

NEW TOWN KOLKATA DEVELOPMENT AUTHORITY

(A Statutory Authority Under Government of West Bengal)
3, Major Arterial Road, New Town, Kolkata - 700 156

Memo No: 4998/ ranking-of-housing

30 September 2020

NOTIFICATION

The City Authorities of New Town Kolkata comprising WBHIDCO, NKDA and New Town Kolkata Green Smart City Corporation Limited (NKGSCCL) endeavors to ensure a safe, healthy and enhanced quality of life for the citizens of New Town. This includes a number of programs, projects and interventions of diverse scale and nature aimed at social welfare and wholesome community living.

Last month, in August 2020, New Town Kolkata has been conferred with the Platinum Rating as a Green City by the Indian Green Building Council (IGBC). This underlines the commitment of NKDA, WBHIDCO and NKGSCCL towards shaping New Town as an exemplary Green Smart City that cares for the environment and its citizens.

The New Town Kolkata Development Authority (NKDA) would like to share and celebrate such achievements with the citizens, Housing Blocks and Gated Communities in particular, who have been a key stakeholder in supporting NKDA in its effort; and conduct a **RANKING FOR THE HOUSING BLOCKS AND GATED COMMUNITIES**.

**EFFECTIVE DATE FOR DEMONSTRATING INTERVENTIONS:
1 JANUARY 2019 – 31 DECEMBER 2020
LAST DATE OF SUBMISSION: 31 JANUARY 2021
RESULTS: MARCH 2021**

The Evaluation will be made in the following areas:

1. COVID AWARENESS & SOCIAL DISTANCING (5 Marks)

NKDA is well aware of the determination and fellow-feeling demonstrated by the Residents of New Town during the global pandemic including formation of Neighborhood Volunteers, Mask and Hand-wash Distribution, compassion towards the Senior Citizens and others.

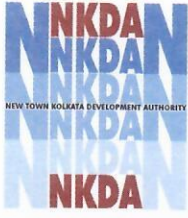
Sl. No.	Items	Marks
1	Efforts for enforcing Social Distancing, Mask Wearing, Hand Washing etc.	1
2	Help to Senior Citizens/ Patients	1
3	Health Camp and Awareness Initiative	1
4	Evidence – Photographs, Resolution, Minutes of Meeting, Narration or correspondence with Beneficiary	2

Note: Submission not to exceed 100 words (excluding photographs and scanned copy of resolution etc.). Kindly provide number of interventions and factual evidences.

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2. DENGUE AWARENESS & PREVENTION (5 Marks)

Specific efforts taken towards communicating the residents on 'best practices' to avoid stagnation of water, ensure cleanliness and other factors. This may also include measures taken by the Society/ Resident's Welfare Association in preventing the formation and spread of Dengue.

Sl. No.	Items	Marks
1	Awareness Campaigns	1
2	Use of Mosquito Net	1
3	Checking Rooftop and vulnerable areas after rain	1
4	Evidence – Photographs, Resolution, Minutes of Meeting, Narration or correspondence with Beneficiary	2

Note: Submission not to exceed 100 words (excluding photographs and scanned copy of resolution etc.). Kindly provide number of interventions and factual evidences.

3. CLEANLINESS (20 Marks)

In addition to the litter bins distributed by NKDA; distinct Efforts taken in terms of cleanliness of the Housing Block/ Gated Community and evidence of outcome achieved.

Sl. No.	Items	Marks
1	Efforts towards a litter free environment	2
2	Number of litter bins installed in Public spaces	2
3	Cleaning initiatives by Residents and the Association	2
4	Number of Plogging Events held	2
5	Maintenance and monitoring of the litter bins provided by NKDA	2
6	Collective efforts towards cleaning empty plots/ vacant spaces as a Community effort	2
7	Focused Meeting with members on issues related to Cleanliness	2
8	Evidence – Photographs, Resolution, Minutes of Meeting, Narration or correspondence with Resident	6

Note: Submission not to exceed 200 words (excluding photographs and scanned copy of resolution etc.). Kindly provide number of interventions and factual evidences.

4. GREENING & PLANTATION (5 Marks)

The Green Smart City is conscious about the hard work that has gone towards ensuring an environment friendly ambience through plenty of well-maintained greenery and has mostly received a positive support from Residents.

Sl. No.	Items	Marks
1	Number of Saplings/ trees planted	2
2	Plants and Gardens at Rooftop/ Balcony by Residents	1
3	Evidence – Photographs, Resolution, Minutes of Meeting, Narration or correspondence with Resident	2

Note: Submission not to exceed 100 words (excluding photographs and scanned copy of resolution etc.). Kindly provide number of interventions and factual evidences.

5. SEGREGATION OF SOLID WASTE AT SOURCE (20 Marks)

NKDA has taken several steps towards making New Town a 'Zero Waste City'; including campaigns on segregation of bio-degradable and non-bio-degradable waste at source, supply of separate Bins to Residents, VTS (Vehicle Tracking System) for vehicles for collection of solid wastes and mechanical road sweeping, Waste to Energy etc.

Accordingly, the citizens have also initiated several measures and perhaps some innovative steps in making this initiative a success.

