

MILESTONES

2019 - 20



President's Message

Dear Friends,

It's been an extraordinary year! A year that inculcated the 'new normal' into our lives and businesses. Starting March 2020, we were compelled to endure a lockdown to try and prevent the spread of the Covid-19 virus. Due to the lockdown and the economy coming to a standstill, the real estate industry has been highly affected.

The Government has offered bail-out packages and provided stimulus for industries including real estate. But the real challenge has been to adapt to this 'new normal' and continue to operate under this atmosphere of uncertainty, doom and gloom.

Over the last 2 months we have seen some positive signs. There are signals that the economy is bouncing back. Sales have picked up gradually and the sales numbers achieved have reached about 70 -80 % of last year. Site visits, enquiries and leads have also increased to decent levels. We are not yet at pre-Covid levels, but the signs are encouraging.

A number of people have been considering buying a house, an investment that had not been on their radar earlier. Millennials are now wanting to buy a home, while earlier they were more comfortable investing in the stock market and other investments. There is traction from the NRI market particularly from GCC countries due to uncertainty in the Gulf due to Covid. A current trend shows people are looking at projects by reputed builders who have maintained a good track record. There has been an increased demand for plotted development, villa projects and it has been particularly observed that the demand for larger apartment sizes has increased. People are also looking for apartments with larger living

rooms/balconies and study rooms to be able to work from home and adapt to this 'new normal.' Now more than ever, we must ensure timely delivery, improve our virtual customer experience and virtual presence and connect better with the customer to ensure sales at this difficult time.

We release this 'Milestones' publication on CREDAI Bengal's Annual General Meeting and this Edition is being released on our 31st AGM. I am glad I get an opportunity to share a few thoughts with you about our association and what CREDAI Bengal has been up to over the past one year.

Even though half the year went by with stringent pandemic restrictions, we still corresponded and followed up with Governmental Departments on a host of issues:

- o In the backdrop of COVID-19, the West Bengal Housing Industry Regulation Authority (WBHIRA) on our appeal, immediately granted extension of validity of registration of projects by 9 months. A further extension by another 3 months is being granted on case-to-case-basis.
- o The Fire Department substantially slashed the Fire license fee, which CREDAI Bengal had been vigorously pursuing for long.
- o Arbitrary levy of fees/charges for grant of additional FAR for green buildings in the New Town planning area (Rajarhat) was also scrapped.
- o The implementation of the Common Application Form (CAF) by KMC is also expected to reduce timelines for plan sanctions for Fire, Drainage etc.

The Housing Department has been very responsive to our requests and grievances and has taken a very proactive step to ensure greater coordination between various departments responsible for permits etc. We've been particularly enthused by the Webinars we've conducted with

President's Message

the Housing Department wherein our Hon'ble Housing Minister has prodded other Departments and agencies to work with greater speed and to reduce timelines for permits. We are grateful to the Government for giving us an opportunity to air our grievances and to address the problems faced by the industry.

This year apart from the Covid-19 pandemic, West Bengal was also hit hard by the super-cyclone Amphan in May. It was one of the most devastating cyclones we had ever seen. Kolkata braved the winds but Amphan left behind a trail of destruction with the city's green cover ripped off. Soon after we launched Kalpavriksha – an initiative to plant thousands of trees in Kolkata and with the collaboration of KMC, have been at the front of this greening measure. Members of CREDAI Bengal also contributed Rs 1 crore to the Chief Minister's Relief Fund for Covid-19. Members have been most empathetic to the needs of the less fortunate and needy. This year we also donated several dengue-detection machines to KMC which were employed by them in the ward clinics for faster detection of the dreaded disease.

In a bid to change perception and try to push customers to buy homes, CREDAI Bengal came up with the #EtaBestTime campaign. This translated to 'this is the best time to buy' wherein we uniquely positioned real estate as a worthy commodity to be invested in by citing reasons both practical and emotional. We listed out why it was a favourable time for a person to buy a home and invest in real estate. The mascot for this campaign, GK-da turned out to be very popular and was trending on social media. We have had a positive reception to this campaign with more people looking to buy real estate.

Because of the pandemic we have been unable to host many of our big events like Realty Awards and Statecon. We have had to host Webinars instead to keep our members engaged and updated. We've hosted a few webinars with the CREDAI Bengal Youth Wing organizing many of them. We are hoping that we shall be able to revert to the events calendar

once the vaccine is out and the pandemic is under control.

Our portal credaibengalhomes.com has been serving our members' listings and has also started paid promotions recently. The portal charges a minimal amount for listings and advertisements and gives very decent return-on-investments as far as genuine leads are concerned. The site is dynamic and limited to CREDAI Bengal members only, thus making it very focused and crisp compared to the much larger-format portals. I encourage all our members to list their projects on the portal to make it a success while also getting quality leads at a lower cost for their own projects.

