

## FROM THE PRESIDENT'S DESK



Dear Friends,

I would like to update you that the Environment Committee, CREDAI National has been very active in bringing to the Union Government's notice many issues that have created hurdles for real estate developers. West Bengal's concern has been to impress upon Ministry of Environment, Forest & Climate Change (MoEF & CC) for issue of necessary guidelines for time-bound issue of environmental clearance and faster resolution of environmental violation cases by the respective State Environmental Impact Assessment Authority (SEIAA) and State Environmental Appraisal Committee (SEAC) which the committee has taken up. Also, to bring to your notice, the Govt. of

India had published the Draft EIA Notification on 20th March 2020, inviting objections from the public. The last date for inviting suggestions and objections was 31st May 2020. Due to the pandemic, this was shifted to 30th June 2020. Later due to pressure from the public and environmentalists, the last date was shifted to 31st August 2020. Later due to a Court Order the last date was 7th September 2020. Following are the views of the Committee :

- The CREDAI Environment Committee had detailed deliberations on this subject, and in their view, the draft is well balanced except for a few points like CER and certain timelines.
- CREDAI National submitted its suggestions to the Draft EIA Notifications on 26th June 2020. The CREDAI Environment Committee submission was exhaustive and has covered all the points.
- CREDAI MCHI also submitted their detailed submission on 29th June 2020, taking into consideration the CRZ Regulations.
- There has been wide coverage on this issue in the press and Media.

Currently, we are awaiting the final notification to be released by the Government of India.

It's been an unprecedented 5 months of the 'new normal', with Covid-19 changing lives forever. Market sentiments have been down but we've tried to keep buyers' attention focused on real estate. These last 3 months, we have successfully navigated dampened spirits with the campaign mascot #GK-Da cheerfully egging on people to invest in real estate. The videos centred around #GKDa and #EtaiBestTime have generated heightened interest and have caused buyer recollection on the social media space. This campaign is coming to an end this month, but there are possibilities of reprising #GKda as and when required for the benefit of West Bengal's real estate market. I thank the campaign committee for putting in great effort into this three-month long project.

Recently, we have come across many studies which have suggested that the demand for housing is likely to go up in the near future, factoring in aspects of the 'new normal' like work-from-home, security in the form of a fixed asset etc. and thus we might also see some much needed traction in the quest for middle income homes. Also, a huge percentage of youths who had migrated from West Bengal are considering moving back or have already come back. This should serve as an opportunity to create inventory well-suited to their needs, budget etc. Many other socio-economic factors triggered by the crisis have also incidentally created a pool of serious buyers, people who were earlier happier to stay on rent are preferring to own one's home and those who were delaying their decisions to buy a house have advanced their decisions. Since Kolkata's market was not heavily speculation-drive, hence we have to keep intact that goodwill of Kolkata's real estate scene and serve the market of buyers created due to the pandemic.

I'm happy that 'Project Kalpavriksha' which we had initiated in the month of June is progressing well. Members have been donating generously for such a noble cause and I thank each one of you. Because of your contribution, we have already been able to plant 10,000 trees across Kolkata, with ground support from Kolkata Municipal Corporation (KMC). During the inauguration of this project at KMC, we had promised to plant 20,000 trees in the aftermath of the disastrous cyclone Amphan and it has been a deeply rewarding journey so far, giving back to the city.

Warm Regards,

Nandu Belani  
President  
CREDAI Bengal

## INITIATIVES TAKEN UP WITH THE 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, E- Registration of properties, acceptance of E-signatures and Biometric fingerprints to complete the process of E- Registration were sought for. It was given to understand that for the acceptance of E-signatures and Biometric fingerprints, there are some legal obligations which the Department is working on.

A letter has further been submitted with the office of the Finance Secretary, Government of West Bengal seeking the following :

1. A clear-cut guideline to the Registration Department for registering the Agreement to Lease.
2. Creation of window for registration of agreement of sub lease
3. Allowance of 2% stamp duty for the market value of the flats/units for registration of agreement of sub lease for under-construction projects upon leasehold lands
4. Adjustment of stamp duty paid for registration of agreement of sub lease against the stamp duty payable for deed of sub lease.

### Fire Department –

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 are actively considering our request, in view of the prevailing COVID scenario. Their decision in this regard will be communicated shortly.

However, as a special case they have agreed to allow an authorized project architect to attend TEC Meetings virtually through 'Google Meet' for which necessary meeting code will be provided on the day of the meeting.

