



CO/MSME/2020-21/07/ 670

30/12/2020

ALL BRANCHES/OFFICES

REG: PM SVANidhi – Loans to Street Vendors-Digital Onboarding-Special Campaign Main Bhi Digital- January 4-22, 2021.

Digital onboarding of the PM SVANidhi scheme beneficiaries is an integral component of the scheme. Hon'ble Prime Minister directed that scheme should incentivize use of end to end digital transactions covering both the procurement of raw materials as well as collection of sale proceeds by the Street Vendors.

However till November end, it has been observed that only 20% of the beneficiaries are digitally active and remaining have not conducted any digital transaction. Keeping this fact in mind, Ministry of Housing and Urban Affairs (MoHUA) has decided to launch a special campaign “**Main Bhi Digital**” from January 4-22,2021. We are sharing the details of ULB level Nodal Officers with the Ministry and States for uploading on the portal.

“Main Bhi Digital” would be implemented in a campaign mode following the norms of physical distancing, as prescribed by the Ministry of Health and family Welfare. The detailed guidelines for Implementation of “Main Bhi Digital” Campaign are annexed.

Controlling offices are requested to issue necessary instructions to the branches under their control and review the progress. Zonal offices are requested to provide publicity of this special drive.

This campaign should be used to disburse the remaining sanctioned cases and educate the Street Vendors for timely repayment of loan EMIs in order to be eligible for next higher tranche of loan.

S. S. Rao

(S.S. RAO)

GENERAL MANAGER

MSME LENDING & FINTECH

Encl: Annexure

C.C. ALL FGMs/ SENIOR / REGIONAL MANAGERS

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