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News: UNDP and DAY-NULM

- Recently, the **United Nations Development Programme (UNDP)** and the **Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM)** have joined hands to empower women entrepreneurs in India.

Key Highlights of the Partnership

Aim

- The partnership aims to **provide support for women looking to start or expand their own enterprises in various sectors, such as care economy, digital economy, electric mobility, waste management, food packaging and more.**
- To enhance the implementation of **national level schemes for urban poverty alleviation and livelihood promotion** by providing capacity building support to DAY-NULM.
- To pilot innovative solutions, **particularly in the care economy domain**, to address the challenges and opportunities faced by women entrepreneurs.

Coverage and Time Span

- The project will cover eight cities in the initial phase and will span over three years, with the possibility of extension beyond 2025.

Role of UNDP

- UNDP will offer national-level capacity building support to DAY-NULM, focusing on knowledge generation and management, such as compiling compendiums of best practices related to urban poverty.
- UNDP and DAY-NULM will jointly engage in on-ground mobilization activities that involve identifying pockets of urban poverty and potential entrepreneurs, as well as facilitating access to business development services.
- UNDP will also contribute to the initiative by developing community business mentors called Biz-Sakhis in selected project locations.
- These mentors can support new and existing enterprises and serve as a resource for DAY-NULM at a later stage.

Importance

- Women entrepreneurship is a proven strategy for poverty alleviation, financial independence, and reshaping gender norms.

- Today, women account for only 15% of the total entrepreneurs in India. By increasing this number, the partnership not only empowers women, but also accelerates economic growth and ensures a happy and healthy society.
- The partnership leverages UNDP's experience in linking over 200,000 women with better employment opportunities, and DAY-NULM's mandate of uplifting urban communities through sustainable livelihood opportunities.

Deendayal Antyodaya Yojana-National Urban

Livelihoods Mission (DAY-NULM)

- The Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM) mission was launched in 2014 and is being implemented by the Urban Ministry of Housing & Urban Affairs.
- It aims to uplift urban poor by enhancing sustainable livelihood opportunities through skill development.
- It is Centrally Sponsored Scheme.
- Funding will be shared between the Centre and the States in the ratio of 75:25. For North Eastern and Special Category – the ratio will be 90:10.
- Its intended beneficiaries are urban poor (street vendors, slum dwellers, homeless, rag pickers), unemployed and differently-abled.

- It provides for the **development of vendor markets and also the promotion of skills for vendors through setting up infrastructure** and special projects for rag picker and differently-abled, etc.
- It provides for **employment through Skill Training and Placement through City Livelihood Centres to reduce poverty and vulnerability.**
- It also **provides subsidy to urban poor** i.e. interest subsidy of 5% – 7% for setting up individual micro-enterprises with the loan of up to 2 lakhs and for group enterprises with a loan limit of up to Rs.10 lakhs.
- Self-Help Groups: It also provides **social mobilization and institution development through the formation of Self-Help Groups (SHG) for training members and hand holding**, initial support of 10, 000 is given for each group.
- Shelters: It fully funds the cost of construction of shelters for the urban homeless.
- Recently, it was decided by the Government of India to **merge PM Formalisation of Micro-food processing Enterprises (PMFME) with Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM) scheme.**
- The merging of schemes **would help the Self Help Groups (SHGs) who are involved in micro-entrepreneurship activities** will make them financially empowered and help families of SHGs live a dignified life.