### Data sought and information sent to members on various issues :

25.08.2020	CREDAI Bengal	Pay less and list now!	-	Circular
12.09.2020	CREDAI Bengal and CREDAI National	Interim Order on waiving of interest charged during moratorium from Hon'ble Supreme Court	13.09.2020	Format attached with e-mail
15.09.2020	CREDAI Bengal Homes	Listing Renewal	-	Circular

# #ETAIBESTTIME DIGITAL REVIEW AUGUST AND SEPTEMBER 2020 (TILL 15TH SEPT)

**CREDAI**  
BENGAL

#EtaiBestTime Digital Review

1st - 31st August '20  
&  
1st -15th September '20

**Campaign Objective**

- Create awareness about real estate buying as a lucrative investment right now
- Introducing 'GK Da' as a guide for home buying
- Drive traffic to [www.credaibengalhomes.com](http://www.credaibengalhomes.com)
- Encourage download of e booklet on the website
- Re-target the audience interacted with our ads
- Online news release to promote 'GK Da' in national level.
- Twitter top trends 'GKDaSays EtaiBestTime'

**PERFORMANCE SUMMARY AUGUST**

- 16.6 million+ impressions
- 23+ Lacs Reach
- 1.6 million combined video views
- 76K+ clicks to the website
- 51K+ website sessions
- 37K+ users to the website
- 4999 bot queries handled; 162 email fill ups
- 89+ booklet downloads
- 109 News distribution
- Media spends 7.18 Lacs

**PERFORMANCE SUMMARY JULY**

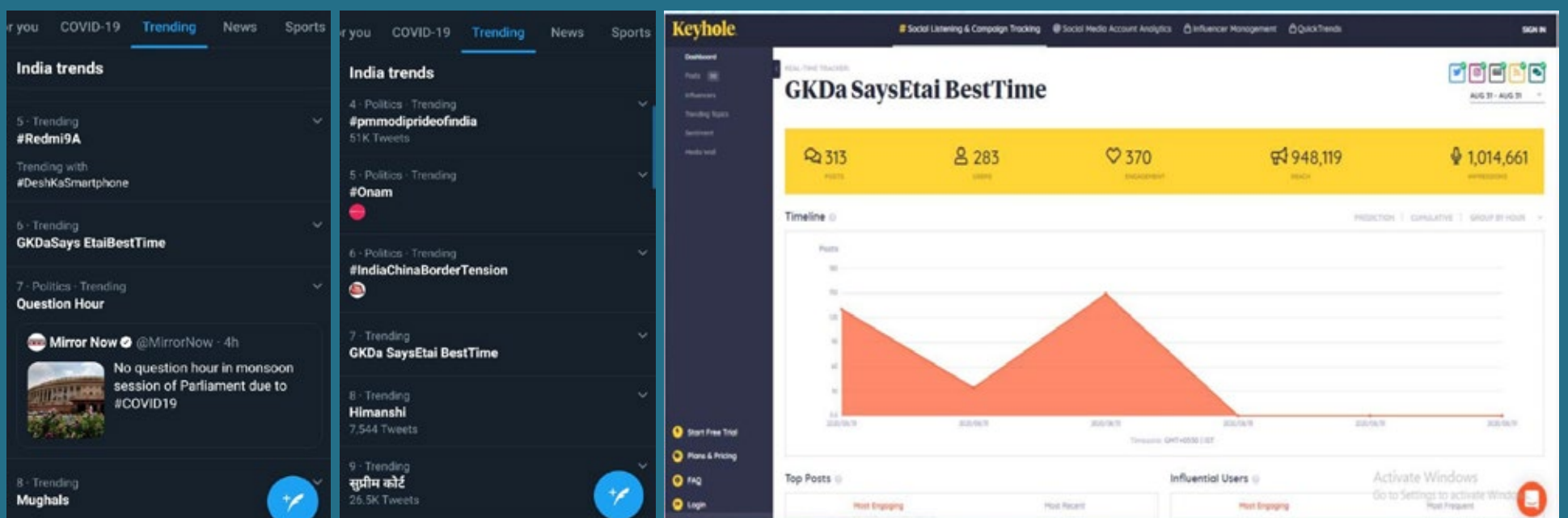
- 9.4 million+ impressions
- 8+ Lacs Reach
- 1.3 million combined video views
- 30k+ clicks to the website
- 22K+ website sessions
- 17K+ users to the website
- 2881 bot queries handled; 216 email fill ups
- 65+ booklet downloads
- Media spends 6.60 Lacs

**PERFORMANCE SUMMARY SEPTEMBER**

- 3.5 Lacs Reach
- 3.4 Lacs combined video views
- 46K+ website sessions
- 2855 bot queries handled; 111 email fill ups
- 7 million+ impressions
- 85K+ clicks to the website
- 29K+ users to the website
- Media spends 2.60 Lacs

## #GKDa trended on Twitter

- The objective for the twitter trend was to create awareness about our campaign - #EtaiBestTime and also introduce #GKDa to a national audience.
- We aimed to trend in the top as 'GK DA SAYS ETAI BEST TIME'.
- We achieved trending on 2 days 31.08.2020 & 02.09.2020
- At positions 7 and 6 respectively. We had supported the trend with our first film
- This trend helped us create a national awareness about 'CREDAI Bengal Homes'
- It helped us reach 9.4+ Lakh people with 1+ Million impressions



## CSR UPDATE

CSR activities conducted between 1st August - 10th September, 2020.

