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# Hooghly-Chinsurah Municipality

Mahendra Mitra Road, Pipulpati, PO & Dist. - Hooghly, West Bengal.

Tel.: (033) 2680-2899/2319, TeleFax. (033) 2680-6091

Website:-www.hcm.net.in & E-mail id:-Hooghch@yahoo.com



Memo no. 4861 /NULM

Dated 23/10/19

From: - The Chairman,  
Hooghly Chinsurah Municipality,

To: - The Director, SUDA  
&  
State Mission Director, WBSULM  
ILGUS BHAVAN, HC Block, Sector- III,  
Bidhannagar, Kolkata- 700106,

Subject: - Submission the detail project report and estimate of Hooghly Chinsurah Swanirbhar Gosthi Mela, 2020 (7 days) in Hooghly Chinsurah Municipality for approval and fund requisition (Rs. 731000.00) under WBSULM, innovative & SMID sub-component.

Respected Madam,

This is to inform you that we are going to organize seven days Self Help Group Mela (Named- Hooghly Chinsurah Swanirbhar Gosthi Mela, 2020) at Chinsurah Maidan (Middle Ground opposite of Lal Dighi) under Hooghly Chinsurah Municipality, WBSULM Programme from 20.01.2020 to 26.01.2020. Target groups of the seven days programme are SHG Members of Urban Poor, all stake holders of DAY NULM of Hooghly Chinsurah Municipality and representative of Urban Poor SHGs member of other ULBs. The expected outcomes of the programme are market linkage of SHG made product, alternative livelihood promotion of urban poor SHG family of Hooghly Chinsurah Municipality and other ULBs as well as capacity building of all SHGs of Hooghly Chinsurah Municipality under NULM regarding market linkage, market policy, trade policy and alternative livelihood options.

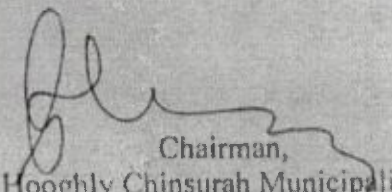
Last three consecutive years we have organized the Swanirbhar Mela at the same venue and that was extremely successful. In the previous Swanirbhar Mela representatives (SHG Member) of ten ULBs and three GPs participated. We are very much glad to inform you that we have extended the duration of the current year Swanirbhar Mela from four days to seven days.

In this regard you are requested to take all necessary action to approve the said programme and allot the required fund for meeting up the execution cost. I also inform you that your suggestion, cooperation as well as priceless presence in every concern area are desirable to us.

Yours Faithfully

Enclosure – Details Project Report for Hooghly Chinsurah Swanirbhar Gosthi Mela, 2020.  
Previous Year Allotment Order



  
Chairman,  
Hooghly Chinsurah Municipality  
Chairman  
Hooghly Chinsurah Municipality



### NOTE SHEET



Sub: Expenditure in SHG fair of Hooghly-Chinsurah Municipality.  
Ref. No. 601/NULM dt. 05/02/19 of Hooghly-Chinsurah Municipality.

Apropos of approval and subsequent fund release order in NSP- 28 to 30 may kindly be perused.

Under above memo Hooghly-Chinsurah Municipality has submitted the actual expenditure of the "Hooghly Chinsurah Swanirbhar Gosthi Mela, 2019" (flagged-X) with a brief report of the said fair(flagged-Y) to this office and requested to release of 50% fund on actual expenditure of the fair.

It is observed in their report that 79 Self Help Groups from different Urban Local Bodies and Departments had participated in the fair. During fair period (7 days ) the sale amount of SHG products has reached to Rs. 5,98,800/-.

Hence, as approved earlier, we may release 50% fund of fair expenditure, which comes to Rs. 3,30,995/- on actual expenditure, i.e. Rs. 6,61,990/- to Hooghly-Chinsurah Municipality on account of IEC promotion of NULM programme.

Put up and submitted.

