

## PM Street Vendor's Aatmanirbhar Nidhi scheme (PM SVANidhi)

*Empowering Street Vendors for Self-Reliant India: ₹730 crore loan amount disbursed in Uttar Pradesh*

(Ministry of Housing and Urban Affairs)

December 24, 2021

*“स्वनिधि योजना, स्वनिधि से स्वरोज़गार, स्वरोज़गार से स्वावलंबन, और स्वावलंबन से स्वाभिमान की यात्रा का अहम पड़ाव है।”*

**-Prime Minister Narendra Modi<sup>1</sup>**  
(On [September 09, 2020](#))

### PM SVANidhi Yojana– At a glance

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, *thelwala*, *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 etc. The COVID-19 pandemic and consequent lockdowns adversely impacted the livelihoods of street vendors. They usually work with a small capital base which might have got consumed during the lockdown period. Therefore, the Central Government launched the [PM SVANidhi Yojana](#) on 1<sup>st</sup> June, 2020 with the objective of providing an affordable working capital loan to the Street Vendors to resume their businesses which had been adversely impacted due to COVID-19 pandemic.<sup>2</sup>



**पीएम स्ट्रीट वेंडर्स आत्मनिर्भर निधि (पीएम स्वनिधि)**

स्ट्रीट वेंडर्स के लिए एक विशेष माइक्रो क्रेडिट स्कीम

जिससे 50 लाख रेहड़ी वालों को फायदा पहुँचेगा

₹10,000 तक का सिक्योरिटी फ्री लोन

नियमित भुगतान पर 7% ब्याज सब्सिडी

डिजिटल लोन-देन पर साल में ₹1,200 तक कैशबैक

समय से भुगतान पर अगली बार बड़ा लोन

अधिक जानकारी के लिए नगर निगम कार्यालय में सम्पर्क करें या विज़िट करें [www.pmsvanidhi.mohua.gov.in](http://www.pmsvanidhi.mohua.gov.in)

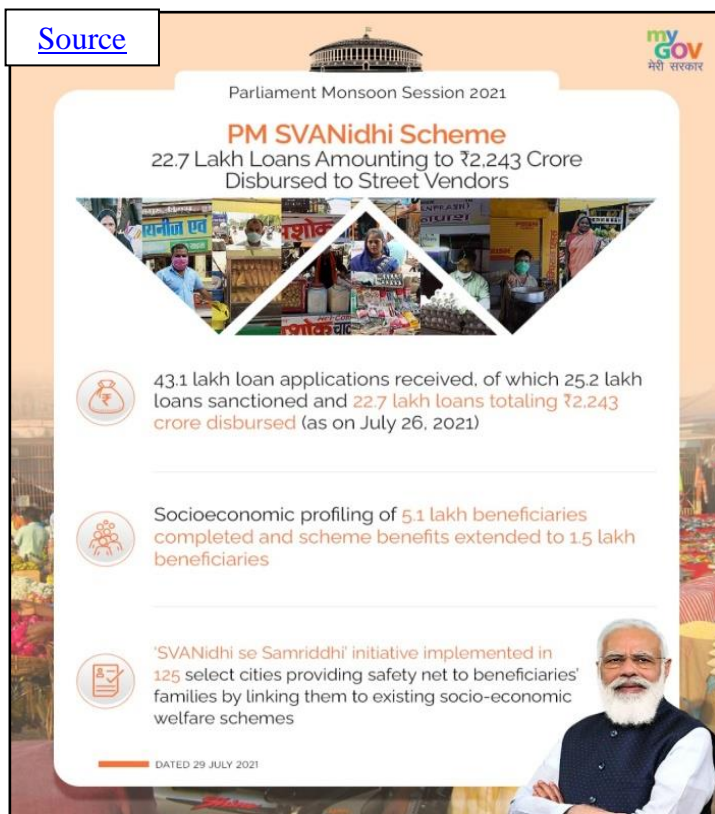
आवासन और शहरी कार्य मंत्रालय भारत सरकार

“कोरोना के इस संकट में देश ने रेहड़ी-थेला-पट्टी लगाने वाले हमारे साधियों के संयम और संघर्ष-शक्ति को देखा है। उनके आर्थिक हितों को सुनिश्चित करने के लिए हमारी सरकार लगातार कदम उठा रही है।”  
- नरेन्द्र मोदी, प्रधानमंत्री

