

K-12012(9)/8/2019-UPA-I-UD

Government of India

Ministry of Housing & Urban Affairs

NULM Division

#334C, Nirman Bhawan, New Delhi

Dated the 17th December, 2019



S. Prem Singh
20.12.19

To,

The State Mission Directors
(All States/UTs)

ADFCO
PPA

Subject: National Workshop on "DAY-NULM Pakhwada - Shehri Samridhi Utsav 2020" on 21st December, 2019 at Vigyan Bhawan, New Delhi-Reg.

Madam / Sir,

You are aware that during February, 2019, DAY-NULM successfully organized Shehri Samridhi Utsav (SSU) to extend its outreach to the most vulnerable sections of the urban population, showcase initiatives and facilitate access of Self-Help Group (SHG) women to the other government schemes. Hard work and efforts taken by your team under your leadership to make the event an overwhelming success has been appreciated.

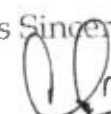
2. The Ministry is now planning to organize the second edition of Shehri Samridhi Utsav from March 28 to April 12, 2020 namely SSU 2020.

3. A one day National Workshop is going to be held on **Saturday, December 21, 2019 at Vigyan Bhawan, New Delhi**, under the **chairmanship of Secretary (MoHUA)** to discuss the activities proposed under SSU 2020 (agenda enclosed). The Mission Directors of SSDMs, implementing the ESTP, component are also participating in this workshop.

4. You are, therefore, kindly requested to make it convenient to attend the aforementioned workshop. A line of confirmation in this regard may please be forwarded to Shri Anil Joshi, Mission Executive (MIS) at aniljoshi.nulmmis@gmail.com by Dec 19, 2019.

Enclosed: As above.

Yours Sincerely,


20.12.19

(Niraj Kumar)

Director (NULM)

Tel: 23062850

Copy for information to: PPS to Joint Secretary (NULM)

ISSUED



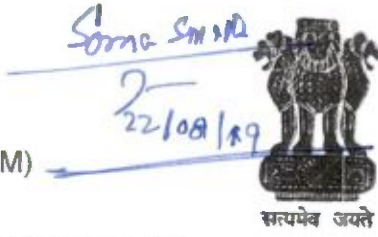
NATIONAL CONSULTATION WORKSHOP
ON
DAY-NULM PAKHWADA- SHEHRI SAMRIDHI UTSAV 2020

Date: 21st December, 2019
Vigyan Bhawan, New Delhi

Session Plan

S. N.	Timing	Sessions
1	9.30 am – 10:00 am	Registration
2.	10:00 am – 10:15 am	Tea
3	10:15 am- 10:30 am	Lighting of Lamp by dignitaries
4	10:20 am – 10:30 am	Welcome Address by JS (NULM)
5	10:30 am- 11:00 am	Address by Secretary (HUA)
6	11:00 am- 11:15 am	Exchange of MoU with Flipkart
6	11:15 am- 11:30 am	Tea Break
6	11:30 am- 01:30 am	Presentation on proposed activates for Shehri Samridhi Utsav 2020
Lunch (01:30 pm to 02:15 pm)		
7	02:15 pm- 03:15 pm	Presentation on On-boarding of SHGs' products on e-commerce market places
	03:15 pm – 04:00 pm	Presentation on Training of 1,000 batches in plumbing sector.
8	04:00 pm- 04:15 pm	Tea Break
9.	04.15 pm-05.00 pm	Presentation on Competitions: 1. Implementation of SUSV and SV Act 2. Swachhata Excellence Award
10.	05:00 pm	Conclusion.

ANJAY KUMAR, IAS
Joint Secretary
and Mission Director (DAY-NULM)
GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS



संजय कुमार, आई.ए.एस.
संयुक्त सचिव
एवं मिशन निदेशक (दी.अ.यो.-रा.श.आ.मि.)
भारत सरकार
आवासन और शहरी कार्य मंत्रालय

No. N-11025/35/2018-LSG

Dated: 06th August, 2019

Madam/Sir,

The Ministry of Women & Child Development is implementing POSHAN Mission (National Nutrition Mission) since June 2018. The mission strives to reduce the incidence of stunting, wasting and underweight among children, and focuses on adolescent girls, pregnant & lactating women to address the issue of malnutrition in a holistic manner. It had been decided to celebrate September month of each year as 'Rashtriya Poshan Maah'. Thus, September 2019 is being celebrated as '*Poshan Maah*', this year.

2. The Urban Local Bodies (ULBs) have played a crucial role in successful implementation of the mission in the urban areas. I am sure that they will continue the good work this year also. The broad set of activities to be conducted during the POSHAN Maah are as under:

- i. Awareness campaigns on POSHAN themes – nutrition, adolescent girls and pregnant and lactating women by involving all the stakeholders viz. the elected representatives, functionaries of the Health and Women & Child welfare departments, SHGs of DAY-NULM, Nehru Yuva Kendras, NCC, NSS, schools and colleges etc. Nutrition/Health experts also may be involved.
- ii. Activities to make the POSHAN movement a Jan Andolan viz. 'Poshan Melas', 'Poshan Diwas', 'Nukkad Nataks', Folk Songs etc. by involving all the line departments. *Prabhat Pherees* and door-to-door drives may also be conducted for increased public awareness.
- iii. Reaching out to school dropout girls to educate them about nutrition, health and hygiene, right age for marriage etc.
- iv. Special focus to be given on the migratory population and those living in the slum areas.
- v. Promote 'Kitchen Gardens' in available spaces such as lawns, backyards, roof tops etc. A suitable mechanism to recognize the good and innovative initiatives in this regard may be devised.

....2/-

- vi. Cooking competition may be held among the male members of the society in order to sensitize men about the benefits of nutrition.
3. A list of activities conducted during the POSHAN Maah 2018 is annexed for your reference.
4. Therefore, I request you, to review and issue necessary directions to the departments concerned, to help organization of POSHAN Maah in a befitting manner. The status of all the activities may kindly be updated, on real time basis, on the Poshan Jan Andolan Dashboard.

With Regards,

Yours sincerely,



(Sanjay Kumar)

The Principal Secretary/Secretary,
(Urban Development/Municipal Administration/
Local Self Government),
of all States/UTs.

Activities conducted in Poshan Maah 2018

S.No.	Activities
1.	Anaemia camp
2.	Area Level Federation Meetings (ALF)
3.	CBE- Community Based Events
4.	Community Radio Activities
5.	Cooperative/Federation
6.	Cycle Rally
7.	DAY-NULM SHG Meet
8.	Farmer Club Meeting
9.	Haat bazaar activities
10.	Harvest Festival
11.	Home Visits
12.	Local Leader Meeting
13.	Nukkad Natak/Folk Shows
14.	Panchayat Meeting
15.	Poshan Mela
16.	Poshan Rally
17.	Poshan Walk
18.	Poshan Seminar/Workshop
19.	Prabhat Pheree
20.	Providing Water to the Toilets
21.	Safe drinking water in Anganwadi centres
22.	Safe drinking water in Schools
23.	School based activities
24.	Self Help Groups (SHG) meetings
25.	VHSND
26.	Youth Group meeting

Guidelines on Awards and Recognitions as part of Poshan Maah & POSHAN Abhiyaan

September 2018 is being celebrated across the 36 States and UTs as Rashtriya Poshan Maah. Frontline workers, community groups, PRIs, Staff at Block and District level, State departments and Ministries are exemplifying diligent work towards triggering a Jan Andolan for POSHAN Abhiyaan. To sustain the momentum and recognize the efforts being put in at all levels, as also to acknowledge the progress made by States in implementing POSHAN Abhiyaan, it has been decided to institutionalize an Award System to recognize the exemplary performers.

2. The Poshan **Award Ceremony will be organised in the second week of October 2018** at New Delhi under the aegis of Ministry of Women and Child Development. All Awardees will be invited to Delhi to receive the award. Details of the Award Function will be issued separately.

3. **Grouping of States/UTs:** Taking the population, geographic, special status and field functionary profile of the States/UTs under consideration, they have been divided into 4 Groups. The details of the Groups are at **Annexure I**.

4. **Category of Awards:** To ensure that exemplary work gets recognized at all levels and across Ministries/Departments the under mentioned Award Categories have been defined. Criteria for the award are listed at **Annexure II**.

4.1 **Field Functionary Awards:**

(a) **Individual Excellence:** This will be an individual award given to field functionary for outstanding work, initiative, intervention or innovation. These would include AWW, Lady Supervisor, ASHA, ANM, Teachers (at village level), Panchayat Sevaks. Citations will be shortlisted by each Department i.e. W&CD/Social welfare, Health & Family Welfare, Education and Panchayati Raj. Each Department will shortlist minimum 3 Citations. Depending on the State/UT grouping One/two field functionary in each State/UT will get an award.

(b) **AAA(A++) Award:** This will be a team award given to a set of Anganwadi Worker, ASHA and ANM combined for outstanding joint-manship while executing their duties and achieving targets/interventions. Each State/UT will forward minimum 2 or 3 citations (combined effort by Department of WCD/social welfare and Health). The responsibility to forward the citations will be of Department of WCD/Social Welfare. The Awards will be given based on the 4 Groups.

(c) **Village Convergence Award:** This will be a team award given to a set of SHGs, Gram Sabha representative, AWW, ASHA, ANM, for outstanding work under the convergence component of POSHAN Abhiyaan. The citation should clearly highlight the

converged actions carried out by the field level functionaries. The Awards will be given based on the 4 Groups.

4.2 **Leadership Awards:** This will be individual awards given at block and district level. CDPO, MoIC (any other official) at block level and DC/DM at district level will be nominated for these awards. The qualifying act of the citation may include leadership initiatives towards achieving convergence, innovation, interventions, awareness campaigns, use of technology. Each State/UT will forward minimum 2 or 3 citations each at the block and district level. The Awards will be given based on the 4 Groups.

4.3 **State Level Awards:** States/UTs will be awarded in each Group across the following subcategories. The overall responsibility to coordinate forwarding of the citation under these sub-categories will rest with the Department of WCD/Social Welfare. Each State will forward citation for each sub-category separately. The Awards will be given based on the 4 Groups.

(a) **Best Social Media Campaign:** The Social media campaign carried out during Poshan Maah to spread awareness will be considered. The criteria will include use of platforms like twitter, Facebook, Instagram, Youtube etc.; use of the hashtag #PoshanMaah during campaigns; convergence of various departments; use of influencers to spread awareness; innovative campaigns; themes covered as part of the campaigns; contribution towards overall national level campaign.

(b) **Maximum Reach across All Themes:** This will be awarded to the State/UT which achieves maximum reach (participation) across activities and the 8 themes defined for Poshan Maah.

(c) **Best/Innovative use of non-conventional methods for spreading Awareness on Poshan:** Innovative use of platforms like community radio, RJs on radio stations, FM radio nukkad nataks etc. to spread awareness during the Poshan Maah. It may be noted that only **non-advertisement material and campaigns** will count towards this award.

(d) **Implementation of Convergence Action Plan:** This will be awarded to the State/UT which has formulated the Convergence Action Plan at State, District and Block level. At least one meeting of part of the Convergence Action Plan should have been conducted at each of the Blocks, Districts and State/UT during September 2108 or before that. The meetings should have been conducted at district and respective blocks of the Phase I & II districts nominated under POSHAN Abhiyaan. The States/UTs will share the Convergence Action Plans and details of the meetings held at all levels alongwith the citation.

5. **Format for Citations:** Category wise format for the citations is attached at **Annexure III**. The **qualification act should not be more than 300 words**. Facts, figures and photographs wherever required should be attached separately.

6. **Administrative/General Instructions:**

6.1 **Mode of Submission:** Citations in the given format, will be forwarded on the following email ids. Hard copy of the citations duly sealed will also be forwarded, to the following address.

(a) Shri Amit Gupta - amit.gupta81@gov.in

(b) Ms. Shalini Singh - singh.shalini71@nic.in

Executive Director,
CPMU, POSHAN Abhiyaan
3rd Floor, Jeevan Vihar Building
Parliament Street, New Delhi - 110001

6.2 **Format for Submission:** Wherever possible citations will be supported by photographic evidence with date time stamp. Soft copy of the citations being forwarded through email will be in word and pdf formats. All photographs to be attached with the citation will be duly annotated and compiled in a pdf format.

6.3 **Last Date for Submission:** The last date for receipt of citations with Ministry of Women & Child Development will be midnight 30th September 2018. Citations received after due date and time through any mode will not be considered. Advance copy of the citations received through email before the deadline will be acknowledged.

6.4 The States/UTs may like to substantiate their citations in certain categories with data from the Jan Andolan Dashboard. For uniformity the cutoff date for using all such data will be 25th September 2018, however, the Award Finalizing Committee at their discretion, will consider the data available on the Dashboard as on the date of finalization of the awards.

7. **Summary of Awards:** The details of category-wise number of awards are summarized in table at Annexure IV.

8. **Constitution of Shortlisting Committee at State Level:** State/UT may constitute a Selection Committee at their discretion to shortlist and forward the citations to Ministry of Women & Child Development.

9. **Constitution of Selection Committee at National Level:** A two tier process will be followed to finalise the Awards at the National Level. A Screening Committee will shortlist citations which meet all the listed criteria. The shortlisted citations will then be screened by the Selection Committee to decide on the final Awardees. Details of these committees will be shared separately.

