

MISSION FOR ELIMINATION OF POVERTY IN MUNICIPAL AREAS (MEPMA)
TELANGANA STATE

From
Dr. N.Satyanarayana, IAS,
Mission Director,
MEPMA, Telangana State
Hyderabad

To
The Convenor,
State Level Bankers Committee,
Telangana State

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

Date:07/07/2020

Sub: MEPMA – Telangana - DAY-NULM – PM Street Vendor's AtmaNirbhar Nidhi, a Special Micro Credit Facility Scheme to Street Vendors – Certain instructions to be issued to bankers – Regarding.

Ref: 1. SLBC Meeting Dt. 07.07.2020
2. Minutes of Special SLBC meeting held on 30.05.2020
3. DONo. K-12017(30)/2020-UPA-II of the Secretary, MoHUA, GoI Dt: 02.06.2020
4. Lr.No.195846/MEPMA-SUSV/ACS/1/2020 Dt: 12.06.2020 of the MD, MEPMA
5. Guidelines issued by Heads of various banks by creating product codes

In the references cited, the Ministry of Housing and Urban Affairs, Govt. of India has launched the PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) scheme for providing Special Micro-Credit Facility to Street Vendors to resume their livelihoods that have been adversely affected due to COVID-19 lockdown. The same was communicated to your office with a request for giving instructions to all LDMs and Controllers of Banks for allotting targets and providing financial support to Street Vendors vide ref 3rd cited.

2. Further, vide ref 4th cited, guidelines were issued by Heads of various banks for grounding of loans to Street Vendors under PM SVANidhi with the following salient features.

- To identify a Nodal Officer for downloading business leads from Udyami-mitra portal and from website of the Ministry/ State Government/ ULBs, bulk upload the same in CRM, checking Vendor ID/ Survey Reference Number (SRN) and uploading the details of loan sanctioned through online (e-Mudra)/ offline sourcing in Udyami-mitra portal (Stand up India schemes logins) on daily basis.
- Follow-up with the CSP-linked branches for conversion of leads into business.
- Branches to display banner on touch-points/ identified branches/ nearby Customer service points (CSPs) for prospective customers/ applicants
- **Security:** No Primary / Collateral Security
- **Processing fee/ Pre-payment penalty/ Penal interest:** Nil
- **Other charges:** All other charges to be waived
- **Inspection:** Pre-sanction inspection may be waived if ULB has issued Vendor ID/ certificate of vending/ Letter of recommendation after survey
- **Insurance:** Insurance may be waived on account of frequent changing nature (quantity and place of storage) of products dealt in by the target customers
- **Disbursal of loans:** On receipt of the application – Verification of documents / IDs etc, Assessment and Sanction, Documentation / Disbursal should be one in 1 DAY

3. During the State Level Bankers Committee meeting held on 07.07.2020, it was also decided to provide loans to all registered street vendors under PM Street Vendor's

AtmaNirbhar Nidhi (PM SVANidhi).

4. Hence, the Convenor, SLBC, Telangana State is requested to instruct the Lead District Managers and Controllers of all Banks to issue necessary instructions to the bankers for sanctioning of loans and update the same in Udyamimithra Portal (Stand Up India Schemes) under PM Street Vendor's AtmaNirbhar Nidhi Scheme.

Yours faithfully,
DR N SATYANARAYANA IAS
MISSION DIRECTOR

Encls: Guidelines issued by heads of SBI, Union Bank (Andhra bank, Corporation bank), Punjab National Bank, Canara Bank.

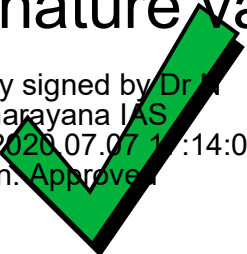
Copy to

1. The Commissioner, GHMC for information
2. The Collectors and District Magistrate of all Districts in the state for information.
3. The Additional Collectors for Local Bodies in the State for information.
4. The Additional Commissioner, UCD, GHMC for necessary action.
5. The Regional Director – cum - Appellate Commissioner of Municipal Administration Hyderabad and Warangal for information.
6. The Project Directors, MEPMA of all Districts in the state with instructions to coordinate with LDMs and Controllers of all Banks.
7. All the Municipal Commissioners of all Municipalities/ Municipal Corporations in the state with instructions to coordinate with all Banks concerned

Copy submitted to the Principal Secretary to the Government, MA&UD Department, Govt. of Telangana State for kind information.

Signature valid

Digitally signed by Dr N
Satyanarayana IAS
Date: 2020.07.07 12:14:00 IST
Reason: Approved





eCircular

Department: SME BUSINESS UNIT

Sl.No.: 332/2020 – 21

Circular No.: NBG/SMEBU-SME ADVANC/24/2020 - 21

Date: Mon 29 Jun 2020

The Chief General Manager,
State Bank of India,
Local Head Office,
All Circles

Madam/ Dear Sir,

SME Advances

New Scheme of Ministry of Housing and Urban Affairs (MOHUA) PM SVANidhi

Product – PM SVANidhi, Product code: 6400-4086 (EB-DL-PM SVANidhi)

To be Rolled out on 01.07.2020

Ministry of Housing and Urban Affairs, Government of India has come out with Scheme “PM Street Vendor’s AtmaNirbhar Nidhi (PM SVANidhi)” aimed at making street vendors self-reliant. In order to implement the Scheme in the Bank, we propose to introduce a new product named “Street Vendor Loan”.

Scheme will be available to street vendors engaged in vending in urban/ surrounding development/peri-urban/rural areas, on or before March 24, 2020, and in possession of certificate of vending /Identity card issued by Urban Local Bodies (ULBs), or identified in the survey but yet to be issued Identity Card/ or issued letter of recommendation by the ULB/as notified in the website of Ministry /state govt/ULB and portal created for this purpose by Government. Joint Liability Groups (JLG) of eligible vendors covered under ULB-led identification will also be eligible.

2. Key features of the scheme:-

- i) Urban street vendors will be eligible to avail a Working Capital (WC) loan up to Rs 10,000 with tenure of 1 year and repaid in monthly instalments.
- ii) No collateral will be taken.
- iii) On timely or early repayment, the vendors will be eligible for the next cycle of working capital loan with an enhanced limit. No prepayment penalty to be charged.
- iv) Rate of interest – EBLR+3.25% (prevailing rate for Mudra loans)
- v) Interest subsidy @7% will be provided by the Government through their portal

- vi) The scheme will incentivize digital transactions (digital pay-out/receipt of minimum Rs 25/-) by vendors through cash back . Rs 50/- for 50 digital transactions in a month, Rs 25/- for next 50 transactions, Rs 25/- for next 100 transactions.
- vii) BCs may be used to ensure maximum coverage.
- viii) The Scheme has a provision of Graded Guarantee Cover by CGTMSE on portfolio basis for the loans sanctioned. Bank can avail the guarantee coverage without any charges. First loss default (up to 5%) will be 100%. Second loss (beyond 5% to 15%) will be 75% of default portfolio. Maximum guarantee coverage will be 15% of the year portfolio.
- ix) The subsidy under the Scheme is valid up to 31.03.2022.
- x) Loan proposals under the scheme shall be processed by either e-Mudra (Web link) / LOS under LOS-PMMY till LOS gets sunset. Thereafter, the scheme shall be processed in LLMS. Details of the product guidelines and features are as per **Annexure-I.**

04. In this context, the role and responsibilities of Circle in implementation of above-mentioned process flow has been given below:

Dept/Vertical	Role/Responsibilities and Activities
Circles	<ul style="list-style-type: none"> ✓ To identify a Nodal Officer at AOs in R&DB Network and at RBOs in FIMM Network for downloading business leads from Udyami-mitra portal and from website of the Ministry/ State Government/ ULBs, bulk upload the same in CRM, checking Vendor ID/Survey Reference Number (SRN) and uploading the details of loan sanctioned through online (e-Mudra)/ offline sourcing in Udyami-mitra portal on daily basis. ✓ Follow-up with the CSP-linked branches for conversion of leads into business. ✓ Branches to display banner on touch-points/identified branches/nearby Customer service points (CSPs) for prospective customers/applicants ✓ Branches to accept applications and enter in LoS-PMMY until emudra-Svanidhi is operational and activated in emudra portal (https://emudra.sbi.co.in:8044 ✓ Branches to trouble-shoot for failed applications in emudra portal and take care of complaints /grievances of customers

Please arrange accordingly.

Yours faithfully,

Chief General Manager (SME &SCF)

Annexure-I

Guidelines and features of the Product are as under:

Sr. No.	Parameter	Details
1	Name of the Scheme	PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi)
2	Name of the Product	PM Svanidhi
3	Facility Type	i) Fund Based Working Capital (Demand Loan)
4	Validity of Scheme	31.03.2022 (As interest subsidy will be available up to 31.03.2022)
5	Purpose	(i) To provide working capital loan up to Rs.10,000/- (ii) To incentivize regular repayment; and (iii) To reward digital transactions
6	Eligibility of States / UTs	The Scheme is available for beneficiaries belonging to only those States/UTs which have notified Rules and Scheme under Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014. Beneficiaries from Meghalaya, which has its own State Street Vendors Act may, however, participate.
7	Eligibility criteria of Beneficiaries	The Scheme is available to all street vendors engaged in vending in urban areas as on or before March 24, 2020. The eligible vendors will be identified as per following criteria: (i) Street vendors in possession of Certificate of Vending / Identity Card issued by Urban Local Bodies (ULBs); (ii) The vendors, who have been identified in the survey but have not been issued Certificate of Vending / Identity Card; Provisional Certificate of Vending would be generated for such vendors through IT platform of government; (iii) Street Vendors, left out of the ULB-led identification survey or who have started vending after completion of the survey and have been issued Letter of Recommendation (LoR) to that effect by the ULB / Town Vending Committee (TVC); and (iv) The vendors of surrounding development/ peri-urban / rural areas vending in the geographical limits of the ULBs and have been issued Letter of Recommendation (LoR) to that effect by the ULB / TVC (Town vending Committee).

		<p>Vendors who have gone back to their native places due to COVID-19</p> <p>Some of the identified / surveyed or other vendors who have been vending / hawking in urban areas, have left for their native places prior to or during the lockdown period because of COVID-19 pandemic. Such vendors are likely to come back after the situation normalizes and resume their business. These vendors, whether from rural / peri-urban areas or city dwellers will be eligible for the loan on their return as per eligibility criteria for identification of beneficiaries mentioned above.</p> <p>State / UT / ULB-wise list of identified street vendors will be made available on the website of the Ministry/ State Government/ ULBs and Web Portal developed for the purpose.</p>
8	Loan Amount	Maximum Rs. 10,000/-
9	Disbursement	Single tranche
10	Repayment	1 year In equal monthly instalment (EMI)
11	Margin	Nil.
12	Interest Rate	Same as Mudra loans EBLR + 325 bps, presently 7.05%+3.25%=10.30% EBLR (w.e.f 01.07.2020) 6.65% + 3.25%= 9.90%
13	Interest Subsidy	<p>The vendors, availing loan under the scheme, are eligible to get an interest subsidy @ 7%. The interest subsidy is available up to March 31, 2022. The subsidy will be available on first and subsequent enhanced loans up to that date.</p> <p>In case of early payment, the admissible amount of subsidy will be credited in one go.</p>
14	Sanctioning Authority	As per Bank's extant delegation of power
15	Documentation	As per extant instructions of the Bank for Demand Loans.

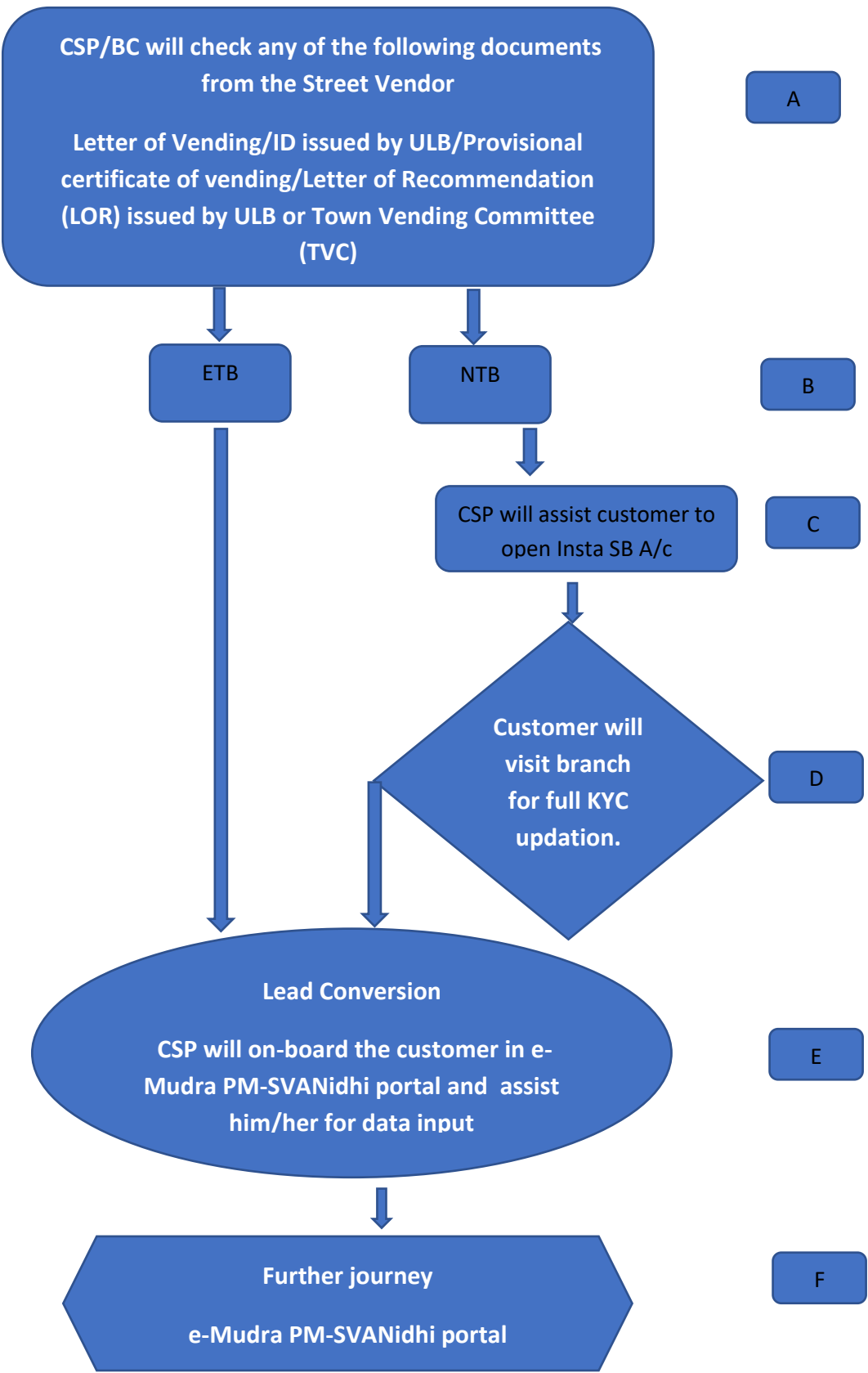
16	Security	Primary Security: Nil (charge creation and documentation waived as it is a very small value of loan) Collateral Security: Nil (as mandated by government)
17	Credit Guarantee	The Scheme has a provision of Graded Guarantee Cover for the loans sanctioned, to be administered by Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), which will be operated on portfolio basis: a) First Loss (Up to 5%): 100% b) Second Loss (beyond 5% up to 15%): 75% of default portfolio c) Maximum guarantee coverage will be 15% of the year portfolio.
18	Processing fee/ Pre-payment penalty/ Penal interest	Nil
19	Other Charges	All other charges to be waived
20	IRAC Status	As per Reserve Bank of India extant norms on income recognition, asset classification and provisioning
21	Appraisal/ Assessment/ other instructions	The loan proposal may be processed on e-Mudra platform. or processed under PMMY-LOS after receipt of the application, in case, the loan proposal does not go through the process of e-Mudra -PM Svanidhi
22	Inspection	Pre-sanction inspection may be waived if ULB has issued Vendor ID/certificate of vending/Letter of recommendation after survey
23	Insurance	Insurance may be waived on account of frequent changing nature (quantity and place of storage) of products dealt in by the target customers
24	Other Details: Promotion of Digital Transactions by Vendors The scheme will incentivize digital transactions by vendors through cash back facility. The transaction trail so created will build the credit score of vendors for enhancing their future credit needs. Govt/Bank will get data from digital payment aggregators like NPCI (for BHIM), PayTM, GooglePay, BharatPay, AmazonPay, PhonePe etc. , and onboarded vendors would be incentivised with a monthly cashback in the range of `50 - `100 as per the following criteria: (i) On executing 50 eligible transactions in a month: `50;	