<sup>1</sup>Press release by PIB posted on 9 Sep 2020

<sup>2</sup>[https://pmsvanidhi.mohua.gov.in/Default/ViewFile/?id=Guideline\\_English\\_Svanidhi.pdf&path=MiscFiles](https://pmsvanidhi.mohua.gov.in/Default/ViewFile/?id=Guideline_English_Svanidhi.pdf&path=MiscFiles)

## Source



The scheme is a Central Sector Scheme, fully funded by [Ministry of Housing and Urban Affairs](#), with the following objectives:

- To facilitate working capital loan up to Rs10,000 to street vendors
- Interest subsidy on timely/early repayment @ 7 per cent
- Monthly cash-back incentive on digital transactions
- Higher loan eligibility on timely repayment of the first loan.

The scheme helps to formalize the street vendors with above objectives and will also open up new opportunities to this sector to move up the economic ladder. The scheme [targets to cover 50 lakh street vendors](#)<sup>3</sup>, who had been vending on or before March 24, 2020.

The scheme provides Graded Guarantee Cover to lending institutions, on a portfolio basis. The street vendors also stand a chance to avail a loan of ₹20,000 and ₹50,000 in the second and third tranches respectively on timely repayment of the loan. To encourage digital transaction, cash back up to ₹1,200 on digital transactions at ₹100 per month is provided to the street vendors under the scheme. An Integrated IT Platform has been developed to provide end-to-end solution for the paper less loan processing. Small Industries Development Bank of India ([SIDBI](#)) has been appointed as the implementation agency for scheme administration.

## 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:

- [Street vendors in possession of Certificate of Vending](#)<sup>4</sup> / Identity Card issued by Urban Local Bodies (ULBs).
- The vendors, who have been identified in the survey but have not been issued Certificate of Vending / Identity Card.
- Street Vendors, left out of the ULB (Urban Local Body)-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).

## Source



<sup>3</sup>[PRESS RELEASE BY PIB POSTED ON 9 SEP 2021](#)

<sup>4</sup>[Scheme guidelines for PM SVANidhi dated 1 june 2020](#)

- 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.

### Pre-Application process of PM SVANidhi

Three simple pre-application steps<sup>5</sup> have been listed to help street vendors get ready for the application process:

- Understand the loan application requirements
- Ensure mobile number is linked to Aadhaar
- Check eligibility status as per scheme Rules

Street vendors may apply directly on the [PM SVANidhi portal](#), or through a Common Service Centre (CSC) nearby.

### Journey from ‘SVANidhi se Samriddhi’<sup>6</sup>

For socio-economic upliftment of Street Vendors, the Ministry of Housing and Urban Affairs has launched ‘SVANidhi se Samriddhi’ in 125 ULBs. The programme will cover PM SVANidhi beneficiaries and their household members in 125 cities, in the first phase, up to the duration of PM SVANidhi scheme i.e. March 2022.

The Programme aims to link PM SVANidhi Scheme beneficiaries and their family members to select central Government welfare schemes namely [Pradhan Mantri Jeevan Jyoti Bima Yojana](#)<sup>7</sup>, [PM Suraksha Bima Yojana](#)<sup>8</sup>, [Pradhan Mantri Jan Dhan Yojana](#)<sup>9</sup>, registration under Building and other Constructions Workers (Regulation of Employment and Conditions of Service) Act (BOCW), [Pradhan Mantri Shram Yogi Maandhan Yojana](#)<sup>10</sup>, National Food Security Act (NFSA) portability benefit – One Nation One Ration Card (ONORC), [JananiSuraksha Yojana](#)<sup>11</sup> and [Pradhan Mantri MatruVandana Yojana \(PMMVY\)](#).<sup>12</sup>

The socio-economic profiling will also help States, if they deem fit, to extend their State-specific welfare schemes & benefits, to the eligible PM SVANidhi beneficiaries and their families.

