

## **National Urban Livelihood Mission (NULM)**

### **City Mission Manager – Johny Joseph**

#### **In Charge ULBs –Thodupuzha & Koothattukulam**

National Urban Livelihood Mission (NULM) is a poverty alleviation project implemented by Ministry of Rural Development, Government of India. This scheme is focused on poverty alleviation of urban poor people by promoting self-employment and organization of them. The basic idea behind this programme is to organize the poor into SHG (Self Help Groups) groups and make them capable to make their livelihoods.

### **Koothattukulam (From 01.09.2018 to Present)**

#### **I. Social Mobilization & Institutional Development (SMID)**

Through this component we have started 18 NHGs and connected 212 families in to the great Kudumbashree network.

|  |               |   |     |
|--|---------------|---|-----|
| 1. New NHG Formed                      | ( 2017 – 18 ) | – | 5   |
|  | ( 2018 – 19 ) | – | 9   |
|  | ( 2019 – 20 ) | - | 4   |
| 2. NHG Revived                         |               | – | 0   |
| 3. Revolving Fund given to NHGs        |               | – | 121 |
| 4. Revolving Fund given to ADS         |               | – | 14  |
| 5. Number of Special NHGS formed       |               | – | 5   |
| 6. Total number of NHGs as of Feb 2020 |               | – | 155 |

#### **II. Self-Employment Program ( SEP )**

Through this Self Employment Programme, we have started 15 enterprises in Koothattukulam ULB. These units include provision stores, tailoring units, cut vegetable units, pickles & snacks unit, cleaning solutions units, poultry, pisci culture etc.

|  |               |   |             |
|--|---------------|---|-------------|
| 1. Number of enterprises started                     | ( 2017 – 18 ) | – | 1           |
|  | ( 2018 – 19 ) | – | 7           |
|  | ( 2019 – 20 ) | - | 7           |
| 2. Total volume of Bank loan provided to enterprises |               | – | 24,36,500   |
| 3. Total number of linkage loans disbursed           |               | – | 136         |
| 4. Total volume of linkage loans disbursed           |               | – | 5,66,74,000 |

5. Interest subsidy released for linkage loans & SEP loans – 8,23,234

### **III. Employment through Skill Training & Placement ( EST& P )**

We have been providing quality education & placement support through this component. Many candidates have been selected for good salaried jobs after completing courses in various streams such as; Electronics, Accounting, Ayurveda Spa therapy, Tally, Lab chemist, etc.

|  |   |    |
|--|---|----|
| 1. Total number of candidates enrolled (2017 – 18) | – | 32 |
| (2018 – 19)  | – | 16 |
| (2019 – 20)  | - | 4  |
| 2. Total number of candidates passed               | – | 31 |
| 3. Total number of candidates placed               | – | 22 |

### **IV. Support to Urban Street Vendors ( SUSV )**

|   |   |    |
|---|---|----|
| 1. Number of street vendors identified through survey | – | 46 |
| 2. Number of street vendors approved by TVC           | – | 36 |
| 3. Number of ID cards given                           | – | 36 |

### **V. Innovative Initiatives**

Many innovative initiatives started under SEP component. These units have been operated by Kudumbashree women and the income from these units is the main income source of their families.

1. House keeping unit
2. She lodge

### **VI. Special programs / actions initiated**

Apart from the regular activities, the CMMU has organized many special programs to support the enterprises and NHG members. Some programs are;

1. Arranged 3 food fests and generated extra income to 4 SEP units and it was a great marketing activity also.
2. Implemented 1 nano-market attached with a service cooperative banks consumer store. 11 units' products are selling through this point.
3. Ayushman Bharath – Insurance awareness and enrollment
4. Medical Camps – 3 medical camps conducted and around 300 people get benefited.