



Name of City Mission Manager : Neena John

ULB : Kothamangalam

ACHEIVEMENTS SO FAR

1. Social Mobilisation and Institutional Development

815 urban poor women have included in neighbourhood groups through the formation of 47 SHGs after the launch of NULM program. 13 defend NHGs have revived through the frequent contact with these NHGs. Out of 258 NHGs 171 have got revolving fund and 19 women started livelihood activities with this fund. Community organisers sensitize the NHG members to add on their livelihood.



SHG Meeting

- Revolving fund have given 31 ADS and 171 SHGs
- Interest subsidy given to SHG bank linked 124 SHGs of Rs. 994326/-
- 24 BPL families have linked with Pradhan Manthri Ujwal Scheme
- 80 % of Kudumbashree Women have linked with Pradhan Manthri Jan Swastya Yojana .
- Conducted Nagarashree Ulsav



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2. Self Employment Program.

8 individual enterprises and 2 group enterprises have started for their livelihood. 19 other entrepreneurs have started their livelihood through linkage / Revolving fund.

- Garments Unit
- Mass Garments
- 3 Auto rikshaw
- Thadathil Stores
- Aryas Tailoring
- Manna Catering
- Well Clean House Keeping Unit (G)
- Friends Taxi Tools Unit(G)

Strategy Adopted: - Conducted self employment awareness campaign in CDS level. Community organizers also conducted ads level and SHG level meetings for enhancing the urban poor. After the applications received conducted task force committee and the application forwarded to concerned bank.



3. Employment through Skill Training and Placement

In Kothamangalam Municipality 137 students have passed various courses under NULM. 59 students have placed in reputed organisations with minimum salary of Rs.8000/- month between the periods from 2017 to 2020. Also they have got travelling expenses and post placement support for the successful candidates.



4. Support to Urban Street Vendors(SUSV)

121 street vendors have identified through the survey. Town vending committee have approved the same. Out of this 63 got identity cards.

Conducted health Camp

In Kothamangalam Municipality one medical camp have conducted in Eldho Mar Bselious College Puthupadi on 13 th January 2020. Approximately 150 kudumbashree women have attended the training.



Mission 80 Days

Coffee Vending Machine

Kothamangalam government Taluk Hospital given a space for starting a Coffee vending machine . The beneficiary selection done through Kothamangalam Kudumbashree CDS.

Ms. Suma runs by the coffee vending machine from 7 am to 6 pm every day. She got an average income of Rs. 15000/ month.



2. Kudumabshree Shelf space at Neethi Super market Kothamangalam



8 Kudumbashree units sell their products through Neethi super market. Food products, Cleaning products like sanitary and dish wash, agarbathis, candles, curry powders, snacks etc being sold out through this. CMMU weekly visit the supermarket and informed the entrepreneurs for filling the rack.

Strategy adopted for selecting the beneficiaries

- Presented the idea in CDS meeting and collected the details of those who are interested to sell their products through super markets
- Community organisers inspect the quality of the products and had been checked the branding, labelling and packing
- Recalled the entrepreneurs meeting and strictly instructed them the need of branding, labelling and packing and also helped them to acquire the same.



Nulm team visit 'Asraya calling bell beneficiary'