I would like to particularly mention how the Youth Wing has kept up the good work of upskilling our onsite labourers and organizing regular free health and labour registration camps. Our workers are the driving force of our business and it feels rewarding to be able to continue to serve them.

Over the years, we've had the good fortune of members becoming more active with their feedback, suggestions and advice on pressing matters and I thank you for this constant support. This year we've had a unique year with ups and downs and a period of lows. But I request you to continue to repose your faith in CREDAI Bengal.

I thank all my colleagues for giving me their valued support through these years without which it would not have been possible to serve all of you. Let's pledge to make CREDAI Bengal stronger and keep its flag flying high.

I wish everyone a very Happy Diwali and pray for an end to this pandemic.

Looking forward to new beginnings.

Warm Regards,

Nandu Belani
President



About CREDAI Bengal

CREDAI Bengal is an advocacy group for real estate developers in Kolkata, West Bengal, affiliated to Confederation of Real Estate Developers' Associations of India (CREDAI). Members comprise real estate developers engaged in the development of urban housing (all socio-economic tiers), commercial development including IT/ ITeS buildings, hospitals, hotels, warehousing, malls etc) and social infrastructure projects. We collaborate with Government Departments and agencies to pursue issues related to the state's real estate development and consequently promote West Bengal as a significant investment destination. Encouraging and implementing a Code-of-Conduct for self regulation to all our members, we work with other CREDAI chapters to exchange best practices and help grow the real estate sector in Kolkata. CREDAI Bengal regularly organises events and exhibitions to propagate transparent communication between industry and consumer as well as to promote and exhibit real estate projects of members. The property portal 'credaibengalhomes.com' is our initiative which interfaces with customers of real estate built by members of CREDAI Bengal. It also organises knowledge sharing events for the benefit of its real estate stakeholders. CREDAI Bengal concurrently works at relationship building between industry and Government in a bid to create a positive atmosphere for sectoral growth. It undertakes various CSR projects under its wings both in the realm of real estate by upskilling construction labourers, sponsoring health check-ups, registering them under Govt. benefit schemes etc and also implementing social causes for the benefit of citizens like tree plantations with KMC, donation towards Amphan relief etc. We had welcomed the implementation of West Bengal Housing Industry Regulation Act (WBHIRA) in the state and are ushering in a new era of ethical and transparent business practices in the real estate industry.



CREDAI Bengal is committed to

CREDAI Bengal envisions to create a more responsive, responsible and transparent community of real estate developers in West Bengal and promote uniformity and unambiguity in real estate transactions keeping end users' interests in mind. It endeavours to minimize consumers' grievances by addressing their needs and aspirations and adhering to WBHIRA with total sincerity. It promotes valuable interactions between members at the national, state and regional levels to obtain best practices. CREDAI Bengal binds together real estate's stakeholders to make the sector more dynamic and robust.

CREDAI Bengal is focused on a responsive approach ...

Working collaboratively with the government to achieve priorities and policies that translate into the responsible roll-out of affordable homes and building stock for the largest number of people in the shortest period of time.

Ceaselessly committed to bringing about ease of business for the stakeholder community.

Incorporating transparency and fair practices in transactions.

Inculcating a friendly approach and emphasizing on addressing consumer grievances.

Sustaining the credibility attained by the real estate industry through the unified voice of CREDAI and carrying the legacy forward.



Managing Committee Members

2019-20

- Nandu Belani
- Piyush Bhagat
- Sanjay Jain
- Harish Singhania
- Basant Parakh

Executive Committee Members

2019-20

- Amit Sarda
- Apurva Salarpuria
- Ashok Saraf
- Harsh Jain
- Kumar Patodia
- Kushal Rungta
- Nakul Himatsingka
- Navin Bhartia
- Pawan Agarwal
- Raj Patodia
- Ravi Todi
- Rohit Singhania
- Rachit Sanghvi
- Siddhant Arya
- Sidharth Pansari
- Vivek Kajaria

CREDAI Bengal Sub Committees

2019-20

Grievance Cell

- Pradeep Sureka, *Convener*
- Sushil Mohta
- Apurva Salarpuria

Administrative Committee

- Harish Singhania, *Convener*
- Ashok Saraf
- Kushal Rungta

Statutory & Fiscal Committee

- Sushil Mohta, *Convener*
- Piyush Bhagat
- Sanjay Jain
- Basant Parakh
- Apurva Salarpuria
- Amit Sarda
- Kushal Rungta
- Nakul Himatsingka
- Sidharth Pansari
- Anand Neotia
- Suhel Saraf
- Kumar Patodia
- Arun Sancheti

CREDAI Bengal Sub Committees 2019-20

Membership Development & Services Committee

- Piyush Bhagat, *Convener*
- Raj Vardhan Patodia
- Arihant Parakh

Exhibitions Committee

- Ravi Todi, *Convener*
- Siddhant Arya
- Saumya Patodia
- Jitendra Khaitan
- Rishad Ramchandani
- Gaurav Dugar
- Suhel Saraf
- Yashaswi Shroff

