

Ottappalam Municipality

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 Ottappalam and 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 23 NHG's with 299 family members in Mattannur and Iritty Municipality and 120 NHG's with 1680 members in Ottappalam Municipality. In addition to this we have distributed the RF of Rs10000 each to 303 NHG's in Ottappalam . Also distributed 10 lacs RO fund to CDS in Ottappalam.Also we have formed 30 elderly NHG's in Ottapallam Municipality, also formed four PWD NHG's in Ottapallam 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 71 students in Mattannur, Iritti municipality and to 177 students in Ottapalam municipality in different courses all over the states ensure successful completion of course and make sure that successful candidates got 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 7 SEP in Mattannur , Iritti municipality and 23 SEP in Ottappalam Municipality with the support of bank loans provided by different banks. The beneficiaries is started micro enterprise such as Stitching and garments, Beauty parlour, women wellness Centre, ITunits, clothbag, paperbag, housekeeping, canteens etc.. During this period we have provided EDP training to 33 members and skill training to 80 NHG members. 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 resources. There are about 57 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 and conducted food festival at Ottappalam Municipality by integrating catering units at block level.Regarding kudumbashree shops In ottappalam,Council approved 250 squarefit space at Ottappalam bus stand to construct a Kudumbashree shop and submitted a proposal to District mission for the same.Apart from this ULB council sanctioned 1000 sqarefit building to start CLC at ottappalam municipality itself and submitted a proposal for the same to the State mission. Also we have organized festival market in Open auditorium Ottappalam Bus stand.

Under SEP we are able to provide Linkage loans to 303 NHG's in Ottappalam 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 many innovative enterprises such as women wellness Centre, Urban service team, cloth bag and paper bag units, Housekeeping team, IT units, Santwanam units etc. under NULM in Ottappalam Municipality. She lodge and kudumbashree canteen at municipal area work is going on as a ULB convergence project.

In connection with promoting Self employment programme we have provided bag making training to 55 NHG members by using NGO fund like school bags, Jute and paper, cloth bags etc. Also we have provided 15 days housekeeping training, Day care training through Arise programme to 25 NHG members, And 10 of them placed in various organizations for the salary of RS 9000.

SHELTER for URBAN HOMELESS

Under this component we have conducted survey at Ottappalam Municipality.

Support to urban street vendors

2 surveys were conducted as a part of street vendors act 2014 in Ottappalam ULB and ID cards were distributed to 150 street vendors whose list is approved by the town vending committee.

Other contributions

We have conducted a follow up of Spar sham campaign in Ottappalam Municipality and started about 57 micro enterprise in Ottappalam Municipality by using Linkage and revolving fund etc.

Zeenath TK

City Mission manager
Ottappalam Municipality