



**STATE URBAN DEVELOPMENT AGENCY  
(SUDA)  
Govt. of Odisha (H & U.D.Deptt.)**



No. 1380 /SUDA,

Date 8/7/19, Bhubaneswar

From

**TOP PRIORITY**

**Sri Prem Kumar Jha, IFS,  
Special Secretary to Govt.,  
H & U.D.Deptt., Govt. of Odisha &  
Mission Director, DAY-NULM**

To

**The Municipal Commissioners,  
All Municipal Corporations  
The Executive Officers  
All the Municipalities & NACs**

Sub ***Revised Target under DAY-NULM for FY-2019-20 & component-wise Advisory for implementation of DAY-NULM.***

Madam/Sir;

I am to intimate you the revised Target under DAY-NULM for FY-2019-20 for preparation & submission of Annual Action Plan & the following advisory for implementation of different components of the Mission during the current financial year.

**Advisory for SM & ID Component:**

- 1. Formation of SHGs, ALF and CLF**– Based on the Annual Target issued from SUDA & focus to be given on covering the left out Urban Poor on a priority basis. The CMMU Manager & C.Os will form the SHGs, ALF and CLF. The ALF will be formed at ward level & CLF at city level. **R.O will not be assigned any target during current year since their contract period is going to be expired. They are allowed to complete their ongoing work by 30<sup>th</sup> November'2019.**
- 2. Revolving Funds to SHGs & ALFs** - The SHGs & registered ALFs are to be graded & provided with Revolving Funds at the earliest who have not accessed yet.
- 3. Bank Linkage to SHGs** - Each SHG is to be linked with Bank loan under SEP for starting up of Income Generation Programme for enhancement of their livelihoods.
- 4. Establishment of City Livelihood Centre**– Basing on the target initiative must be taken for establishment of CLC & systematically make it functional for Sustainable Livelihood of Urban Poor. Prior to setting up of CLCs, steps to be taken to do a thorough study of Product availability at the SHG Level, Market Mapping, Traders Interface, registration of product oriented SHGs, Skill trained workers & labour workforce etc to lay a strong base for CLC.
- 5. Active Women to be identified as CRP for 15-20 groups** – CRPs (willing and interested women from the SHGs) have to be identified and trained to look after the growth and sustainability of Groups.



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6. **Book Keepers i.e 1 per SHG to be identified & Trained**—Literate and willing women have to be identified and trained to take care of Book Keeping properly as it forms the basis of verification and decision making in case of financial support or other assistance to the group.
7. **SHGs, ALFs and CLF to be Trained** – Extensive training programme will be conducted for SHGs, ALFs and CLF at ULB level. Resource persons, funds & training Module will be provided by SUDA. The untrained groups to be identified & list out on a priority basis. The trained groups will also go for refresher training in the later part.
8. **Convergence Activities** - SHGs, ALFs and CLF to be encouraged to work in convergence with other Dept. like; SBM, Aahar, PDS etc.

**Advisory for SEP Component:**

1. Identify the pending applications available with banks and pursue for sanctioning.
2. Organize Task Force Committee Meeting of FY 2019-20 before 10th July.
3. Sponsored at least 3 times fresh application against the target of 2019-20 under each component (SEP-I, SEP-G & SHG Bank linkages).
4. Organize loan recovery camp in each quarter preferable in 1st month of each quarter (July-Oct-Jan)
5. Letter to beneficiaries on EMI due date, keep banks in loop.
6. Minimum 2-success stories to be shared in each month from each category (I, G & BL)
7. All the SEP beneficiaries should be visited periodically to assess the impact of the benefit and also to know any problem being faced by them.
8. The Community Organisers (COs) should visit all the beneficiaries in their jurisdiction at least once in a quarter. The project officer/ technical experts at CMMU level should visit at least 75% beneficiaries once in a quarter.
9. **For better ranking in SPARK we must ensure;**
  - a) 100% achievement of the allotted target.
  - b) Sponsor eligible applications with proper supporting documents to avoid rejection of application.
  - c) Sponsor loan applications of EST & P and SUSV beneficiaries on a priority basis.
  - d) Follow up Banks for timely release of loan.
  - e) Avoid under financing in consultation with Banks.
  - f) Organize town level Bankers Committee meeting.
  - g) Ensure timely entry of loan in PAISA portal by the Banks for & release of interest subsidy for all beneficiaries under SEP.
  - h) Take steps to conduct EDP training for all SEP beneficiaries.



