

# Better than Cash Alliance (UN)

March 3, 2021

**In news :** The Government of India, Federation of Indian Chambers of Commerce and Industry (FICCI), and UN-based Better Than Cash Alliance hosted Merchant Digitization Summit 2021: Towards Atma Nirbhar (Self Reliance) Bharat with special focus on Himalayan Regions, North East Regions and Aspirational Districts of India.

## **A brief note on the Merchant Digitization Summit 2021**

This Summit is part of the series of Learning Exchange amongst all States and Union Territories under which DEA had also co-organized the webinar titled “Unlocking the value of Fintech in promoting Digital Payments’ on December 9, 2020.

## **About the Better than Cash Alliance**

- Based at the United Nations, the Better Than Cash Alliance is a partnership of governments, companies, and international organizations that accelerates the transition from cash to responsible digital payments to help achieve the Sustainable Development Goals.
- **Creation:** It was created in September 2012.
- It was **launched by the United Nations Capital Development Fund, the United States Agency for International Development, the Bill & Melinda Gates Foundation**, Citigroup, the Ford Foundation, the Omidyar Network, and Visa Inc.
- **Members:**The Alliance has 75 members which are committed to digitizing payments in order to boost efficiency, transparency, women’s economic participation and

