

City Livelihood Centre (CLC)

Action Plan - Task of ULB

NULM cities will establish City Livelihood Centre (CLC), where the urban poor can offer their goods and services in an organised manner to potential buyers and where they can access business and information support services. CLCs will be established and run by the ULB as per the norms specified in the operational guidelines.

The Action Plan

Sl.	Action	Planned Timeline	Progress	Issues
1.	Conceptualize the CLC through the Guidelines			
2.	Arrangement of the premises for the CLC (of at least 1000 sqft area with 2 rooms and 1 washroom) in owned/ rented/ in collaboration with others			
3.	Preparation of the CLC Proposal along with Business Plan of the CLC including the viability			
4.	Assessment, Approval & Forwarding the CLC Proposal to the WBSULM			
5.	Registration of CLC			
6.	Opening of Bank Account for CLC			
7.	Request for release of 1st installment from WBSULM after one week of approval of CLC proposal			
8.	Decide on the mode of operation of the CLC (whether run by the ULB itself/ by ALF or CLF/ in PPCP mode/ through other agency etc.)			

Sl.	Action	Planned Timeline	Progress	Issues
9.	Prepare the selection methodology, as required			
10.	Preparation of the requisite infrastructures, viz., chairs, computers, phones, tables, racks etc.			
11.	Suitable arrangements of Hiring/ Assigning of the staffs for the CLC			
12.	Request for release of 2nd installment from WBSULM after CLC staff recruitment/ assignment			
13.	Preparation of IEC Materials for CLC operations			
14.	Suitable propaganda of CLC			
15.	Registration of CLC beneficiaries			
16.	Initiation of CLC Operations			
17.	Request for release of 3rd installment from WBSULM after CLC is launched and the services rolled out			
18.	Running of CLC as per the feasible Business Model			
19.	Make requisite changes in Business Model and/ or CLC services and Fee structures based on local needs and self-sustaining objective of the CLC			

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The Action Plan

Sl.	Action	Planned Timeline	Progress	Issues
1.	Conceptualize the CLC through the Guidelines			
2.	Calculating the nos. of CLC required in the ULB			
3.	Finalising the wards covered under the proposed CLC			
4.	Calculating the Population, Urban Poor catered through this CLC			
5.	Potential members expected in the CLC			
6.	Identifying the Services of the CLC			
7.	Arrangement of the premises for the CLC in owned/ rented/ in collaboration with others			
8.	Preparation of Business Plan of the CLC including the viability			
9.	Decide on the mode of operation of the CLC (whether run by the ULB itself/ by ALF or CLF/ in PPCP mode/ through other agency etc.)			
10.	Preparation of the CLC Proposal			

Sl.	Action	Planned Timeline	Progress	Issues
11.	Assessment of the CLC Proposal			
12.	Approval & Forwarding the CLC Proposal to the WBSULM			
13.	Finalising the CLC operation responsibility			
14.	Registration of CLC			
15.	Opening of Bank Account for CLC			
16.	Propaganda of the CLC and its objectives			
17.	Preparation of the requisite infrastructures			
18.	Hiring of the staffs for the CLC			
19.	Inclusion of CLC Members			
20.	Initiate the CLC operation			

Proposal for City Livelihood Centre (CLC)

1. Proposal for CLC in _____ Municipal Corporation/ Municipality

2a. Is it District Headquarter? Yes No *Pls. tick* 2b. District Name _____

3a. Total Population , , Nos. 3b. Total Urban Poor , , Nos.

4a. Total Wards Nos, 4b. Total Slums Nos.