*FA*  
13/03/19

Discretion at NSP 29 may kindly be recalled.  
Rs Three lakh only (3 lakh) may be released if approved

*[Signature]*  
13/03/19

Proposal at 'x' above may be approved.

*[Signature]*  
02/04/19

02/04/19

*[Signature]*  
02/04/19

*[Signature]*

*30.03.2019*  
*[Signature]*

*AMD*  
*NULM*  
*[Signature]*

*F.O. SUDA*  
*AMD*  
*[Signature]*  
05/04/19



~~Acct, MULM~~

Pl. process.

Date 09.04.19

for per order and orders of per page

As approved by Director, SUDA and Jt Director, SUDA  
of page + 34, to transfer the fund to Hoagley  
Chiswick municipality in respect of franchise  
contract year 2019, a transfer order amounting to  
Rs. 3,00,000.00 (Rupees three lakh) only have been  
prepared and placed herewith for signature of  
Finance officer, SUDA and Finance officer, SUDA please  
for onward transmission to State Bank of India,  
Salt Lake Sec-1 Branch for electronic transfer of  
funds.

~~FO, SUDA~~

Preparation.  
09.04.2019.

~~FO (PAS)~~

Signed.

Date 09.04.19

Date 11.04.19

~~FO, SUDA~~

Memoandum no. SUDA-2019/17 (part-111)/3339 dated. 09.04.19  
regarding fund release under IEC of PAT-MULM  
have been prepared and placed herewith for  
signature of FO, SUDA please.

Preparation.  
09.04.2019.

Signed.

Date 11.04.19

# Hooghly-Chinsurah Municipality

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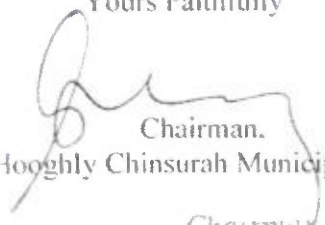
Website:-www.hcm.net.in & E-mail id:-Hooghch@yahoo.com

## Actual Expenditure for Hooghly Chinsurah Municipality, 2019

Sl. No.	Expenditure Head	Actual Expenditure in Rs.
1	Temporary Pandel & necessary decoration	195500.00
2	Sound & Eclectic	172000.00
3	Refreshment for stall participant, mela volunteers, VIP, Recourse person for seven days and SHG member for opening rally	132000.00
4	Cultural Programme	42000.00
5	Printing flex & others- for Advertisement and IEC	65000.00
6	Electric Permission from WBSEDCL	20890.00
7	Permission for Fire and Emergency services	2500.00
8	Fire Extinguishers Charges	3600.00
9	Award Ceremony	9000.00
10	Inauguration ceremony	4500.00
11	Documentation cost	15000.00
	Total	661990.00

Total six lakh sixty one thousand nine hundred ninety only.

Yours Faithfully

  
Chairman,  
Hooghly Chinsurah Municipality

Chairman  
Hooghly Chinsurah Municipality

# Hooghly-Chinsurah Municipality

Mahendra Mitra Road, Pipulpat, PO & Dist. - Hooghly, West Bengal.

Tel: (033) 2680-2899, 2319, Telex: (033) 2680-6091

Website: www.hcm.ncl.in & E-mail id: Hooghly@yahoo.com

Memo no. 601 / NULM

From: - The Chairman,

Hooghly Chinsurah Municipality.

To: - The Director, SUDA

&

State Mission Director, WBSULM

ILGUS BHAVAN, HC Block, Sector-III,

Bidhannagar, Kolkata-700106.

