

Project Proposal

“City Livelihood Centre”

*An Initiative for Supporting
Urban Poor for Livelihoods*

Municipal Corporation Shimla

NULM Cell, AP Branch Phase II DharatalManzil, Padamdev Complex, Ridge, Shimla

Background

NULM aims to reduce poverty and vulnerability of the urban poor households by enabling them to access gainful self employment and skilled wage employment opportunities, resulting in an appreciable improvement in their livelihoods on a sustainable basis, through building strong grassroots level institutions of the poor. In addition, the mission would also address livelihood concerns by facilitating access to suitable spaces, institutional credit, social security and skills to the urban poor for accessing emerging market opportunities.

Now, 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. However 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 often not able 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.

The development of the City Livelihood Centre (CLC) aims to support Urban Poor by providing them one stop solution to market their products and services and also can access information and other benefits. The CLC will act as a bridge between urban poor and middle and higher income groups who are accessing various services like security, carpentry, gardening, construction, plumbing, electrical work, health care support, housekeeping which in turn is provided by Urban Poor. **The City Livelihood Centre should be formed as per the “NULM guidelines”.** This will support the development of urban poor. This will be implemented in 24 wards of Shimla Municipal Corporation under NULM.

This program for supporting urban poor through CLC will be rolled out in the 25 wards under Municipal Corporation Shimla in the state of Himachal Pradesh during the F.Y. 2015 -16.

Objective

Objective of the CLC is as follows:

- 1. The urban poor can offer their goods and services in an organized manner to the potential buyers i.e. the CLC would strive to bridge the gap between demand and supply of the goods and services produced by the urban poor.*
- 2. The urban poor can access information and business support services as and when needed by them, which would otherwise not be accessible to them.*
- 3. The middle and higher income groups can access various services from urban poor which in turn will generate or augment livelihoods of the Urban Poor.*
- 4. The beneficiaries who are trained under Employment Skill Training and Placement will be enrolled under CLC and will be provided with huge market for employment.*
- 5. Develop various livelihood opportunities for Urban Poor.*
- 6. Hand holding support to Urban Poor wherever required.*

Project Proposal

- Name of the Municipality: Shimla Municipal Corporation*
- Total Wards in the Municipality : 25 Wards*
- Total Slums in the Municipality : 2682 Households*
- Name of the Wards covered under CLC:*

| <i>Ward No:</i> | <i>Name of Ward</i> | <i>Ward No:</i> | <i>Name of Ward</i> | <i>Ward No:</i> | <i>Name of Ward</i> |
|-----------------|---------------------|-----------------|----------------------|-----------------|----------------------|
| <i>1</i> | <i>Bharari</i> | <i>10</i> | <i>Phagli</i> | <i>19</i> | <i>Chamiyana</i> |
| <i>2</i> | <i>RulduaBhatta</i> | <i>11</i> | <i>Krishna Nagar</i> | <i>20</i> | <i>Maliyana</i> |
| <i>3</i> | <i>Kaithu</i> | <i>12</i> | <i>Ram Bazar</i> | <i>21</i> | <i>Kasumpti</i> |
| <i>4</i> | <i>Annaedale</i> | <i>13</i> | <i>Lower Bazar</i> | <i>22</i> | <i>Chotta Shimla</i> |
| <i>5</i> | <i>Summer Hill</i> | <i>14</i> | <i>Jakhu</i> | <i>23</i> | <i>Patiyog</i> |
| <i>6</i> | <i>Tutu</i> | <i>15</i> | <i>Benmore</i> | <i>24</i> | <i>Khalini</i> |
| <i>7</i> | <i>Boileauganj</i> | <i>16</i> | <i>Engine Ghar</i> | <i>25</i> | <i>Kanlog</i> |
| <i>8</i> | <i>TutiKandi</i> | <i>17</i> | <i>SanjauliChowk</i> | | |
| <i>9</i> | <i>Nabha</i> | <i>18</i> | <i>Dhalli</i> | | |

- *Total Population in the area:2,10,000*
- *Total Urban Poor covered in the area: ()*
- *Potential no. of members expected to be covered by CLC: ()*
- *Major Services possible through CLC in the area:*
 - *Awareness of various central and state government schemes for their upliftment growth and support, social welfare schemes.*
 - *Skill development and training programmes, opportunities for training and self employment.*
 - *Support to urban poor running small business to have better understanding of market needs, market for demand of their products, prices etc.*
 - *Provision of opportunities for the employment of men and women in various trades and related jobs for labor class and urban poor matching their skills (list as enclosed- List of Services).*
 - *Obtain direct work orders for services such as carpentry, plumbing, electricity maintenance etc. and tie ups with malls, retail outlets such as supermarkets, malls, theatres, restaurants etc for basic housekeeping staff or sales man.*
 - *The C.L.C will provide support for marketing of goods and services of the urban poor registered with C.L.C. by providing marketing/sales outlets for products manufactured by urban poor.*
 - *Exploring the initiative of crèche services for working mothers registered with CLC*
 - *Facilitating necessary guidance, counseling and technical support for those seeking skills training, wage employment, or aiming to establish and sustain self employment ventures.*
 - *Facilitating and assisting in seeking licenses, registrations, credit facilities for establishing small manufacturing business and providing support to avail the raw materials as required.*
 - *Provision of easy cab and bus facilities driven by the service providers for tourists thereby including the service providers in the endeavor to promote tourism.*