Labour Welfare (Skilling, Health Camp, Labour Registration) Committee

- Vivek Kajaria, *Mentor*
- Avinash Yaduka, *Convener*
- Rachit Sanghvi
- Rahul Kyal
- Anant Bhagat
- Piyush Beriwal
- Adarsh Bhagat
- Rohit Khaitan
- Yash Kejriwal

CCCM Committee

- Suhel Saraf, *Convener*
- Kavita Kajaria
- Rachit Sanghvi
- Rahul Kyal
- Rohit Singhania
- Ruchi Todi
- Ayush Jalan

Information Technology Committee

- Pawan Agarwal, *Mentor*
- Nakul Himatsingka, *Co-Mentor*
- Gaurav Belani, *Convener*
- Rajat Pasari
- Kirti Patodia
- Aakriti Shroff
- Ruchi Todi

Sponsorship Committee

- Raj Vardhan Patodia, *Convener*
- Rohit Singhania
- Harsh Jain
- Mayank Jajodia
- Anirudh Modi
- Rahul Kyal
- Rachit Sanghvi

Content & Events Committee

- Rachit Sanghvi, *Convener*
- Rahul Kyal
- Arihant Parakh
- Diva Jain
- Suhel Saraf
- Rohit Khaitan
- Vivek Kundalia

Youth Wing

- Rachit Sanghvi
Zonal Coordinator for East
- Rahul Kyal
CREDAI Bengal State Co-ordinator
- Arihant Parakh
CYW State Secretary
- Anant Bhagat
CREDAI Bengal City Co-ordinator

Women's Wing

- Kavita Kajaria, *Convener*

Events

30th Annual General Meeting of CREDAI Bengal

19-09-19

The 30th Annual General Meeting (AGM) of CREDAI Bengal was held at ITC Royal Bengal on the 19th of September 2019. In the presence of members, Mr Nandu Belani was re-elected President for another term and Mr Piyush Bhagat and Mr Sanjay Jain were both re-elected Vice-Presidents for another term. The names of members constituting the Managing & Executive Committee of CREDAI Bengal were also announced during the evening. On the occasion, Mr Belani made a presentation on the activities and events undertaken in the past year and also presented an overview of the issues on which dialogue with the state Government is ongoing. Mr Rahul Kyal, State Coordinator of CYW West Bengal also apprised members of their activities. Members congratulated the new office bearers and the new Managing and Executive Committee. 100+ CREDAI Bengal Members attended the AGM, which also saw the release of the Year-Book titled 'Milestones 18-19'.



Events

Interactive Session & Workshop on WBHIRA

23-09-19

An Interactive Session & Workshop on WBHIRA was conducted by CREDAI Bengal in the presence of Smt. Chandrima Bhattacharya, Hon'ble Minister for Housing with independent charge, Govt. of West Bengal, (Retd) Justice Shri Mir Dara Sheko, Chairman of Housing Industry Appellate Tribunal and Shri O S Meena, Secretary of Housing Department & Designated Authority, WBHIRA. The Hon'ble Housing Minister promised to look into all matters pertinent to WBHIRA which were still unclear to developers, with the Department working together with Industry and offering to soon host a convergence programme between various Govt. Departments connected to WBHIRA and Developers. Justice Dara Sheko explained the functioning and purpose of the Appellate Tribunal in detail. The Housing Secretary made a presentation on WBHIRA and also helped dispel many doubts and queries on the subject from the audience in a vibrant Q&A Session that followed thereafter. The event saw participation from 150+ attendees from the real estate developers' community.



Events

Press Conference for announcing www.credaibengalhomes.com

25-09-19

CREDAI Bengal organised a press conference to announce the launch of its latest endeavour : the property portal : credaibengalhomes.com. The press conference, addressed by Mr Nandu Belani, President of CREDAI Bengal, the Convener and the Members of the PR, Publications & Digital Media Committee, conveyed to the press the merits and objectives of developing a portal which would enable ONLY members of CREDAI Bengal to advertise their projects. It was also highlighted that CREDAI Bengal was the only CREDAI state chapter to create its own property portal for the benefit of its members who would consequently enjoy higher Return on Investments at comparatively cheaper advertising rates.



Events



CII-CREDAI Bengal Conference on 'Value Chain Development for Real Estate Sector'

27-09-19

A half-day conference on "Value Chain Development of Construction & Infrastructure Sector" was hosted by CII in association with CREDAI Bengal at ITC Sonar. The Hon'ble Minister, Shri Dr. Amit Mitra spoke on the significance of building, in the state, a thriving eco-system of 35 major ancillary products connected to real estate and announced from the stage about allocating 100 acres exclusively for building material supply chain manufacturing at the Panagarh Industrial Park. A panel discussion on the subject also ensued.