### Impact:

- As on May 31, 2021, Public Sector Banks [have sanctioned 23,16,207 loans](#)<sup>13</sup> under PM SVANidhi which is over 95 per cent of total loans sanctioned under this scheme.
- As on December 21, 2021, under PM SVANidhi Scheme, 31.48 lakh loans amounting to ₹3,198 Crores have been sanctioned and 27.36 lakh loans amounting to ₹2,749 Crores have been disbursed.
- Out of the total 27.36 lakh beneficiaries, 59 per cent are male and 41 per cent are female.
- As on December 21, 2021, number of street vendors accepting digital payment is 24.72 lakhs.

<sup>5</sup><https://www.india.gov.in/spotlight/pm-street-vendors-atmanirbhar-nidhi-pm-svanidhi>

<sup>6</sup><https://pmsvanidhi.qcin.org/assets/documents/NULM%20PM%20SVANidhi%20Socio-Economic%20Guidelines.pdf>

<sup>7</sup>[https://financialservices.gov.in/insurance-divisions/Government-Sponsored-Socially-Oriented-Insurance-Schemes/Pradhan-Mantri-Jeevan-Jyoti-Bima-Yojana\(PMJJB Y\)](https://financialservices.gov.in/insurance-divisions/Government-Sponsored-Socially-Oriented-Insurance-Schemes/Pradhan-Mantri-Jeevan-Jyoti-Bima-Yojana(PMJJB Y))

<sup>8</sup>[https://financialservices.gov.in/insurance-divisions/Government-Sponsored-Socially-Oriented-Insurance-Schemes/Pradhan-Mantri-Suraksha-Bima-Yojana\(PMSBY\)](https://financialservices.gov.in/insurance-divisions/Government-Sponsored-Socially-Oriented-Insurance-Schemes/Pradhan-Mantri-Suraksha-Bima-Yojana(PMSBY))

<sup>9</sup><https://pmjdy.gov.in/>

<sup>10</sup><https://maandhan.in/shramyogi>

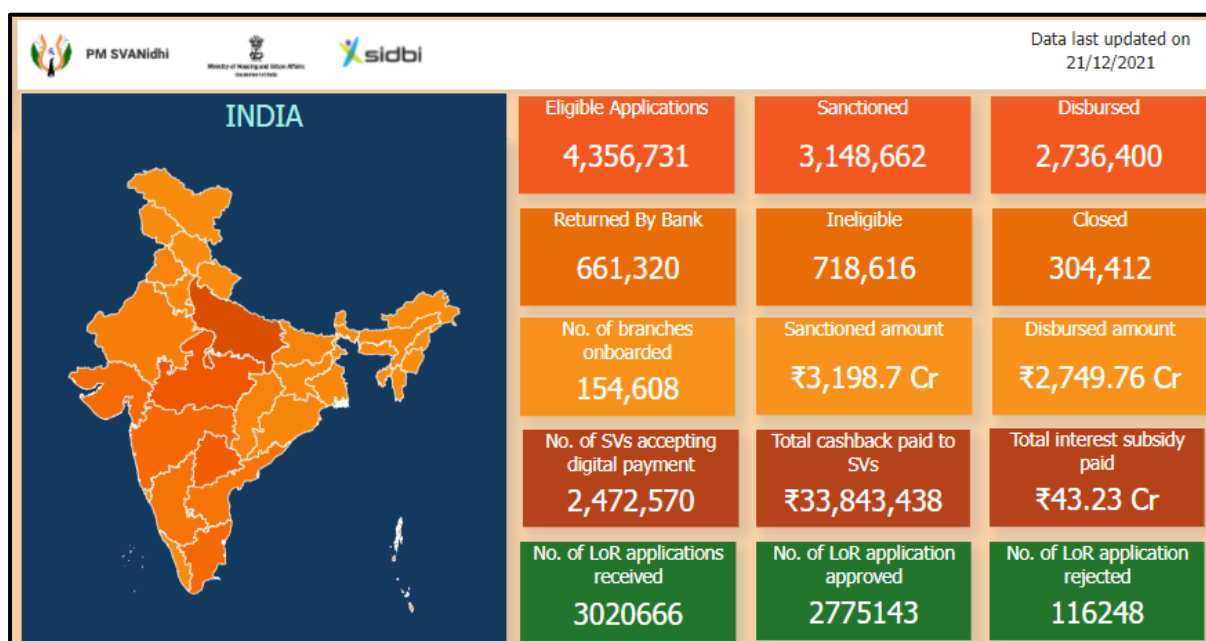
<sup>11</sup>[https://www.nhp.gov.in/janani-suraksha-yojana-jsy-\\_pg](https://www.nhp.gov.in/janani-suraksha-yojana-jsy-_pg)