Reference letter from your end- vide memo no. -SUDA-201/97(Part-II)/1766, dated-18.01.2019

Subject: - Fund requisition for Hooghly Chinsurah Swantibhar Goshti Mela, 2019 (7 days) in Hooghly Chinsurah Municipality under WBSULM, innovative & SMID sub-component (RS. 3,30,995,00)

Respected Madam,

This is to inform you that we have organized seven days Self Help Group Mela (Named- Hooghly Chinsurah Swantibhar Goshti Mela, 2019) at Chinsurah Maidan (Middle Ground opposite of Lal Dighi) under Hooghly Chinsurah Municipality, WBSULM Programme from 22.01.2019 to 28.01.2019. Target groups of the four days programme are SHG Members of Urban Poor, all stake holders of DAY NULM of Hooghly Chinsurah Municipality and representative of Urban Poor SHGs member of other ULBs. The expected outcomes of the programme are market linkage of SHG made product, alternative livelihood promotion of urban poor SHG family of Hooghly Chinsurah Municipality and other ULBs as well as capacity building of all SHGs of Hooghly Chinsurah Municipality under NULM regarding market linkage, market policy, trade policy and alternative livelihood options.

In connection with your reference letter, we are claiming the 50% of the actual expenditure i.e. Rs. Three lakh thirty thousand nine hundred ninety five only. Rs. 3,30,995.00 (Total expenditure-661990.00 @ 50% = 3,30,995.00). The actual expenditure of the Hooghly Chinsurah Swantibhar Goshti Mela, 2019 is attached herewith.

In this regard you are requested to allot necessary fund to meet up the expenditure regarding Hooghly Chinsurah Swantibhar Goshti Mela, 2019 as early as possible.

Enclosure - Actual Expenditure of the Fair & Report of the Fair

Yours Faithfully

Chairman,

Hooghly Chinsurah Municipality

Chairman

Hooghly Chinsurah Municipality

T.S. Dutta



# WEST BENGAL STATE URBAN LIVELIHOOD MISSION

(Under Municipal Affairs Department, Government of West Bengal)

"ইলগাস ভবন", এইচ-সি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা ৭০০ ১০৬, পশ্চিমবঙ্গ।

"ILGUS BHAVAN", H-C Block, Sector-III, Bidhannagar, Kolkata 700 106, West Bengal.

SUDA-201/97(part-III)/ 3339

Date: 11/04/2019

## Memorandum

Release of fund to Hooghly Chinsurah Municipality for Swanirbhar Gosthi Mela under IEC of DAY-NULM

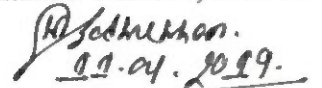
Funds are shown herein are being released electronically in favour of Hooghly Chinsurah Municipality for Hooghly Chinsurah Swanirbhar Gosthi Mela under IEC of DAY-NULM.

Sl No.	Name of Payee	Amount (In Rs.)	Payees Bank Details
01.	Hooghly Chinsurah Municipality	300000	Union Bank Of India, Chinsurah Branch, A/C No. 529302010007199, IFS Code. UBIN0552933

The release is also subject to the following conditions:

- The fund should be utilised only for the purpose for which it is released.
- Works for the released amount should be executed strictly as per scheme Guidelines.
- The amount released herein should be kept in the dedicated Bank Account for NULM maintained by the ULB.
- A subsidiary Cash Book should be maintained for keeping accounts (deposits and withdrawals) of funds.
- Money receipt in Form 42 may be sent immediately after receipt of the online transfer.

  
Finance Officer, SUDA

  
11.04.2019.

দুরভাষ: ২৩৫৮ ৬৪০৩/৬৪২১/৫৭৬৭, ফ্যাক্স : ২৩৫৮৫৮০০

Tel: 2358-6403/6421/5767, Fax: 2358-5800, E-Mail: [wbsulm@gmail.com](mailto:wbsulm@gmail.com)

SUDA-201/97(pt-III)/ 3339 / 2(4).

11.04.2019

Copy for information to:

1. The chairman Hooghly Chinsurah Municipality.

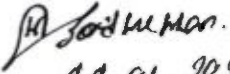
He/she is requested to verify the respective Bank Account of the ULB in respect of NULM that the sanctioned amount has duly been credited. For any discrepancy, he/she is requested to report the same immediately to SUDA.