List of Services:

| Sr No: | Name of Services | Sr No: | Name of Services | Sr No: | Name of Services |
|--------|----------------------|--------|--|--------|--------------------------|
| 1 | Maid Services | 10 | Receptionist | 19 | Sweepers |
| 2 | House Keeper | 11 | Health Care Support for Sick or Disabled | 20 | Plumber |
| 3 | Cook/Tiffin services | 12 | Carpenter | 21 | Appliances Repair |
| 4 | Sales Girl/Men | 13 | Construction Laborer | 22 | Courier Services |
| 5 | Counter Boy/Girl | 14 | Stitching/ Tailor | 23 | Painters |
| 6 | Tele Caller | 15 | Knitting | 24 | Drivers |
| 7 | Security Guard | 16 | Plumber | 25 | Tourist Guides |
| 8 | Infant Care Taker | 17 | Handicrafts | 26 | Motor Mechanic |
| 9 | Beauty Parlor | 18 | Ironing | 27 | Squash/Chatni/Jam Making |

- *Scope for growth of CLC Services in the area: It has been mentioned in the Objective of CLC (Page No:2)*
- *Details of the premises given for CLC by ULB:*
 - *Area: RahenBasera*
 - *Location: Opp. Auckland Tunnel, Shimla*
 - *Is the Location is nearby to ULB Office : Yes*
- *Plan for facilitation of CLC: Self Managed*

Action Plan of CLC

Action Plan

| <i>Preparation/Submission of Project Proposal and Approval of the same</i> | <i>Initiating contacts with various government and non government offices, malls, educational institutions, hotels, hospitals to provide services</i> | <i>Promoting/exhibiting and facilitating marketing of products such as Sweaters, caps, handicrafts, garments, Jams etc. produced by females of urban poor</i> |
|---|---|---|
| <i>Promotion of CLC</i> | <i>Identifying competency of service providers for classifying in various jobs/services</i> | <i>Based on competency and efficiency, registered urban poor provided opportunities for self employment and services</i> |
| <i>Media Coverage of CLC</i> | <i>Opportunities for training for enhancement of skills</i> | <i>Assisting registered urban poor to establish small business</i> |
| <i>Registration of urban poor with CLC as service provider</i> | <i>Providing non paid services to service receivers as per requirement for 1st time.</i> | <i>Providing knowledge and access to credit facilities and facilities to avail raw material to small manufacturers</i> |
| <i>Survey to identify potential service receivers in the area under CLC</i> | <i>Approach to market to urban poor producing marketable goods</i> | <i>Maintaining contacts with various agencies and service users to ensure continuous employment</i> |

Details of plan implementation

Phase 1: *For the first three months, efforts would be directed towards the promotion and popularizing the existence and the aims and objectives of the City Livelihood Centre. All the service providers located and living in the slums and belonging to poor sections in each ward will be registered followed by their police verification. Alongside a survey will be conducted of the service receivers to analyze their daily needs and minor problems faced by them in their daily life. Further they will be linked and included in the database of the city livelihood centre.*

Phase 2: *After three months, steps would be taken to provide the services to various educational institutions, government offices, semi government offices, private firms, business units, government and non government colony, registered with the C.L.C., based on their needs and requirements as suggested and communicated by them. Services will be provided to all service receivers. The urban poor who produce marketable goods and services many times are often not able 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, opportunities will be given to encourage poor women who have skills for preparing household items like Sweaters, caps, handicrafts, garments, Jams etc. through income generating activities in which they have a comparative advantage.*

Phase 3: *Six months later, all the registered service providers will be analyzed and classified based on their skills and competency. Thereafter, based on their competence and efficiency, they will be made to look for opportunities of employment with the service receivers. Also, Exhibitions will be arranged to make these handmade items reach the common public and provide a platform for these poor women to earn by sale of such household handmade items. These exhibitions will give the opportunities to the women utilize their basic household skills and other skills for handmade handicrafts to earn their livelihood. Opportunities for required training will be provided to the service providers to enhance their skills as per the requirements of the jobs and services required by the service receivers to enable*

them to get employment with them. In this manner, in a period of 9 months, the process of registration, training of the service providers, opportunities and sources of employment and all related requirements will be put in place.

