

July 08, 2020

IDBI Bank /2020-21/185/RBG/PSG/83

In-charge of All Business Verticals / Chief General Managers/  
Zonal Heads / Regional Heads / Centre and Branch Heads  
Director JNIBF Staff College  
**IDBI Bank Ltd.**

Dear Sir / Madam,

**Launch of Special Product - PM Street Vendor's AtmaNirbhar Nidhi**  
**(PM SVANidhi)**

As you are aware, 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.

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. They are known as vendors, hawkers, thelewala, rehriwala, theliphadwala etc. in different areas. The goods supplied by them include vegetables, fruits, ready-to-eat street food, tea, pakodas, breads, eggs, textile, apparel, footwear, Hosiery items, decorative items, artisan products, books/stationary etc. The services include barber shops, cobblers, pan shops, laundry services, puncture repair shops etc. They usually work with a small capital base and might have consumed the same during the lockdown. The COVID-19 pandemic and consequent lockdowns have adversely impacted the livelihoods of street vendors. Therefore, there is an urgent need to provide credit for working capital to street vendors to resume their business.

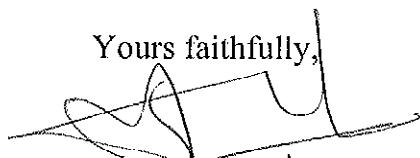
Accordingly, the Bank has devised a Special Product in line with Government of India guidelines. Detailed product guidelines are enclosed at **Appendix**.



**PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi)**

All loan applications under the Scheme should be mandatorily routed through Portal [HTTPS://WWW.UDYAMIMITRA.IN](https://WWW.UDYAMIMITRA.IN) / Program Portal [WWW.PMSVANIDHI.MOHUA.IN](http://WWW.PMSVANIDHI.MOHUA.IN).

The contents of this circular may please be brought to the notice of all the concerned staff members for information and implementation.

Yours faithfully,  
  
**(S. M. Awale)**  
**Chief General Manager- PSG & FI**



**PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi)**

**Appendix**

**Product features**

No	Particulars	Details
1	Name of the Scheme	“PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi)”
2	Purpose	<ul style="list-style-type: none"> <li>(i) To facilitate working capital loan up to Rs.10,000;</li> <li>(ii) To incentivize regular repayment; and</li> <li>(iii) To reward digital transactions</li> </ul>
3	Eligibility criteria of Beneficiaries	<p>The Scheme is available to all street vendors engaged in vending in Urban areas as on or before March 24, 2020. The eligible vendors will be identified as per following criteria.</p> <ul style="list-style-type: none"> <li>a) Street vendors in possession of Certificate of Vending / Identity Card issued by Urban Local Bodies (ULBs);</li> <li>b) The vendors, identified in the survey but have not been issued Certificate of Vending / Identity Card. Provisional Certificate of Vending would be generated for such vendors through the portal. ULBs to issue such vendors the permanent Certificate of Vending (CoV) and Identification Card immediately and positively within a period of one month.</li> <li>c) Street Vendors, left out of the ULB led identification survey or who have started vending after completion of the survey and have been issued Letter of Recommendation (LoR) to that effect by the ULB / Town Vending Committee (TVC); and</li> <li>d) The vendors of surrounding development/ peri-urban / rural areas vending in the geographical limits of the ULBs and have been issued Letter of Recommendation (LoR) to that effect by the ULB / TVC.</li> </ul> <p>Vendors who have gone back to their native places due to COVID-19 Some of the identified / surveyed or other vendors who have been vending / hawking in urban areas, have left for their native places</p>



## PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi)

No	Particulars	Details												
		<p>prior to or during the lockdown period because of COVID-19 pandemic. Such vendors are likely to come back after the situation normalizes and resume their business. These vendors, whether from rural / peri-urban areas or city dwellers will be eligible for the loan on their return as per eligibility criteria for identification of beneficiaries as mentioned above.</p> <p><b>Eligible Vendor category and eligibility</b></p> <p>Every street vendor will need to have a legitimate document to identify him/her as an identified and eligible SV (street vendor). SV considered for assistance shall be accorded following codes for different categories they fall in:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center; width: 10%;">SV Code</th><th style="text-align: center; width: 60%;">Category Description</th><th style="text-align: center; width: 30%;">Lender Process</th></tr> </thead> <tbody> <tr> <td style="text-align: center;">A</td><td>Street Vendors(SVs) identified in survey and in possession of Certificate of Vending (CoV)/ Identity Card (ID Card) issued by Urban Local Bodies</td><td> <ul style="list-style-type: none"> <li>-Check vendor name in survey (on portal or mobile App) and obtain Survey Reference Number (SRN)-Obtain of CoV/ ID Card.</li> </ul> </td></tr> <tr> <td style="text-align: center;">B</td><td>SVs who have been identified in the survey but have not been issued CoV/ID card</td><td> <ul style="list-style-type: none"> <li>-Check vendor name in survey (on portal or mobile App) and obtain survey reference number (SRN).</li> <li>-On submission of application information on portal a provisional certificate (PCoV) of vending shall be generated.</li> </ul> </td></tr> <tr> <td style="text-align: center;">C</td><td>SVs left out of the ULB-led identification survey or who have started vending after completion of the survey. Two sub-categories will be there:</td><td></td></tr> </tbody> </table>	SV Code	Category Description	Lender Process	A	Street Vendors(SVs) identified in survey and in possession of Certificate of Vending (CoV)/ Identity Card (ID Card) issued by Urban Local Bodies	<ul style="list-style-type: none"> <li>-Check vendor name in survey (on portal or mobile App) and obtain Survey Reference Number (SRN)-Obtain of CoV/ ID Card.</li> </ul>	B	SVs who have been identified in the survey but have not been issued CoV/ID card	<ul style="list-style-type: none"> <li>-Check vendor name in survey (on portal or mobile App) and obtain survey reference number (SRN).</li> <li>-On submission of application information on portal a provisional certificate (PCoV) of vending shall be generated.</li> </ul>	C	SVs left out of the ULB-led identification survey or who have started vending after completion of the survey. Two sub-categories will be there:	
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**PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi)**

No	Particulars	Details		
		C1	SV has been issued letter of recommendation (LoR) by ULB/TVC	Obtain copy of LoR
		C2	SV has not been issued letter of recommendation (LoR) by ULB/TVC	On submission of application information on portal, along with the loan sanction letter of the Bank, a system based online request along with a certificate of sanction will go to the respective ULB for issuing LoR. ULB will issue an online LoR within 15 days.
		D	SVs of surrounding development/ peri-urban/rural areas vending in the geographical limits of the ULBs and have been issued letter of recommendation (LoR) to that effect by the ULB/TVC. Two categories will be there;	
		D1	SV has been issued letter of recommendation (LoR) by ULB/TVC.	Same as C1
		D2	SV has not been issued letter of recommendation (LoR) by ULB/TVC.	Same as C2
4	Sourcing	<p>Sourcing will be done through digital program portal <a href="http://www.PMSVANIDHI.MOHUA.GOV.IN">www.PMSVANIDHI.MOHUA.GOV.IN</a> or through Udyamimitra Portal (UMP) of SIDBI which will be integrated with PMSVANidhi portal in due course.</p> <p>a. Market place: SVs will be able apply for loans online (either directly or with help of Community Service Centres / ULBs / SHGs ) on the PM SVANidhi portal/Mobile App. Application</p>		



**PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi)**

<b>No</b>	<b>Particulars</b>	<b>Details</b>
		<p>can also be marked by the SV to the preferred lending institution (LI). LIs to complete the Loan Sanction process within 15 days from the date of picking the respective application. In the event, the process is not completed by the LIs within stipulated timeframe of 15 days, the application will flow back to the Market Place of the Portal. In case of non-selection of a preferred LI, the application has to be marked to move to the 'Market Place' section. In the 'Market Place' these applications will be visible to all the lending institutions (LI) located in the vicinity. LIs can pick these leads and carry out processing and sanctions in their own systems.</p> <p>b. PMSVANidhi App: While lenders are free to originate the applications through their own channels and systems, they will also have the option of using PM SVANidhi App for originating Loan applications and carrying out eKYC of applicants.</p>
5	Financial Benchmark	Not applicable/ No financial documents to be obtained
6	Quantum of Loan	Rs.10000/- (Maximum)
7	Nature of loan	Term Loan
8	Margin	Nil
9	Security	<p>Term Loan: Nil</p> <p>Collateral: NIL</p> <p>Third party guarantee: NIL</p>
10	Guarantee	To be covered under CGTMSE on portfolio basis.
11	Stock Statement	Not applicable



**PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi)**

<b>No</b>	<b>Particulars</b>	<b>Details</b>
12	Insurance	Not applicable. Beneficiary to be covered under PMSBY and PMJJBY on best effort basis.
13	Repayment period	Term Loan- To be repaid in 12 Equated Monthly Installments. (No moratorium is allowed). On timely or early repayment, the vendor will be eligible for next cycle of working capital loan with an enhanced limit up to maximum of 200% i.e. Rs.20000/- . No prepayment penalty to be charged.
14	Prepayment charges	Nil (no prepayment penalty to be charged)
15	Rating	Cases under the Scheme to be rated under simplified rating model given in <b>Annexure I</b> . Cut-off score is minimum 20 Marks (40%).
16	Rate of interest	ROI to be kept 12.00% (example present RLLR(Y) is 8.10% so applicable spread will be RLLR(Y) + 390 bps. In case of change in RLLR, spread to be accordingly maintained in such a way that effective ROI comes to 12%) which is in line with Mudra Shishu category where maximum ROI is 12%.
17	Processing charges	Nil
18	Appraisal format	Appraisal to be carried out as per <b>Annexure II</b>
19	Subsidy	The vendors, availing loan under the scheme, are eligible to get an interest subsidy @ 7%. The interest subsidy amount will be credited into the borrower's account quarterly. Bank will submit quarterly claims for interest subsidy for quarters ending as on June 30, September 30, December 31 and March 31 during each financial year. Subsidy will only be considered in respect of accounts of borrowers, which are Standard (non-NPA as per extant RBI guidelines) on respective claim dates and only for those months during which the account has remained Standard in the concerned



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No	Particulars	Details
		<p>quarter. The interest subsidy is available up to March 31, 2022. The subsidy will be available on first and subsequent enhanced loans up to that date. In case of early payment, the admissible amount of subsidy will be credited in one go. <u>Subsidy claim will be taken care of by corporate office.</u></p>
20	Cash Back	<p><b>Promotion of Digital Transactions by Vendors</b></p> <p>The scheme will incentivize digital transactions by vendors through cash back facility. The transaction trail so created will build the credit score of vendors for enhancing their future credit needs. The network of lending institutions and digital payment aggregators like NPCI (for BHIM), PayTM, GooglePay, BharatPay, AmazonPay, PhonePe etc. will be used to on-board the street vendors for digital transactions. The onboarded vendors would be incentivized with a monthly cash back in the range of Rs.50/- – Rs.100/- as per the following criteria:</p> <ul style="list-style-type: none"> <li>(i) On executing 50 eligible transactions in a month: Rs.50/-</li> <li>(ii) On executing the next 50 additional eligible transactions in a month: Rs.25/- (i.e on reaching 100 eligible transactions, the vendor to receive Rs.75/-); and</li> <li>(iii) On executing the next additional 100 or more eligible transactions: Rs.25/- (i.e on reaching 200 eligible transactions, the vendor to receive Rs.100/-).</li> </ul> <p>Here eligible transactions mean a digital payout or receipt with minimum value of Rs.25/-.</p>
21	Credit Guarantee	<p>The Scheme has a provision of Graded Guarantee Cover for the loans sanctioned, as indicated below, to be administered by Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), which will be operated on portfolio basis:</p> <ul style="list-style-type: none"> <li>a) First Loss Default (Up to 5%): 100%</li> <li>b) Second Loss (beyond 5% up to 15%): 75% of default portfolio</li> </ul>



