

National Urban Livelihoods Mission : One Mission, Many Smiles

Coming from an entirely different job profile, everything about Kudumbashree and NULM seemed newfangled. Having joined as City Mission Manager – DAY NULM in Manjeri Municipality on 31-07-2017 my learning curve was always on the rise. Soon after joining I got additional charge of Nilambur Municipality as well. As a facilitator of Livelihood promotion among urban poor, It was essential to set up a sound relationship with all the stake holders viz, Municipal council, Municipal employees and Kudumbashree (CDS, ADS, SHG) members, etc. After feeding myself with required knowledge and skills, first thing I did was to market NULM among all the stakeholders. Utilizing every possible opportunity to speak about NULM was the order of the day initially. Visiting SHG meetings to understand the pulse was a very effective tool too.

The tactic worked out well and most of them now know the existence of NULM program. Then it was time to go for component wise data collections and mobilizations. Conducting CDS meetings and calling up ward level meetings was the modus operandi. That way we were able to identify beneficiaries for various components.

Apart from the component wise achievements, my major achievement was that I could bring wide acceptance for NULM among urban poor in both ULBs. The programs conducted under NULM were welcomed without any hesitation from various stake holders. Having won national awards twice as a team, winning Saramsh competitions, winning AAP 2019-20 preparations highlights my good run with NULM team. I believe achievements are not just winning medals or certificates, its earning respect and faithfulness in others mind. In that way, my major achievement is the acceptance I receive from both ULBs as the flag bearer of the program.

Social Mobilization and Institution Development (SMID); The Gateway to Urban households



Since, Formation of Self Help Groups (SHG) is the priority of this component it was very important to convey the importance of having an SHG. Manjeri, being one of the largest ULBs in the district had many urban poor who were not part of SHGs. The awareness classes paid off. The financial support that a Resource Organization can earn for forming SHGs and handholding them motivated ROs. With the support of CDS, City Mission Management unit was able to form more than 40 new SHGs in the ULB. Nearly 650 families were included into the Kudumbashree network. 29 ALF and 226 good functioning SHGs were identified for Revolving fund support after screening and grading. Revival of the defunct SHGs is another area in which the CMMU concentrates and 20 SHGs were revived during the period. In addition to this, nearly 60 elderly SHGs and 25 special SHGs were formed in this FY.

On the other hand, Nilambur ULB had almost reached the peak of SHG formations. But through various mobilization programs CMMU identified the left out families and included nearly 650 families into Kudumbashree Network to form 44 SHGs. This FY 24 elderly SHGs and 2 PWD SHGs were formed. The greatest achievement of the CMMU is that all 33 ALFs have been identified as best functioning and cleared the eligibility criteria for Revolving Fund **(100% RF TO ADS)**. 132 SHGs were also identified for RF. In both the ULBs module training for new SHGs are being done in time.

Employment through Skill Training and Placement (ESTP) ; skill for future



EST&P is a component which gives NULM wide publicity among urban youth. Coming from a Human Resource background, skill development was one of my key result areas. Hence, EST&P component gave me more scope for interventions. Apart from routine EST&P works, I could associate with various companies directly and enable placement support to students. During these periods my ULBs made an impressive performance in enrolment of students for various courses.

Till date 308 students are enrolled from Manjeri ULB for various courses. Having only one training centre in the Manjeri ULB, I was able to send students to various ULBs for Residential as well as non residential courses. Out of these enrolled students 237 students got certified and 152 students got placement in various organizations. In case of Nilambur ULB, The number of total enrolments is 354. The number of certified students is 228 and the number of candidates received placement is 117. Four candidates have started Micro enterprises (Mini supermarket, Data entry, Readymade Textiles shop and Allovera production unit). Both Nilambur and Manjeri ULBs are the front runners in terms of enrolment in EST&P in the district.

In addition to this, Readiness verification of the Training centres, mobilization of beneficiaries, proper counselling, placement verifications, etc takes place in a regular basis. Setting up first Mens hostel run by Kudumbashree for NULM EST&P beneficiaries at Nilambur is one of the major achievements in this component. A mega jobfair was conducted in Manjeri on 06-02-2019 which attracted more than 2000 job seekers and 34 organizations participated. A website for jobseekers was started as ME in Manjeri named jobnedam.com. Skill gap analysis was conducted in both ULBs to identify possible job opportunities. Convergence with PMAY for skilling PMAY beneficiaries was another area of intervention.