2. Joint Director (JD), SUDA.

3. F.A., SUDA.

4. Cashier, SUDA.

  
Finance Office, SUDA

  
11.04.2019.

11.04.2019.





# রাজ্য নগর উন্নয়ন সংস্থা

**SUDA**

## STATE URBAN DEVELOPMENT AGENCY

‘ইলগাস ভবন’, এইচ-সি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ  
“ILGUS BHAVAN”, H-C Block, Sector - III, Bidhannagar, Kolkata - 700 106, West Bengal

**SUDA-201/97(part-III)/3317**

ক্রমিক নং .....

তারিখ ..... **09.04.2019**

From : Director, SUDA


To : The Manager,  
State Bank of India,  
Salt Lake City, Kolkata - 700 091.**Sub: Electronic Transfer of Fund debiting this office  
Current Account No. 34061121921****IEC under NULM**

Sir,

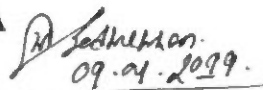
You are requested to kindly arrange for electronic transfer of funds as per details given below debiting the amounts from this office Current Account No. **34061121921** lying with your branch in respect of **IEC DAY-NULM**.

Sl. No.	Name of Payee	Amount (In Rs.)	Payees' Bank Details
01	Hooghly Chinsurah Municipality	3,00,000.00	Union Bank Of India, Chinsurah Branch, A/C No. 529302010007199, IFS Code. UBIN0552933
TOTAL		3,00,000.00	
(Rupees three lakh only)			

  
(Md Asif Sardar)  
Finance Officer  
SUDA

  
(Petrus Anuranjan Soreng)  
Finance Officer  
SUDA

SUDA

  
09.04.2019

দূরভাষ : ২৩৫৮ ৬৪০৩ / ৫৭৬৭, ফ্যাক্স : ২৩৫৮ ৫৮০০

Tel : 2358 6403/5767, Fax : 2358 5800, E-mail : wbsudadir@gmail.com

Account Section : 2358 6408



# HOOGHLY CHINSURAH MUNICIPALITY

Detail Project Report for Hooghly Chinsurah Swanirbhar Gosthi  
Mela, 2020



Submitted by



Hooghly Chinsurah Municipality

WBSULM Department

### Introduction to Hooghly Chinsurah Municipality:

Hooghly was found by the Portuguese in 1537 following the decline of Satgaon, the then mercantile capital of Southern Bengal. Later it has passed into British hands. On the other hand, Chinsurah was an important 17th century Dutch settlement. Although in 1656, the Dutch had built a factory there in Chinsurah and organized the town as their trading center in 1795. During the Napoleonic war, the settlement was occupied by a British garrison. Again during the peace process of 1814, Chinsurah was given back to the Dutch. But finally, Chinsurah, like other Dutch settlement in India were passed onto the British in 1825 in exchange for their possession in Sumatra.

