

SM & ID is one of the major components of DAY-NULM. Similarly, establishment of City Livelihood Centre (CLC) for each ULB is a main sub-component of SM & ID.

Hon'ble MIC, MA & UD Deptt. has kindly approved the establishment of City Livelihood Centre (CLC) for 29 (twenty nine) ULBs under DAY-NULM (the list of 29 ULBs is placed in the file at Flagged- 'A') vide U.O. No. 461/16 dt. 09.07.2016.

Inauguration date of all 29 CLCs has been fixed on 15th August, 2016. It has also been approved that wide publication will be made in all the leading newspapers on the day of inauguration ceremony on 15th August, 2016.

The name of each City Livelihood Centre (CLC) under DAY-NULM has been proposed which may kindly be seen at Flagged - 'B' in this file.

S. P. DAS
Comm. Smd
22.7.16

H. D. DIXIT

Proposed above may kindly be perused.
As approved 29 NULM ULBs are preparing for inauguration of their CLC on 15th August 2016 in a fanfare fashion.

As approved the inauguration will be advertised at different State Dailies both in English & Bengali.
In this respect :-

- ① Name of the news paper may be fixed.
- ② Matter of advertisement in Flag-B may be approved.
- ③ Any suitable Bengali name may be approved for CLC. Some suggestions are made in Flag-A
- ④ Mo. HOPA, GOI may be informed about the inauguration

Director

22/7/16

Proposal at 'A' propose for inauguration of 29 nos. City Lichhad Centre under DAY-RULM on 15th August with an advertisement at state level and other activities at UCR level may be considered. A draft advt. matter is placed under Flag-'B' for approval.

Secretary, MA Dept
& Chairman, SUDA

WJ
20/8/16

Contd to next page

Regarding establishment of City Livelihood Centre for the ministry approval for Advertisement and Specific Name .

29 proposal from 29 ULB have been sanctioned till date. Now we have to plan for inauguration of CLC on 15.8.2016 .

As per the approval of the 11.7.2016 of the department the following steps should be taken . now we have to arrange for the "**SPECIFIC NAME**" of CLC . and "**ADVERTISING**" on the NEWS paper . and **TABLEAU** for the 15th august .

1. The suggested name are attached here with .
2. Advertising of CLC is in the leading NEWS Paper are decided by the department . The rate of the different NEWS papers are follows . :-

Total **9 leading paper** are here . So it is urgent to decide that CLC Advertisement may be publish in either all NEWS PAPERS or few selected NEWS PAPERS . if it is only for few NEWS PAPERS , then it also be decided that how many papers and the name of the papers . .

The ADVERTISEMENT Rate Chart on HALF Page and Quarter Page are below.

The HALF Page Estimate :-

Ref. Estimate for COLOUR display advertisement

Publication	Size (WxH)	Rate Sq.cm	Amount
Sangbad Pratidin	33cm x 25cm	431.25	3,55,781.25
Aajkaal	33cm x 25cm	211.31	1,74,330.75
Bartaman	33cm x 25cm	566.35	4,67,238.75
Ei-samay	32.9cm x 25cm	431.25	3,54,703.13
Khabar 365din	33cm x 25cm	215.63	1,77,894.75
The Times of India	32.9cm x 25cm	1,449.00	11,91,802.50
The Millenium Post	33cm x 25cm	345.00	2,84,625.00
Akhbar e-mashriq	33.3cm x 25cm	301.88	2,51,315.10
Sanmarg	33cm x 25cm	150.94	1,24,525.50
Total			33,82,216.73
Add. Service Tax 2.25%			76,099.88
Total			34,58,316.61

The QUATER Page Estimate :-

Ref. Estimate for COLOUR display advertisement

Publication	Size (WxH)	Rate Sq.cm	Amount
✓ Sangbad Pratidin	16.3cm x 25cm	431.25	1,75,734.38
✓ Aajkaal	16.3cm x 25cm	211.31	86,108.83
Bartaman	16.4cm x 25cm	566.35	2,32,203.50
✓ Ei-samay	16cm x 25cm	431.25	1,72,500.00
✓ Khabar 365din	16.3cm x 25cm	215.63	87,869.23
The Times of India	16cm x 25cm	1,449.00	5,79,600.00
The Millenium Post	16cm x 25cm	345.00	1,38,000.00
✓ Akhbar e-mashriq	16.3cm x 25cm	301.88	1,23,016.10
✓ Sanmarg	16.3cm x 25cm	150.94	61,508.05
Total			16,56,540.09
Add. Service Tax 2.25%			37,272.15
Total			16,93,812.24

~~3. TABLEAU for the 15th august may be Planned and Designed.~~

The Proposal submitted for your Kind perusal and Signature.

