



From Sanitation Helper to Mechanised Sanitation Entrepreneur: How NAMASTE-SUY Helped Neeraj Build a Safer and Self-Reliant Livelihood

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For sanitation workers seeking safer and more sustainable livelihoods, limited access to finance and mechanised equipment can be a major barrier. Timely financial assistance can help them move away from hazardous manual practices, establish independent enterprises and secure dignity at work.

Demonstrating the transformative potential of mechanisation, Neeraj, a 40-year-old resident of Bhikanpur village in Muradnagar, Ghaziabad, Uttar Pradesh, established his own mechanised sanitation service enterprise with support under the Swachhta Udyami Yojana (SUY) component of the NAMASTE Scheme.

Neeraj belongs to the Scheduled Caste (Jatav) community and comes from a financially disadvantaged family. He began working at a young age to support his household and gradually entered sanitation-related work. For several years, he worked as a helper in sewer and septic-tank cleaning operations alongside local sanitation workers and private contractors.

Although continuous hard work gave him valuable experience, the work remained physically demanding, unsafe and poorly paid. He often worked long hours with limited safety arrangements and depended on contractors for irregular employment opportunities.

As the sole earning member of a family comprising his wife and two children, Neeraj faced constant pressure in meeting household expenses, educational costs and healthcare needs. His monthly income of approximately ₹8,000 was insufficient and irregular. He often struggled to pay his son's school fees on time and could not always arrange proper medical treatment for his daughter during illness.

Along with economic hardship, Neeraj faced occupational risks, social stigma and discrimination associated with sanitation work. Limited educational and technical exposure, lack of savings and difficulty in arranging capital prevented him from purchasing modern sanitation machinery and establishing an independent enterprise.

Neeraj aspired to establish his own mechanised sanitation service so that he could work independently, safely and with dignity. He wanted to reduce his dependence on contractors, expand sanitation services in Muradnagar and nearby areas, and provide better education, healthcare and opportunities for his children.

SUCCESS STORY

SWACHHTA UDYAMI YOJANA (SUY)

FROM SANITATION HELPER TO MECHANISED SANITATION ENTREPRENEUR

NEERAJ'S JOURNEY TOWARDS DIGNITY AND SELF-RELIANCE

Bhikanpur, Muradnagar, Ghaziabad, Uttar Pradesh | Age: 40

SC (Jatav) | Mechanised Sanitation Service Operator

FINANCIAL SUPPORT

Loan: ₹7,67,800

Capital Subsidy: ₹4,22,600

Total Project Cost: ₹11,90,400

NEERAJ

Former Sanitation Helper

Year of Support: 2023

FROM HELPER TO ENTREPRENEUR

Mechanisation and financial support created a safer, dignified and sustainable livelihood.

CHALLENGES

Unsafe, physically demanding sewer and septic-tank cleaning work with an income of about ₹8,000 per month.

SCHEME INTERVENTION

SUY support enabled the purchase of three tractors fitted with suction machines.

INCOME TRANSFORMATION

Monthly income increased to approximately ₹30,000-₹40,000 after support.

FAMILY IMPACT

More stable household finances, timely education expenses for two children and improved access to healthcare.

SAFER WORK. | STRONGER FAMILIES. | EMPOWERED LIVES.

A turning point came in 2023 when Neeraj received financial assistance under the Swachhta Udyami Yojana component of the NAMASTE Scheme. The support enabled him to purchase three tractors fitted with suction machines and establish a mechanised sanitation service enterprise.

The total project cost was 11,90,400, comprising a loan amount of ₹7,67,800 and an upfront capital subsidy of 4,22,600. This assistance gave Neeraj access to the vehicles and suction equipment required to undertake sewer and septic-tank cleaning operations independently.

The mechanised equipment significantly improved the safety, efficiency and dignity of his work while reducing dependence on hazardous manual sanitation practices. Instead of working under private contractors, Neeraj now independently manages sanitation operations in Muradnagar and nearby areas of Ghaziabad.

Before receiving assistance, Neeraj earned approximately 8,000 per month as a sanitation helper. After establishing his mechanised enterprise, his monthly income increased to approximately ₹30,000-40,000. Even after paying a monthly EMI of ₹17,149 and meeting operational expenses, he is able to maintain a stable income and support his family more comfortably.

The increase in income has strengthened the family's financial position. Neeraj can now pay his children's educational expenses on time, provide better healthcare and manage household requirements with reduced financial stress. The intervention has also enhanced his confidence, social recognition and dignity as an independent sanitation entrepreneur.

Neeraj's family, which supported and encouraged him through years of hardship, now looks towards the future with renewed hope. He plans to expand his mechanised sanitation services across nearby areas and build a stable and sustainable livelihood for his family.

Neeraj's journey demonstrates how mechanisation and targeted financial assistance can help sanitation workers overcome economic and occupational barriers. His progress stands as an encouraging example of how the NAMASTE-Swachhta Udyami Yojana promotes safety, dignity, self-employment and financial independence.

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