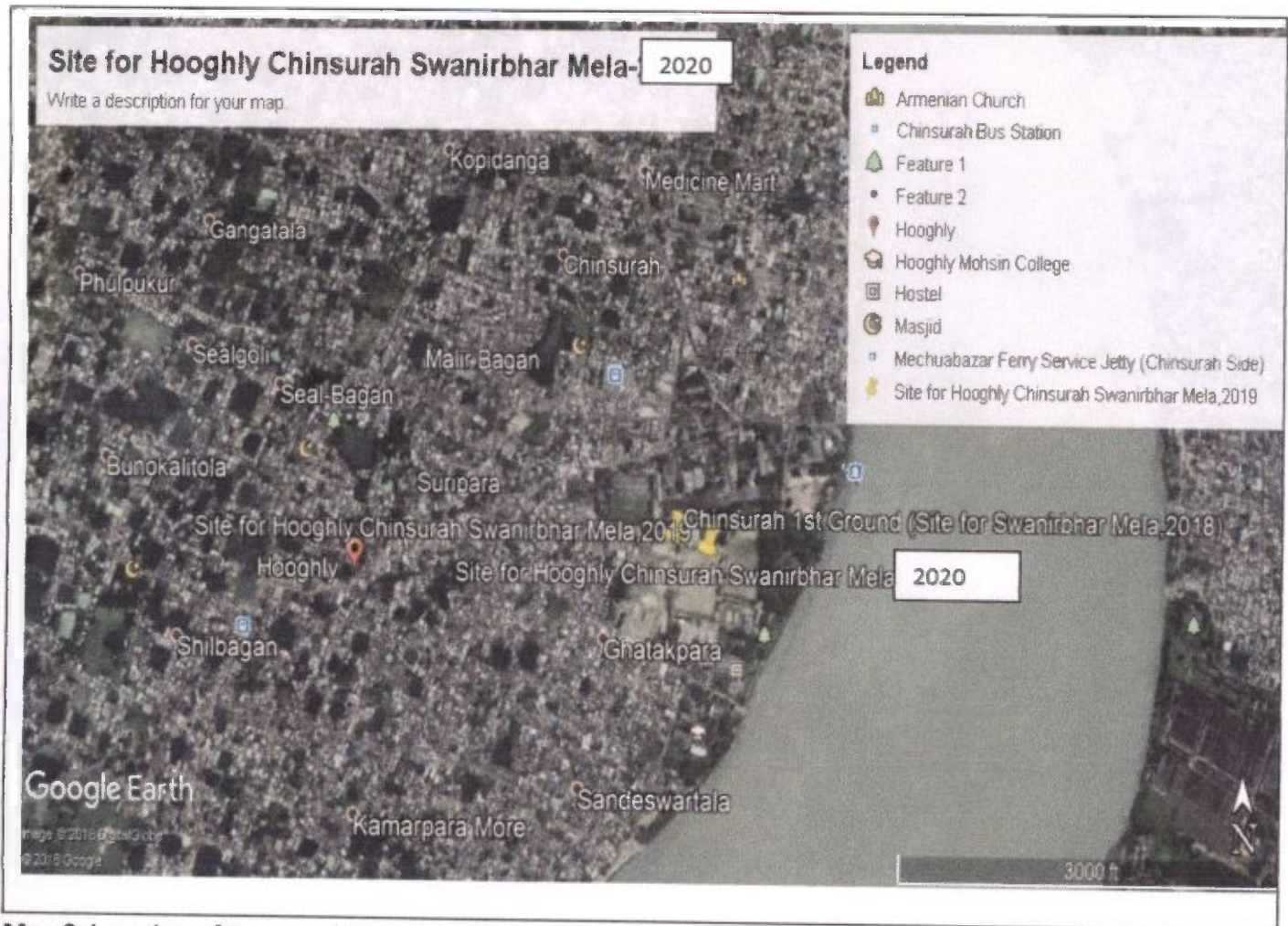
Hooghly-Chinsurah Municipality is one of the oldest municipalities of greater Bengal. In 1865, Hooghly-Chinsurah Municipality was formed by the amalgamation of Hooghly and Chinsurah towns primarily with the objective of local governance and tax collection. The District Official or his representative took up the responsibility of the Municipal governance. From the study of the historical documents, it is evident that four wards comprised Hooghly-Chinsurah Municipality. In yesteryears, this municipality, despite being one of the oldest, was growing indiscriminately in an unplanned fashion due to the shortcomings of both the municipal act as well as its implementation. Some of these old problems are still prevailing. To combat this menace the municipality needs the help of the government and proper planning.