Sl. No.	Items		Marks
1	Number and %age of households practicing 'Segregation at Source'	0-20%	1
		21-40%	2
		41-60%	3
		61-80%	4
		81-100%	5
2	Efforts by Residents/ Association in composting Kitchen/Wet Waste within the Block/ Housing Complex		3
3	Awareness Camp by the RWA or Block Level Association		3
4	Efforts taken towards recycling or selling of Dry Waste		3
8	Evidence – Photographs, Resolution, Minutes of Meeting, Narration or correspondence with Resident		6
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6. PLASTIC FREE ENVIRONMENT (10 Marks)

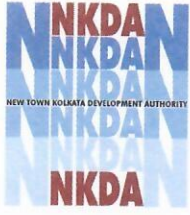
Residents of New Town have always supported the NKDA in its efforts to beat the plastic pollution, spread awareness among citizens and replacing single use plastic carry bags with environment friendly alternatives.

Sl. No.	Items	Marks
1	Self-banning on use of Plastic Bags by the Resident Welfare Association (RWA)	3
2	Awareness Camps	1
3	Making available for Sale, environment friendly alternatives to plastic for the residents	2
4	Evidence – Photographs, Resolution, Minutes of Meeting, Narration or correspondence with Residents	4
Note: Submission not to exceed 100 words (excluding photographs and scanned copy of resolution etc.). Kindly provide number of interventions and factual evidences.		

7. CONSERVATION OF WATER (5 Marks)

Definite measures taken towards conservation of water, reduction of unaccounted water, rain water harvesting and others.

Sl. No.	Items	Marks
1	Number of Instances where leakages identified in public network/	1



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	common pipeline to stop leakage or overflow of water	
2	Number of Rain Water Harvesting projects and size	2
3	Evidence – Photographs, Resolution, Minutes of Meeting, Narration or correspondence with Residents	2
Note: Submission not to exceed 100 words (excluding photographs and scanned copy of resolution etc.). Kindly provide number of interventions and factual evidences.		

8. RENEWABLE ENERGY (5 Marks)

Tangible efforts towards tapping of Solar Energy through Solar Panels and awareness towards renewable energy.

Sl. No.	Items	Marks
1	Number of instances where solar panels have been installed	1
2	Number of instances where LPG has been replaced by electric stoves	1
3	Number of meetings/ notifications/ discussions/ in-house campaigns to build awareness on renewable energy	1
4	Evidence – Photographs, Resolution, Minutes of Meeting, Narration or correspondence with Residents	2
Note: Submission not to exceed 100 words (excluding photographs and scanned copy of resolution etc.). Kindly provide number of interventions and factual evidences.		

9. In addition to the above, there will be a **THIRD PARTY PERCEPTION SURVEY** conducted by an identified team from NKDA who may interview residents randomly and also speak to related stakeholders; after receiving the entries from respective Housing Blocks and Gated Communities **(25 Marks)**

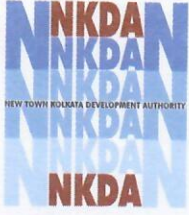
INSTRUCTION FOR PROPOSALS FROM HOUSING BLOCKS & GATED COMMUNITIES

1. There will be separate Ranking for Housing Blocks and Gated Communities. The Rank will be a consolidation of total marks earned across the Nine (9) segments mentioned above.
2. Proposals have to be structured in the manner as indicated above.
3. Each Proposal will include the name of 2 Nodal Officers along with their Designation (in the Resident's Association) and full contact details including phone number and e-mail Ids.
4. The details of the Block Level Association OR Resident Welfare Association will have to be provided including Date of Incorporation and Address.
5. Website/ Facebook/ Twitter/ YouTube (if available) for the Association.
6. General Information of the Residential Block/ Gated Community (as applicable):
 - a. Number of Plots/Dwelling Units
 - b. Population as on 1 October 2020 (estimated based on those residing in New Town)
 - c. Number of Markets, Public Toilets, Street Hawkers, Banks, ATMs, Diagnostic Clinics/ Doctor's Chamber, Medical Shops
 - d. Number of Playgrounds
 - e. Specific Sports/Fitness Activity undertaken for Residents
 - f. Number of Eateries
 - g. Number of General Shops

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7. List of Residents who may be approached for independent feedback (25 numbers) including phone number and e-mail ids.
8. Proposals have to be submitted at the following E-mail id: newtownranking@gmail.com not later than 31 January 2021
9. Proposals should bear the Subject: "Ranking of Housing Blocks & Gated Communities – <name of the Housing Block/ Gated Community>" and E-signature/ Scanned Signature of the Authorized Representative i.e. Secretary/ Office Bearer with Name and Mobile Phone Number, in the body of the e-mail.
10. The Typical Proposal will include:
 - a. Table of contents.
 - b. 8 Tables duly filled in as mentioned above.
 - c. A write-up below each table in the manner specified.
 - d. General write-up not exceeding 100 words on the parameters mentioned in this section.
 - e. Contact details of 25 Residents as mentioned above.
 - f. Photographs and attachments.
 - g. All files in a Zipped folder.
11. There will be a 'Briefing Session' for interested participants during the "Puja Meet" at RabindraTirtha on 8 October 2020 at 4.30 PM. The procedure for submission including the Forms and requirement will be discussed in detail in this meeting. Representatives of Residential Blocks and Gated Communities are requested to kindly attend this session positively.
12. The Prizes and recognition will be indicated in the NKDA website in due course.
13. The activity will be conducted periodically.

Debashis Sen
Chairman

WBHIDCO/NKDA/NKGSCCL

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