



Process Manual for Marketing Department

City and Industrial Development Corporation of Maharashtra Ltd.

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Chief Vigilance Officer's Message

The Vigilance department, CIDCO, has been working towards bringing clarity in roles and responsibilities in the department of CIDCO, with the aim of creating working conditions with no scope for corruption in the organization. Towards this goal, what was required was to document the functions of each department, the rules and policies, the officers responsible for each step of the process and the approximate timelines within which, each of those functions will be executed.

To bring together all the applicable rules as a master circular for each function is a herculean task and this has been ably done by the Marketing Department. This Manual will be updated by the Department on an annual basis by the end of each calendar year.

Since this Manual is a public document, it will be available on the Vigilance Department's webpage on CIDCO's website. It is expected that the openness in this endeavor will help CIDCO's staff in this department to work with full clarity on roles and responsibilities, remove any public misconceptions on the working of this department and also bring accountability of this department to the citizens of Navi Mumbai, who are served by this department.

Dr. Pradnya Saravade, IPS
Spl. Inspector General of Police &
Chief Vigilance Officer, CIDCO

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List of Abbreviations

Sr. No.	Acronym	Full Form
1	NMDLR	Navi Mumbai Land Disposal Regulation
2	AO	Accounts Officer
3	MM	Marketing Manager
4	AMO	Assistant Marketing Officer
5	MO	Marketing Officer

Regarding the Department

The City and Industrial Development Corporation of Maharashtra Limited (CIDCO), since its inception, has envisioned and implemented several innovative and landmark projects, which have placed Navi Mumbai firmly on global stratosphere. The vision involves in activities to plan and create environment-friendly, model urban settlements with full-fledged physical and social infrastructure to meet residential, commercial and industrial need of the Society of all class and category, at present and in the years to come.

Marketing Department engages in the most important activities of Lease of Land and Sale of Constructed Premises. Typically, the Department handles revenue generation by way of Sale of Plots and Constructed premise. In terms of activities involved in sale of these pots / premises, the department undertakes number of intra-departmental process such as - approval and launching of Schemes, receipt and confirmation of payments, execution of Agreements, etc. In addition, the Department also handles various legal issues, RTI responses, providing information to prospective customers and large number of other inter-departmental interactions.

The Marketing Department is very thankful to the Vice Chairman and Managing Director, Shri Sanjay Bhatia, Jt. Managing Director, Smt. V Radha, Chief Vigilance Officer Dr. Pradnya Saravade and other colleagues for their absolute guidance and co-operation for successfully implementing new reforms and action plans, that were the need of an hour to bring in better regulation and governance.

Through this manual, the department aims to enable the stakeholders to know about the work proceedings and to make the allotment process easy for my department's workforce to facilitate better governance by implementing transparent initiatives.

