

OFFICE OF THE MUNICIPAL COUNCIL
SRI VIJAYA PURAM

Press Note

The Ministry of Housing and Urban Affairs, Govt of India, in collaboration with Urban Local Bodies (ULBs), has launched an extensive outreach drive under Mission D-JAY(S) to address the occupational, social, and residential vulnerabilities faced by urban poor communities. As per operational guidelines, the District Level Committee (DLC), chaired by the District Magistrate/District Collector and supported by the District Mission Management Unit (DMMU), will oversee and guide the implementation of Mission activities at the field level, ensuring convergence with various government schemes for the urban poor.

The Mission adopts a holistic and inclusive approach, focusing on six identified vulnerable occupational groups (VOGs):

- **Domestic Workers:** watchman/security guards, cooks, gardeners, cleaners, drivers, pet care workers, laundry washers
- **Waste Workers:** ragpickers, sweepers, garbage collectors, desludging vehicle operators, public/community toilet cleaners, septic tank and sewer cleaners
- **Construction Workers:** electricians, carpenters, plumbers, masons, coolies/mazdoors, site cleaners, welders, blacksmiths, rajmistris, painters, loaders/unloaders
- **Gig Workers:** delivery agents (e.g., Swiggy, Zomato, Amazon, Flipkart), platform-based health, wellness, repair, and maintenance workers, ride-sharing professionals (e.g., Rapido, Uber)
- **Care Workers:** anganwadi workers and helpers, ASHA workers, auxiliary nurse midwives (ANMs), elderly care providers, home health care and childcare workers
- **Transportation Workers:** cycle rickshaw pullers, e-rickshaw/battery rickshaw drivers, auto drivers, cart pullers, auto-cargo carrier drivers

Mission D-JAY(S) aims to empower these groups by strengthening community institutions, promoting employment opportunities, creating social infrastructure, providing social security and entitlements, and fostering innovation and collaboration.

Residents falling within the above categories are encouraged to contact the Urban Poverty Alleviation Cell, Sri Vijaya Puram Municipal Council for details about enrollment and eligibility.

Project Officer(i/c)
Sri Vijaya Puram Municipal Council

Copy to:

1. The Director, Doordarshan, Sri Vijaya Puram, with the request to arrange telecast of the above press note.
2. The Deputy Director (News), RNU, AIR, Port Blair, with the request to arrange broadcast of the above press note in regional news bulletins.
3. The Chief Editor, the Daily Telegram, Govt Press, Port Blair with the request to publish the above press note for consecutive two days w.e.f 27/10/2025 and 28/10/2025. (Soft Copy of the press note is also attached)

Copy also forwarded to – 1. The PA to Secretary, SVP MC for kind information of the Secretary.