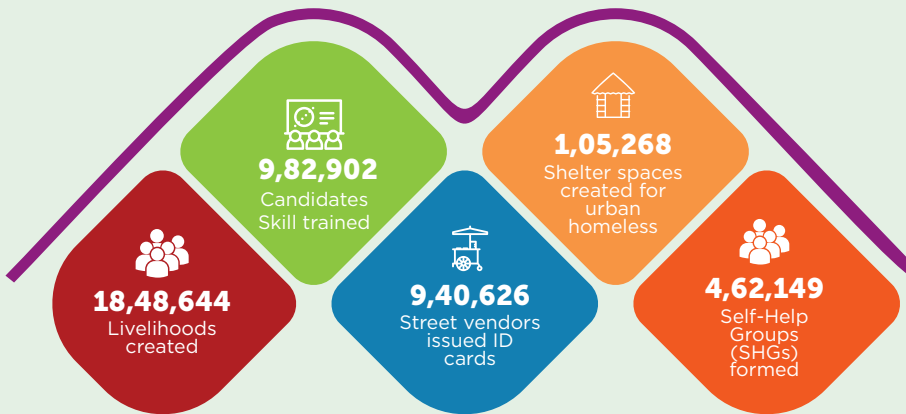


Fortnightly Newsletter

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Progress since 2014-15 till July 15, 2020



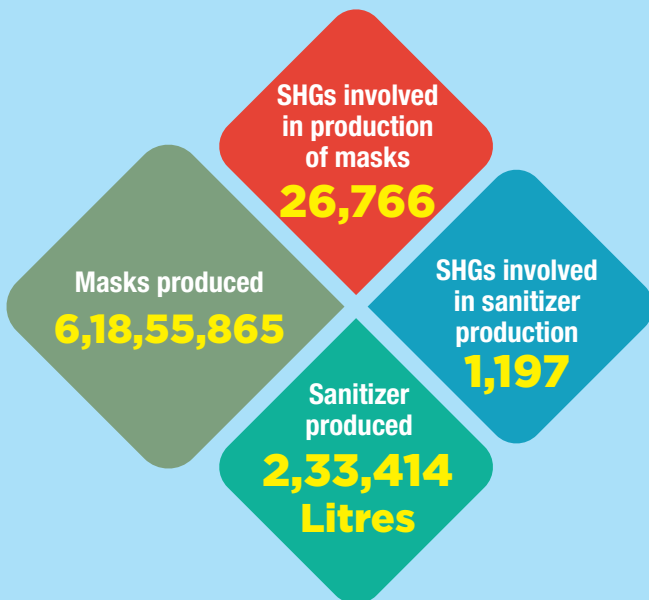
Funds Released

Madhya Pradesh :
₹41.17 crore

Arunachal Pradesh :
₹3.38 crore

Tripura :
₹11.13 crore

Initiatives of SHGs in response to Covid 19



PUBLICITY CAMPAIGN ON PM SVANIDHI

To create awareness and provide wider publicity on PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi), print advertisements were released on July 05, 2020 in Hindi and regional languages in leading newspapers across the country. Radio jingles on the scheme are also being currently broadcasted through various stations of All India Radio channels and other FM channels. At the State and ULB levels, hoardings, banners and standees have been displayed in prominent locations and leaflets are also being distributed among the stakeholders.



SHGS CONTRIBUTE TO FIGHT AGAINST COVID-19

On July 1, 2020, members of Amity Self Help Group of Mokokchung, Nagaland contributed an amount of ₹10,000 to the District Administration. In addition, the Orenda SHG of Mon town donated 100 Kgs of rice to the District Empowered Committee, to support the State Government in its fight against COVID-19.





ONLINE AWARENESS PROGRAMMES ON PREVENTIVE MEASURES AGAINST COVID 19

MEPMA, Andhra Pradesh is effectively utilising digital mobile platforms to reach out to the urban poor communities, with the aim to create awareness about prevention of spread of COVID-19, ways to boost immunity levels and cultivate hygiene habits among them. Over 30 experts have been deputed to sensitize 60,000 Self Help Group (SHG) members every day on these aspects. So far, 6.47 lakh SHG members have attended the online sessions. MEPMA plans to cover families of 18 lakh SHG members by July, 2020.

SCHEMES UNDER STREET VENDORS ACT, 2014 NOTIFIED

On July 13, 2020, Assam has notified Scheme under the Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014. As a result of this development, the eligible street vendors of the state of Assam will now be able to avail credit facility benefits under PM SVANidhi.



AWARENESS ABOUT SHELTERS THROUGH WALL PAINTINGS

Rourkela Municipal Corporation, Odisha has undertaken an innovative method to create awareness among the needy about Shelters for Urban Homeless (SUH) established under DAY-NULM. Various Government buildings have been painted with colourful wall paintings depicting about the SUH scheme and the facilities provided in shelters. The activity is taken up under the Urban Wage Employment Initiative (UWEI) scheme, implemented by Govt. of Odisha.

STEPS TOWARDS SELF-RELIANCE

To meet the demand for face masks amid outbreak and spread of COVID-19, members of Mamta Self-Help Group of Kota have produced and supplied more than 35,000 masks, worth ₹4.50 lakh, to frontline workers, medical stores, various organisations and the general public. The Group has also received an order for supplying of 30,000 face masks to the Agricultural University Kota, Rajasthan.



SHGs ROPED IN TO BOOST IMMUNITY

On July 4, 2020 Shri Biplab Kumar Deb, Hon'ble Chief Minister of Tripura, inaugurated the "Mukhyamantri Corona Pratirodh Abhiyan". A total of 310 urban SHG women have been engaged for distributing Vitamin-C enriched fruits & juice among the public with an aim to boost their immunity levels in fight against spread of COVID-19. The initiative will enable SHGs to earn approximately ₹6,000/- p.m.

PM SVANIDHI LAUNCHED IN CHANDIGARH

On July 1, 2020, Shr. V P Singh Badnore, Hon'ble Administrator Chandigarh and Governor Punjab launched PM SVANidhi Scheme for street vendors in Chandigarh at Raj Bhawan in the presence of city Mayor and other senior government officials. On this occasion, IEC kits on PM SVANidhi and a special report on 'Combating Novel Coronavirus: A Case Study of Chandigarh' were also released.



AWARENESS CREATED FOR STREET VENDORS

A total of 763 sensitisation workshops were organised in 204 ULBs of Uttar Pradesh to create awareness among the street vendors and other stakeholders about the PM SVANidhi scheme and its implementation aspects.