

From  
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Mission Director, MEPMA  
Hyderabad.

To  
The Project Directors,  
MEPMA, AP  
The PD GVMC, VMC

**Lr Roc. No. 234/2015/LH /MEPMA/ C**

**Dated 20.4.2016**

Sub: MEPMA — Strengthening of City Livelihood Centers in NULM ULBs guidelines - Issued –Reg.

Ref: 1. Lr Roc . No. NULM/CLCs/D1 dated 19/1/2015 of the Mission Director,  
MEPMA

2. Lr Roc.No.234/2015/LH/MEPMA/C dated 20/7/2015

3. Lr Roc.no.234/2015/LH/MEPMA/C dated 14/9/2015

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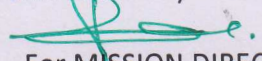
The Project Directors are aware of the instructions issued vide reference 2<sup>nd</sup> and 3<sup>rd</sup> cited on establishment and strengthening of City Livelihood Centers at various NULM ULBs to provide services to citizens on self-sustainable model. As per the reports all districts have established City Livelihood Centers in all NULM towns. Further it is informed that instructions have already been issued to identify services to be provided to the citizens such as Plumbing, Electrical works, Ac & Refrigerator repair, Painting, Cell phone repair, Masonry work, Driving and Carpentry etc. More services can be added based on the local demand in future at the District level. All the PDs have to conduct awareness camps and display publicity material to bring to notice of the public about the services functioned by the City Livelihood Centers.

It is informed that certain CLCs are getting 2 to 3 services per day which is very low. The PDs are therefore directed to take immediate action on the following items of work so as to strengthen the CLCs and to increase the volume of services :-

- Conducting of Awareness camps at Govt Offices, Public Places, Banks, Eseva's etc.,.
- Publicity through Electronic Media like Radio, Local T.V scrolling, TV Ads at Railway Stations and RTC Bus Stations, Public Announcements etc
- Publicity through Newspapers, Posters, Pamphlets etc.,
- Organising mobilisation camps for service providers and service seekers and their registration.
- To make the CLCs as information centres for MEPMA schemes
- And also marketing of SHG products through CLCs.

Further the Project Directors are directed to visit CLCs regularly and take immediate action for Strengthening and sustainability of the CLCs.

Yours faithfully

  
For MISSION DIRECTOR

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