**Map 1 : Location map of Hooghly-Chinsurah**



  
Chairman  
Hooghly Chinsurah Municipality





**Map 2: Location of Proposed Hooghly Chinsurah Swanirbhar Mela, 2020**

**Physical Features:**

**(i) Location ( Hooghly Chinsurah Municipality)**

Hooghly and Chinsurah was designed as a joint Municipality in 1865. The Hooghly Chinsurah Municipality is now located in the District Head Quarter of the Hooghly district. The Municipality currently consists of 30 wards and has a coverage area of 17.29 square km. The sacred river Ganga flows by the eastern boundary of the Municipality and it is placed 30 km. north of the state capital Kolkata. Hooghly Chinsurah Municipality is encircled by Bansberia Municipality, Bandel Gram Panchayet, Kotalia 2 and Kotalia 1 Panchayet and Chandernagar Municipal Corporation in the north, north-west, west, south-West and south respectively. It is located between 22o 54''4' north latitude and 88 o 23'46'' east longitudes on the world map. In the north there is the Dunlop Factory, situated under the Bansberia Municipality.

**(ii) Details of previous achievement (SHG Mela-2017, 2018 & 2019)-**

More than ten numbers of outside ULBs and three numbers of Gram Panchayats' Women Self Help Groups have participated in the previous Hooghly Chinsurah Swanirbhar Mela from 2017 to 2019.

It is our achievement that those SHG who have participated in this fare with different types of products in this fare sold their products successfully and earn good amount. On the other hand those SHG members only visited the SHG Mela, they have gain adequate knowledge about small and micro credit business, financial inclusion, product promotion, market linkage, entrepreneurship development skill etc.

*[Handwritten Signature]*  
**Chairman**  
 Hooghly Chinsurah Municipality



Picture of the previous mela-



Inauguration Rally



CCL Distribution Programme



Mela Stall, HCM



Mela Stall, HCM



*[Handwritten Signature]*  
 Chairman  
 Hooghly Chinsurah Municipality



**Report of three fairs at a glance from 2017 to 2019 (Hooghly Chinsurah Swanirbhar Gosthi Mela)**

Year	Duration of the Mela	Total No. of Stall	No. of out station ULB	No. of G. P. Participate	Total Number of SHG Participate for product promotion	Total number of SHG (HCM & Other ULB) visited	Cumulative Sale in the SHG Mela
2017	4 Days	45	10	2	54	445	395950/-
2018	7 Days	65	8	3	63	657	750000/-
2019	7 Days	68	11	3	78	1150	798800/-

**Draft Estimate of Self Help Group Mela under DAY NULM (WBSULM), Hooghly Chinsurah Swanirbhar Gosthi Mela-2020 (7 Days)**

Palce of Mela- Chinsurah Maidan (Middle Ground, opposite of Lal Dighi)

Time of Mela- 2pm to 8 pm (Every day)

Date- 20.01.2020 to 26.01.2020

Duration of the Mela- 7 Days

Target Group of the Mela-

- Mainly SHG Members of Urban Poor of Hooghly Chinsurah Municipality
- All stake holders of DAY NULM of Hooghly Chinsurah Municipality
- Representative of Urban Poor SHGs member of other ULBs
- Other urban poor women citizen of Hooghly Chinsurah Municipality (Those are not yet amalgamated with SHG movement)

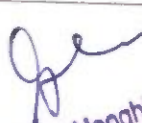
Expected Outcome of the Programme-

- Market linkage of SHG made product.
- Alternative livelihood promotion of urban poor SHG family of Hooghly Chinsurah Municipality and other ULBs (Stall Participants family).
- Capacity building of all SHGs of Hooghly Chinsurah Municipality regarding market linkage, market policy, trade policy and alternative livelihood option etc.
- Motivate the left out (Non -SHG member) poor women citizen of Hooghly Chinsurah Municipality to enter the mission activities.
- Overall financial inclusion related scenario (with women SHGs) should change into positive manner.
- Reduce poverty and vulnerability of the SHG participants.
- Overall DAYNULM (WBSULM) activities related sensitization among all citizens of Hooghly Chinsurah Municipality.
- 