Grouping of States/UTs

Group I (UTs)	Group II (NE & Hill States)	Group III	Group IV
A & N Islands	Arunachal Pradesh	Chhattisgarh	Andhra Pradesh
Chandigarh	Manipur	Gujarat	Assam
Dadra & N Haveli	Meghalaya	Haryana	Bihar
Daman & Diu	Mizoram	Goa	Karnataka
Delhi	Nagaland	Jharkhand	Madhya Pradesh
Lakshadweep	Sikkim	Kerala	Maharashtra
Puducherry	Tripura	Punjab	Odisha
	Uttarakhand	Tamil Nadu	Rajasthan
	Himachal Pradesh	Telangana	Uttar Pradesh
	Jammu & Kashmir		West Bengal
7 UTs	7 NE States & 3 Hill States	9 States	10 States

Annexure II

Category wise Criteria for Awards

Sl NO.	Category	Level	Designation	Criteria	No. of Citations at State/UT Level	Remarks
1.	Field Functionary Awards					
	a.	Individual	AWW, ASHA, ANM, Supervisor, Panchayat Sevak	<ol style="list-style-type: none"> Met Poshan program targets in difficult to reach terrains/LWE/tribal Innovation Life saving intervention Individual Reach to beneficiaries Any other act 	Each Department to send minimum 3 citation 1. MWCD/SW 2. Health 3. Education 4. PR	Copies to be send by Departments to their respective Ministries with one Copy endorsed to MoWCD
	b.	Team	AWW + ASHA + ANM	<ol style="list-style-type: none"> Achievements based on converged acts. Interventions initiated on converged actions. Any other team-based achievement 	1. Group I & II – Minimum 2 Citations per State/UT 2. Group III & IV – Minimum 3 Citations per State/UT	
c.	Team	AWW + Lady Supervisor+ ASHA + ANM + SHGs+ Gram Sabha	<ol style="list-style-type: none"> Achievements based on converged acts. Any other team-based achievement. 	1. Group I & II – Minimum 2 Citations per State/UT 2. Group III & IV – Minimum 3 Citations per State/UT		
2.	Leadership Awards					
	a.	Individual	DMs/DCs	<ol style="list-style-type: none"> Leadership in multi-sector mobilization & Awareness Campaigns. convergent programming 	1. Group I & II – Minimum 2 Citations per State/UT 2. Group III & IV – Minimum 3 Citations per State/UT	

b.	Block Level	Individual	CDPO, MoIC, others to be listed	<p>3. Innovation interventions,</p> <p>4. Use of technology</p> <p>5. Any other leadership based qualifying act.</p>	<p>1. Group I & II – Minimum 2 Citations per State/UT</p> <p>2. Group III & IV – Minimum 3 Citations per State/UT</p>
3.	State Level Awards:				
a.	Best Social Media Campaign	Organisation	NA	<p>1. Use of various platforms.</p> <p>2. Convergence of Departments</p> <p>3. Use of hashtag</p> <p>4. Use of Influencers</p> <p>5. Reach Achieved</p>	Minimum 1 Citation per State/UT
b.	Maximum Reach across All Themes			Participation achieved across all the 8 themes	Minimum 1 Citation per State/UT
c.	Best/Innovative use of non-conventional methods for spreading Awareness on Poshan			Innovative use of platforms like Community Radio, RJs, FM radio, Nukkad Natak, local folk groups etc.	Minimum 1 Citation per State/UT
d.	Implementation of Convergence Action Plan			<p>1. Preparation of Convergence Action Plan at State, District, Block</p> <p>2. Meetings held at State, District and Block Level</p>	Minimum 1 Citation per State/UT

Format for Citations : Poshan Awards

1. Field Functionary Award**1a. Individual Excellence Award**

1.	Name of the Functionary	
2.	Mother's/Fathers Name	
3.	Contact of the Functionary Address: Tel No.	
4.	Field Functionary (Tick only one Field Functionary)	AWW/Lady Supervisor/ASHA/ANM/Panchayat Sevak/Teacher
5.	Work Location State: District: Block: Gram Panchayat: Village:	
6.	Brief Bio with Photo	
7.	Summary of Reasons for Nomination (Qualifying Act, not more than 300 words) Refer Criteria- (Highlight one or more) a. Met Poshan program targets in difficult to reach terrains/LWE/tribal b. Innovation c. Life saving intervention d. Individual Reach to beneficiaries e. Any other act	

1.b. AAA (A++) Awards

1.	Name of the AAA a. AWW b. ASHA c. ANM	
2.	Contact of the AAA Address: Tel No. a. ... b. ... c.	
3.	Work Location State: District: Block: Gram Panchayat: Village:	
4.	Brief Bio with Photo of AAA a. ... b. ... c.	
5.	Summary of Reasons for Nomination (Qualifying Act, not more than 300 words) Refer Criteria- (Highlight one or more) a. Achievements based on converged acts. b. Interventions initiated on converged actions. c. Any other team-based achievement	

1.c. Village Convergence Award (Contribution of SHGs is mandatroy for this award)

<p>1. Name of the Functionaries</p> <p>a. ...</p> <p>b. ...</p> <p>c.</p> <p>d. ...</p> <p>e. ...</p>	<p>Category Field Functionary (Tick all relevant Field Functionary) (<u>Contribution of SHGs is mandatroy for this award</u>)</p>	<p>AWW/ Lady Supervisor/ ASHA/ ANM/ SHGs/ Gram Sabha</p>
<p>2. Contact of the Functionaries</p> <p>Address:</p> <p>Tel No.</p> <p>a. ...</p> <p>b. ...</p> <p>c.</p> <p>d. ...</p> <p>e. ...</p>		
<p>3. Work Location</p> <p>State:</p> <p>District:</p> <p>Block:</p> <p>Gram Panchayat:</p> <p>Village:</p>		
<p>4. Brief Bio with Photo of each Functionary</p> <p>a. ...</p> <p>b. ...</p> <p>c.</p> <p>d. ...</p> <p>e. ...</p>		
<p>5. Summary of Reasons for Nomination (Qualifying Act, not more than 300 words)</p> <p>Refer Criteria (Highlight one or more)</p> <p>a. Achievements based on converged acts.</p> <p>b. Any other team-based achievement.</p>		

2. Leadership Award

2.a. District Level

1.	Name of the DM/DC	
3.	Contact Address: Tel No.	
4.	Work Location State: District:	
5.	Brief Bio with Photo	
6.	Summary of Reasons for Nomination (Qualifying Act, not more than 300 words) Refer Criteria (Highlight one or more) a. Leadership in multi-sector mobilization & Awareness Campaigns. b. convergent programming c. Innovation d. interventions, e. Use of technology f. Any other leadership based qualifying act.	

2.b. Block Level

1.	Name, Designation, Department of the Block Official	
2.	Contact Address: Tel No.	
3.	Work Location State: District: Block:	
4.	Brief Bio with Photo of Staff	
5.	Summary of Reasons for Nomination (Qualifying Act, not more than 300 words) Refer Criteria (Highlight one or more) a. Leadership in multi-sector mobilization & Awareness Campaigns. b. convergent programming c. Innovation d. interventions, e. Use of technology f. Any other leadership based qualifying act.	

3. State Award

3.a. Social Media Campaign

1.	Name of the State	
2.	Liaisoning Officer for the Award Name: Phone No:	
3.	Name/Profile/Picture of Person who will represent the State to receive the award	
4.	Summary of Reasons for Nomination (Qualifying Act, not more than 300 words) Criteria: a. Use of various platforms. b. Convergence of Departments c. Use of hashtag d. Use of Influencers e. Reach Achieved	

3.c Innovation

1.	Name of the State	
2.	Liaisoning Officer Name: Department: Phone No:	
3.	Name/Profile/Picture of Person who will represent the State to receive the award	
4.	Summary of Reasons for Nomination (Qualifying Act, not more than 300 words) Criteria: Innovative use of platforms like Community Radio, RJs, FM radio, Nukkad Natak, local folk groups, any other	

3.b. Maximum Reach Across Themes

1.	Name of the State	
2.	Liasioning Officer for Award Name: Phone No:	
3.	Name/Profile/Picture of Person who will represent the State to receive the award	
4.	Summary of Reasons for Nomination (Qualifying Act, not more than 300 words) Criteria: Participation achieved across all the 8 themes	

3.d Convergence Action Plan

1.	Name of the State/UT	
2.	Liaisoning Officer Name: Department: Phone No:	
3.	Name/Profile/Picture of Person who will represent the State to receive the award	
4.	Summary of Reasons for Nomination (Qualifying Act, not more than 300 words) Criteria: a. Preparation of Convergence Action Plan at State, District, Block b. Meetings held at State, District and Block Level	

Summary of Awards

Sl. NO.	Award Category	Group I (UTs)			Group II (NE & Hill States)			Group III (States)			Group IV (States)			Total Awards
		No of Awards	No. of State/UT	Subtotal	No of Awards	No. of State/UT	Subtotal	No of Awards	No. of State/UT	Subtotal	No of Awards	No. of State/UT	Subtotal	
1	Field Functionary Awards													
a.	Individual Excellence *	1	7	7	1	10	10	2	9	18	3	10	30	65
b.	AAA(A++) Award	3	-	3	3	-	3	5	-	5	8	-	8	19
c.	Village Convergence Award	3	-	3	3	-	3	5	-	5	8	-	8	19
2	Leadership Awards													
a.	District Level	2	-	2	2	-	2	3	-	3	4	-	4	11
b.	Block Level	3	-	3	3	-	3	5	-	5	8	-	8	19
3	State Level Awards													
a.	Best Social Media Campaign	1	-	1	1	-	1	1	-	1	1	-	1	4
b.	Maximum Reach across All Themes	1	-	1	1	-	1	1	-	1	1	-	1	4
c.	Best/Innovative use of non-conventional methods	1	-	1	1	-	1	1	-	1	1	-	1	4
d.	Implementation of Convergence Action Plan	1	-	1	1	-	1	1	-	1	1	-	1	4
	Grand Total			22			25			40			62	149

* Awards to be given to field functionaries in each State/UT

Some SMM
21 July 19

16016/1/2017-UPA-I/E-9017641
Government of India
Ministry of Housing and Urban Affairs
(NULM Division)



#334C, Nirman Bhawan,
New Delhi, dtd. 19.07.2019

To
State Mission Directors (DAY-NULM),
All States/UTs

AMB
MB

Subject: One day orientation on 100 days impact initiative –Swasth SHG Pariwar, for
SMMs – regarding.

Madam/Sir,

As part of its 100 days impact initiative, this Ministry is implementing an intervention scheme under DAY-NULM, called the 'Swasth SHG Pariwar', which intends to link all eligible SHG members with the Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) and POSHAN scheme, and also to organise health check-up for all SHG members, by 2nd October 2019. This focused intervention, directed towards SHG members, is expected to substantially improve their access to government run health initiatives and augment their overall standard of living on a sustainable basis. A detailed advisory has already been issued (copy enclosed).

In the successful implementation of this initiative, State NULM functionaries have a key role to play. Accordingly, it is planned to orient two SMMs from each state, dealing with SMID and MIS, in a one day programme on 24.07.2019 from 10:00 am to 05:00 pm, at New Delhi at the following venue:

**Paryavas, Hindustan Prefab Limited (HPL),
Jangpura, Near Rajdoot Hotel,
Mathura Road,
New Delhi.**

You are, therefore, requested to depute the concerned SMMs to ensure participation in the said programme, which is critical to the successful implementation of the 100 days impact initiative – Swasth SHG Pariwar.

Yours Sincerely

Niraj Kumar
(Niraj Kumar) 31/7/19
Dir (NULM)
Tel:2306 2850

Objectives

“Swasth SHG Pariwar (SSP)” initiative envisages the linking of all eligible SHG members to the benefits of Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana and Poshan Abhiyan and also proposes to organise health check-up camps for all SHG members.

Linking of Eligible SHG Members under Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana¹ and Poshan Abhivan²

An exercise of identifying persons eligible for AB-PMJAY from the SECC 2011 (Urban) database and collecting additional information (ratio card number and mobile number) was carried out last year by the ULBs³.

ULBs should use all those nodal officers and other staff, who were involved in the exercise referred to above in addition to the NULM functionaries, Resource Organisations and community based organizations (ALFs, CLFs and Shehri Sahbhagita Manch) for the 100 days impactful intervention – “Swasth SHG Pariwar”.

The following process may be followed in order to link the eligible SHG members with the AB-PMJAY and Poshan Abhiyan:

1. Sensitization of ULB and NULM functionaries about AB-PMJAY & Poshan Abhivan

- i. States shall organize workshop(s) at the state level of the functionaries of NULM, National Health Mission (NHM), Women and Child

¹ Ayushman Bharat is a centrally sponsored scheme, which covers the poor and vulnerable families by providing them with coverage up to 5 lakh rupees per family per year for secondary and tertiary care hospitalization.

² Poshan Abhiyan is a government scheme mission to ensure the nutrition of children, women, and pregnant mothers in impoverished areas.

³ No. S-12012/57/2018-RSBY Ministry of Health and Family Welfare, Government of India

Development and ULB officials to sensitize them about the objectives of SSP.

