

**MISSION FOR ELIMINATION OF POVERTY IN MUNICIPAL AREAS
MA&UD DEPARTMENT, GOVERNMENT OF TELANGANA**

O/o. the Mission Director
MEPMA, Telangana State

CIRCULAR

Cir.No.195846/MEPMA-SUSV/ACS/1/2020

Dated: 27/10/2021

Sub: PATTANA PRAGATHI – DAY-NULM- PM SVANidhi –Street Vendors

- Development – Pilot run for Digital on-boarding of Street Vendors and Training – Organizing Camps – Certain Instructions - Regarding.

Ref:-1. D.No. K-12020(2)/12/2021-UPA-II-UD, Dt: 07.09.2021 of the JS, MoHUA, GoI.
2. Instructions of the Hon'ble Minister, MA&UD, GoTS on development of Street Vendors as a part of Pattana Pragathi Program launched on 24.02.2020.
3. This office Procs.No.195846/MEPMA-SUSV/ACS/1/2020, Dt:15.11.2020
4. This office Circular No.195846/MEPMA-SUSV/ACS/1/2020 Dt: 23.09.2021
5. VC held under Chairmanship of JS, MoHUA, GoI on 22.10.2021 & 14.10.2021

The attention of the Commissioner, GHMC and MCs of GWMC, Nizamabad, Khammam, Ramagundum, Karimnagar, Adilabad, Palvanha, Zaheerabad, Armoor, Sangareddy, Miryalguda, Medak, Narayanpet, Peerzadiguda, Mahabubnagar, Sircilla, Nalgonda, Kamareddy, Jagityal, Bodhan, Jagityal, Manchiryal and Korutla ULBs is invited to the references cited, the Joint Secretary, MoHUA, GoI have informed that Digital onboarding of the Street Vendors and training is an integral component of PMSVANidhi Scheme. Accordingly, this office has issued instructions for conduct of Digital Onboarding camps from 25.09.2021 to 12.10.2021 with a caption of “**Pattana Pragathi – Main Bhi Digital**” in 1st phase, followed by visits to markets to onboard left over vendors.

2. Further, it is proposed to organize camps from 28.10.2021 to 15.11.2021 for digitally onboarding of SVs since large number of SVs are yet to be onboarded. The following activities are to be taken up in the camps:

Role of ULB:

- Identify the location/s for conducting Camps daily.
- Plan suitable IEC and put banners and posters to create awareness amount SVs
- Mobilization of SVs - 250 SVs per day in 2 shifts (@ 125 per shift)
- Logistics Arrangements: Chairs, Tables, Wifi Connection, Power Socket, Banners, Drinking water, Misc etc
- Educate the SVs for timely repayment of loans (EMIs) in order to be eligible for interest subsidy and for next higher tranche of loan
- Ensure COVID-19 guidelines are followed in the camps.

Role of Digital Payment Aggregators:

- On the spot generation of durable QR code (1 standy and 1 Sticker) and handed over to the SV in the camp only
- Linking of UPI to SVs saving bank account
- Training and handholding for Credit and Debit transactions
- Demonstrate Penny drop transactions of Rs.1/- from and into SVs saving bank account
- Support and follow up with SVs for atleast 30 day after onboarding to bring in behavioral change in SVs.

- Daily reporting of camp progress to ULB and State Office.

3. Further, vide ref 3rd cited, sanction was accorded for an amount of Rs. 1500/- (Rupees One Thousand Five Hundred Only) for each camp towards Logistic Arrangements [Chairs, Tables, Tent (if required), Drinking water, Stationary items, Misc, etc.]. The same amount shall be sanctioned for these camps also.

4. Hence, the Commissioner, GHMC and MCs of 23 ULBs mentioned above are requested coordinate with DPAs and organize camps from 28.10.2021 to 15.11.2021 and ensure mobilization of all the leftover SVs as per the list available with DPAs, Digitally on-board and train all Street Vendors. The camp wise details shall be submitted to undersigned in the prescribed format (enclosed) for release of funds towards conduct of camps.

It is therefore requested to take necessary action in the matter.

Encls: Camps status format

Dr N Satyanarayana I A S
MISSION DIRECTOR

To
The Commissioner, GHMC
The MCs of concerned ULBs of Telangana
The Project Directors, PD/DMCs, MEPMA of concerned Districts of Telangana
The representatives of Bharat Pe, Phone Pe, MSwipe and PayTm of Telangana

Copy to the Addl. Commissioner, UCD, GHMC for n/action
Copy to the Addl. Collector LBs of concerned Districts for information and n/action
Copy submitted to the Special Chief Secretary to Government, MA&UD Department, Govt. of Telangana for favor of information
Copy submitted to the Joint Secretary to Government, MoHUA, Govt. of India for favour of information

Digital Onboarding of Street Vendors - Status of Camps

| Sl. No. | Name of the ULB | Date of Camp | Location | DPA Name | No. of SVs attended the camp & trained | No. of SVs QR Codes issued | Amount incurred for camp | Remarks |
|---------|-----------------|--------------|----------|----------|--|----------------------------|--------------------------|---------|
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MC
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MEPMA
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