

**Life & livelihood – National
Urban Livelihood Mission
(NULM)**

Overview of the National Urban Livelihood Mission

Several programmes and schemes look out for the urban poor in all aspects and lays a special emphasis on giving them a dignified life. On a National Level, Deendayal Antyodaya Yojana- National Urban Livelihood Mission (DAY-NULM) is operating with the objective of providing employment so the poor can upgrade to better living conditions by themselves. The State Urban Development Agency (SUDA) is the nodal agency in Odisha for the implementation of the DAY-NULM. The state is implementing six components in adherence to the latterly mentioned programme:

1. Social Mobilisation & Institutional Development.
2. Employment through Skill Training & Placement.
3. Self-Employment Programme.
4. Capacity Building Training
5. Shelter for Urban Homeless.
6. Support to Urban Street Vendors

Scope

1. The mobilisation of urban poor households to form their own institutions is an important investment for an effective and sustainable poverty reduction programme.
2. These institutions of the poor would partner with local self-governments, public service providers, banks, private sector and other mainstream institutions to facilitate delivery of social and economic services to the poor.



Goal

To reduce poverty and vulnerability of the urban poor households by enabling them to access gainful Self-employment and skilled wage employment opportunities, resulting in an appreciable improvement in their livelihoods on a sustainable basis, through building strong grassroots level institutions of the poor.

Components

- **SOCIAL MOBILISATION & INSTITUTIONAL DEVELOPMENT** - Establishing Community Institutions for the Urban Poor.
- **SELF-EMPLOYMENT PROGRAMME** - Providing Financial Assistance to Individuals and Self Help Groups.
- **EMPLOYMENT THROUGH SKILL TRAINING & PLACEMENT** - Skill Training to Urban unemployed youth for upgradation of skill and placement.
- **SHELTER FOR URBAN HOMELESS** - Providing shelter to the poor and left out on the street.
- **SUPPORT TO URBAN STREET VENDORS** - Relocation and rehabilitation of Street Vendors through setting up Vending Zones and Financial Assistance.
- **CAPACITY BUILDING TRAINING** - Need Based Training to programme staff on various urban focussed themes for effective implementation of activities.
- **INNOVATIVE AND SPECIAL PROJECTS** - Identifying and taking up innovative projects based on the need to improve the livelihood of the Urban Poor & Vulnerable.

Outcome

- Community Institutions formed and strengthened to address issues of the area and the people.
- Urban Poor and Vulnerable are empowered to access resources & entitlements to take up various productive activities to enhance their livelihood and join the mainstream of life.
- Groups & Individuals have been provided with financial assistance to set up micro Enterprises for better livelihood.
- Left out & abandoned poor on the street have seen a ray of hope for their life through finding shelter in Shelter for Urban Homeless

Key features of the mission

- **VASTRA UPAHAR/SAHANUBHUTI CENTRE - A CENTRE THAT CARES FOR THE POOR AND NEEDY - BEHRAMPUR MUNICIPAL CORPORATION & CHATRAPUR**
 1. Sahanubhuti Centre (Kindness Hub) accepts used clothes as donations from citizens and after upcycling, the piece is handed freely to those in need.
 2. Clothes are also distributed through camps organised close to slums.
 3. Mission Shakti Groups are engaged in the Management of Sahanubhuti Centres in Behrampur Municipal Corporation and are also paid 5,000/- rupees as supervision charges. Additionally, 4 self help groups are engaged in managing all the centres in Behrampur and Chatrapur.
 4. A vehicle will be deployed at Behrampur in the future to distribute clothes to the needy.
- **ENGAGEMENT OF MISSION SHAKTI GROUPS IN REJUVENATION OF WATER BODIES - BHUBANESWAR MUNICIPAL CORPORATION**
 1. The Department of Housing & Urban Development, Government of Odisha has initiated the Urban Waterbody Rejuvenation Program with the aim of making the state water secure and ecologically diverse.
 2. 1,700 water bodies have been identified for rejuvenation across the state and the work will be carried out in a phased manner.
 3. A pilot initiative on Water Body Rejuvenation has been taken up at Drain 10 (NICCO Park) with the aid of 22 Mission Shakti Groups. The involvement of MSGs is a mark of community engagement in enhancing their own lives.

