



DAY-NULM

NULM Team

Components

- Social Mobilisation & Institutional Development
- Employment through Skill Training & Placement
- Self-Employment Programme & Financial Inclusion
- Support to Urban Street Vendors
- Shelter for Urban Homeless
- Capacity Building
- MIS & Monitoring
- Innovative Projects

Plan **for** 2021-22

Social Mobilisation & Institutional Development

1. NHG formation- 1563
2. NHG Revival-319
3. Revolving fund to NHGs-3225
4. Revolving fund to ADS-134
5. Trainings for RO; (Training for 124 CDS, 1000 ADS, COs in 93 ULBs)

City Livelihood Centre:

1. To establish 20 new CLC
2. To make 7 CLCs self sustainable

Model CDS

- The project aims to develop self sustainable and independent kudumbashree CDS.
- Focus will be given to create a positive office atmosphere in first year.
- Different activities will be planned and implemented in next 2 years.
- One Urban CDS selected from each district

UPRP: Urban Poverty Reduction Plan

- The project aims to prepare a demand plan at city level and integrate the plan with ULB plan.
- Basic data collection will take place at NHG level and ADS level consolidation will take place accordingly.
- The data will be verified and consolidated at CDS level and will integrate with ULB plan through evaluation committee.

Employment through Skill Training & Placement

- Empanelment of new agencies: 25
- Mobilization, enrollment and commencement of training: 5930
- Placement drive for candidates trained under EST &P : 4513
- Enrollment of PMAY families
- Job fair in 14 districts

Self-Employment Programme & Financial Inclusion

- Mobilisation Campaign
- Establishment of 700 individual & 150 group enterprises
- Establishment of ME by utilising RF to ADS: 800
- Establishment of ME by utilising linkage loan: 450
- Establishment of ME by utilising CEF: 500
- Handholding to existing MEs- Revival of sick ME, Financial Support (RF, TF, TUF, SDA etc)
- Supporting the online marketing efforts of Kudumbashree through onboarding CLCs in to Flipkart portal
- Linkage loan to 3100 SHG and loan subsidy release through PAiSA portal and offline

Support to Urban Street Vendors

- Develop an IT based platform and conduct survey of street vendors in **93** ULBs
- Distribution of vending certificate and identity card to all the approved street vendors
- Form elected town vending committee in all **93** ULBs
- Develop street vending plan & vending bylaw for **93** ULBs
- Develop **47** vending markets
- Support **5739** street vendors with PMSVANidhi loan
- Conduct **148** financial literacy camps for street vendors

Shelter for Urban Homeless

- To support all functional (29) shelters with O & M cost
- To make all the approved shelters functional (22)
- Approval for new shelters (Kochi, Thrissur, Kollam)
- Training for shelter management committee; 14

Capacity Building

- Provide capacity building trainings for City Mission Management Unit (CMMU) and other Stake holders of NULM
- Trainings for
 - CMMU in 93 ULBs
 - CPOs in 93 ULBs
 - Welfare standing committee chairpersons in 93 ULBs
 - ULB secretaries in 93 ULBs
- Recognition & Award for best performing ULBs

Special Projects

She Lodge

- To provide safe accommodation for women who needs to travel regularly for education and employment needs , Kudumbashree as part of its self employment program will form She lodges cum hostel in potential locations across in convergence with ULBs.
- Establishing 24 She lodges in Convergence with ULBs.
- Establishing 10 She lodges using CSR fund

RO Plant

- To meet the demand for purified drinking water
- Formation of new 5 reverse Osmosis plant in ULBs
- To make 11 existing RO plant self sustainable

FMC- Kochi Metro

- This project has created a livelihood opportunity for 669 Kudumbashree members .
- By 2021-22, Kudumbashree aims to establish FMC as a revenue generating model.

Human ARM

- Human Arm is a society under NULM Kudumbashree Mission , that provides livelihood opportunities to urban poor .
- The aim of this project is to lift up the economically poor by provide job opportunities and to furnish their livelihood .
- Human arm plans to establish their presence all across Kerala. As first phase - human arm aims to expand their activities in Trivandrum , Kochi , Trissur , and Kozhikode.

Technology support for monitoring & facilitating implementation of DAY-NULM

- **DAY-NULM MIS** - Platform to monitor the progress of all components of DAY-NULM – data entered on a real time basis
- **Systematic Progressive Analytical Real Time Ranking (SPARK)** - Ranking system based on data in the DAY-NULM MIS – Won National award for 3 consecutive years – Rs. 43 crores
- **Aadhaar seeding** of all beneficiaries of NULM
- **PMSVANidhi** – portal for facilitating loans to Street vendors

□ **PAiSA (Portal for Affordable credit and Interest Subvention)** – release interest subsidy for NHG

linkage loans, ME loans, RF to NHGs and Payment to Skill training providers

□ **Public Finance Management System (PFMS)** – implemented in all 93 ULBs

□ **Softwares Planned**

□ Survey of Street vendors

□ Monitor State Urban Livelihood Programme

□ Online booking facility for SHE lodges

Kerala State Urban Livelihood Programme

- The Special Livelihoods programme is envisaged to support urban poor/urban dwellers to find sustainable livelihood. The aim is to provide better skilling and to provide handholding to establish self employment or to find suitable wage employment.
- The existing MEs may be provided handholding to upgrade to the next level.
- Convergence with ULB
- Funding pattern- 80:20 (State: ULB)
- Integration of CDS plan into ULB plan
- Monitoring & convergence by specially formed committee at district level

- **Plan for 2020-21**

- Submitted Plan amounting Rs.10Cr to planning board
- Establishment of a special cell at ULB level (City Livelihood Hub)
- Training to all Stakeholders
- Support to 1000 urban poor/urban dwellers to ensure sustainable livelihood
- Grading of existing MEs
- Establishment of **Navanidhi** Fund scheme at ULB level for providing support to existing MEs