CREDAI Bengal Statecon 2019

28-11-19

The 2nd Edition of CREDAI Bengal Statecon 2019 took place on 28th November 2019 at The Hyatt Regency, Kolkata. The conference was inaugurated by Shri Amit Mitra, Hon'ble Finance Minister and Smt. Chandrima Bhattacharya, Hon'ble Housing Minister, Govt. of West Bengal. The day-long conference saw 5 Knowledge Sessions curated by Knowledge Partner : CBRE. The Sessions were :

- Financing the Future of Real Estate
- The Rise of Prop Tech
- The Millennial Boost
- The New Age Real Estate
- Strengthen your Brand through Integrated Marketing



The convention was a joint effort by CREDAI Bengal and the Youth Wing (CYW) and supported by CREDAI Asansol, CREDAI Howrah-Hooghly, CREDAI North Bengal and the Womens' Wing (CWW). The objective of Statecon 2019 was to collectively chart the way forward for the industry after assessing the current ambience and offering solutions to the same. 5 topical knowledge sessions, curated by the knowledge partner, piqued stakeholder interest and offered takeaways. The conference was attended by all major real estate stakeholders affiliated to CREDAI Bengal. CBRE was the knowledge partner for this edition.

Events

Workshop on Effective Waste Management (Construction, Demolition & Bio-degradable)

28-01-20

A workshop was organized by CREDAI Bengal on Effective Waste Management (Construction, Demolition and Bio-degradable) which addressed the crisis of mounting waste resulting in environmental pollution. Of particular focus was 'construction & demolition waste' emanating from construction sites, which CREDAI Bengal as the association for developers in the state tried to address and shed light on ways of disposal.

Eminent speakers at the Workshop :

Dr Subrata Gupta, Principal Secretary, Urban Development & Municipal Affairs Dept., GoWB

Shri Debabrata Majumder, MMIC, Solid Waste Management, KMC

Dr. Kalyan Rudra, Chairman, West Bengal Pollution Control Board

Dr. Rajesh Kumar, Member Secretary, West Bengal Pollution Control Board

Dr Brajesh Kumar Dubey, Professor, IIT, Kharagpur

Shri Prosun Banerjee, CEO, Bio Vision Projects



Events

CREDAI Bengal Home Front 2020

31-01-20 to 02-02-20

The 9th Edition of CREDAI Bengal Home Front 2020 was held at Netaji Indoor Stadium from 31st January to 2nd February 2020. It is Eastern India's largest property exhibition with exhibitors comprising of only CREDAI Bengal's members displaying their residential properties across a wide range of ticket-prices, residential-verticals and locations. Home Front 2020 was the first property exhibition to be started by CREDAI Bengal a decade back and still enjoys patronage by customers who believe in the credibility of the brand CREDAI Bengal. Speaking on the occasion, Chief Guest Smt Chandrima Bhattacharya, Hon'ble Minister of State for Housing with Independent Charge, Government of West Bengal spoke about how WBHIRA had become a cornerstone for transparent business practices for real estate developers in the state and how the Housing Department had partnered with CREDAI Bengal in several workshops to take the message of WBHIRA to the developers and customers, as building awareness on WBHIRA was





Events

of utmost priority both amongst the end-users and the real estate stakeholders, most of whom are affiliated to CREDAI Bengal. Shri O S Meena, Secretary, Housing Department, Government of West Bengal was also present on the occasion. With regards to the rapid digitisation of the real estate selling space, Mr Ravi Todi, Convener, Exhibition Committee, CREDAI Bengal spoke of how CREDAI Bengal had created a balance in the offline and online selling space. Home Front 2020 saw participation from around 30 developers participating this year alongwith Banks and allied industry players.



Events

IPA Training Programme

21.02.2020

A day-long Indian Plumbing Association (IPA) training programme was organised by CYW for the benefit of members. Senior members of IPA spoke on various subjects pertaining to modern plumbing techniques etc through presentations and interactive discussions at the event held at The Park. The speakers were Subhash Deshpande, Member - IPA Technical Committee, Former Chairman, IPA Pune Chapter, Minesh Shah, Chairman - IPA Ahmedabad Chapter, Member - IPA Technical Committee, Dr. S Virapan, Member - IPA National Executive Committee, Former Chairman, IPA Chennai Chapter.



Webinars

Webinar on Understanding the Legal Impact of COVID 19 on the Real Estate Sector

10-04-2020

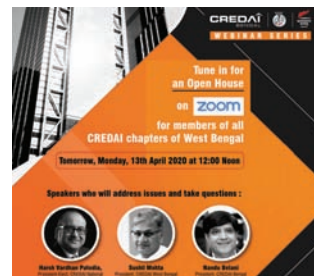
Speaker:

Debanjan Mandal, Partner, Fox & Mandal.



