Ministry of Housing and Urban Affairs
Government of India

SVANidhi se Samriddhi

Ab aapke samast parivaar ke liye!

PM Street Vendor's AtmaNirbhar Nidhi
(PM SVANidhi)

Guidelines for

Socio-Economic Profiling of PM SVANidhi Beneficiaries

SOCIO-ECONOMIC PROFILING OF PM SVANIDHI BENEFICIARIES AND THEIR FAMILIES

1. BACKGROUND

COVID-19 pandemic has adversely impacted the livelihoods of street vendors. Keeping this in view, the PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) - a Central Sector Scheme was launched by the Ministry of Housing and Urban Affairs, on June 1, 2020 to facilitate special micro-credit for working capital to street vendors, through Lending Institutions, for facilitating resumption of their livelihoods.

As envisioned by the Hon'ble Prime Minister, PM SVANidhi scheme should not to be seen from the perspective of extending only loans to street vendors, but should also be seen as an instrument for outreach to street vendors and their families' for their holistic development and socio-economic upliftment.

Therefore, it is felt appropriate to link PM SVANidhi beneficiaries and their families, as per their respective eligibilities, to the existing welfare schemes of the Government of India, designed as safety nets to protect the poor from the socio-economic risks and insecurities of life and livelihoods. This exercise is being undertaken under the overall ambit of PM SVANidhi Scheme.

2. OBJECTIVE

The programme would map the socio-economic profile of the PM SVANidhi beneficiaries and their families, assess their potential eligibility for various Central welfare schemes and facilitate the linkages to these schemes.

The socio-economic profiling will also help States, if they deem fit, to extend their State-specific welfare schemes & benefits, to the eligible PM SVANidhi beneficiaries and their families.

3. COVERAGE

The programme will cover PM SVANidhi beneficiaries and their household members in 125 cities, in the first phase, up to the duration of PM SVANidhi scheme i.e. March 2022. (List of 125 ULBs is at Annexure A)

4. AREAS OF SOCIO-ECONOMIC PROFILING

Socio Economic profiling of the PM SVANidhi beneficiaries and their families will focus on collecting information/ data in respect of:

a. Housing and other assets,
b. Health coverage and disability status,
c. Education, Skills and Employment,
d. Women and Child Welfare,

e. Banking and Insurance,
f. Migration status,
g. Occupational Category of family members,
h. Aspirational Mapping, and
i. Any other relevant area.

The key purposes of the socio-economic profiling are -

a. Access mapping w.r.t eligibility for Central Schemes (List of selected Schemes for the program is in Annexure B), and
b. Creation of baseline data for PM SVANidhi beneficiaries.

5. DATA COLLECTION

A structured respondent-based survey shall be administered through an IT platform, where no documents will be collected at the survey stage. The IT platform will have an embedded feature to assess the potential eligibility of the respondents for selected Central Welfare Schemes.

MoHUA has engaged a third-party agency for developing the questionnaire and an IT tool for collection of data. Data collection will be done by the Urban Local Bodies (ULBs). The IT tool will also include a 'dashboard' for information, monitoring, etc.

The list of beneficiaries, for the selected cities, will be provided through the PM SVANidhi Portal.

MoHUA will arrange for web-based training and sensitization of ULB officials for conducting the socio-economic profiling.

The administrative expenditure for program implementation would be borne by MoHUA and would be transferred directly to ULBs.

6. FACILITATING LINKAGES TO CENTRAL WELFARE SCHEMES

Data thus collected, at the ULB level, of potential eligibility of the respondents will be shared with the concerned ministries/ departments to assess city-wise the targets and devise strategies. This data will also be shared with concerned State Governments/ District Administration to

ensure speedy linkages of PM SVANidhi beneficiaries and their families with the selected Central Schemes.

The profiled data may also be utilised to extend State-specific welfare schemes & benefits to beneficiaries and their families, as decided by the States

7. INTEGRATED IT APPLICATION FOR PROGRAMME IMPLEMENTATION

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8. BRANDING & IEC

Branding is an important aspect of communicating about the programme with different stakeholders, especially the target beneficiaries. Innovative use of various platforms including the local and social media will be encouraged to reach the targeted beneficiaries in an effective and engaging manner.

Necessary Information, Education and Communication (IEC) and capacity building modules will be provided by MoHUA. This programme will follow the Standard Branding and Communications guidelines issued for the PM SVANidhi Scheme.

9. IMPLEMENTATION PARTNER

A Third party implementation partner will be engaged by MoHUA for -

1. Designing the respondent-based survey questionnaire
2. Development of IT tool for data collection and data-dashboard
3. Capacity building of ULB officials for IT tool handling (till three months)
4. Real time back end support and regular data analysis
5. Baseline Data analysis and submissions

10. ADMINISTRATIVE AND MONITORING MECHANISM

The programme will have the following implementation structure at the Central, State/UT, District and ULB level.

Roles and responsibilities at each level are provided below:

A Central Level Steering Committee chaired by Secretary, HUA (Composition of the committee is at Annexure C) would oversee and monitor the implementation of the programme.

There will be an Executive Committee chaired by Joint Secretary, DAY- NULM that will be represented by the nominated JS level officers of the concerned Central Ministries, to supervise the day-to-day implementation of the programme.

All the Central ministries/ departments shall also nominate a Director level officer as 'National Nodal Officer (NNO)' for any information exchange regarding programme implementation.

Additionally, all the above mentioned ministries/ departments will nominate State Level Nodal Officers (SLNOs), Regional Nodal Officers (RNOs) and City Level Nodal Officers (CLNOs), who will directly monitor and implement the coverage in the selected 125 cities. The RNOs/CLNOs will coordinate with concerned District Collectors/ Municipal Commissioners to ensure sourcing of applications and scheme linkages. The ULBs will mobilize beneficiaries for sourcing of applications and coordinate with CLNOs.

The Central Nodal Officers (CNOs), appointed to supervise the implementation of the PM SVANidhi Scheme in these selected 125 cities, would also be supervising implementation of this programme.

A State level/ UT level Monitoring Committee, chaired by the Principal Secretary/ Secretary of Urban Development/ Municipal Administration (composition of the committee is at Annexure D), will monitor all aspects of the programme implementation in the Districts and ULBs within the State/ UT.

A District Level Committee will be chaired by of District Collector (composition of the committee is at Annexure E). In bigger Municipal Corporations, where the Municipal Commissioner is senior to Collector he/she will head such a Committee. This Committee will have representatives of relevant State Government Departments such as Civil Supplies, Health, Women and Child etc., and RNO/CLNO.

Urban Local Bodies will be responsible for web- based/ mobile application-based data collection of the PM SVANidhi beneficiaries and their families. For the purpose of data collection, ULBs may deploy locally suitable mechanism such as door-to-door data collection or mobilising beneficiaries at the ULB office or camp mode, subject to strict adherence to the COVID-19 restrictions. ULB should also undertake outreach and awareness activities for the programme.

The ULB will share the data on eligible beneficiaries, derived from IT- based data collection, with the District level committee, for further processing the scheme benefits to the eligible beneficiaries.

Annexures

ANNEXURE-A

List of 125 ULBs/Cities

State/UT	S. No.	Name of ULB
Andhra Pradesh	1	Visakhapatnam (Urban)
	2	Kakinada (Urban)
	3	Vizianagaram
	4	Eluru
	5	Ongole
	6	Tirupati (Urban)
	7	Guntur
	8	Vijayawada (Urban)
	9	Nellore
	10	Anantapur
	11	Kadapa
	12	Kurnool
Arunachal Pradesh	13	Itanagar
Assam	14	Bongaigaon
Bihar	15	Patna Rural
	16	Gaya Town
	17	Biharsharif
	18	Bhagalpur
	19	Purnia East
	20	Muzaffarpur
	21	Darbhanga

Chattisgarh	22	Raipur
	23	Bhilai
	24	Bilaspur
Goa	25	Bicholim
Gujarat	26	Rajkot
	27	Jamnagar
	28	Junagadh
	29	Vadodara
	30	Gandhinagar
	31	Anand
	32	Nadiad
Haryana	33	Karnal
	34	Hisar
	35	Ambala
Himachal Pradesh	36	Dharmsala
Jharkhand	37	Ranchi
	38	Jamshedpur (NAC)
	39	Dhanbad
Karnataka	40	Mysore
	41	Tumkur
	42	Davanagere
	43	Bellary
	44	Hubli-Dharwad
	45	Gadag-Betageri
	46	Belgaum
Kerala	47	Thiruvananthapuram
	48	Kochi

Madhya Pradesh	49	Indore
	50	Khandwa
	51	Ujjain
	52	Burhanpur
	53	Bhopal
	54	Sagar
	55	Gwalior
	56	Guna
	57	Chhatarpur
Maharashtra	58	Kolhapur
	59	Sangli Miraj Kupwad
	60	Nagpur
	61	Nasik
Manipur	62	Kakching
Meghalaya	63	Shillong
Mizoram	64	Aizawl
Nagaland	65	Dimapur
Odisha	66	Cuttack
	67	Bhubaneswar
	68	Puri
	69	Bhramapur
	70	Sambalpur
	71	Rourkela
	72	Balasore
Punjab	73	Amritsar
	74	Pathankot
	75	Jalandhar
	76	Ludhiana
	77	Patiala
	78	Bathinda