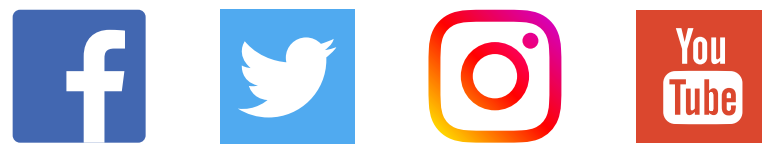
**COVID 19 Worker Health Safety Programme :**  
No. of workers screened = 3020  
List of participating developers :







**Srijan Group | Merlin Group | Infinity Infotech Parks Ltd | Isha Group**

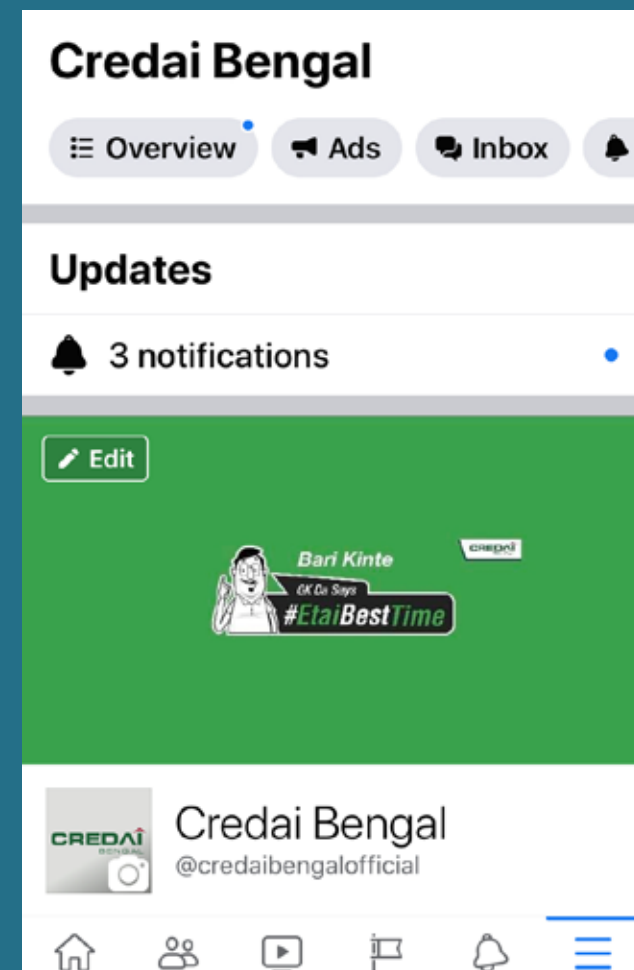
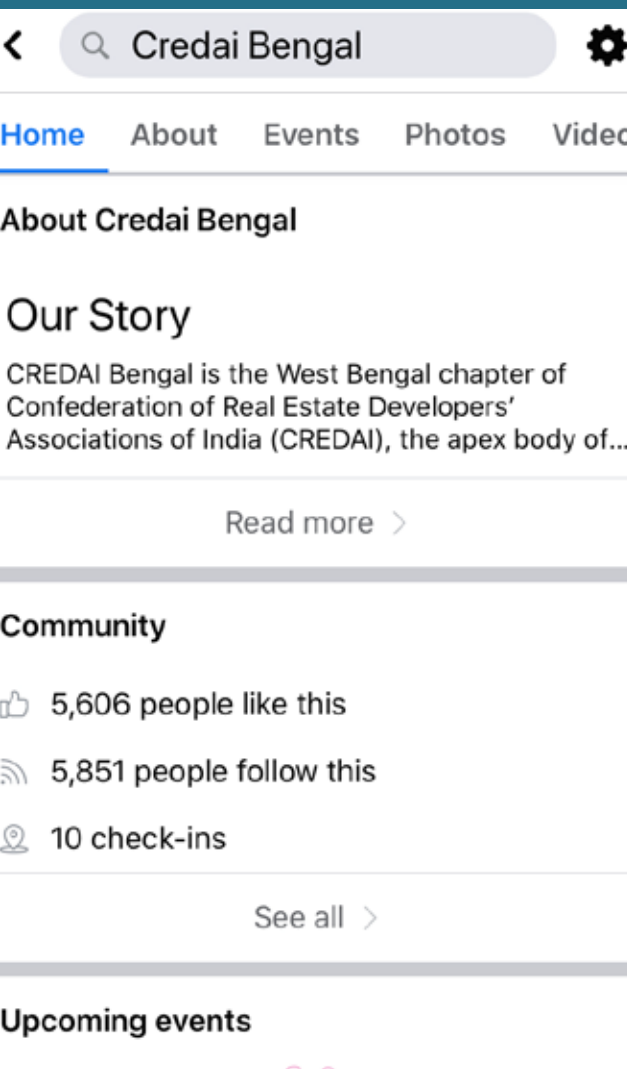