- ii. Similarly, an orientation at the city level also should be organized and NHM and W&CD officials to fix up their roles and responsibilities in successful implementation of SSP programme. ULBs should prepare an action plan during the orientation by involving all the stakeholders.
- iii. District Collector/Municipal Commissioner should involve CSC District Level Nodal Officer (CSC-DLNO) to ensure presence of CSC staff at the ALF meetings in order to issue Ayushman Bharat Cards to identified SHG members.
- iv. During the workshops organised by the ULBs, IEC material shall be made available to the participants for further distribution. Further, a request to make available IEC material regarding AB-PMJAY and Poshan Abhiyan shall be made to the officials concerned.
- v. These workshops shall be completed within a maximum of one week from the date of receipt of this advisory.

2. Linking all eligible SHG members with requisite information to Ayushman Bharat & Poshan Abhiyan

The step-wise activities to be undertaken are as follows:

- i. Sharing ward wise SECC data on Urban beneficiaries under Ayushman Bharat with ULBs
 - a. Ward-wise segregated data of Ayushman Bharat scheme will be available on the <http://pmjay.gov.in/mohua.html>.
 - b. Municipal Commissioners/Executive officers are requested to send the Name, Designation, mobile numbers of one nodal officer and one CMM designated for this purpose. The designated nodal officers shall be provided login IDs and Password to download the 'pdf' files

of SECC data to identify the Ayushman beneficiaries. The nodal officers identified should preferably be same who worked in the earlier round.

ii. Facilitation of Ayushman Bharat Scheme depending on nature of beneficiaries

- a. Using the beneficiary lists for each ward/locality, ALF level meetings shall be held in coordination with the health functionaries to orient the SHG members about the scheme. The notice for such a meeting must include an instruction to the SHG members to carry their ration card, Aadhar card and mobile number details with them.
- b. The key objective is to ensure that all eligible SHG members are brought under the Ayushman Bharat yojana. More than one meeting at ALF level and door-to-door visits may be undertaken, if required.
- c. During the meetings, the beneficiaries, who figure in the validated list, shall be facilitated to get the cards from CSC staff present. The Collector/Municipal Commissioner should direct the CSC nodal officer to ensure presence of CSC persons at the meetings to update records to issue cards as per the prevailing rates.
- d. Besides the downloaded ward wise list, Officials are encouraged to engage volunteers to check eligibility of the SHG members using the mera.pmjaj.gov.in website or the 'mera PMJAY' mobile app.
- e. With respect to the SHG members whose names are found in the SECC list, but mobile number and ration card numbers are not mentioned, the nodal officer shall collect details of the ration card number and mobile number. Such collection and upload of information must take place within 20 days (as per the instructions contained in the portal (<http://pmjaj.gov.in/mohua.html>).
- f. The SHG women, who are urban poor according to the state criteria but don't figure in the SECC data, the requisite information i.e. ration

card and mobile details should be collected and kept with the ULBs for further future action.

- iii. Photographs of high resolution of the sensitization workshops, ALF meetings, e-Card facilitation etc. should be uploaded on the NULM portal and shared with the Ministry through CD/Pen-drive also.

3. Linking all eligible SHG members with Poshan Abhiyan

Poshan Abhiyan is India's flagship programme to improve nutritional outcome for children, adolescent and pregnant women and lactating mothers.

ULB staff and NULM functionaries have already conducted such drive to identify and link eligible SHG members with Poshan Abhiyan during November 2018 to February 2019 during Shehri Samridhi Utsav (SSU). The idea is to repeat the exercise as per the following protocol:

- i. Rechecking whether all the SHG members linked with Poshan Abhiyan during SSU 2018-19, have received benefits under Poshan Abhiyan?
- ii. To identify and link eligible SHG members to Poshan Abhiyan involving the NULM functionaries, CLF, ALF, SHG groups, Mahila Arogya Samiti and other voluntary groups.
- iii. At the ALF meetings proposed for linking SHG member to Ayushman Bharat, the SHG members should also be sensitized about the benefits of the Poshan Abhiyan.
- iv. Pregnant women, lactating or nursing mothers should be encouraged to attend Urban Health and Nutrition Day at each Anganwadi Centre.
- v. Photographs of high resolution of the activities performed should be uploaded on the NULM portal and shared with the Ministry through CD/Pen-drive.

4. Organizing Health-Check up for all SHG Members

- i. Preventive Health check-up camps shall be organized for health screening of SHG members at designated locations, on specified dates. SHGs must be informed of such camps well in advance.
- ii. The SHG members must also be informed about any pre-requisites such as carrying ID proof, latest prescriptions, records of surgical procedures in the past etc.
- iii. Municipal Commissioners shall be the Nodal Officers responsible for organization of health camps. The nodal officer shall strive to ensure 100 percent coverage of SHG members in these health check-ups.
- iv. ALF/CLF members to be present in all the health camps to facilitate successful operation of the camps.
- v. Photographs of high resolution of the health camps to be shared with the Ministry through CD/pen drive and uploaded on the portal.

ANNEXURE B

Appropriate fields for entry of data in respect of provision of AB cards, validation of non-validated beneficiaries in NHA portal, number of health camps organized etc. have been incorporated in the MIS portal.

The data entry should be done on daily basis regarding the activities undertaken.

UD/00/2019/10002
Pr. Secy/UDLMA
13.8.19

Sonia: SNM

9-270819

No.K-12012/6/2019-UPA-I-UD/E-9018924

Government of India

Ministry of Housing & Urban Affairs

(UPA Division)

Nirman Bhawan, New Delhi

Dated the 09th August, 2019

To
The Mission Director,
SULM All States/UTs

Subject:- Advisory to States on Booking of the expenditure incurred during the 100 days impact initiative under IEC funds of DAY-NULM – regarding.

Sir/Madam,

As part of the 100 days impact initiative, DAY-NULM is implementing an impactful initiative called the 'Swasth SHG Pariwar', which intends to link all the eligible SHG members with the Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) and POSHAN Scheme, and also to organise health check-up for all SHG members by October 2nd, 2019.

2. In a video conference, held under the chairmanship of JS (NULM) on 26th July, 2019, on this subject, all the States/UTs were directed to start this initiative at the earliest with proper IEC plan including a press conference at the appropriate level to give it maximum publicity.

3. It is stated that the expenditure on such IEC and other related activities under the initiative may be charged to the IEC funds under DAYNULM.

Yours sincerely,



(Niraj Kumar)

Director (NULM)

Tel. 011 23062850

Copy for information to:
The Principal Secretary, All States/UTs

~~Pr. Secy, LMA~~
JS/JS
S
11/8/2019

Subject: **URGENT: VC on 20.08.2019 at 11:30 AM on the strategies for celebrating POSHAN Maah in the Month of September, 2019**

Date: 08/13/19 11:58 AM

From: "Naresh Kumar US(LSG)" <uslsg-mud@gov.in>

To: Peshi.apmaud@gmail.com, skjain1804@gmail.com, nv.principalsecretaryassam@gmail.com, lsraelmandapalli@gmail.com, urbansec-bih@nic.in, securban@gujarat.gov.in, wvmurthy7@gmail.com, fcg@hry.nic.in, udsecy-hp@nic.in, housingudd9@gmail.com, ud.secyc@gmail.com, secy-ud@karnataka.gov.in, acslsgd@gmail.com, splsecy.pard@kerala.gov.in, prlsecy.lsgd@gmail.com, psuaddmp@mpurban.gov.in, psec.ud1@maharashtra.gov.in, cs-manipur@nic.in, jsanga@gmail.com, secyudd@gmail.com, hudsec.or@nic.in, secy.lg@punjab.gov.in, secy.lsg.gor@gmail.com, udhdsikkim@gmail.com, mawssec@tn.gov.in, prlsecy_maud@telangana.gov.in, mkumar@nic.in, secy-it-ua@nic.in, cc.urbandev@gmail.com, secy.ma-wb@gov.in, udevelop.and@nic.in, hs-chd@nic.in, devcom-dd@nic.in, psud@nic.in, lk-coll@nic.in, secylad.pon@nic.in, advadmr-dnh@gov.in, freddyroy2000@yahoo.com

UD/08/2019/1039
14/8/19

Soma Barua

Prem speak

12/08/19

VC_20Aug2019_1130AM.pdf (71kB)

poshan maah letter.pdf (1.5MB)

Poshan_VC_20Aug2019.pdf (614kB)

REMINDER

PLEASE SEE ATTACHMENT

To,

Principal Secretary / Secretary of Urban Development / Local Self Government of all the States/UTs

Madam/Sir,

Please refer to the email of this Ministry, dated 08.08.2019 on the aforementioned subject. In this regard it is to say that this Ministry is yet to receive any confirmation from your side of the officers who would attend the VC in respect of your State/UT. It is once again requested to send the confirmation. The Meeting Notice, VC confirmation (VC ID: 265239) and the POSHAN Maah advisory is attached for your kind perusal.

----- Original Message -----

From:

"Naresh Kumar US(LSG)" <uslsg-mud@gov.in>

Date: Aug 8, 2019 1:18:30 PM

Subject: Fwd: VC on 20.08.2019 at 11:30 AM on the strategies for celebrating POSHAN Maah in the Month of September, 2019

To: KGOPALAKRISHNA BHAT IAS <splsecy.pard@kerala.gov.in>

To,

1. Principal Secretary / Secretary of Urban Development / Local Self Government of all the States/UTs

Sir/Madam,

A Video Conference will be held on **20th August, 2019 from 11:30 AM to 02:00 PM** under the chairmanship of Shri Sanjay Kumar, Joint Secretary (NULM), Ministry of Housing and Urban Affairs with all States/UTs to discuss on the strategies for celebrating POSHAN Maah in the month of September, 2019.

It is requested to kindly attend the Video Conference or nominate officer concerned with the subject. Meeting Notice is also attached.

--
Regards,

Yours faithfully
Naresh Kumar
Under Secretary (LSG)
Ministry of Housing & Urban Affairs
Government of India
Room No.202, C-Wing
Nirman Bhawan, New Delhi - 110011
Telefax::23061072

--
Regards,

Yours faithfully
Naresh Kumar
Under Secretary (LSG)
Ministry of Housing & Urban Affairs
Government of India
Room No.202, C-Wing
Nirman Bhawan, New Delhi - 110011
Telefax::23061072

Video Conferencing Division NIC, New Delhi :: RESERVE

SL	VCID	Requested By	Date	Purpose	Chaired By	Studio	Coordinator
1	265239 Confirmed	NARESH KUMAR uslsg- mud@gov.in	20/08/2019 11:30 AM (02:30 Hrs)	To discuss on the strategies for celebrating POSHAN Maah in September, 2019	JS/AS/Director, Govt. of India NBO Ministry of Housing and Urban Affairs (Delhi Bhawan)	Total Studios-(25), 1- DL-Housing and Urban Poverty alleviation (Host Studio)2- AN-Port Blair Sectt, 3- AP- Velagapudi Sect, 4- BH-Patna EVCS, 5- CG-Raipur NIC3, 6- CH-Chandigarh NIC2, 7- Chief Secretary Conference Hall, 8- GA-Porvorim Sectt, 9- GJ-Gandhinagar Narmada, 10- HP- Shimla NIC2, 11- HR-Chandigarh NIC2, 12- JH-Ranchi Coll, 13- JK-Jammu Coll, 14- KA-BLR NIC1 (VIKASA SOUDHA R NO 117)), 15- KL- Thiruvananthapuram EVCS, 16- MH- Mumbai NIC, 17- NIC SILVASSA - DIST UNIT, 18- PB- Chandigarh NIC sector-9, 19- RJ- Jaipur Sectt 2, 20- SK-Gangtok NIC3, 21- TN-Chennai Secretariat, 22- TR- Agartala Sectt, 23- TS-Hyderabad Sectt, 24- UP- Lucknow NIC2, 25- WB-Kolkata NIC Nizam palace Presentation 1- DL- Housing and Urban Poverty alleviation	DL-Delhi IP- Phone: 5776



No. N-11025/35/2018-LSG

Dated: 06th August, 2019

Madam/Sir,

The Ministry of Women & Child Development is implementing POSHAN Mission (National Nutrition Mission) since June 2018. The mission strives to reduce the incidence of stunting, wasting and underweight among children, and focuses on adolescent girls, pregnant & lactating women to address the issue of malnutrition in a holistic manner. It had been decided to celebrate September month of each year as 'Rashtriya Poshan Maah'. Thus, September 2019 is being celebrated as '**Poshan Maah**', this year.

2. The Urban Local Bodies (ULBs) have played a crucial role in successful implementation of the mission in the urban areas. I am sure that they will continue the good work this year also. The broad set of activities to be conducted during the POSHAN Maah are as under:

- i. Awareness campaigns on POSHAN themes – nutrition, adolescent girls and pregnant and lactating women by involving all the stakeholders viz. the elected representatives, functionaries of the Health and Women & Child welfare departments, SHGs of DAY-NULM, Nehru Yuva Kendras, NCC, NSS, schools and colleges etc. Nutrition/Health experts also may be involved.
- ii. Activities to make the POSHAN movement a Jan Andolan viz. 'Poshan Melas', 'Poshan Diwas', 'Nukkad Nataks', Folk Songs etc. by involving all the line departments. *Prabhat Pherees* and door-to-door drives may also be conducted for increased public awareness.
- iii. Reaching out to school dropout girls to educate them about nutrition, health and hygiene, right age for marriage etc.
- iv. Special focus to be given on the migratory population and those living in the slum areas.
- v. Promote 'Kitchen Gardens' in available spaces such as lawns, backyards, roof tops etc. A suitable mechanism to recognize the good and innovative initiatives in this regard may be devised.

