Detailed Guidelines for setting up of City Livelihood Centre:

Concept of City Livelihood Centres (CLCs)

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 urban poor who produce marketable goods and services many times are notable to find a viable market. The urban poor also lack information regarding the various opportunities/ benefits available to them via government and other programmes e.g. skill training opportunities, bank credit, social security benefits, etc. Therefore, the urban poor need support services to help them access several opportunities available to them. For example, to access a micro enterprise loan they should have a project plan, documentation as needed by a bank etc. They may also need help to access services for registration, accounting and legal support

I.Objective

To address the gaps in availability of services to the urban poor and to create a platform where the urban poor can offer their goods and services in an organized manner to the potential buyers i.e., CLC. The CLC would bridge the gap between demand and supply of the goods and services produced by the urban poor & also enables them to access information & business support services as and when needed by them which would otherwise be not accessible to them.

II.Establishment of CLCs:

One CLC per city with a population of 1-3 lakhs, 2 CLCs per city with a population of 3-5 lakhs , 3 CLCs per city with a population of 5-10 lakhs & 8 CLCs for cities with a population of more than 10.00 lakhs .

III.Proposal approval by SULM (State Urban Livelihood Mission)

ULB shall furnish the detailed proposal along with the location of the CLC and services intend to offer and business model of the CLC along with the details of location, population, no.of wards., slums, coverage of urban poor , major services offered etc., to the MD,MEPMA & Proposal furnished by the ULB will be scrutinized and sanction is accorded by the SULM (State Urban Livelihood Mission)

Establishment of 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,

IV.Fund flow mechanism:

Each CLC will be provided with a Non-recurring grant (one time grant) of Rs 10.00 lakhs each in 3 installments –Second year TLF has to accommodate budget from the profit of the CLCs

1. **Release of first installment** of 30% should be released by SULM to ULB within one week after the proposal is approved and sanction order is sent.
.2. **Release of second instalment** – The second instalment of 40% can be released once the staff of CLC is recruited as per the action plan.
3. **Release of third instalment** – The third instalment of 30% can be released once the CLC is launched and the services are rolled out as per the action plan.

Publicity and awareness campaign- Once the sanction order is received by the ULB, a campaign should be organized in the CLC operational area to create awareness among the urban poor as well as the city residents. Publicity campaign may use pamphlets, local TV/radio/newspaper ads, announcements, posters, banners, wall writings, etc., in order to have a wider coverage and information to the citizens. Once the sanction order is received by the ULB, a campaign should be organized.

V. Services offered by the CLCs :

- Providing service providers such as security, carpentry, gardening, construction, plumbing, electrical works, health care support, house keeping etc., as these services are not available in organized and reliable manner in urban areas.
- Provides information and necessary support to CBOs for opening of Bank A/cs, information on training/employment opportunities under NULM and other Government welfare schemes and enrollment of UID/Adhar cards
- Providing support for marketing of goods and services of urban poor.

Fee Based Services:

- Providing the networking facility for marketing of SHG products prices, where to sell etc.,.
- Providing marketing/sales outlets for the products made by the urban poor..
- Facilitating legal services such as registration, licensing, accounting etc., for Micro Enterprises.
- Placement services like Data Entry Operators, Housekeeping staff etc., for the urban unemployed youth in coordination with the industries, malls/retail outlets and their associations in the area.
- Providing the training services for improving the skills to the urban poor and unemployed youth.
- Providing the Creche services to the children below 5 years.

Other services:

- Promoting community development network and networking with other line departments.
- Enabling dissemination of information from time to time through various mechanisms like IEC material, media and other channels.

- Conducting coordination meetings among the community and Bankers, NGOs, sectoral departments at grass roots level.
- Setting up of production centres for promoting livelihood opportunities .
- Setting up of health diagnostic centres to enable SHGs/SLFs to access health facilities through trained community doctors (ASHA workers)
- Drop-in facility to the community at ULB level.
- Functioning as a training and learning centre.
- Enabling exchange of information, knowledge, experiences and best practices and on services available with Govt and Non-Govt. agencies ..
- Promoting interchange visits among communities and documentation of best practices.
- Functioning as decentralized location for displaying citizen charter for transparency.
- Utilisation towards insurance cell & training programmes , awareness programmes to the urban poor including street vendors.
- Promoting community participation in municipal affairs.
- Providing preliminary grievance redressal mechanism and acts as a link for effective service delivery between the ULB and the community.

VI. BUDGET: Estimated Budget proposed for setting up of one City Livelihood Centre in is as follows:

Sl. No.	Description
Infrastructure:	
I	**Procurement of infrastructure:**
1	**Desktop Computers (2Nos)** Intel Core i3 – 550 processor 4GB DDR3 SD RAM 500 GB HDD, DVD RW, 17" TFT Monitor Key Board, Mouse,10/100/1000 NIC
2	**Three in One printer (Printer/Scanner/Copier)**
3	**BSNL Broadband Connection (One year)**
4	**UPS**
5	**Computer Related Furniture (two sets)**
6	**Other Infrastructure (maximum amount of Rs 1.00 lakh for the following items**
	a) TV b) DVD c) Tables & Chairs d) Hand Mike Set

