేఎల్ వర్సిటీ విద్యార్థి విభాగాధిపతి కేఆర్ ప్రసాద్, క్షేత్రస్థాయి సమన్వయకర్త పీ.సురేష్ తదితరులు పాల్గొన్నారు.

Press Clippings Translation:

Sakshi E-Paper:

Awareness on Digital Payments

Tadepalli Rural: KL University NSS and the ECE Department organized an awareness programme on digital transactions for women in Atmakuru village, Mangalagiri Mandal, on Monday. On this occasion, KL University Vice Principal, Dr. M. Suman, said that in the current digital era, it is important to create awareness among people in rural areas about the safe usage of financial transactions. Field-level coordinator, P. Suresh, and the volunteers were congratulated by KL University Vice-Chancellor, Dr. G. Pardha Saradhi Varma; Pro Vice-Chancellors, Dr. A.V.S. Prasad, Dr. N. Venkata Ram, Dr. K. Rajashekara Rao; Dean, Dr. Habibullah Khan; Programme Coordinator, Dr. P. Sreekanth Reddy; and Head of the Student Division, Dr. K.R. Prasad.

Andhrajyothi E-Paper

Use Only Trusted UPI Apps

Mangalagiri, August 4 (Andhra Jyothi): KL University Vice Principal, M. Suman, advised small traders to use only trusted UPI platforms and official banking apps for financial transactions. Under the supervision of KL University NSS and the ECE Department, a team of volunteers visited Atmakuru village in Mangalagiri Mandal on Monday and created awareness among the public and small traders about safe digital transactions. They emphasized the importance of using only the officially released apps of respective banks. KL University Head of Student Division, K.R. Prasad; Field-level Coordinator, P. Suresh; and others participated in the programme.

Participated Volunteers list: