

FROM THE PRESIDENT'S DESK



Dear Friends,

I hope you all are doing fine and keeping safe since corona cases in our country are presently at an all-time-high. The hopes of the business community just like everyone else is now pinned on the news of a vaccine emergence as only that will lead to a surge in sentiments and markets and uplift dampened spirits. We already owe a great deal to the community of health professionals who've emerged as heroes during these difficult times and now wait for some good news coming from the scientists and researchers.

In Kolkata, according to latest health bulletins, active Covid-19 cases have fallen with the recovery rate inching towards 80%. Also, a good effort has been undertaken by Kolkata Municipal Corporation (KMC) with 'Rapid Antigen Tests' being conducted in Kolkata with the "Free Covid Test at Doorstep" programme aiming to boost the number of daily Covid-19 tests to trace suspected patients.

Recently, a KMC advisory has been issued, wherein illegal stacking of building materials on KMC roads and passages would be dealt with strictly. As responsible developers, we've always abided by every such norm, however request members to spread the word amongst all contractors, as owing to the onslaught of Covid and Dengue, the Hon'ble Chief Minister has instructed that littering and encroachment of roads with building materials must be dealt with a strong hand.

Even though the number of meetings with Government officials have been cut down due to the rising number of Covid cases, yet, we've continued our interactions as much as possible for pending matters. We had been requesting the presence of an authorized project architect in the Technical Evaluation Committee meetings and the Fire Department has informed us that they will concede to our request once the pandemic situation improves. Most recently we had a meeting with the Inspector General of Registration (IGR) wherein the long pending issue of irrational circle rates was taken up again.

On 26th August, the Maharashtra government decided to temporarily reduce stamp duty on housing units from 5 percent to 2 percent until December 31, 2020. This will certainly boost the stagnant real estate market in Maharashtra hit by Covid and lend a stimulus to buying. The reduced cost of the stamp duty is bound to encourage first-time homebuyers too. CREDAI National has responded to this development by highlighting that a "nationwide cut in stamp duty will bring further relief to the national real estate segment and help over 250 allied industries". We look forward to a positive development on this pan-India.

We've done remarkably well in acquiring new audiences for real estate with our ongoing "EiaiBestTime" campaign. There have been unprecedented footfall on our portal 'credaibengalhomes.com' and continuous messaging from the #GKDa stable has helped maintain a semblance of balance in enquiries for real estate which otherwise would have sagged miserably. The campaign committee had envisaged this campaign for the brand awareness of real estate and to build confidence amongst buyers. We are happy that so many people have liked the promotions and taken a first-time interest in real estate.

We are happy to announce advertising opportunities for members on our 'CREDAI Bengal Homes' property portal. We have floated the proposal amongst all of you and hope for your cooperation. Our portal offers one of the lowest rates for listings and advertising and whilst the #etaibesttime promotion has helped it gain huge newer audiences, the portal committee has also reverted to a paid marketing initiative for garnering quality leads in accordance with the motto of 'no lead sharing' amongst member-developers. I look forward to your active participation on our portal.

Stay Safe.

Warm Regards,

Nandu Belani
President
CREDAI Bengal

ISSUES TAKEN UP WITH STATE GOVERNMENT

Inspector General of Registration (IGR)

CREDAI Bengal recently had a meeting with the IGR wherein the long pending issue of irrational circle rates was taken up. We were given to understand that the matter is under consideration. As regards, acceptance of E-signatures and Biometric fingerprints to complete the process of E- Registration was sought for. Subsequently a letter in this regard was also submitted with the office of the IGR. The matter is currently under consideration.

Kolkata Municipal Corporation (KMC)

1. A letter was written to the Director General (Sewerage and Drainage) seeking issue of sanction for internal drainage plan along with 'building sanction plan' in order to save the time that is involved in getting drainage sanction separately. The matter is currently under consideration.
2. Learning that KMC is going to amend the Building Rules requiring contribution from developers amounting to Rs 40 Lacs or provision of 2 cottahs of land in lieu of money, we have requested the Commissioner, KMC to reconsider the proposed amendment on the ground that developers are now required to install composter at each project site to take care of organic waste. Given the fact that the non-organic or recyclable waste is sold to 'kabadiwala' (ragman), there is hardly any necessity of installing compactors. We are trying to get an appointment with the Commissioner, KMC to resolve this issue.

Fire Department

A letter was recently submitted with the Principal Secretary, and Director General, Fire Department, Government of West Bengal requesting to allow the presence of an authorized project architect in the Technical Evaluation Committee meetings. In response to our request to Director General, Fire for allowing the presence of an authorized project architect in the Technical Evaluation Committee meetings, the Fire Department has informed us that they will concede to our request once the COVID pandemic situation improves. They have further stated that they will intimate the architects about any changes in plan that the Technical Committee would call for. A copy of their response is attached herewith.

Response received from the Fire Department, GoWB on 17th August 2020

Shri Nandu Belani
President
CREDAI BENGAL.

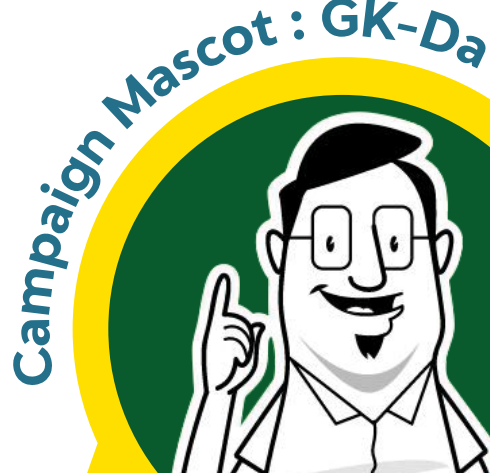
In connection with your email dated the Friday, 14th August, 2020, I am to inform you that the Department was informed of the Covid situation and it was decided that the architect / representative of the projects may not be called for the time being till the reasonable improvement in the Covid scenario. As for minor changes in the plan we will intimate the concerned architect / applicant instead of rejecting or re-applied for the project. In case there are major changes required in a plan the same will be intimated to the concern architect / applicant. Further, I may mention that if a file is rejected by the Technical Expert Committee in that case the architect / applicant on re-application should submit a request and he will be intimated to come and represent his view point.

You will also appreciate that the calling of a representative / architect in a very limited space available at the Fire Headquarters may not be in the best interest of everyone. In view of the increasing no. of Covid infection death I further assured you that as soon as there is reasonable improvement in the Covid scenario. The representative / applicant / architect of each project will be called as has been done earlier.

With Regards,
Director General
West Bengal Fire & Emergency Services

List of Forms & Circulars sent to Members seeking Response on Various Issues (June, July, August)

Date	Source	Subject	Deadline	Link/Format Attached
11.06.2020	President CREDAI Bengal	New Initiative by CREDAI Bengal - COVID 19 Workers Health Safety Programme		Circular
15.06.2020	CREDAI National	"CCCM East Zone Data Collection - IGBC Rating, Sewage Treatment Plant, Solid Waste Management and Tree Plantation Drive being taken up by them in their projects."	20.06.2020	Form
17.06.2020	President CREDAI Bengal	Kalpavriksha - Pledge A Tree A Glorious Gift To Nature		Circular
1.07.2020	President CREDAI Bengal	Petition #ReviveRealestateReviveEconomy		http://chnng.it/M65wM8q7
8.07.2020	CREDAI Bengal	#GKDa Booklet on #EtaBestTime	Ongoing	https://docs.google.com/forms/d/e/1FAIpQLSdxn5WFSntwPV1LSQ53CKZtb36EHoseTxeKHY7J-EBziL4mg/viewform
9.07.2020	President CREDAI Bengal	Please support the #EtaBestTime Campaign		Circular
14.07.2020 onwards	CREDAI Bengal	Secondary Contact Information Form	Ongoing Process	https://docs.google.com/forms/d/e/1FAIpQLScaO6ZCxMMvUYcdjqWJRb4dZB4N-lM46HhJavCZEcykDSPQJw/viewform
17.07.2020	President CREDAI Bengal	WBHIRA - Updation of Data		
24.07.2020	CREDAI Bengal	Seeking data on various pending departmental matters - Ease of doing Business	28.07.2020	https://forms.gle/Pxyxj6WsykCHtRRM9
27.07.2020	CREDAI Bengal	Minimal cost, Optimal gains List your projects now!		Circular
28.07.2020	CREDAI Bengal	Data on Unsold Inventory		https://forms.gle/BhSsoqZr6ogQb8us6
29.07.2020	CREDAI National	Survey on SWAMIH Investment Fund	31.07.2020	https://docs.google.com/forms/d/e/1FAIpQLSf_sjHGVSZp60CtcBoGG6o24qD_bp3olamYP7gMCaz6FiabPQ/viewform?usp=sf_link
11.08.2020	President CREDAI Bengal	Returnee Migrant Construction Workers		Circular/Proposal
12.08.2020	CREDAI Bengal	CREDAI Bengal Homes portal : The right place to run your Real Estate Ads		Circular/Proposal
13.08.2020	CREDAI Bengal	Details of office bearers / Estate manager with phone numbers of Housing Societies/ residents association	13.08.2020	Form



#EtaiBestTime

The #GKDa Journey so far (till 20th August) Performance Figures

Performance Summary

- 3.3 million+ impressions
- 7.4+ Lacs Reach
- 6.2 lacs combined video views
- 12K+ clicks to the website
- 13K+ website sessions
- 11K+ users to the website
- 2110 bot queries handled; 172 email fill ups
- 33+ booklet downloads
- Media spends 1.35 Lacs

Source: FB Ads manager, Google Analytics, Google Ads, Chobor management system and tracking codes

Tollywood actors help #GKDa reach new audiences

Facebook Posts

Facebook Posts

CREDAI Bengal members who have used #EtaiBestTime & #GKDa in their respective campaigns

Book now with ₹50,000/- Only
#EtaiBestTime
Jai Vinayak Group™
PERFECTION MEETS STYLE
HOME IS PERMANENT

CREDAI
GK Da Says
PMAY er bereche subsidhe sathhe discount aar offer bari kenar best time, etai sabar
#EtaiBestTime
primarc

Eden Group
Published by Eden Kolkata
You can now enjoy substantial benefits with the Credit Linked Subsidy Scheme under the Pradhan Mantri Awas Yojana or PMAY which has been extended till March 31, 2021.
#EtaiBestTime #GKDa #CREDAIBengalHomes
CREDAI Bengal Homes
You can now enjoy substantial benefits with the Credit Linked Subsidy Scheme under the Pradhan Mantri Awas Yojana or PMAY which has been extended till March 31, 2021.
GK Da Says
PMAY er bereche subsidhe sathhe discount aar offer bari kenar best time, etai sabar
#EtaiBestTime

SIGNUM
INVEST IN YOUR FOREVER!
Interest rates are falling, Your dream home is calling!
Now is the Time!
#GK Da Says
#EtaiBestTime

Swan Court
CREDAI
GK Da Says
PMAY er bereche subsidhe sathhe discount aar offer bari kenar best time, etai sabar
#EtaiBestTime

CREDAI
GK Da Says
PMAY er bereche subsidhe sathhe discount aar offer bari kenar best time, etai sabar
#EtaiBestTime

Greenfield City Sponsored
BOOK NOW WITH ₹50,000/- ONLY
SECURE YOUR FUNDS & LIFE AT GREENFIELD CITY!
AVAIL PRICE PROTECTION POLICY TILL 31ST MAR '21
ALSO ENJOY CLIS BENEFIT UP TO 2.35 LACS
ZERO CANCELLATION POLICY BEFORE SELLER'S POSSESSION

Srijan Realty Pvt. Ltd.
Sponsored
Give your lifestyle the twist of nature. Spacious homes & convenient location. ... Continue reading
#EtaiBestTime

Ambuja Neotia
29 Jun
In this edition of NeoNews, we bring up the glimpses of our lives amidst the pandemic experience and how we embrace the new normal. It's time we unleashed our unstoppable zeal to stand firm against the fear. To check out the newsfeed, click on <https://cutt.ly/DiCoxss>
#EtaiBestTime

Merlin Group
4 h
#EtaiBestTime #GKDa #MerlinGroup
#EtaiBestTime

EDEN
#EtaiBestTime

Eden Realty Group
10 Aug
#EtaiBestTime

BUILT WITH YOU IN MIND
Homes at Rajpath ₹50 lakh onwards
#EtaiBestTime

Purti Realty
Starting from 2BHK-55.37lacs*GST Extra 3BHK - 67.63LACS*GST Extra. Located in close proximity to Sealdah... Continue reading
#EtaiBestTime

Rajat Homes
Sponsored
#EtaiBestTime to own a modern lifestyle home in Joka's tallest towers.
#EtaiBestTime

Our #EtaiBestTime videos featuring the indefatigable mascot of real-estate-matters have been a hit in the internet space with audiences across the world appreciating his antics! Here are links to his videos. Enjoy his myriad moods and goofy advice bits :)

https://youtu.be/gktj55_xRU0

https://youtu.be/wVp0R4Fe2lQ

https://youtu.be/MdQV11rdHHQ

https://youtu.be/AKYi79h_7Lo

https://youtu.be/31r6StAQI24

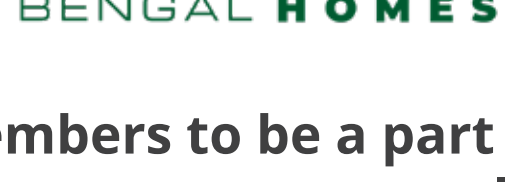
https://youtu.be/sCYZFGORouI

https://youtu.be/mwSctbWtHco

https://youtu.be/D3Xa6ojWqqk

Campaign Committee :
Sidharth Pansari | Pawan Agarwal | Gaurav Belani

CREDAI BENGAL HOMES PORTAL UPDATE



Requesting all Members to be a part of CREDAI Bengal's own property portal !

Paid Listings

Enjoy **more** Benefits like:

- Quality leads and no lead sharing policy
- Enjoy more visibility for your property with an average of 50,000 visitors per month
- Run multi-format display ads on the home, search & other generic pages
- Showcase properties on the Homepage as Featured Projects
- Create unique developer page with property listings
- Individual property page with on page SEO optimization option

Only at Rs 2,500 per listing per month



Listing your property has never come at such an attractive price!



Pay only INR 2,500 per listing per month.

If this has not enticed you yet, we also have an introductory bulk offer:

You can list for 6 months while only paying for 5!

What are you waiting for?

LIST YOUR PROPERTY ON CREDAI BENGAL HOMES NOW



@credaibengalhomes @CredaiH @creдай_bengal_homes @creдай-bengal-homes

*The Portal is an initiative by **CREDAI BENGAL**

CREDAI Bengal Homes portal : The right place to run your Real Estate Ads

In-Portal Advertisement

Advertisement Types and Rates

Page	Inventory	Inventory Type	Available In Devices	Available Slots	Minimum Booking Duration	Spot Category	Costing / Placement Per Day
Home Page	Road Block	Image	All Devices	1	15 Days	Premium	₹1,850
	Banner	Image	All Devices	2	15 Days	Premium	₹750
	Premium Property Display	Video	All Devices	4	15 Days	Premium	₹500
Search Page	Top 3 Ranking Paid Listing Advertising	Search Result Overlay Card (For Any Search Location)	All Devices	3	15 Days	Premium	₹450
	Top Of The Search Listing	Image	All Devices	1	15 Days	Premium	₹500
	Bottom Search Listing	Image (Horizontal Ad)	All Devices	2	15 Days	Normal	₹350

Advertisement Types and Rates

Page	Inventory	Inventory Type	Available In Devices	Available Slots	Minimum Booking Duration	Spot Category	Costing / Placement Per Day
Search Page	Search Listing Sidebar	Image (Horizontal Sticky Ad)	Only Desktop	1	15 Days	Normal	₹250
	Search Listing Sidebar	Video (Vertical Sticky Ad)	Only Desktop	1	15 Days	Normal	₹400
Login Page	Page	Image / Video	All Devices	1	15 Days	Normal	₹250 / ₹300
	Top Of The Page	Image	All Devices	2	15 Days	Normal	₹200
Total Inventory	10 Ad Placements			18	15 Days		

Offers*

- Offer:**
 - 20% off on project listing for 3 months on purchase of minimum INR 100000 worth of Normal Ad Inventory for 3 months
 - On booking of RoadBlock Ad Inventory, free Login Page Ad Inventory For Paid Listing. For 3 months on booking for 6 months
- Gold Package:**
 - 20% off on booking of RoadBlock (Image) for 15 days
 - Premium Property Display Card
 - Top 3 Ranking Paid Listing Advertising
 - Top of the Search Listing (Image) for 3 months
- Silver Package:**
 - 15% off on booking of Premium Property Display Card
 - Top 3 Ranking Paid Listing Advertising & Top of the Search Listing (Image) for 3 months
- Bronze Package:**
 - 12.5% off on booking of Premium Property Display Card & Top of the Search Listing (Image) for 3 months

Offers*

- Gold Package:**
 - 20% off on booking of RoadBlock (Image) for 30 days
 - Premium Property Display Card
 - Top 3 Ranking Paid Listing Advertising
 - Top of the Search Listing (Image) for 3 months
- Silver Package:**
 - 15% off on booking of Premium Property Display Card
 - Top 3 Ranking Paid Listing Advertising & Top of the Search Listing Card (Image) for 3 months
- Bronze Package:**
 - 12.5% off on booking of Premium Property Display Card & Top of the Search Listing (Image) for 3 months

***Terms & Conditions:**
1. Ad Slots are subject to availability
2. Only 1 Ad slot per Ad position can be booked at a time, for each project
3. Offers, packages & prices may change in future



124 Live Projects
53 Listed Developers
1,94,477 Website Traffic
2,80,943 Sessions
6,10,282 Total Page Views
2,077 Unique Leads Generated

*Data collected as of 4th August, 2020



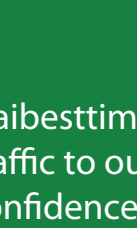
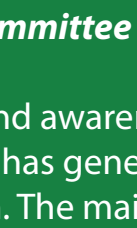
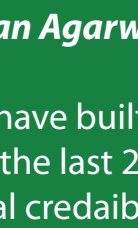
This seems like a **good place to run your ads**

CREDAI Bengal Homes gives you the option of exploring a variety of options with our In-Portal Advertisements to increase visibility of your project which will in-turn fetch leads at affordable rates!

- Grab *maximum attention* by running display ads on our portal.
- A *huge range of ad types* to select from.
- The power to *select where you want to place your ads*, what format to use (*video or image*) and the size of the ad.
- Avail what suits you best* as different ads have different rates.
- Explore our bouquet filled with *lucrative offers* to choose what works for you.

If you've reached this far, we know you're interested.

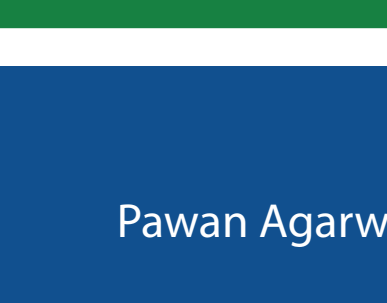
AD PACKAGES ENCLOSED



@credaibengalhomes @CredaiH @creдай_bengal_homes @creдай-bengal-homes

*The Portal is an initiative by **CREDAI BENGAL**

Pawan Agarwal, Mentor, IT Committee



"We have built a successful brand awareness campaign around #etaibesttime and #GKDa over the last 2 months and this has generated a huge number of traffic to our property portal credaibengalhomes.com. The main objective was to build confidence of the buyer and instill positivity around property investment in these bleak times. Because of the expansive reach of the campaign, leads generated for some members whose projects are listed, might have been slightly generic in nature. But from September onwards, we are going to ensure that our paid marketing measures give members both quantitative as well as quality / targeted leads".

IT Committee Members

Pawan Agarwal | Nakul Himatsingka | Rajat Pasari | Gaurav Belani | Kirti Patodia
Ruchi Todi | Aakriti Shroff



Webinar organised by CYW



Session introduced by:
Nandu Belani, President, CREDAI Bengal
Gurmeet Singh Arora, President, IPA

CREDAI & **CYW**
invite you to a Webinar on
BENEFITS of choosing a right Plumbing System

SPEAKERS OF THE SESSION | **21ST AUGUST** | **4 PM**
FRIDAY

1 Rahul Dhadphale Director of Legal Consultants P Ltd National Joint Secretary of Indian Plumbing Association Topic: Strategies and tips to save costs in Plumbing	2 Nilesh Ganthi Proprietor M3I Aca Consultants PVT & LLP Services Consultants VLSI, Data Center & Member Technical Committee, IPA Topic: Benefits of choosing the right plumbing system	3 Subhash Deshpande Plumbing Engineer Member Technical Committee, IPA Topic: Common mistakes that cause leakage and how to avoid and rectify them
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Launching **IPFA** **INDIAN PLUMBING FEDERATION ASSOCIATION**

Moderated by
Yashashwi Shroff
Executive Director, Jaipur Realty
Zone Representative,
(New Construction Technology Committee, CYW National)

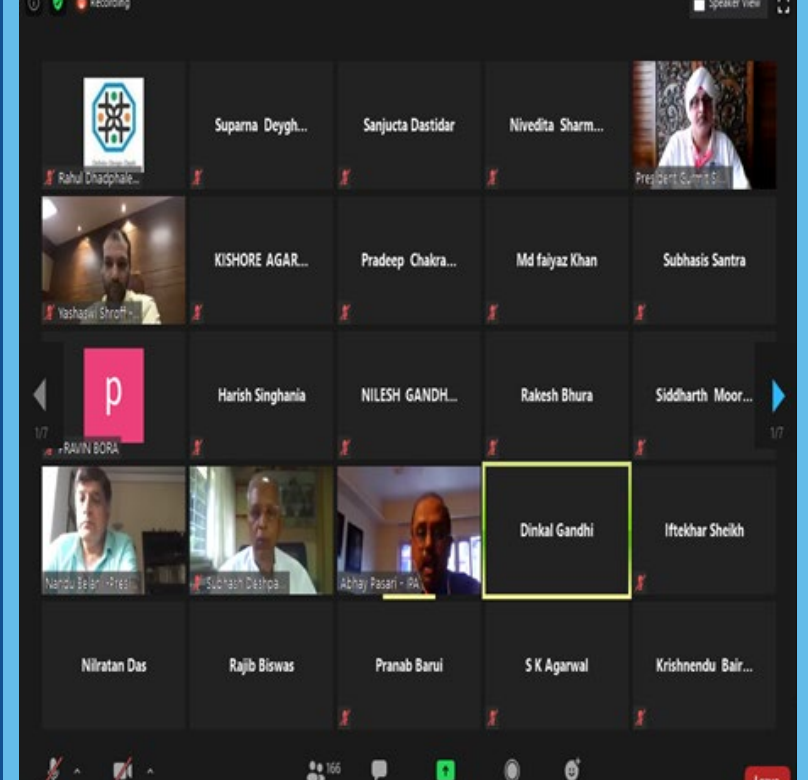
Webinar Sponsor: **KSB**

Zoom link: <https://www.zoom.us/j/9211111111>



"We conducted a Webinar in association with IPA (Indian Plumbing Association) focused on plumbing - one of the most critical aspects which affects the long term health of a building and the wellbeing of its occupants. Over 185 participants attended the Webinar who learnt some of the strategies and tips to develop cost effective plumbing systems and also some of the common mistakes that caused leakages and how to avoid and rectify them."

Yashashwi Shroff
Zone Representative, New Construction Technology Committee, CYW National



A video on Project Kalpavriksha - an initiative by CYW was released on Independence Day.

Credai Bengal @CredaiBen... · 1d
'Kalpavriksha', the tree planting initiative by CREDAI Bengal, had pledged plantation of 20,000 trees during its inaugural ceremony in June 2020. Presently 10,000 trees have been planted already!
@CREDAINational
#kalpavriksha
#credaibengal

KALPAVRIKSHA
The Million Tree Plantation Initiative
1:02
30 views

<https://youtu.be/9gtYM1CooB8>



Suhel Saraf
CCCM Convener, CREDAI Bengal

"It is heartening to see the fantastic response received from our members. I would like to thank all the members who have come forward and pledged trees to make the Kalpavriksha drive successful. The Kalpavriksha video was launched on the occasion of Independence Day to mark the need of the nation to plant and preserve more trees."

CSR UPDATE

Labour Registration



Construction Worker registration under Samajik Suraksha Yojana (SSY 2017 Scheme)

Labour Cess paid can benefit only registered workers. Registration is now portal based and free.

Contractor to certify that applicant is a construction worker. Workers rural address will be verified, no link to work site.

CREDAI Bengal will guide the process and has selected an agency to upload data to the portal at a nominal fee.

Major Benefits to the workers

- ❖ No cost one-time registration valid lifelong
- ❖ Death & Disability benefits (₹ 50,000 – ₹ 200,000)
- ❖ Pension at age 60 @ ₹ 750 per month.
- ❖ Worker and family can avail Medical treatment of ₹ 20,000 per year & surgical treatment of ₹60,000 per year.
- ❖ Educational Assistance for Children (Class XI to post-graduate).
- ❖ Grant to graduate unmarried daughter ₹ 25,000
- ❖ PROVIDENT FUND – ₹ 25 monthly contribution (unbroken*) – govt will also contribute ₹ 30 per month.

Please fully support and ask your sites to register all workers.

For more details

72782 34876

csr@credaibengal.in



Anant Bhagat.
Member, Labour Welfare Committee, CYW

CREDAI Bengal Labour Welfare Committee requests all members to register their construction workers under Samajik Suraksha Yojana (SSY) 2017 scheme. Labour Cess paid by us can be utilized by registered workers for enormous benefits such as children education, medical benefit to the worker, old age pension etc. The registration is one time and free for the workers. However, the committee has selected an agency to upload the data to the portal at a nominal fee. Kindly nominate your sites to register all workers.



COVID 19 Worker Health Safety Programme in July, 2020

No of workers screened = 4175
List of participating developers

DEVELOPER NAME

Merlin Group

Srijan Group

Diamond Group

Space Group

Soham Estate

Rameshwara Group

Ganges group

Salarpuria Group

PS Group

Infinity Infotech Parks Ltd

Orbit Group

Prudent Group

Empress Group

Isha Group



EYE ON NATIONAL & LOCAL PRESS

Eye on Local Press

KMC likely to waive 100% interest on property tax dues

Saikat.Ray@timesgroup.com
Kolkata: The Kolkata Municipal Corporation (KMC) is likely to waive the entire interest on outstanding property tax from August. The discount offer will be valid for a limited period, probably six months.

So far, the civic body offered defaulters a 50% waiver on the interest on property tax that was yet to be paid. But now, in a frantic attempt to compensate for the loss of revenue from property tax during the prolonged lockdown period, the KMC authorities have decided to offer a total interest waiver to encourage defaulters to pay up. According to a KMC assessment department official, the civic authorities have drafted such a proposal and sent it to the state government for approval. The announcement on behalf of the board of administrators that now runs the KMC administration may soon be made once the green signal reaches the civic body head-quarters. The total property tax, which is due, is Rs 3,500 crore. According to statistics, among 5 lakh-odd tax-payers assessed,

more than 400 major defaulters owed KMC Rs 1,500 crore. The civic body would offer the 100% waiver of interest for a limited period, said an official. "The scheme might be on offer for six months at the most. After that, the waiver will be back on 50% of the interest amount, as is applicable now," he added.

According to a civic revenue department official, the effort to mop up revenue to clear dues to contractors and run essential services without glitches necessitated the introduction of the 100% waiver scheme. "We need at least Rs 500 crore to clear dues to contractors and keep essential services going unhindered. The total waiver of interest on property tax dues may encourage defaulters to avail of the rare opportunity and pay their outstanding amounts. That way we may mop up additional revenue from a section of defaulters, apart from receiving taxes from property owners who pay

regularly," a KMC assessment-collection department official told TOI.

In a similar drive, the KMC brass in 2012 announced a property tax waiver scheme to fund city's infrastructure projects. At that time, the civic body had collected Rs 250 crore from the scheme, which allowed a 50% waiver on interest.

While some were hopeful of earning a portion of outstanding amounts, others felt the scheme might adversely affect the civic body's drive against habitual defaulters as an assessment showed a majority of big defaulters waited for such scope to dodge interests on principal sum. The officials reasoned that frequent concessions to major defaulters could demoralize regular tax-payers. "We could collect huge revenue after issuing distress warrant notices that warn defaulters of action, like attaching properties, if they fail to pay up. Now the new proposal will not only encourage habitual defaulters to stop making payments, but we will also lose money worth hundreds of crores as interest will be waived," an official said.

OFFER MAY BE VALID FOR 6 MTHS

WEST BENGAL NEWS

Kolkata: NKDA starts health monitoring camps at construction sites to screen Covid-19 suspects

Days after an east west Metro construction site became a containment zone scores of labourers working at the site were tested positive of Covid 19 the New Town Kolkata Development Authority), in coordination with a local NGO has started organising health check ups for labourers working at various construction sites in New Town starting from Wednesday.

"On Wednesday, we conducted health and medical check up of 80 odd labourers at a construction site in New Town. Based on the doctors' feedback and initial screening we have identified five labourers as suspects and are sending their swab samples for testing," said Debasis Sen.

Wednesday's screening was conducted at Rabindra Tirtha where labourers working at an administrative building of NKDA were tested. The authorities have identified five more construction sites belonging to a private bank, an insurance firm, a private hotel, an underconstruction cricket stadium by AIFF and an under construction college campus for St Xaviers University spread across different parts of New Town. "The idea is to screen as many persons possible at the construction sites to identify susceptible cases and test them accordingly to prevent the spread of the disease," said Samaresh Das, a senior official of the NGO.

KMC defers property tax drive as defaulters go behind Covid shield

Civic Team Collects ₹14Cr In 15 Days

Saikat.Ray@timesgroup.com

Kolkata: The Kolkata Municipal Corporation's drive against major property tax defaulters is proving to be a difficult exercise, given the renewed lockdown and the ongoing restrictions in the containment zones. The special civic assessment department team that had started raids on major tax defaulters is now being forced to suspend their campaign till the strict restrictions get over as several complexes are reportedly barring them entry, citing contamination risk. Till now, the plan is to restart the drive early in August.

Keen on augmenting the civic revenue, which has suffered a loss of around Rs 300 crore owing to the lockdown in the past four months, the KMC brass asked the assessment department to conduct a special drive against major property tax defaulters. Accordingly the crack team was formed in June and the members, armed with notices, paid visit to several high-rises and commercial establishments, compelling some of the defaulters to clear their property tax dues. "We started the drive after June 8, when the unlock began and by a fortnight, we collected Rs 14 crore from some of the defaulters in the Park Street-Loudon Street belt alone. We were encouraged

MOPPING UP OUTSTANDING AMOUNTS

KMC drive against major property tax defaulters started June 15. Continued for 15 days. Areas: Park Street, Loudon Street, Theatre Road, AIC Bose Road, Elgin Road Ballygunge among other areas. Collection: ₹14 crore. Next drive: Expected early in August. Targeted areas: Around 20, including Park Street, Theatre Road, Loudon Street, Sarat Bose Road, Rashbehari Avenue, Gariahat and Ballygunge. Till now, KMC plans to restart the drive in early-August.



to conduct more such raids in prime residential and commercial locations in south Kolkata," said a KMC assessment department official.

But the civic body's plan to launch a more stringent drive against tax defaulters soon fell through as KMC assessment department inspectors were refused entry into homes by the reported defaulters, citing strict lockdown norms. "It was a trying time for us as we were simply not allowed to go into

the tax defaulters' offices or residential complexes, citing restrictions to minimize the spread of the novel coronavirus. We could understand it was actually a plea on part of some defaulters but given the situation, we could not serve any notice. We had to retreat," said a KMC revenue department official. At the same time, some KMC inspectors were also reluctant to visit premises located in high-risk zones, fearing infection.

KMC assessment department officials are now preparing a list of habitual defaulters who will be served notices as soon as the strict lockdown is lifted. In fact, a revenue official said, the civic brass wanted the assessment department team to relaunch their drive from early August.

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Revenue department sources said the prime locations would include Park Street, Loudon Street, Theatre Road, Elgin Road, Ballygunge, Rashbehari Avenue and Gariahat. He said that under pressure to increase revenue, which had dropped to an all-time low, the KMC assessment department might get tough with a section of habitual defaulters and even serve a distress warrant to attach their properties in case their dues were not cleared even this time.

Kolkata civic body defers property tax drive due to Covid-19

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More consumers keen on home ownership over renting despite COVID-19 challenges: Survey

Real estate is emerging as a preferred investment asset class in the backdrop of economic uncertainty and rising stock market volatility with over 50% of consumers considering buying a new home in the next six months, showed a JLL India survey. The survey was conducted online covering over 2,500 prospective homebuyers from Mumbai Metropolitan Region, Delhi-NCR, Bengaluru, Hyderabad, Chennai and Pune. According to the survey, 91% respondents wanted to buy a home when asked to choose between buying and renting. Additionally, 67% believed that buying a home is a necessity, not a luxury.

Kolkata: Land acquisition process starts for Joka-Esplanade Metro

Rail Vikas Nigam will start issuing notifications under the Metro Railway (Construction of Works) Act 1978 to acquire parcels along a 1.5km stretch between Mominpore and Ekbalpore.

The process of land acquisition for the underground section of the Joka-Esplanade Metro has started. Rail Vikas Nigam Limited (RVNL), the agency tasked with implementing the city's Metro projects, has just completed a joint land survey with Kolkata Municipal Corporation (KMC).

It will start issuing notifications under the Metro Railway (Construction of Works) Act 1978 to acquire parcels along a 1.5km stretch between Mominpore and Ekbalpore.

The land is essentially being acquired for a 400m ramp from the elevated Mominpore station and till the start of the underground tunnels at the DH Road-National Library Avenue crossing, as well as the four entry points to Kiddepore station that will come up near Alipore Bodyguard Lines.

Total length of the underground tunnels is 2.8km. But much of the stretch passes through land belonging to the Ministry of Defence (MoD). RVNL already has MoD's nod for using Army's land. Now it needs to acquire property belonging to other organizations and some private individuals as well.

The list of these project-affected-persons (PAPs) and organizations was prepared after a joint survey with KMC. It includes a few shopowners and organizations like the Nepal Consulate, CMRI hospital, Kolkata Police, St Thomas School, St Teresa's School and Bengal's land reformers and PWD departments.

An RVNL official said, "These are small pockets like a part of the courtyard inside CMRI hospital for the ramp or the front side of St Teresa's School." A part of St Thomas' School will also be used for the station's entry. RVNL and KMC officials recently met the school authorities to get them on board before notifying the acquisition order.

Dialogues are being initiated with the Nepal Consulate and the individuals who need to give up shops in the area. Getting possession of land from organizations like Kolkata Police and the Bengal government will be a mere formality, officials said.

RVNL has the permission to use Army land for Victoria Memorial and Park Street stations. The 14.35km Joka-Esplanade Metro converges at Esplanade where a hub is coming up for three corridors. The existing north-south line already has its station at Esplanade. The upcoming East-West metro station is currently being built.

Now, work from home a deciding factor for one out of two flat-buyers

Study Shows Preference For Complexes

Subrata.Niyogi @timesgroup.com

Study Shows Preference For Complexes
Kolkata: One out of two home buyers sees the possibility of partly or wholly working from home in future, making it a key consideration while buying a property. Also, nine out of 10 now believe living in housing complexes improves quality of life and is willing to pay a little more and travel a little further to stay in one. A survey of home buyers by NK Realtors, largest real estate consultant operating in Kolkata, has revealed the impact of the novel coronavirus pandemic on customer psyche. Though many among those who were confined to homes during the lockdown are now going to work, a similar section still believes work from home will be the norm, either because there may be more virus-related disruptions in future or because the novel coronavirus has increasingly changed the way companies operate, encouraging people to work from home and devote time with lessening expensive office spaces. The survey, with a sample size of around 300 buyers in Kolkata, was held in July.

CORONAVIRUS IMPACT ON PURCHASE CHOICE

Purpose for buying a home

- For family member: 52%
- For investment: 18.1%
- For self: 29.7%

Budget range

- Less than ₹45L: 62.2%
- ₹45L-₹75L: 27.9%
- More than ₹75L: 8.4%

Timeline to choose and buy

- Within 3 months: 13.9%
- Within 3-6 months: 13.9%
- Beyond 6 months: 17.6%
- Not sure: 39.4%

Possibility of partly/wholly work from home

- Yes: 48.1%
- No: 22.9%
- NA: 29%

Living in a complex will improve quality of life

- Yes: 91.3%
- No: 8.7%

Architect's layout

Three out of 10 respondents said their requirement of the number of rooms had increased. Consideration of Real Estate Developers' Association of India (CREDAI) chairman Denzai Sushil Mohta said customers were looking for a study or a corner, where a workstation could be set up, as they resumed work and study from home. Workers either have to stay or will happen again. N. K. Rajan vice president

nt Biplob Kumar said the demand for complexes had increased following the pandemic. "Complexes with their open spaces, facilities and infrastructure are more equipped and safer to live in," he said. Mohta, too, felt people had realised the advantages of a gated living during the lockdown. "Since entry into a complex is regulated, there is peace of mind. Walks in the complex also allowed residents a limited scope of socialising," he said. In the survey, 47% respondents said they wanted to stay in a project that had over 500 as the most desirable investment than plot, equity and mutual funds. Credai Bengal chairman Nandini Khanal felt people have realised the value of homes and were convinced it was a secure investment. "In the pandemic, a home has emerged as not just a comforting shelter but also a security for future," he said. That is perhaps why thousand of buyers want to make the purchase in six months. Nine of 10 buyers are seeking properties below Rs 75 lakh, with nearly 70% of three lakh on a flat in the Rs 45 lakh bracket.

FOCUS ON CREDAI NATIONAL



Launch of CREDAI Awaas App

Shri Hardeep Singh Puri, Minister for Housing and Urban Affairs, GoI, launched the 'CREDAI Awaas App' on 31st July 2020.

Tweets Tweets & replies Media Likes

Ministry of Housin... · 31/07/20
Hon'ble MoS H&UA @HardeepSPuri at the launch of ARHC Knowledge Pack & web portals of @NaredcoNational and @CREDAINational in New Delhi today.

@Secretary_MoHUA Shri DS Mishra is also present.

Join us for the webcast at youtu.be/eBlesxyf9y0

13 41

CREDAI National · 31/07/20

#AwaasApp is an interactive platform that will allow #homebuyers to make an informed decision thus creating a smooth #virtual home-buying experience." - Mr. Satish Magar, @CREDAIPresident while addressing the public launch of #CREDAIAwaasApp



CREDAI National · 31/07/20

Shri Durga Shanker Mishra, @Secretary_MoHUA appreciates @CREDAINational for launching #CREDAIAwaasApp - India's largest residential project discovery online platform.

@MoHUA_India @GoI_MeitY @mygovindia

#CREDAIWebinar

3 11

CREDAI National · 31/07/20

The launch of #CREDAIAwaasApp is one of many such initiatives to bring transparency & improve trust between developers & #homebuyers by harnessing the power of #technology." - Mr. Satish Magar, @CREDAIPresident while addressing the public launch of #CREDAIAwaasApp

2 6

CREDAI National Response to Maharashtra government slashing stamp duty to 2% until Dec 2020 to boost demand

Satish Magar 85 Tweets

Tweets Tweets & replies Media Likes

to all segments of #RealEstate

#ReviveRealEstate

2 1 6

Satish Magar @CREDAIPres... · 1d
A nationwide cut in #StampDuty will bring further relief to the national #RealEstate segment & help over 250 allied industries.

@MoHUA_India @HardeepSPuri @Secretary_MoHUA @CMOMaharashtra @AUThackeray @Sbkataria @harshpatodia @BRustomjee

#ReviveRealEstate #ReviveEconomy

1 2 7

Satish Magar Retweeted **CREDAI National** · 15/08/20
Replying to @CREDAINational

CREDAI 21 h ·

Announcement of the reduction in #StampDuty at the onset of the festive season will boost #realty sales.

"The move by the Maharashtra govt to cut stamp duty by 3% will come as a significant relief to consumers" - Mr. Satish Magar, President, CREDAI National

<https://bit.ly/2YBRa0u>

#ReviveRealEstate #ReviveEconomy



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CREDAI Bengal Secretariat | Jindal Towers | Block A | Flat 4E
21/1A/3 Darga Road | Kolkata - 700 017
Ph: 033 22896380 | 033 40675295
www.credaibengal.in | www.credaibengalhomes.com



For more information / advertisement queries, please contact Ms Suparna Dey Ghosh, Addl. Secretary,
CREDAI Bengal at suparna@credaibengal.in