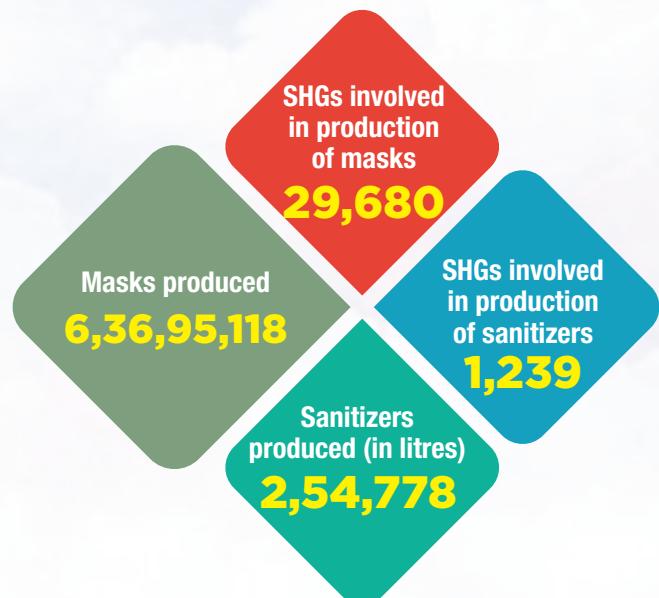




# Fortnightly Newsletter

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**Progress since 2014-15 till September 15, 2020****Progress of PM SVANidhi****Initiatives of SHGs in response to COVID-19****HON'BLE PM INTERACTED WITH STREET VENDORS**

On September 9, 2020, Hon'ble Prime Minister Shri Narendra Modi held a virtual interaction with street vendors of Madhya Pradesh as part of 'Svanidhi Samvad'. On the occasion, Hon'ble Prime Minister interacted with three vendors from Indore, Gwalior, and Raisen, enquired about the benefits availed by them under the PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) scheme and the difficulties, if any, faced by them in the entire process. Madhya Pradesh Chief Minister Shri Shivraj Singh Chouhan and Union Urban Development Minister Shri Hardeep Singh Puri also participated in the event through video conferencing.

**SECRETARY, HUA CHAIRED MEETING WITH BANKS**

Shri Durga Shanker Mishra, Secretary (HUA) chaired a review meeting with the lending institutions on implementation of the PM SVANidhi scheme. Banks were advised to expedite sanction and disbursement of loans to the street vendors without delay. Shri Sanjay Kumar, Joint Secretary and Mission Director (NULM), also remained present in the meeting along with the other Mission officials.





## JOINT SECRETARY ADDRESSED TO STREET VENDORS

On September 5, 2020, Shri Sanjay Kumar, Joint Secretary and Mission Director (NULM) participated in the webinar on "Street Vending in India: Covid-19 and beyond" organised by National Association of Street Vendors of India (NASVI). He apprised the participants about the steps taken by government to support the street vendors under DAY-NULM and PM SVANidhi, a special micro credit facility scheme for street vendors to restart their business in post lock-down. He also expressed that in the changing times the street food vendors need to equip themselves to maintain hygiene standards/ tying up with partners for free home delivery etc. More than 500 street food vendors participated in the webinar.

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## 5TH REVIEW MEETING WITH CENTRAL NODAL OFFICERS HELD

Shri Durga Shanker Mishra, Secretary(HUA) chaired 5th meeting of Central Nodal Officers to review the progress of the Pm SVANidhi scheme in 125 cities. Shri Sanjay Kumar, Joint Secretary and Mission Director (NULM) made a brief presentation on the progress of PM SVANidhi in 125 selected cities especially highlighting the focus areas. The CNOs shared their respective observations and provided feedback during the meeting.



## ODISHA: FACILITATION CENTRE INAUGURATED

On September 4, 2020, PM SVANidhi facilitation centre was inaugurated by Municipal Commissioner, Rourkela, at Uditnagar, Odisha. It is a one-stop centre for the street vendors vending in the Rourkela Municipal Corporation area. The centre would provide facilities to the street vendors viz. like Aadhaar updation, obtaining online Letter of Recommendation, submission of Loan Application and distribution of Vending ID cards and Certificate of Vending.

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## A & N ISLANDS: COV DISTRIBUTED TO STREET VENDORS

A total of 168 Street Vendors were issued Certificates of Vending (CoVs) by the Port Blair Municipal Council of Andaman and Nicobar Islands. The Union Territory plans to provide CoVs and IDs to all the eligible vendors by September 2020. PBMC is also facilitating the street vendors to avail micro credit loan under PM SVANidhi to restart their businesses.



