DAY- NULM KERALA

S. Harikishore I.A.S
Mission Director, NULM
&
Executive Director, Kudumbashree
PART- A

Status of components of NULM
Social Mobilisation & Institution Building

- 93 ULBs -
  - 6 corporations,
  - 87 Municipalities
- Population - 75 lakhs
- Districts - 14
- CDSs - 122
- ADSs - 3,448
- NHGs - 49,824
- Families Covered – 7,97,184
# Employment through Skill Training & Placement (EST &P)

<table>
<thead>
<tr>
<th>Year</th>
<th>Candidates enrolled (Nos)</th>
<th>Course Completed (Nos)</th>
<th>Candidates certified (Nos)</th>
<th>Candidates placed Nos</th>
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<tbody>
<tr>
<td>2016-17</td>
<td>2212</td>
<td>1605</td>
<td>1567</td>
<td>812</td>
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<tr>
<td>2017-18</td>
<td>7630</td>
<td>5914</td>
<td>3538</td>
<td>3157</td>
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<tr>
<td>2018-19</td>
<td>6764</td>
<td>5905</td>
<td>4852</td>
<td>1945</td>
</tr>
<tr>
<td>2019-20</td>
<td>246</td>
<td>0</td>
<td>0</td>
<td>246</td>
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</tbody>
</table>

* 2018-19 certification pending: 2089
Front Office staff, Regional Cancer Centre, Trivandrum
Self Employment Programme (SEP)

Enterprises established (in no.s)

Year


Micro Enterprises established (Nos) Individual Micro Enterprises established (Nos) Group

15 3 229 26 702 70 1050 713 273 32
Support to Urban Shelters (SUH)

New construction shelter projects sanctioned (Nos)  New shelter projects made functional (Nos)
Support to Urban Shelters (SUH)

- Shelter refurbishment projects sanctioned (Nos)
- Shelter refurbishment projects completed (Nos)
Third party survey to identify Urban Street Dwellers

Thiruvananthapuram Corporation

Thiruvalla Municipality
Support to Urban Street Vendors (SUSV)

- Number of street vendors identified through survey
- Number of street vendors issued ID cards
Street Vendor Survey & ID card distribution
## City Livelihood Centres (CLCs)

- 16 CLCs sanctioned
- 8 made functional

<table>
<thead>
<tr>
<th></th>
<th>City Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Thiruvanathapuram</td>
</tr>
<tr>
<td>2</td>
<td>Kollam</td>
</tr>
<tr>
<td>3</td>
<td>Kottayam</td>
</tr>
<tr>
<td>4</td>
<td>Alappuzha</td>
</tr>
<tr>
<td>5</td>
<td>Thrippunithura</td>
</tr>
<tr>
<td>6</td>
<td>Thrissur</td>
</tr>
<tr>
<td>7</td>
<td>Kattappana</td>
</tr>
<tr>
<td>8</td>
<td>Kalpetta</td>
</tr>
</tbody>
</table>
City Livelihood Centres (CLCs)

Thiruvananthapuram Corporation

<table>
<thead>
<tr>
<th>Year</th>
<th>State Budget Allocation</th>
<th>Central Allocation</th>
<th>Opening Balance</th>
<th>Receipts</th>
<th>Total fund available</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Centra l Share</td>
<td>State share</td>
<td>Total Central share</td>
<td>Matching state share</td>
<td>Central Share</td>
<td>State share</td>
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<tr>
<td>2017-18</td>
<td>2475</td>
<td>1650</td>
<td>4125</td>
<td>1438.65</td>
<td>959.1</td>
<td>658.08</td>
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<tr>
<td>2018-19</td>
<td>6000</td>
<td>4000</td>
<td>10000</td>
<td>1859.94</td>
<td>1239.96</td>
<td>0</td>
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<tr>
<td>2019-20</td>
<td>4500</td>
<td>3000</td>
<td>7500</td>
<td>1796.7</td>
<td>1197.8</td>
<td>54.51</td>
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</tbody>
</table>
PART- B