Virtual Open House for Members of all CREDAI chapters of West Bengal

13-04-2020



Webinar on Impact of COVID-19 on Indian Real Estate

14-04-2020

Speaker :

Anuj Puri, Chairman, Anarock Group



Webinar on Legal Implications of COVID- 19 on Real Estate

15-04-2020

Speaker :

Krishnava Dutt, Managing Partner, Argus Partners



Webinar On Prop-tech: Crisis as an Opportunity

01-05-2020

Speakers :

John Kuruvilla,
Chief Mentor, Brigade REAP

Apul Nahata,
Mentor-in-Residence, Brigade REAP

Apurva Salarpuria,
Executive Director, Salarpuria Group

Ravi Ranjan,
Entrepreneurship, Evangelist & Startup Expert



Webinars

CYW West Bengal Open House Meet

06-05-2020

Webinar on Solutions for Sustainability

08-05-2020



Webinar on Pointers for Cost Efficiency in Real Estate

26-05-2020

Speakers :

Vivek Singh Rathore,
Design Principal, Salient Design Studio
Utpal Santra,
Director & Structural Engineer, MNCPL

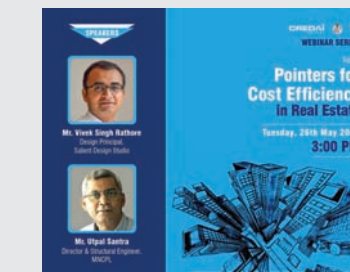
Webinar with the Housing Department, Govt. of West Bengal

19.05.20

Speakers :

Smt. Chandrima Bhattacharya, Hon'ble
Minister of State (Independent Charge),
Housing Department

Shri. Onkar Singh Meena,
IAS, Principal Secretary, Housing Department,
Govt of West Bengal.



Webinar on Preparing high-rises for changing environmental challenges

06-06-2020

Speaker:

Stephen Coates
Architect, aCTa Asia Architects,
Singapore

Mr K. Suresh Kumar
Principal/ VP, Global Wind Eng
Consultant RWDI

Mr Girish Dravid
Director, Sterling Engineering,
Consultancy Services Pvt. Ltd.

Mr Mahesh Arumugum
Regional Director, South Asia, Meinhardt



Webinars

Webinar on Benefits of choosing a right Plumbing System

21-08-2020

Speakers :

Rahul Dhadphale
Director, Urjal Consultants P.Ltd

Nilesh Gandhi
Proprietor M/s Ace Consultants

Subhash Deshpande
Plumbing Engineer



Webinar on Important Issues Concerning Real Estate

16-10-2020

Speakers :

Smt. Chandrima Bhattacharya,
Hon'ble Minister, Housing Department,
Govt. of West Bengal

Sri. O. S. Meena
IAS, Principal Secretary, Housing
Department, Govt. Of WB

Sri Sandipan Mukherjee
IFS, Chairperson, West Bengal Housing
Industry Regulation Authority
(WBHIRA)

Sri. Kaushik Kumar Paul
Secretary, WBHIRA

Sri. Tapas Mukhopadhyay
Member, WBHIRA

Sri Binod Kumar
IAS, Municipal Commissioner, Kolkata
Municipal Corporation

Sri. Anindya Karforma
DG Building, Kolkata Municipal
Corporation

Sri. T. Balasubramaniam
IAS, Inspector General (Registration)
(IGR) Govt. of WB

Sri. Abhijit Kumar Das
Additional Inspector General
(Registration) (IGR) Govt. Of WB

Dr Kalyan Rudra
Chairman, Pollution Control Board

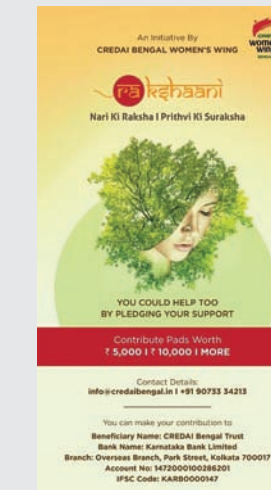
Dr. Rajesh Kumar
IPS, Member-Secretary, Pollution Control
Board

Sri. Tarun Sinha
Director in Charge, Fire Prevention
Section, Fire & Emergency Services
Section., Govt. Of WB



Project 'Rakshaani'

'Rakshaani' – Naari ki Raksha, Prithvi ki Suraksha' - a CREDAI Bengal Women's Wing Initiative was launched on 3rd August 2020. The mission of the initiative is to address menstrual health & hygiene, initiate free distribution of reusable sanitary pads to underprivileged women and to end plastic pollution. These reusable sanitary napkins have since been distributed to economically disadvantaged women in many villages. CWW plans it to be an ongoing process by skilling more village ladies to make the pads thereby empowering them.



