

NULM -Vision 2019-2021

NULM Team

Urban scenario- Observations

- BPL families in Kerala – 6,16,630. Number of families inside Kudumbashree network – 3,91,506. Inclusion– 225124
- Micro credit activities–
 - Repayment issues of members
 - CIBIL scoring
 - auditing issues
 - low savings
 - inactive NHGs & availability of easy loans at door steps
- Utilization of RF by NHGs & ADSs– livelihood?

Observations.....

- Utilization of linkage loan- promotion of livelihood activities
- Identification of eligible beneficiaries
- New & innovative enterprises, enterprises with high investment and risk – among women is limited
- Advanced skilling jobs are low among women and preference on wage employment on unskilled activities is more

Vision

*The vision is to increase the **work participation** of women through promoting **self and wage employment among NHGs** thereby **increasing the repayment capacity** of women and making them self reliable, piloting different models thereby making the Mission a **National Resource Organization for Urban** in the country.*

Objectives

- **Strengthening of the Community Based Organizations (CBOs)–**
 - public services
 - social security services
 - livelihood promotion
 - market development
 - health /education advisory services
- **Livelihood promotion among NHGs–**
 - development of innovative enterprises based on demand of the market
 - clustering of enterprises & brand development
 - Start up Urban Entrepreneurship Programme
 - 40% of the NHG members are the target for each year

Objectives

- **Livelihood promotion– special focus on**
 - street dwellers
 - shelter inhabitants
 - EST &P trained persons
 - street vendors
- **Development of community resource persons / MECs**

Objectives

- **Development of supply chain management in all ULBs**
 - Nano markets
 - Branded shops
- **Networking**
- **Convergence**
- **Model development- shelters, training centres, ME, Vending zones, vending markets**

Expected Outcome

- Inclusion – 80% of identified urban poor
- 100% grading & linkage
- livelihood promotion – 40% of the NHG members, shelter inmates (10%), youth (30%)
- At least one innovative enterprise in each ULB, Scale & quality in enterprises
- Branded shops/marketing platform in all ULBs
- Model marketing centres, model street vending markets, street food zones & shelter homes (in one ULB)
- Social security and entitlements to all eligible NHG members, street vendors & shelter inmates
- Monitoring and communication system – Video & audio conferencing, SMS alerts, software for tracking financial transactions

Monitoring Indicators/ Methodology

- Development of call centre software to track placements
- Software to track the CEF and RF circulation among NHGs
- Setting standards for STPs, grading, development of model training centres
- Setting benchmarks, time lines for each activity

Monitoring Indicators

- Income tracking of MEs through Geo tagging, ME visits
- Socio- economic survey

Thank You