Entre-Prerana, an intervention at the confluence of digital and financial inclusion, aims at reviving the livelihoods of 1 million street vendors and other micro-entrepreneurs across India. Entre-Prerana mainstreams their business through formal registration, access to low-cost working capital through banks, transition to digital payments to build a robust credit history and linkages to new markets through e-commerce platforms.

The COVID-19 pandemic exacerbated the livelihood struggles of millions of street vendors in India. Operating at a small capital base, they faced the dual brunt of the pandemic-induced high healthcare expenses and loss of income due to lockdowns, which exhausted their savings and pushed them towards debt and poverty. To ensure a quick recovery from this setback, the government launched the PM SVANidhi scheme, to provide credit for working capital of upto INR 10,000 to street vendors to resume their business. Still, they faced several challenges due to a lack of vending registrations or licenses; no bank accounts; limited knowledge and inadequate support to process the loan applications, etc.

To support these street vendors coping with the crisis, AIF devised a systemic solution- 'Project Entre-Prerana,' focused on financial inclusion by building their capacities and strengthening the policy, regulatory, financial, and governance ecosystem to ensure their holistic development and economic upliftment. The project emphasized on the multi-pronged strategy of working at individual and ecosystem level, driving the impact by collaborating with multiple stakeholders such as donors, financial institutions, governments, urban local bodies, street vendor associations, etc. to maximize the benefits to the beneficiaries.

A pilot phase of the Entre-Prerana project (December 2020 to June 2021) was implemented in Lucknow, UP in which AIF and its partner reached around 6,500 vendors through various project interventions.

This brief outlines the key findings from the evaluation study conducted at the end of pilot phase to assess the impact of model and generate evidence on the program outcomes.

### IMPACT
- 83% vendors reported increase in their income
- 91% recalled AIF’s support in introduction to the scheme and its benefits
- 86% female vendors reported using loan for adding diverse selling products
- 74% female vendors reported having already repaid the loan successfully*

* Survey included vendors at different stages of loan repayment, remaining vendors reported regular repayments in progress.

### PILOT PHASE
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This brief outlines the key findings from the evaluation study conducted at the end of pilot phase to assess the impact of model and generate evidence on the program outcomes.

Entre-Prerana’s alignment with the SDGs

https://news.trust.org/item/20200921083938-ss1ox, accessed on 1 March 2022
Background on Street Vendors as per the PM SVANidhi Scheme. https://pmsvanidhi.mohua.gov.in/Home/Schemes, accessed on 1 March, 2022
EVIDENCE

A post-intervention, mixed-method impact study was conducted among a sample of 507 Project beneficiaries. Its aim was to assess the social value returns of the interventions, among these street vendors, especially during the pandemic; and assimilate the key learning from the project results that could be used to inform the scale-up.

Street vendors reported a significant impact of the program support in securing formal registration, accessing PM-SWANIDHI loans, and building robust credit history through digital payments, which led to better working conditions, increased income and improved quality of life.

INCOME ENHANCEMENT

- **83%** vendors who received loans from AIF’s assistance reported varied increase in their income levels in the past **12-18 months**.
- Around of **13%** vendors reported a **50% increase in their monthly income**, with **3%** vendors reporting a **2X income enhancement** over a 12-18 month period.

![Figure 1: Percent of respondents whose income increased post accessing the PM SVANidhi loan](image)

**CONCLUSION**

The evidence from the study showed promising results on the program model and significant demand in the community. The project’s success with women and mobile vendors, who face differential challenges in accessing these schemes, reiterated the need for focused attention to these vulnerable groups. Project’s continuous engagement with local stakeholders ensures long-term sustainability of these efforts. Owing to the success of the pilot, AIF has integrated these learnings while scaling up the Entre-Prerana project to 8 states and UTs of India.

**Notes:**


