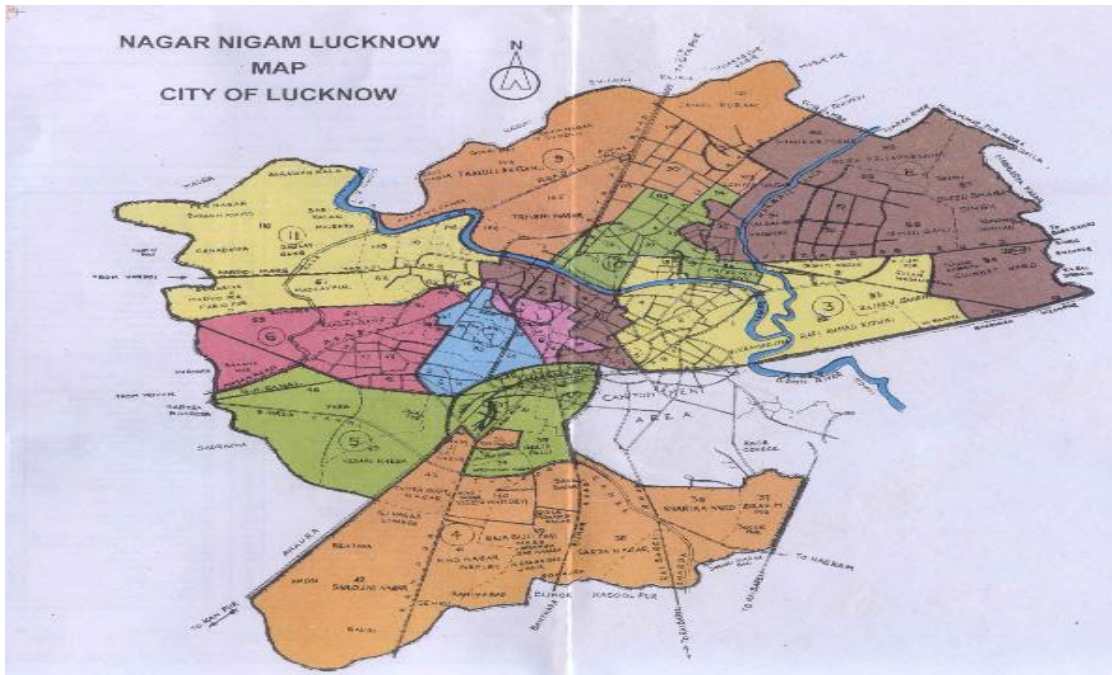


A small step toward Good Services and Humanity

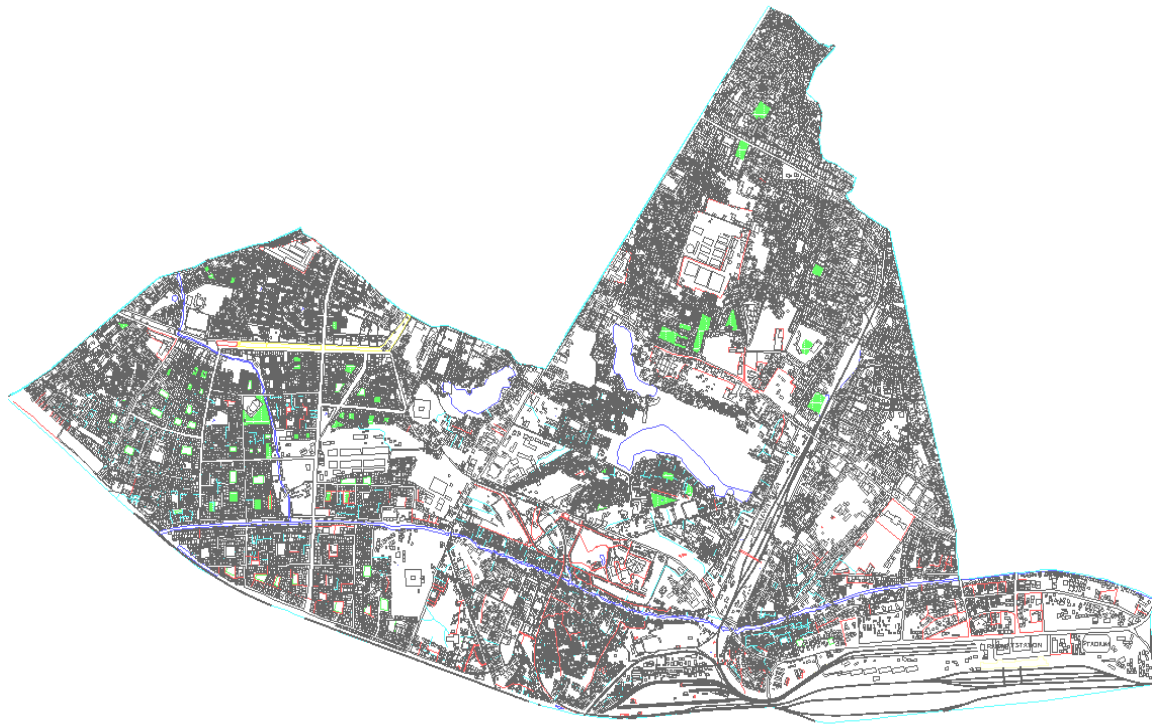
# Proposal For City Livelihood Centre



**DISTRICT URBAN DEVELOPMENT AGENCY (DUDA),  
NAGAR NIGAM, LUCKNOW**



**Zone -1**

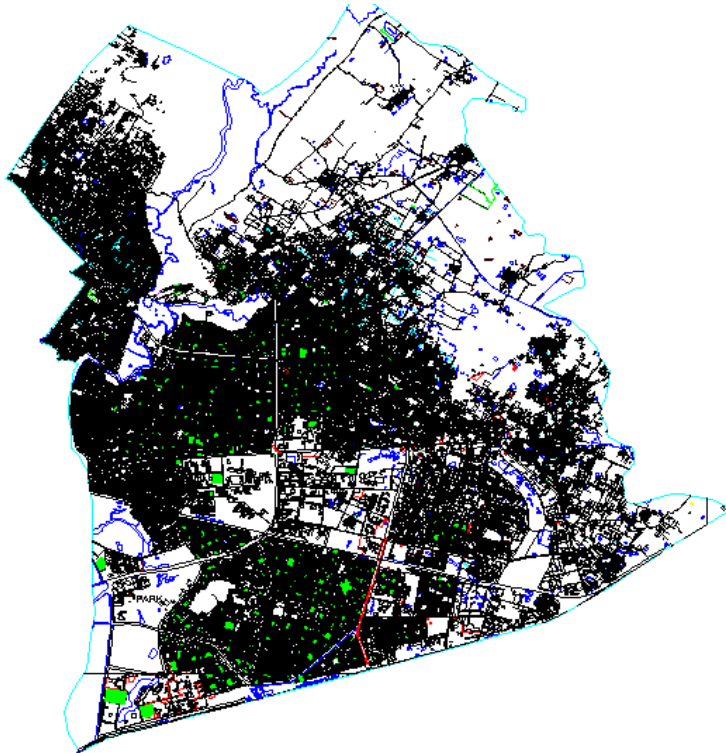


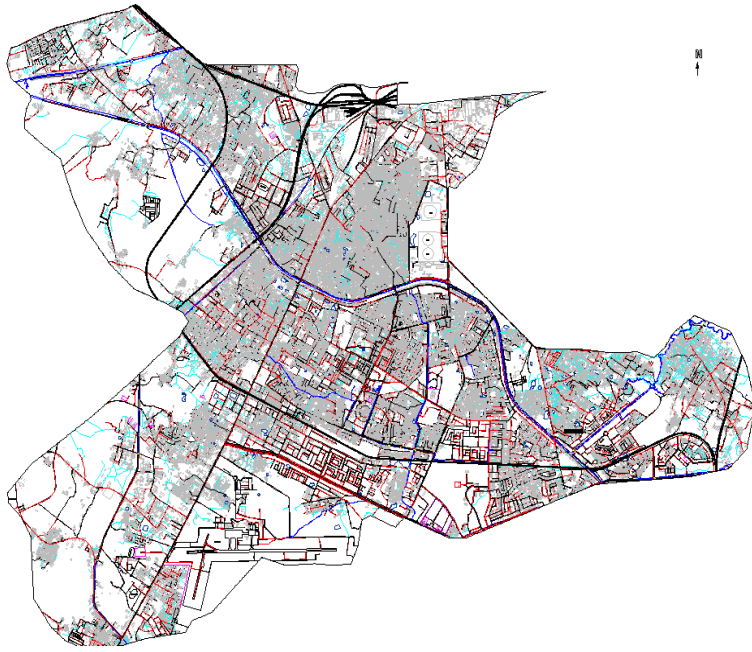
**Zone -2**



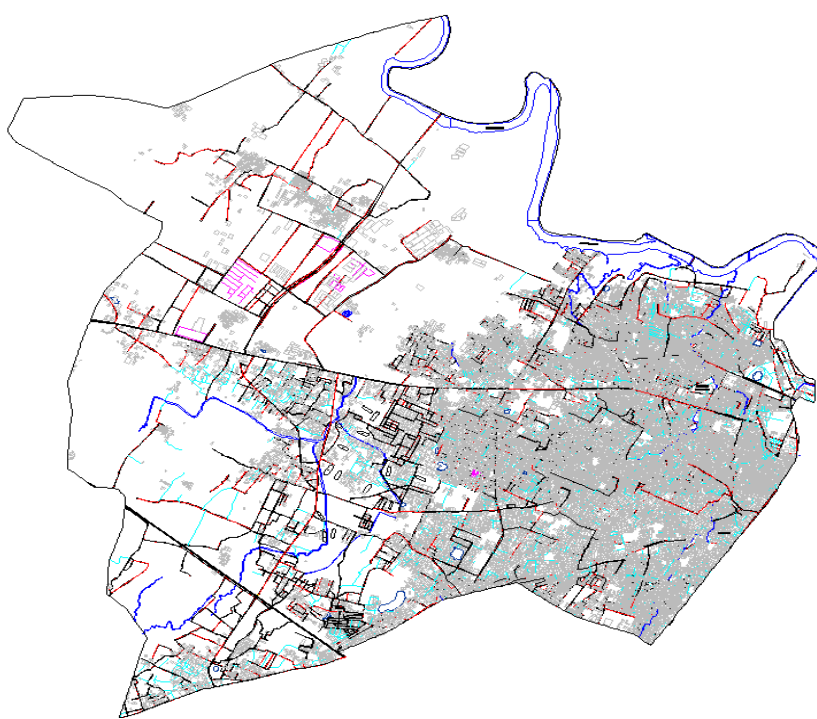


Zone-3





Zone-5



Zone-6

## ABOUT LUCKNOW CITY

Lucknow, the Capital City of Uttar Pradesh is located between Latitudes 26°-36'to 27°-10' North and Longitude 80°-30' East on the banks of the Gomti River at approx. 110 m above MSL

