



Corporate Office, One World Center, Tower 2B, 6th Floor, 841, Senapati Bapat Marg,

Lower Parel (W), Mumbai-400013

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

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 usually work with a small capital base and might have consumed the same during the lockdown. Therefore, there is an urgent need to provide credit for working capital to street vendors to resume their business.

In response to the biggest economic crisis triggered by COVID-19 pandemic, Hon'ble Prime Minister has announced a special economic package (Atmanirbhar Package) of Rs 20.00 lakh crore (equivalent to 10 % of India's GDP) with the aim of making the country independent against the tough competition in the global supply chain and to help in empowering the poor, laborers, migrants who have been adversely affected by COVID-19 pandemic.

Ministry of Housing and Urban Affairs has launched the PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi), a special Micro Credit Facility scheme on June 01, 2020 to meet working capital requirement of the Street vendors. The scheme is available till March 31, 2022. The scheme is available for beneficiaries (applicants) belonging to only those States/UTs which have notified Rules and Scheme under Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014. Beneficiaries from Meghalaya, which has its own State Street Vendors Act may, however, participate.

It will develop and maintain a customized and integrated IT Platform (pmsvanidhi.mohua.gov.in) providing end-to-end solutions, including documentation of all the processes and workflows for an end-to-end solution to ensure engagement and information flow between Urban Local Bodies (ULBs), Lending Institutions, Digital Payment Aggregators and other stakeholders.

Objective of the "PM SVANidhi" Scheme:

- 1) To facilitate working capital requirement for street vendors (Term Loan upto Rs. 10,000)
- 2) Incentivize regular repayment through interest subvention by Government of India
- 3) Reward digital transactions by cash backs (maximum limit Rs. 1200).

Field Functionaries are requested to effectively market the scheme and ensure timely help to the eligible borrowers.

Enclosed: PM SVANidhi scheme details

(SD/Authorized Signatory)

PM SVANidhi Scheme Details

Features:

Facility	Term Loan
Nature of the loan	Micro-credit to individual members/ Joint Liability Groups (JLG) If JLG : Common Interest Groups (CIGs) of street vendors, already formed by States, can be converted into JLGs
Purpose of the loan	To meet Working Capital requirement for the existing business
Gender	Male/Female
Eligibility of the borrowers	<ol style="list-style-type: none"> 1) Age : Minimum 18 – Maximum 58 years 2) Valid KYC Documents 3) Active / Preferred UPI ID 4) The Scheme is available to all the street vendors engaged in vending in urban areas as on or before March 24, 2020. The eligible vendors will be identified as per the following criteria: <ul style="list-style-type: none"> • Street vendors in possession of the Certificate of Vending (CoV)/ Identity Card issued by Urban Local Bodies (ULBs); • 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); otherwise <ol style="list-style-type: none"> a) Either process the application based on their inquiry and send sanctioned applications to ULB for issue of Letter of Recommendations (LoR); or b) Ask the vendor to produce System generated LoR. Manual LoR should not be entertained <p>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 the effect by the ULB/ TVC.</p>
Loan amount	Maximum upto Rs. 10,000
Loan Tenor	12 months
Disbursement	Disbursement to be done in the Savings Bank account of the customer
Repayment frequency	Monthly instalments of equal amount on predefined monthly scheduled date
Repayment mode	As per Bank's Internal Guidelines
Rate of Interest	As per Bank's Internal Guidelines
Processing Fees	NIL
Documents to be Executed/ Collected	<ol style="list-style-type: none"> 1. Loan Application Form (Annexure 1A) 2. Relevant Urban Local Bodies (ULB) document (Certificate of Vending/ Identity card, Letter of Recommendation, etc.).

