



Implementation of **National Urban Livelihood Mission** Kudumbashree Experience



National Urban Livelihoods Mission (NULM)
Ministry of Housing and Urban Poverty Alleviation
Government of India

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Message



Kudumbashree is engaged in poverty eradication for the last 20 years. The trial and error method adopted in poverty eradication and women empowerment activities helped the Mission to develop a unique model in the field over the years. Kudumbashree being the nodal agency for the implementation of DAY- NULM in the state tried to reach the urban poor in a different angle covering the street vendors, street dwellers, jobless youth and the poor alike with the support and co-operation of ULBs.

The appreciation we received through SPARK in the year 2017-18 helped the Mission to work more effectively in the field. Unique interventions and strategies were developed in the implementation of EST &P, SEP and support to street vendors programme. The setting up of call centre, development of model training centres, HR consultancy services, skill gap analysis, product/ service gap analysis, RPL training for street vendors are some notable activities we had done as part of the programme.

Here we are sharing some of the experiences of Mission as part of DAY- NULM.

S. Harikishore IAS
Executive Director
Kudumbashree



Placement to 3298 youth under EST & P component

Placement provided to 3298 youth in the current financial year. The Mission enrolled 5572 persons against the target of 3600. Certified 5025 candidates and provided placement to 3298 candidates.

Monitoring and tracking of placement and trainings is being done through the NULM call centre.

1.1. 155330 – A Guide for Skilling Aspirants. NULM Call Centre

The call centre established under NULM in Kerala contributes a lot in achieving the highest placement outcome. The short code provided by Telecommunication department 155330 is now familiar among the unemployed urban youth. The centre provides course and career related information to the callers. Variety of courses in 74 different trades is available under NULM for the urban poor youth. Information regarding the call centre is disseminated through leaflets, FM Radio, Posters and through other channels. In addition, the call centre maintains a database of trained candidates and manages random tracking of placement before release of second installment. Twenty percent of the placement in each batch is verified through the call centre. Similarly the performance data of centres are verified through the call centre for allocation of additional targets to the best performing centres. Annual work plans to the Skill Training Providers are approved on the basis if this verified data on placement outcome. E flip book with detailed information on all available courses also is transferred to the callers.

1.2. Employment Environment scanning

Demand based skill training and placement yield results rather than going for skill training in sectors preferred skill training providers. The Mission aims at analysing the skill gaps in various employment sectors and to forecast the employee requirement in it and to design courses accordingly commenced a demand analysis of various employment sectors in all ULBs. The Mission listed the service/ business industries in the ULBs and conducted an informal interview of key players in the ULBs. A

final list of industry players was prepared and Focus Group Discussion conducted under the chair of Mayors/ Municipal Chairpersons. The potential job role and requirement of HR is assessed. The Mission took steps to make tie ups with Skill Training

Providers (STPs) for placement & on the job trainings. Even the representatives of STPs are providing guest lecturers to the trainees. Employment scanning is completed in 74 cities and 34 industries are linked through this process.



2. 1019 enterprises in SEP

1019 enterprises established in the current year as part of SEP. 883 individual and 137 group enterprises started across the ULBs. The enterprises are promoted based on the aptitude of entrepreneurs. The Mission assessing the market demand and gaps promotes enterprises in 8 new sectors alongside the preferred sectors of poor. Housekeeping, Urban Service Team, Day care, Power laundry & dry cleaning, Women's hostel, Reverse Osmosis Plants, Women health clubs/ Yoga Parlours, Building material production units are the focus of the Mission in the current year. Sensitization is being provided to women to start enterprises in these areas as it has good demand in urban areas.

Special awareness is being provided to ULBs and many ULBs are earmarking funds to these enterprises as the investment is high for these enterprises compared to others (usually the investment range is Rs. 5 lakhs to 25 lakhs). As the women entrepreneurs finds it difficult to find loans catering to the requirement, the ULBs are providing support in the form of infrastructure, machinery etc. 60 special enterprises started in these 8 sectors. The focus is to cluster similar enterprises and to brand it.

In addition we are promoting enterprises among NHGs through the funds availed through linkage loan, Revolving fund etc. 800 enterprises established with these funds.