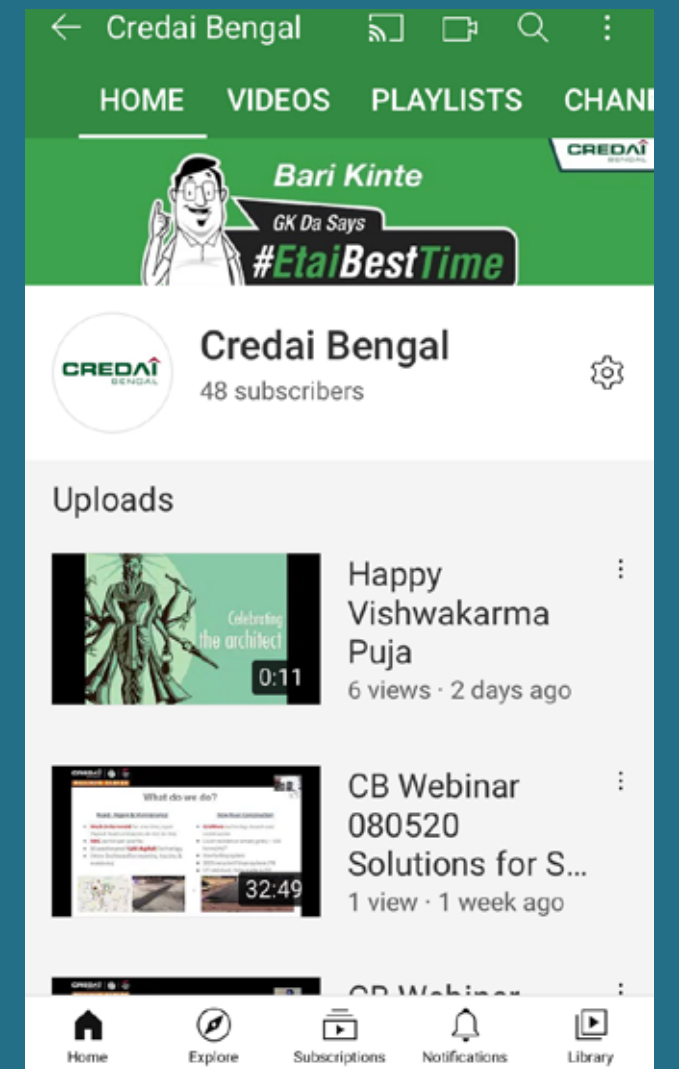
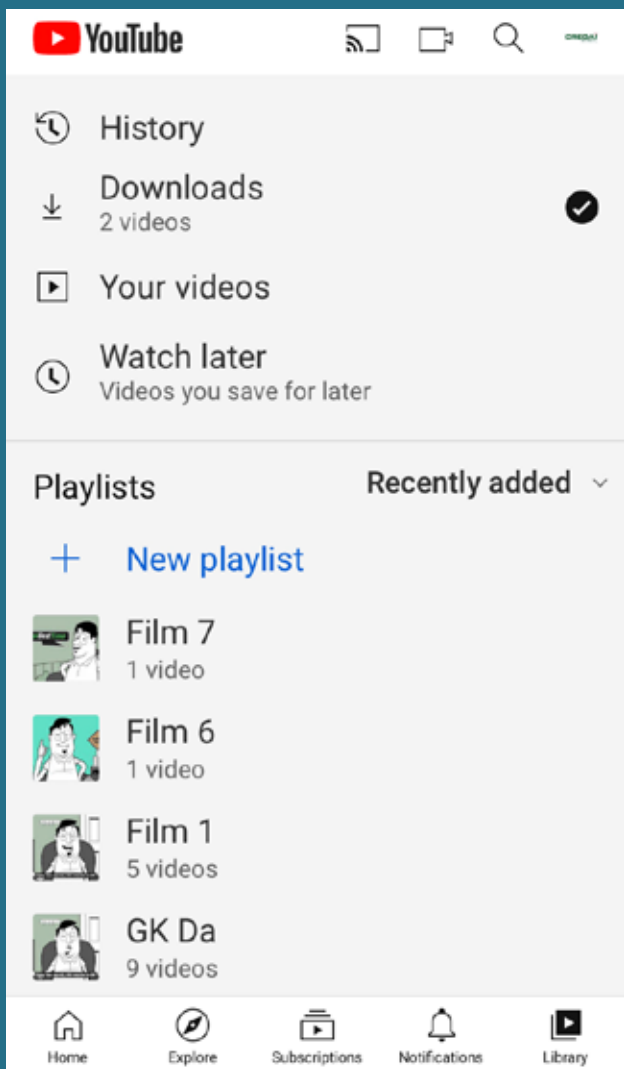
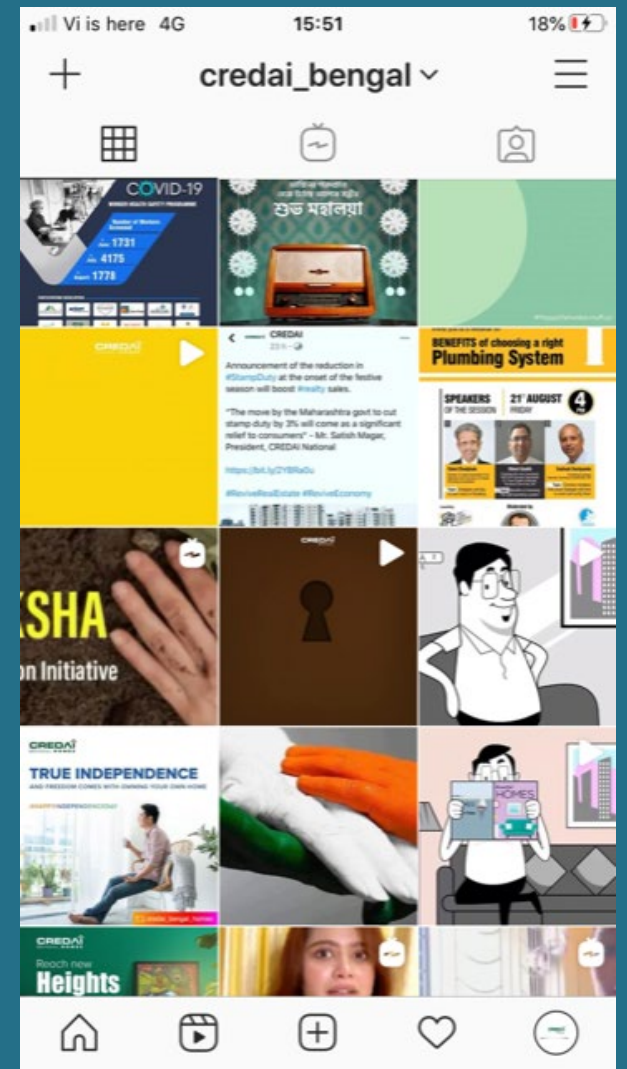
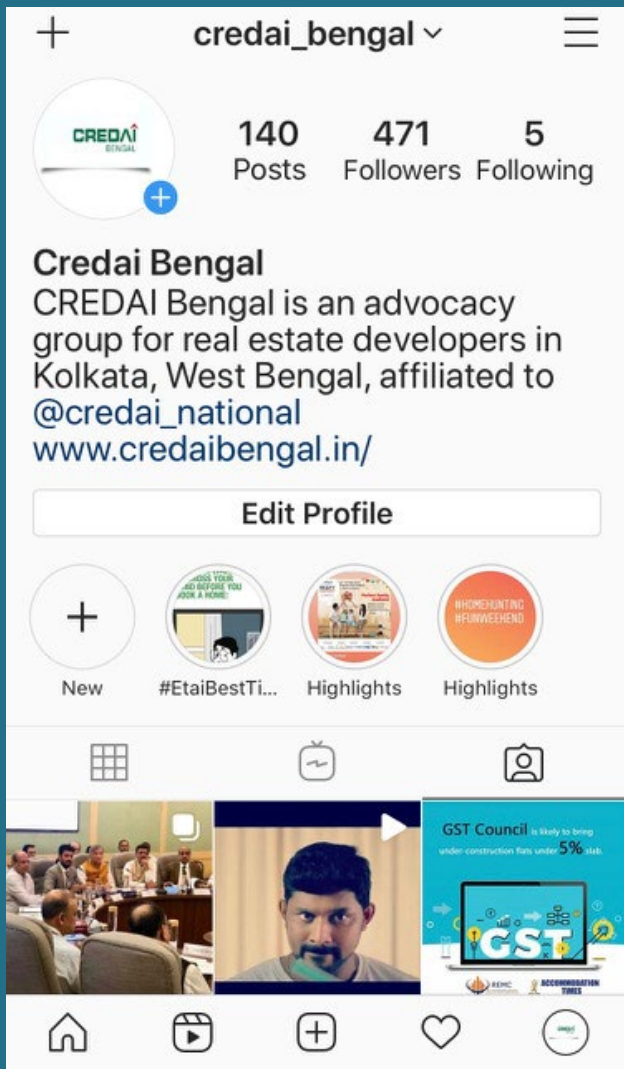


**CREDAI**  
BENGAL  
**ON SOCIAL MEDIA**



CREDAI Bengal's social media pages are regularly updated with information and updates about the work we are doing. Our events, campaigns, csr work, sectoral information etc find mention and coverage daily. Help us reach newer audiences by liking these pages.

 <p>@credaibengalofficial</p>	 <p>@CredaiBengal</p>
 <p>@cre dai_bengal</p>	 <p>@Credai Bengal</p>



## EYE ON LOCAL PRESS

### WEST BENGAL NEWS

#### Kolkata civic body to fine builders for blocking roads ET Realty ( online ), August 29, 2020

An amendment in the KMC Act has empowered the civic body's solid waste management department to impose spot fines on builders who encroach on roads and pavements. The Kolkata Municipal Corporation (KMC) is set to crack the whip on errant builders who stack construction material on the city's roads and pavements.

From imposing fines to issuing stop-work notices, the civic authority has chalked out multiple punitive actions to clear the streets following chief minister Mamata Banerjee's warning that these encroachments were choking the city's drainage system and leading to widespread waterlogging.

Sources in the KMC buildings department said the municipal commissioner on Wednesday issued a circular asking officials to prepare a list of builders flouting rules and hand over the list to the solid waste management department for levying spot fines and seizing construction material dumped on the roads.

An amendment in the KMC Act has empowered the civic body's solid waste management department to impose spot fines on builders who encroach on roads and pavements. The amount may vary from Rs 5,000 to Rs 10,000 depending on the number of offences.

According to KMC rules, a builder is allowed to stack construction materials near the site till the ground floor of the building is built. Thereafter, the construction material has to be moved into the site. "Any deviation from this rule will attract spot fines," said a solid waste management department official.

The civic brass also wants to teach a lesson to repeat offenders by confiscating the material after the second offence and issuing stop-work notice after the third.

A KMC drainage department official said large areas get severely waterlogged during monsoon because of choking of the underground drainage system by construction materials like sand and stone chips.

The state municipal affairs department is set to write to municipal commissioners of KMC, Bidhannagar Municipal Corporation and Howrah Municipal Corporation, asking them to take appropriate action against errant builders.

<https://realty.economictimes.indiatimes.com/news/regulatory/kolkata-civic-body-to-fine-builders-for-blocking-roads/77816602>

#### Civic body to fine builders for blocking roads The Times of India ( online ), September 01, 2020

The Kolkata Municipal Corporation (KMC) is set to crack the whip on errant builders who stack construction material on the city's roads and pavements. From imposing fines to issuing stop-work notices, the civic authority has chalked out multiple punitive actions to clear the streets following Chief Minister Mamata Banerjee's warning that these encroachments were choking the city's drainage system and leading to widespread waterlogging.

Sources in the KMC buildings department said the municipal commissioner on August 26 issued a circular asking officials to prepare a list of builders flouting rules and hand over the list to the solid waste management department for levying spot fines and seizing construction material dumped on the roads. An amendment in the KMC Act has empowered the civic body's solid waste management department to impose spot fines on builders who encroach on roads and pavements. The amount may vary from Rs 5,000 to Rs 10,000 depending on the number of offences.

According to KMC rules, a builder is allowed to stack construction materials near the site till the ground floor of the building is built. Thereafter, the construction material has to be moved into the site. "Any deviation from this rule will attract spot fines," said a solid waste management department official.

The civic brass also wants to teach a lesson to repeat offenders by confiscating the material after the second offence and issuing stop-work notice after the third.

A KMC drainage department official said large areas get severely waterlogged during monsoon because of choking of the underground drainage system by construction materials like sand and stone chips.

The state municipal affairs department is set to write to municipal commissioners of KMC, Bidhannagar Municipal Corporation and Howrah Municipal Corporation, asking them to take appropriate action against errant builders.

<https://content.magicbricks.com/property-news/kolkata-real-estate-news/civic-body-to-fine-builders-for-blocking-roads/115747.html>

#### West Bengal to handover freehold land deeds to people of 119 refugee colonies ET Realty ( online ), September 01, 2020

For the purpose, the state government is preparing a database and an initial list of around 15,000 residents is ready while another one of around 6,500 people is getting prepared, he said.

The West Bengal government is planning to handover freehold land title deeds to over 20,000 people residing in 119 refugee colonies of the state, a senior official said on Tuesday.

For the purpose, the state government is preparing a database and an initial list of around 15,000 residents is ready while another one of around 6,500 people is getting prepared, he said.

"Once the list is complete, it will require the approval of the chief minister after which the date of distribution of the land title deeds by her will be fixed," he said.

In March this year Chief Minister Mamata Banerjee had distributed freehold land title deeds to the residents of 94 refugee colonies in the state.

She had announced about taking similar measures to distribute freehold land deeds to residents of another 119 refugee colonies.

The entire survey was conducted by officials of the state Land and Land Reforms and Refugee Relief and Rehabilitation department amid the Covid-19 pandemic situation.

Of the residents of the 119 refugee colonies around 3,500 beneficiaries are from neighbouring Howrah, Hooghly, North and South 24 Parganas and Nadia districts, he said.

There are a large number of people from Alipurduar, Jalpaiguri, Malda, Uttar and Dakshin Dinajpur districts, the official added.

According to the official, a freehold land title deed owner will not be able to sell the land for the first 10 years.

<https://realty.economictimes.indiatimes.com/news/residential/west-bengal-to-handover-freehold-land-deeds-to-people-of-119-refugee-colonies/77878675>

#### East-West Kolkata metro renews flat contracts for Bowbazar evacuees ET Realty ( online ), September 03, 2020

At present, 332 of the Bowbazar residents are staying in 82 rented flats, most in east Kolkata. Among them is Jayanta Seal, whose house on 13A, Durga Pithuri Lane, was reduced to debris.

The East-West Metro authorities have started renewing the 11-month rental agreements for flats occupied by families displaced in the tunnelling accident in Bowbazar. A year after the disaster, the evacuees are now trying to settle into their new homes, lamenting the loss of their ancestral properties in Bowbazar.

On August 31 last year, around 700 people had to be shifted out of their homes after the tunnel boring machine hit an aquifer, leading to large-scale subsidence and build-ings crumbling.

At present, 332 of the Bowbazar residents are staying in 82 rented flats, most in east Kolkata. Among them is Jayanta Seal, whose house on 13A, Durga Pithuri Lane, was reduced to debris. "I don't even want to be reminded of that afternoon. Our old home, with all its antique furniture, is gone. It is impossible to come to terms with the loss," Seal said. The family now lives in a 2BHK flat in Phoolbagan. The rent is being paid by ITD ITD-Cementation, the company contracted to build the last leg of the underground tunnels between Esplanade and Sealdah.

Soumen Sengupta, assistant general manager, ITD ITD Cementation, said, "The rental leases for 11 months are ending one by one and we are renewing them for another 11 months. The dates of renewal are different since the families were shifted out of hotels between mid-September and end-December last year."

Ground Zero of the disaster, Durga Pithuri Lane, is now an open space. The 27 buildings there had either collapsed or were razed for safety. Now, a shaft for retrieving the two tunnel borers is being built there.

Chandi, the TBM that was digging the west-bound tunnel, has been lying defunct around 12m below the ground after the accident. Both Chandi and its twin, Urvi, digging the east-bound tunnel to Sealdah, will be pulled out of the 22m-deep, 40m-long and 15m-wide retrieval shaft and Urvi will turn around to build the rest of the west-bound tunnel till Durga Pithuri Lane.

All this should take six months or more and flats will be built for the 332 people currently housed in rented accommodations. After repairs, 372 people had been taken back to 26 houses in Bowbazar.

"We are in touch with the families and will start visiting them once the pandemic ends," Sengupta said.