5. Major Services possible through this CLC *Put nos. as* 1 Yes 2 No 3 Possibly 4 Don't know

i) Information on market demand and market strategy	<input type="checkbox"/>
ii) Marketing/ sales outlets for the products manufactured by urban poor	<input type="checkbox"/>
iii) Registration, licensing, Accounting and legal services for micro-enterprises	<input type="checkbox"/>
iv) Placement services	<input type="checkbox"/>
v) Bidding/ contracts for citizen services ¹	<input type="checkbox"/>
vi) Training venue	<input type="checkbox"/>
vii) Crèche service	<input type="checkbox"/>
viii) issuance of UID/ Aadhar Card for citizens in the CLC area	<input type="checkbox"/>
ix)	<input type="checkbox"/>
x)	<input type="checkbox"/>
xi)	<input type="checkbox"/>
xii)	<input type="checkbox"/>
xiii)	<input type="checkbox"/>
xiv)	<input type="checkbox"/>
xv)	<input type="checkbox"/>

6. Details of the premises given/ arranged for CLC by the Municipal Corporation/ Municipality²

a) Area <input style="width: 100px;" type="text"/> Sq.ft.	b) Rooms <input style="width: 30px;" type="text"/> Nos.	c) Wash rooms <input type="checkbox"/> Y <input type="checkbox"/> N
d) CLC Location _____	e) Is it nearby to the Municipal office?	<input type="checkbox"/> Y <input type="checkbox"/> N
f) Premises under Municipality/ MC <input type="checkbox"/> Y <input type="checkbox"/> N	g) If no, NOC of the owner (Please attach)	<input type="checkbox"/> Y <input type="checkbox"/> N

7. Plan for facilitation of the CLC through ULB itself ALF/ CLF PPCP³ Others (*Pls. Specify*) *Pls. tick*

¹ CLCs may obtain direct work orders or bid for Annual Maintenance contracts, municipality contracts/ housing associations service needs viz., plumbing, electricity, carpentry, dispatch of electricity bills, property bills etc. and service the contracts through the registered urban poor offering such services. However, care should be taken that CLC should take up activities relevant for urban poor only to avoid possibility of interest of urban poor pushed into background by other commercial interests.

² Please attach the allotment letter/ No Objection Certificate of allotment of building premises (own/ rental) from ULB

8. Business Plan of CLC, details including viability plan attached

Y	N
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9. Remarks, if any, (If required attach sheet)

Enclosed

- 1) Business Plan of CLC, details including viability plan
- 2) Allotment Letter from the ULB/ NOC of the owner of the premises, for owned/ rented premises for the proposed for CLC

Signature

Name _____

Designation _____

Date _____

Seal:

City Livelihood Centre (CLC)

Summary

The Concept

The informal sector has traditionally been a source of services for middle and higher income groups in cities through provision of services such as security, carpentry, gardening, construction, plumbing, electrical work, health care support, housekeeping etc. yet these services are not available in organized and reliable manner in urban areas.

The Objective of CLC

The NULM cities will establish City Livelihood Centre (CLC) with the objectives to address these gaps and create a platform where:

- The urban poor can offer their goods and services in an organized manner to the potential buyers, i.e., the CLC would bridge the gap between demand and supply of the goods and services produced by the urban poor.
- The urban poor can access information and business support services as and when needed by them which would otherwise be not accessible to them.

Establishment & Funding of CLC

CLCs may be established as per the following norms:

City with Population as per Census 2011	Max. Nos. of CLC allowed
District Headquarters with Population less than 1 lakh	1
City with Population of 1-3 Lakhs	1
City with Population of 3-5 Lakhs	2
City with Population of 5-10 Lakhs	3
City with Population more than 10 Lakhs	8

Proposal: The ULB is required to prepare a proposal, as per the prescribed proposal format, along with the allotment letter/ No Objection Certificate of allotment of building premises (own/ rental) from ULB for establishing a CLC, which will be submitted to SULM for approval and sanction.

Infrastructure: The requisite infrastructure viz., chairs, computers, phones, tables, racks etc., should be placed at the CLC. The suggested space for establishing CLC is 1,000 sq. ft. with two rooms and a wash room.

Registration: CLCs may be registered under registration of Societies Act. CMMU or Organisation / Agency (if entrusted) may take up the responsibility of registering the CLCs at the city level.

Bank Account: A separate bank account should be opened in the name of CLC and should be operated as joint signatory (with one representative from ULB or organisation/agency and manager of CLC). All the required books of accounts viz., membership details, share capital, business transactions etc., should be maintained properly at the CLC level.