Rajasthan	79	Kota
	80	Bhilwara
	81	Ajmer
	82	Bharatpur
	83	Jodhpur
	84	Udaipur
	85	Bikaner
Tamil Nadu	86	Madurai
	87	Coimbatore North
	88	Thanjavur
	89	Vellore
	90	Salem
Telangana	91	GHMC
	92	Mahbubnagar
	93	Suryapet
	94	Khammam (Urban)
	95	Warangal
	96	Nizamabad
	97	Karimnagar
	98	Adilabad
	99	Ramagundam
Tripura	100	Agartala Municipal Corporation
Uttarakhand	101	Dehradun
	102	Haridwar
	103	Roorkee

Uttar Pradesh	104	Meerut
	105	Ghaziabad
	106	Saharanpur
	107	Moradabad
	108	Bareilly
	109	Lucknow
	110	Prayag Raj
	111	Varanasi
	112	Gorakhpur
	113	Kanpur
	114	Agra
	115	Jhansi
	116	Mathura
	117	Aligarh
Andaman & Nicobar Islands	118	Port Blair
Chandigarh	119	Chandigarh
DNH&D	120	Silvassa
Delhi	121	NDMC
Jammu & Kashmir	122	Jammu
	123	Srinagar
Ladakh	124	Leh
Puducherry	125	Puducherry

ANNEXURE-B

Indicative List of Central Schemes

S.No	Central Ministry / Department	Scheme
1	Department of Financial Services	Pradhan Mantri Jeeban Jyoti Bima Yojana
2		PM Suraksha Bima Yojana
3		Pradhan Mantri Jan Dhan Yojana and Issuance of RuPay Card
4	Ministry of Labour and Employment	Registration under BoCW
5		Pradhan Mantri Shram Yogi Maandhan Yojana
6	Ministry of Consumer Affairs, Food and Public Distribution	NFSA portability benefits - One Nation One Ration Card (ONORC)
7	Ministry of Health and Family Welfare	Janani Suraksha Yojana
8	Ministry of Women and Child Development	Pradhan Mantri Matru Vandana Yojana (PMMVY)

ANNEXURE-C

To oversee and monitor effective implementation of the programme, a Central Steering Committee will be constituted as indicated below:

S.L No	Designation	Role
1	Secretary, HUA	Chairperson
2	Secretary, Department of Financial Services	Member
3	Secretary, Ministry of Women and Child Development	Member
4	Secretary, Ministry of Consumer Affairs, Food and Public Distribution	Member
5	Secretary, Ministry of Labour and Employment	Member
6	Secretary, Ministry of Health and Family Welfare	Member
7	Secretaries, co-opted from other relevant Ministries	Member
8	Mission Director, DAY-NULM	Convenor

ANNEXURE-D

For effective monitoring, a State/ UT level Committee will be constituted as indicated

S.L No	Designation	Role
1	Principal Secretary Urban Development Department/ Municipal Administration	Chairperson
2	Principal Secretary Department of Finance	Member
2	Principal Secretary Department of Women and Child Development	Member
3	Principal Secretary of Department of Civil Supplies	Member
4	Principal Secretary of Department of Labour and Employment	Member
5	Principal Secretary of Department of Health	Member
6	Principal Secretaries of Other relevant Departments	Member
7	State Mission Director, DAY-NULM	Convenor

Note: The State Level Nodal Officers (SLNOs) of the concerned Central Ministries/ Departments would be co-opted in such meetings.

ANNEXURE–E

To ensure effective Scheme linkages, a District Level Monitoring Committee will be constituted as under:

S.L No	Designation	Role
1	District Collector (In bigger cities, Municipal Commissioner)	Chairperson
2	Add. Collector/ Chief Development Officer/ Joint Collector	Member
3	Municipal Commissioners/ Dy. Municipal Commissioner of all ULBs	Member
4	District Civil Supplies officer	Member
5	District Education Officer	Member
6	Chief Medical/ Health Officer	Member
7	Social Welfare Officer	Member
8	Lead District Manager	Member
9	Any other relevant officer(s) as decided by the District Collector to ensure coverage of all the schemes	Member

Note: The City Level Nodal Officers (CLNOs) of the concerned Central Ministries/ Departments would be co-opted in such meetings.

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