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**Advisory for MIS and PAISA portal data with respect to the SEP beneficiaries:**

1. Update the Manual Register for all kinds of SEP loans, sanctioned since the inception of the Mission.
2. Ensure data entry of all the leftover cases under the SEP into NULM MIS, so that number of entries in the manual register and NULM MIS reconcile.
3. Since, now the data is being pushed to PAISA Portal from MIS, ULBs should dispose of pending cases of interest subvention on PAISA Portal in a time bound manner. If some entries are found in PAISA Portal which do not pertain to NULM beneficiaries, they should be clearly marked and request should be sent to the SMMU for deletion of those entries from NULM MIS after duly rejecting those cases on PAISA Portal.
4. As Mobile and Aadhaar validation of beneficiaries has been introduced since the last financial year, ULBs should make every effort to contact the old beneficiaries while entering the data in NULM MIS, so that, the above validation can be done for them as well. No request will be entertained for entry of old data without Mobile and Aadhaar validation.
5. CMMs and Community Organizers (COs) to collect SEP loan sanction letters from the respective bank branches every month. The SEP beneficiaries also may be sensitized to submit a copy of the sanction letters in order to update the details in MIS promptly. Adopt mission mode to update SEP loan beneficiaries' details in the NULM MIS by July 15th, 2019.

**Advisory for Shelter for Urban Homeless (SUH) Component:**

1. **Information dissemination about SUH** – Ensure adequate publicity to be done by state/ULB on regular basis through Leaflets, Posters, Banners, Hoardings & advertisement in print and electronic media on SUH center & its objectives.
2. Based on the existence of SUH in any form (Constructed & Under Construction) and functioning in the ULB need to be intimated to the SUDA.
3. **Establishment of SUH centres in ULBs:** Focus to be given for construction of new SUH / identification of any unused buildings in good condition for rental purpose or refurbishment purpose )to accommodate urban homeless found in ULB area on a priority basis.
4. **Submission of Proposal for SUH:** On the basis of requirement , submit DPR containing the i. Land details of the proposed area ii. Land record obtained from Bhulekh site iii.DPR checklist signed by MC/DC/EO iv. Administrative approval of the site (Abstract of resolution copy) v.Technical sanction with ILW approval. In case of refurbishment /use of unused building - fitness certificate shall be obtained from competent authorities.
5. **Functioning SUH Centre** – Before completion of SUH center, advertisement to be made for procurement of Items and Engagement of Shelter Management agencies for operation and



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maintenance SUH. Govt. approved banner "ASHRYA" should be placed for information of the public. One joint account will be opened separately with PD, DUDA for managing funds under SUH components under DAY -NULM.

6. **Norms & Type of Shelters:** The Shelter is to cater the need of vulnerable groups such as aged, infirm, disable, Mentally challenged & single women and their children. All the Shelters will be made barrier free for person with disabilities (under Accessible India Campaign).
7. **Formation of EC & SMC for SUH:** Executive committee has to be formed at ULB level and Shelter Management Committee to be formed at each Shelter Level to monitor the smooth functioning of SUH which will be conducted every month.
8. **Linkage with entitlements to SUH inmates:** Care to be taken to counsel to inmates for family reintegration with an information to local Police and sensitize desired with provision of small inputs to assist and guide the capable inmates towards enhancing the livelihood. This is the major work of the Shelter Management agency (SMA).
9. **Grievance Redressal & Book Keeping:** Each shelter should have grievance redressal mechanism and trained staff to take care of Book Keeping.
10. **Identification, Rescue, Admission & Repatriation:** Ensure that the Shelter Management Agency (SMA) will take care of Identification, Rescue, Admission & Repatriation.

**Advisory for Support to Urban Street Vendors (SUSV) Component:**

**1. Survey and Issue of Identity Cards:**

- a. Constitute Town Vending Committee(TVC) at ULB.
- b. Placing the captured details of the Street vendors in TVC meeting for approval.
- c. Issue of Identity Cards and Vending Certificates to all the surveyed/identified street vendors.
- d. Maintenance of the list/documents of all the Street vendors by the ULB.

**2. Preparation of City Street Vending Plan:**

- a. Preparation of City Street Vending Plan by the ULB in coordination with the city police, traffic police, planning authority and other local agencies.
- b. Coordination with planning authorities to develop pro-vending norms and stipulation of vending spaces in new or refurbished roads, markets, office and residential complexes and other public spaces and public infrastructure.
- c. Minimization of disruption to existing markets while developing the city street vending plan. Re-location of street vendors, if required, must be based on consultation with the affected vendors.
- d. Identification of land for vending zone, in case there is a need of construction of a vending zone.