  
Chairman  
Hooghly Chinsurah Municipality

## Details Estimate for Hooghly Chinsurah Swanirbhar Gosthi Mela-2020

Sl. No.	Head	Sub-Head (Details)	Measurement	Quantity	Total Amount with all sub-head (Rs.)
1	Temporary Pandal & necessary decoration	Diase with stair mat and tarpaulin shed and cloth finish with added necessary decoration	25'x17'	1 pcs	2,50,000.00
		Green Room with necessary decoration	25'x7'	1 pcs	
		Audience seating arrangement ( Chair Table		500 pcs	
				120 pcs	
		Audience Shed with tarpaulin shed & cloth covering	1200 sft	1 pcs	
		Office Room with necessary decoration	16'x10'	1 pcs	
		SHG Stall with tarpaulin shed with cloth covering- 66 nos.	8'x10' @ 66 nos. stall	66 pcs	
		Main Gate with Grill	As required	1 pcs	
		Emergency exit gate with Grill	As required	1 pcs	
		Over Head Gate ( Different place of the city and two mela premises gate)	As required	5 pcs	
		Fencing ( made by bamboo structure and covered with tin boundary)	770 ft.	770 ft.	
		Food Park with necessary decoration		1	
		Prodeep Stand		1 pcs	
		Speaker Stand		1 pcs	
		Table cover		10 pcs	
Guest Chair		10 pcs			
White Chaddar		5 pcs			
2	Sound	Sound system With adequate arrangement for stage programme and drama complete with pevy/ JBL/ sound system for seven days		As required (minimum 2 set)	85,000.00
		Announcement set complete with six number of trumpet horn amplifier and microphone for seven days		As required	
3	Light	CFL complete with fittings & fixing		150 nos. (7 days)	1,00,000.00
		400 watt metal lamps complete with fittings & fixing		20 nos. (7 days)	
		Stage light for drama & cultural programme		As required (7 days)	
		Electrical panel for electrical distribution with 200 ampere main switch / changeover/MCN/TPNC		2 set (7 days)	
		Mainline cable with meter		620 mtr. (7 days)	
		Tree light with decoration		2 nos. (7 days)	
		D/B box		12 nos. (7 days)	
		200 Walt lamp point		2 nos. (7 days)	
		Plug point		7 nos. (7 days)	
		Generator 62KVA sound proof with fuel		1 pcs (7 days)	
4	Refreshment	Refreshment for guest, stall participants, participants of cultural programme and volunteers etc.		As required	55,000.00
5	Cultural	Folk song, Rabindra – Nazul programme,		7 Days	50,000.00


  
**Chairman**  
 Hooghly Chinsurah Municipality



	Programme	Awareness programme regarding mission activities for urban poor, creative activities related competition and other cultural programme			
6	Transportation cost	For guest, stall participants, participants of cultural programme.		As required	20,000.00
7	Advertisement – Printing flex and other	Programme specific promotional activities (with Banner, Hording, tallow, mobile announcement, local cable network, over head flex printing etc.)		As required	70,000.00
8	IEC cost	Leaflet, Handbook, Banner etc		As required	10,000.00
9	Award Ceremony	Memento and certificate provide to best SHG stalls ( Category wise)			10,000.00
10	Inauguration ceremony	All necessary arrangement for mela Inauguration Ceremony			4,000.00
11	Documentation cost	Still photo, video			10,000.00
12	Honorarium of Guest lecturer	Eight resource persons		8 @500.00	4,000.00
13	Stage and office decoration	With flower			8,000.00
14	Eclectic Permission	Seven Days		@ 7 days	35,000.00
15	Miscellaneous cost	As required		As required	20,000.00
Grand Total					7,31,000.00

Rs. Seven lakh thirty one thousand only.

  
 Chairman,  
 Hooghly Chinsurah Municipality  
 Hooghly Chinsurah Municipality