CYW RED Talk

15-11-19

CYW Bengal organised the second Session of Real Estate Dialogue (RED) with Mr Sajjan Bhajjanka, CMD, Century Ply. The objective of RED Sessions are to enlighten CYW members through Sessions peppered with anecdotal and real-life experiences of industry captains





Kalpavriksha

22-06-20

CREDAI Bengal & CREDAI Bengal Youth Wing launched an important greening initiative which is contributing in restoring the city's green cover lost due to the battering by the super-cyclone Amphan. The project titled 'Kalpavriksha' was ceremonially launched at Kolkata's Chaplin Park by Sri. Firhad Hakim, Chairman-Board of Administrators, Kolkata Municipal Corporation in June 2020. Also present was Shri Nandu Belani, President, CREDAI Bengal, members of the Youth Wing of CREDAI Bengal and officials of Kolkata Municipal Corporation (KMC). Saplings are being donated by members of CREDAI Bengal, 20,000 of which have already been planted by KMC all over Kolkata. This initiative was galvanised by the Youth Wing to try and restore some of the city's tree population. CYW members have since actively participated in Project Kalpavriksha and have been major donors.

CSR

CREDAI Bengal donates dengue-detection machines to KMC

13-11-19

CREDAI Bengal was lauded by the Kolkata Municipal Corporation (KMC) for donating state-of-the-art RT-PCR machines for accurate dengue-detection through viral-DNA tests. Shri Firhad Hakim, Hon'ble Mayor and Shri Atin Ghosh, Deputy Mayor, Kolkata jointly addressed the press at KMC HQ thanking CREDAI Bengal members who had dedicated these machines for the benefit of citizens. Shri Nandu Belani, President, CREDAI Bengal, Shri Harsh V Patodia, President-Elect, CREDAI National, Shri Sushil Mohta, President, CREDAI West Bengal. Shri Sanjay Jain, Vice President, CREDAI Bengal alongwith the contributing members were present at the event.



CSR

Skilling

Skill training and Assessment are required for worker development and improving the quality and economy of the project. Moreover, Skilling and Certification of workers is the new thrust area for nation building and like many Developers across the nation, CREDAI Bengal has also taken this pivotal role to conduct skill training programme onsite.

Objectives:

- To train the construction workers to meet challenges and demand for construction skills in terms of safety, quality and time.
- To impart basic, intermediate and advanced level construction skill training to workers in construction industry.
- To understand and undertake various skill development programs like 30 days skilling, Bridge RPL & RPL-4.
- To facilitate training by hiring Training Partners who will help in deliver quality training.
- Apart from technical aspects training on other soft skill focussing on the social & behavioural habits of the trainees, including health, sanitation, safety, digital and financial literacy will be provided.



CSR

Health Camps

Construction workers working at the project site are generally not conscious about their health. They generally neglect their health problems which in future can become life threatening issues due to the nature of work they are involved in. Seeing the need CREDAI Bengal regularly organises health check-up schemes to reduce chances of hazard from undetected ailments.

COVID-19 worker health safety programme

COVID-19 pandemic has created significant disruptions globally. Across the world, all sectors have been badly impacted. In India, most of the economic and industrial activities have been in a state of lockdown for over the past couple of months. Looking at the present COVID-19 scenario it is essential for all the sites to be safe and ensure trouble free operations by conducting regular COVID 19 screening of the workers at the site. Screening is done through weekly check-ups focusing on COVID-related symptom checks. The primary objective of these Weekly Check-Ups is to identify workers and other personnel at site with COVID symptoms and report this to the developer.



Labour Registration under Bina Mulye Samajik Suraksha Yojana (BMSSY) scheme.

Labour Cess paid by developers can be utilised for worker benefit when the worker is registered under Bina Mulye Samajik Suraksha Yojana (BMSSY) scheme . Developers will be pleased to know that the registration process is now entirely online through the portal and no fee has to be paid by the workers. CREDAI Bengal Labour Welfare Committee requests all the members to register their workers at site so that the benefits provided by the Government of West Bengal can be utilized by the workers.

West Bengal Government (Labour Department) provides Major Benefits to workers registered with SSY 2017:

- No cost one-time registration valid lifelong
- Death & Disability benefits (INR 50,000 – INR 200,000)
- Pension at the age of 60 @ INR 750 per month.
- Can avail Medical treatment of INR 20,000 per year & surgical treatment of 60,000 per year.
- Education: Assistance for Children education from INR 4000 per year to 30,000 per year.
- Grant to graduate unmarried daughter RS.25,000 (upto 2 daughters)
- Provident Fund – INR 25 monthly contribution (unbroken*) – govt will also contribute INR 30 per month.



CREDAI BENGAL HOMES

Congratulations!
You've found the right place to run your real estate ads!

We'll tell you why:

- Grab maximum attention by running display ads on www.credaibengalhomes.com
- Select from a huge range of ad types
- Select where you want to place your ads and what formats to use (video or image)
- Choose from a range of options that suit you best as different ads have different rates
- Explore our bouquet filled with lucrative offers to choose what works for you.

