

NATIONAL URBAN LIVELIHOOD MISSION (DAY NULM)

National Urban Livelihood Mission (DAY NULM) aiming to reduce poverty and vulnerability of the urban poor households enabling them to access self-employment and skilled wage employment, resulting in an appreciable improvement in their livelihoods on a sustainable basis, through building grassroots level institutions of the poor. The mission would aim at providing shelter with essential services to the urban homeless in a phased manner. In addition, the Mission would also address livelihood concerns of the urban street vendors by facilitating access to suitable spaces, institutional credit, social security and skills to the urban street vendors for accessing emerging market opportunities. The Mission started its operation in Kerala by Kudumbashree as the nodal agency in April 2015 at District Headquarter municipalities and extended to all urban local bodies in November 2016.

The following are the activities done under DAY NULM at Pathanamthitta and Adoor

Social Mobilization and Institution Development (SM&ID)

In this component ,168 NHGs were formed with the inclusion of 2212 families 33 NHG s were revived and made into operational. As a financial support and to make livelihood to urban poor of NHGs, An amount of Rs.30,00,0000/- were distributed as ALF Revolving fund to 60 ADS @Rs.50000 /-each in both ULB and also 398 NHGs with Rs.10000/- each.Financial literacy campaigns, health camps ,and handholding support were being done to NHGs ,ADS and CDS

Self Employment Program (SEP)

This component provides financial assistance for setting gainful individual and group enterprises. Under this 23 individual 7 group enterprises started beneficiaries started .Apart from this,41 enterprises started by using Revolving Fund ,linkage and thrift.- has been given for livelihood activities .A total of 36 persons were given EDP training. An amount of Rs.13.49 Crore was given to 411 NHGs has linkage and also Rs27 Lakh has been given asInterest Subsidy to 112NHGs.

Employment through Skill Training and Placement

This component focus to provide skills to the unskilled and to upgrade the existing skills and generate income through salary or self employment program . Under this 124 beneficiaries were trained and placed 61 beneficiaries. As part of financial support travelling allowances were provided for 16 beneficiaries were provided with an amount of Rs. 44730/- .Skill Gap Analysis was conducted in both ULB .

Support to Urban Street Vendors (SUSV)

To improve the condition of Street Vendors in Urban Area and to provide them with hygiene, modern market..Under this component a third party survey was conducted during the period of 2016 and 2017 and identified 433 vendors and 273 vendors were approved by the Town Vending committee and was given ID card .Process to constitute regular Town vending committee and finalization of vending zone are going on.

Scheme of Shelter for Urban Homeless (SUH)

A Shelter home for homeless women is sanctioned at Pathanamthita, the project cost is Rs.3.10 Crore and the process for obtaining technical sanction is progress .

Other Activities Done

Innovative enterprises, Take away counter at Adoor ,Santwanam units, Harsham units established in both the ULBs ,The process for setting up of marketing kiosk cum food kiosk at Govt.Hospital Adoor is going on with support of NHG members. Food fest conducted in both the ULBs and provided products to Amazon Saheli. Conducted Ayushman Bharath Activities in both the ULBs .

Marketing kiosk cum food counter at Pandalam FHC Kadakkad



TOTAL PROJECT COST : Rs.2 Lakh
No of Beneficiary : 3
Date of Commencement : March 2020