	e) White Board. f) Almyrah .. etc., g) Display board. h) Weighing machine. i) Camera j) LCD
7	Telephone facility to the centre
II	**Staffing cost**
1	City Livelihood Resource Person (1) Rs /-12,0000 per annum @ Rs /10,000- per month
2	One DEO @ Rs 1.14 lakh per annum per person @ Rs 9500/- per month per head.
3	One Helper Rs 66000/- per annum @ Rs 5500/- per month
III	Maintenance cost
1	Telephone & Internet Bill (Max. limit : Rs 36000)
2	Stationery (Bill books/Registers/Note Books//Papers) (Rs 30000)
3	IEC Material (Wall writings, pamphlets etc.,) (Rs 40000)
IV	Service providers (Capacity building, dress code, ID cards, tool kits & others) (Max. Rs 1,00,000/-)

<u>One time support under NULM for CLC :</u>

I. Infrastructure Cost	:	3.00 lakhs
II. Staffing cost	:	3.00 lakhs per annum
III. Maintenance cost	:	1.06 lakhs
IV. Service providers	:	1.00 lakhs
Miscellaneous	:	1.50 lakhs
V. Handholding support Through APITCO and other org	:	0
V1.Balance	:	44Lakhs
Total	:	10 lakhs

<u>VII.</u> The proposed CLC shall be handed over to the Registered Town level federation (TLFs). Whereas GOI has recognized existing TLFs has Resource organization for implementation of NULM Scheme .And separate Bank Account for TLFs engaged under CLCs has opened for City Livelihood center.

VIII. Release of funds & Procurement of infrastructure facilities and Procedure:

- PD, MEPMA would release 30% of Rs 10.00 lakhs i.e., Rs 3.00 lakhs to the respective TLF A/c – who manages the functioning of CLC from SM&ID component allocated under NULM.- after receipt of sanction letter from this office. Note : Separate Account should open for CLCs)

- For procurement of computers, printers, UPS, BSNL broadband connectivity, computer furniture, LCD projector, TLFs would be facilitated by the Task Force Committee - duly following the procurement guidelines . This procurement shall be done only after buildings are identified and kept ready.

- Task Force Committee has to facilitate TLFs procure the infrastructure as specified soon after the 1st phase of 3.00 lakhs are released and to furnish the UC to PD/CMMU before requesting for release of 2nd installment of the funds.

- Engagement of the personnel required for maintenance of CLC duly following the procedure mentioned in guidelines dated 7/2011 for CLRPs, PWD volunteers through Town Level Federations (TLFs) under the purview of CLC.

- The 2nd installment funds would be utilized towards the staffing and other miscellaneous expenditure for running of CLC.

- TLF shall submit proposal for release of (final) 3rd installment of Rs 3.00 lakhs – duly mentioning additional special initiatives suitable to the town.

- The running cost for the subsequent years shall be borne from out of the service charges mobilized from fee based activities mentioned in item No:3.

- Month wise Training calendar for the year shall be prepared well in advance in consultation with the functionaries concerned.

- The list of indicative jobs which can be provided to the urban poor shall be displayed from time to time with the names of organizations in coordination with industries and service sector.

- Interested and eligible service providers are identified and after assessing their skills, police verification – registration shall be done.

- After registration, publicity to be given with regard to access of services at a call at a nominated rate.

- The list of plumbers, electricians , carpenters etc., shall also be made available at the CLC along with contact nos. and standardized rates for activities – in consultation with their associations .

- All the applications relating to urban poverty alleviation activities (NULM and other schemes such as Health , Education through line depts.. etc., shall be made available at the CLCs

For effective utilization of City Livelihood Centre's , the following guidelines are also issued:

- The Task Force constituted for the purpose of identification of beneficiaries under SEP (I) and (G) and EST&P should monitor functioning of CLC by conducting periodical meetings, visits etc., and ensure sustainability of CLC.

- Livelihood committee to be formed at TLF level which should take responsibility of day to day management of CLCs .

- Regular sweeping/ cleaning / maintenance shall be undertaken by SLF/TLF from out of allotted funds.

- Electricity charges of CLCs would be borne from allocated funds..

- For every training programme conducted by MEPMA in these Centers a provision should be made for payment of hall charges, so that these charges can be utilized by SLF/TLFs for maintenance .The TLF shall ensure conducting trainings for a minimum of 100 days. in the long run.

- All the training programmes proposed at City level shall be as far as practicable and be conducted at the City Livelihood Centers only.

- Computers provided at the CLCs can be used to upload the SHG data and other aspects like health, livelihoods ,social action issues, education etc., of the town and to update periodically.

- Name-Board shall be displayed prominently on the building with the following caption in telugu
  "City Job service Center " - MEPMA National Urban Livelihoods Mission (NULM).

Role of DMC-IB – Should facilitate the SHGs/SLFs/TLFs in mobilization, awareness on Livelihood aspects.

Role of DMC-LH –Should facilitate the technical support to TLFs in providing information of the employer and employee information and work out the action plan in co-ordination with DMC-IB, TMC and COs for implementation of CLCs

Time Line: Commencement of Actual Services from June 2nd Week onwards.

MISSION DIRECTOR,
MEPMA. Telangana

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