

## **National Urban Livelihood Mission- Koyilandy Municipality**

### **THUSHARA. M- CITY MISSION MANAGER (Oct 2017 to Feb 2020)**

National Urban Livelihood Mission commenced with an aim to improve the livelihood and to alleviate poverty of Urban poor by providing different kinds of services. Most of the urban poor families in Kerala included in Kudumbashree system. The Mission starts its operation at Koyilandy Municipality in April 2016.

The achievements/Activities of NULM in Koyilandy Municipality is as follows:

#### **Social Mobilisation And Institutional Development:**

- Conducted ward level campaigns for inclusion of Urban poor families in Kudumbashree. As a result of this campaign 41 New Self Help Groups are formed by including 615 urban poor families in Kudumbashree.
- Organised and Conducted Different types of Capacity Building Trainings to newly formed 41 SHGs. Which includes Financial Literacy Campaign, Module 1 , Module 2 etc.
- Sparsham campaign 100% Completed.
- Revolving Fund of Rs. 10000/- given to 474NHGs.
- Revolving Fund of Rs. 50000/- given to 44 Area level Federations.
- 13 Defunct NHGs were Revived.

#### **Employment Through Skill training & Placement:**

- Conducted ULB level and Ward level Mobilisation Camps in Regular Basis.
- Enrolled 212 Candidates in different Technical & Non-Technical courses.
- Provided Placement to 145 Candidates with a minimum salary of Rs. 8000/-
- TA released to 36 candidates (Rs. 108000/-)

#### **Self Employment Programme:**

- Started 10 Individual Enterprises.
- Started 6 Group Enterprises.
- 54 Micro Enterprises were started with ADS Revolving fund and Linkage Loan.
- Linkage loan support given to 348 NHGs. ( Rs. 19.5 Crore)
- Interest Subsidy given to 256 NHGs (Rs.40.37 Lakhs)

## **Support for Urban Street Vendors :**

- 299 Street Vendors were identified through Survey.
- ID card issued to 282 Street Vendors.
- Recognition of Prior Learning Programme (RPL) Conducted to 20 Street Vendors.
- 6 Women street vendors are added to Kudumbashree.
- Provided financial support to 1 Women Street vendor through ADS Revolving fund.
- A proposal is prepared to give financial Assistance to Street vendors for improving their livelihood through NULM SEP component. Already discussed with Union Bank Officials. They agreed to provide loan to Street vendors. Planning to give loan to 43 Street Vendors in first phase.

## **Innovative Enterprises( New Initiatives)**

### **1. Snehitha Ladies Hostel:**

It is a group enterprise started with NULM SEP loan Rs. 600000/-. Located in Komathukara, Koyilandy. Presently 80 members( NULM & DDUGKY candidates) are staying in this Hostel. Beneficiaries are getting an income of Rs. 40000/month.

### **2. Smartfit Yoga & Fitness Center:**

This is an Individual Enterprise started with NULM SEP loan of Rs. 200000/-. Located in BSM Complex, Koyilandy. Total project cost is Rs. 600000/-. Beneficiary is getting Rs. 15000/- Month.

### **3. Construction Unit:**

This Unit includes 15 Kudumbashree Members. This is a convergence project with PMAY,AUEGS. Unit completed construction of one PMAY Beneficiary.

## **Other Activities Conducted:**

- Mobilised 6 Candidates for ARISE training with an aim to start Multi Task Team.
- Selected 5 beneficiaries & Location to Start RO plant. Prepared project and submitted to District mission for Technology Fund.
- Kiosk proposal submitted to district Mission. Location &Beneficiary Selection completed.
- 5 products were send to AmazoneSaheli.
- Conducting Monthly Market in Regular Basis.
- Provided training to Harithakarmasena members in Cloth bag making. Members are getting Rs. 8000/- monthly income.
- Visited 2 skill training centres in Regular intervals.
- Job Mela scheduled on March.

## **Achievements at A Glance:**

<b>Parameters</b>	<b>Achievements</b>
NHG Formation	41
Inclusion of Urban Poor	615
Capacity Building Training Given to	41
Revival of Defunct NHG	13
Revolving fund to NHGs	474
Revolving Fund to ADS	44
Individual Enterprises Started	10
Group Enterprises Started	6
ME units started with ADS RF/ Linkage	54
Linkage Loan provided to	348 (Rs. 19.5 Crore )
Interest Subsidy Provided to	256 ( Rs. 40.37 Lakhs)
Candidates Enrolled	212
Candidates Got placed	145
TA & PPS Given to	36 ( Rs.108000/-)
Street Vendors Identified	299
ID card issued to	282
RPL Training Conducted to	20
RO Plant	Proposal Submitted
KIOSK	Proposal Submitted
ARISE Multi task team candidates Mobilised	6 Candidates
Innovative Enterprises	1. Womens Hostel
	2. Womens Yoga & Fitness Centre
	3. Construction Team