	<p>3. Sanction Letter dully signed by the borrowers</p> <p>4. Valid KYC Documents</p> <p><u>Guidelines:</u></p> <p>Annexure 1A does not stipulate any document along with LAF except the relevant ULB document (Certificate of Vending/ Identity card, Letter of Recommendation, etc.). However, lenders may collect any documents considered necessary for their credit process (proof of residence, proof of bank account, etc.). It is suggested keeping in view the small value of loan and profile of the beneficiary group, LIs may keep the additional document requirement minimal.</p>
Insurance charges	Insurance cover is Non-Mandatory. In case of customer opting for credit linked life insurance cover, insurance charges to be recovered in actuals upfront from the borrower as required by the insurer for credit life insurance (maximum charge Rs. 100)
Interest Subsidy @7%	<p>Interest subsidy @7% amount will be credited into the borrower's account quarterly.</p> <ul style="list-style-type: none"> - Subsidy will only be considered in respect of accounts of borrowers, which are "Standard" on respective claim dates and only for those months during which the account has remained Standard in the concerned quarter. - Benefits of interest subsidy under the scheme would be applicable only to the first reported sanction against each Aadhar number - The interest subsidy is available up to March 31, 2022. In case of early payment, the admissible amount of subsidy will be credited in one go.
Guarantee coverage under CGTMSE	<p>Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) shall have online process for portfolio coverage and claim settlement.</p> <ul style="list-style-type: none"> - The periodicity of filing of claims: quarterly - This guarantee cover is without any charges - As a part of registration, Member Lending Institutions (MLIs) will be required to submit a one-time Undertaking to CGTMSE for the purpose of this scheme as per the prescribed format
Pre-payment	Allowed
Pre-closure	Allowed.
Late Fees / Overdue Interest	No late fee or overdue interest to be charged to any of the client

Scheme Implementation Guidelines:

The program portal www.PMSVANidhi.MoHUA.gov.in will be integrated with Udyamimitra Portal (UMP) of SIDBI, PAiSA portal of MoHUA maintained by Indian Bank, 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.

The functions of the portal:

1) Onboarding on Udyamimitra Portal (UMP): Lenders interface for the integrated platform will be through UMP and therefore all LIs participating in the scheme have to necessarily register on UMP.

2) Sourcing of applications by lenders: 3 Modes

- a) **Market Place:** SVs will be able to apply for loans online (either directly or with help of Community Service Centres / ULBs / SHGs / ALFs / CLFs / CLCs) on the PM SVANidhi portal / Mobile App. Application can also be marked by the SV to the preferred LI. In case of non-selection of a preferred LI, the application has to be marked to move to the 'Market Place' section (refer the snapshot mentioned below). In the 'Market Place' these applications will be visible to all the LIs located in the vicinity. LIs can pick these leads and carry out processing and sanctions in their own systems. LIs to complete the Loan Sanction process within 15 days from the date of picking the respective application from the market place. 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. Since several ULBs will be carrying out intense capacity building work to prepare SVs, the market place will become a good place for LIs to pick applications.
- b) **PM SVANidhi 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.
- c) **Through own systems/ Apps:** Lenders can also originate or source applications through their own systems and channels using their own technology processes.

3) Submission of LAF details on portal: Loan application details of all SVs sanctioned assistance under the scheme shall be submitted on the UMP in the Completed Application information section (CAIS). 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 LI. The transfer of data to the portal would be at 2 stages- on sanction of the loan and on disbursal of the loan.

An API document shall be released by the portal (www.PMSVANidhi.MoHUA.gov.in). This information shall be deemed to be submitted with the approval of the competent authority of the respective LI.

4) eKYC of loan applicants on portal:

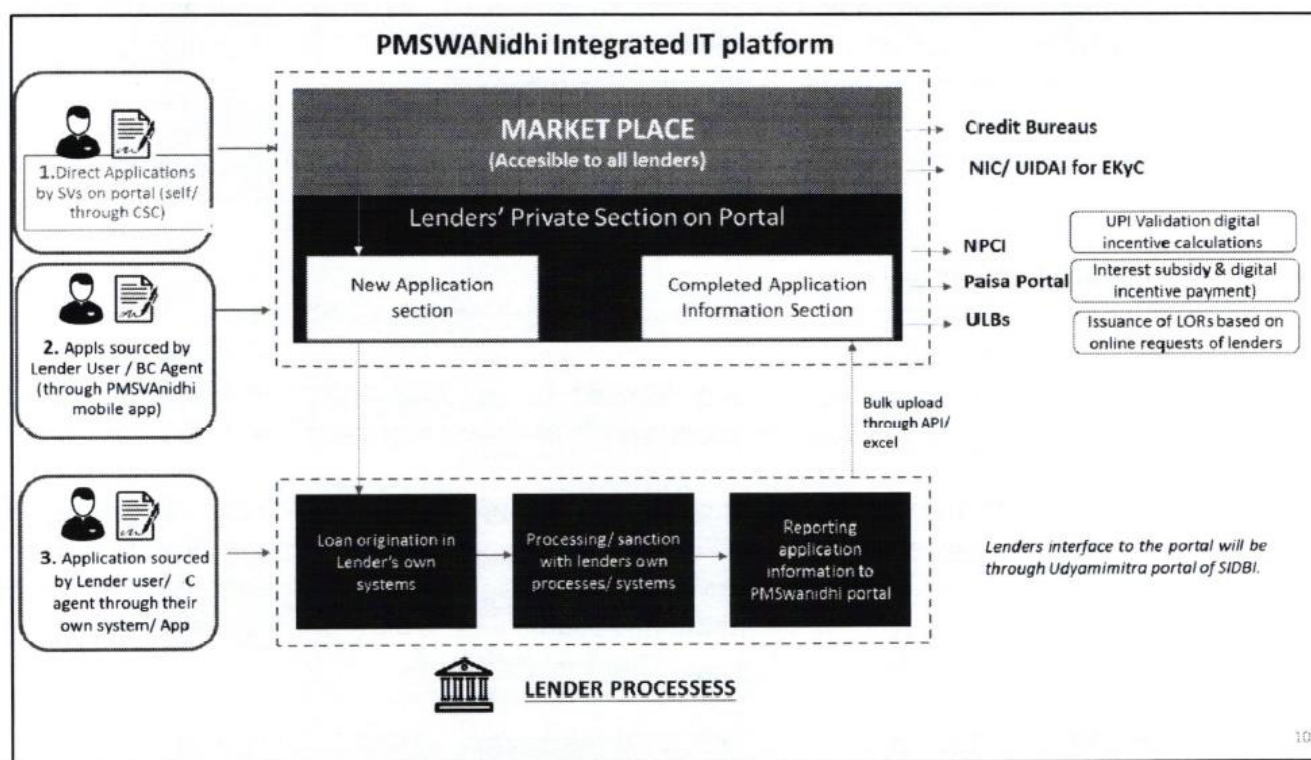
- a. eKYC would be facilitated by the PM SVANidhi portal for SV applying directly on the portal.
- b. LIs which are not allowed to conduct eKYC or Aadhaar validation, would necessarily carry out eKYC of their customers using the PMSVANidhi Portal /Mobile App.
- c. LIs which are allowed to conduct eKYC or Aadhaar validation, can carry out eKYC through their own authorized systems and provide the unique reference number issued by UIDAI or the unique key vault number along with the application information through APIs / or excel by Designated nodal officer / competent authority of the respective LIs.

- d. An API document shall be released by the portal. Aadhaar number collected for the scheme shall be transmitted to the PM SVANidhi portal through the API and shall not be stored electronically by any LI.

- 5) **Unique Application Number:** A unique application number shall be generated for each application which is originated in the PMSVANidhi system i.e. a direct application by the SV, applications originated by the LIs through PM SVANidhi mobile App or applications for whom the eKYC was carried out using the PM SVANidhi mobile App. For LIs who are authorized to carry out eKYC themselves, who will be using their own systems for loan origination, the unique application no for each case will be generated when they submit the applicant information on portal.
- 6) **Interest Subsidy:** At the end of each quarter, interest subsidy will be paid directly in the saving account of the borrower. LIs are required to submit details of all standard accounts along with claim file (separate data structure document format will be shared on program portal. This information shall be transmitted by the platform to the PA|SA portal for payment of interest subsidy in SVs bank account mentioned in the Loan Application Form. This information shall be submitted on the PM SVANidhi portal with the authority of the Chief Financial Officer of the respective LI. LIs may ensure that the loan amount is disbursed in the same account.
- 7) **System generated request for LoR:** When lenders submit the loan application information on the portal after completing their diligence and sanction process, an online request for Letter of Recommendation (LoR) shall be generated on behalf of lenders in respect of vendors falling in category C2 and D2. This request will certify that the lenders have completed their diligence process and have sanctioned loan to the said vendor. This system generated request from Lenders shall flow to the concerned ULB on the portal itself and on approval by ULB a system generated LoR shall be generated and will be available on the lenders dashboard also. The formats off the system generated (i) Lenders request for LOR is enclosed at Annexure 1 B.