<sup>12</sup><https://wcd.nic.in/schemes/pradhan-mantri-matru-vandana-yojana>

<sup>13</sup>[https://twitter.com/DFS\\_India/status/1400369241270808585?s=20](https://twitter.com/DFS_India/status/1400369241270808585?s=20)



- As on December 21, 2021, under '[SVANidhi se Smariddhi](#)' programme<sup>14</sup>, out of 8,75,170 PM SVANidhi beneficiaries, the socio-economic profile of 7,52,221 beneficiaries and 13,77,255 family members have been completed.



(Source: [SVANidhi Dashboard](#), Ministry of Housing & Urban Affairs)

### 'Main Bhi Digital 3.0' Campaign

- In order to give further impetus to the digital onboarding and training of beneficiaries, the Ministry of Housing & Urban Affairs (MoHUA) and Ministry of Electronics & Information Technology (MeitY) jointly launched 'Main Bhi Digital 3.0' from September 09 to November 30, 2021, to complement the efforts of LIs (Lending Institutions) in adoption of digital transactions by the PM SVANidhi beneficiaries.
- "Main Bhi Digital 3.0" campaign aimed at digital onboarding of Street Vendors (SVs) who have already been provided loans under PM SVANidhi Scheme.
- To promote digital transactions, instructions has been issued to the LIs to handover a durable QR Code and train the beneficiaries for conducting digital receipt and payment transactions within a week of disbursement.

### Mobile Application of PM SVANidhi to bring Microcredit facility for street vendors

[Mobile Application of PM Street Vendor's AatmaNirbharNidhi](#)<sup>15</sup> aims to provide user friendly digital interface for LIs and their field functionaries for sourcing and processing loan applications of street vendors under the Scheme.

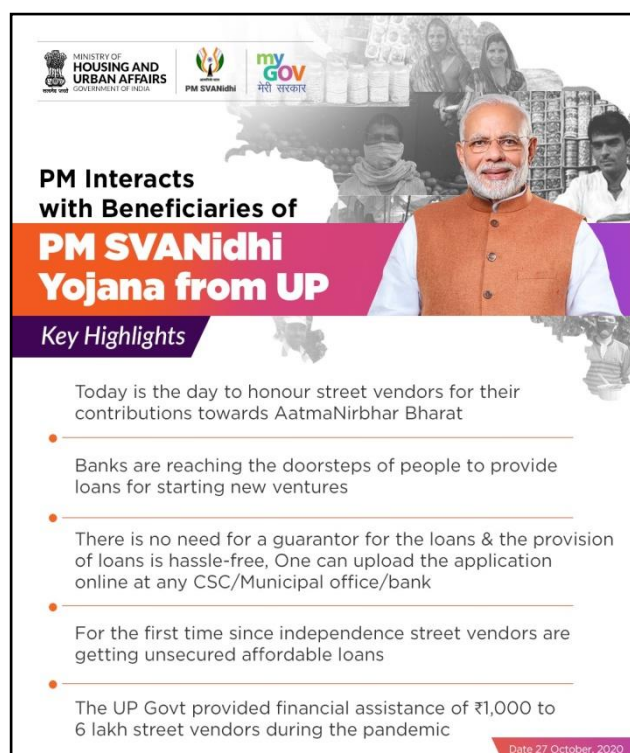
- PM SVANidhi Mobile App is a step towards boosting the use of digital technology and will enable field functionaries of LIs like Banking Correspondents (BCs) and Agents of Non-Banking Financial Companies (NBFCs)/ Micro-Finance Institutions (MFIs), who have proximity with the street vendors, to ensure maximum coverage of the Scheme.