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**3. Infrastructure Improvement:**

- a. ULB shall work for improvement of infrastructure and provision of basic services in the existing markets of street vendors through a Detailed Implementation Plan (DIP) as per guidelines.

**4. Training and Skill Development:**

- a. Conduct one-day-training programmes for the street vendors to orient them on aspects such as their rights and responsibilities, specific policies or laws related to street vendors, food safety, maintenance of hygiene, waste disposal, etc.
- b. Submit reports of training conducted and feedback from participants of the training programme to SUDA.

**5. Financial Inclusion:**

- a. Liaise with banks and other financial institutions to facilitate access to banking and financial services to the Street vendors.
- b. Organize sessions on financial literacy for identified street vendors to make them aware about the savings, credit, insurance etc., along with the modalities and operational requirements for accessing the same.
- c. Ensure on opening of Basic Savings Bank Deposit Accounts for all the identified street vendors.
- d. Make access to Bank loans through SEP-Individual (I), SEP-Group (G) and Bank Linkage to identified street vendors to meet their working capital requirements.
- e. Interest subsidy on bank loans could be made available to the Street vendors under Self Employment Programme (SEP) of DAY-NULM.

**N : B :**

- 1) All activities need to be thoroughly documented (**written as well video**) to serve as a point of **reference and replication elsewhere**.
- 2) Prepare a ULB booklet on DAY-NULM covering all aspects of DAY-NULM from inception to till date.

Yours faithfully,

Memo No. 1381 /SUDA,

Dated 8/7/19, Bhubaneswar.

Copy forwarded to the Special Secretary (UPA) to Govt. H & U.D. Deptt. & Mission Director, DAY-NULM/PD-DUDAs for kind information.

Memo No. 1382 /SUDA,

Dated 8/7/19, Bhubaneswar.

Copy forwarded to all SMMU & CMMU Managers for information & immediate necessary action.

Additional Director

**ANNUAL TARGET UNDER DAY-NULM FOR THE YEAR 2019-20**

Sl NO	Name of the ULB	SEP (I)	SEP (G)	SEP (BI)	SM & ID (SHG to be formed 5% for PWD & 10% for Vul.Occu.Gr. Out of total Target)	Rf to No of SHG	No of ALF to form & register	RF support to No. Of ALFs	No of CLC & CLF formed & registered	No of SHGs to be trained	EST & P	SUH for constr uction	SUH to make Opera tional	SUSV survey to be completed . ID card & certificate to be issued	Vendors to be trained (60 vendors- per batch)	Vending market zone to be developed
1	ANGUL(M)	50	5	50	50	81	7	7		73	80			221	120	
2	TALCHER(M)	20	5	20	60	80	6	2		42	40		1	0	112	
3	ATHAMALLIK(N)	10	2	5	25	27	2	0		27	0			50	50	
4	BOLANGIR(M)	50	5	50	150	309	17	10		132	80		1	600	120	
5	TUSURA(N)	10	2	5	24	27	1	0		27	0			1	60	
6	TITILAGARH(M)	20	2	10	42	120	6	2		125	0			843	60	
7	KANTABANU(N)	10	2	10	42	55	3	1		55	0			146	60	
8	PATANAGARH (N)	20	2	10	24	30	5	2		122	0			6	60	
9	BALASORE(M)	70	5	50	150	167	4	20	1-CLC & 1-CLF	168	200		1	0	240	
10	JALESWAR (M)	20	2	20	40	70	4	1		25	0			30	120	
11	SORO (M)	20	2	20	75	47	10	1		50	0			224	120	
12	NILAGIRI (N)	10	2	5	30	109	5	1		97	0			0	79	
13	BARGARH(M)	60	5	50	150	162	12	7	1-CLC & 1-CLF	142	200			0	180	
14	PADAMPUR (N)	10	2	5	27	37	3	1		51	0			140	60	
15	ATTABIRA (N)	10	2	5	30	50	4	0		49	0			0	60	
16	BARAPALLI (N)	10	2	20	30	51	3	5		153	0			145	60	
17	BUEPUR	10	2	5	30	2	0	0		2	0			Survey to complete	60	
18	BOUDHGARH(N)	50	2	20	25	25	0	5		22	0			101	114	
19	BHADRAK(M)	50	5	50	150	315	24	6		368	200	1	1	662	180	5
20	BASUDEVPUR (M)	20	2	20	15	275	18	3		272	0			352	120	
21	DHAMNAGAR	10	2	5	25	82	4	0		19	0			0	60	
22	CHANDBALI	10	2	5	25	104	5	0		104	0			377	60	
23	CUTTACK(M)	300	20	200	520	705	56	10	1-CLC & 1-CLF	1559	400		1	3463	300	10
24	CHOUDWAR (M)	20	2	20	57	94	8	1		94	0			330	120	
25	BANKI (N)	10	2	10	20	33	1	6		76	0			258	120	
26	ATHAGARH (N)	10	2	10	20	73	5	5		101	0			306	90	
27	DHENKANAL(M)	50	2	50	70	41	10	12	1-CLC & 1-CLF	0	200		1	501	180	5
28	BHUBAN (N)	20	2	10	36	67	10	1		65	0			154	60	
29	KAMAKHYANAGAR (N)	20	2	10	17	126	8	1		55	0			180	60	
30	HINDOL (N)	10	2	5	76	11	1	0		0	0			40	40	
31	DEOGARH(M)	50	2	20	17	80	0	5		26	80			0	120	
32	PARLAKHEMUNDI(M)	50	2	50	52	228	13	2		147	80			0	75	
33	KASINAGAR (N)	10	2	5	19	56	3	0		56	0			0	300	
34	BERHAMPUR(M)	300	20	200	350	505	4	30	1-CLC & 1-CLF	192	400			911	300	10
5	CHHATRAPUR(N)	50	2	20	25	43	2	5		26	80			144	120	
36	GANJAM (N)	10	2	10	13	16	2	0		30	0			26	60	
37	BHANJANAGAR (N)	10	2	10	25	14	3	0		33	0			0	60	