....2/-

- vi. Cooking competition may be held among the male members of the society in order to sensitize men about the benefits of nutrition.
3. A list of activities conducted during the POSHAN Maah 2018 is annexed for your reference.
4. Therefore, I request you, to review and issue necessary directions to the departments concerned, to help organization of POSHAN Maah in a befitting manner. The status of all the activities may kindly be updated, on real time basis, on the Poshan Jan Andolan Dashboard.

With Regards,

Yours sincerely,



(Sanjay Kumar)

The Principal Secretary/Secretary,
(Urban Development/Municipal Administration/
Local Self Government),
of all States/UTs.

Activities conducted in Poshan Maah 2018

S.No.	Activities
1.	Anaemia camp
2.	Area Level Federation Meetings (ALF)
3.	CBE- Community Based Events
4.	Community Radio Activities
5.	Cooperative/Federation
6.	Cycle Rally
7.	DAY-NULM SHG Meet
8.	Farmer Club Meeting
9.	Haat bazaar activities
10.	Harvest Festival
11.	Home Visits
12.	Local Leader Meeting
13.	Nukkad Natak/Folk Shows
14.	Panchayat Meeting
15.	Poshan Mela
16.	Poshan Rally
17.	Poshan Walk
18.	Poshan Seminar/Workshop
19.	Prabhat Pheree
20.	Providing Water to the Toilets
21.	Safe drinking water in Anganwadi centres
22.	Safe drinking water in Schools
23.	School based activities
24.	Self Help Groups (SHG) meetings
25.	VHSND
26.	Youth Group meeting

MEETING NOTICE
MOST IMMEDIATE

No.N-11025/35/2018-LSG
Government of India
Ministry of Housing and Urban Affairs
LSG Section


202, C-Wing, Nirman Bhawan, New Delhi
Dated, the 07th August, 2019

MEETING NOTICE

Sub: **Video Conference on 20.08.2019 at 11:30 AM - regarding.**

A Video Conference will be held on **20th August, 2019 at 11:30 AM**, under the Chairmanship of **Shri Sanjay Kumar, Joint Secretary (NULM)**, Ministry of Housing and Urban Affairs to discuss on the strategies for celebrating POSHAN Maah in the month of September, 2019. A copy of the advisory issued in regard to celebration of Poshan Maah is also enclosed for your ready reference.

2. It is requested to kindly attend the Video Conference or nominate an officer concerned with the subject. The Video Conference is being arranged by the National Informatics Centre. Kindly give confirmation by email at **uslsg-mud@gov.in**.


(Naresh Kumar)

Under Secretary to the Govt. of India
Telephone: 23061072
e-mail: **uslsg-mud@gov.in**

To,

The Principal Secretary/Secretary of Urban Development/Local Self Government of all the States/UTs.

Cc:

1. Sr. Technical Director, NIC, MoHUA, with request to make arrangements for the Video Conference with all the States/UTs on **20.08.2019 (time slot: 11:30 AM to 2:00 PM)** in the Conference Room, NBO Building, Nirman Bhawan, New Delhi.
2. Sr. PPS to JS (NULM)
3. PPS to Dir (UD&LSG)
4. Incharge, NBO Conference Room to book the conference room on the aforesaid date and time.

Subject: VC on 20.08.2019 at 11:30 AM on the strategies for celebrating POSHAN Maah in the Month of September, 2019

Date: 08/08/19 10:48 AM

From: "Naresh Kumar US(LSG)" <uslsg-mud@gov.in>

To: Peshi.apmaud@gmail.com, skjain1804@gmail.com, nv.principalsecretaryassam@gmail.com, Israelmandapalli@gmail.com, urbansec-bih@nic.in, securban@gujarat.gov.in, wvmurthy7@gmail.com, fclg@hry.nic.in, udsecy-hp@nic.in, housingudd9@gmail.com, ud.secy@gmail.com, secy-ud@karnataka.gov.in, acslsgd@gmail.com, psuaddmp@mpurban.gov.in, psec.ud1@maharashtra.gov.in, cs-manipur@nic.in, jsanga@gmail.com, secyudd@gmail.com, hudsec.or@nic.in, secy.lg@punjab.gov.in, secy.lsg.gor@gmail.com, udhdsikkim@gmail.com, mawssec@tn.gov.in, prisecy_maud@telangana.gov.in, mkumar@nic.in, secy-it-ua@nic.in, cc.urbandev@gmail.com, secy.ma-wb@gov.in, udevelop.and@nic.in, hs-chd@nic.in, devcom-dd@nic.in, psud@nic.in, lk-coll@nic.in, secylad.pon@nic.in, advadmr-dnh@gov.in, freddyroy2000@yahoo.com

UD/08/2019/09984
13/8/19

[Signature]
Sana SMM

Pran par,

[Signature]

poshan maah letter.pdf (1.5MB) Poshan_VC_20Aug2019.pdf (614kB)

To,

1. Principal Secretary / Secretary of Urban Development / Local Self Government of all the States/UTs

Sir/Madam,

A Video Conference will be held on **20th August, 2019 from 11:30 AM to 02:00 PM** under the chairmanship of Shri Sanjay Kumar, Joint Secretary (NULM), Ministry of Housing and Urban Affairs with all States/UTs to discuss on the strategies for celebrating POSHAN Maah in the month of September, 2019.

It is requested to kindly attend the Video Conference or nominate officer concerned with the subject. Meeting Notice is also attached.

Regards,

Yours faithfully
Naresh Kumar
Under Secretary (LSG)
Ministry of Housing & Urban Affairs
Government of India
Room No.202, C-Wing
Nirman Bhawan, New Delhi - 110011
Telefax::23061072

[Handwritten notes and signatures]
JCB
ADDL Dir, H&US
JSL/JCJ
11/08/2019

SANJAY KUMAR, IAS

Joint Secretary
and Mission Director (DAY-NULM)

GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS



संजय कुमार, आई.ए.एस.

संयुक्त सचिव
एवं मिशन निदेशक (दी.अ.यो.-रा.श.आ.मि.)
भारत सरकार
आवासन और शहरी कार्य मंत्रालय

No. N-11025/35/2018-LSG

Dated: 06th August, 2019

Madam/Sir,

The Ministry of Women & Child Development is implementing POSHAN Mission (National Nutrition Mission) since June 2018. The mission strives to reduce the incidence of stunting, wasting and underweight among children, and focuses on adolescent girls, pregnant & lactating women to address the issue of malnutrition in a holistic manner. It had been decided to celebrate September month of each year as 'Rashtriya Poshan Maah'. Thus, September 2019 is being celebrated as '*Poshan Maah*', this year.

2. The Urban Local Bodies (ULBs) have played a crucial role in successful implementation of the mission in the urban areas. I am sure that they will continue the good work this year also. The broad set of activities to be conducted during the POSHAN Maah are as under:

- i. Awareness campaigns on POSHAN themes – nutrition, adolescent girls and pregnant and lactating women by involving all the stakeholders viz. the elected representatives, functionaries of the Health and Women & Child welfare departments, SHGs of DAY-NULM, Nehru Yuva Kendras, NCC, NSS, schools and colleges etc. Nutrition/Health experts also may be involved.
- ii. Activities to make the POSHAN movement a Jan Andolan viz. 'Poshan Melas', 'Poshan Diwas', 'Nukkad Nataks', Folk Songs etc. by involving all the line departments. *Prabhat Pherees* and door-to-door drives may also be conducted for increased public awareness.
- iii. Reaching out to school dropout girls to educate them about nutrition, health and hygiene, right age for marriage etc.
- iv. Special focus to be given on the migratory population and those living in the slum areas.
- v. Promote 'Kitchen Gardens' in available spaces such as lawns, backyards, roof tops etc. A suitable mechanism to recognize the good and innovative initiatives in this regard may be devised.

....2/-

- vi. Cooking competition may be held among the male members of the society in order to sensitize men about the benefits of nutrition.
3. A list of activities conducted during the POSHAN Maah 2018 is annexed for your reference.
4. Therefore, I request you, to review and issue necessary directions to the departments concerned, to help organization of POSHAN Maah in a befitting manner. The status of all the activities may kindly be updated, on real time basis, on the Poshan Jan Andolan Dashboard.

With Regards,

Yours sincerely,



(Sanjay Kumar)

The Principal Secretary/Secretary,
(Urban Development/Municipal Administration/
Local Self Government),
of all States/UTs.

Activities conducted in Poshan Maah 2018

S.No.	Activities
1.	Anaemia camp
2.	Area Level Federation Meetings (ALF)
3.	CBE- Community Based Events
4.	Community Radio Activities
5.	Cooperative/Federation
6.	Cycle Rally
7.	DAY-NULM SHG Meet
8.	Farmer Club Meeting
9.	Haat bazaar activities
10.	Harvest Festival
11.	Home Visits
12.	Local Leader Meeting
13.	Nukkad Natak/Folk Shows
14.	Panchayat Meeting
15.	Poshan Mela
16.	Poshan Rally
17.	Poshan Walk
18.	Poshan Seminar/Workshop
19.	Prabhat Pheree
20.	Providing Water to the Toilets
21.	Safe drinking water in Anganwadi centres
22.	Safe drinking water in Schools
23.	School based activities
24.	Self Help Groups (SHG) meetings
25.	VHSND
26.	Youth Group meeting

SANJAY KUMAR, IAS

Joint Secretary
and Mission Director (DAY-NULM)

GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS



संजय कुमार, आई ए एस
संयुक्त सचिव
एवं मिशन निदेशक (डी.ए.पी.-रा.श.आ.मि.)
भारत सरकार
आवासन और शहरी कार्य मंत्रालय

D.O. No. N-11025/35/2018-LSG (Part-1)

Dated: 05th March, 2019

Sir/Madam,

On the occasion of first anniversary of POSHAN Abhiyan on 8th March, 2019, it is planned to organize **Poshan Pakhwada** across the country as part of Jan Andolan under Poshan Abhiyan from **8th March to 22nd March, 2019**.

2. Poshan Pakhwada will be celebrated on the lines of 'POSHAN MAAH' celebrated during September, 2018. Ministry of Women & Child Development is the nodal Ministry for coordinating the activities and accordingly, State/UT WCD/ Social Welfare Department will be nominated for a similar role.

3. In order to create mobilization at the State and District Level towards Nutrition, it is necessary to leverage the participation of Urban Local Bodies to steer the campaign in urban areas. The Urban Local Bodies have played a crucial role in the successful implementation of various awareness campaigns including those related to health. Similar cooperation and sustained efforts are required for the successful organization of POSHAN PAKHWADA.

4. I would, therefore, request you to ensure that Poshan Pakhwada is organized on the lines of 'Poshan Maah' with the same fervor. All the activities have to be compiled at the Block/District/State level and uploaded on Jan Andolan Dashboard Portal www.poshanabhiyan.gov.in on daily basis. Suggested activities during Poshan Pakhwada is enclosed at Annexure.A.

With regards,

Yours sincerely,

(Sanjay Kumar)

Sanjay P. Das
M. Dikshu
[Signature]

The Principal Secretary/Secretary (UD/LSG)
of all States/UTs.

Copy to: The Mission Director (NULM) of all States/UTs.

Received on
13.3.19
S.P. Das

Poshan Pakhwada, 8th to 22nd March, 2019

8th March 2019 is going to be first anniversary of POSHAN Abhiyaan. In order to create mobilization at State and District Level towards Nutrition it is planned to conduct a *Poshan Pakhwada* from 8th to 22nd March 2019 across the Country.

2. Activities along with the Ministries/Departments responsible for the conduct of those activities are listed in **Annexure A**. The States are provided with the schedule for Poshan Pakhwada, listed in **Annexure B**. Each day showcases 2 activities. The States/UTs have the liberty to select and conduct any one of the listed activities for the particular days/dates. In addition, States/UTs will utilize Social Media platforms and Mass Media campaigns to spread the message.

3. The Department of Women and Child Development (WCD)/Social Welfare will be responsible for coordinating the conduct of activities with other departments. These activities will be compiled at the Block/District/State level on daily basis and updated on the Jan Andolan Dashboard at www.poshanabhiyaan.gov.in. The methodology will be the same as was followed during Poshan Maah in September 2018. The data shall be visible on a separate webpage as part of the above website. Concerned Ministries/Departments may also upload the data on regular basis.

4. In view of the likely announcement of **Model Code of Conduct**, it must be ensured that the elected representatives are NOT involved and the activities are steered through the Administrative mechanism only.

