

National Urban Livelihood Mission

NULM is a centrally sponsored scheme implementing across the country with the aim of reducing poverty and vulnerability of urban poor households by enabling them to access gainful self-employment and skilled wage employment opportunities on a sustainable basis.

ZeenathTK City Mission Manager Pattambi Municipality.(Present)

City mission Manager Mattannur and Iritty Municipality(30-05-2018 to 13-09-2018)

Work at a glance

At the initial stage of work under NULM in Mattannur municipality are to co-ordinate ESTP and SEP components. During this period I formed a housekeeping team and construction group in Mattannur Municipality. Presently I am in charge of NULM components of Pattambi and ottappalam Municipality.

During this period our team have coordinated and implemented at grass root level, support the urban poor for getting better livelihood, socially economically empower them especially women beneficiaries and help them in establishing enterprises as it will enable them to overcome poverty and improve their standard of living. As a team we have organized a number of mobilization camps at ward level, identifying the real beneficiaries for ESTP and self-employment programs also identifying the new business opportunities and its scope and convincing them about need of penetration of Kudumbashree products, facilitated training to them with the existing resources and provide handhold support at the right time.

Also we are promoting innovative micro enterprises, encourage the urban poor to start highly profit oriented ventures other than traditional one followed by NHG members, providing requisite EDP and skill training, arranging regular meeting for entrepreneurs, follow up of already started enterprises and encourage them to penetrate marketing opportunities.

Arranging linkage melas and facilitating the eligible NHG's to get linkage loans and ensure them to get subsidy. Apart from this our team is managing other projects of NULM, other duties assigned by kudumbashree District mission and Municipality from time to time.

Social Mobilization and Institutional Development

Under SMID we have formed 74 NHG's with 962 family members in Pattambi Municipality and 194 NHG's with 2716 members in Ottappalm Municipality. In addition to this we have distributed the RF of Rs10000 each to 169 new NHG's in Pattambi municipality. Also distributed 224000 RO fund to CDS in Pattambi Municipality. Also we have formed 28 elderly NHG's in Pattambi municipality, also formed four PWD NHG's in Patambi municipality.

Employment through Skill Training and Placement

This component designed to powered skill to unskilled urban poor as well as to update their existence skills, the program will provide skill training of the urban poor, to enable them setting self-employment and salaried job in the private sector .

During this period, we have enrolled 93 students in Pattambi municipality in different courses all over the states ensure successful completion of course and make sure that successful candidates getting placement in different institution. Also we have organized mobilization camps at ward level and integrate the urban poor to get better skill training and placement.

Self-Employment Program

SEP focus on financial assistance to individual or groups of urban poor and setting up of gainful self-employment ventures/micro enterprises, suited to their skills, training aptitude and local conditions. The component will also support SHG's of urban poor to access easy credit from bank and avail interest subsidy on SHG loans.

Under SEP we have started 13 self employment programmes in Pattambi Municipality with the support of bank loans provided by different banks. The beneficiaries is started micro enterprise such as Stitching and garments, Beauty parlour, ITunits, clothbag, paperbag, canteensetc. During this period we have provided skill training to 15 NHG members in food processing and bag making though rsetti Canara bank. For promoting the micro enterprises we have identified the gap of Kudumbashree enterprises in urban area and act meticulously to fill the gap with the existing resourses. There are about 37 Micro enterprises started with the support of linkage loans and revolving funds which is successfully working under CDS.

In connection with Kudumbashree livelihood year 2019 we have organized ward level meeting in all ADS, as a result we started 17 micro enterprises at CDS level . In Pattambi municipality we have started 2 nano markets shops by integrating 20 NHG's micro units at ULB level from which they are making an average sales turnover of 45000 per month. Also we have organized festival markets like onam market, christmas, new year etc. in Pattambi municipality.

Under SEP we are able to provide Linkage loans to 202 NHG's in Pattambi Municipality. We have organized linkage loans campaigns, financial literacy campaigns for the promotion of linkage loans. Also we ensure interest subvention to eligible NHG's at regular interval both manually and through PAISA portal.

Innovative Enterprises.

We have started two innovative enterprises such as santwanam unit, cloth bag units under NULM. In pattambi Municipality RO plant building construction work is going on as a ULB convergence project, also we have started café unit in front of Taluk hospital.

In connection with promoting Self employment programme we have provided food processing training to 9 NHG members through rsetti, Canara bank bag making training to 6 NHG members by using NGO fund.

SHELTER for URBAN HOMELESS

Under this component we have conducted survey in Pattambi Municipality.

Support to urban street vendors

2 surveys were conducted as a part of street vendors act 2014 in Pattambi ULB and ID cards were distributed to 63 street vendors whose list is approved by town vending committee.

Other contributions

We have conducted a follow up of Spar sham campaign in Pattambi municipality and started about 37 micro enterprises by using Linkage and revolving fund etc.

Zeenath TK

City Mission manager

Ottappalam Pattambi Municipality