## ANDHRA PRADESH: MEPMA FACILITATING SHGS FOR LIVELIHOODS

Towards empowering the women of State and making them self-reliant, Government of Andhra Pradesh and MEPMA are assisting SHG women to set up their own retail units called "Cheyutha retail units" in partnership with brands viz. P&G, HUL, and ITC. For this, the financial assistance of ₹18,750/- is provided under "YSR Cheyutha Scheme" and the entrepreneurship loans are facilitated by MEPMA. During the fortnight, fourteen retail units were established by SHG Women in Chittoor and Vijayawada Municipal Corporations. Around 2,500 retail units of SHGs are planned to be made operational across the State by September, 2020.



## UTTARAKHAND: STEPS TOWARD SELF-RELIANT

As masks and sanitizers fly off the shelves across the state and producers are not being able to meet the increased demands, women Self-Help Groups in Rudrapur, Uttarakhand have stepped in to put in their efforts. Working round the clock, five trained Self-Help Groups under DAY-NULM have started producing herbal aloe-vera hand sanitizers, phenyl and face masks to help the public. The SHG members are selling their products through the local vendors and stalls set up by ULB.

## ANDHRA PRADESH: SHGS OUTSTANDING LOAN WAIVE OFF AID

In a bid to aid Self-Help Group women during the COVID-19 and to empower women economically and socially, Hon' ble Chief Minister of Andhra Pradesh, Shri Y S Jaganmohan Reddy, launched YSR Aasara scheme on September 11, 2020. The outstanding loans of around 1.53 lakh SHGs' in urban areas of Andhra Pradesh will be waived off through this scheme. Hon'ble Minister, MA&UD Shri Botsa Satyanarayana, Secretary, MA&UD, Shri J. Shyamala Rao, Mission Director MEPMA, Smt. V. Vijaya Lakshmi and other officials were also present during the programme launch.



## MAHARASHTRA: STORY OF APULAKI SHG

Vasai-Virar city Municipal Corporation, Maharashtra has taken an innovative initiative to provide food to the homeless persons through Self-Help Group. On May 28, 2020, a Self-Help Group named "Apulaki SHG" was formed among the women residents of Shelter for Urban Homeless (SUH) at Virat Nagar. Thereafter, the SHG was given a contract of supplying food in the shelter. The women in the SHG work together to buy groceries, vegetables and do cooking. Municipal Corporation makes direct payment to the account of the SHG through RTGS. This initiative has provided livelihood to the homeless by providing food to the homeless. Besides this, the women residents of the SUH are also engaged in making imitation jewellery and paper bags for income generation.

# Transforming Lives Section

## Story from Varanasi



56 years old Noor Mohammad belongs to the Varanasi Municipal Corporation ULB of Uttar Pradesh, who earns his livelihood by selling caps, sun glasses, belts, face masks and clothes. He had been earning approximately ₹5,000/- month to support his family. During the lockdown due to COVID-19 whatever little saving he had, was spent on meeting his household needs. It was a very difficult for him to sustain his family. He had almost lost hopes of restarting his livelihood as he lacked the requisite financial resources.

At this juncture, through Varanasi Municipal Corporation field functionaries, he came to know about the micro credit facility under PM SVANidhi. He applied and got a loan of ₹10,000/- from UCO Bank on July 25 2020, with the help of which he reopened his stall. Now again his business started picking. He has been provided with Certificate of Vending (COV) and Identity Card (ID) by the ULB and also been provided with a QR code by Digital Payment Aggregator for conducting digital transactions. PM SVANidhi has brought a confident smile on his face.

## Story from Port Blair

Nothing is more refreshing than a glass of fresh juice when you are out in the scorching sun. The refreshing moments were being provided regularly to the commuters, by N. Thangaraj 64 years, a fresh juice seller running his juice vending in the vicinity of Aberdeen Bazaar opposite STS bus Stand. He used to earn approx.. ₹12,000/- per month which enabled him to ensure his family a comfortable life. His comfortable days, however, did not last long as the COVID pandemic impacted his business badly. It became difficult for him to sustain his family.

The news of launch of PM SVANidhi Scheme brought a ray of hope in his eyes. On start of commencement of loan, he immediately applied through Port Blair Municipal Council Office and got a working capital loan of ₹10,000/- in his SBI Bank Account on August 3, 2020. With the help of loan he has been able to re-establish his business. He expects for picking up of his business.

