

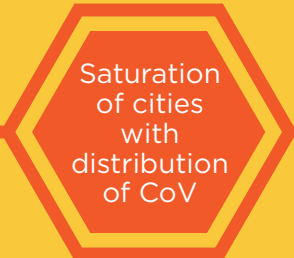
Celebrating Shehri Samriddhi Utsav (28 March - 12 April 2020)



SHG
products on
E-commerce
portals



Skill
Training in
Plumbing
Sector



Saturation
of cities
with
distribution
of CoV



ULB
competition
on Street
Vendors
Act



Swachhata
Excellence
Award



**SHEHRI
SAMRIDDHI
— UTSAV**

Fortnightly
Newsletter

Issue XXII • 1-15 March 2020

Progress since 2014-15 till February 29, 2020



REVIEW OF THE MISSION

On February 20 and 28, 2020, Shri Sanjay Kumar, Joint Secretary & Mission Director (NULM), Ministry of Housing and Urban Affairs (MoHUA) visited Odisha and Bihar, respectively to review the status of mission implementation as well as the preparatory activities in the states towards organizing Shehri Samridhi Utsav. The Mission Director interacted with the SHG women involved in livelihoods activities, visited model shelters at Bhubaneswar and Patna.

VIDEO CONFERENCE

On February 19, 2020, a Video Conference with 10 states, was held under the Chairmanship of Shri Sanjay Kumar, Joint Secretary & Mission Director, to review mission implementation and activities related to organization of Shehri Samridhi Utsav.



SHGs UNDERGO TRAINING FOR E-COMMERCE

One-day orientation programmes and hands-on trainings of State Mission Managers, ULB officials, nodal officers, women SHG members and entrepreneurs, on "on-boarding of SHG products" on e-commerce platform of Flipkart were organized in Assam, Andhra Pradesh, Madhya Pradesh, Maharashtra, Rajasthan, Punjab and Himachal Pradesh.



INAUGURATION OF CITY LIVELIHOOD CENTRES

City Livelihoods Centres (CLC) at Salem, Tamil Nadu and at Gohpur, Assam were inaugurated on February 14, 2020 and February 26, 2020, respectively. The CLCs will work as a bridge between the urban poor and their livelihood on the one hand and service needs of urban citizens on the other.

CELEBRATION OF SHEHRI SAMRIDDHI UTSAV

On February 13, 2020, Shehari Samriddhi Utsav was organized at Amrit Park, Bokaro Steel City, Jharkhand. Over 300 candidates were interviewed by 13 companies/firms for job opportunities in various sectors viz. Plumbing, Electrical, IT, ITES, Retail, Manufacturing, and Hospitality. A total of 234 candidates were shortlisted. During the event, 22 SHGs displayed their products for sale covering handloom, handicraft, artificial jewellery, and food items. Revolving funds to 23 SHGs and bank loans to 20 SEP-I beneficiaries were also disbursed.



DISTRIBUTION OF CERTIFICATE OF VENDING

As part of protecting the livelihood of urban street vendors, the Gujarat Urban Livelihoods Mission distributed smart Certificates of Vending to more than 400 identified vendors at Mansa.

WORKSHOP FOR STREET VENDORS

A One-day capacity building workshop on Skill Development for surveyed street vendors was organised at Namsai, Arunachal Pradesh on February 18, 2020. More than 100 street vendors were sensitized on hygienic preparation of food, cleanliness, observance of traffic rules, soft skills & communication and other livelihood related aspects. During the event, 60 vendors were provided with identity cards.



LOAN MELA

A loan Mela was organised at Tirunelveli, Tamil Nadu on February 15, 2020, wherein 68 Self-Help Groups received credit linkages amounting to Rs 4.10 crore, for setting up their micro-enterprises and 80 street vendors received a total loan amount of Rs 20 lakh for trading in self-made artificial ornaments.

AWARENESS RALLY ON SHEHRI SAMRIDDHI UTSAV

In an effort to spread awareness about DAY-NULM, a rally was conducted by Self-Help Groups under Shehri Samriddhi Utsav 2020 at the ULBs of Bicholim and Cuncolim, Goa. Certificates of vending were distributed to 193 street vendors in Bicholim and 12 Street vendors in Cuncolim during the event.