NULM- Best Practices
1. RPL training to street vendors in food sector

- Total street vendors identified in food sector: 4100
- RPL training given to 197 street vendors in food sector from 10 ULBs
- 4 days training focusing on personal hygiene, safe food and water handling
- Supported by KITES
RPL training

Training conducted in Kottayam Municipality
Wayanadan Thattukada
2. Skill Gap Analysis

- City specific wage employment potential assessed.
- Enabled networking with industries for On the Job Training/ placement
- Identified 19504 vacancies in 25 sectors.
2. Skill Gap Analysis
3. Enterprise Promotion in Specific Sectors

As per the interest of entrepreneurs

- Tailoring
- Food processing
- Shops etc

Based on Scope – identified by Mission (addressing the requirement of community, departments)

- Promoting 8 sectors
## 8 sectors

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Sector</th>
<th>No of enterprises</th>
<th>Average Income per month per member (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Housekeeping</td>
<td>29</td>
<td>6500-8500</td>
</tr>
<tr>
<td>2</td>
<td>Harsham Geriatric care</td>
<td>24</td>
<td>15000-18000</td>
</tr>
<tr>
<td>3</td>
<td>Urban Service Team</td>
<td>17</td>
<td>3500-5000</td>
</tr>
<tr>
<td>4</td>
<td>Day care</td>
<td>17</td>
<td>5000-8000</td>
</tr>
<tr>
<td>5</td>
<td>Women Wellness centre</td>
<td>15</td>
<td>7000-15000</td>
</tr>
<tr>
<td>6</td>
<td>Take Away counters</td>
<td>15</td>
<td>5000-15000</td>
</tr>
<tr>
<td>7</td>
<td>RO Plant</td>
<td>9</td>
<td>7500-12000</td>
</tr>
<tr>
<td>8</td>
<td>Women’s Hostel</td>
<td>7</td>
<td>6000-10000</td>
</tr>
</tbody>
</table>
1. Housekeeping Services
2. Harsham Geriatric Care

Harsham Geriatric care- Unit to provide care to aged
3. Urban Service Team

Provides service on – coconut climbing, Malayalam type writing, electrical works, plumbing, gardening, mobile repairing, A/C works

North Paravur Municipality
4. Day Care

Kunnamkulam
5. Women Wellness centres/ Yoga Parlour

Kochi
Women Wellness centres/ Yoga Parlour

Neyyattinkara
6. Take Away Counters

Alappuzha Municipality
6. Take Away Counters

Pandalam Municipality
7. Reverse Osmosis Plant
(RO Plant)

Kollam
8. Hostel

Tirurangadi Municipality
8. Hostel

Nilambur Municipality  

Tirur Municipality
4. Marketing

- Shelf space in super markets, shops
- Amazon Saheli
- Kudumbashree kiosks
- Kudumbashree shop
- Food fests
- Café Corners
Shelf space for products

Neyyattinkara Municipality
Shelf space for products

Kochi Corporation

Triveni stores, Kottayam
Kudumbashree Kiosks

Tanur Municipality
Food Fests

Trivandrum Corporation

Thrissur Corporation
Food Fests

Guruvayoor Municipality

Tanur Municipality
Café Corner
Marketing- Progress at a glance

- **Amazon Saheli**: Products selected - **430**
- **Café corners** established- **34**
- **Food fests** conducted- **34 ULBs**, Rs. **49,97,909 sales**
- **Shelf space for Kudumbashree products**- **49 ULBs**, integrated **183 units & 610 products**
- **Kiosks** – **7** started, 35 ULBs location identified
- **Kudumbashree Shop**- **25 ULBs** identified space
5. Micro Enterprise Consultants (MECs)

- Community Resource pool to provide support on
  - Project preparation
  - Awareness creation on livelihoods
  - Entrepreneurship Development trainings
  - Marketing support
  - Business counseling

- To the prospective entrepreneurs/entrepreneurs
Micro Enterprise Consultants (MECs)
6. City Livelihood Centre- Economic Model