Year	Population in Lacs
2001	22.455
2010	28.455
2025	50.562
2040	62.815

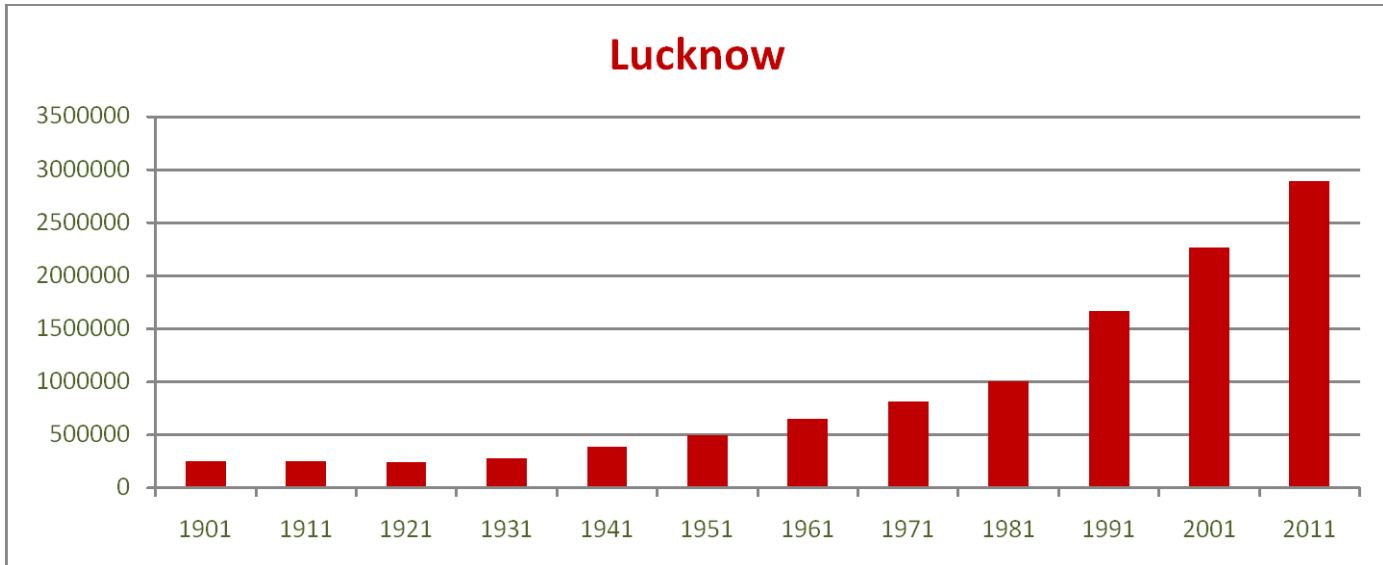
- Municipal Wards - 110
- Area under LMC - 350.5 Sqkm
- Zones - 6
- Total No. of slum s/population in slums - 609/ 6,45,000

### Socio-Economic Profile of the target district:

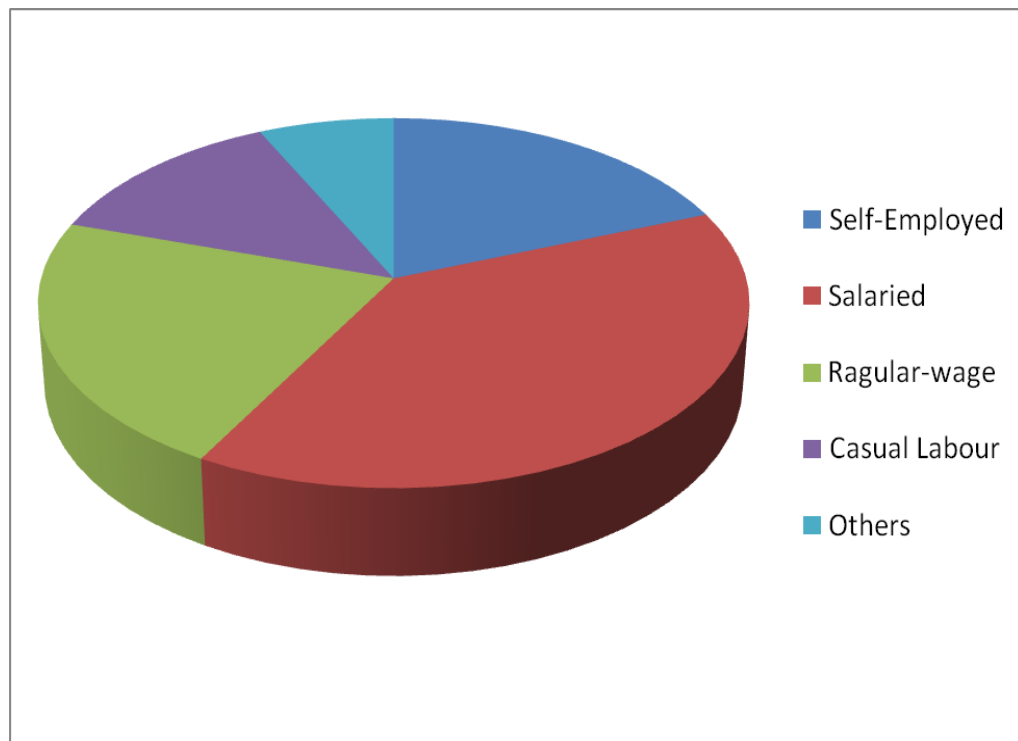
Lucknow has become the most populous city in UP. As per 2011 census, Lucknow had population of **4,589,838 of which male and female were 2,394,476 and 2,195,362** respectively. Male and female literacy rate is 77.28 and 51.36. A very high percentage of the total population (77.73 percent) resides in rural areas.