The Self Help Groups are mainly looking into the following aspects:

- Place requisitions as per site requirement as and when required.
- Coordinate with ULBs and other stakeholders for the timely completion of the project.
- Identify Environment, Health & Safety (EHS) hazards on the site and take corrective action.
- Sequencing and Execution of work, required for completion of the project.
- Submission of required documents like Aadhar Card, Bank passbook, etc. for Direct Beneficiary Transfer (DBT) and processing of bills.

- **VENDORS FACILITATION CENTRE - ROURKELA MUNICIPAL CORPORATION**

1. Street Vendors at Uditnagar, Rourkela can now avail of Aadhaar updation, online application for LoR, Loan application, distribution of Vending ID cards as well as Certificate of Vending at the PM SVANidhi Facilitation Centre.
2. Street vendors are sensitised about statutory provisions at the centre and their loans are processed at the earliest under PM SVANidhi through a strong liaison base with bankers.
3. The centre is operational and accessible to all street vendors between 10.30 am to 5.30 pm and they can avail the services using biometric devices in case of absence of a link between their phone numbers and Aadhar Number.

- **JALASATHI - AN AMBASSADOR OF URBAN SERVICE DELIVERY AT THE HOUSEHOLD LEVEL**

1. Jalasathi Initiative acts as a platform for the Mission Shakti Group (MSGs) to showcase their potential in reaching out to different households to provide water-related services.
2. The Government of Odisha has scaled up the programme in accordance with its acceptance and now, 764 members from Mission Shakti Groups work across 1925 wards 108 ULBs.
3. The Jalasathis have contributed to the revenue by collecting 86 crores during their deployment. 1,63,058 water quality tests have been conducted and 38,813 new connections have been set up across Odisha by the Jalasathis.
4. The role of Jalasathis has been extended to collect holding tax, sanitation user charge and electricity dues as a mark of citizen engagement to run their own cities and towns.

- **MANAGEMENT OF SHELTERS FOR URBAN HOMELESS (SUHS) BY COMMUNITY PARTNERS**

1. Area Level Federations under DAY-NULM have been instituted to operate and manage the Shelters for Urban Homeless.
2. Out of 45 Shelters for Urban Homeless, Area Level Federation/Mission Shakti Groups have been engaged at 16 places.
3. The task of maintaining these spaces is not seen merely as work but community service by members of ALF and MSGs.
4. In the next phase, these groups will be engaged in all the 45 shelters for the Urban Homeless.

- **MANAGEMENT OF BEGGAR REHABILITATION CENTRE BY RESOURCE ORGANISATION - MUNICIPAL CORPORATION OF BHUBANESWAR, ROURKELA & CUTTACK**

1. Beggar Rehabilitation Centres have been opened at Bhubaneswar, Rourkela & Cuttack in a move to eradicate begging and rescue those who become prey to it.
2. Resource Organisations are engaged in making the abovesaid task a reality.
3. Mothers and children, mentally retarded and elderly beggars are prioritised at the time of rescue.
4. All the rescued individuals are given food and shelter, counselling, medical check-ups and referral and livelihood options numbers and Aadhar Number.

- **FOOD COURT - AN INNOVATIVE STEP FORWARD FOR FOOD VENDORS - BARGARH**

1. A food court has been launched at Bargarh by the street vendors in Bargarh.
2. The street vendors have been given an opportunity to make their service more structured and hygienic in their allocated spaces.
3. This initiative is an example of how the system can be inclusive of street vendors instead of having to track them and send them away in the name of encroachment.

- **ENGAGEMENT OF SHGS IN THE CREATION OF ASSETS AT THE COMMUNITY LEVEL - MUKTA**

1. The Urban Wage Employment Initiative has been transformed into MUKTA wherein people are given both employment and wages by the government for activities aimed at bettering livelihood.
2. The projects are picked by Mission Shakti Group members based on the need for that particular asset and how effectively they can engage people in terms of employment.
3. The assets undertaken by MUKTA include drainage and sewerage works, development and renovation of water bodies, maintenance of public parks and playgrounds, open-air gym, child play station, playground, walking track, etc.

