



UNNAT BHARAT ABHIYAN CELL



Sardar Vallabhbhai National Institute of Technology, Surat

Presentation on Deen Dayal Antyoday Yojana – National Rural Livelihood Mission (DAY – NRLM)



Presentation created by

- Team Saathi (Government Schemes Implementation), UBA Cell, SVNIT, Surat
- **Source:** Deendayal Antyodaya Yojana – NRLM website
- **Link:** <https://aajeevika.gov.in/>



ABOUT DAY-NRLM YOJANA

- **The Swarnjayanti Gram Swarozgar Yojana (SGSY) was a flagship programme of the Ministry of Rural Development. It was started in 1999 and was restructured in FY 2010-11 for implementation as the National Rural Livelihoods Mission**
- **The Mission aims at creating efficient and effective institutional platforms of the rural poor enabling them to increase household income through sustainable livelihood enhancements and improved access to financial services.**
- **In November 2015, the program was renamed Deendayal Antayodaya Yojana (DAY-NRLM).**

**The Mission Coordinator: Ministry of Rural Development,
Government of India**



DAY-NRLM : MISSION

- NRLM implementation is in a Mission Mode. This enables
- **(a) shift from the present allocation based strategy to a demand driven strategy enabling the states to formulate their own livelihoods-based poverty reduction action plans**
- (b) focus on targets, outcomes and time bound delivery
- (c) continuous capacity building, imparting requisite skills and creating linkages with livelihoods opportunities for the poor, including those emerging in the organized sector and
- (d) monitoring against targets of poverty outcomes.

- **"To reduce poverty by enabling the poor households to access gainful self-employment and skilled wage employment opportunities, resulting in appreciable improvement in their livelihoods on a sustainable basis, through building strong grassroots institutions of the poor."**



DAY-NRLM : FEATURES

1. Universal Social Mobilization:

- At least one woman member from each identified rural poor household, is to be brought under the Self Help Group (SHG) network in a time bound manner.
- Special emphasis is particularly on vulnerable communities such as manual scavengers, victims of human trafficking, Particularly Vulnerable Tribal Groups (PVTGs), Persons with Disabilities (PwDs) and bonded labour.

2. Participatory Identification of Poor (PIP):


- The inclusion of the target group under NRLM is determined by a well-defined, transparent and equitable process of participatory identification of poor, at the level of the community.
- **All households identified as poor through the PIP process is the NRLM Target Group and is eligible for all the benefits under the programme.**
- The list of poor identified through the PIP must be vetted by the Gram Sabha and approved by the Gram Panchayat. All the households in the PIP list are eligible to receive all benefits under NRLM.

DAY-NRLM : FEATURES

3. Community Funds as Resources in Perpetuity:

- NRLM provides Revolving Fund (RF) and Community Investment Fund (CIF) as resources in perpetuity to the institutions of the poor, to strengthen their institutional and financial management capacity and build their track record to attract mainstream bank finance.

4. Financial Inclusion:

- NRLM works on both demand and supply sides of financial inclusion.
 - On the demand side, it promotes financial literacy among the poor and provides catalytic capital to the SHGs and their federations.
 - On the supply side, the Mission coordinates with the financial sector and encourages use of Information, Communication & Technology (ICT) based financial technologies, business correspondents and community facilitators like 'Bank Mitras'. It also works towards universal coverage of rural poor against risk of loss of life, health and assets. Further, it works on remittances, especially in areas where migration is endemic.
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DAY-NRLM : FEATURES

5. Livelihoods:

- NRLM focuses on stabilizing and promoting existing livelihood portfolio of the poor through its three pillars –
- ‘Vulnerability reduction’
- ‘Livelihoods enhancement’ through deepening/enhancing and expanding existing livelihoods options
- Tapping new opportunities in farm and non-farm sectors; ‘employment’ - building skills for the job market outside; and ‘enterprises’ - nurturing self-employed and entrepreneurs (for micro-enterprises).