Due to rapid increase in the population, the district is emphatically in need of employment generation. Despite the fact that the overall work participation rate in the district is higher with **3047032** people than the state average (23.7 percent), the work participation rate among females in Lucknow is very low with **1878955** females only. Based on various surveys, it is revealed that a high proportion of the respondents are desirous of receiving vocational training. The percentage of rural BPL households was slightly higher in the district as compared to the state. Therefore such households migrate to urban areas of Lucknow in search of employment.

## Population growth



## Occupational Status



## Project Proposal for establishment of City Livelihood Centre (CLC)

1. Name of the proposed district:  
**Lucknow**
2. Name of the City:  
**Lucknow**
3. No. of wards in the district:  
**110**
4. No. of slums :  
**609**
5. No. of notified slums:  
**502**
6. Name of wards and population covered under the proposed each C.L.C.:  
**List as enclosed for population approx. 5,00,000**
7. No. of wards and slums to be brought under the purview of the C.L.C.:  
**110 wards 609 slums**
8. Population of urban poor in the proposed population under C.L.C.:  
**97500 approx**
9. Population who would avail the related services from each C.L.C. :  
**Service providers: 2,000 approx**  
**Service receivers: 5,00,000 approx**

## 10 -1- Major services to be provided by the proposed C.L.C. in the district

Awareness of various central and state government schemes for their upliftment growth and support, social welfare schemes.

- a) **Skill development and training programmes**, opportunities for training and self employment.
- b) **Support** to urban poor **running small business** to have better understanding of market needs, market for demand of their products, prices etc.
- c) Provision of opportunities for the employment of men and women in various trades and related jobs for labour class and urban poor matching their skills (**list as enclosed**).
- d) **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.
- e) 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.
- f) Exploring the **initiative of crèche services** for working mothers registered with CLC
- g) Facilitating necessary **guidance, counselling and technical support** for those seeking skills training, **wage employment, or aiming to establish and sustain self employment ventures**.
- h) **Facilitating** and **assisting** in seeking **licenses, registrations, credit facilities** for establishing small manufacturing business and providing **support to avail the raw materials** as required.
- i) 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**.



## **10 -2- Description of work and provision of services of the C.L.C. directed towards the growth of the areas under the purview of the C.L.C.**

CLC would strive to bridge the gap between demand and supply of the goods and services produced by the urban poor. Also, CLC would enable the urban poor to access information and business support services as and when needed by them, which would otherwise not be accessible to them.

C.L.C. aims to address the complete range of livelihood interventions required to sustainably enhance incomes. Interventions include providing access to skills and employment, micro enterprise and entrepreneurship development, assets, credit, and market links, and management skills in areas such as personal finance. Awareness about the government jobs based on their skills and education, providing opportunities for free training for skills enhancement which would enable them to secure employment and make them aware of the various government related health facilities, provision of such facilities to reach them and education on maintaining good health to enable them to lead a healthy life in order to work efficiently.

