Minutes of the meeting conducted as part of the training programme for NULM City Mission Managers on 14-01-2020 in Kudumbashree Head office

A training programme was arranged for NULM City Mission Managers (CMMs) on Street Vending Plan in Kudumbashree Head Office on 14.01.2020. The objective was to give an idea on the components that should be taken care of while preparing street vending plan.

Executive Director Kudumbashree in the morning session interacted with the managers and assigned certain programmes that the Government has priority. The programmes consists of

1. **Community Enterprise Fund (CEF):** To promote micro enterprises among the urban poor the Mission intends to provide CEF to the CDSs to support existing enterprises and to start new ones. The maximum amount that can be availed as CEF for the ULB is Rs. 10 lakhs. The fund will be transferred to the District Mission who will provide the amount to the CDSs as per the demand.

**Decision:** The CMMs should collect the demand for CEF from the CDSs in the format shared from the State Mission. The details should be given to the District Mission and the DMCs should come with the district demand and present it on the review meeting of DMCs scheduled on 22.01.2020 in Kudumbashree State Mission.

**Action:** City Mission Managers

2. **ARISE:** One of the top priority programmes announced by the Honourable Chief Minister of Kerala is the skilling of youth and their employment. Kudumbashree is conducting the programme ARISE that provides training on different skills. Plumbing and electrical are two areas among them.

**Decision 1:** The CMMs should identify and train interested persons under ARISE programme and should provide support on earning reasonable income. The managers should provide details of
ARISE trained and placed persons to the District Mission. Also they should **form multitask groups at ULB level** and **support them to work as enterprise groups**. The **DMCs should bring the list of trained and placed details on the review scheduled on 22nd January 2020.**

**Action: City Mission Managers**

**Decision 2:** The State Mission should take initiative to obtain G.O on considering the ARISE trained persons for the works of LSGs without tendering process.

**Decision 3:** The State Mission will share the G.O on street light repairing by trained Kudumbashree persons to the CMMs so that they can consider the ARISE trained for street light repairing.

**Decision 4:** The State will share the experience of Grama Kiranam programme of Kanhangad Municipality to all ULBs so that they can replicate the same in their respective ULBs.

**Action: State Mission Manager (SEP)**

**Decision 5:** The progress of the programme will be reviewed in the State as one to one interaction wherein the CMMs will be called in from February 3, 2020 onwards (3 managers per day). Other NULM components too will be reviewed. The CMMs may intimate their convenient date to the State so that the State can prepare the review plan.

**Action: TL (NULM)/ CMMs**

3. **She Lodge:** The Hon’ble CM has announced the establishment of She Lodges across the state for providing safe accommodation for travelling women. Kudumbashree is one of the major stakeholders in the implementation of the programme.

Three working models are there. One is the working women’s hostel, second ULB owned She Lodges where Kudumbashree may have a role in the management of it and the third is Kudumbashree run She Lodges/ hostels on rented buildings.
The CMs office has asked us to implement the programme and has offered financial support as part of CSR funding. 15 lakhs rupees will be given as funding support.

**Decision 1:** The CMMs should **identify ideal location, houses to start She Lodges** and should give the details to DM. The **DMC should present the details in the review meeting.**

*Action: City Mission Managers*

*The identified location should be safe & easy to reach at odd times, the house owners should be willing to provide it on rent to Kudumbashree women, and should identify interested beneficiaries to run the hostels/ lodges.*

**Decision 2:** The **State Mission will share the common protocol of She Lodges** to all CMMs so that they can identify and implement the programme as per the standards. **One She Lodge will be developed as a Model one.**

*Action: State Mission Manager (MIS & ME)*

**4. EST &P- Skill Gap Analysis**

As per the instruction of State, all ULBs have completed the Skill Gap Analysis. But as a follow up integrating with agencies/ institutes for providing employment, developing courses as per the demand and ensuring placement etc should be done.

Based on the experience of Mattannur of conducting Job fair in the ULB by inviting different institutes and agencies in the ULB that has HR requirement with the support of ULB, they have been able to provide placement to trained EST & P candidates. The model may be replicated in all ULBs.

**Decision 1:** The CMMs should **conduct Mini Job Fair** before **February 20, 2020** in the ULBs. They may invite all potential agencies/ institutes/ organisations by inviting them personally through the Community Organisers for the Job Fair.

