



MSME & Mid Corporate Division, Head Office, Wing 'B', 4th Floor, Sector 10,
Dwarka, Delhi, 110075

29.12.2020

DY. ZONAL MANAGER
All Zonal offices

REG.: PM SVANIDHI special campaign "Main Bhi Digital" from 4 to 22 January 2021.

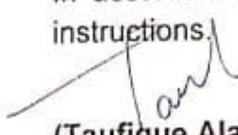
Attention is invited to the D.O. No. K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 received from MoHUA on the captioned subject. The Ministry has launched a special campaign "Main Bhi Digital" from 4 to 22 January 2021.

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.

Key points of the campaign:

1. All the beneficiaries up to 31st December, 2020 would be covered in the special drive.
2. ULBs in consultation with banks will prepare a calendar for digital training in camp mode following physical distancing protocol.
3. All branch's nodal officers connected to ULBs should participate in the full day camps for the training of their borrowers organized by ULB during the fortnight (The numbers may be increased / decreased depending on the number of beneficiaries in each ULB)
4. Zonal offices to arrange for sufficient number of trainers on the day of training.
5. LDM will coordinate with the Nodal Officer of the banks to ensure that digital training and penny drop transaction is conducted for each beneficiary.
6. All 'Penny Drop Transactions' will be of Rs. 1 denomination.
7. Monitoring Committee headed by District Magistrate/ Municipal Commissioner will be overall in-charge for digital training and information sharing.
8. Nodal officer of Circle offices will coordinate with the ULBs regarding information of the trained beneficiaries which is to be shared on weekly basis by ULBs on the PMS Portal. All nodal officers have to ensure the correctness of the data.
9. NPCI will furnish weekly progress of 'Penny Drop Transactions' to MoHUA.
10. MoHUA will review the progress with all the stakeholders on weekly basis.

In accordance to the above, all DZMs are requested to ensure compliance of the instructions.


(Taufique Alam)
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