<sup>14</sup><https://pmsvanidhi.qcin.org/account/landing-page>

<sup>15</sup>[Press Release by PIB posted on 17 July 2020](#)

- The launch of Mobile App will give impetus to the implementation strategy of the Scheme besides promoting paper-less digital accessing of micro-credit facilities by the Street Vendors.
- The Ministry has also launched the Mobile Application for PMSVANidhi se Samriddhi - Socio-economic profiling of PM SVANidhi beneficiaries and their families to link them to various Central Government Schemes on 04 February 2021.<sup>16</sup>

### Progress of Uttar Pradesh under 'PM SVANidhi' Yojana



**PM Interacts with Beneficiaries of PM SVANidhi Yojana from UP**

**Key Highlights**

- Today is the day to honour street vendors for their contributions towards AatmaNirbhar Bharat
- Banks are reaching the doorsteps of people to provide loans for starting new ventures
- There is no need for a guarantor for the loans & the provision of loans is hassle-free. One can upload the application online at any CSC/Municipal office/bank
- For the first time since independence street vendors are getting unsecured affordable loans
- The UP Govt provided financial assistance of ₹1,000 to 6 lakh street vendors during the pandemic

Date: 27 October, 2020

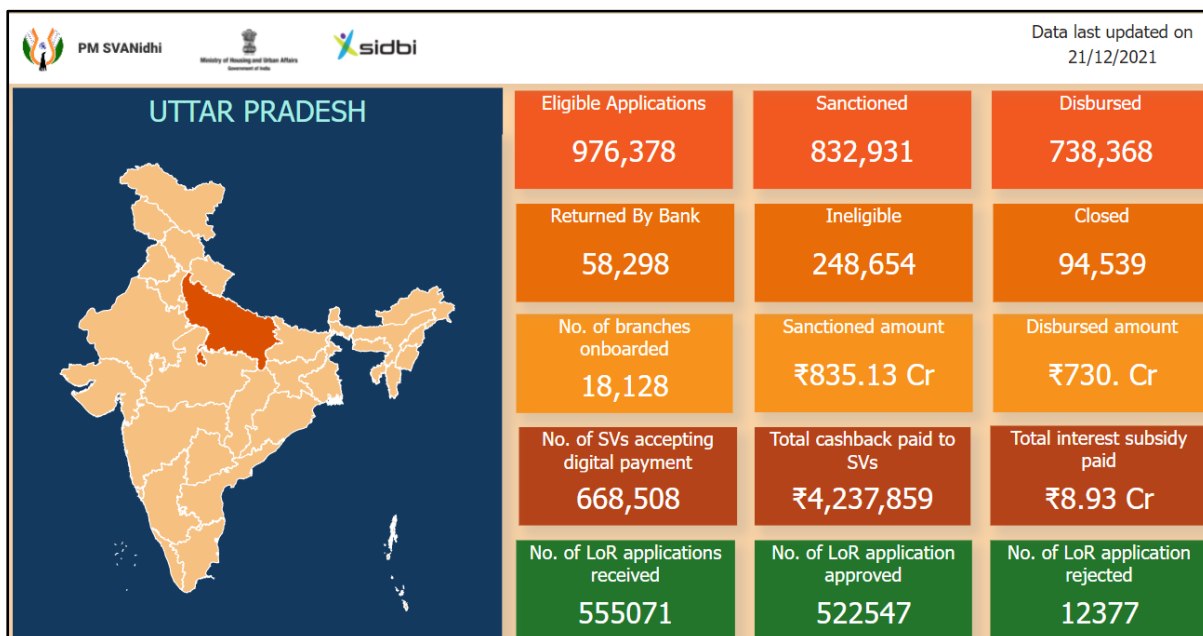
Prime Minister Narendra Modi, during his address at the interaction with PM SVANidhi scheme beneficiaries of Uttar Pradesh on October 27, 2020, has himself said that, “the role of street vendors in the economy of Uttar Pradesh is very big. UP is a big state, has a huge population but street vendors are not only meeting the needs of the people in villages and towns but are also earning something for themselves. The street vending business has a huge role in minimizing the exodus from Uttar Pradesh. Therefore, UP tops the list in the country in making available the benefits of PM SVANidhi Yojana.”<sup>17</sup>

