



NEWSLETTER

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A new vending market blooms in Gumla Municipality of Jharkhand

Vegetable vendors sitting on the streets of Gumla Municipality, Jharkhand have now been provided a permanent location in the newly built vending market. Over 100 vegetable vendors have been accommodated in this vending market. The vendors, who previously faced difficulties in finding suitable locations and attracting customers, now benefit to expand their business in a safe and convenient environment, attracting a larger customer base than ever before. Such initiatives under DAY NULM have been empowering local vendors, providing them with a sense of ownership and pride.



PM SVANidhi campaign review meeting

A meeting under the chairmanship of Shri Manoj Joshi, Secretary, MoHUA and attended by Shri Mukesh Kumar Bansal, Joint Secretary, DFS & Shri Rahul Kapoor, Mission Director, PM SVANidhi was conducted on May 24, 2023, to review the progress of PM SVANidhi campaign with all States/UTs and banks. States/UTs were advised to review the Returned by banks applications, mobilise new applications of eligible beneficiaries and focus on digital on-boarding of all Street Vendors. Banks were advised to clear all pending applications for disbursement at the earliest and asked to avoid returning applications on trivial grounds.



Digital on-boarding and training organised in Almora (Uttarakhand)



In Nagar Palika Parishad ULB, Almora, camps were organised last week to digitally on-board and train the street vendors. Bank officials and representatives of Phonepe Digital Payment Aggregator participated in the camp and trained street vendors at their respective vending spots. During the camps, LORs were also distributed to street vendors



Empowering SHGs: Unlocking Opportunities through GeM Portal

Focusing on the onboarding of Self-Help Groups products on the Government e-Marketplace (GeM) Portal, a training & handholding session was organised by Assam State Urban Livelihoods Mission at Guwahati. The GeM portal offers SHG women new opportunities to engage in public procurement. The training sessions included a comprehensive overview of the GeM portal, guiding the SHG women through the registration process, vendor categorization, product and service listing, order management, quality compliance, payment procedures, etc. This initiative aimed to provide SHG women the confidence to look into new business prospects and boost their economic development. A total of 40 SHG women entrepreneurs, engaged in different quality products and nodal persons of seller points participated in the training.



SUCCESS STORIES

Empowering Dreams and Creating Fashion: Magic Tailor : An inspiring story

This is an inspiring success story of a young and inspiring businesswoman, Anjali Jha, who is making waves in the world of fashion with her designer tailor studio, 'Imagination 99 Studio', located in Laxmi Vihar Burari, Delhi. With the assistance of the Self-Employment Programme of DAY-NULM, she secured a loan of ₹ 2 lakh, which served as the foundation for her business. This support not only helped her to establish the boutique but also created livelihood opportunities for other women in her locality. By creating livelihood opportunities for other women, she is setting an example for other entrepreneurs and instilling a spirit of entrepreneurship in her surroundings.





Pesingi Satish, Fast Food Cart, (Kakinada, Andhra Pradesh)

Satish, applied for PM SVANidhi loan of ₹10,000 when his fast-food joint business was not doing well. After facing harassment from private money lenders and no capital left to restart his business, PM SVANidhi scheme came as a boon to him and his family. With the capital received, he restarted his business and was soon able to recover all the losses. He also started doing digital transactions with the QR code and has earned cashback. He repaid the 1st loan within a year and received an interest subsidy of ₹402. Subsequently, he availed 2nd loan of ₹20,000/. He is also a registered vendors with Swiggy under SVAD (Swadisht Vyanjan ki Adhunik Dukaan) and he is able to reach out to new customers with home delivery offered by Swiggy. He got himself enrolled for PM Suraksha Bima Yojana, PM Jeevan Jyoti Bima Yojana and ONORC schemes under SVANidhi Se Samridhi initiative. He plans to further expand his operations by availing the third loan of ₹50,000/.



PM SVANidhi Progress since 2020 -21 till May 24th, 2023

45.94 lakh
loans disbursed

₹5727 crore
Total amount
disbursed

1st
term loan
35.93 lakh

2nd
term loan
9.46 lakh

3rd
term loan
55,059

15.98 lakh
SVANidhi Se
Samridhi profiling

39.88 lakh
SVANidhi Se Samridhi
sanctioned

32,86,407
Livelihoods
created

83,75,539
Self-Help Groups
(SHGs) Members

14,32,185
Candidates
Skill Trained

28,47,612
Street Vendors
Issued ID Cards

36,57,797
Certificate of
Vending issued

1,29,844
Shelter spaces created
for urban homeless



MoHUA is celebrating the 3rd
Foundation Day in New Delhi on
June 1, 2023. Let us celebrate to
Empower Nano Entrepreneurs.