- **ENGAGEMENT OF SELF-HELP GROUPS IN VARIOUS URBAN VERTICALS ACROSS THE STATE**

1. In the past few years, 26,691 Mission Shakti Groups have been systematically engaged across a large number of urban verticals namely MUKTA, Septage Treatment Plant, Aahaar, Jalasathi, Solid Waste Management, Pickle Unit, Shelter for Urban Homeless, Water Body Renovation.
2. This comes as a part of engaging members of the self-help groups in activities related to enhancing livelihood.
3. While work orders for asset creation worth 763.08 crores were issued and invested, the Government of Odisha has paid more than 100 crores as Supervision Charges to the MSGs.
4. These actions by the government are purely in the interest of uplifting those in poverty. Along with this, it is also a platform for women to showcase their potential at resolving crises and contributing constructively to society.

- **ENGAGEMENT OF MISSION SHAKTI GROUPS IN THE MANAGEMENT OF WORKING WOMEN HOSTEL- CUTTACK**

1. In order to provide a safe and affordable place for working women, the Cuttack Municipal Corporation has opened the Working Women Hostel
2. This hostel is now home to 68 women working across different fields.
3. What makes it unique is the engagement of the Bharat Mata Mission Shakti Group to manage the hostel.
4. All in all, women have a safe space to live in while the other women have a means of livelihood.

- **MANAGEMENT OF PICKLE MAKING UNIT BY MISSION SHAKTI GROUPS/AREA LEVEL FEDERATIONS**
 1. Mission Shakti Department in collaboration with State Urban Development Authority (SUDA), Odisha has launched three state-of-the-art pickle manufacturing units at Baripada, Berhampur and Dhenkanal to cater to the needs of the 166 Aahaar centres across the State
 2. Maa Durga MSG at Baripada, Bighneswar-II MSG at Berhampur and Mahasangam Mission Shakti Area Level Federation (ALF) at Dhenkanal are run fully mechanised pickle centres that produce up to 300 tonnes of pickle each year which is supplied to the Aahar outlets
 3. Central Food Technological Research Institute (CFTRI-CSIR), Mysore and the MSGs have a memorandum of understanding for the technology of processing pickles

- **REVENUE GENERATED**
 1. **BIGHNESWAR-II MS GROUP** - 133.25 quintals of Pickle - Rs 7,73,144 Profit
 2. **Maha Sangam AIF** - 271.6 quintals of pickle - Rs 16,71,390 Profit
 3. **Maa Durga MS WSHG** - 143.1 quintal of pickle - Rs 9,36,382 Profit

- **PROMOTION & STRENGTHENING OF INDIGENOUS SKILL AND CRAFT AT PIPLI UNDER DAY NULM**
 1. With the objective of bringing urban poor women to the forefront, Kiran Area Level Federation was formed at Ward No 7 in Pipli NAC with 11 MSGs.
 2. The members of this ALF engage in ornamental needlework and have been given a revolving fund of ₹50,000 along with loans from banks to carry out their operations
 3. Social activities like literacy campaigns, prohibition of dowry, awareness on various schemes and programmes of government are a regular sight at the meetings of this group
 4. Members of ALF make lamp sets, shopping bags, purses, etc and manage to make a profit margin of ₹5 to ₹20 per article.
 5. Eventually, the ALF is planning on delving into online marketing on sites such as Amazon and Flipkart.