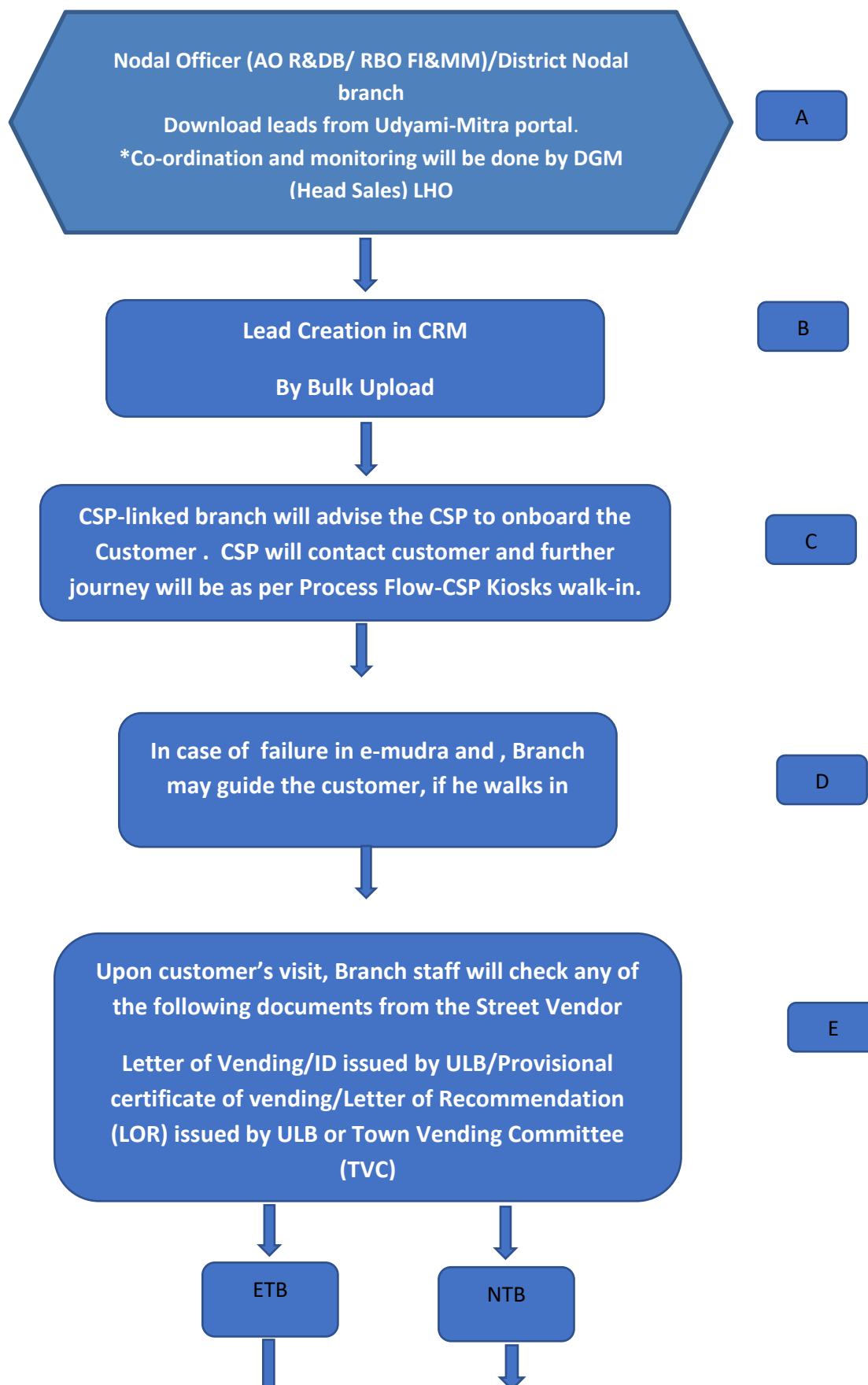
	<p>(ii) On executing the next 50 additional eligible transactions in a month: `25 (i.e on reaching 100 eligible transactions, the vendor to receive `75); and</p> <p>(iii) On executing the next additional 100 or more eligible transactions: `25 (i.e on reaching 200 eligible transactions, the vendor to receive `100).</p> <p>Here eligible transactions mean a digital pay-out or receipt with minimum value of 25.</p>
25	<p>Product Code</p> <p>6400-4086 (EB-DL-PM_SVANidhi)</p>

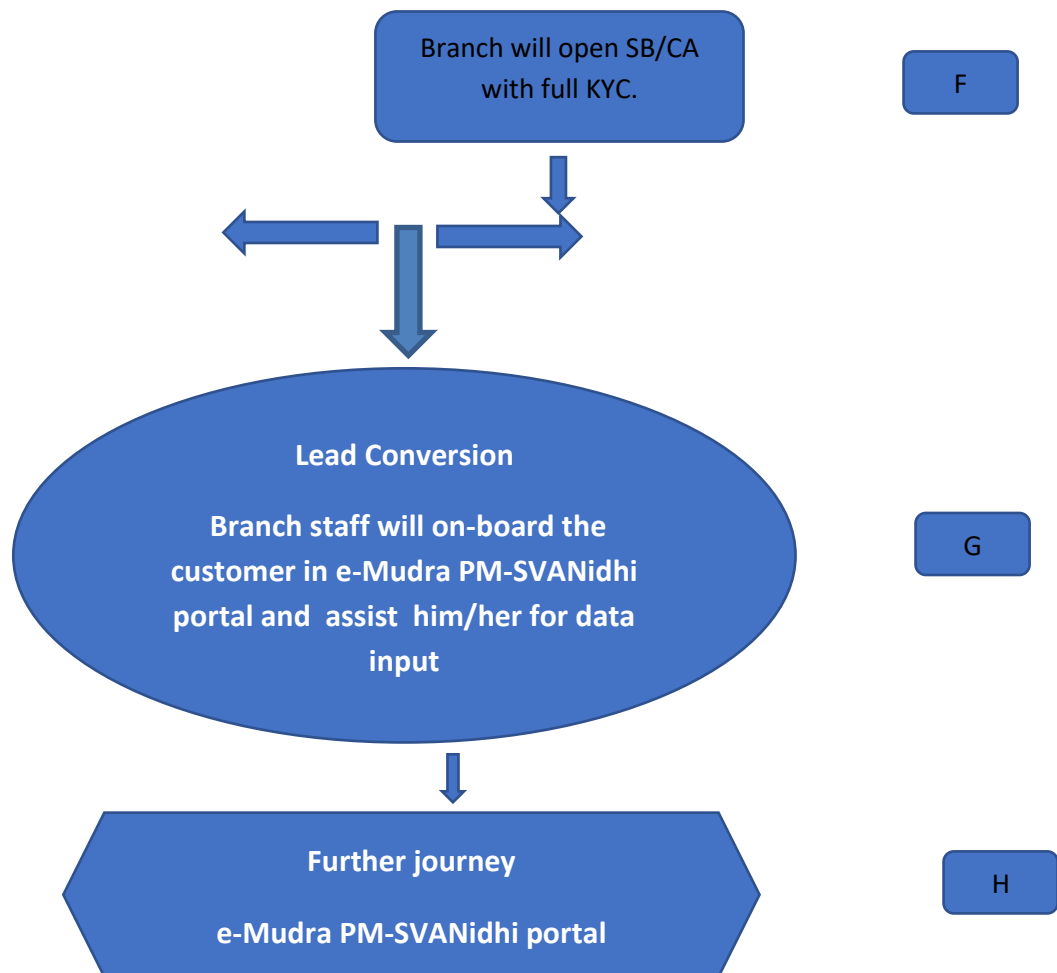
Timelines for Processing of Proposals:

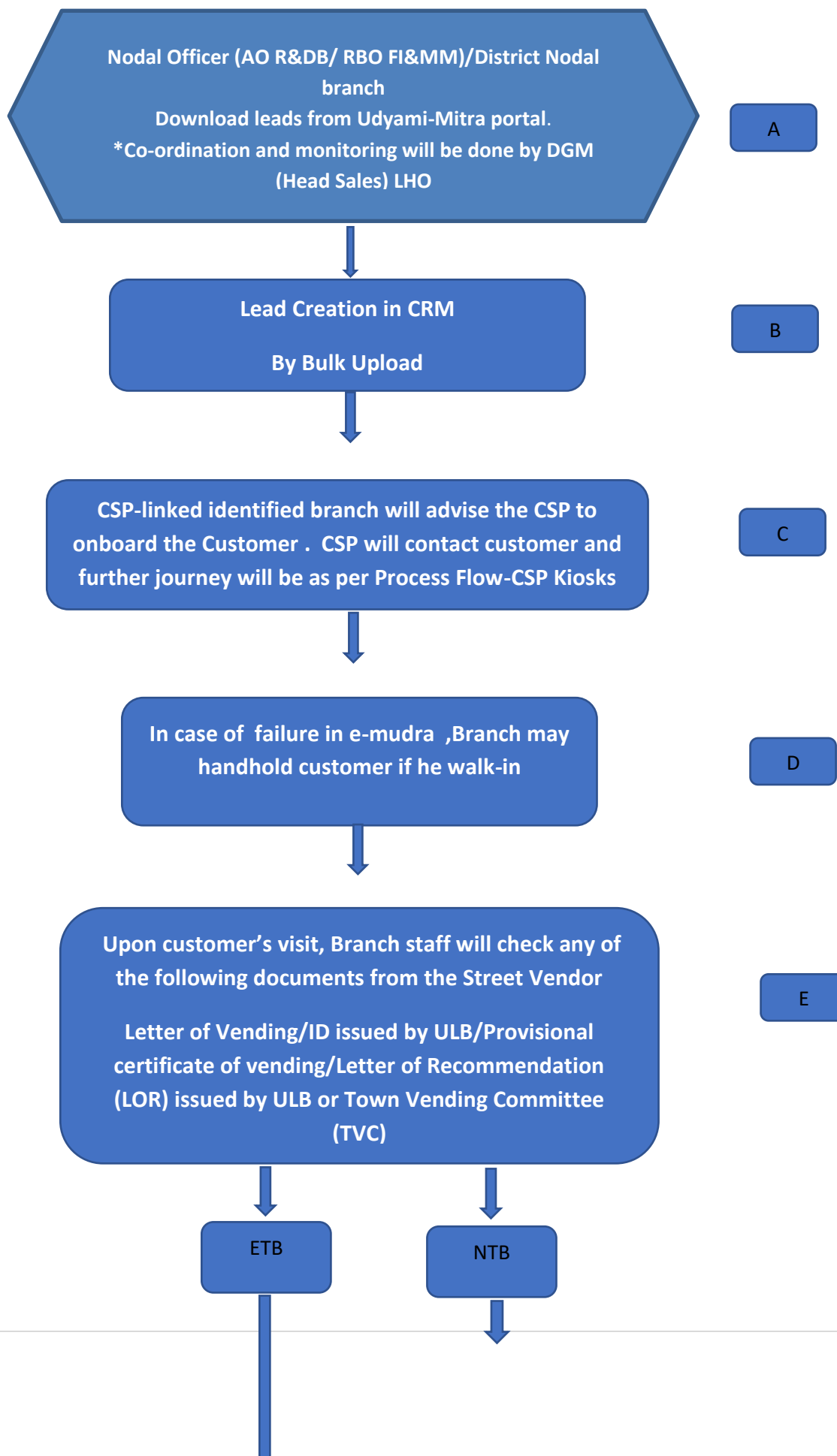
On receipt of the application – Verification of documents / IDs etc, Assessment and Sanction, Documentation / Disbursal	1 day
--	-------