S.P. Das 28.7.16
Soma Parui Das

SMM-SM&ID
2

J. Disector

regarding opening of CLC in different ULB on 15th August
proposal at point ① & ② NSP - 3 & 4 regarding
advertisement and name of newspaper may be approved
by HMIC, if agreeable.

Director
FA

Pl. offline
28/07/16

28/07/16

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NOTE SHEET

SUDA

All advertisement cases are being sent to HMC for his kind approval.

Hence, this file may also be sent to MA. Dept. for the purpose.

Director

29/07/16

Proposal at 'A' pre-page for inauguration of 29 nos. City Livelihood Centres under DAY-NULM on 15th August with an advertisement at state level and other activities at ULB level may kindly be approved. A draft advertisement matter is placed under flag-B.
If approved, we may publish advertisement in the daily newspapers mentioned at 'C' at NRD-4 and cost of advt. may be borne out of DAY-NULM fund.

WT
29/7/16

Secretary MA Dept
& Chairman, SUDA

HMC may fix a date for opening of 29 City Livelihood Centres in ULBs after 15th Aug 2016.

(2) If agreed, half page colour Advt will be released in BCCA approved list of newspapers. Design of Advt and contents will be placed again.

02.08.2016

HMC
Dy. Secy
SUDA
29/7/16

WT
2/8/16



Contents to the advertisement of City Livelihood Centre are replaced here.

Tag-A The content with half page with the image of the Hon'ble Chief Minister

The draft copy is placed here for the approval of the department.

Proposal Submitted for your Kind approval and signature

S.P.D.
SMM-SMID
Soma Parui das

Director

Approval for advertisement in daily news paper on the occasion of opening of City Livelihood Centre ^{on 15th August} in DAY-NULM at MSP-5 may kindly be perused.

As desired, a draft matter of advertisement is placed herewith for kind approval.

Approval on N/S.

WT
8/8/2016

Date may be fixed for opening of City Livelihood Centres.

8/8/16

Secretary, MA Deptt
& Chairman, SUDA

J.O. No. SUDA: 573 / 14
Dated: 08-08-16

Pt. 29/2015 (P/III)

MA
SUDA

9/8/16

9/8/16

SMM (SMID)



Report of 28 City Livelihood Centre (CLC) for GOI.

28 ULBs has been inaugurated on 15th august 2016 . Now the report of city livelihood centre (CLC) has to be sent to the Govt of India .

The draft copy of Detailed Report of CLC has placed here .

The proposal has been placed for your kind approval .

S. P. Das

Soma Parui Das
SMM-SM&ID

~~JA Director~~

A we may send the report to GOI as a success story. May be approved.

31.7.16

~~Director~~

As proposed at 'A' above, compiled report on CLC may be sent to Ministry of HUDA, GOI, if approved.

31.08.2016

Secretary, MA Dept
& Chairman, SUDA

UO no 773/16

dt 4.10.16

Fto - 39/2019

04.10.2016

~~Director SUDA~~

~~JSD(SD)~~
S. P. Das
SMM (SM&ID)

After the approval of Ministry of CLC Report, Govt. of West Bengal has to be send the Report copy to the Govt. A video of CLC also be send to the Govt. of India.

The Draft letter copy with Report and C.D is placed here.

Proposal submitted for your kind approval and signature.

S.P. Das
SAM-SMID
2.11.16

Jt. Director.

Draft forwarding letter to showcase our success in CLC operationalization. to be signed.

3/11/16

~~Director~~

~~J.S.~~

Rectified draft placed for signature.

WT 3/11/16

3/11/16

~~Director~~

~~J.S.~~

WT 4/11/2016

Regarding establishment of City Livelihood Centre

29 proposal from 29 ULB have been sanctioned till date. Their 1st instalment fund also been released. In this sanction the 29 CLC need to be made functional and operational.