- 3 Different models
  1. Trivandrum – Focus on NHG product sales
  2. Kottayam - Focus on NHG service delivery and service for the public (like tax collection), product sales of NHGs, income through raw material bulk purchase & supply to NHGs, renting out hall as training centre, meetings etc
  3. Kerala Chicken: convergence model (proposed) – Outlets of Kerala chicken will also display NHG products and sell – CLC services will also be offered through these outlets.
City Livelihood Centre- Economic Model (Kottayam)

- Registration of urban poor for placement and referral services
- Placement and referral services for monthly or daily wage employment
- Distribution of raw materials for IGP to SHGs/Urban poor like detergents, toilet cleaner, hand wash, dish wash, soaps, etc.
- Home nursing unit of NULM-ESTP Trained Urban Poor named ‘Healing Guards’.
CLC- Kottayam

- Urban Service Team-Electricians, Plumbers and gas Stove Repairer
- DTP Centre-Undertaking the DTP works of the ULB, PMAY Beneficiaries, etc.
- Business Plan Preparation for the Micro enterprises of Urban Poor
- Kudumbini Scheme- Home appliances Installment Scheme for Urban poor through ALFs
- Organizes orientation programmes on ESTP to urban poor.
# Urban Poor Registered

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Occupation</th>
<th>Nos</th>
<th>Sl.No</th>
<th>Occupation</th>
<th>Nos</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Housekeeping</td>
<td>64</td>
<td>11</td>
<td>Gardening</td>
<td>4</td>
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<tr>
<td>2</td>
<td>Home nurse</td>
<td>25</td>
<td>12</td>
<td>Beautician</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Soothika &amp; Babycare</td>
<td>7</td>
<td>13</td>
<td>Welder</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Driver</td>
<td>10</td>
<td>14</td>
<td>Sales and Marketing</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>Electrician &amp; Plumber</td>
<td>15</td>
<td>15</td>
<td>Networking (CC TV Insta.)</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Security Guard</td>
<td>15</td>
<td>16</td>
<td>Lab Technicians</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>Coolie workers</td>
<td>10</td>
<td>17</td>
<td>Tailors</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>Office boy</td>
<td>18</td>
<td>18</td>
<td>Photographer</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>Painter</td>
<td>1</td>
<td>19</td>
<td>Tuition Teacher</td>
<td>5</td>
</tr>
<tr>
<td>10</td>
<td>Thengukayattam</td>
<td>1</td>
<td>20</td>
<td>Supervisors</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total**: 212
CLC- Kottayam

Members of Healing Guard
7. City Street Vending Zone

Cobblers Street, Mananthavady
Municipality
8. Shehri Samrudhi

- Conducted in all 93 ULBs
- State level programme in Mukkam (Kozhikkode dist) – to give emphasis to Malabar region
- Street food fest, job melas, exhibition cum sale of SHG products
- Participated in the national level SHG exhibition held at Delhi – 13 SHG participated
- Over 2000 people got employment through job mela (TVM and Kannur)
- Linking SHG members to various govt. schemes like Ujjwal Yojana, Insurance schemes, Poshan Abhiyan
Shehri Samrudhi
Shehri Samrudhi

Gas connection distribution,
Koduvally Municipality
Shehri Samrudhi

Mukkom Municipality

NHG Members food stall

Street food Counter
9. PMAY- NULM Convergence

- Livelihood orientation to PMAY beneficiaries/ family members- EST &P/ SEP
  - Livelihood required : 15590 persons
  - General Awareness given: 777 persons
  - Training imparted- 198 (Training in Ayurveda Spa Therapy, Hospitality Management)
PMAY- NULM Convergence (Construction Team)

Convergence with PMAY & Ayyankali Employment Guarantee scheme
69 units, 809 members
10. Human Resources/ Training

- All positions filled
  - CMMU (CMMs, Multi task persons, Community Organisers)