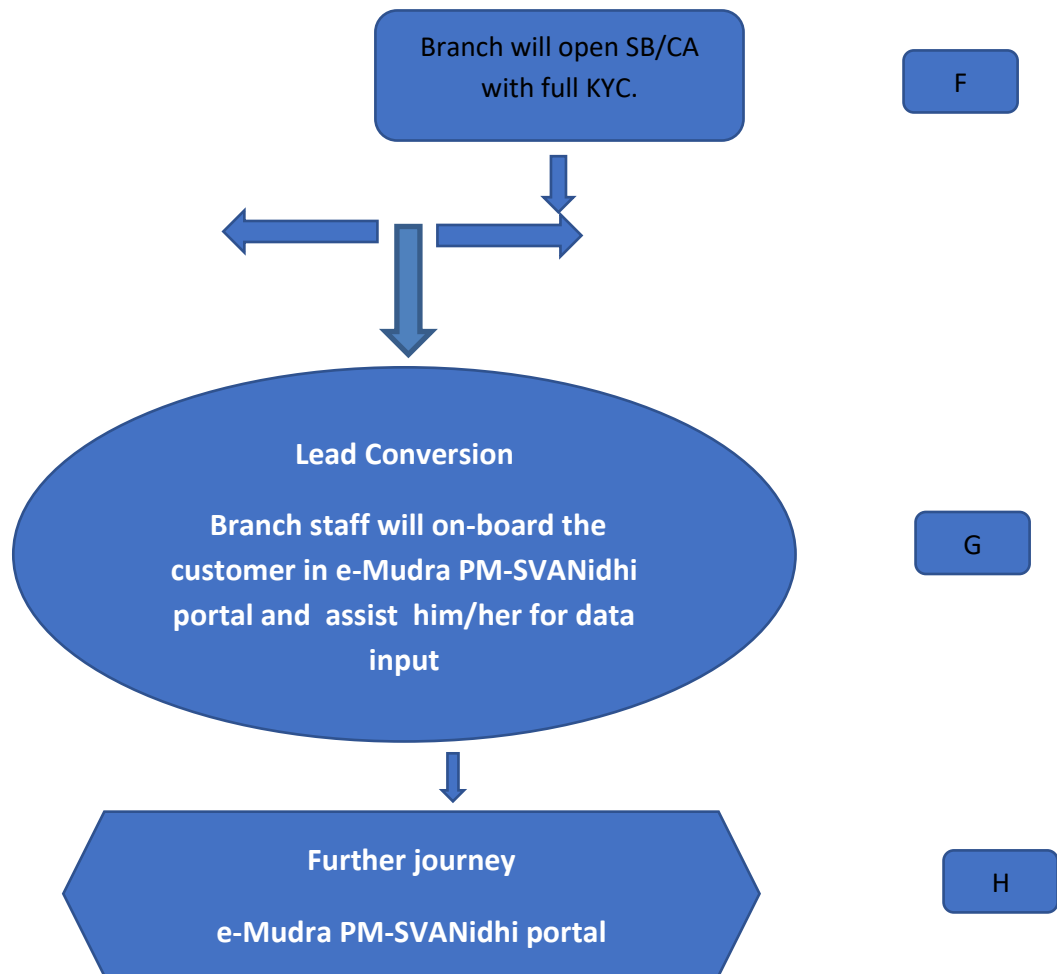
Process Flow- CSP Kiosks walk-in:



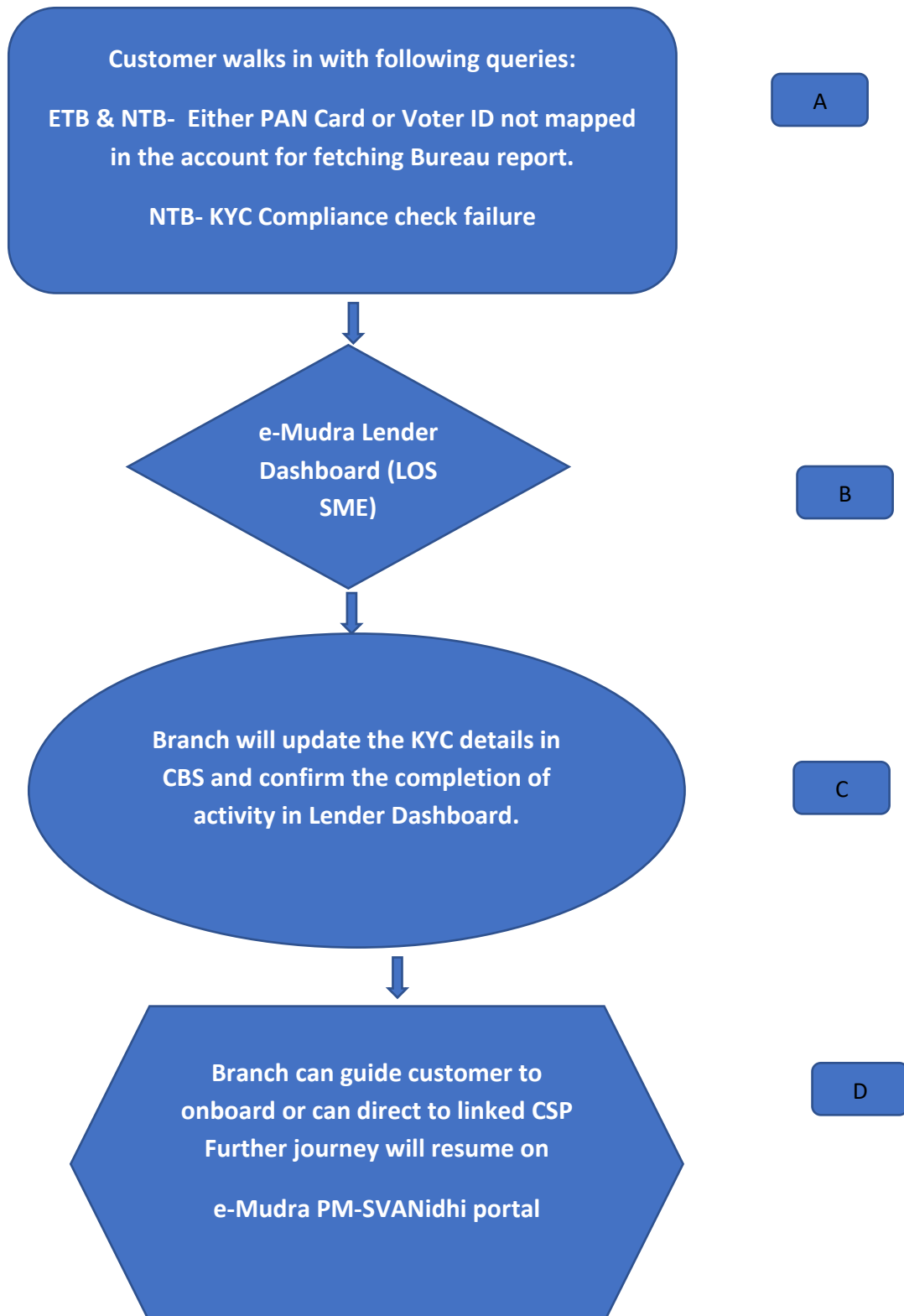
Process Flow- Lead from Udyami-mitra portal:



Process Flow- Lead from Website of the Ministry/State Government/ULB:



Process Flow- Branch walk-in for Trouble shooting/complaints:



यूनियन बैंक
ऑफ इंडिया



Union Bank
of India

भारत सरकार का उपक्रम

A Government of India Undertaking



Credit Policy & MSME Department, Central Office

Union Bank Bhavan, 239, VidhanBhavan Marg, Nariman Point, Mumbai 400021

INSTRUCTION CIRCULAR: 2116-2020

02nd July 2020

TO ALL BRANCHES/OFFICES

**Management of Credit Portfolio -
PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) Scheme**

1. Street vendors represent a very important constituent of the urban informal economy and play a significant role in ensuring availability of the goods and services at affordable rates at the door-step of the city dwellers. They usually work with a small capital base and might have consumed the same during the lockdown. Therefore, there is an urgent need to provide credit for working capital to street vendors to resume their business.
2. In response to the biggest economic crisis triggered by COVID-19 pandemic, Hon'ble Prime Minister has announced a special economic package (Atmanirbhar Package) of Rs 20.00 lakh crore (equivalent to 10 % of India's GDP) with the aim of making the country independent against the tough competition in the global supply chain and to help in empowering the poor, labourers, migrants who have been adversely affected by COVID-19 pandemic.
3. The Ministry of Housing and Urban Affairs has launched the PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi), a Special Micro- Credit Facility for providing affordable working capital loan to street vendors to resume their livelihoods that have been adversely affected due to the COVID pandemic. It is one of the special economic packages to facilitate easy access to credit for the street vendors.
4. The Scheme targets to benefit the Street Vendors, who had been vending on or before 24.03.2020, in urban areas by March 2020. Features of the scheme include
 - Provision of collateral free working capital loan of up to Rs 10,000.
 - Interest subsidy @ 7% per annum.
 - No pre-payment penalty.
 - Eligibility of higher loan on timely payment of first loan. etc
5. The scheme details are annexed with this letter i.e.
 - a) Annexure I pertains to the scheme guidelines & format for sanction of PM SVANidhi Loan.
 - b) Annexure A to Annexure I: Frequently asked questions.
 - c) Annexure 1-A: Loan Application form Annexure 1B-1: Format for Lender's Request for LOR for existing customer (indicative) & Annexure 1B-2 - Format for Lender's Request for LOR - for New Customer (indicative).
6. Field Functionaries are requested to effectively market the scheme and ensure timely help to the eligible borrowers.

(A K Vinod)
Chief General Manager

Annexure- I

Sl. No.	Parameter	Details
1.	Name of the Facility	<p>a. The name of this product is “PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi)”, a special Micro-Credit facility for Street Vendors.</p> <p>b. Ministry of Housing and Urban Affairs (MoHUA) has launched PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi), a Special Micro-Credit Facility Scheme for providing affordable loan to street vendors to resume their livelihoods that have been adversely affected due to Covid-19 lockdown.</p> <p>c. The scheme is being introduced to meet the credit needs of the Street Vendors, who are one of the most vulnerable and important sectors of urban informal economy.</p> <p>d. The Scheme is a Central Sector Scheme (CSS) i.e. fully funded by MoHUA under which urban street vendors shall be eligible for loan.</p> <p>e. Street vendors usually work with a small capital base and they might have consumed the same during the lockdown. Hence, there is an urgent need to provide credit for working capital to street vendors to resume their business.</p>
2.	Eligible Borrowers	<p>i. Street Vendors known as vendors, hawkers, thelewala, rehriwala, theliphadwala etc. in different areas/ contexts.</p> <p>ii. The goods supplied by them include vegetables, fruits, ready-to-eat street food, tea, pakodas, breads, eggs, textile, apparel, footwear, artisan products, books/ stationery etc.</p> <p>iii. The services include barbershops, cobblers, pan shops, laundry services etc.</p> <p>Category of Eligible Borrowers: The Scheme will be available to all street vendors engaged in vending in Urban areas as on or before 24th March 2020. The categories of eligible borrowers is as under:</p> <p>A) Street vendors in possession of Certificate of Vending (CoV) / Identity Card issued by Urban Local Bodies (ULBs)</p> <p>B) Street vendors who have been identified in the survey but have not been issued Certificate of Vending / Identity Card (Provisional Certificate of Vending would be generated for such vendors through an IT based Platform. Urban Local bodies are being encouraged to issue such vendors the permanent Certificate of Vending and Identification Card immediately).</p> <p>C) Street Vendors, left out of the ULB-led identification survey or who have started vending after completion of the survey and have been issued Letter of Recommendation (LoR) to that effect by the ULB / Town Vending Committee (TVC).</p> <p>D) Street vendors of surrounding development/ peri-urban / rural</p>



Sl. No.	Parameter	Details
		areas vending in the geographical limits of the ULBs and have been issued Letter of Recommendation (LoR) to that effect by the ULB / TVC.
3.	Objectives	<p>The scheme is a Central Sector Scheme i.e. fully funded by Ministry of Housing and Urban Affairs with the following objectives:</p> <ul style="list-style-type: none"> i. To facilitate working capital loan up to Rs 10,000. ii. To incentivize regular repayment and iii. To reward digital transactions <p>The scheme aims to help formalize the street vendors and open up new opportunities to this sector to move up the economic ladder.</p>
4.	Eligibility norms	<p>a. <u>Eligibility of States/ UTs:</u> The Scheme is available for beneficiaries (applicants) belonging to only those States/UTs which have notified Rules and Scheme under Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014. Beneficiaries from Meghalaya, which has its own State Street Vendors Act may, however, participate.</p> <p>b. <u>Vendors who have gone back to their native places due to COVID-19:</u> Some of the identified / surveyed or other vendors who have been vending / hawking in urban areas, have left for their native places prior to or during the lockdown period because of COVID-19 pandemic. Such vendors are likely to come back after the situation normalizes and resume their business. These vendors, whether from rural / peri-urban areas or city dwellers will be eligible for the loan on their return as per eligibility criteria for identification of beneficiaries.</p>
5.	Data in Public Domain	The State / Union Territory / ULB- wise list of identified street vendors will be made available on the website of the Ministry/ State Government/ ULBs and Web Portal developed for the purpose.
6.	Due-Diligence	<ul style="list-style-type: none"> a. The selection of the borrower shall be strictly based on the eligibility criteria stipulated in the scheme. b. e-KYC is mandatory for all direct loan applicants. c. Credit information report to be verified to ensure that the borrower's existing loan account(s) are not classified as NPA/ Fraud/ Wilful default.
7.	Loan Amount	<p>Urban street vendors will be eligible to avail a Working Capital (WC) loan of up to Rs 10,000.</p> <p>On timely or early repayment, the vendors will be eligible for the next cycle of working capital loan with an enhanced limit.</p>
8.	Facility Type	<p>Working Capital Demand Loan facility (Term Loan to be opened)</p> <p>A separate loan account should be opened for the borrower</p>
9.	Loan Period (Maximum)	<p>The tenure of the loan shall be 1 year.</p> <p>Loan shall be paid in 12 Equated Monthly Installments (EMI).</p>



Sl. No.	Parameter	Details
10.	Security	<p>No Collateral security shall be obtained for loans under the scheme.</p> <p>The Scheme has a provision of Graded Guarantee Cover for the loans sanctioned to be administered by Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE). The Graded Guarantee Cover (by CGTMSE) will be operated on portfolio basis:</p> <p>a) First Loss Default (Up to 5%) : 100%</p> <p>b) Second Loss (beyond 5% up to 15%) : 75% of default portfolio</p> <p>c) Maximum guarantee coverage will be 15% of the year portfolio</p> <p>All loans given by Bank under the scheme will be considered for coverage under the guarantee. The periodicity of filing of claims by Bank will be quarterly.</p>
11.	Rate of Interest	<p>Rate of interest for the loan : EBLR + 0.50%</p> <p>Penal Interest provisions shall be applicable for loans under this scheme.</p>
12.	Scheme Code	<p>The accounts shall be opened under the scheme code: 'PMSVN'.</p> <p>Branch to explore the possibility of opening Saving Bank account also.</p>
13.	Processing charges/ Documentation Charges etc	NIL
14.	Interest Subsidy	<p>The vendors, availing loan under the scheme, are eligible to get an interest subsidy @ 7%. The interest subsidy amount will be credited into the borrower's account quarterly. Branch/ Bank to submit quarterly claims for interest subsidy for quarters ending as on June 30, September 30, December 31 and March 31 during each financial year. Subsidy will only be considered in respect of accounts of borrowers, which are Standard (non-NPA as per extant RBI guidelines) on respective claim dates and only for those months during which the account has remained Standard in the concerned quarter.</p> <p>The interest subsidy is available up to March 31, 2022. The subsidy will be available on first and subsequent enhanced loans up to that date. Separate detailed operational guidelines as received from the SIDBI will be shared subsequently.</p>
15.	Documentation	Applicable documents as per Bank's guidelines are to be obtained before disbursement
16.	Pre payment Penalty	NIL
17.	Periodicity of scheme	The scheme shall be implemented from 1 st July 2020 and its duration is till March 2022.
18.	Promotion of Digital Transactions by Street Vendors	The scheme will incentivize digital transactions by vendors through cash back facility. The transaction trail so created will build the credit score of vendors for enhancing their future credit needs. The network of lending institutions and digital payment aggregators like NPCI (for BHIM), PayTM, GooglePay, BharatPay, AmazonPay, PhonePe etc. will be used to on-board the street vendors for digital transactions.

