

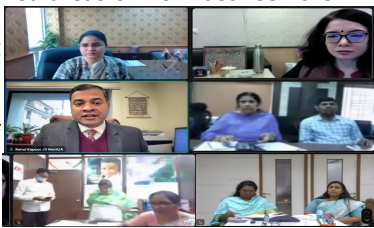
# NEWSLETTER

Issue: 36

Release Date: 22<sup>nd</sup> December 2023

## JS & MD NULM & PM SVANidhi holds a meeting with the States

A virtual meeting was led by Shri Rahul Kapoor, JS & MD, DAY-NULM & PM SVANidhi, which brought together State Mission Directors from Andhra Pradesh, Karnataka, Kerala, Odisha, Tamil Nadu, and Telangana, fostering a collaborative environment. The primary objective focused on enhancing synergies between DAY-NULM and DAY-NRLM, unveiling collaborative implementation arrangements and shared areas of work between the two missions. This collaborative effort aims to optimize resources and amplify the impact of urban and rural development initiatives.



## JS & MD PM SVANidhi & NULM, Discusses India's Street Vendors' Digital Payment Landscape

An engaging session on the digital payment trends among India's street vendors was organised. Chaired by Shri Rahul Kapoor, JS & MD, PM SVANidhi & NULM, the meeting witnessed active participation from the MicroSave Consulting team, led by CEO Shri Manoj Sharma. The session unfolded valuable insights, with a keen focus on transaction growth, strategies to enhance digital literacy among street vendors, and streamlining the data capture methods for smoother transitions. This collaborative effort aims to empower street vendors and align with the ever-evolving landscape of digital payments in India.



## CoVs and ID Cards distributed to Street Vendors

The Certificates of Vending and Identity Cards were ceremoniously distributed to the street vendors during the Viksit Bharat Sankalp Yatra programme organised in Khonsa, Tirap District, Arunachal Pradesh. Amidst a gathering of numerous beneficiaries from Khonsa township, the event served as a platform to recognise the efforts of street vendors and raise awareness of the benefits of various government schemes and programmes. The programme was attended by the District Collector, Superintendent of Police, District Project Officer and Executive Engineer from the District Urban Development Agency (DUDA), and other senior officials of the district.



## Secretary, MoHUA reviews PM SVANidhi progress in Bihar

A progress review meeting was conducted under the guidance of Shri Manoj Joshi, Secretary, MoHUA and Shri Rahul Kapoor, JS & MD DAY-NULM & PM SVANidhi. The meeting focused on the state of Bihar, with active participation from Shri Santosh Kumar Mall, Principal Secretary, and Shri Sunil Kumar Yadav, Additional Secretary, Govt of Bihar. The comprehensive review addressed the performance of PM SVANidhi, emphasising the need for officials to drive new applications and meticulously scrutinise 'return by banks' applications. Directives were issued to expedite activities to meet the targets set by the scheme.



## Mega Loan Mela organised in Telangana

On December 18, 2023, the Mission for Elimination of Poverty in Municipal Areas (MEPMA), Telangana, in collaboration with the Union Bank of India (UBI), organised a mega loan mela. A souvenir cheque amounting to Rs. 12 crore was distributed to 110 urban Self-Help Groups (SHGs) from Nirmal and Adilabad districts. The District Collector, Lead District Manager of Banks, Project Director, MEPMA, senior bank officials, and SHG women graced the event. The event focused on Bank Linkage, a crucial step towards providing these SHGs with the financial resources that further enhance their entrepreneurial endeavours.

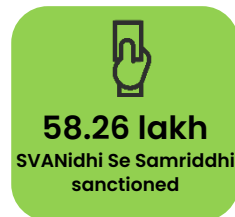


## Resilience Rewarded: Archana's Journey with PM SVANidhi

Amidst the hardships of the lockdown, Archana R. Mayannavar, the sole provider for her family of four, found herself helpless when her fruit vending business ground to a halt. With the weight of supporting two children and a husband, the financial strain was daunting. Fortunately, the PM SVANidhi scheme proved to be a lifeline. Upon receiving the loan, Archana swiftly strengthened her business. Today, her fruit vending enterprise flourishes, reinstating stability within her family. Archana extends her gratitude to PM SVANidhi, acknowledging its pivotal role in reinstating their normalcy.



## PM SVANidhi Progress since 2020 -21 till 22<sup>nd</sup> December 2023



## Announcements:



**Another Milestone achieved**  
Over **₹10,000 Crore** disbursed  
to **Street Vendors** across the  
nation through PM SVANidhi loans.

