**Detailed Guidelines for setting up of City Livelihood Centre:**

**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. Norms:**

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 Urbnn 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)

**IV.Fund flow mechanism:**

Each CLC will be provided with a Non-recurring gant of Rs 10.00 lakhs each in 3 installments i.e,first installment of 30% within one week after approval of the proposal, 40% after positioning of the staff and 30% after launch of CLC with required infrastructure, staffing etc.,

**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** |
|  | 1. TV 2. DVD 3. Tables & Chairs 4. Hand Mike Set 5. White Board. 6. Almyrah .. etc., 7. Display board. 8. Weighing machine. 9. Camera 10. LCD |
| 7 | Telephone facility to the centre |
| II | **Staffing cost** |
| 1 | Clerical support (1) Rs 96000/- per annum @ Rs 8000/- per month |
| 2 | Two DEOs on shift basis @ Rs 1.14 lakh per annum per person @ Rs 9500/- per month per head. |
| 3 | **One Helper Rs 60000/- per annum @ Rs 5000/- per month** |
| III | **Maintenance cost** |
| 1 | **Telephone & Internet Bill ( Max. limit : Rs 36000)** |
| 2 | Stationery ( Bill books/Registers/Note Books//Papers ) (  Rs 30000) |
|  | **IEC Material ( Wall writings,pamplets etc.,) ( Rs 40000)** |
| IV | **Service providers ( Capacity building, dress code, ID cards, tool kits & others ) (Max. Rs 1,00,000/-)** |

**One time support under NULM for CLC :**

**I. Infrastructure Cost : 3.00 lakhs**

**II. Staffing cost : 2.80 lakhs per annum**

**III. Maintenance cost : 1.06 lakhs**

**IV.Service providers : 1.00 lakhs**

**Miscellaneous : 1.50 lakhs**

**V.Handholding support**

**through APITCO : 0**

**Total 9.36 lakhs**

**VII .:**The proposed CLC shall be handed over to the Town level federation or Slum level federations based on the willingness and existence.

The registered SLF/TLF in purview of the CLC would manage the functioning of CLC.

**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 /SLF A/c – who manages the functioning of CLC from SM&ID component allocated under NULM.- after receipt of sanction letter from this office.
* 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/SLFs 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/Slum Level Federations 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 organisatons 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 Centres , 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.
* One committee to be formed at SLF /TLF level which should take responsibility of day to day management including the watch & ward.
* 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

“**Pattana Jeevanopadula Kendram”** - MEPMA National Urban Livelihoods Mission (NULM).

* The Task Force shall ensure that the said activities are taken up in CLCs smoothly as per the calendar month/year wise prepared by the CBOs on various aspects of urban poverty alleviation. .

|  |  |  |
| --- | --- | --- |
| Activity | Timeline | Remarks/responsible party |
| Water & toilet facilities through ULB if not available & other minor repairs. | 1st week of Jan’15 | MC |
| Infrastructure procurement | 2nd week of Jan’15 | PD & MC |
| Support personnel through TLFs | 3rd week of Jan’15 | PD , DMCs and TMCs |
| Orientation to the staff | 20th of Jan’2015 | PD |
| Preparation of calendar of activities day wise/month wise through DMC,IB ,LH and TMC /TPrO .  1st Feb’2015 to 29th Feb’2016 – keeping in view of the CBOs training programmes. | 30th of Jan’2015 | PD & team |
| Profiling the service providers in the town based on the demand in the town ( Electricians, plumbers, carpenters , service agencies, painters ,refrigeration & AC repairs etc., &  Standardizing the rates in consultation with the TFC.  Implementation of Dress code to the service providers and issue of  ID cards through MC. | 30th of Jan’2015 | DMC,LH |
| Commencement of the trgs. as per the calendar (IB.LH,SV etc.,) to CBOs. | 1st Feb’2015 | DMC,LH,IB & TMCs |
| IEC material on NULM activities and other convergent activities | 15th of Feb’2015 | PD & team |
| Application forms for financial assistance through various departments. Job opportunities to the unemployed through industries and other service sectors. | 15th of Feb’2015 | DMCs,TMCs |
| Commencement of actual services | 20th Feb’2015 | PD,MC & others |

Timeline for establishment of CLC centre:

Sustainability Plan:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Activity | Timeline | Details of the activity | Expected income for 1st year | 2nd year |
| No.of training days to CBOs in CLC | 1st Feb’2015 to Feb’2016 as per the calender | The team shall ensure conducting of trainings for a minimum of 100 days in a year. | 1.00 lakh per year ( from SM&ID & SEP trg. funds) | 1.00 |
| Service providers |  | Member entrance fee & registration charges (150 Nos) | - |  |
|  |  | Service charges (10% of the service provider on provision of minimum of 60 services per month ) | 0.12 | 0.30 |
|  |  |  |  |  |
|  |  |  |  |  |
| Marketting support provision to SHG products |  | MEPMA (2% on profit) | 0.00 | 0.10 |
|  |  |  | 1.12 | 1.40 |

Sd/ -

**MISSION DIRECTOR,MEPMA.**