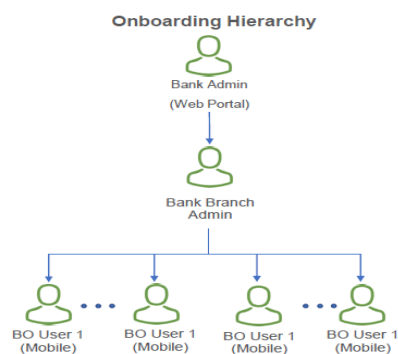


Sl. No.	Parameter	Details
		The on-boarded vendors would be incentivized with a monthly cash-back in the range of Rs 50 - Rs 100.
19.	Formation of Collectives of the Vendors	<p>As per prevailing practice, Branches may form Joint Liability Groups (JLGs) of eligible vendors.</p> <p>The Common Interest Groups (CIGs) of street vendors, already formed by States, can be converted into JLGs by Branches.</p> <p>List of CIGs of street vendors formed by ULBs will be shared by them to Bank/Branch. Similarly, the Bank/Branch will share the list of JLGs of eligible street vendors formed with respective ULBs.</p> <p>Formation of such collectives is preferred and encouraged. However, it does not preclude individual vendors from availing the loan.</p>
20.	PMSVANidhi Portal/ Udyamimitra Portal	<p>The PMSVANidhi portal shall be integrated with Udyamimitra portal (UMP) managed by SIDBI. Banks interface will be with UMP for the scheme. The integrated portal will facilitate the following :</p> <ol style="list-style-type: none"> Disseminating information to different stakeholders Enabling Street Vendors (SVs) to apply directly (or through Customer Service Centers) and enable their applications to flow to Lenders. Enabling Banks/ Branch to pick the applications at market place of UMP. Providing Banks/ Branch the option to use PMSVANidhi mobile app for originating applications Enabling Branch to submit Loan Application Form information in the portal Facilitating validation of UPI IDs and also calculation of digital incentives of SVs through NPCI. Facilitating eligible Interest subvention information to flow from banks to MoHUA. Checking survey status of SVs and also checking ULB details. Facilitating generation/ online request of required ULB document for certain categories of vendors and approval by ULBs.
21.	Application Process Flow on PM SVANidhi Portal	The details of application process flow, as shared by SIDBI, is as follows:

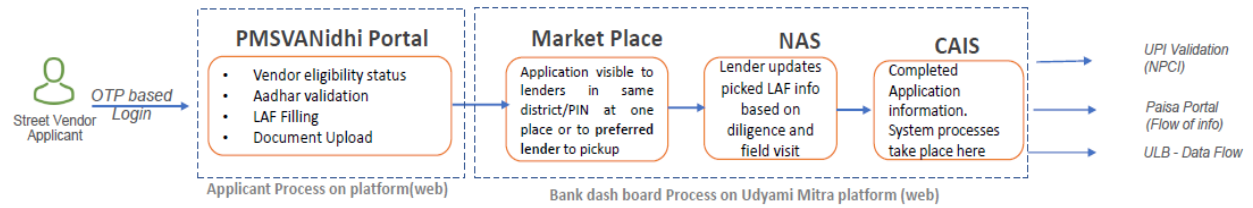
PM SVANidhi - Bank Onboarding

- ✓ Most Banks are already onboarded already onboarded on UMP.
- ✓ An excel sheet shall be provided to Banks containing IFSC code of the branches presently mapped with UMP. Banks will be required to update the PinCode, Active Status* for PM SVANidhi of the Branches in the excel sheet and send back to us for updating in the system
- ✓ Bank's Admin is empowered to create any new branch and its users.
- ✓ Branch can create its users and forward link to its users (employee / BC Agent) for Mobile App download
- ✓ In case any Bank is not onboarded on UMP, they will be helped to do so.

*Only Branches which will be carrying PMSVANidhi business may be marked as Active in excel sheet so that applications in market place can be seen by/ flow to only those branches.



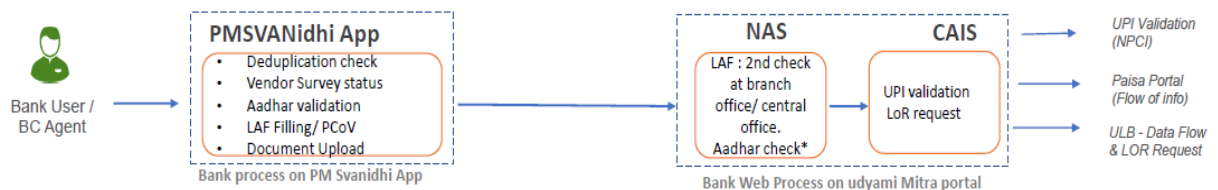
1. Direct Application by SVs on PMSVANidhi portal - Web



PROCESS ILLUSTRATION

- Street Vendor (SV) registers on PM SVANidhi portal (directly or with the help of a CSC) and completes 4 step process for submitting application:
 - Check Vendor Eligibility (as per ULB provisions).
 - Fill application form (including Aadhar validation/ EKYC)
 - Upload documents
 - Submit application to Market Place (will be visible to all lenders in vicinity/ district) or to a preferred lender
- Banks registered on Udyamimitra portal (managed by SIDBI) will be able to see the application in the market place along with **an Identity check report & Credit rating report and score**. A Branch Manager will see applications in the vicinity/ District.
- If a lender "picks up" an application it will reflect on his "New Application section(NAS)" of his dash board.
- In NAS lender will also get an editable version of application. Bank branch can refer the case to a laon officer or a BC/ Agent. Based on field visit/ diligence, lender can update the applicant information. A copy of original application and updated application information could be downloaded also. Lender will sanction the application as per its internal process/ policy. Banks will take a final version of application information and take applicant signature/ authentication on it and keep for records (if its edited in NAS)
- Once lenders marks the application as completed, the application moves to "Completed Application Information section (CAIS)".
- In CAIS only system based processes will take place viz. Validation of UPI ID (by NPCI) and online transmission of request of Lender for Letter of recommendation to concerned ULB (only in case of vendor Category C2 and D 2 as explained later).

2. Application Sourced by Banks–onProgram Mobile App

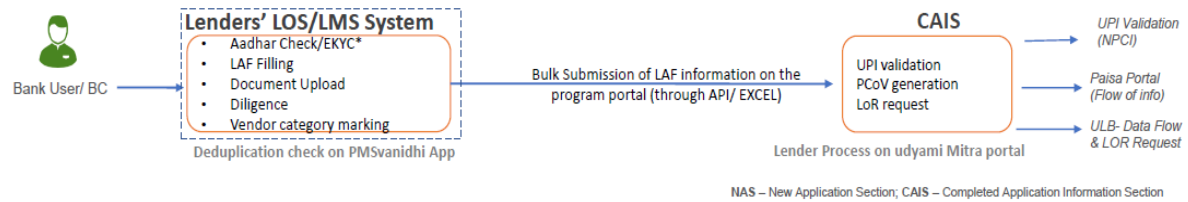


PROCESS ILLUSTRATION

- Lenders will be provided a mobile app to originate the loan applications
- App will be mapped to the respective Bank branch from where link has been sent to branch users
- Mobile App users will be able to log in using their user ids.
- App will have following sections
 - Check SRN no of surveyed vendors
 - Aadhar Validation/ EKYC of vendors (new application No will be generated after this process)
 - Fill application form
 - Scan documents and take photograph of vendor.
- On submission the application will reach the New Application Section (NAS) of respective branch along with **an identity and Credit rating report and score**.
- In NAS Bank will also get an editable version of application. Lender will sanction the application as per its internal process/ policy. They can also down load the application from here (keep a signed copy if desired)
- Once lenders marks the application completed after the sanction, the application information moves to "Completed Application Information section (CAIS)".
- In CAIS only system based processes will take place viz. Validation of UPI ID (by NPCI) and online transmission of request of Lender for Letter of recommendation to concerned ULB (only in case of vendor Category C2 and D 2 as explained later).
- Later Banks update details on CAIS section for disbursement and quarterly interest subsidy calculations



3. Application Sourced by Lenders through their own systems



PROCESS ILLUSTRATION

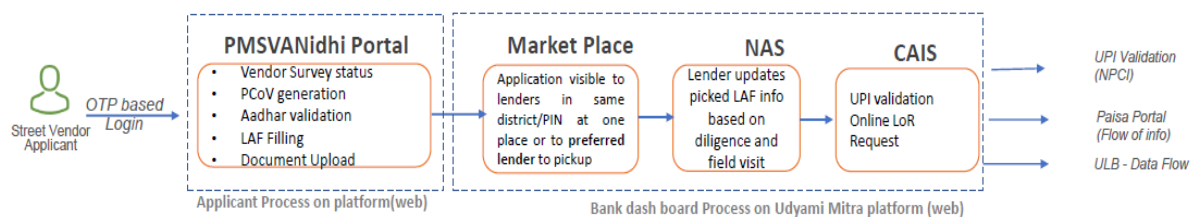
- This process is for Banks who will want to use their existing IT systems and processes for sourcing applications
- Banks will be provided a mobile app to originate the loan applications and complete the credit process using their own CRM/ LOS/ LMS
- Since banks are authorised for EKYC, they will carry out aadhar validation/ EKYC also on their own system* and share the Unique Reference number (URN) on the portal while submitting application information.
- However Aadhar Numbers of SVs will not be stored by the Banks.
- After lenders complete their credit process as per their policies, they will submit the information on Udyamimitra portal through Excel or API. In case of excel upload they will have to submit documents individually.
- They will submit each application with a unique application number and on submission on CAIS Scheme application number shall be generated by the system for future reference.
- In CAIS only system based processes will take place viz. Validation of UPI ID (by NPCI), Generation of PCoV and online transmission of request of Lender for Letter of recommendation to concerned ULB (only in case of vendor Category C2 and D2 as explained later).
- Later lenders update details on CAIS section for disbursement and quarterly interest subsidy calculations

*This is being finalized. In case ministry requires all EKYC to be done on PMSVnidhi App, then Banks will do this exercise on the App and get a unique number for reference and do rest of the credit processes as above. We will get clarity in next 2 -3 days.

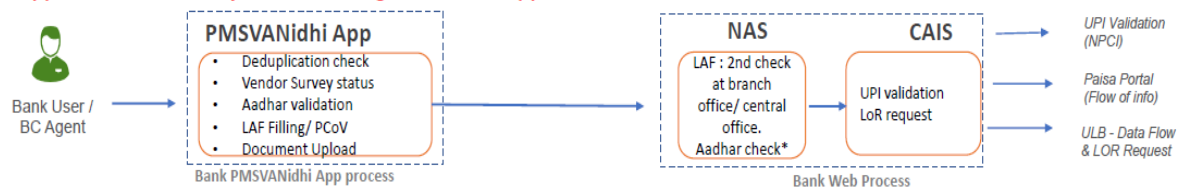
SUMMARY of 3 PROCESSES

NAS – New Application Section; CAIS – Completed Application Information Section

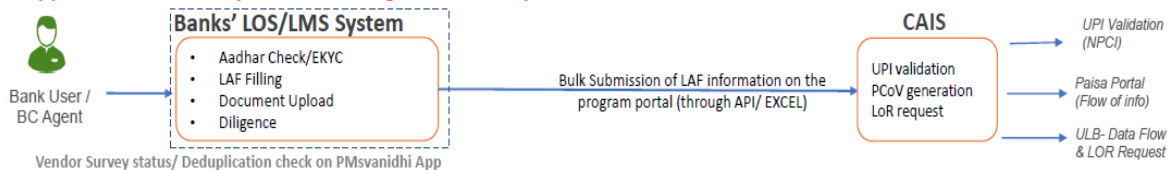
1. Direct Application - Web



2. Application Sourced by Lenders – Program Mobile App



3. Application Sourced by Lenders through their own system



Street Vendor Eligibility Check – By Lenders

Category	Eligibility	Document
A	Street vendors identified in survey and in possession of Certificate of Vending (CoV) / Identity Card (ID Card) issued by Urban Local Bodies (ULBs)	<ul style="list-style-type: none"> Survey reference No (SRN) CoV/ ID Card
B	Street vendors who have been identified in the survey but have not been issued CoV/ ID Card	<ul style="list-style-type: none"> SRN Provisional CoV to be generated on portal
C	Street Vendors, left out of the ULB-led identification survey or who have started vending after completion of the survey. 2 sub categories will be there :	
	C1 : SV has been issued Letter of Recommendation (LoR) by ULB/TVC	LoR to be uploaded
	C2 : SV has <u>not</u> been issued LoR by ULB/ TVC	Lender online request for LoR to ULB
D	Street vendors of surrounding development/ peri-urban / rural areas vending in the geographical limits of the ULBs (not covered in Survey). 2 sub categories will be there :	
	D1 : SV has been issued Letter of Recommendation (LoR) by ULB/TVC	LoR to be uploaded
	C2 : SV has <u>not</u> been issued LoR by ULB/ TVC	Lender online request for LoR to ULB

Vendor Eligibility (PROCESS for lenders)

- Category A :** In case SV possesses a CoV/ ID card, lenders will check his name in survey list on APP/ portal and obtain his SRN. they will have to submit copy of CoV along with application information on portal.
- Category B :** In case vendor says he was surveyed but he was not issued a CoV/ ID card, lender to obtain his SRN and after they submit application information on CAIS, a Provisional CoV (only for the scheme) shall be generated automatically.
- Category C1/D1 :** Vendor not covered in survey but is in possession of LoR issued by ULB/TVC. Lender to upload copy of LoR while submitting application information
- Category C2/ D2:** Vendors are not covered in survey and LoR is also not issued to them. Lenders, after completing their diligence/sanction, can make a request to respective ULB (in a standard format) for issuance of a LOR. On submission of application information on CAIS, the request will be transmitted online to the concerned ULB. As per the scheme ULBs will be expected to issue the LoR within a time period of 15 days.



