

O.I.H

**GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
LOK SABHA
UNSTARRED QUESTION NO. 524
TO BE ANSWERED ON JULY 22, 2021**

AWARENESS ABOUT URBAN POVERTY ALLEVIATION SCHEMES

NO. 524. SHRI SADASHIV KISAN LOKHANDE:

Will the Minister of HOUSING AND URBAN AFFAIRS be pleased to state:-

- a) whether there is a lack of awareness amongst the urban poor about the advantages and efficacies of the urban poverty alleviation schemes;**
- b) if so, the reasons for not comprehensively publicising these schemes; and**
- c) the details of various steps taken to create awareness amongst the urban poor in this regard?**

**ANSWER
THE MINISTER OF STATE IN THE
MINISTRY OF HOUSING AND URBAN AFFAIRS**

(SHRI KAUSHAL KISHORE)

- (a) No, Sir.**
- (b) Does not arise.**
- (c) Ministry of Housing and Urban Affairs is implementing the “Deendayal Antyodaya Yojana- National Urban Livelihoods Mission (DAY-NULM)”, through respective States/ UTs, to reduce poverty and vulnerability of the urban poor households by enabling them to access self-employment and skilled wage**

employment opportunities, resulting in an appreciable improvement in their livelihoods on a sustainable basis. The mission aims at building strong grass root level institutions of the urban poor, providing shelters equipped with essential services to the urban homeless persons and addressing livelihood concerns of the urban street vendors by facilitating access to suitable spaces, institutional credit, social security, etc.

As per the Mission Guidelines, 3 percent of its allocation can be utilized for the purpose of IEC (Information, Education & Communication).For creating awareness Ministry has advised the States/ UTs to undertake IEC activities which include broadcasting radio jingles in Hindi and regional languages through radio; newspaper advertisement/ hoardings/ banners; distribution of Leaflets/Pamphlets/Brochure; Workshops, Conferences and training; use of social media platforms and rallies by Self Help Groups and their federations in the urban areas. In order to complement their efforts, Ministry organizes *Melas* exhibitions at Centre/State/City level to extend the outreach of the Mission and showcase its initiatives.