[Annexure 1B -1](#)

[Annexure 1B -2](#)



Detailed Loan Origination Process:

- 1) Applicants (street vendors), in possession of Certificate of Vending / ID Card issued by Urban Local Bodies (ULB) and those covered in the ULB led identification survey may approach or be approached by the representatives of the Banks, NBFCs and MFIs.
- 2) The lender representatives, including BCs and Agents will key in the relevant details in the search engine of the IT platform/ mobile App. For the successful cases, beneficiary verification will happen through an OTP sent to the beneficiary's mobile.
- 3) A provision will be made available in the IT application to generate a provisional CoV/ ID for the Street Vendors covered in the identification survey and not issued CoV / ID. After verification, BC / Agent will fill-in the application form and upload the necessary documents. The filled-up application information will then move electronically to Urban Local Bodies (ULB) / Town Vending Committee (TVC). The ULB / TVC will have to verify the details within a fortnight; after which the application will move to the concerned lending institution for sanction.
- 4) The Street Vendors not covered in the identification survey may approach the BC / Agent with the following documents to issue letters of recommendation:
 - (i) The list of vendors, prepared by certain States/ UTs, for providing one-time assistance during the period of lockdown; OR
 - (ii) A system generated request sent to ULBs/ TVCs for issue of LoR based on the recommendation of the Lender after verifying the credentials of the applicant; OR
 - (iii) The membership details with the vendors associations; OR
 - (iv) The documents in possession of the vendor buttressing his claim of vending; OR (v) Report of local enquiry conducted by ULB/ TVC involving Self-Help Groups (SHGs), Community Based Organizations (CBOs) etc.

The Agent will ensure that the identification documents are uploaded first for these types of beneficiaries and later a similar process as mentioned above will follow. ULB will verify the details and attach a letter of recommendation before forwarding it to the lender. A copy of the letter of recommendation will be given to the applicant also.

Guarantee coverage under CGTMSE:

- a. First Loss Default (Up to 5%): 100%
- b. Second Loss (beyond 5% up to 15%): 75% of default portfolio
- c. Maximum guarantee coverage will be 15% of the year portfolio

Digital Cashback Incentive Criteria:

The network of lending institutions and digital payment aggregators like NPCI (for BHIM), PayTM, Google Pay, BharatPay, Amazon Pay, PhonePe etc. will be used to on-board the street vendors for digital transactions. The on boarded vendors would be incentivized with a monthly cashback in the range of Rs.50 – Rs.100 as per the following criteria:

- (i) On executing 50 eligible transactions in a month: Rs.50;
- (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
- (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).

Here eligible transactions mean a digital payout or receipt with minimum value of Rs.25. The cashback so arrived at would be credited to bank account mentioned in the Loan Application Form.

Guidelines for Bank/Lender's Role:

- The loan application form has fields for collection of ONE Active / Preferred **UPI ID** If an SV does not have an UPI ID, the LI shall ensure to make arrangement with a Bank/payment aggregator to get the SV obtain a UPI ID (P2PM category) along with a QR code on a durable material, before disbursal of the loan and then submit data on the portal. LIs shall also encourage SV to obtain a RuPay Card linked to the Bank Account mentioned in the Loan Application.
- Since, integration with a durable **QR code** provided by a DPA(Digital Payment Aggregators) is a **mandatory** feature, it is pertinent to mention that Paytm, Amazon Pay, BharatPe, PhonePe, Payswiff, Mswipe and Ftcash have offered to onboard the Street Vendors free of cost

LI to ensure that SV has a UPI ID before disbursal of the loan amount and the UPI ID information along with the LAF 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

Annexures:

1) Annexure 1A



Annexure -1

PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi)

Loan Application Form

Application no:	Date:
Name of Bank/Lender: Drop Down	State Name: Drop Down
ULB Name (ULB Code): Drop Down	