Along with routine classroom sessions I used to arrange financial and ME literacy sessions to beneficiaries. Job fair is arranged in both ULBs by the end of February 2020 to give more employment opportunities to urban youth.

Self Employment Program (SEP) ; promoting urban enterprises



Self employment is something that everyone from Kerala dreams of. But to avail loan facility is a mammoth task for urban poor. That is where NULM SEP component opened up the scope for Micro and Small enterprises among the poor. Sensitizing the society was the first thing I had done in this component. To give enough information regarding the scheme various CDS, ADS, SHG meetings were conducted. Though NULM program had already been started in my ULBs, no NULM ME was started under the scheme.

Many applications were mobilized and sent to task force meetings. This is a regular function in CMMU these days. Total of 68 and 51 enterprises respectively were started in Manjeri and Nilambur so far using SEP Loan, SHG linkage, Revolving fund and Thrift. Convergence with ULB fund for supporting micro enterprises was done. In Manjeri during 2018-19 20 lakh rupees was earmarked for supporting women group enterprises. NULM, Kudumbashree, ULB and Industrial Department converged together to give rebirth to Women Apparel park which was defunct for years. NULM identified 30 beneficiaries through various ward level mobilizations and then gave General Orientation training and training in Fashion Designing using Skill training agencies of Kudumbashree. After training 6 groups were formed and bank linked subsidy of Rs. 3 lakh was distributed to each group. One of the group among this is a group of Differently able women named Fly Wheels. Bringing 30 household women to self employment and then to make a change in their life is so satisfying. I arranged LED Bulb training to women and 20 women from Manjeri participated in it. Out of the 20 8 women formed a group and started making LED Bulbs. Now they have set up a brand of their own named "Ullas LED". They are supplying their product in supermarkets and other shops in Manjeri. Innovative enterprises like LED Bulb Unit, Day care centres, fitness centre, Tuition centre and mini super market were started in Manjeri. We were able to give training in stitching to more than 200 women which helped them to have their own means of income. In 2019-20 project ULB earmarked Rs. 7 lakh for individual enterprises at Manjeri. Recently we tied up with industrial department to give training in rubber product manufacturing for Kudumbashree women.

In Nilambur ULB convergence with ULB was done to support traditional Clay pot making units. Subsidy was given to such units to support them. Rs. 2,65,000 was given as subsidy to 7 units and revolving fund support of Rs. 4,50,000 was given to early enterprises. Innovative enterprises like bricks

unit, Mens Hostel, Day care, Dance school, Super market and construction unit, Studio were formed in the ULB. The construction unit we formed was a Scheduled Tribe unit. Basic bakery skill training was given to 20 women. MEs started by EST&P beneficiaries are functioning in the ULB. SHG linkages are done in high numbers in both ULBs.

Monthly markets, Nano Markets and Shelf spaces are other interventions in promotion of Micro Enterprises. Registration of units for Udyog Adhar card is by me for making the loan process more easier and to avail them many benefits of udyog adhar. ME gap analysis was conducted in both ULBs. Visiting of non Kudumbashree units to understand the process was done. 22 and 13 beneficiaries were identified for ARISE training recently from Manjeri and Nilambur respectively. CEF request and various training requests are sent to Distirct Mission.

Support to Urban Street Vendors and Support to Urban Homeless

These are two least happening components in my ULBs. In SUSV component major achievement till date is the distribution of identity cards to Town vending committee approved street vendors. Nilambur ULB have decided Vending zones and started thinking about uniform stalls for street vendors as part beautification of the town. A joint awareness session will be held in this regard next week. I had arranged a meeting for street vendors to give awareness regarding the scheme in which State Mission Manager participated. In case of SUH 9 and 12 people were found sleeping on the streets but no further action has been taken.

Other areas of intervention

I have been part of various programs directed by State Mission, District Mission and ULB. Given an opportunity I have always utilized it to the fullest. Sparsham Campaign, Quit India rally, Nagarashree utsav, Health camps, Ayushman Bharat card camps, Eye check up camps, Gas connection camps, Bank Account opening melas, Passport melas, financial literacy classes, Mission 80, Mission 20, Youth skills day celebration, Kudumbashree festivals, Monthly markets, etc were few of the programs conducted under my supervision in my ULBs. Along with this I used to participate in various ULB owned programs so as to seek any chance for convergence and make use of it.

The intention of the mission is so clear and It is a great opportunity for professionals like me to work towards poverty alleviation of the urban poor through various measures. Convergence and integration are mandatory for successful implementation of the project.

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