FORMAT FOR SANCTION OF PM SVANidhi LOAN

1.	Name of the Branch		Code	
2.	Name of the Street Vendor			
3.	Details of KYC Documents obtained / e-KYC			
4.	Proof of Vending			
5.	Details of Vending activity			
6.	Permanent Address			
7.	Current Address			
8.	Location/ Area of Vending			
9.	Details of Aadhar linked Bank Account			
10.	Local References Names : Mobile Nos : Address :			
11.	Date of Pre-Sanction Inspection and comments thereon (copy to be annexed with process/ sanction note)			
12.	List of benefits already availed under other Government Schemes			
13.	Purpose			
14.	Details of Repayments	Tenor:	EMI:	
15.	Details of existing loans of borrower (with our Bank/ Other Bank/ FI)			
16.	Details, in case member of Common Interest Group (CIG) or JLG	Name:		
		Code:		
17.	Category of Eligible Borrower	A/ B/ C/ D		
18.	Whether eligible as per scheme Guidelines			
19.	Loan Amount Requested			
20.	Terms & Conditions			

RECOMMENDATION:

Date:
Place:

Signature of Recommending Authority
Designation:
Name:

Comments of sanctioning authority:-	
Sanctioned Rs. _____ (Rupees _____)	
Date: Place:	Signature of Sanctioning Authority Designation: Name:



Annexure A to Annexure I**Frequently Asked Questions**

Sr. No.	Query	Answer
1.	What is the Scheme?	This is a Central Sector Scheme to facilitate street vendors to access affordable working capital loan for resuming their livelihoods activities, after easing of lockdown.
2.	What is the rationale of the Scheme?	The COVID-19 pandemic and consequent lockdowns have adversely impacted the livelihoods of street vendors. They usually work with a small capital base, which they might have consumed during the lockdown. Therefore, credit for working capital to street vendors will be helpful to resume their livelihoods.
3.	Who is a Street vendor/ hawker?	Any person engaged in vending of articles, goods, wares, food items or merchandise of daily use or offering services to the public in a street, footpath, pavement etc., from a temporary built up structure or by moving from place to place. The goods supplied by them include vegetables, fruits, ready-to-eat street food, tea, pakodas, breads, eggs, textile, apparel, artisan products, books/ stationary etc. and the services include barber shops, cobblers, pan shops, laundry services etc.
4.	What is the amount of initial working capital loan?	The Initial working capital loan is up to Rs.10,000/- for a tenure of one year.
5.	<u>Customer:</u> I have an Identity Card /Certificate of Vending. How can I apply for the loan?	Customer can approach a Banking Correspondent (BC)/ Agent of Micro Finance Institution (MFI) in your area (ULBs will have the list of these persons). They will help you in filling up the application and upload the documents in a Mobile App/ Portal.
6.	<u>Customer:</u> How will I know that I am in the surveyed list?	You can access this information on the website of Ministry of Housing and Urban Affairs.
7.	<u>Customer:</u> My name is in the list of surveyed vendors, but I do not have either Identity Card or Certificate of Vending? Can I avail the loan facility? If yes, what is the process?	Yes, Customer can still avail the Scheme benefits. A Provisional Certificate of Vending would be issued to vendors through an IT based Platform. The BC/ Agent will help customer in filling up the application and upload the documents in a mobile App/ Portal.
8.	<u>Customer:</u> I stay in the surrounding rural area and vend in the city. Am I eligible for the Scheme? If yes, what is the process? (Or) I am a vendor from the city but not included in the survey. How can I avail	The Scheme is available to vendors of surrounding development/ peri-urban/ rural areas vending in the geographical limits of the cities/ towns and those left out of the survey. If you belong to this category you have to produce one of the following documents to obtain the Letter of Recommendation from ULB/TVC: (i) Documents of past loan taken from a bank/ NBFC/ MFI for the purpose of vending; or (ii) If you are a member of street vendors' association



Sr. No.	Query	Answer
	benefits of the Scheme?	like NASVI, NHF, SEWA etc., your membership details; or (iii) Any other documents to prove that you are a vendor; You can also request ULB through a simple application on white paper to conduct local enquiry to ascertain the genuineness of your claim. After receipt of LoR, you may approach BC/ Agent to apply for the loan.
9.	What are the KYC documents required in addition to CoV/ ID / LoR?	Customer may carry any one of the following documents for KYC purpose: (i) Aadhaar Card, (ii) Voter's Identity Card, (iii) Driving Licence, (iv) MNREGA Card, (v) PAN Card.
10.	Customer: Do I need to give any collateral to avail this loan?	No collateral security is required.
11.	What is the amount of incentive for digital transactions?	The on-boarded vendors would be provided with a monthly cashback in the range of Rs.50 -100 as per the following criteria: (i) On executing Rs.50 eligible transactions: Rs.50; (ii) On executing the next Rs.50 eligible transactions: Additional Rs.25; and (iii) On executing the next Rs.100 eligible transactions: Additional Rs.25. Each transaction > Rs.25 will be counted.
12.	Customer: Is there any incentive for timely/ early repayment of loan?	Yes, on timely/ early repayment of loan of initial working capital, a vendor becomes eligible to avail a higher tranche of loan in next cycle.
13.	Is there any penalty for repayment of loan before the scheduled date?	There is no penalty for pre-closure of the loan.
14.	What is the rate and amount of interest subsidy?	The rate of interest subsidy is 7%. The interest subsidy amount will be credited directly in customer account on quarterly basis. In case of early payment, the admissible amount of subsidy will be credited in one go.
15.	On timely or early repayment, what will be enhanced limit for the vendors?	The Vendors will be eligible for the next loan with an enhanced limit of a maximum of 200% of the earlier loan, subject to a ceiling of Rs 20,000/-.
16.	What will be the maximum cash back incentive?	Cash Back Incentive shall be available only to a maximum limit of Rs 1200
17.	Whether eKYC is mandatory for all direct loan applications?	Yes, eKYC is mandatory for all direct loan accounts.



Annexure 1A – Loan Application Form



Ministry of Housing and Urban Affairs
Government of India

PM Street Vendor's AtmaNirbhar Nidhi
(PM SVANidhi)
(Common Loan Application Form)

Photo
(Signature across Photo)

Application no:	Date:
Name of Bank/Lender:	State Name
ULB Name (LGD CODE)	

1	Member of CIG	(Y/N)	Name of CIG		Code	
	Member of JLG	(Y/N)	Name of JLG		Code	
2	Name of Street Vendor*		Father's/Spouse's Name*			
3	Date of Birth / Age*		Gender (Please tick ✓)*		Male/Female/Transgender	
4	Marital Status (Single/Married)*		Mobile no.*			
5	Social Category*	General <input type="radio"/>		SC <input type="radio"/>	ST <input type="radio"/>	OBC <input type="radio"/>
6	Nativity	Urban <input type="radio"/> Rural <input type="radio"/>		PWD <input type="radio"/>	Yes <input type="radio"/> No <input type="radio"/>	Minority community <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/>
7	KYC documents*	Aadhaar No*	Voter ID Card No	Driving License No	Ration card	Others (Govt Approved Document)
8	Do you have a Family	Yes / No. If Yes, then please provide details of the Family Members.				
8.1	Family Details	Name*	Relationship with Applicant*		Age*	
		1.				
		2.				
		3.				
		4.				
		5.				
9	Proof of Vending (✓)*	Vendor ID Card No	Certificate of Vending No		Letter of Recommendation No (LoR)	
10	Permanent Address (Pre-populated from Aadhaar response)					
11	Current Address* (If same as the Permanent Address in column 10, please click Yes) If NOT, then please provide the address	House No. / Locality				
		Ward/Village:	Town/Dist:	State:	Pin:	
		Address proof (Pl specify)				
12	Vending Activity *	Name of Activity (Please specify)				
		Place of Vending (Fixed location /Mobile)				
		Duration of Vending (YY/MM):				__ / __
13	Location/Area of Vending*	Stationary Vendor (Fixed Location):				Nearest Landmark:

		Mobile Vendor (Locality):		Nearest Landmark:	
		Ward No	District Name		Pin Code
14	Avg. Monthly Sales (In Rs.)*				
15	Aadhaar Linked Bank account(s)*	Name of Bank	Branch & IFSC code	Account No	
16	Digital Payment Details	Payment Aggregator/s	UPI ID / VPA	Durable QR Code (Printed on metal/acrylic)	
				Yes / No	
17	Previous Loan	Bank/Lending Institution	Current Loan Outstanding	Monthly EMI	
18	Loan Amount required*	Rs.....	Purpose: Working Capital		
19	Local References	Name	Mobile No	Address	
		1.			
		2.			
20	Benefits availed under other Govt. Schemes*	Ayusman Bharat – Pradhan Mantri Jan Arogya Yojana (PM-JAY)			<input type="checkbox"/>
		Pradhan Mantri Matru Vandana Yojana (PMMVY)			<input type="checkbox"/>
		Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM)			<input type="checkbox"/>
		Pradhan Mantri Awas Yojana (PMAY) – Urban/Rural			<input type="checkbox"/>
		Pradhan Mantri Ujjwala Yojana (PMUY)			<input type="checkbox"/>
		Integrated Child Development Services (ICDS)			<input type="checkbox"/>
		Pradhan Mantri Jan Dhan Yojana			<input type="checkbox"/>
		Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY)			<input type="checkbox"/>
		Atal Pension Yojana (APY)			<input type="checkbox"/>
		Pradhan Mantri Kaushal Vikash Yojana (PMKVY)			<input type="checkbox"/>
		Seekho Aur Kamao			<input type="checkbox"/>
		Upgrading the Skills and Training in Traditional Arts/ Crafts for Development (USTTAD)			<input type="checkbox"/>
		Rashtriya Poshan Abhiyaan (RPA)			<input type="checkbox"/>
		Pradhan Mantri Mtrutva Suraksha Abhiyan (PMMSA)			<input type="checkbox"/>
		Swachh Bharat Mission (SBM)			<input type="checkbox"/>
		Pradhan Mantri Sahaj Bijli Har Ghar Yojana (SAUBHAGYA)			<input type="checkbox"/>
		National Food Security Act (Ration Card)			<input type="checkbox"/>

	One Stop Centre	<input type="checkbox"/>
	Pradhan Mantri Mudra Yojana (PMMY)	<input type="checkbox"/>
	Pradhan Mantri Suraksha Bima Yojana (PMSBY)	<input type="checkbox"/>
	Pradhan Mantri Shram Yogi Maan-dhan (PM-SYM)	<input type="checkbox"/>
	Hunar se Rozgar tak initiative	<input type="checkbox"/>
	Nai Roshni	<input type="checkbox"/>
	Green Skill Development Programme	<input type="checkbox"/>

Declaration and Authorization:

- I hereby certify that all information furnished by me/us is true, correct and complete. I have no borrowing arrangements except as indicated in the application form. I have not applied to any lending institution. There is/are no overdue / statutory due owed by me. The information may also be exchanged by you with any agency, you may deem fit. You, your representatives or MoHUA, or any other agency as authorized by you, may at any time, inspect/ verify my/our assets etc. You may take appropriate safeguards/action for recovery of lending institutions' dues.
- I have no objection to authenticate my Aadhaar number, share the same with other Ministries / Departments under the Government of India for the purpose of extension of benefits under any of their Schemes, carry out e-KYC and accessing my credit history & credit score by credit bureau, lenders and their authorized agents. The consent and purpose of collecting Aadhaar has been explained to me/us in local language. MoHUA/Lending Institution has informed me that my Aadhaar submitted herewith shall not be used for any purpose other than mentioned above, or as per requirements of law. I have been informed that this consent and my Aadhaar will be stored along with my account details with MoHUA.

Date: _____

Place: _____
Applicant(s)

Thumb impression/Signature of

.....
(For office use only)

Acknowledgment slip no -..loan Application No. _____ dated _____

Received by _____

Place and date

Authorized signatory (Seal and Sign)

Annexure 1B - 1 – Format for Lender's Request for LOR – For Existing Customer

PM SVANidhi
Lender request for Issuance of
Letter of Recommendation to Street Vendor
(For Existing Customer)

*This is certified that the applicant, Mr./Ms./Mrs.....S/o/ D/o / W/o
.....R/o is our existing customer and as per
the records available with us, his / her occupation is Street Vending.

Further, based on field visit and discussion with references provided / local market people, it has been
understood that he / she had been carrying out vending business on or before March 24, 2020.

Based on our due diligence, we have found the applicant credit worthy and have sanctioned an amount
of Rs. _____ under the PM SVANidhi program.

Urban Local Body (ULB) is requested to issue Letter of Recommendation (LoR) to the Street Vendor.

Name of the Bank

Name of the Bank Branch

This is a system generated request and does not require signature.

Annexure 1B – 2 – Format for Lender's Request for LOR – For New Customer

PM SVANidhi
Lender request for Issuance of
Letter of Recommendation to Street Vendor
(For New Customer)

*This is certified that the applicant, Mr./Ms./Mrs.....S/o / D/o / W/o
.....R/o has submitted an application for
availing loan under PM SVANidhi program. As per the application, the occupation has been mentioned as
Street Vendor. His / her credentials to that effect have been duly verified by way of field visit by our employee /
Agent/ BC /Constituent.

Further, based on field visit and discussion with references provided / local market people, it has been
understood that he / she had been carrying out vending business on or before March 24, 2020.

Based on our due diligence, we have found the applicant credit worthy and have sanctioned an amount
of Rs. _____ under the PM SVANidhi program.

The concerned ULB is requested to issue Letter of Recommendation (LoR) to the Street Vendor.

Name of the Bank

Name of the Bank Branch

This is a system generated request and does not require signature.

*(*strikeout whichever is not applicable)*



ਪੰਜਾਬ ਨੈਸ਼ਨਲ ਬੈਂਕ
...सरोवर का प्रतीक !



punjab national bank
...the name you can BANK upon !

**MSME Division, Head Office, Wing 'B', 4th Floor, Sector 10,
Dwarka, New Delhi -110075, e-mail: sme@pnb.co.in)**

TO ALL OFFICES

30.06.2020

MSME DIVISION CIRCULAR NO. 81 / 2020

Reg : PM street vendor's AtmaNirbhar Nidhi (PM SVANidhi)

Subsequent to the announcement of Hon'ble Finance Minister on 14.05.2020, Ministry of Housing and Urban Affairs have launched "**PM street vendor's AtmaNirbhar Nidhi (PM SVANidhi)**" scheme vide letter dated 05.6.2020. This is a special Micro-credit facility for providing affordable loan to street vendors, to resume their livelihoods, who have been adversely affected due to COVID – 19 lockdown.

2. The "PM SVANidhi" scheme targets to benefit over 50 lakh street vendors, who had been vending on or before 24.03.2020 in urban areas. Features of the Scheme include extension of collateral free loan of up to Rs.10,000, interest subsidy @7% per annum, the eligibility of higher loan on timely repayment of first loan and monthly cash back on digital transactions. **Implementation of the scheme is to start from July, 2020 and valid upto March 2022.** An integrated IT and Mobile App is being developed by / through Ministry of MoHUA to ensure transparent and time bound implementation'

3. SIDBI will be MoHUA's technical partner for implementation of the Scheme. Further, the MoHUA, in collaboration with the State Governments, SUDA / MEPMA, State Missions of DAY-NULM, ULBs, SIDBI' CGTMSE and Digital payment Aggregators will launch a capacity building and financial literacy programme of all stakeholders and IEC activities throughout the country.

