

NPCI Partners with TOI to Promote Digital Payment Safety through RK Laxman's "Common Man"

Mumbai, 17 October 2024: National Payments Corporation of India (NPCI), the organisation driving innovation and powering India's digital payment revolution, has announced an exciting partnership with **The Times of India (TOI)** to launch a nationwide campaign focused on digital payment safety. At the heart of this campaign is one of India's most beloved and enduring cartoon characters, R.K. Laxman's iconic *Common Man*, who will play a key role in spreading awareness about digital payment fraud.

The *Common Man*, who has been a quiet observer of Indian society for decades, will now step into a new role as the relatable face of this campaign. The *Common Man* represents the voice of India's average citizen through his quiet observations of society with innocence, humour, and resilience. In this campaign, he represents the millions of Indians who may feel overwhelmed by the intricacies of digital payments but are eager to learn and adapt. With his signature blend of wit and humility, *Common Man* will guide the public through practical tips and advice on how to avoid scams and ensure safe digital transactions.

This initiative aims to spread awareness about the different types of digital payment frauds—ranging from phishing and OTP scams to fake apps—and to arm users across all demographics with the knowledge they need to conduct secure transactions through UPI. By leveraging the emotional connection and trust that the *Common Man* commands, NPCI aims to make the message of digital payment safety both impactful and memorable.

Speaking on the initiative, **Dilip Asbe, Managing Director and CEO, NPCI**, said, *"We are happy to partner with The Times of India, and their iconic character, the Common Man, in our mission to raise awareness on the importance of digital payment safety. With the growing reliance on digital transactions, it is crucial for users to stay informed about the risks and the best practices for secure payments. This campaign seeks to empower every individual with the knowledge to protect themselves from scams while making the learning process enjoyable and engaging."*

"TOI's 'Common Man' has long been the voice of every Indian, and we are proud to use this voice to address the growing concern around digital payment safety. This campaign, 'Common Man vs Con Man' aims at creating awareness around secure digital payments. This initiative will deliver the message in an engaging and humorous way for our readers, promoting safer digital transactions for all. We are delighted to partner with NPCI, who have done incredible work in raising awareness on secure digital payments. With extensive footprint across print and digital platforms, the TOI is committed to spreading this important message nationwide." said, **Sameer Sainani, Chief Operating Officer, Optimal Media Solutions**.

This exciting collaboration between NPCI and TOI marks a unique fusion of tradition and modernity, blending humour with caution, as India makes significant strides toward a more secure digital payment ecosystem.

With its emphasis on deep tech, NPCI has been dedicated to continuous innovation, offering secure and inclusive payment solutions across India and beyond.



About NPCI:

National Payments Corporation of India (NPCI) was incorporated in 2008 as an umbrella organization for operating retail payments and settlement systems in India. NPCI has created a robust payment and settlement infrastructure in the country. It has changed the way payments are made in India through a bouquet of retail payment products such as RuPay card, Immediate Payment Service (IMPS), Unified Payments Interface (UPI), Bharat Interface for Money (BHIM), Aadhaar Enabled Payment System (AePS), National Electronic Toll Collection (NETC) and Bharat BillPay.

NPCI is focused on bringing innovations in the retail payment systems through the use of technology and is relentlessly working to transform India into a digital economy. It is facilitating secure payment solutions with nationwide accessibility at minimal cost in furtherance of India’s aspiration to be a fully digital society.

For more information, visit: <https://www.npci.org.in/>

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