



From
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To
The Additional Commissioner, UCD GHMC
All the Project Directors
DPMU, MEPMA
Telangana State

Sub : MEPMA-DAY-NULM – celebrations of Pakhwada named 'Shehri Samridhi Utsav- From 1st -15th February 2019 – coverage and visibility of the Mission – in all ULBs – documentation –furnish the report –orders issued –Reg

Ref: D.O No. O-17024/187/2018-UPA-1-UD dated the 18th October, 2018 From joint Secretary DAY (NULM) to the Principal secretary government of Telangana

The Deendayal Anthyodaya Yojana -National Urban Livelihood Mission (DAY NULM) is implemented by this Ministry since 2014 In order to increase the coverage and visibility of the Mission, the Ministry is celebrating a **DAY-NULM 'Pakhwada'** named '**Shehri Samridhi Utsav**' scheduled not later than the first fortnight of February,2019.The objective of Shehri Samridhi Utsav is to unite all DAY-NULM stakeholders and create strong momentum for the Mission by implementing a number of high-impact initiatives.

While the culminating events for these activities would be held during the Pakhwada during first fortnight of February 2019, the preparatory activities should be started as per the timelines mentioned below.

Proposed Activities for DAY-NULM Pakhwada are given below-*from January 2019 to 15th February 2019*

1. City Level Activities

1.1 Strengthening Safety Net for the Urban Poor: A survey will be conducted to identify eligible SHG members who are not covered under the relevant government schemes i.e. Jan Dhan Yojana,Pradhan Mantri Jeevan Jyoti Yojana(PM-JJY) ,Pradhan Mantri suraksha Bima Yojana (PM-SBY) ,Swachh Bharat Mission –Urban,Pradhan Mantri Awas Yojana,Pradhan (PM-AYP) , Mantra Ujjwala Yojana, access to nutrition (National Nutrition Mission) ,ect.

1.2 Rally of SHGs to Spread awareness about DAY-NULM :SHG members will conduct a rally with banners, placards ect. to spread awareness about DAY-NULM, especially among the urban poor communities, not covered by the Mission. The SHGs would march through the city culminating in a public function where prominent local personalities would be invited. The SHG rallies may be organized on 1st February in State Capitals, and subsequently in all other cities where DAY-NULM is being implemented, in a staggered manner throughout the Pakhwada.

1.3 Drive to from SHGs of informal sanitation workers: A drive to from new SHGs, especially for vulnerable occupation sectors such as informal sanitation workers, manual scavengers, waste pickers ect. Will be taken up intensively over the next 3months.

1.4 Shehri Sahbhagita Manch ULB-ALF /SLF meeting):It is essential to create a platform for SHG federations to engage with Urban Local Bodies (ULBs)

systematically for emancipation of SHGs and strengthening the grassroots urban democracy. Shehri Sahabagita Manch is proposed to be established for regular meeting of ULB officials with SHG federations to discuss local planning. Grievances, progress of DAY-NULM etc. First round of Shehri Sahabagita Manch meeting will be held during the Shehri Samridhi Utsav.

1.5 Adoption shelters by colleges: Each shelter established under the Shelter for the Urban Homeless (SUH) component will be mapped to a degree/intermediate college located nearby. This preparatory activity must be started on 1st November 2018. States/UTs will send the list of colleges mapped to each shelter by 15th November 2018. The first round of visits by student will be organized during the Pakhwada.

Adoption shelters by colleges would lead to better implementation and transparency in addition to creating a healthy interactive environment for shelter residents and a good learning experience for students. Indicative activities to be taken up by students may include drive by students to bring identified urban homeless to the shelters. Fortnightly visit on rotation by student volunteers, documenting the stories of the inmates celebrating festival with shelter inmates, outings/walks with elderly residents ect. Students would also prepare reports on the shelter facilities with photographs and submit it to the respective Shelter Management Committees and Executive committees for follow up action.

1.6 Loan camps by banks: An intensive drive would be conducted from 1st November to clear pending loan proposals, prepare loan applications with the help of ROs, COs, CRPs and organize loan camps in the vicinity of slums. Targets will be allocated for fast processing of loan applications received at the camps. EDP training may be organized for all those who have availed SEP loan (or whose loans have been sanctioned). ULBs should prepare a dossier of pending cases and send them to the lead bank with a copy to the respective branches for follow up.

During the Pakhwada, the sanction letter will be handed over to the beneficiaries.

1.7 Drive to Provide Identity Cards to Street Vendors: So far, about 15 lacs street vendors have been identified but only 6 lacs have been given identity cards. An intensive drive should be taken up as a preparatory activity to complete the identification of vendors. A public function may be arranged during Shehri Samridhi Utsav to handover Identity Cards along with SEP loans sanction letters to Street Vendor, RPL certificates to street food vendors ect.

1.8 Job Mela: job Mela should be arranged in all the cities having more than 5,00,000 population during the Pakhwada. The States not having cities above 5 lacks population should organize job Mela in two cities of their choice. Detailed implementation plans and list of employers to be invited for each job fair should be intimated to MoHUA by 15th November 2018. job melas should cover wage employment as well as apprenticeship programs.

2. State Level Activities

2.1 Street Food Festival: A street food festival to celebrate the local street food culture and cuisine may also be organized to support the street food vendors. Training of street food vendors with a focus on health and hygiene considerations has implications, not only for the livelihoods of vendors, but also the health of the community. Each State may conduct Recognition of Prior Learning (RPL) for street vendors in any 2 cities. A formal RPL proposal should be submitted to NSDC through MoHUA in this regard. Roll out of RPL program should be completed by 31st January, culminating in FSSAI certification and provision of vendor kits.

2.2 Exhibition of SHG products: States should organize an exhibition for sale of SHG products at the State Capitals and other major cities. Various avenues for raising funds from corporate sponsors may be explored by States for these exhibitions.

2.3 Recruitment and Training of CRPs: Intensive drive should be conducted for recruitment and training of cadres of City Resource Persons (CRPs). Each State may develop a CRP policy, defining the process for recruitment and training, norms for remuneration, allocation of responsibilities, and mechanism of monitoring of CRPs. States may also enter into MOUs with other states for training of new CRPs.

Hence the Additional Commissioner UCD GHMC, all the Project Directors MEPMA are directed to conduct the event on 'Shehri Samridhi Utsav' by following the above guidelines on DAY-NULM (MEPMA) activities by involving all concern Stakeholders on this celebrations from 1st February to 15th February 2019 and submit the report to Head Office by 20th February 2019 on Shehri Samridhi Utsav' of all components of DAY-NULM covering all ULBs

MISSION DIRECTOR

To

The Commissioner, GHMC

All the Municipal Commissioner for taking necessary Action

Signature valid

Digitally signed by DR T K
SREEDEVI

Date: 2019.01.07 11:07:41 IST

Reason: Approved