4. Accordingly, Bank's Board has approved a scheme with the same nomenclature i.e. "**PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi)**" to extend collateral free loans upto Rs.10,000/- which may be enhanced subject to timely or early repayment of the loan, to eligible street vendors.

5. The detailed features of the scheme are as under :

Sr. No.	Parameter	Details
1)	Name of the Scheme	PM STREET VENDOR's AtmaNirbhar NIDHI (PM SVANidhi)
2)	Product Type	Working Capital Term loan

3)	Purpose	<p>Street vendors (Vendors, hawkers, thelewala, rehriwala, theliphadwala etc.) play a significant role in ensuring availability of the goods and services at affordable rates at the door-step of the city dwellers in different areas. The goods supplied by them include vegetables, fruits, ready-to-eat street food, tea, pakodas, breads, eggs, textile, apparel, footwear, artisan products, books/ stationary etc.</p> <p>The services include barber shops, cobblers, pan shops, laundry services etc. The COVID-19 pandemic and consequent lockdowns have adversely impacted the livelihoods of street vendors. They usually work with a small capital base and might have consumed the same during the lockdown. Therefore, there is an urgent need to provide credit for working capital to street vendors to resume their business.</p>
4)	Objective	<p>The scheme is a Central Sector Scheme by Ministry of Housing and Urban Affairs with the following objectives :</p> <ul style="list-style-type: none"> i) To facilitate working capital Term loan up to Rs. 10,000; ii) To incentivize regular repayment; and iii) To reward digital transactions <p>The scheme will help formalize the street vendors with above objectives and will open up new opportunities to this sector to move up the economic ladder.</p>
5)	Eligibility	<p>The Scheme is available to all street vendors engaged in vending in urban areas as on or before March 24, 2020. The eligible vendors will be identified as per following criteria:</p> <ul style="list-style-type: none"> i) Street vendors in possession of Certificate of Vending / Identity Card issued by Urban Local Bodies (ULBs); ii) The vendors, who have been identified in the survey but have not been issued Certificate of Vending / Identity Card; Provisional Certificate of Vending would be generated for such vendors through an IT based Platform. ULBs are encouraged to issue such vendors the permanent Certificate of Vending and Identification Card immediately and positively within a period of one month. iii) Street Vendors, left out of the ULB led identification survey or who have started vending after completion of the survey and have been issued Letter of Recommendation (LoR) to that effect by the ULB / Town Vending Committee (TVC). iv) The vendors of surrounding development/ peri-urban / rural areas vending in the geographical limits of the ULBs and have been issued Letter of Recommendation (LoR) to that effect by the ULB / TVC.

6)	Identification of Beneficiaries left out of the Survey or belonging to the surrounding Rural Areas	<p>While identifying the vendors belonging to category 5 (iii) and (iv), the ULB/ TVC will consider any of the following documents to issue letters of recommendation:</p> <ul style="list-style-type: none"> i) The list of vendors, prepared by certain States/ UTs, for providing one-time assistance during the period of lockdown; OR ii) A system generated request sent to ULBs/ TVCs for issue of LoR based on the recommendation of the Lender after verifying the credentials of the applicant; OR iii) The membership details with the vendors associations including National Association of Street Vendors of India (NASVI)/ National Hawkers Federation (NHF)/ Self-Employed Women's Association (SEWA) etc.; OR iv) The documents in possession of the vendor buttressing his claim of vending; OR v) Report of local enquiry conducted by ULB/ TVC involving Self-Help Groups (SHGs), Community Based Organizations (CBOs) etc. <p>ULB shall complete the verification and issuance of LoR within 15 days of the submission of application.</p> <p>Further, ULBs may adopt any other alternate way for identifying such vendors with a view to ensure that all the eligible vendors are positively covered.</p>
7)	Vendors who have gone back to their native places due to COVID-19	<p>Some of the identified / surveyed or other vendors who have been vending / hawking in urban areas, have left for their native places prior to or during the lockdown period because of COVID-19 pandemic. Such vendors are likely to come back after the situation normalizes and resume their business. These vendors, whether from rural / peri-urban areas or city dwellers will be eligible for the loan on their return as per eligibility criteria for identification of beneficiaries mentioned above Sr. no. 5 & 6.</p>
8)	Eligibility of States/UTs	<p>The Scheme is available for beneficiaries belonging to only those States/UTs which have notified Rules and Scheme under Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014. Beneficiaries from Meghalaya, which has its own State Street Vendors Act may, however, participate.</p>
9)	Data in Public Domain	<p>The State / UT / ULB-wise list of identified street vendors will be made available on the website of the Ministry/ State Government/ ULBs and Web Portal developed for the purpose.</p>
10)	Loan amount & Repayment	<p>Urban street vendors will be eligible to avail a Working Capital Term loan (WCTL) up to Rs.10,000/- with tenure of 1 year and repayable in monthly Instalments.</p> <p>On timely or early repayment, the vendors will be eligible for the next cycle of working capital term loan with an enhanced limit.</p>

11)	Interest Subsidy	<p>The vendors availing loan under the scheme are eligible to get an interest subsidy @ 7%. The interest subsidy amount will be credited into the borrower's account quarterly.</p> <p>Lenders will submit quarterly claims for interest subsidy for quarters ending as on June 30, September 30, December 31 and March 31 during each Financial year. Subsidy will only be considered in respect of accounts of borrowers, which are Standard (non-NPA as per extant RBI guidelines) on respective claim dates and only for those months during which the account has remained Standard in the concerned quarter.</p> <p>The interest subsidy is available up to March 31, 2022. The subsidy will be available on first and subsequent enhanced loans up to that date.</p> <p>In case of early payment, the admissible amount of subsidy will be credited in one go.</p>
12)	Rate of Interest	<p>Rate of Interest is RLLR + Spread (0.15%) + Service Charge (4%), presently = 10.80%.</p> <p>The Service charge to be shared with BC / Agents for sourcing & Collection, will be communicated separately.</p> <p>Interest rate code for :</p> <ul style="list-style-type: none"> • PNB 1.0 & eUNI branches : TLSVN • eOBC branches : RLP83
13)	Margin	Nil
14)	Security	<p>Hypothecation of charge on assets created out of Bank's finance.</p> <p>For this loan, no collateral will be taken by the lending institute.</p>
15)	Sanctioning Authority	All branches including Red flagged branches.
16)	Documentation / KYC	<p>Following documents will be taken from the borrowers for this scheme:</p> <ol style="list-style-type: none"> Loan Application – Loan application will be available on Integrated IT Platform along with Mobile App developed by Ministry. Demand Pronote – Form no 728. Personal Undertaking – Annexure A (Enclosed) Letter of hypothecation – Annexure B (Enclosed)
17)	Documentation/ Processing fee	Nil
18)	CIBIL & CIBIL Charges	Exempted
19)	Insurance	Exempted.
20)	CERSAI	Charge creation on the assets is exempted from CERSAI registration.

21)	Scheme Code	<p>i. Scheme code for PNB 1.0 branches is TLSVN</p> <p>ii. Scheme code for eUNI branches is TLSVN</p> <p>iii. Scheme code for eOBC branches is TL744</p>
22)	Disbursement	<p>As per Borrower's requirement.</p> <p>Cash disbursement is allowed as per request.</p>
23)	Prepayment penalty	No prepayment penalty will be charged from the vendors for repayment before the scheduled date.
24)	Pre and Post sanction follow up	<p>Pre-Sanction Credit appraisal: As per guidelines shared by MoHUA, the potential borrowers are selected by Urban Local Bodies (ULB) / Town Vending Committee (TVC) who will give the Certificate of Vending / Identity Card to the borrowers, based on their survey.</p> <p>Since, field has to sanction the loan to these borrowers only, the prescribed pre-sanction credit appraisal is not required.</p> <p>Post sanction follow up : Branch has to ensure repayment of loan timely.</p>
25)	Penal Interest	No Penal Interest.
26)	Credit Guarantee	<p>The Scheme has a provision of Graded Guarantee Cover for the loans sanctioned, as indicated below, to be administered by Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), which will be operated on portfolio basis:</p> <p>i) First Loss Default (Up to 5%): 100%</p> <p>ii) Second Loss (beyond 5% up to 15%): 75% of default portfolio</p> <p>iii) Maximum guarantee coverage will be 15% of the year portfolio.</p> <p>All loans given by each lending institution under the scheme will be considered for coverage under the guarantee. The periodicity of filing of claims by lending institutions will be quarterly.</p> <p>All the participating lending institutions shall be eligible to avail this guarantee cover without any charges.</p>
27)	Application Software	<p>Integrated IT application for Scheme Administration :</p> <p>An Integrated IT Platform along with Mobile App will be developed by the Ministry for administration of the scheme. This Portal will provide one stop solution for administration of the scheme. The IT Platform will integrate with the vendors data base across the States/ UTs, BCs/ constituents/ agents of lending institutions, digital payment aggregators and PAiSA portal of MoHUA and Udyami Mitra portal managed by Small Industries Development Bank of India (SIDBI).</p>

28)	Others benefit to borrower in shape of Cash Back at the time of repayment.	<p>The scheme will incentivize digital transactions by vendors through cash back facility. The transaction trail so created will build the credit score of vendors for enhancing their future credit needs. The network of lending institutions and digital payment aggregators like NPCI (for BHIM), PayTM, GooglePay, BharatPay, AmazonPay, PhonePe etc. will be used to on-board the street vendors for digital transactions. The onboarded vendors would be incentivised with a monthly cashback in the range of Rs. 50 – Rs. 100 as per following criteria :</p> <ul style="list-style-type: none"> (i) On executing 50 eligible transactions in a month: Rs.50; (ii) On executing the next 50 additional eligible transactions in a month: Rs.25 (i.e on reaching 100 eligible transactions, the vendor to receive Rs. 75); and (iii) On executing the next additional 100 or more eligible transactions: Rs. 25 (i.e on reaching 200 eligible transactions, the vendor to receive Rs. 100). Here eligible transactions mean a digital payout or receipt with minimum value of Rs. 25.
29)	Formation of Collectives of the Vendors	<p>As per prevailing practice, the individual lending institution may form Joint Liability Groups (JLGs) of eligible vendors. The Common Interest Groups (CIGs) of street vendors, already formed by States, can be converted into JLGs by lending institutions.</p> <p>The ULBs should extensively encourage formation of CIGs of the street vendors to ensure maximum coverage of the scheme. List of CIGs of street vendors formed by ULBs will be shared with the lending institutions. Similarly, the lending institutions will share the list of JLGs of eligible street vendors formed with respective ULBs. Formation of such collectives is preferred and encouraged. However, it does not preclude individual vendors from availing the loan.</p>

6. The process flow involves in the scheme is as under :

Implementation Mechanism	
Sr. no.	Process
I.	A kick-start meeting to explain the scheme objectives and implementation mechanisms will be organised by the ULB involving the TVC members, BCs/ constituents/ agents of lending institutions, vendors associations, SHG Federations etc. During the meeting, the information relating to street vendors and field level functionaries of lending institutions will be shared.
II.	ULB / TVC will issue the Certificate of Vending (CoV) / Identity Card, Provisional Certificate of Vending or Letter of Recommendation (LoR) to the eligible vendors.
III.	Applicants (street vendors), in possession of these mentioned Ids will approach or will be approached by the representatives of the Banks, NBFCs and MFIs. The lender representatives, including BCs and Agents will key in the relevant details in the search engine of the IT platform/ mobile App to be developed by the Ministry for administration of the scheme.

IV.	For the successful cases, beneficiary verification will happen through an OTP sent to the beneficiary's mobile.
V.	A provision will be made available in the IT application to generate a provisional CoV / ID for the Street Vendors covered in the identification survey and not issued CoV / ID.
VI.	After verification, BC / Agent will fill-in the application form and upload the necessary documents.
VII.	The filled-up application information will then move electronically to ULB / TVC who will verify the details within a fortnight; after which the application will move to the concerned lending institution for sanction.
VIII.	The Street Vendors not covered in the identification survey may approach the BC / Agent with the relevant documents as mentioned in the scheme. The Agent will ensure that the identification documents are uploaded first for these types of beneficiaries and later a similar process as mentioned above will follow. ULB will verify the details and attach a letter of recommendation before forwarding it to the lender. A copy of letter of recommendation will be given to the applicant also.

7. All concerned are advised to go through the scheme carefully for meticulous compliance.

8. For Inspecting officials: Concurrent / Regular Auditors are advised to ensure compliance of the above guidelines as mentioned in the circular during audit.

(Ashok Kumar Gupta)
General Manager



ਪੰਜਾਬ ਨੈਸ਼ਨਲ ਬੈਂਕ
...भरोसे का प्रतीक !



punjab national bank
...the name you can BANK upon !

Annexure A

Undertaking

Date _____

The Punjab National Bank
Branch Office

Dear Sir,

Reg: Undertaking for My Loan Account No. _____ with Punjab National Bank

I have been sanctioned a loan of Rs. _____
(_____ Amount in words) for the purpose of _____
for which I have executed the loaning documents separately. The loan has been
sanctioned at _____ Interest rate repayable in _____ months.

The assets created out of the loan amount will remain hypothecated to Punjab National
Bank, BO : _____ and I shall abide by the terms and conditions of the sanction.

I, further undertake to repay the loan as per repayment schedule and authorize the
Bank to deduct loan installment/s from my account no. _____ with the Bank as
and when such need arises /warrants.

Thanking you,

Yours faithfully

(_____)
Borrower's Name



ਪੰਜਾਬ ਨੈਸ਼ਨਲ ਬੈਂਕ
...भरोसे का प्रतीक !



punjab national bank
...the name you can BANK upon !

Annexure B

Letter of Hypothecation

Punjab National Bank,
Branch Office,

Date : _____

Place : _____

Dear Sir / Mam,

In consideration of your Bank granting to me / us Working Capital Term Loan to the extent of Rs. _____ on terms & conditions in the documents executed by me / us, I / We hypothecate and charge to the Bank following goods as security for the amount advanced and / or to be advanced and remaining unpaid in the account with interest at agreed rate :

Sr. No.	Particulars

(Extra Sheet may also be used)

The aforesaid good have been purchased with the amount of loan advanced to me / us. It is agreed that the said goods shall remain and continue hypothecated and charged with Bank as security till the entire dues of the Bank are paid in full.

I / We agree that in case the amount of the loan demanded by the Bank is not paid by me / us, it shall be lawful for the Bank and its officers to call upon me / us to deliver possession of the hypothecated goods form me / us and to sell the same by private contract or otherwise for adjustment of my / our account and I / We undertake to pay the amount of shortfall, if any.

In case of the hypothecated good or any of them is lost or destroyed or otherwise become unavailable or untraceable by theft or otherwise for any reason whatsoever, the Bank will have the right to immediate call upon me / us for repayment of the amount outstanding in the account notwithstanding the period of instalments.

