

**आईडीबीआई बैंक लिमिटेड**  
**प्राथमिकता प्राप्त क्षेत्र बैंकिंग, प्रधान कार्यालय, मुंबई**

**PSG/MSME/Advisory/2020-21/7**

**Date: January 07, 2021**

**प्रिय महोदय / महोदया,**

**Dear Branch Heads, Asset Officers, BDMs, RHs, Zonal PSL Division, Zonal Heads**

**Advisory – Main Bhi Digital Campaign**

Street vendors represent a very important constituent of the urban informal economy and play a significant role in ensuring availability of the goods and services at affordable rates at the door-step of the city dwellers. Government of India (GoI) on 14.05.2020 announced PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) Scheme for providing affordable loans to street vendors.

2. PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) product was launched by the bank vide Circular No. "IDBI Bank /2020-21/185/RBG/PSG/83 dated July 08, 2020. Additional modifications as per the Ministry of Housing and Urban Affairs (MoHUA) letter dated August 06, 2020 were conveyed to branches vide circular no IDBI BANK/2020-21/249/RBG/PSG-108 dated August 17, 2020 IDBI BANK/2020-21/476/RBG/PSG-108 dated December 22, 2020.

3. Ministry of Housing and Urban Affairs MoHUA vide its DO letter No. K-12020(4)/2/2020-PM-SVA-B dated December 24, 2020 (Enclosed) had furnished the detailed guidelines for implementation of "Main Bhi Digital" campaign.

4. Digital on-boarding of the Scheme beneficiaries has been an integral component of the scheme. However, on analysis of digital transactions of the beneficiaries till November end, the ministry has observed that only 20% of the beneficiaries are digitally active and the remaining have not conducted any digital transaction.



5. Branch may to contact the borrowers and advise them for attending the “Main Bhi Digital Campaign”.
6. Zonal/Regional offices to identify and appoint branch officials for training purpose during the camps along with the “Manager-Digital & Alternate Channel (M-DAC) appointed as nodal officer by DB &EP department.
7. Penny drop transactions (Rs.1/- denomination) should be ensured for all SVANidhi borrowers to activate them on digital platform during the campaign period in camps organized by ULB's and also at the branch premises.
8. This opportunity may be utilized for sanctioning and disbursing the pending sanctions and educating the borrowers for timely repayment of loan EMI's in order to be eligible for next higher tranche of loan.
9. All the Branches are advised here with to adhere to the above given instructions from MoHUA for the Main Bhi Digital Campaign for making the vendor digitally active.

The advisory has also been uploaded on Intranet >Departments> Priority Sector Group >MSME >Advisory, for future reference



(Biju George)  
Chief General Manager  
Priority Sector Group  
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