

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

O/o. the Mission Director
MEPMA, Telangana State

CIRCULAR

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

Dated: 23/09/2021

- Sub:- PATTANA PRAGATHI – DAY-NULM- PM SVANidhi –Street Vendors Development – Pilot run for Digital on-boarding of Street Vendors and Training – Organizing Camps – Certain Instructions - Regarding.
- Ref:- 1. D.No. K-12020(2)/12/2021-UPA-II-UD, Dt: 07.09.2021 of the JS, MoHUA, GoI.
2. Instructions of the Hon'ble Minister, MA&UD, GoTS on development of Street Vendors as a part of Pattana Pragathi Program launched on 24.02.2020.
3. This office Procs.No.195846/MEPMA-SUSV/ACS/1/2020, Dt:15.11.2020

The kind attention of the Commissioner, GHMC and MCs of GWMC, Nizamabad, Khammam, Ramagundum, Karimnagar, Adilabad, Palvancha, Zaheerabad, Armoor, Sangareddy, Miryalguda, Medak, Narayanpet, Peerzadiguda, Mahabubnagar, Sircilla, Nalgonda, Kamareddy, Jagityal, Bodhan, Jagityal, Manchiryal and Korutla ULBs is invited to the references cited, the Joint Secretary, MoHUA, GoI have informed that Digital onboarding of the Street Vendors and training, which is an integral component of PMSVANidhi Scheme, is still lagging despite of our sincere efforts and special campaigns in the past.

2. Further, informed that GoI has tied up with Digital Payment Aggregators (DPAs) to onboard the Street Vendors on Digital platform by issuing QR Codes and train the digitally inactive SVs regarding digital transactions in selected ULBs on pilot basis.

3. The ULB wise DPA details are as shown below:

Sl. No.	ULB Name	Name of DPA Contact Person Details
1.	GHMC, Nizamabad, Khammam, Ramagundum, Karimnagar, Adilabad, Palvancha, Zaheerabad, Armoor, & Sangareddy	Bharat Pe Mr. Laxman Kumar, Zonal Head (except GHMC) 9959546740 Mr. Ravi Kumar, ASM (for GHMC) - 9885999717
2.	Mahabubnagar, Sircilla, Nalgonda, Kamareddy, Jagityal, Bodhan, Jangaon & Korutla, Manchiryal	Phone Pe Mr. Nikesh Prusty, ASM - 9948413143
3.	Miryalguda, Medak, Narayanpet, Peerzadiguda	Mswipe Mr. Ramesh - 9393978989
4.	GWMC	Paytm Swarna Kumar - 9849011099

3. This campaign would start from 25th September 2021 and would continue to 12th

October 2021 with a caption “**Pattana Pragathi – Main Bhi Digital**” in 1st Phase in all above mentioned ULBs. The following activities are to be taken up in the camps:

3.1 Role of ULB:

- Identify the location/s for conducting Camps daily from 25.09.2021 to 12.10.2021 in 1st Phase
- Plan suitable IEC and put banners and posters to create awareness amount SVs
- Mobilization of SVs - 200 SVs per day in 2 shifts (@ 100 per shift). List of SVs to be mobilized is available with DPAs.
- Logistics Arrangements: Chairs, Tables, Wifi Connection, Power Socket, Banners, Drinking water, Misc etc
- Educate the SVs for timely repayment of loans (EMIs) in order to be eligible for interest subsidy and for next higher tranche of loan
- Ensure COVID-19 guidelines are followed in the camps.

3.2 Role of Digital Payment Aggregators:

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

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

5. Hence, the Commissioner, GHMC and MCs of all ULBs are requested coordinate with DPAs and organize camps from 25th Sept 2021 to 12th Oct 2021 and ensure mobilization of SVs, Digitally on-board and train all Street Vendors. The camp wise details shall be submitted to undersigned in the prescribed format (enclosed) for release of funds towards conduct of camps.

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

Encls: Camps status format

**Dr N Satyanarayana I A
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MISSION DIRECTOR**

To
The Commissioner, GHMC
The MCs of concerned ULBs of Telangana
The Project Directors, PD/DMCs, MEPMA of concerned Districts of Telangana

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

Digital Onboarding of Street Vendors - Status of Camps

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

MC
_____ ULB

PD, PD/DMC
MEPMA
_____ Dist

AC LB,
_____ Dist