Annexure A

Suggested Activities of Poshan Pakhwada

Ministry	Activity
Ministry of Rural Development/ Ministry of Housing and Urban Affairs (MoRD/H&UA)	Cooperative/Federation Meetings to address Nutrition Self Help Group Meetings Haat Bazaar Activities Mass Media Campaign
Ministry of Women and Child Development (MoWCD)	Nukkad natak/Folk Shows Poshan Melas VHSN Day Cycle Rally – On Nutrition Local Leader Meetings Home Visits – AWW Mass Media Campaign
Ministry of Drinking Water and Sanitation (MoDWS)	Cycle Rally – on Hygiene Mass Media Campaign
Ministry of Panchayati Raj (MoPR)	Panchayat Meetings Poshan Walks Prabhat Pheree Mass Media Campaign
Ministry of Human Resource Development Department of Education (MoSEL, DoE)	School-Based Activities Awareness Campaign for Adolescent Girls Mass Media Campaign
Ministry of Agriculture and Farmers' Welfare (MoAFW)	Farmer Club Meeting
Ministry of Youth Affairs and Sports (MoYAS)	Poshan Rally Youth Group Meetings
Ministry of Health and Family Welfare (MoHFW)	Anaemia Camp Home Visits – ASHA / ANM
District and Block Admin with Support from Department of Women and Child Development/Social Welfare + Ministry of Health and Family Welfare (MoWCD + MoHFW)	Community Radio Activities Mass Media Campaign

Poshan Pakhwada Activities' Schedule

Date	Activity	Remarks
8 th March	Poshan Mela, Call for Pakhwada	
9 th March	Panchayat Meetings to begin on PoshanPakhwada	
10 th March	Cycle Rally Poshan Rally	Sunday
11 th March	School Based Activities Anemia Camp	
12 th March	Awareness Campaign for Adolescent Girls Cooperative/Federation Meetings to address Nutrition	
13 th March	Cycle Rally Poshan Rally	Select the activity that was not carried out on 10 th March
14 th March	Youth Group Meetings Poshan Walk	
15 th March	Awareness Campaign for Adolescent Girls Cooperative/Federation Meetings to address Nutrition	Select the activity that was not carried out on 12 th March
16 th March	Farmer Club Meeting Haat Bazaar Activities	
17 th March	Prabhat Pheree Poshan Walk	Sunday
18 th March	Youth Group Meetings School Based Activities	Select the activity that was not carried out previously
19 th March	Farmer Club Meeting Haat Bazaar Activities	Select the activity that was not carried out on 16 th March
20 th March	Anemia Camp Awareness Campaign for Adolescent Girls	Select Anemia Camp if not carried out on 11 th March
21 st March	Poshan Rally Cycle Rally	
22 nd March	Panchayat Meetings to review the impact of Poshan Pakhwada	

Home visit, SHG Meetings, Mass Media Campaign, Nukkad Natak and Community Radio throughout Poshan Pakhwada, as per the State Level Planning.

Note: The State should ensure the coverage of each listed Activity at least once throughout the Poshan Pakhwada.

F. No. K-12012(9)/1/2019-UPA-II-UD (FTS-9058281)
Government of India
Ministry of Housing and Urban Affairs
(UPA-II Division)



Nirman Bhawan, New Delhi
Dated: 27th February, 2019

To,

The Mission Director (DAY- NULM),
All States/UTs,

Subject: Funding from Food Safety & Standards Authority of India (FSSAI) for organizing street food festivals cum Eat Right Mela - regarding.

Sir/Madam,

As you are aware, Deendayal Antyodaya Yojana – National Urban Livelihoods Mission (DAY-NULM) is collaborating with Food Safety & Standards Authority of India (FSSAI) to jointly facilitate street food festivals in urban areas with an objective to provide a platform for street food vendors, support their livelihoods, and promote hygiene and food safety.

2. With reference to the joint advisory issued by DAY-NULM and FSSAI on 18th January 2019, states may please note the **enclosed order** regarding the share of financial support for street food festivals from FSSAI. Key points for facilitating submission of the proposals are also attached.

3. States which are yet to organize street food festivals may send the 'Funding Proposal Form' in specified format for release of funds which must be signed by **either the DAY-NULM State Mission Director OR the State Food Safety Commissioner/ any representative appointed by FSSAI on his behalf OR Chairperson of the Joint Committee.**

4. States which have already organized street food festivals may submit the Utilization Certificate in specified format for reimbursement, which must be signed by **BOTH - the DAY-NULM State Mission Director AND the State Food Safety Commissioner.**

Encl: As Above

Yours faithfully,

(Y.S. Awana)
Deputy Secretary to the Govt. of India
Tel: 011-23062923

Key action points for states are as follows -

States which are yet to organize street food festival OR have currently ongoing street food festivals may:

1. Furnish details of the planned locations and dates immediately to MoHUA,
2. Submit the duly filled 'Funding Proposal Form' (see enclosed order) for release of the FSSAI share of funding, in advance, directly to the SULM account.
3. The proposal must be signed by EITHER the DAY-NULM State Mission Director OR the State Food Safety Commissioner/ any representative appointed by FSSAI on his behalf OR Chairperson of the Joint Committee
4. Ensure that the Eat Right Mela concept is implemented as per the joint advisory,
5. Ensure that in addition to the Shehri Samridhi Utsav branding, Eat Right Mela IEC materials are also displayed prominently during the festival. (Templates of the collaterals for awareness building and publicity may be downloaded from the website: www.fssai.gov.in/eatrightmela)
6. Ensure that only training partners empaneled by FSSAI may be assigned for training of food vendors

States which have already completed street food festivals may:

1. Furnish details of the locations and dates for the same immediately to MoHUA,
2. Submit a Utilization Certificate (UC) in specified format (see enclosed order) to FSSAI for final settlement or re-imbusement.
3. The UC must be signed by BOTH – the DAY-NULM State Mission Director AND the State Food Safety Commissioner
4. States may claim FSSAI funding only if all vendors who participated in the street food festival were trained on health, hygiene and food safety aspects

F.No.01/Eat Right Mela/IEC/FSSAI-2018-19
Food Safety and Standards Authority of India
(A Statutory Authority established under the Food Safety & Standards Act, 2006)
(Training Division)
FDA Bhavan, Kotla Road, New Delhi-110 002

Dated 22nd February, 2019

ORDER

Subject: Financial support to States/UTs for organizing Street Food Festivals cum Eat Right Mela –reg

In continuation to the Joint Advisory issued by DAY-NULM and FSSAI on 18 January 2019 (*Annexure 1*) to organize Street Food Festival cum Eat Right Mela, following guidelines are being issued for demand of fund, utilization and documentation thereof.

1. FSSAI shall provide financial support of Rs. 6 lakhs for city with less than 15 lakh population & Rs. 10 lakh for city with more than 15 lakh population for conducting Street Food Festival cum Eat Right Mela
2. Financial support from FSSAI shall be utilized by the implementing body (in this case, SULM) for either of the following heads:
 - a) Training of street food vendors under the FoSTaC programme
 - b) Awareness building efforts and dissemination of the materials created by FSSAI.
3. Training of street food vendors shall be provided only by the FSSAI empaneled training partners. List of training partners is available at <https://fostac.fssai.gov.in/fostac/index>
4. In addition to the Shehri Samridhi Utsav branding, IEC materials related to Eat Right Mela shall be displayed prominently during the festival. Templates of the collaterals for awareness building and publicity may be downloaded from following link. <https://fssai.gov.in/EatRightMela/assets/doc>
5. Fund can be released in advance directly to the account of SULM by FSSAI on submission of Funding Proposal Form (*Annexure 2*) Either DAY-NULM State Mission Director or State Food Safety Commissioner or any representative on his behalf or the Chairman of Joint Committee must sign the Funding Proposal Form for advance release of fund.
6. SULM shall submit Utilization Certificate (*Annexure 3*) signed by both the DAY-NULM State Mission Director and the State Food Safety Commissioner for final settlement or reimbursement. However, States, which have already completed street food festivals cum Eat Right Mela after receiving above mentioned joint advisory, may submit the Utilization Certificate (UC) in specified format to FSSAI for reimbursement.

This issues with the approval of competent authority.



(Pritha Ghosh)
Deputy Director

Encl:

1. Joint Advisory
2. Funding Proposal Form
3. Utilization Certificate

To,

1. Joint Secretary, DAY-NULM, Nirman Bhawan, New Delhi
2. All the Food Safety Commissioners of States/UTs
3. Asst. Director (IFD), FSSAI



Director SULM <wbsulm@gmail.com>

Re: MoM of VC held on 14.12.2018 regarding DAY-NULM Pakwada "Shehri Samridhi Utsav" in February, 2019

1 message

Ashok Kumar <ashok.kr48@gov.in>

Fri, Dec 21, 2018 at 3:00 PM

To: "Deputy Comm.New Delhi District" <dcnd@nic.in>, mc.samajiksuvudhasangam@gmail.com, jdcumse@gmail.com, assam.sulm@gmail.com, bihar_sulm@gmail.com, gsuda.apo@gmail.com, suda.haryana@yahoo.co.in, dulbhry@gmail.com, himachal.sulm@gmail.com, meghalaya.sulm@gmail.com, mizonulm@gmail.com, muda imphal <mudamanipur@gmail.com>, nagaland.sulm@gmail.com, punjabulm@gmail.com, pdlsgrajasthan@gmail.com, sikkim.sulm@gmail.com, udhsikkim@gmail.com, Director SULM <wbsulm@gmail.com>, directorurbantripura@gmail.com, SUDA NULM <nulmup@gmail.com>, directorsudauk@gmail.com, SMMU NULM Uttarakhand <nulmsudauk@gmail.com>

Cc: Niraj Kumar <neeraj.kumar3@gov.in>, "SVR Ramana, US" <rangamma.svr@nic.in>, R Chakrapani <r.chakrapani@nic.in>, rakesh.nulm@gmail.com, mayank.nulm@gmail.com, taposh.nulmestp@gmail.com, ravi.nulmmis@gmail.com, janardan.nulm@mid@gmail.com, ritu.hrcb.nulm@gmail.com, hemant.nulmsmid@gmail.com, ganeshestp.nulm@gmail.com, arvind.nulmestp@gmail.com, Kriti Mittal <kriti@umcasia.org>

Dear Sir/Madam,

Kindly find the Minutes of the Video Conference held on 14.12.2018 on above mentioned subject for information and necessary action.

Regards

NULM Division

Ministry of Housing and Urban Affairs

Nirman Bhawan, New Delhi 110011

Tel: 011 23063740/ 23061185

On 11/28/18 10:49 AM, R Chakrapani <r.chakrapani@nic.in> wrote:

Dear Sir/Madam,

Kindly find the enclosed herewith a letter regarding **DAY-NULM Pakwada** named **Shehri Samridhi Utsav** in February, 2019 being celebrated by the Ministry of Housing and Urban Affairs for your reference and necessary action. Also, find the enclosed advisories on the matter.

2. In this connection, a video conference is scheduled at 11:00 a.m. to 01:00 p.m. on 14.12.2018, VC notice for the same is enclosed.

R.Chakrapani
Section Officer (DAY-NULM)
M/o Housing and Urban Affairs
215-B, Nirman Bhawan, New Delhi -110011.
Tel : 011-23061185
Ph: 9811568238

Forwarding MoM 14.12.2018.pdf
158K

JMM
KMS
10/12/18
10/12/18

O-17024/187/2018-UPA-I-UD-Part(2)

Government of India
Ministry of Housing and Urban Affairs
(NULM Division)

215B, Nirman bhawan
New Delhi, Dtd 21/12/2018

To,
The Mission Director (SULM)
[NCT of Delhi, Arunachal Pradesh, Assam,
Bihar, Goa, Haryana, Himachal Pradesh,
Meghalaya, Mizoram, Manipur, Nagaland,
Punjab, Rajasthan, Sikkim, Tripura,
Uttrakhand, Uttar Pradesh and West-Bengal]

Subject: Minutes of Video Conference held on 14.12.2018 under chairmanship of Joint Secretary (NULM) regarding organizing Shehri Samridhi Utsav.

Sir/Madam,

I am directed to forward herewith the Minutes of video conference held on 14.12.2018 on above mentioned subject held under Chairmanship of Joint Secretary (NULM) for information and necessary action.

2. You are requested to submit your proposals under various activities of DAY-NULM Pakwada and suggestions to this Ministry at the earliest.

Encl: As above.

Yours sincerely,



(Mrs SVR Ramana)

Under Secretary to the Government of India

Tel: 011-23061185/ 23063740

Copy for information to:

1. PS to Joint Secretary (NULM)
2. PS to Director (NULM-I)
3. PA to Deputy Secretary (NULM-II)

MINUTES

Video Conference with States on activities for DAY-NULM Pakhwada "Shahri Samridhi Utsav"

Date: 14th December 2018

Time: 11:00 AM – 01:00 PM

Chairmanship: Joint Secretary (NULM)

States: NCT of Delhi, Arunachal Pradesh, Assam, Bihar, Goa, Haryana, Himachal Pradesh, Meghalaya, Mizoram, Manipur, Nagaland, Punjab, Rajasthan, Sikkim, Tripura, Uttarakhand, Uttar Pradesh and West-Bengal

The JS(NULM) reviewed the progress of participating states on various activities under Shahri Samridhi Utsav.

Action: All States to update information regarding preparatory activities a weekly on the google spreadsheet -

<https://docs.google.com/spreadsheets/d/1UNt7SDQepCU-DkaCKAPhXUqrgJN0bS3b-LplmhLD3u0/edit?usp=sharing>

Item 1. Strengthening Safety Net for the Urban Poor:

The progress of States w.r.t. the survey of SHG members not covered under relevant schemes viz. Swachha Bharat Mission- Urban, Pradhan Mantri Awas Yojana- Urban, Jan Dhan Yojana, Pradhan Mantri Jeevan Jyoti Yojana, Pradhan Mantri Suraksha Bima Yojana, Pradhan Mantri Ujjwala Yojana, Atal Pension Yojana, and National Nutrition Mission was reviewed. The next steps planned to ensure linkages of beneficiaries with the relevant schemes were also discussed.