- For the proper running and sustainability of the CLC it is necessary to involve CSR in CLC activities making tie ups with CSR and for the funding to City Livelihood centre in their activities.
- City Livelihood Centre business model fund spend on the purpose of various activities related with CLC such as marketing, Publicity, promotion, intensive for the people and welfare activities of CLC.

Free Add-on services

- Provision of information centre to provide information and awareness on various government and non government schemes.
- Awareness of various opportunities of employment and training under different schemes of NULM and enabling the urban poor to get opportunities to reap the benefits of such schemes.
- Providing awareness and opportunities for access to internet to widen their scope of knowledge for their growth and development.
- Providing assistance in the opening of Bank account and inculcating the habit of savings and making them aware of various bank credit facilities available to invest in small run business.
- Providing knowledge about the need and importance of Adhar card, ration card, voter card and assisting in applying for those cards. Providing knowledge and assisting in access to various insurance schemes.
- Spreading awareness of health schemes to the urban poor like pulse polio, free medical camps etc. and enabling them to take advantage of those schemes for their health benefit and welfare.
- Facilitating Group medical insurance benefits for the health welfare of the urban poor registered with CLC ad their families 8. Making the urban poor aware of the various helpline numbers and their services and emergency numbers such as ambulance, police, fire brigade etc.

Business Plan of CLC

Proposed Budget for Initial Year

One Time Expense:

| Sr.No | Office Equipment | No. of Units | Amount(Rs.) |
|--------------|-------------------------------|---------------------|--------------------|
| 1 | Cupboard /Shelf | 2 | 24000.00 |
| 2 | Computers/Printers/Fax/UPS | 2 | 100000.00 |
| 3 | Tables | 4 | 15000.00 |
| 4 | Chairs | 15 | 15000.00 |
| 5 | Computer Table | 2 | 8000.00 |
| 6 | Notice Board & White Board | 2 | 4000.00 |
| 7 | Telephone with Internet/Wifi | 1 | 5000.00 |
| 8 | Heaters | 3 | 9000.00 |
| 9 | Refurbishment/Office Interior | 1 | 80000.00 |
| 10 | Digital Camera | 1 | 15000.00 |
| | Total | | 2,75,000.00 |

Recurring Expenses:

| Sr. No | Staff | No. of Units | Amount(Rs.) |
|---------------|-------------------------------|---------------------|--------------------|
| 1 | Office Manager cum Accountant | 1 | 1,44,000.00 |
| 2 | Receptionist | 1 | 96000.00 |
| 3 | Computer Operator | 1 | 96000.00 |
| 3 | Peon | 1 | 60000.00 |
| | Total | | 3,96,000.00 |

Administrative Expenses:

| Sr. No | Description | Per Month(Rs.) | Amount(Rs.) |
|---------------|-------------------------|-----------------------|--------------------|
| 1 | Cleaning Expenses | 1000 | 12000.00 |
| 2 | Electricity Expenses | 1500 | 18000.00 |
| 3 | Phone/Internet Expenses | 4000 | 48000.00 |
| 4 | Drinking Water | 1000 | 12000.00 |

| | | | |
|---|------------------------|---------------|--------------------|
| 5 | Stationery | 2000 | 24000.00 |
| 6 | IEC | 4000 | 48000.00 |
| 7 | Repair & Maintenance | 1000 | 12000.00 |
| 8 | Other/Meeting Expenses | 2000 | 24000.00 |
| | Total | 16,500 | 1,98,000.00 |

Total Expenditure in the initial Year: 9,00,000/- Approx.

Description of the Financial Business Plan

1st Year – Assuming 300 beneficiaries register their services with CLC

| Sr. No | Particulars | No. of Beneficiaries /Services | Fees per Person/Service charges (INR) | Total (INR) |
|---------------|---|---------------------------------------|---|--------------------|
| 1 | CLC income through registration | 300 | 100 | 30,000.00 |
| 2 | Through 5% of Income to CLC (Assuming per beneficiary income is Rs. 250/day working for 30 days) | 100 | 5% of Rs. 250/per day/per Beneficiary. (Calc: 12.5* (5% of Rs 250)*30*100*12) | 4,50,000.00 |
| 3 | Placement Services- Sales Boy/Girl, House Maid Hotel Services etc @ 500/- Placement Charges from employer | 05 placements /Month | 10*500*12 | 30,000/- |
| 4 | Other Sources of Income (Bank account opening, Electricity/Water/Property bill payment etc @ Rs 5 | | | 5000.00 |

| | | | | |
|--|--|--|--|--------------------|
| | <i>Each)</i> | | | |
| | <i>Total CLC Income</i> | | | <i>5,15,000.00</i> |
| | <i>Balance brought forward</i> | | | <i>1,00,000.0</i> |
| | <i>Reserve for running CLC next Year</i> | | | <i>6,15,000.00</i> |