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<b>No</b>	<b>Particulars</b>	<b>Details</b>
		<p>c) Maximum guarantee coverage will be 15% of the year portfolio. All loans given under the scheme will be considered for coverage under the guarantee. The periodicity of filing of claims by lending institutions will be quarterly. Bank shall be eligible to avail this guarantee cover without any charges. <u>Portfolio guarantee lodgement and invocation will be done at Corporate Office.</u></p>
22	Implementing Agency	Small Industries Development Bank of India (SIDBI) will implement the scheme
23	Documents	<p><b><u>During sanction process:</u></b></p> <p>a) E-KYC is mandatory for all loan applications. Branches to necessarily carry out EKYC of customer through own authorized system. Portal shall facilitate eKYC for online applications made by SVs on the portal. Branches which are not allowed to conduct eKYC or Aadhaar validation by extant regulations, will necessarily carry out eKYC of their customers using the PMSVANidhi app and provide the unique reference number issued by UIDAI or the unique key vault number along with the application information.</p> <p>b) Proof of Identity/ Address of the Business Enterprise Copies of relevant licenses/ registration certificates/other documents pertaining to the ownership, identity and address of business unit (if available). CoV/ID card, PCoV</p> <p>c) Application Form as per (<u>Annexure III</u>).</p> <p><b><u>After sanction and before disbursement:</u></b></p> <ol style="list-style-type: none"> <li>1. Letter of recommendation- <b>Annexure IV</b> (as per table given in point no 3 eligibility criteria of beneficiary) for the borrower who fall under the category of SV code C2 and D2.</li> <li>2. Accepted Sanction Letter</li> <li>3. Demand Promissory Note</li> </ol>



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No	Particulars	Details
		<p>4. Demand Promissory Note delivery letter</p> <p>5. Saving A/c of borrower to be opened</p> <p>6. Uploading sanction data in portal</p>
24	Mode of disbursement and other documents required before disbursement	<p>-Demand Loan to be disbursed preferably by remitting the funds in operative account of the customer.</p> <p>-All sanctioned cases shall have to be submitted on program portal (pmsvanidhi.mohua.gov.in) to be eligible for guarantee coverage, interest subsidy and cash back incentives. Branches are advised to ensure that the declaration mentioned in LAF should be captured in the portal while submitting the application.</p> <p>-The loan application form has fields for collection of ONE Active / Preferred UPI ID. If an SV does not have an UPI ID, the Branch shall ensure to make arrangement with a Bank/payment aggregator to get the SV obtain a UPI IID (P2PM category) along with a QR code on a durable material, before disbursal of the loan and then submit data on the portal. Branch shall also encourage SV to obtain a RuPay Card linked to the Bank Account mentioned in the Loan Application before disbursal of the loan amount. Branch to ensure that SV has a UPI ID and the UPI ID information along with the loan application form information is submitted to the PM SVANidhi Portal. New UPI onboarding shall be in P2PM category with MCC 7407 code and QR code on a durable material provided to SVs.</p>
25	Inspection	Not required
26	Insurance	Not required
27	Due Diligence	CIC report viz. like CIBIL to be generated. <u>If the borrower A/c is NPA or SMA-2 with any lending institute the case to be rejected. For others deviations, the same to be approved by the sanctioning authority.</u>



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<b>No</b>	<b>Particulars</b>	<b>Details</b>
28	Approval of deviation	No deviation is allowed in the Scheme Guidelines
29	Scheme MIS	Label Code - “PMSVAN” to be entered at the time of account opening.
30	Mandatory updating of information in the portal by the Branches.	<p>The program portal <a href="http://www.PMSVANidhi.MoHUAgov.in">www.PMSVANidhi.MoHUAgov.in</a> will be integrated with Udyamimitra Portal (UMP) of SIDBI,NPCI and UIDAI. Various stakeholders for the program viz. SV loan applicants, Lending Institutions, Urban Local Bodies and other stakeholders will be connected to the platform for different roles.</p> <p><b>Submission of LAF details on portal:</b> <u>Loan application details of all SVs sanctioned assistance under the scheme shall be submitted on the Udyami Mitra Portal in the Completed Application Information section (CAIS).</u> This will include applications sourced through market place. This information could be submitted through APIs / or excel by the designated nodal officer / competent authority of Bank. The transfer of data to the portal would be at 2 stages- on sanction of the loan and on disbursal of the loan. The user ID and password being used by the branches for Udyami Mudra portal shall be used for this purpose also.</p>
31	Scheme Validity	Scheme is valid till 31/03/2022.
32	Fraud Loss Limit in terms of Fraud Risk Management Policy.	<p>1% of the outstanding amount or 1% of the number of accounts under the product as on 31st March of the previous FY, whichever is breached first.</p> <p>In terms of Fraud Risk Management Policy, Vertical may monitor the same.</p>