Action:

1. All States to complete the survey exercise latest by 21st December 2018 and begin the next steps such as - sending letters to the concerned departments, sharing the data of identified beneficiaries who have not been able to get the benefits of the welfare schemes and complete them by 31st December 2018.
2. Distribution of benefits such as sanction letters, subsidies, LPG kits etc. to be planned during the DAY-NULM Pakhwada i.e. from 1st -15th Feb 2019. Accordingly, the background activities should be completed by 31st January, 2019.
3. States to write letters to MoHUA for any such schemes for which coordination is needed at the national level with other Ministries

[Action: All States/UTs]

Item 2. Adoption of shelters by colleges

Progress of States regarding attaching shelters with degree/intermediate colleges was reviewed. Progress on model shelters was also reviewed. It was emphasized that the soft aspects of shelters should be improved i.e. deployment of quality staff at the shelter, provision of services like counseling, health check-ups etc. The process of selection of shelter management agency should be aligned to these requirements.

Action:

1. States to conduct orientation activity for students from schools and colleges mapped for attachment with the shelters by 31st January 2019.
2. MoHUA to circulate revised guidelines for selection of shelter management agency.
3. Possibility of attaching the students from Medical Colleges, situated in the vicinity of shelters, with the shelters should also be explored.

[Action: NULM, All States/UTs]

Item 3. Drive to form SHGs of informal sanitation workers

Progress of States against the target set for formation of SHGs of informal sanitation workers was reviewed.

Action: SULMS to allocate ULB wise targets to form SHGs of informal sanitation workers, manual scavengers and other vulnerable occupations (with the total target being minimum 10% of the state's overall group formation target).

[Action: All States/UTs]

Item 4. Provision of Revolving Fund (RF) to all eligible SHGs

It was suggested that SHGs which are eligible for RF but have not yet received it should be identified and all the necessary formalities for ensuring distribution of RF to them during the DAY-NULM Pakhwada i.e. from 1st -15th Feb 2019 should be completed beforehand.

Action: States to identify targets for RF distribution i.e. total number of all SHGs that have been in existence for over 3 months and have been graded successfully

[Action: All States/UTs]

Item 5. Shahri Sahbhagita Manch (ULB – ALF meetings):

The objective of *Shahri Sahbhagita Manch* is to ensure that the voice of the community members (represented by their City and Area Level Federations) is heard at the ULB level, to make urban governance more participatory and inclusive.

Action: MoHUA to circulate detailed guidelines on establishment of Shahri Sahbhagita Manch within a week's time.

[Action: NULM]

Item 6. Resolution of loan pendency cases

Progress made by states for resolution of pending loan application was reviewed.

Action: States to direct ULB to prepare a dossier of pending cases and send them to the lead bank with a copy to the respective branches – ULBs and Lead district controlling officer of the bank to follow up.

[Action: All States/UTs]

Item 7. Job Mela

All States were encouraged to organize Job Melas during the DAY-NULM *Pakhwada* in at least 2 large cities having more than 5,00,000 population. It was suggested that besides sponsorship, the DAY-NULM funds can be used for the activity.

Action: All States to share the names of cities where job melas would be organized during the Pakhwada, along with dates planned and the number of employers to be invited. Job Melas that have already been organized are not to be included in this. Big states should explore 'Job Melas' at divisional levels for better participation.

[Action: All States/UTs]

Item 8. Street Food Festivals

The Chairman introduced a new collaboration being discussed between MoHUA and the Food Safety and Standards Authority of India (FSSAI) to organize street food festivals in all states during the DAY-NULM Pakhwada (the festival should be organized on a weekend).

It was also suggested by some states that the street food festival, job mela and SHG products exhibition may be combined and held at the same location, in order to ensure adequate footfall. The suggestion was appreciated by the Chairman.

Action:

1. *MoHUA to circulate guidelines for street food festival including funding guidelines*
2. *States to identify one city in which they wish to organize the festival and identify an appropriate location*

[Action: NULM/All States&UTs]

Item 8. SHG Products exhibition

All states were encouraged to organize SHG product melas and nominate SHGs making high quality products for the national exhibition. He suggested that each State may limit their nominations to about 5 SHGs, having the best quality products.

Action: *All States to nominate high quality SHG products to be displayed in the National Level exhibition cum Sale.*

[Action: All States/UTs]

All States were asked to update their progress data on Shahri Samridhi Utsav preparatory activities on a weekly basis in the shared format. The Chairman mentioned that an award would be announced to recognize the best performing States in Shahri Samridhi Utsav activities.

Meeting ended with thanks to the Chair.

O-17024/187/2018-UPA-I-UD-Part(2)

Government of India
Ministry of Housing and Urban Affairs
(NULM Division)

215B, Nirman bhawan
New Delhi, Dtd 21/12/2018

To,
The Mission Director (SULM)
[NCT of Delhi, Arunachal Pradesh, Assam,
Bihar, Goa, Haryana, Himachal Pradesh,
Meghalaya, Mizoram, Manipur, Nagaland,
Punjab, Rajasthan, Sikkim, Tripura,
Uttarakhand, Uttar Pradesh and West-Bengal]

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Sir/Madam,

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2. You are requested to submit your proposals under various activities of DAY-NULM Pakwada and suggestions to this Ministry at the earliest.

Encl: As above.

Yours sincerely,



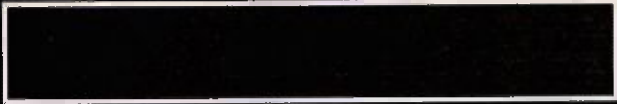
(Mrs SVR Ramana)

Under Secretary to the Government of India

Tel: 011-23061185/ 23063740

Copy for information to:

1. PS to Joint Secretary (NULM)
2. PS to Director (NULM-I)
3. PA to Deputy Secretary (NULM-II)



Door to Door waste collection

MINUTES

Video Conference with States on activities for DAY-NULM Pakhwada "Shahri Samridhi Utsav"

Date: 14th December 2018

Time: 11:00 AM – 01:00 PM

Chairmanship: Joint Secretary (NULM)

States: NCT of Delhi, Arunachal Pradesh, Assam, Bihar, Goa, Haryana, Himachal Pradesh, Meghalaya, Mizoram, Manipur, Nagaland, Punjab, Rajasthan, Sikkim, Tripura, Uttarakhand, Uttar Pradesh and West-Bengal.

The JS(NULM) reviewed the progress of participating states on various activities under Shahri Samridhi Utsav.

Action: All States to update information regarding preparatory activities a weekly on the google spreadsheet -

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Action:

1. All States to complete the survey exercise latest by 21st December 2018 and begin the next steps such as - sending letters to the concerned departments, sharing the data of identified beneficiaries who have not been able to get the benefits of the welfare schemes and complete them by 31st December 2018.
2. Distribution of benefits such as sanction letters, subsidies, LPG kits etc. to be planned during the DAY-NULM Pakhwada i.e. from 1st -15th Feb 2019. Accordingly, the background activities should be completed by 31st January, 2019.
3. States to write letters to MoHUA for any such schemes for which coordination is needed at the national level with other Ministries



Recycling West



Recycling West

Recycling/Re-use of waste

[Action: All States/UTs]

Item 2. Adoption of shelters by colleges

Progress of States regarding attaching shelters with degree/intermediate colleges was reviewed. Progress on model shelters was also reviewed. It was emphasized that the soft aspects of shelters should be improved i.e. deployment of quality staff at the shelter, provision of services like counseling, health check-ups etc. The process of selection of shelter management agency should be aligned to these requirements.

Action:

1. States to conduct orientation activity for students from schools and colleges mapped for attachment with the shelters by 31st January 2019.
2. MoHUA to circulate revised guidelines for selection of shelter management agency.
3. Possibility of attaching the students from Medical Colleges, situated in the vicinity of shelters, with the shelters should also be explored.

[Action: NULM, All States/UTs]

Item 3. Drive to form SHGs of informal sanitation workers

Progress of States against the target set for formation of SHGs of informal sanitation workers was reviewed.

Action: SULMS to allocate ULB wise targets to form SHGs of informal sanitation workers, manual scavengers and other vulnerable occupations (with the total target being minimum 10% of the state's overall group formation target).

[Action: All States/UTs]

Item 4. Provision of Revolving Fund (RF) to all eligible SHGs

It was suggested that SHGs which are eligible for RF but have not yet received it should be identified and all the necessary formalities for ensuring distribution of RF to them during the DAY-NULM Pakhwada i.e. from 1st -15th Feb 2019 should be completed beforehand.

Action: States to identify targets for RF distribution i.e. total number of all SHGs that have been in existence for over 3 months and have been graded successfully



Waste transportation



Waste transportation

Waste collection and transportation

[Action: All States/UTs]

Item 5. Shahri Sahbhagita Manch (ULB – ALF meetings):

The objective of *Shahri Sahbhagita Manch* is to ensure that the voice of the community members (represented by their City and Area Level Federations) is heard at the ULB level, to make urban governance more participatory and inclusive.

Action: MoHUA to circulate detailed guidelines on establishment of Shahri Sahbhagita Manch within a week's time.

[Action: NULM]

Item 6. Resolution of loan pendency cases

Progress made by states for resolution of pending loan application was reviewed.

Action: States to direct ULB to prepare a dossier of pending cases and send them to the lead bank with a copy to the respective branches – ULBs and Lead district controlling officer of the bank to follow up.

[Action: All States/UTs]

Item 7. Job Mela

All States were encouraged to organize *Job Melas* during the DAY-NULM *Pakhwada* in at least 2 large cities having more than 5,00,000 population. It was suggested that besides sponsorship, the DAY-NULM funds can be used for the activity.

Action: All States to share the names of cities where job melas would be organized during the Pakhwada, along with dates planned and the number of employers to be invited. Job Melas that have already been organized are not to be included in this. Big states should explore 'Job Melas' at divisional levels for better participation.

[Action: All States/UTs]

Item 8. Street Food Festivals

Number of Garbage Vulnerable Points (GVP)
transformed in the area through ALF
intervention

Garbage Disposal Point Garbage Disposal



The Chairman introduced a new collaboration being discussed between MoHUA and the Food Safety and Standards Authority of India (FSSAI) to organize street food festivals in all states during the DAY-NULM Pakhwada (the festival should be organized on a weekend).

It was also suggested by some states that the street food festival, job mela and SHG products exhibition may be combined and held at the same location, in order to ensure adequate footfall. The suggestion was appreciated by the Chairman.

Action:

1. MoHUA to circulate guidelines for street food festival including funding guidelines
2. States to identify one city in which they wish to organize the festival and identify an appropriate location

[Action: NULM/All States&UTs]

Item 8. SHG Products exhibition

All states were encouraged to organize SHG product melas and nominate SHGs making high quality products for the national exhibition. He suggested that each State may limit their nominations to about 5 SHGs, having the best quality products.

Action: All States to nominate high quality SHG products to be displayed in the National Level exhibition cum Sale.

[Action: All States/UTs]

All States were asked to update their progress data on Shahri Samridhi Utsav preparatory activities on a weekly basis in the shared format. The Chairman mentioned that an award would be announced to recognize the best performing States in Shahri Samridhi Utsav activities.

Meeting ended with thanks to the Chair.

Awareness of CLF/ALF members and engagement with the community regarding safe and environment friendly disposal of garbage



SANJAY KUMAR, IAS

Joint Secretary
and Mission Director (DAY-NULM)

GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS



संजय कुमार, आई.ए.एस.

संयुक्त सचिव

एवं मिशन निदेशक (दी.अ.यो.-रा.श.आ.मि.)

भारत सरकार

आवासन और शहरी कार्य मंत्रालय

D.O No. O-17024/187/2018-UPA-I-UD

Dated the 18th October, 2018

Dear Sir,

The Deendayal Antyodaya Yojana- National Urban Livelihood Mission (DAYNULM) is being 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 a strong momentum for the Mission by implementing a number of high-impact initiatives.

2. 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. You are requested to give inputs on the proposed activities and action taken thereon.

Proposed Activities for **DAY-NULM Pakhwada** are given below –

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, Pradhan Mantri Suraksha Bima Yojana, Swachh Bharat Mission - Urban, Pradhan Mantri Awas Yojana, Pradhan Mantri Ujjwala Yojana, access to nutrition (National Nutrition Mission), etc.

The survey would be started on 1st November 2018 and camps would be organized for linking the eligible members with the welfare schemes, during the Pakhwada. Community Organizers (COs), Resource Organizations (ROs) and Area Level Federations (ALFs) may be engaged to conduct the survey.

1.2 Rally of SHGs to spread awareness about DAY-NULM: SHG members will conduct a rally with banners, placards etc. 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 form SHGs of informal sanitation workers: A drive to form new SHGs, especially for vulnerable occupation sectors such as informal sanitation workers, manual scavengers, waste pickers etc. will be taken up intensively over the next 3 months.

1.4 Shehri Sahbhagita Manch (ULB – ALF meetings): 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 grassroot urban democracy. Shehri Sahabhagita Manch is proposed to be established for regular meetings of ULB officials with SHG federations to discuss local planning, grievances, progress of DAY-NULM etc. First round of Shehri Sahabhagita Manch meetings will be held during the Shehri Samridhi Utsav.