Photo
(As received from
Aadhaar Database on
eKYC)

* Mandatory Fields

1	Member of CIG	(Yes / No)	1.1	Member of JLG	(Yes / No)
2	Name of Street Vendor*		Father's/Spouse's Name*		
3	Date of Birth*		Gender (Please tick ✓)*		Male/Female/Transgender*
4	Marital Status: (Single/Married)*		Mobile No.*		
5	Social Category (Please tick ✓)*	General	SC		ST OBC
6	Nativity (Please tick ✓)	Urban/Rural	PwD* (Divyangjan)	Yes/No	Minority* Yes/No
7	KYC documents	Aadhaar No.*	Voter ID Card No.*	Driving License No.	Ration Card No. Others (Govt. Approved Document)
8	Do you have a Family? *	Yes/No : If Yes, then please provide details of the Family Members			
	Family Details	Name*	Relationship with Applicant*		Age*
	In the relationships – please give a drop down of six relations - Mother, Father, Son, Daughter, Husband, Wife	1.			
		2.			
		3.			
		4.			
		5.			

9	Have you been covered under ULB Survey for identification of Street Vendor under Street Vendor Act, 2014.* (Yes / No)	If Yes, write Survey Reference Number (SRN) (SRN can be obtained from PM SVANidhi Portal)	SRN No.	Proof of Vending (Please provide any one)*		
				Category - A		Category - B
				Vendor ID Card No.	Certificate of Vending No.	Provisional CoV
						To be generated online
		If No, please provide Proof of Vending for (Category C / D)* (Mandatory if the Vendor is applying on the PM SVANidhi Portal) (NOT Mandatory if the application is being filled by the Lender on the Mobile App or on his own System)		Letter of Recommendation (LoR) No. (Vendor to apply online to the ULB for issue of LoR through PM SVANidhi Portal)		
10	Address as per e-KYC*					
11	Current Address* (If same as the Address given in 11 above, please tick Same as above. If NOT, then please provide details)	Same as above (Yes / No)				
		House No./Locality				
		Ward/Village:	Town/Dist: Drop Down	State: Drop Down	Pin: Drop Down	
		Address proof (Pl specify)				

12	Vending Activity*	Name of Activity (Please specify) [Select from drop down]			
		Duration of Vending		Year (s); Month (s)	
13	Location/Area of Vending*	Stationary Vendor (Fixed Location):			Nearest Landmark:
		Mobile Vendor (Locality):			Nearest Landmark:
		Ward Number:	State: Drop Down	District: Drop Down	Pin Code: Drop Down
14	Average Monthly Sales (In Rs.)*				
15	Bank account Details*	Name of Bank	IFSC	Branch Name	Account No.
		Drop Down	Drop Down	Auto-populate	
16	Digital Payment* (Please tick✓)	Yes / No. If Yes, please provide the details below			
		Payment Aggregator	UPI ID / VPA		Durable QR Code (Printed on metal/acrylic)
		Drop Down			Yes / No
17	Loan Outstanding	Bank/Lending Institution	Outstanding Amount		Monthly EMI
18	Loan Amount required*	Rs.....			
19	Local References	Name	Mobile No		Address
		1.			
		2.			

20	Have you availed the benefits under any of the scheme (Please tick ✓)*	Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (PM-JAY)	<input type="radio"/>	Rashtriya Poshan Abhiyaan (RPA)	<input type="radio"/>
		Pradhan Mantri Matru Vandana Yojana (PMMVY)	<input type="radio"/>	Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA)	<input type="radio"/>
		Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM)	<input type="radio"/>	Swachh Bharat Mission (SBM)	<input type="radio"/>
		Pradhan Mantri Awas Yojana (PMAY) – Urban/Rural	<input type="radio"/>	Pradhan Mantri Sahaj Bijli Har Ghar Yojana (SAUBHAGYA)	<input type="radio"/>
		Pradhan Mantri Ujjwala Yojana (PMUY)	<input type="radio"/>	National Food Security Act (Ration Card)	<input type="radio"/>
		Integrated Child Development Services (ICDS)	<input type="radio"/>	One Stop Centre	<input type="radio"/>
		Pradhan Mantri Jan Dhan Yojana	<input type="radio"/>	Pradhan Mantri Mudra Yojana (PMMY)	<input type="radio"/>
		Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY)	<input type="radio"/>	Pradhan Mantri Suraksha Bima Yojana (PMSBY)	<input type="radio"/>
		Atal Pension Yojana (APY)	<input type="radio"/>	Pradhan Mantri Shram Yogi Maan-dhan (PM-SYM)	<input type="radio"/>
		Pradhan Mantri Kaushal Vikash Yojana (PMKVY)	<input type="radio"/>	Hunar se Rozgar tak initiative	<input type="radio"/>
		Seekho Aur Kamao	<input type="radio"/>	Nai Roshni	<input type="radio"/>
		Upgrading the Skills and Training in Traditional Arts/ Crafts for Development (USTTAD)	<input type="radio"/>	Green Skill Development Programme	<input type="radio"/>
				None of the above	<input type="radio"/>