38	KABISURYANAGAR (N)	10	2	10	32	14	1	0		14	0			0	60
39	SORODA (N)	10	2	10	24	33	2	0		33	0			0	60
40	ASKA (N)	10	2	10	27	45	2	0		45	0			293	60
41	HINJILICUT (N)	10	2	10	37	10	2	2		60	0			170	60
42	RAMBHA (N)	10	2	10	17	0	2	0		36	0			0	33
43	GOPALPUR (N)	10	2	10	13	27	1	0		27	0			0	60
44	BUGUDA (N)	10	2	10	20	40	2	0		40	0			0	60
45	POLSARA (N)	10	2	10	30	36	1	0		66	0			0	60
46	KODALA (N)	10	2	10	23	31	2	0		31	0			0	60
47	DIGARAHANDI (N)	10	2	10	20	9	0	0		9	0			0	60
48	CHIKITI (N)	10	2	10	20	23	0	1		26	0		1	0	50
49	PURUSOTTAMPUR	10	2	10	27	1	2	0		41	0			312	60
50	KHALLIKOTA (N)	10	2	10	24	20	2	0		30	0			0	60
51	BELGUNTHA (N)	10	2	10	14	17	2	0		20	0			0	55
52	JAGATISINGPUR(M)	50	2	50	34	49	5	5		89	120			0	189
53	PARADEEP (M)	30	2	40	65	246	12	5		314	120			456	120
54	JAIPIUR(M)	50	2	50	50	178	13	2		64	120			0	180
55	VYASANAGAR (M)	30	2	40	62	155	5	2		83	0			110	120
56	JHARSUGUDA(M)	50	5	50	100	305	6	10		93	120			568	180
57	BRAJARAJANAGAR (M)	50	3	40	97	267	0	10		388	80			209	120
58	BELPAHAR (M)	20	2	30	62	94	5	0		54	0			432	120
59	BHAWANIPATNA(M)	50	5	50	100	43	12	2		42	80			435	120
60	DHARAMGARH (N)	10	2	5	74	42	2	0		42	0	1		90	60
61	KESINGA (N)	10	2	5	33	30	2	0		39	0	1		87	60
62	JUNARAGH (N)	10	2	5	32	73	4	0		73	0			107	60
63	KENDRAPARA(M)	50	3	30	33	76	10	5		0	80			108	180
64	PATTAMUNDAI(M)	20	2	10	47	160	10	1		160	0			0	60
65	KEONJHAR(M)	50	3	30	64	229	17	3		121	160			150	180
66	BARBIL(M)	40	3	20	81	245	15	3		91	80	1		121	120
67	JODA(M)	40	2	20	56	285	14	3		132	80			0	120
68	ANANDAPUR(M)	40	2	20	59	184	16	3		191	80			155	120
69	CHAMPUA(N)	10	2	5	23	65	9	0		165	0			30	60
70	BHUBANESWAR(MC)	300	20	200	650	1609	10	30		810	400	1		1183	300
71	JATNI(M)	50	2	30	84	162	10	1		162	120			330	120
72	KHURDA(M)	50	2	30	55	108	13	1		102	120	1		0	120
73	BANPUR(N)	10	2	5	24	76	4	0		72	0			143	60
74	BALUGAON(N)	10	2	5	18	20	5	0		65	0			Survey to complete	60
75	KORAPUT(M)	50	3	30	62	111	12	3		109	120	1		316	120
76	JEYPORE(M)	50	3	30	100	137	15	3		197	120			0	120
77	SUNABEDHA(M)	50	3	30	83	54	10	5		183	120	1		185	120
78	KOTPAD(N)	10	2	5	33	82	4	0		82	0			75	60
79	MAIKANAGRIM(M)	50	2	30	36	174	6	2		73	80			225	120
80	BALIMELA(N)	10	2	5	10	127	6	0		80	0			0	60
	BARIPADA(M)	70	5	50	100	225	8	10		219	160			668	180
82	RAIRANGANPUR(M)	10	2	5	26	18	2	1		104	0	1		0	120

