

Ref No. FIMM/BD/ME&amp;GSS/CA/2020-21/ 826

The Chief General Manager  
State Bank of India  
Local Head Office  
Thiruvananthapuram

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)  
January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

2. PM SVANidhi loan scheme for the SVs envisages to incentivise digital transactions by street vendors through cash back facility. The onboarded vendors would be incentivised with a monthly cashback in the range of Rs.50 – Rs.100, based on the number of transactions undertaken. It's the responsibility of the lending institution to digitally on-board, train and handhold the street vendors under PM SVANidhi Scheme.

3. In view of the above, MoHUA has advised, active participation of lending institutions in the Campaign proposed to be launched from January 04,2020 to January 24,2020 to digitally on-board all the street vendors who have availed the loan under this scheme as on December 31,2020.

4. The Feat On Street (FOS) team of SBI PSPL, has already distributed QR codes up to 45,000 SVs and ascertained the active status of QR Code through penny drop transactions, for those who have availed loan from our Bank under this scheme. This may be leveraged to ensure distribution and activation of QR codes in all cases.

5. During the above proposed campaign period, all the RBOs under your circle be advised to ensure that three such camps are organized with active participation of branches, which have disbursed loans under this scheme.

6 We request you to advise the operating functionaries to work in close coordination with SBI PSPSL team and local administration to use this opportunity to digitally on board all the SVs who have availed loan under this scheme and make the campaign proposed by MoHUA a great success.

Yours faithfully,



**Chief General Manager**  
Business Development

Ref No. FIMM/BD/ME&amp;GSS/CA/2020-21/ 825

The Chief General Manager  
State Bank of India  
Local Head Office  
Chennai

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)**  
**January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

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Yours faithfully,



**Chief General Manager**  
Business Development



Ref No. FIMM/BD/ME&GSS/CA/2020-21/ 824

The Chief General Manager  
State Bank of India  
Local Head Office  
Hyderabad

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)  
January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

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Yours faithfully,



**Chief General Manager**  
Business Development

Ref No. FIMM/BD/ME&GSS/CA/2020-21/ 823

The Chief General Manager  
State Bank of India  
Local Head Office  
Maharashtra

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)  
January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

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Yours faithfully,



**Chief General Manager**  
Business Development



Ref No. FIMM/BD/ME&amp;GSS/CA/2020-21/ 822

The Chief General Manager  
State Bank of India  
Local Head Office  
Mumbai (Metro)

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)  
January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

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Yours faithfully,



**Chief General Manager**  
Business Development

Ref No. FIMM/BD/ME&GSS/CA/2020-21/ 824

The Chief General Manager  
State Bank of India  
Local Head Office  
Amaravati

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)  
January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

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Yours faithfully,



**Chief General Manager**  
Business Development



Ref No. FIMM/BD/ME&GSS/CA/2020-21/ 820

The Chief General Manager  
State Bank of India  
Local Head Office  
Bengaluru

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)**  
**January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

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Yours faithfully,



**Chief General Manager**  
Business Development

Ref No. FIMM/BD/ME&GSS/CA/2020-21/ 819

The Chief General Manager  
State Bank of India  
Local Head Office  
New Delhi

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)  
January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

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Yours faithfully,



**Chief General Manager**  
Business Development



Ref No. FIMM/BD/ME&amp;GSS/CA/2020-21/ ११६

The Chief General Manager  
State Bank of India  
Local Head Office  
Chandigarh

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)**  
**January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

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Yours faithfully,



**Chief General Manager**  
Business Development

Ref No. FIMM/BD/ME&GSS/CA/2020-21/ 81

The Chief General Manager  
State Bank of India  
Local Head Office  
Jaipur

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)  
January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

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Yours faithfully,



**Chief General Manager**  
Business Development



The Chief General Manager  
State Bank of India  
Local Head Office  
Guwahati

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)  
January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

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Yours faithfully,



**Chief General Manager**  
Business Development

The Chief General Manager  
State Bank of India  
Local Head Office  
Kolkata

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)  
January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

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Yours faithfully,



**Chief General Manager**  
Business Development



Ref No. FIMM/BD/ME&GSS/CA/2020-21/ 814

The Chief General Manager  
State Bank of India  
Local Head Office  
Bhubaneswar

Date: 30.12.2020

Madam,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)**  
**January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

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Yours faithfully,



**Chief General Manager**  
Business Development

Ref No. FIMM/BD/ME&GSS/CA/2020-21/ 813

The Chief General Manager  
State Bank of India  
Local Head Office  
Lucknow

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)  
January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

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Yours faithfully,

  
**Chief General Manager**  
Business Development



Ref No. FIMM/BD/ME&GSS/CA/2020-21/ 812

The Chief General Manager  
State Bank of India  
Local Head Office  
Patna

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)  
January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

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Yours faithfully,



**Chief General Manager**  
Business Development

Ref No. FIMM/BD/ME&GSS/CA/2020-21/ ४११

The Chief General Manager  
State Bank of India  
Local Head Office  
Ahmedabad

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)  
January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

2. PM SVANidhi loan scheme for the SVs envisages to incentivise digital transactions by street vendors through cash back facility. The onboarded vendors would be incentivised with a monthly cashback in the range of Rs.50 – Rs.100, based on the number of transactions undertaken. It's the responsibility of the lending institution to digitally on-board, train and handhold the street vendors under PM SVANidhi Scheme.

3. In view of the above, MoHUA has advised, active participation of lending institutions in the Campaign proposed to be launched from January 04,2020 to January 24,2020 to digitally on-board all the street vendors who have availed the loan under this scheme as on December 31,2020.

4. The Feat On Street (FOS) team of SBI PSPL, has already distributed QR codes up to 45,000 SVs and ascertained the active status of QR Code through penny drop transactions, for those who have availed loan from our Bank under this scheme. This may be leveraged to ensure distribution and activation of QR codes in all cases.

5. During the above proposed campaign period, all the RBOs under your circle be advised to ensure that three such camps are organized with active participation of branches, which have disbursed loans under this scheme.

6 We request you to advise the operating functionaries to work in close coordination with SBI PSPSL team and local administration to use this opportunity to digitally on board all the SVs who have availed loan under this scheme and make the campaign proposed by MoHUA a great success.

Yours faithfully,



**Chief General Manager**  
Business Development



Ref No. FIMM/BD/ME&amp;GSS/CA/2020-21/ 810

The Chief General Manager  
State Bank of India  
Local Head Office  
Bhopal

Date: 30.12.2020

Dear Sir,

**PM SVANidhi Scheme- Campaign for Digital Onboarding of Street Vendors (SVs)**  
**January 04,2020 to January 24,2020**

We refer to the Video Conference held on 22.12.2020, conducted by Secretary, Ministry of Housing & Urban Affairs (MoHUA) to review the progress of Digital Onboarding, Training and Handholding of Street Vendors by the banks under PM SVANidhi Scheme and letter No.K-12020(4)/2/2020-PM SVA-B dated 24.12.2020 from MoHUA.

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Business Development