

डॉ. क्षत्रपति शिवाजी, आईएस
अध्यक्ष एवं प्रमुख निदेशक

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Chairman & Managing Director



भारतीय लघु उद्योग विकास बैंक
SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA

May 16, 2016

SIDBI / CMD Sectt /Stand Up India/

Respected Shri Srivastavaji,

Standup India- Access to Finance to SC/ST and Women Entrepreneur

As you may be aware, among flagships initiatives of Government of India, Stand Up India scheme has been formally launched by the Hon'ble Prime Minister on April 05, 2016 at Noida. While enabling inclusive access to finance, Stand Up India aims to kindle entrepreneurial culture among unserved and underserved segments of the society represented by SC, ST and Women.

We also advise that www.standupmitra.in, an interactive portal was also launched by Hon'ble Prime Minister with 3 important features of the programme viz.

- i) Handholding support;
- ii) Loans from banks and
- iii) Guarantee support for collateral free lending.

The portal has been designed to map entire banking network comprising of 1.25 lakh bank branches, approximately 17000+ handholding agencies with various areas of expertise e.g. financial training, skill development, mentoring, DPR preparation, application filling, workshops and convergence of margin money/ subsidy support etc. being operated by various state/central organizations/ corporations.

The portal (www.standupmitra.in) will not only act as a facilitator for providing hand holding support but also as a market place to provide financial linkages to the prospective borrowers. The offices of LDMs, NABARD, & SIDBI would be playing key role of connect centers to facilitate linkages between borrowers, handholding agencies and banks. All the stakeholders will be connected through the portal. The portal is evincing good response with nearly 50000 hits, 478 online registrations by prospective entrepreneurs and more than 50 loan application getting registered. Some of these applications have already been sanctioned by the Banks.

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The portal has already mapped and provided coordinates of all the Lead District Managers of every district, Bank branches, NABARD & SIDBI Offices and also more than 11000 hand holding agencies & centres. This is aimed at providing potential vehicle to dovetail/ integrate various Government schemes with Gol's PMMY scheme, Stand Up India initiative of linking with appropriate loans from local banks. Accordingly, various Government schemes would have convergence with PMMY and Stand Up India initiatives etc. We shall be glad if you may please advise concerned departments to make good use of the various features and functionalities which can be accessed at www.standupmitra.in. The details of the scheme are appended at Annexure for your ready perusal and dissemination.

We have placed a dedicated team at Mumbai (email - singhrk@sidbi.in, support@standupmitra.in) which shall be glad to assist concerned departments or render any clarifications in the matter.

With warm regards

Yours sincerely,



Kshtrapati Shivaji

Encl : As above.

Shri R. K. Srivastava,
Chief Secretary
Govt. of Goa
Secretariat
Porvorim.