



Main Bhi Digital 3.0 Campaign

Why in News

Recently, the **Ministry of Housing and Urban Affairs (MoHUA)** and Ministry of Electronics & Information Technology (MeitY) launched 'Main Bhi Digital 3.0' Campaign under [PM SVANidhi \(Prime Minister Street Vendor's AtmaNirbhar Nidhi\) Scheme](#).

Key Points

▪ About:

- It is a special Campaign for **Digital Onboarding and Training (DOaT) for Street Vendors (SVs)**.
- It is aimed at **digital onboarding of SVs** who have already been provided loans under **PM SVANidhi Scheme**.
- Lending Institutions (LIs) have been instructed **to issue a durable QR Code & Unified Payments Interface (UPI) ID at the time of disbursement** and train the beneficiaries in conduct of **digital transactions**.
- An Integrated IT Platform has been developed for implementation of this Scheme. SVs can **apply for loans directly through PM SVANidhi Portal**.

▪ PM SVANidhi Scheme:

◦ About:

- It was announced as a part of the [Economic Stimulus-II](#) under the [Atmanirbhar Bharat Abhiyan](#).
- It has been implemented since 1st June 2020, for providing **affordable working capital loans to street vendors** to resume their livelihoods that have been adversely affected due to [Covid-19 lockdowns](#), with a sanctioned budget of Rs. 700 crore.

◦ Aims:

- To benefit **over 50 lakh street vendors** who had been vending on or before 24th March 2020, in urban areas including those from surrounding peri-urban/rural areas.
- To **promote digital transactions through cash-back incentives** up to an amount of **Rs. 1,200 per annum**.

- As of 31st January 2021, the PM SVANidhi scheme has disbursed loans to **13.82 Lakh beneficiaries amounting to Rs 1,363.88 Crores**.

◦ Features:

- The vendors can avail **a working capital loan of up to Rs. 10,000**, which is repayable in monthly installments in the tenure of one year.
- On timely/early repayment of the loan, **an interest subsidy of 7% per annum will be credited** to the bank accounts of beneficiaries through [Direct Benefit Transfer](#) on a quarterly basis.

- There will be **no penalty on early repayment of the loan**. The vendors can avail the facility of the enhanced credit limit on timely/early repayment of the loan.
- **Challenges:**
 - Several banks are seeking applications on **stamp papers worth between Rs. 100 and Rs. 500**.
 - There have also been instances of banks **seeking PAN cards and even checking the CIBIL or Credit score of applicants** or state authorities asking for voter ID cards, which many migrant vendors do not carry with them.
 - **CIBIL** score is an evaluation of one's credit history and determines their eligibility for a loan.
 - There have also been complaints of **harassment by police and municipal officials**.

Other Initiatives for Street Vendors

- [Pradhan Mantri Jeevan Jyoti Bima Yojana.](#)
- [Pradhan Mantri Suraksha Bima Yojana.](#)
- Jan-Dhan Yojana.
- [Building and Other Construction Workers Act 1996.](#)
- [Pradhan Mantri Shram Yogi Maandhan Yojana.](#)
- [Pradhan Mantri Matru Vandana Yojana.](#)

Way Forward

- **PM SVANidhi scheme should be permanent:** It should be reimagined as a permanent development scheme for **'ultra-micro industries' (street vendors)**. This would allow them to access credit on a permanent basis.
- **Inclusion of all India vendor representatives in monitoring committees:** Section 19 of the PM SVANidhi scheme guidelines (establishing central, state and local monitoring committees to assess its progress) **should be modified to include representatives from the vendor unions**. They were involved in the conception of the scheme, so should be included in its implementation too.
- **Local administrations should operate according to Street Vendors Act: Street Vendors Act 2014** envisages the formation of TVCs (**Town Vending Committee**) in various districts to ensure that all street vendors identified by the government are accommodated in the vending zones subject to norms.
 - To avoid widespread evictions and harassment of vendors, the scheme, along with related procedures such as **declaring of vending zones, drafting of state rules, schemes and bye-laws, must be dealt with in the context of this Act.**

[Source: PIB](#)