6. Convergence and partnerships:

- **Convergence**
- **Partnerships with NGOs and other CSOs:**
- **Linkages with PRIs (Panchayati Raj Institutions)**



DAY-NRLM : FEATURES

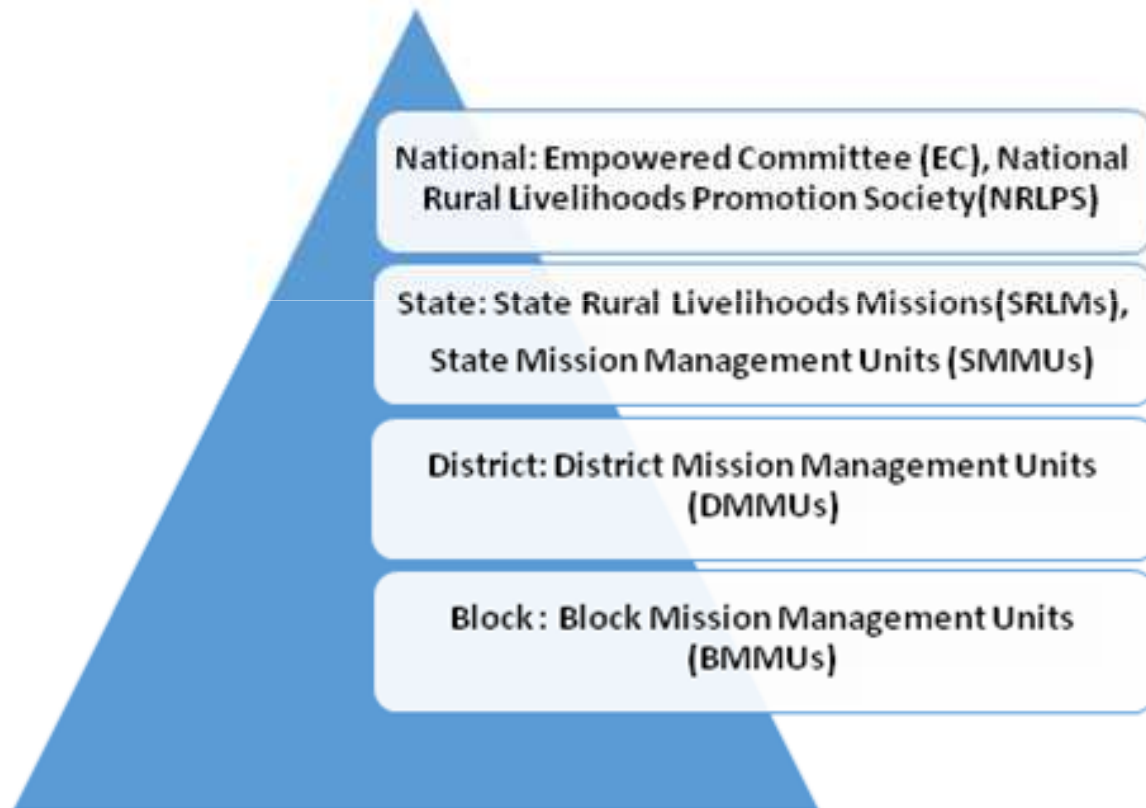
7. Sensitive Support System:

- NRLM's process-intensive effort requires dedicated human resources. Realizing this, NRLM has set up sensitive and dedicated support structures at the National (NMMU), State (SMMU), district (DMMU) and sub-district levels (BMMU/PFT).
- These structures would have suitable linkages with Government(s), District Rural Development Agencies (DRDAs), and PRIs. These support structures are staffed with professionally competent and dedicated human resources through appropriate arrangements including partnerships and outsourcing of services.
- In order to implement the NRLM effectively, National Rural Livelihoods Promotion Society (NRLPS) has been set up under the Societies' Registration Act of 1860, under MoRD, as the technical arm of the Mission. The NMMU has been made an integral part of NRLPS.



DAY-NRLM : SUPPORT STRUCTURE

- **NRLM has set up dedicated sensitive support units at the National, State, district and sub-district levels.**



ROLE OF UNNAT BHARAT ABHIYAN PARTICIPATING INSTITUTE

- **Step 1:** Study the DAY - NRLM website.
- **Step 2:** Conduct surveys and assessment need of entrepreneurship in UBA adopted villages
- **Step 3:** Work with Gram Panchayat & Taluka Panachayat / District Rural Development Agency for implementation of DAY - NRLM in adopted UBA Village cluster.



**For more details visit & meet District Rural Development Agency,
Gram Talati / Taluka Officer @ Taluka (Block) Panchayat , District
Panchayat & District Industrial Centre**

The details are also available in website:

**[https://aajeevika.gov.in/en/content/welcome-deendayal-anttyodaya-
yojana-nrlm](https://aajeevika.gov.in/en/content/welcome-deendayal-anttyodaya-
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THANK YOU

UNNAT HO !!!