ADVERTISE YOUR LISTING ON CREDAI BENGAL HOMES PORTAL NOW

*The Portal is an initiative by CREDAI BENGAL

CREDAI BENGAL HOMES

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?

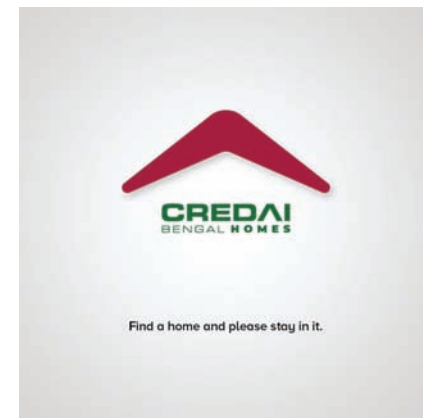
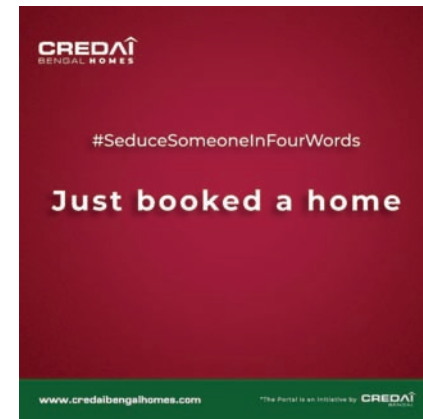
LIST YOUR PROPERTY ON CREDAI BENGAL HOMES NOW

*The Portal is an initiative by CREDAI BENGAL

The property portal of CREDAI Bengal has been providing listings for members at the most reasonable costs and ensuring the most desirable RoI-s. The portal is now open for real estate advertisements too. The portal runs paid digital marketing campaigns regularly to enhance visibility for those listed here.

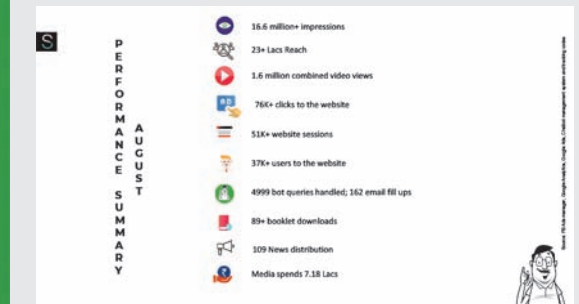
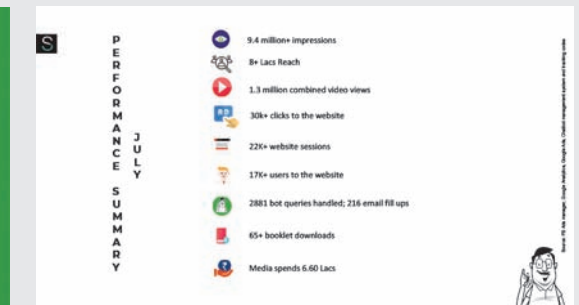
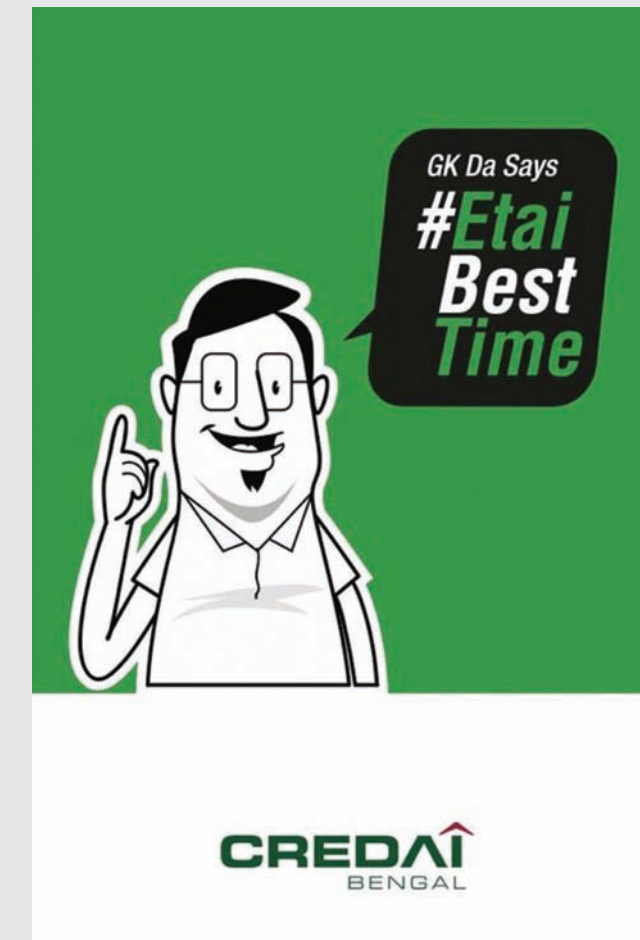
credaibengalhomes.com has a vibrant social media presence.