1.5 Adoption of shelters by colleges: Each shelter established under the Shelters 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 visits on rotation by student volunteers, documenting the stories of the inmates, celebrating festivals with shelter inmates, outings/walks with elderly residents etc. 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 loans (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 letters 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 Vendors, RPL certificates to street food vendors etc.

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.

3. A Video Conference is being organized on 23rd October 2018, to discuss the States' inputs on Shehri Samridhi Utsav. States are requested to share their inputs in advance and participate in the Conference. The notice for video conference is attached for reference.

Encl: As above.

Yours sincerely,


(Sanjay Kumar)

To,
The Principal Secretary (Urban Development)
All States/UTs

Copy to: All State Mission Directors, SULM

36 West Bengal	No.	
	State or Union Territory	
	Swachha Bharat Mission	No. of SHG members identified for linkages with government schemes
	Pradhan Mantri Awas Yojana	
	Jan Dhan Yojana	
	Pradhan mantri Jeevan Jyoti Yojana	
	Pradhan Mantri Suraksha Bima Yojana	
	Pradhan Mantri Ujjwala Yojana	
	Atal Pension Yojana	
	National Nutrition Mission	
No. of Colleges Mapped to Shelters		
Target for new SHGs of informal sanitation workers to be formed in FY 2018-19		
No. of new SHGs of informal sanitation workers formed in FY 2018-19		
No. of ULBs in which Shehri Sahbhagita Manch has been established		
No. of loan pendency cases included in dossier and shared with lead bank		
No. of loan pendency cases resolved (loans given from pendency dossier)		
Names of cities where job melas to be organized during Shehri Samridhi Utsav		
No. of employers identified for job melas		
No. of employers attended job melas		
No. of street food vendors identified for ID card distribution		
No. of SHGs selected for national exhibition of SHG products in New Delhi		

Action Point of Pakwada named "Shehri Samridhi Utsav"

Video Conference :- 14th of December 2018

Sl No	Proposed Activities (DO letter Point Number)	Action Point	Time Line
1.	<p>1.1 Strengthening safety Net for the Urban Poor</p>	<p>1. Survey should be conducted for the identifying eligible members who are not covered under relevant Govt schemes like Jan Dhan Yojana , Pradhan mantri Jeevan Jyoti Yojana , Pradhan Mantri Suraksha Bima Yojana , Pradhan Mantri Ujjwala Yojana , Atal Pension Yojana , National Nutrition Mission .</p> <p>2. SC/ST beneficiaries should be covered under Jeevan Jyoti Yojana , Pradhan Mantri Suraksha Bima Yojana , as there has no Beneficiary contribution .</p> <p>3. National Nutrition Mission :- All Left out pregnant / lactating women specially who stayed her father's house at the time of pregnancy should be comes under National Nutrition Mission</p> <p>4. Pradhan Mantri Ujjwala Yojana :- All left out beneficiaries who has not covered under this Yojana .</p> <p>Sanction Letter of the Gas connection should be given through a programme</p>	<p>Survey should be completed within 31st of December</p> <p>Benefits to be given by 15th of February .</p>
	<p>1.2 Rally of SHGs to Spread awareness about DAY-NULM</p>	<p>Should be organized to all cities</p>	<p>1st to 15th of February</p>
	<p>1.3 Drive to form SHGs of informal sanitation workers</p>	<p>1. SHGs may be formed from informal Sanitation workers like manual scavengers , waste pickers etc</p> <p>2. Revolving Fund to the all SHGs to be given during the period</p>	<p>Formation should be completed by jannuary 2019 and R.F to the by 15th February 2019 (Post dated cheque .</p>
	<p>1.4 Shehri Sahagita manch (ULB-ALF meeting)</p>	<p>A detail Guideline will be communicated by GoI</p>	

SI No	Proposed Activities	Action Point	Time Line
	<p>1.5 Adoption of Shelters by Colleges</p>	<ol style="list-style-type: none"> Each shelters established under the shelters for the SUH component will be mapped to a degree intermediate collage / Schools/ Medical Collage located nearby. An orientation programme may be organize at School and collages to spread out the information of SUH . 	<p>All task has to be completed within 15th of February 2019</p>
	<p>1.6 Loan camps by Banks</p>	<ol style="list-style-type: none"> Loan camps may be organized during the Utsab . Sanction letter will be distributed in this period . 	<p>1st to 15th February 2019</p>
	<p>1.7 Drive to Provide Identity Cards to street vendors</p>	<ol style="list-style-type: none"> Survey should be conducted and completed to Identify the eligible Street vendors and distribution to Distribute Identity Card to the Identified Street Vendors . 	<p>Survey should be completed within 31st of January 2019 and Identity card should be given by 15th of February 2019</p>
	<p>1.8 Job Mela</p>	<ol style="list-style-type: none"> Job Mela has to be Organised in a Big City . State has to <ol style="list-style-type: none"> Identify City Identify Employers Identify Employees . 	<p>Mela Has to be Organize from 1st to 15th of February 2019 .</p>
	<p>2.1 Street Food festival</p>	<ol style="list-style-type: none"> State should be jointly organize State Food Festival with the collaboration of Food Department . Job Mela and Food Festival both may be organized at a same time and venue 	<p>1st February to 15th February</p>

	National SHGs product Sell Mela	State has to select Good SHGs to nominate with their won products .	By December
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As per opinion of Joint secretary of MoHUA to implement the programme fund may be used -----

Fund :-

1. Component wise Fund may be utilized
2. IEC fund may be utilized

Reporting :-

1. Report should be sent on prescribed format given by MoHUA periodically .
2. A Google Format also to be filled up in weekly basis

Award :-

A award to be given to the best performer except SPARK parameter .

SANJAY KUMAR, IAS
Joint Secretary
and Mission Director (DAY-NULM)
GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS



संजय कुमार, आई.ए.एस.
संयुक्त सचिव
एवं मिशन निदेशक (दी.अ.यो.—रा.श.आ.मि.)
भारत सरकार
आवासन और शहरी कार्य मंत्रालय

D.O No. O-17024/187/2018-UPA-I-UD
Dated the 18th October, 2018

Dear Sir,

The Deendayal Antyodaya Yojana- National Urban Livelihood Mission (DAYNULM) is being 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 a strong momentum for the Mission by implementing a number of high-impact initiatives.

2. 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. You are requested to give inputs on the proposed activities and action taken thereon.

Proposed Activities for DAY-NULM Pakhwada are given below –

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, Pradhan Mantri Suraksha Bima Yojana, Swachh Bharat Mission - Urban, Pradhan Mantri Awas Yojana, Pradhan Mantri Ujjwala Yojana, access to nutrition (National Nutrition Mission), etc.

The survey would be started on 1st November 2018 and camps would be organized for linking the eligible members with the welfare schemes, during the Pakhwada. Community Organizers (COs), Resource Organizations (ROs) and Area Level Federations (ALFs) may be engaged to conduct the survey.

1.2 Rally of SHGs to spread awareness about DAY-NULM: SHG members will conduct a rally with banners, placards etc. 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 form SHGs of informal sanitation workers: A drive to form new SHGs, especially for vulnerable occupation sectors such as informal sanitation workers, manual scavengers, waste pickers etc. will be taken up intensively over the next 3 months.

1.4 Shehri Sahbhagita Manch (ULB – ALF meetings): 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 Sahabhagita Manch is proposed to be established for regular meetings of ULB officials with SHG federations to discuss local planning, grievances, progress of DAY-NULM etc. First round of Shehri Sahabhagita Manch meetings will be held during the Shehri Samridhi Utsav.

1.5 Adoption of shelters by colleges: Each shelter established under the Shelters 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 visits on rotation by student volunteers, documenting the stories of the inmates, celebrating festivals with shelter inmates, outings/walks with elderly residents etc. 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 loans (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 letters 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 Vendors, RPL certificates to street food vendors etc.

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.

3. A Video Conference is being organized on 23rd October 2018, to discuss the States' inputs on Shehri Samridhi Utsav. States are requested to share their inputs in advance and participate in the Conference. The notice for video conference is attached for reference.

Encl: As above.

Yours sincerely,

(Sanjay Kumar)

To,
The Principal Secretary (Urban Development)
All States/UTs

Copy to: All State Mission Directors, SULM

Indicative list of relevant schemes for Urban Poor Safety Net, as referred in Letter no. O-17024/187/2018-UPA-I-UD dtd. 18.10.2018

Scheme	Key Benefits	Eligibility
Swachh Bharat Mission - Urban	<ul style="list-style-type: none"> • Central government incentive for the construction of household toilets will be Rs. 4,000 per household toilet for each identified beneficiary household, in states and UTs. However, for North eastern and Hilly states, the Central government incentive will be Rs 10,800 per unit. • 50% of the Central Government incentive will be released to the identified beneficiary household by the ULB as 1st instalment on approval by the ULB along with share of the state government 	Based on a house to house survey, all households practicing open defecation are identified and ULB's need to approve either a Household toilet or plan for community toilets for each of such identified household/group of households. Beneficiary households will be targeted under this scheme irrespective of whether they live in authorized/unauthorized colonies or notified / non-notified slums. Under SBM (Urban), tenure security issues are to be de-linked with benefits.
Pradhan Mantri Awas Yojana - Urban	<ul style="list-style-type: none"> • Permanent house to all eligible urban poor by the year 2022 • AHP - Affordable housing in Partnership with private or public sector - Assistance of Rs. 1.5 Lakh per EWS house • BLC - Beneficiary-Led individual House Construction or Enhancement - Gol grant @ Rs. 1.5 Lakh per House • CLSS - Affordable housing through Credit linked Subsidy Scheme - Upfront interest subsidy ranging from 3% to 6.5% • ISSR- In-Situ Slum Redevelopment using land as a resource - Gol grant @Rs. 1 Lakh 	Beneficiaries must belong to one of the following groups: <ol style="list-style-type: none"> 1. Economically Weaker Section (EWS) (Annual HH Income < 3 lakh) 2. Light Income Group (LIG) (Annual HH Income 3-6 lakh) 3. Medium Income Group (MIG1) (Annual HH Income < 12 lakh) 4. Medium Income Group (MIG2) (Annual HH Income 12-18 lakh)
Pradhan Mantri Jeevan Jyoti Yojana	<ul style="list-style-type: none"> • Under PMJJBY scheme, life cover of Rs. 2 lakhs is available at a premium of Rs.330 per annum per member and is renewable every year. In the case of a joint account, all holders of the said account can join the scheme provided they 	<ul style="list-style-type: none"> • Minimum entry age – 18 • Maximum entry age – 50 • Maximum coverage age – 55 • Compulsory bank account

Scheme	Key Benefits	Eligibility
	<p>meet its eligibility criteria and pay the premium at the rate of Rs.330 per person per annum</p> <ul style="list-style-type: none"> The death benefit amount is given to the nominee of the policyholder on the occurrence of death because of any reasons after the 45 days of the cooling period clause. 	
Pradhan Mantri Suraksha Bima Yojana	<ul style="list-style-type: none"> By joining the PMSBY scheme and by paying a nominal premium of Rs. 12/- per person per year, the nominee will get an insurance cover for a sum of Rs. 2,00,000/- (two lakh) in case of accidental death or permanent full disability of the insured or a sum of Rs. 1,00,000/- (one lakh) in case of partial but permanent disability. 	<ul style="list-style-type: none"> Individuals between 18 to 70 years of age with a bank savings account and auto-debit facility.
Jan Dhan Yojana	<ul style="list-style-type: none"> One of the main benefits is the integration of Jan Dhan accounts with the direct benefit transfers of Government welfare programs. The distribution of pension and welfare and subsidy related payments are being done through these accounts. Individuals whose Jan Dhan account completes 6 months are eligible to obtain loans of up to Rs.10,000. 	<ul style="list-style-type: none"> Any individual with an Indian nationality is eligible to open a bank account under the Pradhan Mantri Jan Dhan Yojana scheme. Minors are also eligible to open bank accounts under PMJDY.
Pradhan Mantri Ujjwala Yojana	<ul style="list-style-type: none"> LPG connection with a support of Rs. 1600 for BPL families, allocated in the name of women members of households Connections under new scheme will allocated in the name of women members of poor households 	<ul style="list-style-type: none"> BPL candidates available in SECC-2011 data Applicant must a woman above the age of 18 and a citizen of India No one in the applicant's household should own an LPG connection
Atal Pension Yojana	<ul style="list-style-type: none"> Atal Pension Yojana is a pension scheme meant for informal sector workers. Under the APY, there is guaranteed minimum monthly pension for the subscribers 	<ul style="list-style-type: none"> APY is applicable to all citizen of India aged between 18-40 years Government co-contribution is available for those who are not covered by any Statutory Social Security Schemes and is not

Scheme	Key Benefits	Eligibility
	ranging between Rs. 1000 and Rs. 5000 per month. <ul style="list-style-type: none"> • Gol will also co-contribute 50% of the subscriber's contribution or Rs. 1000 per annum, whichever is lower. 	income tax payer.
National Nutrition Mission	<ul style="list-style-type: none"> • The programme provides Rs.6,000 each to pregnant women and lactating mothers to compensate them for wage loss. • Monetary benefits and incentives to ASHA Workers (Rs. 4000 a month and incentives for encouraging families to use immunisation and family planning methods). 	<ul style="list-style-type: none"> • Direct beneficiaries: Children under the age of three • Target group: Caregivers viz., mothers, and family members including fathers, grandparents and older siblings. • Community Representatives: Community leaders, Religious Leaders, PRI Members, SHG Members, VHSNC Members. • Facilitators/Resource Persons: AWW, ASHA, ANM and ICDS Supervisors

O-17024/187/2018-UPA-I-UD
Government of India
Ministry of Housing and Urban Affairs
NULM Division

215B, Nirman Bhawan
New Delhi, dtd. **18/10/2018**

To,
The Mission Director, SULM
All States/UTs

Subject: Advisory to States on Adoption of Shelters for Urban Homeless by local Colleges - Shehri Samridhi Utsav, February 2019.

