

From Waste Picking to Economic Security: Ponnuru Sanjeevulu's Journey towards a Better Future

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For nearly two decades, Mr. Ponnuru Sanjeevulu worked as a waste picker in Guntur, earning a modest income that made it difficult to meet his family's basic needs. Timely financial assistance under the Swachhta Udyami Yojana has enabled him to strengthen his livelihood, increase his income and secure better educational opportunities for his children.

Mr. Sanjeevulu, a 34-year-old member of the Scheduled Tribe community, received support for a two-member group project under the Swachhta Udyami Yojana through Navajeevan Organisation. The intervention helped increase his monthly income from approximately ₹8,000 to ₹18,000, enabling him to send his children to an English-medium private school and improve his family's standard of living.

Mr. Sanjeevulu has worked as a waste picker in the Guntur Municipal Corporation for the past 19 years. He works six days a week and earns approximately ₹150 to ₹200 per day. Born into an extremely poor family, he began accompanying his parents in waste-picking activities at an early age instead of attending school and consequently remained illiterate.

Low and uncertain earnings left him struggling to meet household expenses and provide better opportunities for his children. His family lived in an urban slum with limited access to basic amenities and essential services. As a member of the Scheduled Tribe community, he also experienced social discrimination, exclusion and limited opportunities for socio-economic advancement.

SUCCESS STORY

SWACHHTA UDYAMI YOJANA (SUY)

**FROM
WASTE PICKING
TO ECONOMIC
SECURITY**

PONNURU SANJEEVULU

34 YEARS | SCHEDULED TRIBE | GUNTUR
WASTE PICKER | 19 YEARS OF SERVICE



 Ministry of
Social Justice and
Empowerment
Government of India

 **CHALLENGE**
Low income and social exclusion made it difficult to meet household needs and educate his children.

 **SUY SUPPORT**
Two-member project:
₹16,99,952; loan ₹10,24,964;
capital subsidy ₹6,74,988.

 **POSITIVE CHANGE**
Monthly income increased
from ₹8,000 to approximately
₹18,000.

 **IMPACT**
Better living standards,
savings and English-medium
education for his children.

“ The support increased my income and helped me provide better education and a secure future for my children. ”

DIGNITY. | SECURITY. | OPPORTUNITY.

Despite these difficulties, Mr. Sanjeevulu aspired to achieve financial stability, create savings for future needs and ensure that his children received the quality education that he had been denied. His wife is a homemaker, and the family depended largely on his earnings from waste-picking activities.

Financial support in the form of upfront capital subsidy under the Swachhta Udyami Yojana of the National Safai Karamcharis Finance and Development Corporation reached him through Navajeevan Organisation on 19 June 2023. The two-member group project had a total cost of ₹16,99,952, comprising a loan amount of ₹10,24,964 and a capital subsidy of ₹6,74,988.

The assistance enabled Mr. Sanjeevulu to enhance his livelihood opportunities and earn approximately ₹10,000 in additional income every month. His total monthly income consequently increased from around ₹8,000 to approximately ₹18,000. The higher earnings have made it easier for the family to meet household expenses, build savings and plan for the future.

Today, Mr. Sanjeevulu is able to provide English-medium education to his children in a private school and ensure a better standard of living for his family. The intervention has strengthened his financial security, dignity and confidence, helping him move towards a more stable and prosperous future.

Commenting on the help and support Mr. Sanjeevulu said **"The assistance under the scheme has increased my income and improved my family's living conditions. I can now provide English-medium education to my children and save for their future. The support has given me confidence and hope for a better life."**

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