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83	UDALA(N)	10	2	5	19	0	2	0		35	0				0	120
84	KARANJIA(N)	10	2	5	26	121	10	0		148	0				0	120
85	NAVAGARH(N)	50	2	30	17	12	2	3		14	80				490	120
86	KHANDAPARA(N)	10	2	10	12	30	2	1		38	0				0	90
87	DASPALLA(N)	10	2	5	25	7	1	0		15	0				0	60
88	RANPUR(N)	10	2	5	25	1	0	0		1	0				135	60
89	ODAGAON	10	2	5	15	3	0	0		3	0				Survey to complete	60
90	NOWRANGPUR(M)	50	2	50	35	35	2	7		24	80				284	120
91	UMERKOTE(M)	10	2	10	49	95	5	0		90	0	1			30	60
92	NUAPADA(N)	50	2	10	15	46	5	4		14	80				91	91
93	KHARIAR(N)	10	2	10	26	74	4	1		76	0				71	60
94	KHARIAR ROAD(N)	10	2	10	20	169	5	3		106	0				189	60
95	PHULBAN(M)	10	2	30	26	26	3	5		0	80		1		364	120
96	G.UDAYAAGRI(N)	10	2	10	14	37	2	0		37	0				57	60
97	BALGUDA(N)	10	2	5	30	17	1	0		17	0				80	60
98	PURI(M)	50	5	50	150	527	15	5		277	160	1			2764	180
99	PIPIL(N)	10	2	10	19	0	3	1		52	0				0	40
100	NIMAPARA(N)	10	2	10	29	8	3	1		32	0				69	120
101	KONARK(N)	10	2	10	24	31	3	1		32	0				0	120
102	RAVAGADA(M)	50	3	50	100	173	10	5		181	120	1			353	120
103	GUNUPUR(N)	10	2	10	39	52	3	1		98	0	1			210	120
104	GUDARI(N)	10	2	10	13	23	1	1		29	0				0	40
105	SAMBALPUR(MC)	200	10	125	350	1060	41	10	1-CLC&1-CLF	272	200		3		3746	300
106	KUCHINDA(N)	10	2	10	25	18	3	1		25	0				21	120
107	REDHAKHOL(N)	10	2	10	22	63	3	1		42	0				0	101
108	SUBARNAPUR(M)	50	3	50	25	50	5	5		63	120	1			19	120
109	TARAVALA(N)	10	2	5	20	14	1	1		26	0				92	92
110	BNIKA(N)	10	2	10	33	74	3	1		40	0				142	120
111	ROURKELA(MC)	200	10	125	400	388	39	10	1-CLC&1-CLF	373	200		1		2673	300
112	SUNDERGARH(M)	50	5	50	40	138	19	3		113	80	1			366	120
113	RAJAGANGAPUR(M)	50	2	50	70	150	15	2		51	0				273	120
114	BIRAMITRAPUR(M)	50	2	50	70	77	5	2		52	0				0	120
	TOTAL	4000	340	3000	7000	13771	768	340	11 & 11	11838	5600	15	12		29688	12000
																60

\* The Targets distributed amongst the ULBs need to be achieved during current financial year. The achievements will be counted as performance of the C.Os/CMMU-Managers. Drawal of salary of the C.O & CMMU-manager will depend on the monthly performance evaluation under DAY-NULM programme.

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