- **ENGAGEMENT OF SASAKTIKARANA ALF IN SLUM UPGRADATION & DELISTING ACTIVITIES - NABARANGPUR**
 1. The Sasaktikaran Area Level Federation in Nabarangpur has been identifying and carrying out need-based projects that aid the poor.
 2. The work orders for the project are being processed at the self help group or area federation level.
 3. Following the completion of the project, the SHG members involved in the work are being given wages and supervision costs.
 4. The work done by these members has helped in the upgradation of slums into Biju Adarsh Colonies

- **ASHRAY RATH**

1. A vehicle named the Ashraya Ratha has been deployed in Rourkela City that identifies and shifts the Urban homeless to the shelters.
2. The vehicle is also used for shifting the injured inmates in times of medical urgencies or other emergencies.
3. The vehicle was assigned the helpline number 943-994-1-994 , so that citizens could call in and help in rescuing homeless individuals in the city.
4. The Ashraya Rath has carried out some exemplary work by providing food to the beggars, homeless, destitute and mentally affected, shifting inmates to the hospital, winter mobilisation drive, distribution of blankets and mobilising people with no identity for vaccinations, etc.

- **ASHRAY PEDI**

1. Ashraya PEDI is an initiative launched by the Rourkela Municipal Corporation (RMC) focused on sourcing clothes and study materials from those who have it to handing it down to the underprivileged.
2. Children and adults in the hospitals, children living near railway tracks, under flyovers, children of daily wagers at construction sites, underprivileged children in government hospitals, etc are given higher priority when passing down the items that are collected.
3. Four Shelters for Urban Homeless have been marked as collection centers where people can drop in their contributions.
4. A helpline number has been dedicated towards Ashraya PEDI 943-994-1-994 which is used to take calls based on donation.
5. Till date, more than 1,000 clothes have been collected under this initiative.
6. The whole initiative is encouraging a sense of community wellbeing, helping balance the distribution of resources.

- **BEGGARS FINDING EMPLOYMENT AS SANITATION WORKERS IN SHELTERS FOR URBAN HOMELESS**

1. It is difficult to pinpoint vulnerable sections of society considering their diversity. Therefore, Rourkela Municipal Corporation carried out a city-wide survey to identify beggars in April-May 2021.
2. Following the survey, the members who came into the Shelters for Urban Homeless were directed to self help groups in an attempt to bring them to the mainstream.
3. Upon receiving a letter from SUDA, 3 beggars are in operation and are in operation in SUH at Rourkela.

Progress so far



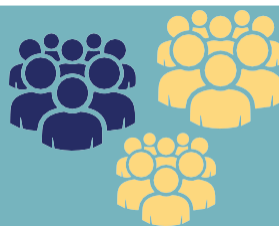
1,563 MSGs and 58 ALFs have been formed in the year 2022-23 making it a total of **37,512 SHGs** and **1,506 ALFs**



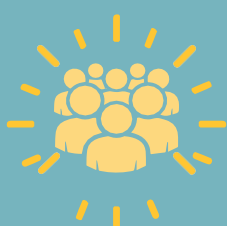
5 City Level Federations keep a check on social and economic issues and address it in an effective way



1,505 SHGs have received a revolving fund of of **Rs 10,000** and **Rs 50,000** in 2022-23



22,638 Groups in total are active along with **613 ALFs**



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7,355 street vendors are making use of technological devices in their businesses



756 women from **751 MSGs** are engaged as Jalasathis across **109 ULBs**



16,523 individuals have been granted loan up to **2 lakhs** to start Micro Entrepreneurial Activities



2,373 groups have been provided with loans up to **10 lakhs** under Self Employment Programme.



15,541 no. of groups till date have been linked with Banks as part of the strategy for Micro Enterprise promotion at the group level.



45 Shelters for Urban Homeless (SUH) centres have been operationalized

3 Shelter for Urban Homeless have been opened while **4** more are under construction.



1,05,481 Street Vendors have been enumerated under the PM-Svanidhi Programme.



35,073 Street Vendors have been provided with **Rs 10,000/-** as working capital.



7,883 street vendors have been provided with **Rs 20,000/-** as working capital.



More than **15,000** MSGs have been engaged in various services i.e Jalasathis, Swacch Sathis, looking after-SeTP, Sweeping and cleaning of the city, etc.



185 Mission Shakti Groups
have been engaged in Aahar
Centers throughout the state



189 street vendors have
been provided **Rs**
50,000/- as working
capital