3. Successful Inclusion Drive – inclusion of 71745 families into the network

It is estimated that 49% (840382) of the families covered under different SHGs are urban poor families. More than 86% of these families are covered but 2,31,022 families are still out of the network. This helps the Mission to set targets to the Kudumbashree CLF and ULBs for inclusion and formation of new SHGs. We have been able to form 4185 new SHGs and included 71745 urban poor families in the Kudumbashree network in the current financial year.

When inclusion among ULBs is compared, Shornur municipality achieved 100% coverage whereas 5 ULBs (Thripunithura, Kozhikode, Anthur, Mattannur and Nileschwaram) achieved 99% coverage. 41 ULBs have more than 90% coverage. The expectation is 100% coverage in all ULBs by 2019-20.

928 NHGs revived in the current year through the CLFs.

4. Safe shelters for 1472 urban homeless

Fifteen construction and refurbishment shelter projects became functional providing safe accommodation to almost 1472 homeless people. There is about 3195 urban homeless people find their stay in the urban streets without having any provisions for safe stay and support service systems. Kudumbashree, being the nodal agency for implementing the program, has developed different strategies for the support of homeless people who find their stay in urban streets including the development of adequate shelter projects to meet the shelter demands.



Kudumbashree encouraged ULBs to bring sufficient number of DPR to provide safe stay to the urban street dwellers who had been identified in the third party survey conducted during July, 2018. As the night survey was conducted with the support of ULBs, (in most of the ULBs the Mayor/ Municipal Chairpersons commenced the survey by talking with the street dwellers and assessing their issues) the ULBs became aware of the requirement of shelters.

Kudumbashree has initiated a process to provide social entitlements and social security provisions to the shelter residents. In this regard, ULBs having functional shelter homes were encouraged to issue ID cards and Aadhaar cards to the shelter residents and later on linking the eligible beneficiaries to different social security schemes including various pension schemes and insurance schemes. So far, 42 shelter resi-

dents have been provided with valid ID cards and Aadhaar cards and 27 shelter inmates have been linked to some social security schemes.

The state government has constituted State Level Shelter Monitoring Committee under the Chairmanship of a senior IAS officer retired in the rank of Additional Chief Secretary to Government of Kerala. Kudumbashree, as suggested by the committee, conducted mapping of all existing shelter homes in urban cities to identify and assess the actual shelter requirement. There are about 284 shelter homes spread in 50 ULBs catering to the shelter needs of about 16,000 homeless people. Urban homeless people who had been identified through the survey had been given preferences in providing accommodation in existing shelter homes where adequate space is available.

5. Recognition of Prior Learning to 200 street food vendors

Recognition of Prior Learning (RPL) training for street food vendors is intended to boost up the street food industry and to make differences in the lives of street food vendors. Kudumbashree with the support of Kerala Institute of Tourism and Travel Studies (KITTS), the pioneer institute for tourism and hospitality in Kerala, extended 16 hour training to street food vendors in selected ten urban cities on a pilot basis. The participants, 200 street food vendors, were exposed to the aspects such as food safety & hygiene, procurement of quality raw material, food contamination (physical, chemical and microbial), high risk foods, cross contamination, importance of safe food, quality of water/ice to be used, cleaning sanitation of utensils, effective

waste/garbage disposal, table manners and etiquette, customer relation practices and basics of food safety laws.

6. Vendor Market Development in 2 ULBs

Rehabilitation of street vendors is one of the major hurdles faced by most ULBs while implementing the Street Vendors (Protection of Livelihoods and Regulation of Street Vending) Act- 2014. As a part of relocation of existing street vendors three ULBs submitted Detailed Implementation Plan for the infrastructure developments of street vendor markets. State Level Project Sanction Committee for the support of street vendors sanctioned DPRs of two ULBs to relocate and rehabilitate 123 street vendors.

7. Establishment of 6 CLCs & approval for 5 more

The urban poor in various ULBs of Kerala found that the City Livelihood Centres (CLC) established under NULM as a place where they can depend for their livelihood, financial linkage, skill up-gradation, self-employment and marketing solutions to their products and services. Urban service teams, construction groups etc. formed under NULM SEP programmes are tied up with the CLCs which enables the members of this team get more work. The CLCs are taking up maintenance contracts of flats and office buildings in ULBs where it has been established. Moreover the CLCs acts as a marketing hub where the SHG members are selling their products. We have sanctioned 11 CLCs and made functional 6 numbers.

The future plan is to establish at least one CLC per ULB which is having more than 50000 population.



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