



From Sanitation Worker to Self-Reliant Entrepreneur: Ajay Kumar's Journey under NAMASTE-SUY

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Financial assistance, mechanisation and determination can transform years of practical experience into a sustainable livelihood. With support under the Swachhta Udyami Yojana (SUY), Shri Ajay Kumar has strengthened his sanitation services, increased his income and moved towards a more secure future for his family.

Demonstrating the impact of livelihood support under the SUY component of the NAMASTE Scheme, **Shri Ajay Kumar, a 39-year-old sanitation worker from the Scheduled Caste-Valmiki community, has expanded his mechanised sanitation operations in Ghaziabad, Uttar Pradesh.**

The assistance has enabled him to earn approximately Rs. 30,000-Rs. 35,000 per month while supporting his daughters' education and meeting his mother's continuing medical expenses.

Shri Ajay Kumar is a resident of Rajiv Colony, Mohan Nagar, Ghaziabad, Uttar Pradesh. Owing to his family's weak financial condition, he could continue his education only up to the eighth standard. He understood the need to contribute to the household income from a young age and began working to support his family's responsibilities.

Over time, he became associated with sanitation-related work and acquired practical experience in sewer and septic tank operations. He has worked in sanitation services for several years and currently undertakes tractor and sewer-suction work under the Municipal Corporation Ghaziabad in the Mohan Nagar area, serving nearby localities.

Despite his sustained effort, the income from this work was often insufficient to meet rising household expenses. Limited education, lack of formal technical skills, restricted access to finance and dependence on sanitation work as the family's principal source of livelihood constrained his opportunities for business growth and long-term financial stability.

Even amid these pressures, Shri Ajay Kumar aspired to strengthen his livelihood through self-employment. He wanted to build a stable source of income, provide quality education and better opportunities to his daughters, and care for his family with dignity and confidence.

His responsibilities became more demanding because his mother, who lives with the family, requires regular dialysis. The cost of her treatment, medicines and healthcare added substantially to the family's financial burden. At the same time, he had to support his wife and three daughters and meet the children's educational and household needs.

His wife is a homemaker who manages the household. Their eldest daughter is 13 years old and studies in Class 4, their second daughter is 11 years old and studies in Class 3, and their youngest daughter is three years old. As the sole earning member, Shri Ajay Kumar bears responsibility for the family's daily

expenses, his daughters' education and his mother's medical care.

A significant change came through assistance under the Swachhta Udyami Yojana component of the NAMASTE Scheme of the Ministry of Social Justice and Empowerment, Government of India. He received an upfront capital subsidy to procure a tractor-cum-sewer suction machine and strengthen his sanitation service activities. The financial support was released on 11 October 2021.

SUCCESS STORY

SWACHHTA UDYAMI YOJANA (SUY) UNDER NAMASTE

FROM SANITATION WORKER TO SELF-RELIANT ENTREPRENEUR

SHRI AJAY KUMAR
39 YEARS | GHAZIABAD,
UTTAR PRADESH

**NAMASTE-SUY SUPPORT**

- Project Cost: Rs. 11.34 lakh
- Capital Subsidy: Rs. 4.085 lakh
- Tractor-cum-Sewer Suction Machine





Ministry of
Social Justice and
Empowerment
Government of India

**CHALLENGE**

Limited income, family responsibilities and mother's dialysis expenses.

**SCHEME SUPPORT**

Upfront capital subsidy enabled procurement of mechanised sanitation equipment.

**IMPROVED INCOME**

Now earning Rs. 30,000-
Rs. 35,000 per month.

**FINANCIAL SECURITY**

Saves approximately
Rs. 10,000-Rs. 20,000 per
month after expenses.

“ With better livelihood opportunities, I can support my family, educate my daughters and care for my mother with dignity. ”

MECHANISATION. | **DIGNITY.** | **SELF-RELIANCE.**

The total project cost was Rs. 11,34,000, comprising a loan of Rs. 7,25,500 and an upfront capital subsidy of Rs. 4,08,500. His monthly instalment is Rs. 11,460, and the remaining loan amount is Rs. 1,03,000. The mechanised equipment has helped him improve the efficiency and reach of his work under the Municipal Corporation Ghaziabad in the Mohan Nagar area.

Following the intervention, his monthly income increased to approximately Rs. 30,000-Rs. 35,000. Even after paying the monthly instalment, meeting operating costs and managing household expenses, he is able to save around Rs. 10,000-Rs. 20,000 each month. This improvement has strengthened the family's financial security and raised its overall standard of living.

The increased income has enabled Shri Ajay Kumar to meet household expenses more comfortably, provide better educational support to his daughters and continue bearing the cost of his mother's dialysis and medical care. Access to mechanised equipment has also given him greater confidence and a more stable and dignified livelihood.

Shri Ajay Kumar's journey reflects the transformative impact of timely livelihood assistance for sanitation workers. Through support under NAMASTE-SUY, he has converted years of experience into a stronger self-employment opportunity and continues to work towards a secure future for his daughters and family.

Expressing his satisfaction over the help and support, Shri Ajay Kumar said,

“With better livelihood opportunities, I am now able to support my family, educate my daughters and take care of my mother with dignity and confidence.”

The intervention reflects the Government's commitment to promoting mechanisation, livelihood enhancement, dignity and empowerment among sanitation workers. Shri Ajay Kumar's progress stands as an example of determination strengthened by institutional support and access to productive assets.

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