CLC also aims to preserve the heritage and culture of Lucknow through encouraging the urban poor workers engaged in the inherent work of chikan embroidery, zardosi being used since long time. Also, Lucknow had been famous for chandi work being used on sweets which is slowly diminishing. We endeavour to provide support to the workers engaged in the manufacture of those chandi work and make the product accessible to the sweets vendors to make it popular again. Further, workers with skills of preparing the delicacy of Lucknow, the Mughlai food can be encouraged by promoting food prepared by them and providing them approach to the market to reach the taste buds of the population of Lucknow thereby keeping the ancient tastes alive in minds of people. Also provide guides and mini tour packages for Lucknow tourism.

The plan and implementation of the proposal along with the timelines is detailed herein. The budget for the CLC is enclosed as annexure to this proposal.

## 11- Detail of CLC

Sl. No	Name of CLC	Area of CLC in sq.ft	Location and address of CLC	Distance from DUDA and Nagar Nigam in Km.	
				DUDA	Nagar Nigam
1	DUDA campus	800	Newal kishore Road Hazratganj	0	0.5
2	Unani hospital	2000	Aminabad road near Naka chauraha	4	3
3	Patel park	1200	Kalyan Mandap patel park, bada chand ganj near kapoorthala Aliganj	4	5
4	Hata mata badal Alambagh	1500	Near bus station Alambagh, Kanpur Road	8	7
5	Husainabad	1000	Nagar Nigam engineering office Husainabad	6	6

12- Community Development organization/Non government organization to support and assist in the establishment and management of the C.L.C. work:

13- Proposal made by DUDA and Nagar Nigam, Lucknow  
With the help of APO/CPO

14- Proposal assessed by PO and PD/Addl. Municipal Commissioner, Nagar Nigam, Lucknow

15- Proposal forwarded by Dr. Rashmi Garg, CPO, NULM

16- Plan and layout of the implementation and progress of the proposal along with the timelines:

## Action Plan

Phase 1	Phase 2	Phase 3
3 months	Next 3 months	After 6 months
<b>Non Paid services to registered population for welfare and growth</b>	<b>Non Paid services to registered population for welfare and growth</b>	<b>Non Paid services to registered population for welfare and growth</b>
Promotion of CLC	Initiating contacts with various government and non government offices, malls, educational institutions, hotels, hospitals to provide services	Based on competency and efficiency, registered urban poor provided opportunities for self employment and services
Media Coverage of CLC	Identifying competency of service providers for classifying in various jobs/services	Assisting registered urban poor to establish small business
Registration of urban poor with CLC as service provider	Opportunities for training for enhancement of skills	Providing knowledge and access to credit facilities and facilities to avail raw material to small manufacturers
Police verification of registered service providers	Providing services to service receivers as per requirement	Maintaining contacts with various agencies and service users to ensure continuous employment
Survey to identify potential service receivers in the area under CLC	Approach to market to urban poor producing marketable goods	Same strategy and programme to be continued further
	Promoting/exhibiting and facilitating marketing of products such as wadiya, papad, handicrafts,embroidered materials produced by females of urban poor	

## Details of plan implementation

- a. 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 analyse 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.
- b. 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 papad, spices, wadiya etc and other handicrafts such as wall hangings, artisans, chikan embroidery and other embroideries dress, tablecloths etc through income generating activities in which they have a comparative advantage. 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.
- c. Phase 3: Six months later, all the registered service providers will be analysed 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. 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.

## Free Add-on services

1. Provision of **information centre** to provide information and awareness on various **government and non government schemes**.
2. 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.
3. Providing **awareness** and opportunities for **access to internet** to widen their scope of knowledge for their growth and development.
4. 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.
5. 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**.
6. 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.
7. 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.