Launched with a vision of supporting a particularly vulnerable population at risk due to widespread movement restrictions, PMSVANidhi has led to a significant impact in Uttar Pradesh.

- As on December 21, 2021, under PM SVANidhi Scheme in UP, 8.32 lakh loans amounting to ₹835.13 crore have been sanctioned and 7.38 lakh loans amounting to ₹730 crores have been disbursed.
- Out of the total 7.38 lakh beneficiaries, 69 per cent are male and 31 per cent are female.
- As on December 21, 2021, number of street vendors in UP accepting digital payment is 6.68 lakh.
- As on December 21, 2021, under ‘SVANidhi se Samriddhi’ programme in UP, out of 3,40,743 PM-SVANidhi beneficiaries, the socio-economic profile of 3,33,221 beneficiaries and 4,93,968 family members have been completed.
- Stamp duty has also been exempted for the loan agreement of SVANidhi Yojana in Uttar Pradesh.

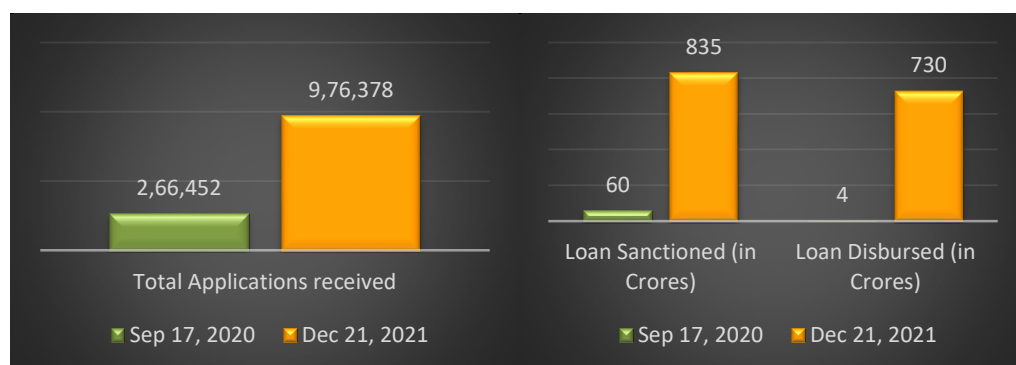
<sup>16</sup>[https://twitter.com/MoHUA\\_India/status/1358713311647330306?s=20](https://twitter.com/MoHUA_India/status/1358713311647330306?s=20)

<sup>17</sup><https://www.pib.gov.in/PressReleaseDetail.aspx?PRID=1667787>



(Source: [SVANidhi Dashboard](#), Ministry of Housing & Urban Affairs)

- Following tables are a comparison of the progress of the scheme in Uttar Pradesh in a span of 15 months.<sup>18</sup>



### PM SVANidhi Yojana: Way Forward

While [reviewing the implementation](#) of PM-SVANidhi Scheme, Prime Minister Narendra Modi said that the scheme should not be just seen from the perspective for extending loans to street vendors. It should also be seen as a part of an outreach to the street vendors for their holistic development and economic upliftment.<sup>19</sup>