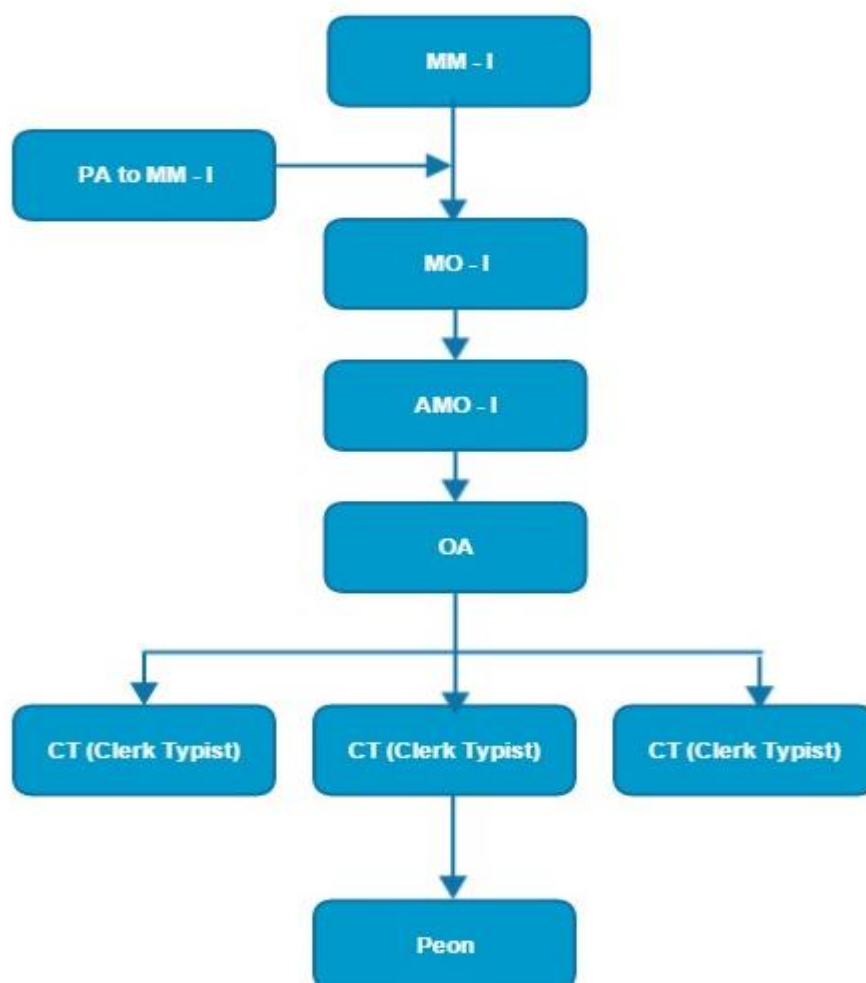
Mr. Vivek S. Marathe

Marketing Department, CIDCO

Marketing Department Structure

Marketing Department hierarchy can be defined as,

1. Under Marketing Manager - I,



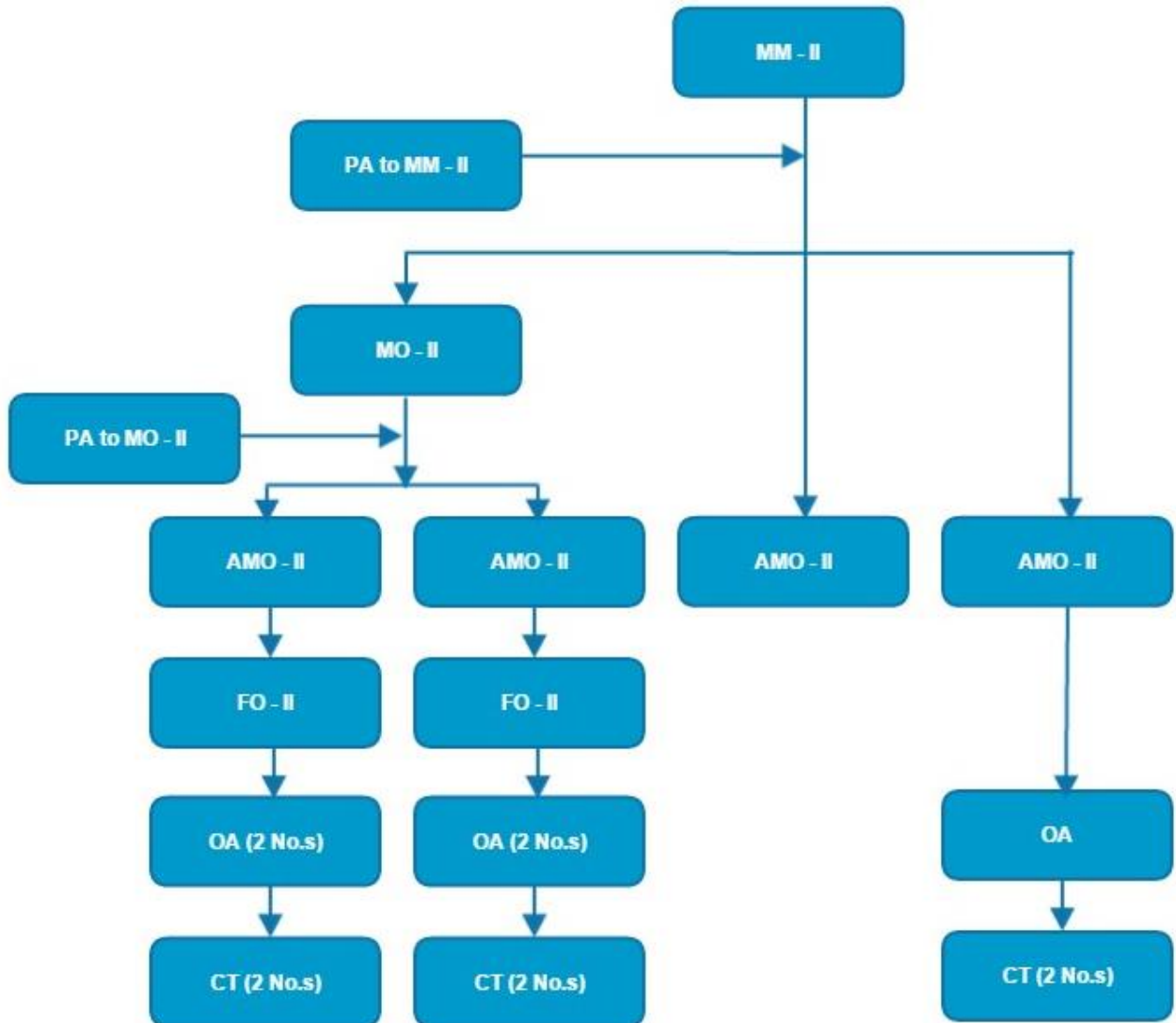
2. Jurisdiction (NMMC Area):