Declaration and Authorization:

a. I hereby certify that all information furnished by me is true, correct and complete. I have no objection to exchange of data in the loan application form (as rectified by the lending institution), UPI ID / VPA (as issued by the Digital Payment aggregator / lending institution), Customer ID and Loan Account number (issued by the Lending Institution) with any agency/ organisation, engaged in the implementation of the PM SVANidhi Scheme. You may take appropriate safeguards/action for recovery of lending institutions' dues.

b. I have no objection to authenticate my Aadhaar number, share the same with other Government Ministries / Departments for the purpose of extension of benefits under any of their Schemes, carry out e-KYC and accessing my credit history & credit score by credit bureau, lenders and their authorized agents. The consent and purpose of collecting Aadhaar has been explained to me in local language. MoHUA/Lending Institution has informed me that my Aadhaar submitted herewith shall not be used for any purpose other than mentioned above, or as per requirements of law. I have been informed that this consent and my Aadhaar will be stored along with my account details with Ministry of Housing and Urban Affairs (MoHUA).

c. I agree that this application is deemed to be my request for loan to any lending institution, which picks up my application for extending loans under the PM SVANidhi Scheme.

Date: _____

Place: _____

Thumb impression/Signature of Applicant(s)

(For office use only)

Acknowledgment slip no - Application No. _____ dated _____

Received by _____

Place and date

Authorized signatory (Seal and Sign)

Annexure 1B - 1 – Format for Lender's Request for LOR – For Existing Customer

PM SVANidhi
Lender request for Issuance of
Letter of Recommendation to Street Vendor
(For Existing Customer)

*This is certified that the applicant, Mr./Ms./Mrs.....S/o/ D/o / W/o
.....R/o is our existing customer and as per
the records available with us, his / her occupation is Street Vending.

Further, based on field visit and discussion with references provided / local market people, it has been
understood that he / she had been carrying out vending business on or before March 24, 2020.

Based on our due diligence, we have found the applicant credit worthy and have sanctioned an amount
of Rs. _____ under the PM SVANidhi program.

Urban Local Body (ULB) is requested to issue Letter of Recommendation (LoR) to the Street Vendor.

Name of the Bank

Name of the Bank Branch

This is a system generated request and does not require signature.

3) Annexure 1B-2

Annexure 1B – 2 – Format for Lender's Request for LOR – For New Customer

PM SVANidhi
Lender request for Issuance of
Letter of Recommendation to Street Vendor
(For New Customer)

*This is certified that the applicant, Mr./Ms./Mrs.....S/o / D/o / W/o
.....R/o has submitted an application for
availing loan under PM SVANidhi program. As per the application, the occupation has been mentioned as
Street Vendor. His / her credentials to that effect have been duly verified by way of field visit by our employee /
Agent/ BC /Constituent.

Further, based on field visit and discussion with references provided / local market people, it has been
understood that he / she had been carrying out vending business on or before March 24, 2020.

Based on our due diligence, we have found the applicant credit worthy and have sanctioned an amount
of Rs. _____ under the PM SVANidhi program.

The concerned ULB is requested to issue Letter of Recommendation (LoR) to the Street Vendor.

Name of the Bank

Name of the Bank Branch

This is a system generated request and does not require signature.

*(*strikeout whichever is not applicable)*