What is claimed is:

1. A method comprising:

presenting, by circuitry of a server, a catalogue of items to a first user by way of a user interface rendered on a user device of the first user performing a transaction;

receiving, by the circuitry, details of a selected item of the catalogue of items from the user device, the details including a purchase amount of the selected item and a merchant offer offered by a merchant on the sale of the selected item;

determining, by the circuitry, that the merchant offer is not applicable to a first payment mode of the first user;

identifying, by the circuitry, a plurality of payment options associated with a plurality of second payment modes of a plurality of second users to which the merchant offer is applicable;

presenting, by the circuitry, the plurality of payment options to the first user by way of the user interface rendered on the user device, each payment option being associated with an offer amount and one of each second payment mode of each second user, respectively, wherein the plurality of payment options are selectable by the first user;

receiving, by the circuitry from the user device, a selection that corresponds to a first payment option of the plurality of payment options, wherein the first payment option is associated with an offer amount and a second payment mode of a second user, wherein the offer amount will be charged to the first user for using the second payment mode of the second user;

charging, by the circuitry, the first payment mode of the first user with the offer amount, based on the selection; and

initiating, by the circuitry, a transaction from the second payment mode of the second user for billing the purchase amount of the purchase on the second payment mode, after the offer amount is charged, wherein the first user receives an incentive associated with the merchant offer after the transaction is complete.

2. The method of claim 1, further comprising registering, by the circuitry, a plurality of payment modes of a plurality of users based on a plurality of registration requests from the plurality of users, respectively, wherein the plurality of users include at least the first and second users, and wherein the plurality of payment modes include the plurality of second payment modes and the first payment mode of the first user.

3. The method of claim 2, wherein a registration request of the plurality of registration requests includes details of a payment mode that is to be registered and a block amount.

4. The method of claim 3, further comprising allocating, by the circuitry, a digital currency amount equivalent to the block amount based on the registration request.

5. The method of claim 1, further comprising receiving, by the circuitry, a first request from the user device for presenting the plurality of payment options for the purchase, wherein the first request includes a user-defined criterion.

6. The method of claim 5, wherein the user-defined criterion includes one of a type, a category, or a brand of a payment mode on which the merchant offer associated with the purchase is applicable.

7. The method of claim 6, wherein the incentive is offered by a merchant on at least one of the type, the category, or the brand of the payment mode, and wherein the incentive includes at least a cashback, a discount, one or more reward points, or one or more loyalty points.

8. The method of claim 1, wherein each payment mode of the plurality of payment modes is one of a transaction card or an electronic wallet.

9. The method of claim 1, wherein the first payment option indicates the offer amount that the second user demands in exchange for paying the purchase amount from the second payment mode of the second user, and wherein the second user receives the offer amount after the transaction for the purchase is complete.

10. The method of claim 1, further comprising communicating, by the circuitry, a first authorization request to the first user by way of the user interface rendered on the user device to obtain an approval for charging the first payment mode of the first user with the offer amount, wherein the circuitry charges the first payment mode with the offer amount, based on the approval from the first user.

11. The method of claim 1, further comprising communicating, by the circuitry, a first permission request to the second user by way of a second user interface rendered on a second user device to obtain an approval for billing the purchase amount on the second payment mode of the second user, wherein the circuitry bills the purchase amount on the second payment mode of the second user based on the approval from the second user.

12. The method of claim 1, wherein the server is one of a payment network server, an issuer server, or a third-party server.

13. A system comprising:
a payment network server, comprising:
circuitry that is configured to:
present a catalogue of items to a first user by way of a user interface rendered on a user device of the first user performing a transaction;
receive details of a selected item of the catalogue of items from the user device, the details including a purchase amount of the selected item and a merchant offer offered by a merchant on the sale of the selected item;
determine that the merchant offer is not applicable to a first payment mode of the first user;
identify a plurality of payment options associated with a plurality of second payment modes of a plurality of second users to which the merchant offer is applicable;
present the plurality of payment options to the first user by way of the user interface rendered on the user device, each payment option being associated with an offer amount and one of each second payment mode of each second user, respectively, wherein the plurality of payment options are selectable by the first user;
receive a selection that corresponds to a first payment option of the plurality of payment options from the user device, wherein the first payment option is associated with an offer amount and a second payment mode of a second user, wherein the offer amount will be charged to the first user for using the second payment mode of the second user;
charge the first payment mode of the first user with the offer amount, based on the selection; and
initiate a transaction from the second payment mode of the second user for billing the purchase amount of the purchase on the second payment mode, after the offer amount is charged, wherein the first user receives an incentive associated with the merchant offer after the transaction is complete.

14. The system of claim 13, wherein the circuitry is further configured to register a plurality of payment modes of a plurality of users based on a plurality of registration requests from the plurality of users, respectively, wherein the plurality of users include at least the first and

second users, and wherein the plurality of payment modes include the plurality of second payment modes and the first payment mode of the first user.

15. The system of claim 14, wherein a registration request of the plurality of registration requests includes details of a payment mode that is to be registered and a block amount.

16. The system of claim 13, wherein the circuitry is further configured to receive a first request from the user device for presenting the plurality of payment options for the purchase, wherein the first request includes a user-defined criterion, and wherein the user-defined criterion includes one of a type, a category, or a brand of a payment mode on which the merchant offer associated with the purchase is applicable.

17. The system of claim 16, wherein the merchant offer associated with the purchase includes an incentive offered by a merchant on at least one of the type, the category, or the brand of the payment mode, and wherein the incentive includes at least a cashback, a discount, one or more reward points, or one or more loyalty points.

18. The system of claim 13, wherein each payment mode of the plurality of payment modes is one of a transaction card or an electronic wallet.

19. The system of claim 13, wherein the first payment option indicates the offer amount that the second user demands in exchange for paying the purchase amount from the second payment mode of the second user, and wherein the second user receives the offer amount after the transaction for the purchase is complete.

20. The system of claim 13, wherein the circuitry is further configured to:

communicate a first authorization request to the first user by way of the user interface rendered on the user device to obtain an approval for charging the first payment mode of the first user with the offer amount, wherein the first payment mode of the first user is charged with the offer amount, based on the approval from the first user; and

communicate a first permission request to the second user by way of a second user interface rendered on a second user device to obtain an approval for billing the purchase amount on the second payment mode of the second user, wherein the purchase amount is billed on the second payment mode of the second user based on the approval from the second user.