

NATIONAL URBAN LIVELIHOOD MISSION (DAY NULM)

National Urban Livelihood Mission (DAY NULM) is a poverty alleviation project implemented in Kerala by **Kudumbashree**. The Mission started its operation in April 2015 in Head Quarters and was extended to all urban local in November 2016. Kudumbashree is essentially a community network focusing on the urban areas that covers the entire State of Kerala. NULM program was launched at Pandalam & Harippad in Nov 2016.

The following are the activities done under DAY NULM @ Pandalam Harippad

Social Mobilization and Institution Development (SM&ID)

In this component , 143 NHGs were formed and it includes almost 2000 families including 39 Elderly, 7 PWD and 1 Transgender NHGs and also revived 72 inactive NHGs. As a financial support and to make livelihood to urban poor of NHGs, An amount of Rs.31,00,0000/- were distributed as ALF Revolving fund to 62 ADS @Rs.50000 /- each in both ULB and also 398 NHGs with Rs.10000/- each .For improving the activities of CDS and to make more and deeper role in the community an amount of Rs.10,58,000 was given as RO fund to the CDS.

Relationship Kerala

**TOTAL NHGs FORMED AS PER
RELATIONSHIP KERALA – 19 NHGs**



VAYOGANA SANGAMAM



Self Employment Program (SEP)

This component provides financial assistance for setting gainful individual and group enterprises. Under this 45 beneficiaries started 7 Group enterprises the loan amount availed by this group is Rs.19,00,000/- and 36 individual enterprises were also started loan of Rs.41,93,000/-. Apart from this, Revolving Fund of ADS amounting to Rs.28,50,000/- has been given for livelihood activities . Also a group of 10 members who had lost their livelihood in floods were given livelihood in association with Snehitha .A total of 94 beneficiary were given EDP training. An amount of Rs.24.19 Crore was given to 533 NHGs has linkage and also Rs.81.28 Lakh has been given has Interest Subsidy to 198 NHGs.

A Take Away Counter was setup at Pandalam in convergence with SC Department, the total project cost of the Rs.6.5 Lakh. Also a degradable bag unit was established at Haripad in convergence with ULB ,the total project Cost is Rs.7 Lakh .

Kudumbashree take away counter Pandalam



- ▶ No of Beneficiary -5
- ▶ Total Cost of Project - Rs.6.5 Lakh
- ▶ Date of Commencement - July 12 2019

DEGRADABLE BAG UNIT HARIPAD



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 248 beneficiaries were trained and placed 95 beneficiaries. As part of financial support travelling allowances were provided for 50 beneficiaries were provided with an amount of Rs. 150250/- and Post Placement Support was provided to 14beneficiaries with an amount of Rs. 96000/- .Skill Gap Analysis was conducted in both ULB .In addition,6 Beneficiary trained in electrician were given self employment at Pandalam.

Support to Urban Street Vendors (SUSV)

To improve the condition of Street Vendors in Urban Area and to provide them with hygiene,modern market this component gives emphasis.Under this component a third party survey was conducted during the period of 2017 and identified 182 street vendors and 120 street vendors were approved by the Town Vending committe and all street vendors approved by Town Vending Committee was given ID card . Vending Zone and non vending zone was identified at Pandalam and also a draft vending market plan was prepared and is pending to municipal committee approval.

Scheme of Shelter for Urban Homeless (SUH)

A Shelter for By standers of patients at Taluk Hospital Haripad for amount Rs.1.20 Crore have been given administrative sanction and the project work are under progress .

Other Activities Done

Innovative enterprises like Housekeeping Unit at Haripad, Take away counter at Pandalam, Santwanam units, Harsham units, Café Corner at Haripad and marketing kiosk cum food kiosk at Pandalam were started with the support of NHG members. For selling the products through online various products were forwarded to Amazon Saheli. Medical camps for the NHG members were conducted with the support from National Health Mission and 300 beneficiaries from various NHGs got treatment.

Marketing kiosk cum food counter at Pandalam FHC Kadakkad



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