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B. Secy, UD & MA
3/1/20



No. K-11015/3/2019-UPA-1-UD/E-9078828

Government of India
Ministry of Housing & urban Affairs,
(NULM Division)

S. Bhatnagar SMM

06/12/2019
Nirman Bhawan, New Delhi
Dated 26 December, 2019

AD(3C)
DDP

To,
The Mission Director, DAY-NULM
All States/UTs.

Subject:- Advisory to States/UTs. to ensure to adopt the DAY-NULM's programme fully along with all its components branding, logo etc.

Madam/Sir,

You are aware that the DAY-NULM aims to reduce poverty and vulnerability of urban poor households in the statutory towns by enabling them to access gainful self-employment and skilled wage employment opportunities, for improvement in their livelihoods on a sustainable basis; building strong grass root level institutions of the urban poor and providing shelter equipped with essential services to the urban homeless; and addressing livelihood concerns of the urban street vendors by facilitating access to suitable spaces, institutional credit, social security, etc.

2. The Mission guidelines provide that the Mission would be implemented in all District Headquarter Towns and all other cities with a population of 1 lakh or more as per 2011 census. States/UTs have been allowed to implement all or any of the components of the Mission in other Statutory Town, based on the local capacity and requirement. The primary target of the Mission is urban poor, identified as per the criteria adopted by the States/UTs, as an interim measure.

3. So far, Mission is being implemented, fully or partly, by all States and UTs, except Lakshadweep, covering a total of 3,395 towns. However, there are many eligible towns, which are yet to be brought under the ambit of the Mission. Extending coverage of the Mission to remaining towns will ensure that their urban poor also receive the benefits extended by the Mission.

4. You are therefore, requested to ensure that your State adopts the implementation of Mission in all eligible towns so that the urban poor can get benefit of the Mission.

Yours Sincerely,

(Niraj Kumar)
Director (NULM)
Tel: 011-23062850
26/12/19

Director, SUDA
2/1/2020

Copy for information to:-
The Principal Secretary, Urban Development Department
All States/UTs.

Subrata Gupta
Principal Secretary



**Department of Urban Development
& Municipal Affairs**
Nagarayan, DF-8, Sec-I, Salt Lake
Kolkata - 700064

31st October 2019

MESSAGE

National Urban Livelihood Mission launched on 1st April 2014 is the successor to the Swarna Jayanti Swarojgar Yojana. In West Bengal, the State Urban Livelihood Mission with nearly 60,000 Self Help Groups and 700,000 members has come a long way in empowering the urban poor. In 125 urban local bodies in the state, many of these Self Help Groups possess outstanding skills and several of them were trained in honing their skills for producing hand-made items of great diversity.

This catalogue of Self Help Group products is an attempt of the State Urban Livelihood Mission to document some of the products made by our women Self Help Group members across the state. These efforts are essential to reach these SHGs to a wider audience across the state and the country. This catalogue provides details of 131 products under 13 different product types made by 690 SHGs to be marketed under the brand swamsiddha. Apart from this print version, a digital version of the catalogue is being launched simultaneously.

I am hopeful that with the publication of this catalogue, the SHGs will receive better access to the market.

I would also like to congratulate all the stake-holders and officials who have put this catalogue together.


(Subrata Gupta)

Message from Hon'ble Minister :

The SHGs are a perfect example of how livelihoods of households can transform through a collective approach, managed in line with core democratic and financial principles.

To enhance livelihood opportunities, SHGs produce a range of products as part of State Urban Livelihood Mission (SULM). I am happy to see that our SHGs members are trying to generate their own income and I am also happy to see this product catalogue is being published.

The product catalogue of SHG products both in the digital and hard copy version is possibly the first of its kind to be published in the country. This would not create more market opportunities and an extended platform to sell their produce, such documentation will also be a trigger to motivate peer SHGs to come forward and aggressively take up skills to generate livelihood.

I extend my best wishes and fervent support to this maiden and significant initiative of the State Urban Livelihood Mission and am sure this is a big step forward to the SHG movement for urban poor in the State.



স্বয়ংসিদ্ধা

নগর জীবিকা মিশন

সংগঠিত

পশ্চিমবঙ্গ

Brand Names :

সৃজনী

কৃষ্টি

বহর

নকশীকথা

অনন্যা

নব্যতা x

অমোহা

আশাভরি ১

আরশী

উদয়গা x

উন্নয়নি ৭

দেহলি

সংস্কৃত







পশ্চিমবঙ্গ রাজ্য নগর জীবিকা মিশন









WEST BENGAL STATE URBAN LIVELIHOOD MISSION



পশ্চিমবঙ্গ রাজ্য নগর জীবিকা মিশন