29 Approved CLCs are

SI No.	Name of the ULB	SI No.	Name of the ULB
1	Krishnagar Municipality	16	Naihati Municipality
2	Madhyamgram Municipality	17	North Barrackpore Municipality
3	Hoogly Chinsurah Municipality	18	Bankura Municipality
4	Haldia Municipality	19	Asansole Municipality
5	Bhatpara Municipality	20	Uluberia Municipality
6	Serampore Municipality	21	Berhampore Municipality
7	Tamralipta Municipality	22	Nabadwip Municipality
8	Alipurduar Municipality	23	Kamarhati Municipality
9	Englishbazar Municipality	24	Kharagpur Municipality
10	Kalyani Municipality	25	Purulia Municipality
11	Barasat Municipality	26	Uttarpara Kotrung Municipality
12	Barrackpore Municipality	27	Bongaon Municipality
13	Basirhat Municipality	28	Balurghat Municipality
14	North Dum Dum Municipality	29	Jalpaiguri Municipality
15	Medinipur Municipality		

Following proposals are made to make them operational.

- i) All the CLC may be inaugurated on 15th August 2016.
- ii) CLC may be run by registered organisation like Area level federation / City level federation.
- iii) The Executive Committee (EC) at the Municipal Corporation / Municipalities formed under NULM will review and supervise overall functioning of the CLC
- iv) ULBs to ask register all service provider including SHGs for initiation of the centre.

NOTE SHEET



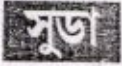
- v) For collection of data of individual service provider and SHG ULB may be allowed to engaged contract agency. We may provide fund to them on demand basis for the same job.
 - vi) One Toll Free no may be installed at each CLC as arranged by SUDA for free communication.
 - vii) One bank A/c in the name of CLC may be opened to be run jointly by one representative from the organisation running CLC and one from ULB preferably EO of the ULB.
 - viii) CLC management committee as per following may be constituted. CLC management committee clearly described in the Operational Guideline of CLC.
 - ix) Task will be listed by the ULB specific.
 - x) ULB will Operationalize as per Operational guideline and MoA of CLC
- a. Planning for Inauguration of the Programme throughout 29 ULBs may be made by ULB.
 - b. ULB will arrange a Mass Communication programme for the selected ULB before starting.
 - c. Newspaper ad* may be given on the day of inauguration of the programme.
 - d. A letter should be issued to the all 29 ULBs to arrange inauguration programme on 15th August 2016.
 - e. All Municipality to be informed to arrange for Rally, Programme, etc. on inauguration day.

Put up for approval please.

If approved all concerned will be informed accordingly.

S.P. Das
Soma Parui Das
SMM-SM&ID
8.7.16

~~Director~~
 A }
 ① Proposal A & B at NSP-18 regarding approval of Draft MOA to be signed between ULB and ALF to be engaged to run the CLC.
 and ② Proposal (i) to x) at NSP-19 & 20 regarding operationalization of CLC may be approved.
 when 8/7/16
~~Director~~



NOTE SHEET

- 21 -



Proposal to install Toll Free Numbers at CLCs

It appears that each CLC need a Toll Free number to install for communicating with urban poor beneficiaries. After considering major vendors in the market - Airtel, Tata Docomo, Vodaphone followings are the observation.

1. BSNL is the only service provider having ability to install Toll Free numbers across the state.
2. Considering BSNL, Each CLC need to apply for a BSNL Land line number.
3. Charges for Toll Free Number are as follows
 - a. Initial Security Deposit - Rs. 10000
 - b. Initial Service charges with tax - Rs.3500
 - c. Monthly Rental - Rs. 1000
 - d. Monthly Charges of Number of calls received by called party
4. Application need to be submitted at circle office only with respect to CLC location.
5. All application for the Kolkata circle will be submitted at BSNL Bhaban , BBD Bag, Kolkata -1.
6. Application format attached herewith.

Above proposal submitted for your kind perusal and signature thereafter.
Submitted

Amit Chaudhuri

Amit Chaudhuri
SMM-MIS&ME

08/07/16

M-SM/D,
BSUM

B }

Proposed above regarding installation of Toll Free no at each CLC for operational necessity may be approved.

[Signature]
5/7/16

~~Director~~

Note above and pre-pages. Proposal at 'A' of MSP-20 regarding draft MoA for operationalisation of City livelihood Centre (CLC) under NULM and proposal at 'B' above for installation of Toll free Number at CLCs may kindly be approved.

[Signature]
8/7/16

Secretary, M.A. Deptt
Chairman, SUDA

O.No. SUDA: 461/16

Dated: 4-07-16

Pln 39/2013

We may agree.

[Signature]
09.7.16

~~MATC~~
~~SUDA~~

[Signature]
SMM (SMID)
11/7/16

[Signature]
11/7/16