<https://realty.economictimes.indiatimes.com/news/residential/east-west-kolkata-metro-renews-flat-contracts-for-bowbazar-evacuees/77907068>

**FOCUS ON CREDAI NATIONAL**

**WHY YOU SHOULD FOLLOW CREDAI NATIONAL ON SOCIAL MEDIA?**



Keep up-to-date with industry news & developments



View industry expert's opinions on issues concerning Real Estate sector



Upgrade your knowledge on Real Estate



Follow live updates on events or announcements regarding Real Estate sector



Learn about CREDAI's latest efforts & initiatives



**Join us to Build Connections,  
Create Influence and Make an Impact.**



<https://twitter.com/CREDAINational>



<https://www.facebook.com/credainational/>



<https://www.linkedin.com/company/credai>



<https://www.youtube.com/user/CREDAINational>

**LIST & ADVERTISE WITH US AT**

[www.credaibengalhomes.com](http://www.credaibengalhomes.com)

**Renew your Listings with us !**



**We're listing the reasons you need to renew your listings**



- Generate real time leads
- Individual property page
- Better ROI
- Affordable listings
- Better visibility
- On page SEO optimization

**Pay only INR 2,500 per listing per month.**

**Or, you can list for 6 months while only paying for 5**

**RENEW TODAY**



@credaibengalhomes



@CredaiH



@credai\_bengal\_homes



@credaibengal-homes

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

**Advertise with us**

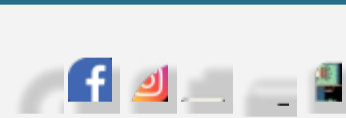
**Benefits that truly matter**

- Quality leads and no lead sharing policy
- Create a unique developer page with property listings
- Individual property page with on-page SEO optimization option

- State-of-the-art device independent portal
- Advanced & user friendly features
- Based on global web development technology and practices



**Leverage the ongoing #EtaibestTime Campaign**



CREDAI Bengal Homes is running a robust #EtaibestTime campaign to boost the Real Estate Sector. We are running multi-platform ads (enlisted to the right).

These will help generate more views and leads for your property.

- Google - Search & Display Ads
- Facebook & Instagram - Banner Ads
- YouTube - Video Ads
- Newspaper
- Hoardings
- Radio
- Celebrity Influencer
- Mass Emailers

**In-Portal Advertisement**

**Ad module**

CREDAI Bengal Homes has introduced the option of advertising your listed property in our portal.

Explore 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: Banner, Roadblock, Premium Property Display ads in the Homepage, Top of the search listing, Search Listing Sidebar, In-Between Search Listing ads in the Search Page to name a few.
- 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. Introductory offers available as well
- Explore our bouquet filled with lucrative offers to choose what works for you
- We have a dedicated offer page where you can promote your property offers

**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	Property (On Rotation)	All Devices	4	15 Days	Premium	₹850
	Premium Property Display	Property (On Rotation)	All Devices	4	15 Days	Premium	₹500
Search Page	Top 3 Ranking Paid Listing Advertising	Search Result Display Card (For Any Search Location)	All Devices	3	15 Days	Premium	₹1450
	Top Of The Search Listing	Image	All Devices	1	15 Days	Premium	₹500
	In-Between Search Listing	Image (Horizontal Ad)	All Devices	2	15 Days	Normal	₹350
	In-Between 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
		Video (Horizontal Sticky Ad)	Only Desktop	1	15 Days	Normal	₹350
	Search Listing Sidebar	Image (Vertical Sticky Ad)	Only Desktop	1	15 Days	Normal	₹400
		Image (Vertical Sticky Ad)	Only Desktop	1	15 Days	Normal	₹400
Login Page	Page	Image / Video	All Devices	1	15 Days	Normal	₹250 / ₹350
Other Content Pages	Top Of The Page	Image	All Devices	2	15 Days	Normal	₹200
Total Inventory	30 Ad Placements			18	15 Days		

**Offers\***

- Offer**
  - 20% off & free project listing for 1 month 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: Pay for 5 months on booking for 6 months
- Gold Package**
  - 10% 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 1 month
- Silver Package**
  - 10% off on booking of Premium Property Display Card
  - Top 3 Ranking Paid Listing Advertising & Top of the Search Listing (Image) for 1 month
- Bronze Package**
  - 10% off on booking of Premium Property Display Card & Top of the Search Listing (Image) for 1 month

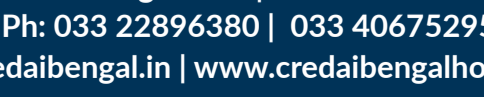
**Terms & Conditions:**  
1. Ad Slots are subject to availability  
2. Only 1 Ad slot per Ad position can be booked at a time, for each project  
3. Offers, packages & prices may change in future

**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 (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

Published by CREDAI Bengal on 26<sup>th</sup> September 2020  
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](http://www.credaibengal.in) | [www.credaibengalhomes.com](http://www.credaibengalhomes.com)



For more information / advertisement queries, please contact Ms Suparna Dey Ghosh, Addl. Secretary, CREDAI Bengal at [suparna@credaibengal.in](mailto:suparna@credaibengal.in)