Sir,

I am directed to refer Joint Secretary (NULM)'s DO Letter no. O-17024/187/2018-UPA-I-UD dated October, 2018 (enclosed) regarding celebrating DAY-NULM 'Pakwada' by organizing "Shehri Samridhi Utsav" during the first fortnight of February, 2019.

2. As per Clause 13.6, of Shelters for the Urban Homeless (SUH) guidelines, "Every shelter should be linked with a high school or college, so that the students can engage with the residents of the shelters, ensuring quality of the shelters, and learning community service." Accordingly, States are advised to ensure that all shelters established under Shelters for the Urban Homeless (SUH) component of DAY-NULM to be mapped to a degree/intermediate college located nearby. Adoption of 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 college students.

3. Indicative list of activities to be taken up by college students may include-

- i. Mobilization drive by students to bring identified urban homeless to the shelters
- ii. Fortnightly visits on rotation by student volunteers
- iii. Listening and documenting the stories of residents
- iv. Celebrating festivals with shelter residents
- v. Outings/walks with elderly residents
- vi. Prepare reports on the shelter facilities with photographs and stories of residents

4. The first round of visits by student to be organized during the Shehri Samridhi Utsav. States should send a list of colleges mapped to each shelter, by 15th November 2018.

5. Students' reports on gaps in management of the scheme and shelter facilities will be submitted to shelter management committees and the Executive Committees of the ULBs. ULBs should ensure that the Executive Committee

File No.O-17024/187/2018-UPA-I-UD

deliberates on the issues raised by the students in their meetings which are to be convened as per the Mission guidelines.

Yours sincerely,



(Niraj Kumar)

Director (NULM)

Tel: 011 23062850

Copy for information to,

The Principal Secretary (UD&H), All States/UTs

O-17024/187/2018-UPA-I-UD

Government of India
Ministry of Housing and Urban Affairs
NULM Division

215B, Nirman Bhawan
New Delhi, dtd. 18/10/2018

To,
The Mission Director, SULM
All States/UTs

Subject: Advisory on strengthening safety net for the urban poor activity under Shehri Samridhi Utsav, February 2019.

Sir,

I am directed to refer Joint Secretary (NULM)'s DO Letter no. O-17024/187/2018-UPA-I-UD dated October, 2018 regarding celebrating DAY-NULM 'Pakwada' by organizing "Shehri Samridhi Utsav" during the first fortnight of February, 2019. As you are aware that there are a number of Government of India Schemes that can benefit the urban poor population. States are advised to ensure that all SHG members under DAY-NULM are linked to these schemes.

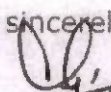
As per clause 23 of the SMID guidelines, "In order to bring the beneficiaries of DAY-NULM within the ambit of social insurance and to provide coverage from risks/uncertainties viz: death, accident, disability, hospitalization & retirement, the respective SULMs will ensure facilitation of low-cost insurance products/services including micro-pension to the potential beneficiaries."

2. Besides insurance, other schemes for housing, sanitation, financial inclusion, nutrition etc. also have benefits for which DAY-NULM beneficiaries are eligible (See Annexure I for an indicative list of schemes).
3. In order to identify those SHG members who are not covered under the relevant schemes, a survey needs to be conducted. The survey for identification of SHG members would be kicked off by 1st November 2018 and the data on identification of SHG members not having access to any of these programs, should be shared by States with MoHUA by 1st December 2018. Community Organizers (COs), Resource Organizations (ROs) and Area Level Federations (ALFs) may be engaged to conduct the survey.
4. SULMs would then coordinate with the concerned State departments and provide these critical linkages in a time bound manner. All paperwork to include SHG members as beneficiaries in the relevant schemes should be done during the preparatory period, as per the activity schedule indicated below. During the DAY-NULM Pakhwada in February 2019, camps would be organized for distributing benefits to the eligible members.
5. Steps to be followed with indicative timelines -

S.No.	Activity	Timeline
1.	Training of DAY-NULM field functionaries – COs, ROs, ALFs on the relevant schemes and survey format	01/11/2018 – 07/11/2018
2.	Roll out of Urban Poor Safety Net survey	07/11/2018 – 26/11/2018
3.	Consolidation and verification of data	26/11/2018 – 30/11/2018
4.	Submission of verified data on SHG members not covered under the relevant schemes	30/11/2018
5.	Coordination with relevant state government departments to link SHG members to schemes	01/12/2018 – 31/12/2018
6.	Verification to ensure identified SHG members are included in beneficiary list of relevant schemes	01/01/2019 - 31 / 01/2019
7.	Distribution of scheme benefits	01/02/2019 – 15/02/2019

Encl: As above.

Yours sincerely,


(Niraj Kumar)

Director (NULM)

Tel: 011 23062850

Copy for information to,

The Principal Secretary (UD&H), All States/UTs



Director SULM <wbsulm@gmail.com>

Urgent: Collection of ULB wise activities under DAY-NULM, during the period between 15th Sept 2018 to 2nd Oct 2018 under "Swacchata Hi Seva"

1 message

DAY NULM <nulmdatacentre@gmail.com>
To: wbsulm@gmail.com

Fri, Sep 21, 2018 at 1:11 PM

Dear All,

Please find the attached format to collect ULB wise activities under DAY-NULM, during the period between 15th Sept 2018 to 2nd Oct 2018 under "Swacchata Hi Seva".

As per the instruction of JS(NULM), SMMU needs to share the format with ULBs and database may be recorded daily basis and the same to be shared with Ministry every day.

Activities undertaken since 15th of September also needs to be recorded. Photographs of events also need to be shared with the Ministry.

Regards,

Section Office
NULM

 Reporting Format SHS.xlsx
10K

Sl. No.	Name of ULB	Name of the activity	Description
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Government of India
Ministry of Housing & Urban Affairs
(DAY NULM Division)

Nirman Bhawan,
New Delhi-110 011

No. K-13011/62/2017-UPA I (e 9019481)

Dated 13 September 2018

To

The Mission Director
State Urban Livelihoods Mission
All States/UTs

Subject: Observation of *Swachhata Hi Seva* (SHS) from 15 September 2018 to 2 October 2018 under DAY NULM – regarding.

Sir/Madam,

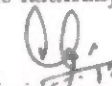
As you are aware, as part of Swachh Bharat Mission, it has been decided to observe *Swachhata Hi Seva* (SHS) from 15 September to 2 October 2018 as a tribute to Mahatma Gandhi on his 150th birth anniversary. A copy of the letter from Secretary, Ministry of Housing & Urban Affairs dated 7 September 2018 in this connection is enclosed.

2. The States/ULBs have been advised to organise large scale citizen engagement activities for awareness generation and community mobilisation in the form of Clean and Green Drives, Swachhata Pledges, Swachhata Rallies etc. The SHGs/ALFs and CLFs under DAY NULM may also be encouraged to participate in activities connected with the Swachhata Hi Seva to make it a success. To highlight the successful observation of this programme, proper documentation of such activities is important and needs to be ensured.

3. Hence, it is essential that the photographs, videos and detailed reports connected with such activities may be uploaded on Swachh Manch portal (www.swachhmanch.in) developed by the Swachh Bharat Mission. The SBM shall be providing the user-id and password for the purpose. Any queries on this regard may be addressed to sumurban.moud@gmail.com or to Ms Sreejita Basu (91-9650617674).

Encl: as above.

Yours faithfully,


(Niraj Kumar)
Director (DAY NULM)
Tel: 23062850

5(a).	September 28 - October 2, 2018	income settlements (Only in Metro/ Class I cities)	<p>screens should arrange screening of the film "Halika" to citizens particularly in slum areas. The film is based on a story creatively depicting an eight-year-old boy's dedication, struggle, aspiration and achieving the goal with persistence to build a toilet for his family even with resistance from his father. For this purpose, ULB can contact producer of the film which will arrange to send the person with copy of the film on designated day free of cost. Screening may only be done post sunset.</p> <p>Contact: Mr. Narayan: 91-9718452626</p>
5(b).		Local level felicitation of sanitary workers	<p>ULBs to undertake this activity and funds for the same may be made available from IFC/ capacity building funds under SBM Urban</p>
5 (c).		Cleaning, maintenance and rating of all public toilets	<p>ULBs to ensure cleanliness and maintenance and renovation of all public toilets. Rating of the same may also be undertaken.</p>

*All activities to be conducted are to have a major focus during the weekends to ensure maximum citizen engagement

** Please note that this is an indicative list. States and cities may undertake any other activity(ies) that celebrate the Swachh Bharat Mission in the spirit of a Jan Andolan

Contd....

4. I, therefore, request you to convene a meeting of all concerned officials for the successful organization of these activities to result in visible impact of cleanliness in their respective regions with the large scale participation of government officials, ULBs, citizens, NGOs, and all other stakeholders.

- iv. Massive sanitation drives to be organized in all Industrial Estates.
- iii. All States to complete framing SWM policies as per SWM Rules, 2016 notified by MoEF&CC and initiate expeditious action thereunder; and
- ii. All ULBs to get approved Action Plans to mechanize cleaning of sewers across the country by October 2, 2019;
- i. All ULBs to pass resolutions to become **Plastic Free** by October 2, 2019;

In this connection, all States and ULBs should organize large scale citizen engagement activities for awareness generation and community mobilization during the fortnight in the form of Sharamdaan, Clean & Green Drives, Swachhata Pledges, Swachhata Rallies, etc spread over their respective regions with a special focus on slum areas. A list of suggested activities has been provided in **Annexure 1** for your ready reference besides following :

2. As a precursor to the launch of the year-long 150th birth anniversary celebrations of Mahatma Gandhi, and in the run up to the 4th anniversary celebrations of Swachh Bharat Mission, it has been decided to observe Swachhata Hi Seva (SHS) from 15th September to 2nd October, 2018, to garner greater citizen engagement and realize the Mahatma's dream of a truly Swachh Bharat for one and all.

Hon'ble Prime Minister had given a clarion call from the ramparts of Red Fort on 15th August, 2014 to make country fully clean by 2nd October, 2019 as a tribute to Mahatma Gandhi on his 150th birth anniversary. Since then, the Swachh Bharat Mission has truly turned into a people's movement, a Jan Andolan with citizens and all segments of society taking ownership and responsibility for the creation of Swachh Bharat.

Dear Sir/Madam,

D.O. No. 15/53/2018 - SBM - 1
September 7, 2018

भारत सरकार
आवास और शहरी कार्य विभाग
भारत सरकार, नई दिल्ली-110011
Government of India
Ministry of Housing and Urban Affairs
Nirman Bhawan, New Delhi-110011

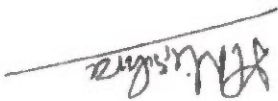


श्री शंकर मिश्रा
सचिव
Durga Shanker Mishra
Secretary

5. As the activities are being monitored at the apex level, it is requested to document all such activities by uploading photographs, videos and detailed report of these initiatives on the Swachh Manch (www.swachhmanch.in) portal. I would like to add that in Swachh Survekshan - 2019, all such photographs/videos and activities uploaded on Swachh Manch during the whole year will be counted for 5% marks. Any queries on this may be addressed to Ms. Srejita Basu at 91-9650617674 or mailed to sbnurban.moud@gmail.com
6. I look forward to your continued support in strengthening the Swachh Bharat Mission.

Warm regards,

Yours Sincerely,



(Durga Shanker Mishra)



Encl: As above.

To,



Chief Secretaries of all States/UTs

Annexure 1: Suggested list of activities for States and Cities for 'Swachhata Hi Seva' 15th September - 2nd October 2018

Serial No.	Date	Activity	Details
1.	15 September, 2018	Cleanliness drives-Shramdaans	Citizens and other stakeholder groups to participate in Shramdaan across the city with a special focus on slum areas. Being the launch of SHS, ULBs are to ensure coverage of these Shramdaan efforts through local and regional media. Engagement should be sought with spiritual leaders, influential people, opinion makers, experts, etc wherever possible to motivate citizens.
2(a)	Swachhata Rallies by school students	Swachhata school students	The rallies by school children should be used to also highlight the Swachhata activities undertaken by the entities in the last three years and also the way forward.
2(b)	Inter-school Swachhata competitions (essay writing, painting, drama, nukkad natak, etc)	ULBs to closely monitor these competitions and document the same. Best performing schools may be suitably acknowledged/felicitated by ULBs at local level.	
2(c)	Swachhata Pledges and Swachhata Rallies/Runs by citizens, NGOs, RWAs, corporates		
3(a)	17 - 23 September 2018	Garbage Transformation Point (GVP) drives across the city, with citizens	Plantation activities, painting of walls (in case of defacement), placement of bins and CCTV cameras, hoardings (with messages on Swachhata), creation of pathways for pedestrians, to also be made a part of the