



GOVERNMENT OF KERALA

Abstract

Implementation of Socio-Economic profiling of PM SVANidhi beneficiaries - State Level Monitoring Committee - Constituted - Orders issued

LOCAL SELF GOVERNMENT (DC) DEPARTMENT

G.O.(Rt)No.739/2021/LSGD Dated, Thiruvananthapuram, 22/03/2021

- Read:- (1) Guidelines of Socio-Economic profiling of PM SVANidhi beneficiaries.
- (2) Letter No.5846/F/2015/KSHO dated 10.02.2021 from the Executive Director, Kudumbashree.

ORDER

Government of India has introduced PM SVANidhi scheme for street vendors to mitigate the hardships faced by them due to Covid-19 pandemic. The scheme envisages to link the street vendors with formal financial institutions and will open up new opportunities to this sector to move up in economic ladder.

(2) The scheme is designed with a perspective to use this as an instrument to outreach Street vendors and their families for their holistic development and socio-economic upliftment. Towards this goal Government of India is conducting Socio-economic profiling of PM SVANidhi beneficiaries and their families in 125 cities, in the first phase. The profiled PM SVANidhi beneficiaries and their families, as per their respective eligibilities will be linked to existing welfare schemes of Centre / State to protect them from the socio-economic risks and insecurities of life and livelihoods. In the first phase two cities from Kerala, Thiruvananthapuram & Kochi, were selected for the Socio economic profiling.

(3) A structured respondent based survey will be administrated through an IT platform. The IT platform will have an embedded feature to assess the potential eligibility of the respondents for selected Central welfare schemes. Urban Local Bodies will be responsible for web-based data collection of the PM SVANidhi. The derived data of eligible beneficiaries will be shared with District Level Committee for further processing the scheme benefits to

the eligible beneficiaries. Regular and organised coordination is required among the stake holders for speedy implementation of the scheme and delivering scheme benefits without delay, as there are many supporting departments involved.

(4) As per letter read as 2nd paper above, Executive Director, Kudumbashree has requested to constitute a State Level Monitoring Committee for the successful implementation of Socio-Economic profiling of PM SVANidhi beneficiaries.

(5) Government have examined the matter in detail and, as per section 10 of the Guidelines for Socio-Economic Profiling of PM SVANidhi Beneficiaries, are pleased to constitute a State Level Monitoring Committee for implementation of Socio-Economic profiling of PM SVANidhi beneficiaries as detailed below:

Sl.No.	Designation	Role
1	Principal Secretary Urban Development Department	Chairperson
2	Principal Secretary, Health and Family Welfare Department	Member
3	Labour Commissioner, Labour and Skills Department	Member
4	Secretary, Food & Civil Supplies Department	Member
5	Secretary, Women & Child Development Department	Member
6	Secretary, Finance Department	Member
7	Secretary, Social Justice Department	Member
8	State Mission Director, DAY-NULM	Convenor

(By order of the Governor)
R S KANNAN
SPECIAL SECRETARY

To:

The Secretary, Ministry of Housing and Urban Affairs, Nirman Bhawan,
New Delhi - 110 011.

The Principal Accountant General (A&E), Kerala,
Thiruvananthapuram.

The Accountant General (GSSA) / (ERSA), Kerala,
Thiruvananthapuram.

The Principal Secretary, Health and Family Welfare Department.

The Secretary, Food & Civil Supplies Department.

The Secretary, Women & Child Development Department.

The Secretary, Finance Department.

The Secretary, Social Justice Department.

The Director of Urban Affairs, Thiruvananthapuram.

The Labour Commissioner, Labour Commissionerate,
Thiruvananthapuram.

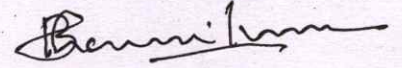
The Executive Director, Kudumbashree, Thiruvananthapuram.

✓ The Executive Director, Information Kerala Mission,
Thiruvananthapuram

Information & Public Relations (Web & New Media) Department.

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Section Officer.

Copy to :-PS to Minister, Local Self Government Department.

PA to Principal Secretary (Urban), LSGD

CA to Special Secretary, LSGD