



A Success Story under NAMASTE

From Sanitation Workers to Mechanised Service Entrepreneurs

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Access to financial assistance and modern equipment creates new opportunities for sanitation workers to improve their livelihoods and achieve financial independence.

The journey of T. Ravi Kumar, P. Sekhar, T. Nikhil and E. Ailaiah from Nellore, Andhra Pradesh, demonstrates how collective entrepreneurship and mechanisation can help sanitation workers build sustainable livelihoods while promoting safer and more efficient sanitation services.

The four beneficiaries were engaged in sanitation work and aspired to improve their income and working conditions by adopting mechanised sanitation services. However, the high cost of modern equipment, coupled with limited access to finance, made it difficult for them to purchase machinery individually. Despite their experience in the sanitation sector, financial constraints restricted their ability to expand their livelihood opportunities and achieve greater economic stability for their families.

A significant change began when the beneficiaries attended an awareness camp organised by the Nellore Municipal Corporation, where they learned about the Swachhta Udyami Yojana (SUY) under the NAMASTE Scheme. The scheme opened up an opportunity for them to pursue their shared goal of establishing a mechanised sanitation service through a group project. With financial assistance in the form of a bank loan and upfront capital subsidy, they procured a Mini Jetting Machine to undertake mechanised sewer and septic tank cleaning services.

The total project cost was Rs 35.85 lakh, of which Rs 21.89 lakh was financed through a bank loan and Rs 13.96 lakh was provided as capital subsidy. This support enabled the beneficiaries to overcome the initial financial barrier and acquire modern sanitation equipment that would otherwise have remained beyond their individual means.

SUCCESS STORY

FROM SANITATION WORKERS TO MECHANISED SERVICE ENTREPRENEURS: A SUCCESS STORY UNDER NAMASTE

Four sanitation workers from Nellore, Andhra Pradesh – T. Ravi Kumar, P. Sekhar, T. Nikhil and E. Ailaiah – turned their experience and determination into a successful entrepreneurial venture under the Swachhta Udyami Yojana (SUYY) of the NAMASTE Scheme. With financial assistance, modern equipment and assured work opportunities, they now provide mechanised sanitation services and have built a more secure future for their families.



Government of India
Ministry of Social Justice
and Empowerment
Department of Social Justice
and Empowerment



ABOUT THE BENEFICIARIES

Name : T. Ravi Kumar, P. Sekhar,
T. Nikhil and E. Ailaiah
State/UT : Andhra Pradesh
District : Nellore



THE VISION

To empower sanitation workers
through access to finance, modern
equipment and collective entrepreneurship
for sustainable livelihoods and
improved sanitation services.



*"The NAMASTE Scheme gave us the opportunity,
now we have the means to build a better future."*

— T. Ravi Kumar & Team



FINANCIAL SUPPORT

Total project cost: ₹35.85 lakh
Bank loan: ₹21.89 lakh
Capital subsidy: ₹13.96 lakh



MODERN EQUIPMENT

Procured a Mini Jetting Machine
for mechanised sewer and septic
tank cleaning services.



ASSURED WORK

Nellore Municipal Corporation
engaged the group's equipment on a
long-term basis with monthly hiring
charges of approximately ₹78,500.



INCOME & LIVELIHOOD

Each member now earns
approximately ₹37,000 per month
after meeting operational expenses.



GREATER IMPACT

Improved financial stability, safer and
more efficient sanitation services and
enhanced occupational dignity.

CLEANER CITIES. HEALTHIER COMMUNITIES. STRONGER LIVELIHOODS.

Date: 19.10.26

Following the procurement of the machine, the Nellore Municipal Corporation engaged the group's equipment on a long-term basis, with monthly hiring charges of approximately Rs 78,500. This arrangement provided a regular source of revenue and created a more sustainable livelihood opportunity for all four beneficiaries. After meeting operational expenses, each group member now earns approximately Rs 37,000 per month, significantly strengthening their financial position and ability to meet household needs.

The intervention has enabled the beneficiaries to move beyond the limitations of traditional sanitation work and become owner-operators of mechanised sanitation equipment. Their improved earnings have contributed to greater financial stability, while access to mechanisation supports safer and more efficient sanitation operations. The opportunity to work collectively has also demonstrated the value of group entrepreneurship in overcoming financial barriers and creating sustainable livelihood opportunities.

Supported during 2021-22, the group's journey reflects the transformative potential of the Swachhta Udyami Yojana under NAMASTE. By facilitating access to capital, modern equipment and assured work opportunities, the initiative has helped T. Ravi Kumar, P. Sekhar, T. Nikhil and E. Ailaiah strengthen their livelihoods, enhance their occupational dignity and work towards a more secure future for their families. Their success illustrates how targeted financial assistance and mechanisation can empower sanitation workers to become entrepreneurs while contributing to improved sanitation services.

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