Thanking you,

Yours faithfully

(_____)
Borrower's Name

एस एम ई कारोबार इकाई/SME BUSINESS UNIT एम एस एम ई विभाग /MSME WING प्रधान कार्यालय /HEAD OFFICE बेंगलूरु / BENGALURU 560 002	परिपत्र संख्या /Circular No : 502 /2020 सूचक/Index No :अग्रिम ADV- 240 दिनांक/ DATE :02.07.2020 A D O V
---	--

विषय/SUB: Introduction of “PM Street Vendor’s AtmaNirbhar Nidhi (PM SVANidhi)” scheme for Street vendors.

SYNOPSIS

- a) The scheme is available to all street vendors engaged in vending in urban areas as on or before 24.03.2020 as per identification criteria stipulated in scheme guidelines of MoHUA. Small Industries Development Bank of India (SIDBI) will be implementation partner of the MoHUA.
- b) Urban Street Vendors will be eligible to avail a Working Capital Demand Loan (WCDL) loan of upto Rs.10,000/- with tenure of 1 year and repaid in monthly instalments.
- c) The scheme has a provision of Graded Guarantee Cover for the loans sanctioned, to be administered by Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), which will be operated on portfolio basis.
- d) ROI as per Bank extant guidelines-Presently RLLR+1.05%.
- e) On timely or early repayment, the vendors will be eligible for the next cycle of working capital loan with an enhanced limit of a maximum of 200% of the earlier loan, subject to a ceiling of ₹20000/-.
- f) The vendors, availing loan under the scheme, are eligible to get an interest subsidy @ 7%. The interest subsidy is available up to March 31, 2022.
- g) Branches/Offices to ensure that Street Vendor (SV) has one active/preferred UPI ID before disbursal of the loan amount.
- h) No collateral will be taken and the Scheme shall be implemented up to March, 2022.
- i) The scheme will incentivize digital transaction by vendors through cash back facility based on criteria stipulated by MoHUA.

Street vendors represent a very important constituent of the urban informal economy and play a significant role in ensuring availability of the goods and services at affordable rates at the door-step of the city dwellers. They are known as vendors, hawkers, thelewala, rehriwala, theliphadwala etc. in different areas/ contexts.

The goods supplied by them include vegetables, fruits, ready-to-eat street food, tea, pakodas, breads, eggs, textile, apparel, footwear, artisan products, books/ stationary etc. The services include barber shops, cobblers, pan shops, laundry services etc.

The COVID-19 pandemic and consequent lockdowns have adversely impacted the livelihoods of street vendors. They usually work with a small capital base and might have consumed the same during the lockdown. Therefore, there is an urgent need to provide credit for working capital to street vendors to resume their business.

In the above background, the Government of India through Ministry of Housing and Urban Affairs (MoHUA) has launched “PM Street Vendor’s AtmaNirbhar Nidhi (PM SVANidhi)” for providing credit for working capital to street vendors to resume their businesses. We have received communication in this regard from Ministry of Finance, Department of Financial Services, vide their letter [Ref: F. NO.27/08/2020-IF-II dated 19.06.2020.](#)

The detailed guidelines of “PM Street Vendor’s AtmaNirbhar Nidhi (PM SVANidhi)” scheme is provided in Annexure – I and [FAQs provided by Ministry are furnished in Annexure - II.](#)

eKYC is mandatory for all loans sourced by the Branches, further Loan Processing, Sanctioning, Documentation, Due Diligence and other guidelines shall be adhered to as per extant guidelines of the Bank.

Branches/offices are requested to take note of the above Scheme guidelines and implement scheme in true spirit & extend need based support to street vendors.

**RAJESH KUMAR SINGH
GENERAL MANAGER**

ANNEXURE – I to HO Cir No:502/2020 dated 02.07.2020

Scheme Guidelines of “PM SVANidhi” – Propose to be Implemented In Our Bank

1. Background:

Street vendors represent a very important constituent of the urban informal economy and play a significant role in ensuring availability of the goods and services at affordable rates at the door-step of the city dwellers. They are known as vendors, hawkers, thelewala, rehriwala, theliphadwala etc. in different areas/contexts. The goods supplied by them include vegetables, fruits, ready-to-eat street food, tea, pakodas, breads, eggs, textile, apparel, footwear, artisan products, books/ stationary etc. The services include barber shops, cobblers, panshops, laundry services etc. The COVID-19 pandemic and consequent lock down have adversely impacted the livelihoods of street vendors. They usually work with a small capital base and might have consumed the same during the lockdown. Therefore, there is an urgent need to provide credit for working capital to street vendors to resume their business.

2. Objectives:

The scheme is a Central Sector Scheme i.e. fully funded by Ministry of Housing and Urban Affairs with the following objectives:

- I. To facilitate working capital loan up to ₹10,000;
- II. To incentivize regular repayment; and
- III. To reward digital transactions

The scheme will help formalize the street vendors with above objectives and will open up new opportunities to this sector to move up the economic ladder.

3. Eligibility of States/UTs:

The Scheme is available for beneficiaries belonging to only those States/UTs which have notified Rules and Scheme under Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014. Beneficiaries from Meghalaya, which has its own State Street Vendors Act, may, however, participate. The lists of such States/UTs which have complied with the scheme requirements are available on PM SVANidhi Portal. (<http://pmsvanidhi.mohua.gov.in/Home/States>)

4. Eligibility Criteria of Beneficiaries:

The Scheme is available to all street vendors engaged in vending in urban areas as on or before March 24, 2020. The eligible vendors will be identified as per following criteria:

- i. Street vendors in possession of Certificate of Vending/Identity Card issued by Urban Local Bodies(ULBs);
- ii. The vendors, who have been identified in the survey but have not been issued Certificate of Vending/Identity Card;

Provisional Certificate of Vending would be generated for such vendors through an IT based Platform. ULBs are encouraged to issue such vendors the permanent Certificate of Vending and Identification Card immediately and positively within a period of one month.

- iii. Street Vendors, left out of the ULB-led identification survey or who have started vending after completion of the survey and have been issued Letter of Recommendation (LoR) to that effect by the ULB /Town Vending Committee(TVC); and
- iv. The vendors of surrounding development/ peri-urban/rural areas vending in the geographical limits of the ULBs and have been issued Letter of Recommendation (LoR) to that effect by the ULB /TVC.

The details of various Urban Local Bodies (ULBs) in all eligible states are available on the PM SVANidhi Portal. (<http://pmsvanidhi.mohua.gov.in/Schemes/ULBList>)

5. Identification of Beneficiaries left out of the Survey or belonging to the surrounding Rural Areas:

While identifying the vendors belonging to category 4 (iii) and (iv), the ULB/TVC may consider any of the following documents to issue letters of recommendation:

- (i) The list of vendors, prepared by certain States/UTs, for providing one-time assistance during the period of lockdown;

OR

- (ii) A system generated request sent to ULBs/TVCs for issue of LoR based on the recommendation of the Lender after verifying the credentials of the applicant;

OR

(iii) The membership details with the vendors associations including National Association of Street Vendors of India (NASVI)/National Hawkers Federation (NHF)/Self-Employed Women's Association (SEWA)etc.;

OR

(iv) The documents in possession of the vendor buttressing his claim of vending;

OR

(v) Report of local enquiry conducted by ULB/ TVC involving Self-Help Groups(SHGs), Community Based Organizations(CBOs) etc.

ULB shall complete the verification and issuance of LoR within 15 days of the submission of application.

Further, ULBs may adopt any other alternate way for identifying such vendors with a view to ensure that all the eligible vendors are positively covered.

6. Vendors who have gone back to their native places due to COVID-19:

Some of the identified / surveyed or other vendors who have been vending / hawking in urban areas, have left for their native places prior to or during the lockdown period because of COVID-19 pandemic. Such vendors are likely to come back after the situation normalizes and resume their business. These vendors, whether from rural / peri-urban areas or city dwellers will be eligible for the loan on their return as per eligibility criteria for identification of beneficiaries mentioned above in para 4 & 5.

7. Data in Public Domain:

The State / UT / ULB-wise list of identified street vendors will be made available on the website of the Ministry/ State Government/ ULBs and Web Portal developed for the purpose.

The data base of existing vendors is available on PM SVANidhi portal home page for SVs, Lending Institutions and other stakeholders to check survey status of an individual SV. After identifying an individual vendor on the survey list, a unique "Survey Reference Number (SRN)" shall also be noted for future use and reference. (<http://pmsvanidhi.mohua.gov.in/Schemes/SearchVendor>)

8. Brief Details of the Product:

Urban street vendors will be eligible to avail a Working Capital Demand Loan (WCDL) loan of up to ₹10,000 with tenure of 1 year and repaid in monthly instalments. For this loan, no collateral will be taken by the lending institutions.

On timely or early repayment, the vendors will be eligible for the next cycle of working capital loan with an enhanced limit of a maximum of 200% of the earlier loan, subject to a ceiling of ₹20000/-. No prepayment penalty will be charged from the vendors for repayment before the scheduled date.

8.1 Rate of Interest:

In case of Scheduled Commercial Banks, Regional Rural Banks (RRBs), Small Finance Banks (SFBs), Cooperative Banks & SHG Banks, the rates will be as per their prevailing rates of interest. In case of NBFC, NBFC-MFIs etc., interest rates will be as per RBI guidelines for respective lender category.

In respect of MFIs (non NBFC) & other lender categories not covered under the RBI guidelines, interest rates under the scheme would be applicable as per the extant RBI guidelines for NBFC-MFIs.

Rate of interest applicable under this scheme is RLLR+1.05% (As applicable to MSME loans up to ₹2,00,000/- as per HO Cir No:166/2020 dated 01.04.2020)

8.2 Interest Subsidy:

The vendors, availing loan under the scheme, are eligible to get an interest subsidy @ 7%. The interest subsidy amount will be credited into the borrower's account quarterly. Lenders will submit quarterly claims for interest subsidy for quarters ending as on June 30, September 30, December 31 and March 31 during each financial year. Subsidy will only be considered in respect of accounts of borrowers, which are Standard (non-NPA as per extant RBI guidelines) on respective claim dates and only for those months during which the account has remained Standard in the concerned quarter. The interest subsidy is available up to March 31, 2022. The subsidy will be available on first and subsequent enhanced loans up to that date. The scheme does not restrict the vendor availing benefit of any other subsidy or interest subvention scheme of any of State/Central Government.

In case of early payment, the admissible amount of subsidy will be credited in one go.

8.3 Promotion of Digital Transactions by Vendors:

The scheme will incentivize digital transactions by vendors through cash back facility. The transaction trail so created will build the credit score of vendors for enhancing their future credit needs. The network of lending institutions and digital payment aggregators like NPCI (for BHIM), PayTM, GooglePay, BharatPay, AmazonPay, PhonePe etc. will be used to on-board the street vendors for digital transactions. The on boarded vendors would be incentivized with monthly cash back in the range of ₹50 - ₹100 as per the following criteria:

- i. On executing 50 eligible transactions in a month: ₹50;
- ii. On executing the next 50 additional eligible transactions in a month: ₹25 (i.e on reaching 100 eligible transactions, the vendor to receive ₹75); and
- iii. On executing the next additional 100 or more eligible transactions: ₹25 (i.e on reaching 200 eligible transactions, the vendor to receive ₹100).

Here eligible transactions mean a digital payout or receipt with minimum value of ₹25. An illustration of the EMI on a loan of ₹10,000@ 24% rate of interest, the interest subsidy @ 7% and the maximum cash back amount received as incentive is given at Appendix – B.

Branches/Offices to ensure that Street Vendor (SV) has one active/preferred UPI ID before disbursal of the loan amount. If a Street vendor does not have an UPI ID, branches to make arrangements to obtain/ get the UPI ID (P2PM Category with MCC 7407 code) along with a QR code on a durable material before disbursal of the loan. Branches shall encourage SV to have a RuPay Card linked to the Bank Account mentioned in the Loan application. This is required for Digital Cash Back Incentives purpose.

9. Who can lend:

Scheduled Commercial Banks, Regional Rural Banks (RRBs), Small Finance Banks (SFBs), Cooperative Banks, Non-Banking Finance Companies (NBFCs), Micro Finance Institutions (MFIs) & SHG Banks established in some States/UTs e.g. Stree Nidhi etc. The lending institutions will be encouraged to use their network of field functionaries i.e. Business Correspondents (BCs) / Constituents/ Agents extensively to ensure maximum coverage of the scheme.

States of Andhra Pradesh and Telangana do not have presence of MFIs. However, they have a robust network of SHGs and their Federations which may be utilised to complement the efforts of SCBs/ RRBs/ SFBs/ NBFCs and Cooperative Banks in mobilizing and generating loan applications for Street Vendors. For this, these States may devise a suitable incentive mechanism for the SHGs.

10. Credit Guarantee:

The Scheme has a provision of Graded Guarantee Cover for the loans sanctioned, as indicated below, to be administered by Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), which will be **operated on portfolio basis**:

- a) First Loss Default (Up to 5%): 100%
- b) Second Loss (beyond 5% up to 15%): 75% of default portfolio
- c) Maximum guarantee coverage will be 15% of the year portfolio.

All loans given by each lending institution under the scheme will be considered for coverage under the guarantee. The periodicity of filing of claims by lending institutions will be quarterly.

All the participating lending institutions shall be eligible to avail this guarantee cover without any charges.

The guarantee coverage on subsequent cycles (upto eligible enhanced limit) will be available on the portfolio covered by CGTMSE during the scheme period i.e. upto March 31, 2022.

Further, a representative of MoHUA shall be a special invitee at the meetings of the Board of trustees of CGTMSE whenever the Scheme is taken up for consideration.

11. Town Vending Committee:

The Town Vending Committee (TVC) plays a very important role in identification of beneficiaries. As provided in the Street Vendors Act, 2014, TVC consists of maximum 18 members with following composition:

- (i) Municipal Commissioner or Chief Executive Officer of ULB as Chairperson;
- (ii) 50% of members (including chairperson) representing various local authority departments, police, and street vendors' and traders' associations etc;
- (iii) 40% of members representing street vendors; and
- (iv) 10% of members nominated from NGOs/ CBOs.

12. Formation of Collectives of the Vendors:

As per prevailing practice, the individual lending institution may form Joint Liability Groups (JLGs) of eligible vendors. The Common Interest Groups (CIGs) of street vendors, already formed by States, can be converted into JLGs by lending institutions. The ULBs should extensively encourage formation of CIGs of the street vendors to ensure maximum coverage of the scheme.

List of CIGs of street vendors formed by ULBs will be shared with the lending institutions. Similarly, the lending institutions will share the list of JLGs of eligible street vendors formed with respective ULBs.

Formation of such collectives is preferred and encouraged. However, it does not preclude individual vendors from availing the loan.

13. E-commerce & Quality Improvement:

The States/ UTs should prepare a roadmap for building up the capacities of street vendors to conduct e-Commerce and obtain necessary quality certifications from the concerned agencies like FSSAI etc.

