GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
RAJYA SABHA
UNSTARRED QUESTION NO. 1650
ANSWERED ON 03/08/2026

STATUS OF PM SVANIDHI SCHEME

1650. SHRI SUJEET KUMAR:

Will the Minister of *Housing and Urban Affairs* be pleased to state:

(a) the extent to which the restructured PM SVANidhi Scheme has improved credit sustainability, repeat borrowing behaviour and income stability of beneficiaries, based on post-loan monitoring data;
(b) the status of uptake and utilisation of UPI-linked RuPay Credit Cards, including transaction patterns and challenges faced by street vendors; and
(c) the details of any roadmap prepared to strengthen grievance redressal, digital literacy and inclusion of newly identified vendors under the expanded coverage?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF HOUSING AND URBAN AFFAIRS (SHRI TOKHAN SAHU)

(a): Prime Minister Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) Scheme provides working capital term loans to urban street vendors in three tranches. A street vendor becomes eligible for the second and third tranche loans upon the successful repayment of the first and second tranche loans, respectively. This phased lending approach helps prevent over-indebtedness while promoting responsible borrowing and fostering a culture of timely repayment.

In addition, UPI-linked RuPay Credit Cards have been introduced in the restructured PM SVANidhi scheme for street vendors who have successfully repaid the second tranche loan, enabling them to meet immediate financial and business needs. Since the inception of the scheme till 12th July 2026, 76.95 lakh, 29.71 lakh and 8.49 lakh street vendor beneficiaries have availed the first tranche, second and third tranche loans, respectively.

Impact assessment studies of the PM SVANidhi Scheme were undertaken by Indian School of Business (ISB), Hyderabad in 2023 and 2025. The 2023 study was conducted in 100 Urban Local Bodies (ULBs) across the country covering more than 5,000 beneficiaries and it found that PM SVANidhi was the first loan from a bank for 95% of the beneficiaries. The 2025 study

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was conducted in 99 Urban Local Bodies (ULBs) across the country covering more than 5,000 beneficiaries (with around 60% of the respondents being part of the 2023 study sample) and it found that the average annualized business income among SVANidhi borrowers grew by around 20 percent, between 2023 and 2025. Around 30 percent of borrowers across all cycles reported holding loans other than PM SVANidhi loans, which underscores the scheme's role in building credit histories for vendors who previously had little or no access to formal credit.

(b): The UPI-linked RuPay Credit Card was launched on 23rd January 2026. As on 12th July 2026, 5,863 credit cards have been issued to street vendors. Financial literacy and beneficiary awareness are critical during the initial phases of implementation. Accordingly, banks have been directed to provide adequate awareness, and handholding support to beneficiaries for activation and effective usage of the Credit Card. Further, a set of Frequently Asked Questions (FAQs) has been issued to all States/UTs to facilitate awareness generation, and the same has also been made available on the PM SVANidhi portal for easy access by the stakeholders.

(c): Under the restructured PM SVANidhi scheme, the lending period under the scheme has been extended up to March 2030, and the scheme benefits have been extended to census towns, peri-urban areas, etc. in a graded manner, thereby creating increased livelihood opportunities.

State/ULBs are responsible for identification of eligible street vendors and mobilisation of new applications under the scheme. To enhance coverage and ensure wider inclusion of street vendor beneficiaries, the Ministry has undertaken several initiatives, including periodic awareness campaigns through radio jingles, television and newspaper advertisements. States and Union Territories are also regularly provided with Information, Education and Communication (IEC) materials in local languages to facilitate outreach and dissemination of scheme benefits among street vendors. Regular reviews are also conducted with States/UTs/ULBs and banks/ lending institutions.

Under the scheme, MoHUA has organized various campaigns and events to enhance outreach to street vendors. After the approval of the restructured PM SVANidhi scheme on 27th August 2025, Lok Kalyan Melas were organized in ULBs from 17th September 2025 to 15th October 2025. Additionally, a special campaign was conducted from 3rd November, 2025 to 2nd December, 2025 across all States and Union Territories to clear pendency at both the bank and ULB levels in a mission mode. A nationwide Special Campaign was also launched by the

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Ministry from 1st June to 30th June 2026, comprising SVANidhi Mahotsav and Lok Kalyan Melas across States and Union Territories. These Melas promoted the new features of the schemes and supported vendor mobilisation, loan application submission, faster loan disbursement, and digital onboarding of beneficiaries.

ULBs, in collaboration with Digital Payment Aggregators (DPAs), also conduct regular digital literacy camps. To enhance digital onboarding and promote the adoption of cashless payments among street vendors, beneficiaries are provided cashback incentives. Since inception of the scheme till 12th July 2026, an amount of ₹412 crore has been released as cash back incentives to the street vendor beneficiaries under the scheme.

The PM SVANidhi mobile application has a voice-based grievance redressal system that allows vendors to easily submit their grievances. The street vendors can also approach ULBs and banks directly for grievance redressal. Moreover, grievances are also received for redressal through online platform - Centralized Public Grievance Redress and Monitoring System (CPGRAM).

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