



Presentation before the Parliamentary Standing Committee on Urban Development

KOCHI, 23RD JANUARY 2021



Know our "Best Practices" from the Projects in Urban Areas

Know our "Best Practices" from the Projects in Urban Areas. The Parliamentary Committee on rural development had visited Munnar and we had made a presentation on Kudumbashree's presentation made during that meeting. I had explained the details of the same in one of the previous articles (Making an Impact Article-434). Today, the Parliamentary Committee on Urban Development had visited Ernakulam and had reviewed the important centrally sponsored programmes being implemented through Kudumbashree. This includes Pradhan Mantri Awas Yojana-Urban (PMAY-U) and National Urban Livelihood Mission (NULM). The progress of PMAY and NULM was reviewed in this programme. We did a presentation on the Best Practices of PMAY and NULM conceptualised by Kudumbashree in Kerala. Let me explain about these Best Practices, today.

PMAY (Urban)-LIFE

1. Rs 4 Lakhs is given to each beneficiary in Kerala (In addition to Rs 1.5 Lakhs provided by Government of India, Rs 2.5 Lakhs is provided by the State Government as State-ULB share).

2. Until now, 6 Housing Complexes have got approval (houses for 774 beneficiaries). Rs 1.5 lakhs each is being received from the Government of India for every house unit. In addition to this, at least Rs 9 lakhs each is allotted from the State Government for each house unit.

3. PMAY-NULM Convergence was implemented at its best in the state. 655 PMAY beneficiaries were provided with skill training as part of the skill training programme. This has helped them secure livelihood.

4. Convergence with Ayyankali Urban Employment Guarantee Scheme is one of the best practices. 90 man days were given to the beneficiaries of each household (with financial support of Rs 26,190). Total assistance of Rs. 39 crores was given to 45,926 beneficiaries until now.

5. 31 women construction groups were formed in urban areas. Construction of 52 PMAY houses were completed through them.

6. Haritha Bhavanam (Sustainable Houses) Campaign

was conducted for the beneficiaries of PMAY houses and 124 houses were awarded.

7. Housing Financial Literacy Campaign was conducted for the beneficiaries.

8. Various support was extended to the beneficiaries (livelihood support, waste management unit, solar lamps) using the ULB fund.

9. Angikaar Campaign was implemented well in Kerala. The campaign's aim was to extend various services to the beneficiaries. Through this campaign 7,400 Ujjwala gas connections were provided. Health insurance was given to 12,800 people. 13,173 people were extended Solid waste units and 17,602 were given LED lamps.

NULM

1. 13 City Livelihood Centres (CLC) were started. CLCs also function as a registration centre for the skilled and the unskilled. In addition, marketing opportunities are extended in some areas.

2. Those who received training through Employment through Skill Training & Placement (EST&P) Programme,

had registered a society named as 'Human Arm' and this is now functioning as a Facility Management Service provider. Through this Facility Management services are being extended in various sectors such as Data Entry Operator, Ward Assistant, Social Investigator at Malabar Cancer Centre, Regional Cancer Centre, Kerala State Disaster Management Authority etc.

3. Skill Gap Analysis Survey was conducted in 93 ULBs. The areas that need skilled people, and have livelihood opportunities in each ULBs were identified. Following that, training was extended in those sectors.

4. 7% interest subsidy is provided from the Central Government funds of NULM. Along with that the State Government is giving additional subvention of 3% and the loans were made available at 4% interest.

5. Activities for the online marketing of the products of SHGs were started associating with Flipkart.

Hope these analysis and best practices that we presented about these two projects being implemented through Kudumbashree before the Parliamentary Committee, will be helpful for our readers.