- Optimisation of service through giving charges – CLF as the resource organisation (formation, strengthening, revival of NHGs)

- Joint Capacity Development Programme for all stakeholders- to have same level of knowledge and procedures of NULM implementation

- Action Plan Preparation at ULB level
11. Convergence of funds

- ULB fund to urban poor
  - Integrated WCP, SC programmes of ULBs
  - Total fund earmarked in the year 2019-20 is Rs.34.82 crores

- Kudumbashree Plan fund to urban Micro Enterprises
  - 2.5 crores as Technology Fund
  - 10 crores as Community Enterprise Fund
  - 3.50 lakhs per units as Innovation Fund (as per the request)
  - Prathyasa Vulnerability Fund as per the requirement
  - Marketing assistance as per the demand (food fests, Kudumbashree shop, kiosks)
CITY SPECIFIC INITIATIVES
Self Sustainable CDS- Kozhikkode Corporation

- Identification of additional income source for CDS
  - Service charge for support provided to enterprise units
    - RO Plant (per bottle Rs. 5/)
    - Focus Mall- space for ME units (Rent)
Employment for at least one person per family—Kozhikkode Corporation

- Survey conducted among 1,64,000 families - identification of unemployed families
- Awareness creation to incorporate persons under EST &P/SEP
- Financial support from ULBs (proposed in next financial year)
Vector control programme- Thiruvananthapuram Corporation

- Source reduction cum awareness generation activity for reducing dengue outbreak
- Thiruvananthapuram Corporation, Health Department, NHM and Kudumbashree joined hands
- 2297 NHG members participated in awareness creation cum survey
Vector control programme- Thiruvananthapuram Corporation

Survey
Waste Management - Kunnamkulam Municipality

- ‘Green Army’ - formed in October 2018
- 74 members, covering 13187 houses
- Recycling of products, bio manure sales
- ULB allocation - 10,00,000 as Vulnerability Gap Funding for 6 months
- Average income 5000/- per member
PART- C

Future Plans
Convergence Projects

- Placement linked skill training in hospitality sector
- Piloting in 28 wards of Trivandrum Corporation
- Financial support to 40 flood affected CDSs
- Livelihood development, revival
- Electric auto driven by women
- Govt. subsidy 60%
- First Phase- in selected ULBs
• Analysis of the income sources
• Utilisation of the amount
• Analysis of income generating opportunities

Self sustainable CDSs

• 100% inclusion of all eligible poor into the network
• Special focus on inclusion of women street vendors

Inclusion Drive

• Special focus on social security of destitute families, shelter inmates, urban street vendors
• NHG members

Social Security entitlements

• Selection of CRPs from among the ALF
• Capacity Building for livelihood development, NHG strengthening

Community Resource persons
Analysis of the present utilisation of RF given to ADS
Development of guideline on RF utilisation
Software development to track the RF utilisation, revolving of funds

Promotion of RF to ADS in livelihood

Geo tagging of all enterprises through MECs/COs
Tracking of income of ME units

Geo tagging of all enterprises

Marketing of service sector enterprises- logo, call centre facility, income tracking facility etc

Branding of service sector enterprises
**EST &P**

- Based on placement outcome, training, infrastructure & Project management
- Web enabled software
  - Intensive IEC activity for demand generation
- Direct industry tie up for training & placement
  - Clubbing of courses

**Grading of centres**

**Upgradation of Call centre**

**Establishment of model training centres**
• General Awareness to shelter inmates
• Identification of interested inmates
• Skill training and other support services (financial, marketing)

Livelihood promotion among shelter inmates

• Functionalizing shelters for safe accommodation for homeless people

Rehabilitation of street dwellers to shelters
SUSV

- Consultation meeting with different stakeholders
- Hiring technical agencies
- Inviting RFP / quotation from agencies/consultants for vending plan preparation

Street vending Plan preparation

- Identifying existing vendor markets
- Identifying new Sites & Location
- Engaging consultants for preparing Detailed Implementation Plans (DIP)

Vendor market development
THANK YOU