



# MISSION FOR ELIMINATION OF POVERTY IN MUNICIPAL AREAS(MEPMA)

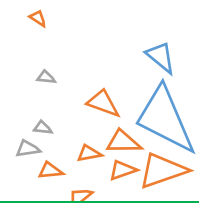
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URBAN HYGIENE PROGRAMMING

MD, MEPMA



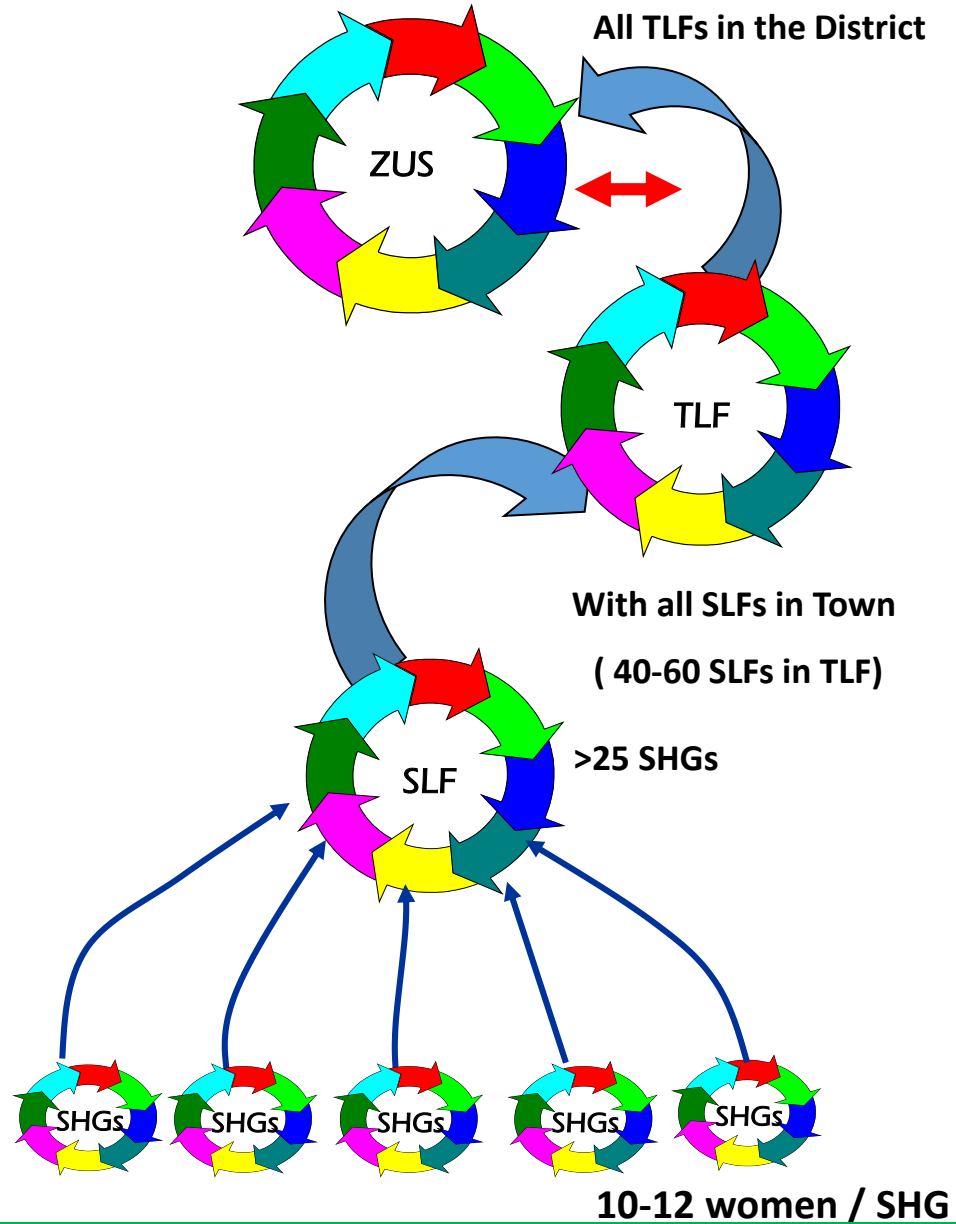
# Social Mobilization & Institution Development: Community Institution Structure

**6**  
**Zilla Urban Samakhyas**

**190**  
**Town Level Federations**

**8366**  
**Slum Level Federations**

**2,33,382**  
**Self Help Groups**



# Introduction of MEPMA

- So far 23.97 lakh urban poor women mobilized into 2.39 lakh SHGs
- MEPMA aims at elimination of poverty by providing sustainable livelihood activities by setting up of shops under YSR Cheyutha scheme announced by Hon'ble Chief Minister for the up-liftment of the downtrodden.
- We are encouraging the SHG members to choose the livelihood activity as per their choice and facilitating in getting Bank loans for establishing Livelihood activities.

# Introduction of MEPMA

- MEPMA is committed to improve the living standards of urban poor through implementation many schemes related to all sectors of urban poor through PM-SVANidhi, Jagananna Thodu where we are covering Street Vendors and providing financial assistance of Rs.10,000/- as a Bank loan at Zero interest.
- In-fact these people are adversely affected during Covid-19 pandemic.
- MEPMA not only concentrate on their sustainable Livelihood activities but also concerned about their health, as part of this we have.....

## Covid-19 response and preparedness

- When the entire country is under Covid-19 pandemic the MEPMA, AP under the dynamic leadership of Hon'ble Chief Minister has taken up the following activities:
  - Made arrangements for stitching of face masks through SHG tailors and distributed 3 per person covering entire population
  - AP Government made arrangements for delivery of essential commodities through SHG network at the door steps of citizens to avoid the spread of Covid-19
  - Distribution of IEC material, Pamphlets to create awareness on prevention of covid-19

## Covid-19 response and preparedness

- As per the vision of Hon'ble Chief Minister, we have implemented the strategy called "ABCD Lifelines "i.e.,
  - **A**wareness on preventive norms,
  - **B**oosting of immunity levels,
  - **C**ultivating hygiene habits among civilians and
  - **D**iminishing Social Stigma which act as the lifelines in protectively fighting against COVID19 menace protectively.
- Conducted digital training program aimed at preventive and corrective measures that include hygiene practices and breathing techniques which covered 18.00 lakh poor women in one month.

## Covid-19 response and preparedness

- Distributed Covid kits to the vulnerable sections like rag pickers, destitute persons.
- MEPMA functionaries involved in promoting awareness on COVID-19 even to the migrated labour who is taking shelter in Shelter for Urban Homeless under NULM program and thus covered 82 permanent shelters and also provided hygienic food, masks and sanitizers to the urban migrant laborers during lockdown period.
- We are very proud to be the partners with UNICEF as we are conducting training programs relating personal hygiene where we have imparted the training to the around 6 lakh population.
- With the UNICEF support we have observed International Menstrual Hygiene Management Day on 28<sup>th</sup> May 2020.

## Covid-19 response and preparedness

- In-fact I want to add that we have got appreciation certificate by UNICEF for sensitizing around 6 lakh people on hand wash on the eve of Global Hand Washing Day on 15<sup>th</sup> October 2020.
- We are very thankful to UNICEF for recognizing and appreciation of MEPMA services.
- Since three years we are able to take up WASH interventions, Hand Hygiene interventions along with Menstrual Hygiene Management with the technical support of UNICEF and we want to continue our partnership with the UNICEF in implementing the activities related to the Urban Poor in AP.





*Thank You*