Components

- Social Mobilisation & Institutional Development
- Employment through Skill Training & Placement
- Self-Employment Programme & Financial Inclusion
- Support to Urban Street Vendors
- Shelter for Urban Homeless
- Capacity Building
- MIS & Monitoring
- Innovative Projects
Plan for 2021-22
Social Mobilisation & Institutional Development

1. NHG formation- 1563
2. NHG Revival-319
3. Revolving fund to NHGs-3225
4. Revolving fund to ADS-134
5. Trainings for RO; (Training for 124 CDS, 1000 ADS, COs in 93 ULBs)

City Livelihood Centre:

1. To establish 20 new CLC
2. To make 7 CLCs self sustainable
Model CDS

- The project aims to develop self-sustainable and independent kudumbashree CDS.
- Focus will be given to create a positive office atmosphere in first year.
- Different activities will be planned and implemented in next 2 years.
- One Urban CDS selected from each district

UPRP: Urban Poverty Reduction Plan

- The project aims to prepare a demand plan at city level and integrate the plan with ULB plan.
- Basic data collection will take place at NHG level and ADS level consolidation will take place accordingly.
- The data will be verified and consolidated at CDS level and will integrate with ULB plan through evaluation committee.
Employment through Skill Training & Placement

◦ Empanelment of new agencies: 25

◦ Mobilization, enrollment and commencement of training: 5930

◦ Placement drive for candidates trained under EST &P : 4513

◦ Enrollment of PMAY families

◦ Job fair in 14 districts
Self-Employment Programme & Financial Inclusion

- Mobilisation Campaign
- Establishment of 700 individual & 150 group enterprises
- Establishment of ME by utilising RF to ADS: 800
- Establishment of ME by utilising linkage loan: 450
- Establishment of ME by utilising CEF: 500
- Handholding to existing MEs- Revival of sick ME, Financial Support (RF, TF, TUF, SDA etc)
- Supporting the online marketing efforts of Kudumbashree through onboarding CLCs in to Flipkart portal
- Linkage loan to 3100 SHG and loan subsidy release through PAiSA portal and offline
Support to Urban Street Vendors

- Develop an IT based platform and conduct survey of street vendors in 93 ULBs
- Distribution of vending certificate and identity card to all the approved street vendors
- Form elected town vending committee in all 93 ULBs
- Develop street vending plan & vending bylaw for 93 ULBs
- Develop 47 vending markets
- Support 5739 street vendors with PMSVANidhi loan
- Conduct 148 financial literacy camps for street vendors
Shelter for Urban Homeless

- To support all functional (29) shelters with O & M cost
- To make all the approved shelters functional (22)
- Approval for new shelters (Kochi, Thrissur, Kollam)
- Training for shelter management committee; 14
Capacity Building

◦ Provide capacity building trainings for City Mission Management Unit (CMMU) and other Stake holders of NULM

◦ Trainings for
  ◦ CMMU in 93 ULBs
  ◦ CPOs in 93 ULBs
  ◦ Welfare standing committee chairpersons in 93 ULBs
  ◦ ULB secretaries in 93 ULBs

○ Recognition & Award for best performing ULBs
Special Projects

She Lodge

- To provide safe accommodation for women who needs to travel regularly for education and employment needs, Kudumbashree as part of its self employment program will form She lodges cum hostel in potential locations across in convergence with ULBs.

- Establishing 24 She lodges in Convergence with ULBs.
- Establishing 10 She lodges using CSR fund

RO Plant

- To meet the demand for purified drinking water
- Formation of new 5 reverse Osmosis plant in ULBs
- To make 11 existing RO plant self sustainable

FMC- Kochi Metro

- This project has created a livelihood opportunity for 669 Kudumbashree members.
- By 2021-22, Kudumbashree aims to establish FMC as a revenue generating model.

Human ARM

- Human Arm is a society under NULM Kudumbashree Mission, that provides livelihood opportunities to urban poor.
- The aim of this project is to lift up the economically poor by provide job opportunities and to furnish their livelihood.
- Human arm plans to establish their presence all across Kerala. As first phase - human arm aims to expand their activities in Trivandrum, Kochi, Trissur, and Kozhikode.
Technology support for monitoring & facilitating implementation of DAY-NULM

- **DAY-NULM MIS** - Platform to monitor the progress of all components of DAY-NULM – data entered on a real time basis

- **Systematic Progressive Analytical Real Time Ranking (SPARK)** - Ranking system based on data in the DAY-NULM MIS – Won National award for 3 consecutive years – Rs. 43 crores

- **Aadhaar seeding** of all beneficiaries of NULM

- **PMSVANidhi** – portal for facilitating loans to Street vendors
- **PAiSA (Portal for Affordable credit and Interest Subvention)** – release interest subsidy for NHG linkage loans, ME loans, RF to NHGs and Payment to Skill training providers

- **Public Finance Management System (PFMS)** – implemented in all 93 ULBs

- **Softwares Planned**
  - Survey of Street vendors
  - Monitor State Urban Livelihood Programme
  - Online booking facility for SHE lodges
Kerala State Urban Livelihood Programme

◦ The Special Livelihoods programme is envisaged to support urban poor/urban dwellers to find sustainable livelihood. The aim is to provide better skilling and to provide handholding to establish self employment or to find suitable wage employment.

◦ The existing MEs may be provided handholding to upgrade to the next level.

◦ Convergence with ULB

◦ Funding pattern- 80:20 (State: ULB)

◦ Integration of CDS plan into ULB plan

◦ Monitoring & convergence by specially formed committee at district level
Plan for 2020-21

- Submitted Plan amounting Rs.10Cr to planning board
- Establishment of a special cell at ULB level (City Livelihood Hub)
- Training to all Stakeholders
- Support to 1000 urban poor/urban dwellers to ensure sustainable livelihood
- Grading of existing MEs
- Establishment of **Navanidhi** Fund scheme at ULB level for providing support to existing MEs