*Action: City Mission Managers/ COs*
Decision 2: The progress of it will be reviewed in the one to one interaction scheduled from Feb 3, 2020 onwards.

Action: State Team

5. RO Plant: The assigned target for the Mission is to set 50 RO plants in the current financial year. The managers/DM were asked to identify location, beneficiaries and agency to establish RO plants in the ULBs. The CMMs who have steps to establish the plant may submit the proposal for Technology fund (TF) to the District Mission. The ULBs who have completed the processes of identification of location, beneficiaries etc are detailed in annexure 1.

Decision 1: The CMMs should submit the proposal for TF to DM. The DMCs should bring the proposal & present it in the review meeting. The State Mission will sanction the amount verifying it.

Action: City Mission Managers/State Mission

Decision 2: The CMMs has raised the concern on the functioning of existing plants started before, which need assistance to make it viable and profitable. The State Mission should study the functioning of existing plants and should analyse the issues faced by it and the support systems that can be provided to make it viable.

Action: TL (NULM)

6. Marketing Kiosks

As part of the Mission 80 days, the CMMs were asked to establish marketing kiosks, Kudumbashree shops. The CMMs in 22 ULBs identified location for the same and requested for funds.

Decision: The CMMs should submit the proposal to DM, where in fund will be allocated to the DMCs as per the request. The DMCs should bring the consolidated requirement for funds for marketing kiosks/shops.

Action: City Mission Managers/State Mission
7. Marketing of CAFE units

To promote the Kudumbashree Cafe units and to ensure income to them, marketing/publicity is essential. The aim of the Mission is to brand Cafe units and to ensure Rs.50,000 turnover to them.

**Decision:** The CMMs should take steps for publicity of Kudumbashree cafe units in the ULBs and to capture orders. Publicity among households should be considered. The State will provide funds for brochure designing.

**Action:** City Mission Managers/ State Mission

**Other decisions**

1. The Mission came second in the implementation of NULM in the country (SPARK ranking). A token of appreciation should be given to ULBs and managers.

   **Action:** TL (NULM)

2. The award for best performing ULBs will be given by March 2020.

3. The vacancies of CMMs/ MTPs will be filled.

4. The Mission will take steps to arrange exposure visits to all CMMs.

5. The State will take steps to settle down the issues related to Amazon.

6. There should be a vision for NULM and the CMMs may share their vision based on their field experience at the time of one to one interaction scheduled in February.

The CMMs shared their best performances and ED appreciated their efforts.

In the afternoon session training on street vending plan, software training and discussion on EST &P settlement of accounts with STPS was conducted.
Settlement of accounts with STPs:

Majority of the STPs have not submitted the fund request for third instalment for the batches conducted during 2017-18 and 2018-19. Considering the practical difficulties in collecting proof for employment for one year, the State Mission have simplified the procedure with an intention to complete financial settlement of all the batches before issue of RFP for next financial year. Mission Director had given direction on 04.01.2020 itself to all CMMs to collect the placement documents of all batches and forward settlement formats before the dates scheduled for each agency.

Decision: All CMMs should collect the proof regarding three months placement of candidates in the batches conducted during 2017-18 & 2018-19 and should forward third instalment requests before 31.01.2020 without fail.

Action: CMMs

The training ended at 5.30 pm.

Executive Director
Kudumbashree
Annexure

ULBs who requested the TF for establishing RO plants

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>ULB</th>
<th>Total Project cost (Rs)</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>Attingal</td>
<td>11 Lakhs</td>
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<tr>
<td>2.</td>
<td>Varkala</td>
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</tr>
<tr>
<td>3.</td>
<td>Thodupuzha</td>
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<tr>
<td>4.</td>
<td>Kattappana</td>
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</tr>
<tr>
<td>5.</td>
<td>Piravom</td>
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<td>6.</td>
<td>N.Paravur</td>
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<tr>
<td>8.</td>
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<td>9.</td>
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<tr>
<td>11.</td>
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<tr>
<td>12.</td>
<td>Koyilandi</td>
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</table>

*Neyyattinkara, Wadakkenchery, Pattambi, Angamaly, Aluva, Kannur has identified the beneficiaries.