Recruitment of staff: Initially, a staff of 1-2 persons may be assigned to run the CLC. In case any agency (CSO or Organisation/ Agency) has been given responsibility of managing the CLC, the agency will need to hire the requisite staff.

Nature of Expenditure: The fund released from WBSULM may be utilised for

- Procurement of Furniture & Fixtures, Computers and peripherals
- Training of skills and Development of Entrepreneurship
- Monthly Running costs of electricity, telecommunication, water supply, Meeting expenses etc.
- Preparation IEC materials & Propaganda of CLC
- Data collection & Mobility support for services
- Registration and opening of Bank accounts for CLC
- Provision of Services of Bank Linkages, Street Vendor Development etc.

Funding of CLCs: The fund released from WBSULM for CLCs should not be used for construction or renovation of physical infrastructure. Each CLC will be provided a grant of Rs. 10 Lakhs as CLC facilitation funds and will be released in 3 installments as per the following milestones:

Installment		Installment will be released by WBSULM to the ULBs on
No.	Percentage	
1.	30%	One week after the proposal is approved and sanction order is sent.
2.	40%	Once the staff of CLC is recruited as per the action plan.
3.	30%	Once the CLC is launched and the services are rolled out.

Services of CLCs

The urban poor will be provided information and necessary support for

- opening of Bank Accounts
- information on training, employment and opportunities under NULM and other schemes
- information on social welfare schemes
- enrolment for UID/ Aadhar Card etc.
- marketing of goods and services of the urban poor who are registered with the CLCs.

The CLCs may charge a registration fee from those urban poor who are offering their services and products. The registration may be renewed every year on charge of renewal fee. The registration and renewal fee will be fixed by the ULB after consultation with the urban poor in the area.

Fee based services: The CLCs will also offer certain fee based service which the urban poor may avail by paying a nominal fee. The fee for each of these services will be fixed by the ULB after consultation with the urban poor in the area. The list of fee based services along-with their prices will be displayed at the CLC. A indicative list of these services is as under:

- Information on market demand and market strategy: Urban Poor who run small businesses may be given support to gain a better understanding of what the market needs, demand of the products produced by them, prices, where to sell, etc.
- Sales/Marketing outlets: CLCs can provide marketing/ sales outlets for the products manufactured by urban poor.
- Registration, licensing, Accounting and legal services for micro-enterprises: CLCs can facilitate the registration of micro-enterprises and obtaining of necessary licenses required, accounting and other legal services for establishing and running of micro-enterprises.
- Placement services: CLC may facilitate finding suitable jobs the urban poor matching their skills by having linkages with industries and their associations in the area.

Other services: The CLCs may also offer plethora of other services. A indicative list of these services is as under:

- Bidding/contracts for citizen services: CLCs may obtain direct work orders or bid for Annual Maintenance contracts, municipality contracts/ housing associations service needs viz., plumbing, electricity, carpentry, dispatch of electricity bills, property bills etc. and service the contracts through the registered urban poor offering such services. However, care should be taken that CLC should take up activities relevant for urban poor only to avoid possibility of interest of urban poor pushed into background by other commercial interests.
- CLCs may charge placement fee from industries/ companies, industry associations, etc. for placing the urban poor as per their requirement for e.g. CLCs may tie up with Malls or retail outlets for placing basic housekeeping staff or data entry operators in companies, etc.
- Training venue: If sufficient space and infrastructure is available with CLC, the premises may be provided as training venue also. The ULB may fixed the rate of training venue on the hours of usage, number of trainees, usage of infrastructural equipments etc. as the case may be.
- Crèche service: In case working mothers of members require crèche services, feasibility of setting up crèche service may be explored by CLC.

- CLC may also explore the possibility of collaboration with UID for issuance of UID/ Aadhar card for citizens in the CLC area.
- The CLC may also provide facility to various government departments, banks, insurance agencies and other organisations to communicate with the urban poor.

The above lists are only indicative. The ULBs may decide the services (fee based or otherwise) to be offered to by the CLCs based on local needs and after due consultation.