#CBHomes on Social Media

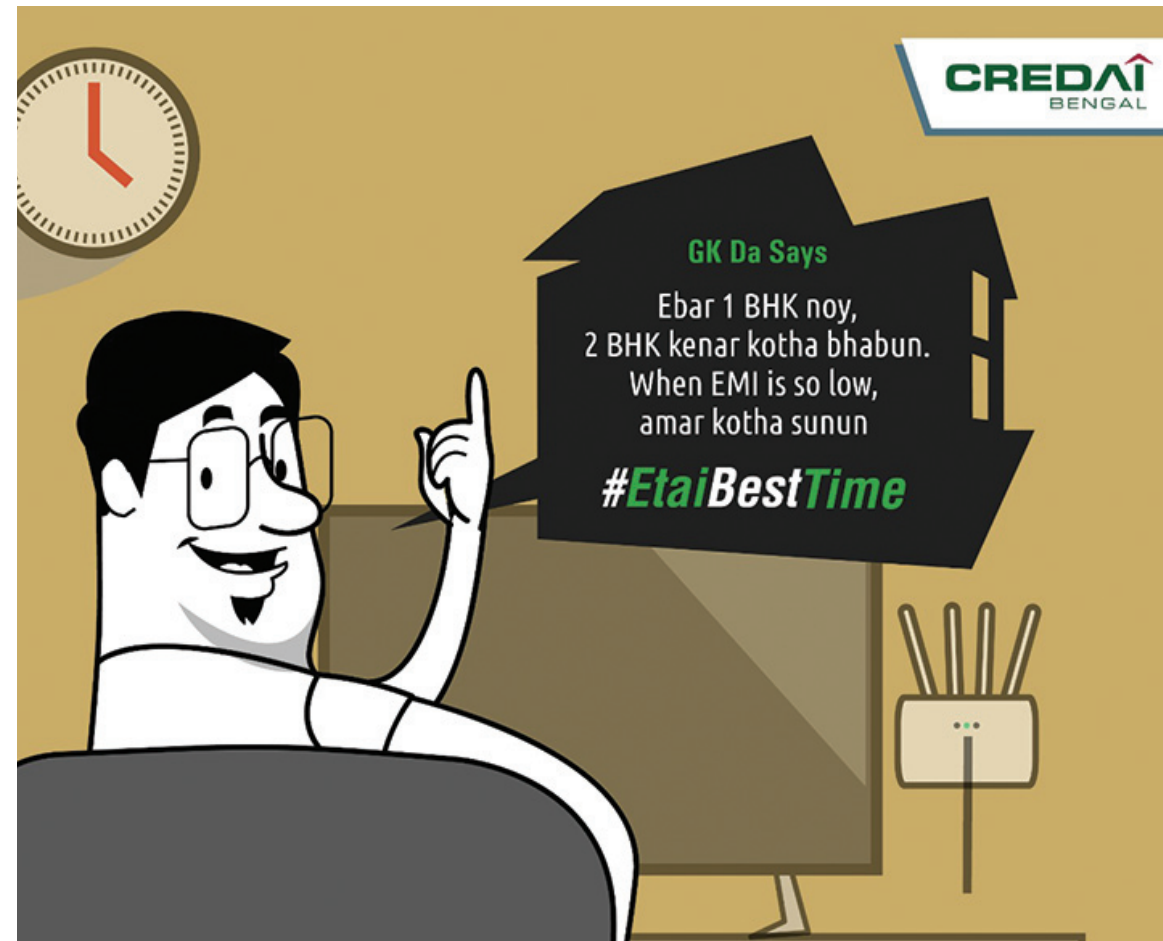


#EtaiBestTime Campaign

CREDAI Bengal initiated a 3-month long 360° campaign titled #EtaiBestTime between 1st July- 30th September 2020 with #GKda as the campaign mascot. The objective was to portray real - estate as a lucrative & secured investment option, induce trust and assurance in the TG's mind and to create a hurry to buy. The campaign showcased the benefits of real estate, educating and informing in the process and finally convincing people to buy in the pandemic months. All call-to-action were routed through CREDAI Bengal's property portal : www.credaibengalhomes.com.



#EtaiBestTime Campaign



Credai Bengal Secretariat

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Asst. Secretary General

Suparna Dey Ghosh
Additional Secretary

Susmita Bhattacharya
Assistant Manager - Exhibitions

Tanusree Mukherjee
Assistant Manager - Administration

Tathagata Bhattacharya
Legal Officer

Swapan Kumar Bera
Sr. Accountant

Abhirup Hatai
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