

**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: 22/12/2021

Sub: PATTANA PRAGATHI – DAY-NULM- PM SVANidhi –Street Vendors Development
- –Pilot run for Digital on-boarding of Street Vendors and Training – Organizing Camps
– Certain Instructions - Regarding.

Ref:-1. D.No. K-12020(2)/12/2021-UPA-II-UD, Dt: 07.09.2021 of the JS, MoHUA, GoI.
2. Instructions of the Hon'ble Minister, MA&UD, GoTS on development of Street Vendors as a part of Pattana Pragathi Program launched on 24.02.2020.
3. This office Procs.No.195846/MEPMA-SUSV/ACS/1/2020, Dt:15.11.2020
4. This office Circular No.195846/MEPMA-SUSV/ACS/1/2020 Dt: 23.09.2021
5. VC held under Chairmanship of JS, MoHUA, GoI on 22.10.2021 & 14.10.2021
6. VC held under Chairmanship of Secretary, MoHUA, GoI on 20.12.2021

The attention of the Commissioner, GHMC and MCs of GWMC, Nizamabad, Khammam, Ramagundum, Karimnagar, Adilabad, Palvancho, 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. Accordingly, this office has issued instructions for conduct of Digital Onboarding camps from 25.09.2021 to 15.11.2021 with a caption “**Pattana Pragathi – Main Bhi Digital**” in 1st phase, followed by visits to markets to onboard left over vendors.

2. Further, as per the instruction of Secretary, MoHUA, GoI vide ref 6th cited, it is proposed to organize camps till 25.01.2022 for digitally onboarding of all remaining SVs since large number of SVs are yet to be onboarded. The following activities are to be taken up in the camps:

Role of ULB:

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

Role of Digital Payment Aggregators:

- On the spot generation of durable QR code (1 standy and 1 Sticker) and handed over to the SV in the camp only
- Linking of UPI to SVs saving bank account
- Training and handholding for Credit and Debit transactions
- Demonstrate Penny drop transactions of Rs.1/- from and into SVs saving bank account

- Support and follow up with SVs for atleast 30 day after onboarding to bring in behavioral change in SVs.
- Daily reporting of camp progress to ULB and State Office.

3. Further, vide ref 3rd cited, sanction was accorded for an amount of Rs. 1500/- (Rupees One Thousand Five Hundred Only) for each camp towards Logistic Arrangements [Chairs, Tables, Tent (if required), Drinking water, Stationary items, Misc, etc]. The same amount shall be sanctioned for these camps also but ensure attendance of atleast 100 SVs per shift.

4. Hence, the Commissioner, GHMC and MCs of 23 ULBs mentioned above are requested coordinate with DPAs and organize camps till 25.01.2022 and ensure mobilization of SVs as per the list available with DPAs, Digitally on-board and train all Street Vendors. The camp wise details shall be submitted to undersigned in the prescribed format (enclosed) for release of funds towards conduct of camps.

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

Encls: Camps status format

**Dr N Satyanarayana I A
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MISSION DIRECTOR**

To
The Commissioner, GHMC
The MCs of concerned ULBs of Telangana
The PDs, PD/DMCs, MEPMA of concerned Districts of Telangana
The Representatives of DPAs of Bharat Pe, Phone Pe, PayTm, Mswipe for n/a.

Copy to the AC, UCD, GHMC for n/action

Copy to the AC LBs of concerned Districts for information and n/action

Copy submitted to the Special Chief Secretary to Government, MA&UD Department, Govt. of Telangana for favor of information

Copy submitted to the Joint Secretary to Government, MoHUA, Govt. of India for favour of information

Digital Onboarding of Street Vendors - Status of Camps

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

MC
_____ ULB

PD, PD/DMC
MEPMA
_____ Dist

AC LB,
_____ Dist

Status of Digital Onboarding as on 20.12.2021

Sl. No	DPA Name	ULB Name	Total Assigned SVs	SVs Onboarded till date	Balance SVs to be onboarded
1	2	3	4	5	6
1	BharatPe	Adilabad	4898	1237	3661
2	BharatPe	ARMOOR	3280	717	2563
3	BharatPe	GHMC	46965	12940	34025
4	BharatPe	Karimnagar	9959	2504	7455
5	BharatPe	KHAMMAM	11369	2046	9323
6	BharatPe	NIZAMABAD	15677	2434	13243
7	BharatPe	Palvancha	3401	473	2928
8	BharatPe	Ramagundam	10095	5748	4347
9	BharatPe	Sangareddy	3414	779	2635
10	BharatPe	Zaheerabad	3627	684	2943
	BharatPe Total		112685	29562	83123
11	Mswipe	Medak	1868	267	1601
12	Mswipe	Miryalguda	3330	341	2989
13	Mswipe	NARAYANPET	1888	357	1531
14	Mswipe	Peerzadiguda	1662	158	1504
	Mswipe Total		8748	1123	7625
15	Paytm	GWMC	27629	5586	22043
	Paytm Total		27629	5586	22043
16	PhonePe	BODHAN	3994	648	3346
17	PhonePe	Jagityal	4145	348	3797
18	PhonePe	Jangaon	3896	1203	2693
19	PhonePe	KAMAREDDY	5054	1397	3657
20	PhonePe	Korutla	2956	194	2762
21	PhonePe	MAHABUBNAGAR	6363	705	5658
22	PhonePe	Mancherial	3490	910	2580
23	PhonePe	Nalgonda	5166	961	4205
24	PhonePe	Sircilla	5436	817	4619
	PhonePe Total		40500	7183	33317
	Grand Total		189562	43454	146108