## List of proposed jobs that can be offered

Sr. No.	Women related jobs	Men related jobs
1.	Maid services	Housekeeper
2.	Washerwomen	Washerman
3.	Cook	Cook
4.	Household cleaning maid	Caretaker for the old
5.	Caretaker for the old	Sales man
6.	Sales girl	Counter boy
7.	Counter girl	Telecaller
8.	Telecaller	Security
9.	Caretaker	Body massage services
10.	Infant caretaker	Tailor
11.	Beauty Parlour	Cobbler
12.	Receptionist	Health care support for the sick or disabled
13.	Health care support for the sick or disabled	Carpenter
14.	Massage services for infants	Construction labourer
15.	Stitching and embroidery	Plumber
16.	Papad and Achar making and grounded spices.	Blacksmith
17.	Handicrafts	Driver
18.	Ironing	Artisan
19.	Music/Dance Teacher	Gardening
20.	Sweepers	Electrical work
21.	Physiotherapist	Painting of houses and buildings
22.		Ironing
23.		Appliances repairs
24.		Motor mechanic
25.		Courier services
26.		Purohit

**This list is only indicative and may include many other trades/services.**

## Annexure

### PROPOSED BUDGET FOR INITIAL YEAR OF THE PER CLC

#### ONE TIME EXPENSE

Sr. No.	Office Equipment	Units	Amount (Rs.)
1	Cupboard/Shelf	2	20000.00
2	Computer/Printer/UPS/Fax	2	125000.00
3	Tables	4	20000.00
4	Chairs	15	10000.00
5	Computer Table	2	6000.00
6.	Notice Board and White Board	2	5000.00
7.	Digital Camera	1	8000.00
8.	Fan	2	4000.00
9.	Inverter with battery	1	25000.00
10.	Telephone with Internet modem	1	4000.00
11.	Office Interior		20000.00
	<b>Total</b>		<b>247000.00</b>

#### RECURRING EXPENSE

Sr. No.	Staff	Months	Amount (Rs.)
1.	CLC Manager Rs. 12000 per month	12	144000.00
2.	Computer Operator/ Receptionist Rs. 12000 per month	12	144000.00
2.	Accountant Rs. 8500 per month	12	102000.00
3.	Peon Rs 5000 per month	12	60000.00
	<b>Total Salary Expenses</b>		<b>4,50,000.00</b>

Sr. No.	Administrative Expenses	Per Month (Rs.)	Amount (Rs.)
1.	Cleaning expenses	1500	18000.00
2.	Electricity expenses	4000	48000.00
3.	Phone expenses	3000	36000.00
4.	Drinking Water	1000	12000.00
5.	Stationery	5000	60000.00
6.	Public Awareness and media event	4000	48000.00
7.	Internet	1500	18000.00
8.	Repairs and Maintenance	2000	24000.00
9.	Other expenses and meeting expenses	3000	36000.00
	<b>Total Admin Expenses</b>		<b>300000.00</b>

**Total Expenditure in the Initial Year 9,97,000.00 App. 10,00,000.00**

## DESCRIPTION OF THE FINANCIAL BUSINESS PLAN FOR 1<sup>ST</sup> YEAR

Assuming the 500 registered service providers earn an income of Approx.  
Rs. 25,00,000

Particulars	Amount (Rs.)
CLC Income Through Registration	50000.00
Through 10% Income Per Year to CLC	250000.00
Other Source Income	6000.00
Total CLC Income	306000.00
<b>Reserve for running of CLC next year</b>	<b>306000.00</b>
<b>Organisation Income Share</b>	<b>0</b>
<b>City Mission Management Unit Share</b>	<b>0</b>

## DESCRIPTION OF THE FINANCIAL BUSINESS PLAN FOR 2ND YEAR

Assuming the 950 registered service providers earn an income of Approx.  
Rs. 60,00,000

Particulars	Amount (Rs.)
CLC Income Through Registration	95,000.00
Through 10% Income Per Year to CLC	6,00,000.00
Other Source Income	10,000.00
Total CLC Income	7,05,000.00
Balance Brought Forward	3,06,000.00
Total	10,11,000.00
Less Expenses	7,50,000.00
Balance Available for Distribution	2,61,000.00
<b>Reserve for running of CLC next year</b>	<b>60,000.00</b>
<b>Organisation Income Share for other welfare activities</b>	<b>1,00,500.00</b>
<b>City Mission Management Unit Share</b>	<b>1,00,500.00</b>

## DESCRIPTION OF THE FINANCIAL BUSINESS PLAN FOR 3RD YEAR

Assuming the 1850 registered service providers earn an income of Approx.  
Rs. 1,20,00,000

