Deendayal Antyodaya Yojana - National Urban Livelihoods Mission (DAY- NULM)

S. Harikishore I.A.S
Executive Director, Kudumbashree
Hearty welcome
Shri. Durga Shanker Mishra IAS
Hon’ble Secretary, MoHUA
NULM – An overview

• Launched in the state – May 2015
• Implementing in all 93 ULBs
  – First Phase- 14 ULBs
  – Second Phase – 78 ULBs
• State level nodal agency- Kudumbashree
Basic Data

- 93 ULBs - 6 corporations, 87 Municipalities
- Population - 75 lakhs
- Districts - 14
- CDSs - 122
- ADSs - 3448
- NHGs - 49824
- Families Covered - 7,97,184
Self Employment Programme (SEP)

1882 enterprises under SEP

Enterprises established (in no.s)

<table>
<thead>
<tr>
<th>Year</th>
<th>Individual</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-16</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>2016-17</td>
<td>229</td>
<td>26</td>
</tr>
<tr>
<td>2017-18</td>
<td>702</td>
<td>70</td>
</tr>
<tr>
<td>2018-19</td>
<td>1050</td>
<td>213</td>
</tr>
<tr>
<td>2019-20</td>
<td>183</td>
<td>23</td>
</tr>
</tbody>
</table>

- Micro Enterprises established (Nos) Individual
- Micro Enterprises established (Nos) Group
Employment through Skill Training & Placement (EST &P)

- 18136 candidates enrolled, certified 9448,
- 7728 placed
Support to Urban Homeless (SUH)

37 shelter projects sanctioned, 16 made functional

- **2015-16**: 14 new projects sanctioned, 1 shelter project made functional
- **2016-17**: 6 new projects sanctioned, 7 shelter projects made functional
- **2017-18**: 0 new projects sanctioned, 0 shelter projects made functional
- **2018-19**: 17 new projects sanctioned, 1 shelter project made functional
Support to Urban Street Vendors (SUSV)

22732 street vendors identified
ID cards distributed to 20617
City Livelihood Centres (CLC)

16 CLCs sanctioned, 8 made functional

1. Thiruvanathapuram
2. Kollam
3. Kottayam
4. Alappuzha
5. Thrippunithura
6. Thrissur
7. Kattappana
8. Kalpetta
SPECIFIC INTERVENTIONS OF KUDUMBASHREE MISSION IN NULM
1. Priority sectors in Self Employment Programme

1. Women Construction Teams
2. RO Plant
3. Wellness Centre
4. Housekeeping Services
5. Urban Service Team
6. Harsham Geriatric Care
7. Haritha Karma Sena
8. Day Care
Women Construction Team

Convergence with PMAY & Ayyankali Employment Guarantee scheme
69 units, 809 members
Kalpetta Municipality
Reverse Osmosis Plant (RO Plant)

Packed drinking water to Urban households & Establishments
8 units, 47 members
RO Plant
Women Wellness centres/ Yoga Parlour

14 units, 30 members
Women Wellness centres/ Yoga Parlour

Neyyattinkara
Housekeeping Services
Thiruvananthapuram Corporation

29 units, 145 members
Urban Service Team
North Paravur

Provides service on – coconut climbing, Malayalam type writing, electrical works, plumbing, gardening, mobile repairing, A/C works
15 units, 120 members
Harsham Geriatric care - Unit to provide care to aged 106 members
Haritha Karma Sena

- Making Environment Green– Plastic recycling, service providers for bio gas/ waste disposal 162 units
Haritha Karma Sena

Waste to wealth - product recycling
Day Care

KIDS WORLD
DAY CARE
KANIPPAYUR

ADMISSION STARTED

12 units

Kunnamkulam
Thiruvananthapuram
2. RPL Training to Street Vendors in food sector

197 Food Street Vendors Trained
3. Branding of Street Food Vendors

‘Wayanad Thattu’
4. Vendor Market Development

Mananthavady, N. Paravur Municipality
5. 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.
6. Human Arm- Facility Management

Facility Management- owned and operated by skilled women
7. Integration with ULB schemes

• Integrated WCP, SC programmes of ULBs
• Total fund earmarked in the year 2019-20 is Rs.34.82 crores
<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>Central Share</td>
<td>State share</td>
<td>Total</td>
<td>Central share</td>
<td>Matching state share</td>
<td></td>
</tr>
<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>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1079</td>
</tr>
<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>
</tr>
<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>
</tr>
</tbody>
</table>
1. Community Enterprise Fund – to be introduced to support livelihood activities among SHGs, managed by CDSs

2. Restriction of 12% of total NULM fund allocation for the CB & T component to be revisited

3. 100-150 hours language training required for customer service related courses (Ayurveda Spa Therapist, Customer Care Executive etc)

4. More MES courses to be approved
Our focus for the year

Time line: Upto March 2019

1. 100% inclusion of all eligible urban poor into the network - special focus on women street vendors, Transgenders, PwD
2. Establishment of one enterprise per ward
3. Development of common brand for service sector enterprises
4. Geo tagging of all enterprises
5. Development of marketing kiosks/ shops
Our focus for the year

Time line: Upto March 2019

6. Development of 2 model shelter homes
7. Special Livelihood development to eligible shelter inmates
8. Development of model training centre
9. 100 % industry linkages for placement based on skill gap analysis
Thank You