2nd Year – Assuming 400 beneficiaries register their services with CLC

| Sr. No | Particulars | No. of Beneficiaries /Services | Fees per Person/Service charges (INR) | Total (INR) |
|---------------|--|---------------------------------------|--|--------------------|
| <i>1</i> | <i>CLC income through registration (300 Renewal + 100 New Registration)</i> | <i>400</i> | <i>100</i> | <i>40000.00</i> |
| <i>2</i> | <i>Through 5% of Income to CLC (Assuming per beneficiary income is Rs. 250/day working for 30 days)</i> | <i>100</i> | <i>5% of Rs. 250/per day/per Beneficiary. (Calc: 12.5* (5% of Rs 250)*30*100*12)</i> | <i>4,50,000.00</i> |
| <i>3</i> | <i>Placement Services- Sales Boy/Girl, House Maid Hotel Services etc @ 500/- Placement Charges from employer</i> | <i>10 placements /Month</i> | <i>10*500*12</i> | <i>60000/-</i> |
| <i>4</i> | <i>Other Sources of Income (Bank account opening, Electricity/Water/Property bill payment etc @ Rs 5 Each)</i> | | | <i>5000.00</i> |

| | | | | |
|--|---|--|--|---------------------|
| | <i>Total CLC Income</i> | | | <i>5,55,000.00</i> |
| | <i>Balance Brought Forward</i> | | | <i>6,15,000.00</i> |
| | <i>Total</i> | | | <i>11,70,000.00</i> |
| | <i>Less Expenses (Admin+ Recurring expenses.)</i> | | | <i>5,94,000.00</i> |
| | <i>Balance Available</i> | | | <i>5,76,000.00</i> |
| | <i>Reserve for Running CLC next year</i> | | | <i>5,76,000.00</i> |

3rd Year – Assuming 500 beneficiaries register their services with CLC

| Sr. No | Particulars | No. of Beneficiaries /Services | Fees per Person/Service charges (INR) | Total (INR) |
|-------------------|--|---|--|------------------------|
| <i>1</i> | <i>CLC income through registration (400 Renewal + 100 New Registration)</i> | <i>500</i> | <i>100</i> | <i>50000.00</i> |
| <i>2</i> | <i>Through 5% of Income to CLC (Assuming per beneficiary income is Rs. 250/day working for 30 days)</i> | <i>120</i> | <i>5% of Rs. 250/per day/per Beneficiary. (Calc: 12.5* (5% of Rs 250)*30*120*12)</i> | <i>5,40,000.00</i> |
| <i>3</i> | <i>Placement Services- Sales Boy/Girl, House Maid Hotel Services etc @ 500/- Placement Charges from employer</i> | <i>10 placements /Month</i> | <i>10*500*12</i> | <i>60,000/-</i> |
| <i>4</i> | <i>Other Sources of Income (Bank account opening, Electricity/Water/Property</i> | | | <i>5000.00</i> |

| | | | | |
|--|---|--|--|---------------------|
| | <i>bill payment etc @ Rs 5 Each)</i> | | | |
| | <i>Total CLC Income</i> | | | <i>6,55,000.00</i> |
| | <i>Balance brought forward</i> | | | <i>5,76,000.0</i> |
| | <i>Total</i> | | | <i>12,31,000.00</i> |
| | <i>Less Expenses (Admin+ Recurring expenses.)</i> | | | <i>5,94,000.00</i> |
| | <i>Balance Available</i> | | | <i>6,37,000.00</i> |
| | <i>Reserve for running CLC next Year</i> | | | <i>6,37,000.00</i> |

Financial Management

- *A separate bank account will be put in the name of CLC with joint signatories for all CLC related financial transactions.*
- *Any income after all the administrative expenses necessary for running the CLC will remain in CLC account and will be utilized for welfare activities of Urban Poor.*
- *5% of any income of fees received by the service providers from the service receivers will be taken by the C.L.C. In this manner by the third year ,the registration of various service providers and provision of their jobs will expand to a level that the income retained by the CLC from the service providers will enable the CLC to be self dependent and capable of running with its own funds.*

Monitoring and Evaluation

Every CLC will be closely monitored by CMMU and ULB officials

Each CLC manager will provide monthly report to ULB/CMMU.

Proposal Prepared by: NULM Experts under NULM, MC, Shimla

Proposal Assessed by: Asst. Commissioner, MC, Shimla

Name and Designation of Forwarding Authority: Commissioner, MC, Shimla

Enclosed-

1. Allotment Letter from the ULB/ NOC of the owner of the premises, for owned/ rented premises for the proposed for CLC.

CMMU, NULM

*PO cum Asst. Commissioner
MC Shimla*

*Commissioner
MC Shimla*