- Nodes: Airoli, Koparkhairane, Ghansoli (Housing), Vashi, Sanpada, Nerul, Belapur.

3. Sanctioned Post: MM(I) -1 No, MO-1 No, AMO-4 No, HGS-1 No, FO-5 No, LGS-2 No, OA-7 No, C/T-16 No, Driver-1No, Peon-2No.

4. Vacant Post: MM(I) - 1 No, MO-1 No, AMO-3 No, HGS-1 No, FO-5 No, LGS-2 No, OA-6 No, C/T-14 No, Driver-1 No, Peon-1 No.

1. Under Marketing Manager – II,



2. Jurisdiction (NON-NMMC Area):

- Nodes: Kharghar, Kalamboli, Ghansoli (Plots), New Panvel, Ulwe (Housing), Dronagiri.

3. Sanctioned Post: MM(II) -1 No, MO-1 No, AMO-4 No, HGS-1 No, FO-5 No, LGS-2 No, OA-7 No, C/T-16 No, Driver-1No, Peon-2No.

4. Vacant Post: MM(II) - NIL, MO- NIL, AMO-1 No, HGS- NIL, FO-2 No, LGS- NIL, OA-4 No, C/T-12 No, Driver- NIL, Peon- NIL.

Functions of Marketing Department

Marketing Department has the following functions:

Sr. No.	Functions
1	Disposal of plots for Residential
1.1	Allotment of Residential, Commercial, Commercial + Residential plots through Tendering / Auction Process
1.2	Allotment of plots to Co-operative Housing Societies
1.3	Allotment of plots without Tender / Auction Process (Direct Allotment)
2	Disposal of Constructed Premises
2.1	Allotment of Apartments / Tenements at Specified / Fixed Rate through Lottery System
2.2	Allotment of Commercial Offices / Shops through Tendering Process

1. Disposal of plots:

The Marketing Department is responsible for disposal of the plots for Residential, Commercial, Commercial-cum-Residential & Society plots. It has to undertake pre-marketing activities to identify properties and obtain their marketing drawings with consultation from the Planning Department. It then confirms demarcation plans from planning department, confirms the base price from the Economist, undertakes site visits and comes up with a suitable marketing strategy. It then prepares the scheme booklet and initiates proposal for approval to the competent authority. After the approval, it releases advertisements in consultation with Public Relation Officer.

Thereafter, allotment of the property is done via issuance of allotment letters and receiving the payments. Thereafter, on receipt of payment confirmation from the Accounts department; Execution of Agreement is carried out and possession is handed over to the respective Lessee. The files are then forwarded to the Estate Department for property record and further process of observance of the terms and conditions of the lease agreement / agreement to sale etc.