Particulars	Amount (Rs.)
CLC Income Through Registration	1,85,000.00
Through 10% Income Per Year to CLC	12,00,000.00
Other Source Income	18000.00
Total CLC Income	14,03,000.00
Balance Brought Forward	60,000.00
Total	14,63,000.00
Less Expenses	7,50,000.00
Balance Available for Distribution	7,13,000.00
<b>Reserve for running of CLC next year</b>	<b>60000.00</b>
<b>Organisation Income Share for other welfare activities</b>	<b>3,26,500.00</b>
<b>City Mission Management Unit Share</b>	<b>3,26,500.00</b>

## Financial Management

A **separate bank account** will be put in place 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 be divided equally between the City Mission Management unit and the said N.G.O.**

All the service providers will be required to pay **annual registration fees of Rs. 100** which will be **utilized towards their police verification and preparation of identity card and other administrative expenses of the CLC**.

**10% of any income or fees received** by the service providers from the service receivers will be taken by the C.L.C. for administration and running of 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 C.L.C. from the service providers will enable the **CLC to be self dependent and capable of running with its own funds**.

## Monitoring and Evaluation

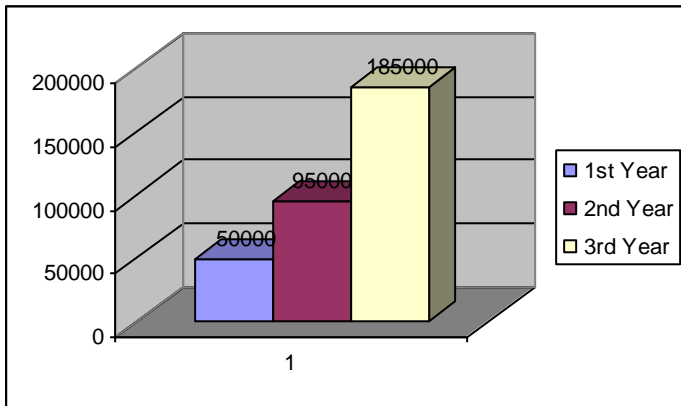
Every CLC will be closely monitored by CMMU and DUDA officials.

Each CLC manager will provide the monthly report to CPO.

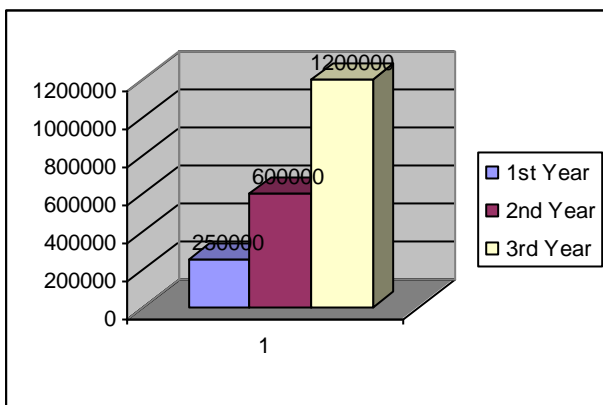
Monthly progress report will be given by CPO to Nagar Ayukat, District Magistrate and SUDA.

The work done by CLC will be evaluated by CMMU in every month.

### Graphical Representation of Income Through Registration in 3 Years



### Graphical Representation of Income Through 10% Income Retention by CLC in 3 Years



- Proposal made by DUDA and Nagar Nigam, Lucknow  
With the help of APO/CPO
- Proposal assessed by PO and PD/Ad. Municipal Commissioner, Nagar Nigam,  
Lucknow
- Proposal forwarded by Dr. Rashmi Garg, CPO, NULM

**CPO  
NULM**

**P O  
DUDA LUCKNOW**

**PROJECT DIRECTOR  
DUDA LUCKNOW**

**Municipal Commissioner  
Nagar Nigam Lucknow**

**DM/CHAIRMAN  
DUDA LUCKNOW**



## *Slogan*

साथी हाथ बढ़ाना

## *Logo*



Each worker will be called **Sathi**