The PM SVANidhi Scheme aimed to provide impetus to halted economic activities among street vendors – a specific category of population affected by pandemic restrictions. By increasing the degree of formalization among street vendors, the scheme ensured social and financial opportunities for them – allowing upward social and economic mobility.<sup>20</sup>


**Narendra Modi**   
 @narendramodi

[Source](#)

Reviewed progress of the PM-SVANidhi Scheme, which will have a transformative impact on the lives of street vendors.



PM reviews implementation of PM-SVANidhi Scheme  
 Prime Minister Shri Narendra Modi reviewed the implementation of PM-SVANidhi Scheme of Ministry of Housing & Urban Affairs earlier today. I...

 narendramodi.in

<sup>18</sup>Press release by PIB posted on 22 Sep 2020

<sup>19</sup>[https://www.pmindia.gov.in/en/news\\_updates/pm-reviews-implementation-of-pm-svanidhi-scheme/](https://www.pmindia.gov.in/en/news_updates/pm-reviews-implementation-of-pm-svanidhi-scheme/)

<sup>20</sup><https://www.makeinindia.com/pm-street-vendors-atmanirbhar-nidhi-pm-svanidhi>

## References

- [PM SVANidhi Portal](#)
- [PM SVANidhi Guidelines](#)
- [Common Service Centre \(CSC\)](#)
- [Ministry of Housing & Urban Affairs](#)
- [Scheme guidelines for PM SVANidhi](#)

## FAQ

- [PM SVANidhi](#)

## News Stories:

- Centre disburses loans amounting to Rs 2,714 cr to 27.06 lakh beneficiaries under PM SVANidhi scheme – [click here](#)
- PM SVANidhi: Loans disbursed see 9% QoQ growth; applications sanctioned jump 11% - [click here](#)
- How PM SVANidhi Yojana lends a helping hand to the informal sector – [click here](#)
- PM SVANidhi scheme: UP, M.P and Telangana tops in extending loans to street vendors – [click here](#)
- Uttar Pradesh tops list of PM Svanidhi beneficiaries – [click here](#)
- Public sector banks sanction 95% of total loans under PM SVANidhi scheme – [click here](#)
- Street vendor scheme a hit, govt plans next phase: Digital payments – [click here](#)
- पीएम स्वनिधि लोन में रूचि दिखा रहे वेंडर – [click here](#)

## Twitter

- <https://twitter.com/narendramodi/status/1445374483934560256?s=20>
- <https://twitter.com/narendramodi/status/1287055369819185153?s=20>
- <https://twitter.com/narendramodi/status/1303568887942791169?s=20>
- [https://twitter.com/\\_DigitalIndia/status/1412290809441886210?s=20](https://twitter.com/_DigitalIndia/status/1412290809441886210?s=20)
- <https://twitter.com/airnewsalerts/status/1287026131149955074?s=20>
- <https://twitter.com/NITIAayog/status/1303590158629969920?s=20>
- <https://twitter.com/DDNewslive/status/1287092135959785473?s=20>

## Video references

- <https://twitter.com/pmsvanidhi/status/1423182124610318340?s=20>
- <https://www.pscptv.w/1eaKbzaXgLYKX>
- <https://twitter.com/KirenRijju/status/1303589893478649858?s=20>
- [https://twitter.com/MDoNER\\_India/status/1343514308378992641?s=20](https://twitter.com/MDoNER_India/status/1343514308378992641?s=20)
- [PM interacts with beneficiaries of PM Svanidhi scheme](#)
- [Aatmanirbhar Bharat: Over 5 lakh applications received under PM SVANidhi scheme | 13.08.2020](#)
- [PM Modi to interact with beneficiaries of PM SVANidhi Scheme from UP](#)

**PM SVANidhi – [Multi language jingles](#)**

**AG/HP/PPD/PB**