

O.I.H.

**GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
LOK SABHA
UNSTARRED QUESTION NO. 1863
TO BE ANSWERED ON DECEMBER 09, 2021**

CAMPAIGN FOR STREET VENDORS

**NO. 1863 : SHRI JASWANT SINGH BHABHOR:
SHRI NARANBHAI KACHHADIYA:
SHRI PARBATBHAI SAVABHAI PATEL:**

Will the Minister of HOUSING AND URBAN AFFAIRS be pleased to state:-

- (a) the objectives behind a special campaign named 'Main Bhi Digital 3.0' meant for digital onboarding and training for street vendors;**
- (b) the total amount of loan to be provided to street vendors throughout the country under the said campaign, State-wise including Gujarat;**
- (c) the procedure for applying for loan under the said scheme;**
- (d) whether the people belonging to Dahod tribal area of Gujarat would also get benefitted from the said scheme; and**
- (e) if so, the details thereof?**

**ANSWER
THE MINISTER OF STATE IN THE
MINISTRY OF HOUSING AND URBAN AFFAIRS
(SHRI KAUSHAL KISHORE)**

(a) Digital onboarding and training of Street Vendors (SVs) is an integral part of PM Street Vendor's AtmaNirbharNidhi (PM SVANidhi)

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Scheme. Lending Institutions (LIs) have been instructed to issue a durable QR Code & UPI ID at the time of disbursement and train the beneficiaries in conduct of digital transactions.

In order to give further impetus to the digital onboarding and training of beneficiaries, Ministry of Housing & Urban Affairs (MoHUA) and Ministry of Electronics & Information Technology (MeitY) jointly launched 'Main Bhi Digital 3.0' from September 9 to November 30, 2021, to complement the efforts of LIs in adoption of digital transactions by the PM SVANidhi beneficiaries.

(b) "Main Bhi Digital 3.0" campaign is aimed at digital onboarding of Street Vendors (SVs) who have already been provided loans under PM SVANidhi Scheme.

(c) An Integrated IT Platform has been developed for implementation of this Scheme. The application process is fully online. SVs can apply for loan directly through PM SVANidhi Portal. The application can also be submitted at Municipal Offices and Common Service Centres (CSCs). In addition, the SVs can approach municipal functionaries or representatives of Lending Institutions to apply through PM SVANidhi mobile App.

(d) & (e): PM SVANidhi Scheme is available to all street vendors across the country, including those from Dahod tribal area, who are engaged in vending in urban areas on or before March 24, 2020. In Dahod Municipality of Gujarat, out of 868 beneficiaries of the scheme, 337 are from Scheduled Tribes Category.