14. Capacity Building & Financial Literacy:

A comprehensive capacity building plan will be developed to build the capabilities of different stakeholders like BCs/ Agents of lending institutions like banks/ NBFCs/ MFIs, SHGs/ federations, implementing bodies like ULBs/ TVCs and digital payment aggregators to ensure effective delivery of Scheme. Capacities of digital payment aggregators like NPCI and payment aggregators will be leveraged to impart financial literacy to the street vendors for encouraging on-boarding on digital platforms.

15. Branding and Communication:

Branding is an important aspect of communicating the scheme accurately to different stakeholders, especially to the target beneficiaries. A standard Branding and Communications Guidelines of the Scheme shall be issued separately.

Innovative use of various platforms including the local and social media will be encouraged to reach the targeted beneficiaries in an effective and engaging manner. Necessary Information, Education and Communication (IEC) and capacity building modules will be provided by MoHUA.

16. Integrated IT application for Scheme Administration:

An Integrated IT Platform along with Mobile App will be developed by the Ministry for administration of the scheme. This Portal will provide one stop solution for administration of the scheme. The IT Platform will integrate with the vendors data bases across the States/ UTs, BCs/ constituents/ agents of lending institutions, digital payment aggregators and PAiSA portal of MoHUA and Udyami Mitra portal managed by Small Industries Development Bank of India (SIDBI).

17. Implementation Mechanism:

A kick-start meeting to explain the scheme objectives and implementation mechanisms will be organized by the ULB involving the TVC members, BCs/ constituents/ agents of lending institutions, vendors associations, SHG Federations etc. During the meeting, the information relating to street vendors and field level functionaries of lending institutions will be shared.

Applicants (street vendors), in possession of Certificate of Vending / ID Card issued by ULB and those covered in the ULB led identification survey may approach or be approached by the representatives of the Banks, NBFCs and MFIs. The lender representatives, including BCs and Agents will key in the relevant details in the search engine of the IT platform/ mobile App. For the successful cases, beneficiary verification will happen through an OTP sent to the beneficiary's mobile.

A provision will be made available in the IT application to generate a provisional CoV/ ID for the Street Vendors covered in the identification survey and not issued CoV /ID. After verification, BC / Agent will fill-in the application form and upload the necessary documents. The filled-up application information will then move electronically to ULB / TVC. The ULB / TVC will have to verify the details within a fortnight; after which the application will move to the concerned lending institution for sanction.

The Street Vendors not covered in the identification survey may approach the BC / Agent with the documents mentioned in para 5 above. The Agent will ensure that the identification documents are uploaded first for these types of beneficiaries and later a similar process as mentioned above will follow. ULB will verify the details and attach a letter of recommendation before forwarding it to the lender. A copy of the letter of recommendation will be given to the applicant also.

Preparatory activities, as indicated in the Appendix-A will be carried out during June 2020 and loans will commence from July, 2020.

18. Implementation Partner (s):

Small Industries Development Bank of India (SIDBI) will be the implementation partner of the Ministry of Housing and Urban Affairs for scheme administration. SIDBI will leverage the network of lending Institutions including the SCBs, RRBs, SFBs, Cooperative Banks, NBFCs & MFIs for scheme implementation.

19. Committees for Steering & Monitoring of the Scheme:

The Scheme will have the following management structure at the Central, State/ UT and ULB level for effective implementation and monitoring of the scheme:

- a) At Central level - a Steering Committee under the chairmanship of Secretary, HUA (composition of the committee is at Appendix-C).
- b) At State/ UT level - a Monitoring Committee under the chairmanship of Principal Secretary/ Secretary of Urban Development/ Municipal Administration (composition of the committee is at Appendix-D), which shall meet at least every three months.
- c) At ULB level, there will be a Committee headed by the Municipal Commissioner/ Executive Officer (EO) and supported by the Town Vending Committee to sponsor loan applications and monitor implementation of the scheme (composition of the committee is at Appendix-E). This committee will meet every month.

20. Product and MIS:

Product Code -711 for both Canara Bank and e-Syndicate.

Appendix-A

Preparatory Activities during June, 2020

S No	Activity
1	Dissemination of information on the Scheme and related activities to states/UTs and other stake holders
2.	Issue of operational guidelines
3.	Mapping of BCs/Constituents/Agents of respective lending institutions
4.	Organizing kick start meetings by the ULBs involving the TVC members with BCs/constituents/agents of lending institutions, vendors associations, SHG Federations etc.
5.	Capacity building for all stake holders e.g. ULB/TVC functionaries, BCs/Constituents/ Agents of Lending Institutions, digital payment aggregators, SHGs and their federations and DAY-NULM functionaries etc.
6.	Formation of Common Interest Groups(CIGs)of street vendors by the ULB
7.	Notification of Rules/Scheme by the States/UTs, which are yet to do so, as per the Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014
8.	For identification of vendors, who have been left out of survey or who vend in the city from the surrounding/developmental/rural areas, following methods may be used: (a)Quick survey by ULBs through SHGs/ Federations under DAY-NULM, and/or (b)Inviting applications by ULBs
9.	Issue of Letters of Recommendation for the vendors mentioned in row 8
10.	Issue of Certificate of Vending (CoV)/Identity Cards(IDs) to all street vendors covered in the surveyed list
11.	Commencement of formation of Joint Liability Groups(JLGs) by BCs/ Agents of lending institutions
12.	Collection and processing of loan applications

Appendix – B

An illustration on the cash-back and interest subsidy under the Scheme for a loan amounting to ₹10,000(In ₹)

<u>Month</u>	<u>Principal</u>	<u>Interest@ 24%</u>	<u>EMI</u>	<u>Interest Subsidy (7%)</u>	<u>Cash back Incentive</u>
	<u>(A)</u>	<u>(B)</u>	<u>(C)</u>	<u>(D)</u>	<u>(E)</u>
1	746	200	946	58	100
2	761	185	946	54	100
3	776	170	946	50	100
4	791	154	945	46	100
5	807	139	946	42	100
6	823	122	945	36	100
7	840	106	946	32	100
8	856	89	945	27	100
9	874	72	946	22	100
10	891	55	946	17	100
11	909	37	946	12	100
12	927	19	946	6	100
Total	10,001	1,348	11,349	402	1,200
% w.r.t Interest	100%			30% of Interest	88% of Interest

“Thus, the Maximum Cash back amount and the Interest subsidy amount would sum up to ₹1,600 (₹1,200 as cash back and ₹400 as interest subsidy), which is 118% of the total interest of ₹1,348 on a loan of ₹10,000 with an interest rate of 24%”.

Appendix - C

For effective coordination and implementation, a Steering Committee will be constituted as indicated:

S.No	Designation	Role
1	Secretary, HUA	Chairperson
2	Secretary, MSME or his nominee	Member
3	Secretary, DFS, or his nominee	Member
4	ED, Dept of Non-Banking Regulations, RBI	Member
5	CMD, SIDBI	Member
6	Principal Secretaries (UD/LSG) from three states to be nominated by Minister, HUA	Member
7	CEO, Indian Banks' Association (IBA)	Member
8	CEO, MFIL	Member
9	ED, Sa-Dhan	Member
10	Joint Secretary and Mission Director (DAY-NULM)	Member Convenor

Note: Ministry may co-opt any other member as per need.

Appendix – D

For effective monitoring of the Scheme, the State/UT will have the following committee

SNo	Designation	Role
1.	Principal Secretary/Secretary, Urban Development/ Municipal Administration	Chairperson
2.	Principal Secretary/Secretary, Finance	Member
3.	State Representative of RBI	Member
4.	State representative of SIDBI	Member
5.	Convenor of the State Level Bankers Committee (SLBC)	Member
6.	Upto 05 Municipal Commissioner(s)/EO (s), to be invited on rotation basis	Member(s)
7.	Upto 02 special invitees from NBFC/MFI (nominated by Chairperson)	Special Invitee
8.	Project Director-SUDA/ Mission Director-MEPMA	Member Convenor

Appendix – E

Composition of City/ ULB level Committee to sponsor loan applications and monitor implementation of the scheme is as under

SNo	Designation	Role
1.	Municipal Commissioner (MC)/Executive Officer (EO)	Chairperson
2.	Lead District Manager (LDM)	Member
3.	Upto 03 non-official representatives of TVC/ provisional TVC, as nominated by the Municipal Commission/EO [Where even provisional TVC is not available, upto 3 members from street vendors association (s) in the town to be nominated by the MC/EO]	Member(s)
4.	Representative of NBFC/MFI [One each to be nominated by MC/EO]	Member(s)
5.	Representative from CLF/ ALF	Member
6.	Project Officer DUDA/ MEPMA or equivalent officer from ULB	Convenor

ANNEXURE – II

FAQs on PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) scheme by Ministry

A. Generic FAQs:

1. What is the Scheme?

This is a Central Sector Scheme to facilitate street vendors to access affordable working capital loan for resuming their livelihoods activities, after easing of **lockdown**.

2. What is the rationale of the Scheme?

The COVID-19 pandemic and consequent lockdowns have adversely impacted the livelihoods of street vendors. They usually work with a small capital base, which they might have consumed during the lockdown. Therefore, credit for working capital to street vendors will be helpful to resume their livelihoods.

3. What are the objectives of the Scheme?

- (i) To facilitate working capital loan up to ₹10,000 at subsidized rate of interest;
- (ii) To incentivize regular repayment of loan; and
- (iii) To reward digital transactions.

4. What are the salient features of the Scheme?

- (i) Initial working capital of up to ₹10,000/-
- (ii) Interest subsidy on timely/ early repayment @ 7%
- (iii) Monthly cash-back incentive on digital transactions
- (iv) Higher loan eligibility on timely repayment of the first loan.

5. Who is the target beneficiary for the Scheme?

Street vendors/ hawkers vending in urban areas, as on or before March 24, 2020, including the vendors of surrounding peri-urban and rural areas.

6. Who is a Street Vendor/hawker?

Any person engaged in vending of articles, goods, wares, food items or merchandise of daily use or offering services to the public in a street, footpath, pavement etc., from a temporary built up structure or by moving from place to place. The goods supplied by them include vegetables, fruits, ready-to-eat street food, tea, pakodas, breads, eggs, textile, apparel, artisan products, books/ stationary etc. and the services include barber shops, cobblers, pan shops, laundry services etc.

7. Which lending institutions will provide credit?

Scheduled Commercial Banks, Regional Rural Banks, Small Finance Banks, Cooperative Banks, Non-Banking Financial Companies, Micro-Finance Institutions and SHG Banks.

8. What is the tenure of the Scheme?

The Scheme shall be implemented up to March, 2022.

B. FAQs For beneficiaries:

1. What is the amount of initial working capital loan?

The Initial working capital loan is upto ₹10,000/- for a tenure of one year.

2. I have an Identity Card /Certificate of Vending. How can I apply for the loan?

You can approach a Banking Correspondent (BC)/ Agent of Micro Finance Institution (MFI) in your area (ULBs will have the list of these persons). They will help you in filling up the application and upload the documents in a Mobile App/ Portal.

3. How will I know that I am in the surveyed list?

You can access this information on the website of Ministry of Housing and Urban Affairs.

4. My name is in the list of surveyed vendors, but I do not have either Identity Card or Certificate of Vending? Can I avail the loan facility? If yes, what is the process?

Yes, you can still avail the Scheme benefits. A Provisional Certificate of Vending would be issued to vendors through an IT based Platform. The BC/

Agent will help you in filling up the application and upload the documents in a mobile App/ Portal.

5. I stay in the surrounding rural area and vend in the city. Am I eligible for the Scheme? If yes, what is the process?

Or

6. I am a vendor from the city but not included in the survey. How can I avail benefits of the Scheme?

The Scheme is available to vendors of surrounding development/ peri-urban/ rural areas vending in the geographical limits of the cities/ towns and those left out of the survey. If you belong to this category, you have to produce one of the following documents to obtain the Letter of Recommendation from ULB/TVC:

- (i) Documents of past loan taken from a bank/ NBFC/ MFI for the purpose of vending; or
- (ii) If you are a member of street vendors' association like NASVI, NHF, SEWA etc., your membership details; or
- (iii) Any other documents to prove that you are a vendor; You can also request ULB through a simple application on white paper to conduct local enquiry to ascertain the genuineness of your claim. After receipt of LoR, you may approach BC/ Agent to apply for the loan.

7. What are the KYC documents required in addition to CoV/ ID / LoR? You may carry anyone of the following documents for KYC purpose:

- (i) Aadhaar Card,
- (ii) Voter's Identity Card,
- (iii) Driving Licence,
- (iv) MNREGA Card,
- (v) PAN Card.

8. What is the rate and amount of interest subsidy?

The rate of interest subsidy 7%. The interest subsidy amount will be credited directly in your account on quarterly basis. In case of early payment, the

admissible amount of subsidy will be credited in one go. For a loan of ₹10,000, if you pay all the 12 EMIs in time, you will get approximately ₹400 as interest subsidy amount.

9. Do I need to give any collateral to avail this loan?

No collateral security is required.

10. What is the amount of incentive for digital transactions?

The on-boarded vendors would be provided with monthly cash back in the range of ₹50 - ₹100 as per the following criteria:

- (i) On executing 50 eligible transactions: ₹50;
- (ii) On executing the next 50 eligible transactions: Additional ₹25; and
- (iii) On executing the next 100 eligible transactions: Additional ₹25.

Each transaction > ₹25 will be counted.

11. I am not familiar with digital transactions. Will there be any capacity building for doing that?

An agent from MFI/ payment aggregator will approach you to onboard and help in conducting sample transactions. You will also be provided with a debit card and a QR code.

12. Is there any incentive for timely/ early repayment of loan?

Yes, on timely/ early repayment of loan of initial working capital, a vendor becomes eligible to avail a higher tranche of loan in next cycle.

13. Is there any penalty for repayment of loan before the scheduled date?

There is no penalty for pre-closure of the loan.

14. How can I enhance my chances of availing this loan?

You may become a part of Common Interest Group (CIG) formed by ULB or Joint Liability Group (JLG) formed by a lending institution.

15. Who all can I approach to avail the facility?

You may meet a member of SHG or ALF or CLF or call toll free number.

16. Will I get Identity Card for use?

Yes, you will be issued Provisional Identity Card on approval of loan and permanent CoV/ID will be issued within 30 days.

17. How long it will take to get the loan approved.

Complete process will be automated through a Mobile App and Web Portal. You will be able to check real time status of your application. Whole process, if paper/ information is complete, may take less than 30 days.

18. Who should I contact for grievances?

In case of any grievance, you may contact the following officer in the Ministry:

**Director (NULM),
Room no.334-C,
Ministry of Housing & Urban Affairs,
Nirman Bhawan,
Maulana Azad Road, New Delhi – 110011
e-Mail: neeraj.kumar3@gov.in
Tel: 011-23062850.**