1.1 Disposal of plots for Residential, Commercial, Commercial-cum-Residential purposes (R, C, R+C plots)

1.1.1 Qualifying Criteria:

- Any person competent to contract under the Indian Contract Act is eligible to apply under the scheme
- When a company desires to apply, it shall do so under the hand of the Managing Director or a Director authorized by the Board of Directors, without which the tender will be held invalid such an authorization must be enclosed with the tender
- When a Partnership firm desire to apply, the application shall be signed by all the partners and enclosed with a true certified copy of the Deed of Partnership. However the proposed partnership firm will also be allowed to participate in the scheme, provided that they should submit the attested copy of registration certificate or proof of registration thereof before execution of agreement to lease

- When a Trust desires to apply, the application shall be signed by one of the Trustee under the authority of the Trustees without which the tender will be held invalid. The authorization shall be enclosed which the tender
- Tenders received from a Proposed Company/Proposed Trust/Partnership Firm not registered under the Indian Partnership Act.1932 will be treated to have been received from the applicant individually, or the applicant joint who has signed the offer as the case may be.

1.1.2 Rule governing this sub-function

- Navi Mumbai Land Disposal Regulation (NMDLR) Amendment, 2008
- Lease of Land to CHS Regulations-2008 (Amendments)
- Land Pricing and Land Disposal Policy of CIDCO

1.1.3 Line Processes followed for this sub-function (For R, C, R+C plots)

Table 1: An Overview of actions to be performed by the department

Sr. No.	Department Actions
1	To identify plots / obtain marketing drawings from the Planning Department
2	To undertake site visits and come up with a suitable marketing proposal
3	To confirm the base price from the Economist
4	To prepare scheme booklet & initiate proposal for approval to the competent authority
5	To release Advertisements in consultation with Public Relation Officer
6	To seek Approval of Highest bidders from Competent Authority
7	To issue Allotment Letters / Receive Payments & Execute Agreement to Lease

1.1.4 Detailed Process with time lines for this sub-function (For R, C, R+C plots)

Table 2: An Overview of Processes involved in the disposal of plots for Residential, Commercial, Commercial-cum-Residential purposes and the Timelines as backed by the Citizen's Charter

Sr. No.	Processes	Authority	Stipulated time line (days)
1	Release of Marketing drawing	Senior Planner (Planning Dept.)	07 days
2	Preparation of proposal	Marketing Officer/ Assistant Marketing Officer	08 days
3	Calculation of base price for the plot	Sr. Economist	07 days

Sr. No.	Processes	Authority	Stipulated time line (days)
4	Preparation of Draft Scheme Booklet/ draft advertisement to be published in newspaper	Assistant Marketing Officer	08 days
5	Perusal/Finalization of Draft Scheme Booklet/draft advertisement to be published in newspaper for approval	Marketing Manager – I/Marketing Manager-II	07 days
6	Approval of Draft Scheme Booklet/draft advertisement to be published in newspaper	Vice Chairman & Managing Director/Joint Managing Director	07 days
7	Creation of Scheme in SAP	Assistant Marketing Officer	01day
8	Creation of material	Deputy Planner (Planning Dept.)	01 day
9	Advt. & Printing of booklets	Public Relation Officer	01 day
10	Sale of booklets and collection of amount from sale of booklet in cash	Assistant Marketing Officer	20 days
11	Collection of amount received from sale of booklet at the end of each day from Marketing department	Accounts Officer	
12	Opening of tender application/offer received	Marketing Manager-1/ Marketing Manager-2	01 day
13	Preparation of comparative statement through SAP	Assistant Marketing Officer	02 days
14	Consent for the offer received	Sr. Economist	05 days
15	Consent for the offer received	Chief Accounts Officer	02 days
16	Submission of proposal to Vice Chairman & Managing Director/Joint Managing Director for approval of the highest bidder	Marketing Manager-1/Marketing Manager-2	02 days
17	Approval of proposal by management	Vice Chairman & Managing Director/Joint Managing Director	03 days
18	Customer creation in SAP, Sales order/ Down payment request in SAP and forwarding proposal to Accounts Department for acceptance of EMD	Assistant Marketing Officer	02 days
19	Acceptance & Clearance of EMD	Accounts Officer	10 days

Sr. No.	Processes	Authority	Stipulated time line (days)
20	Printing & Issuance of allotment letter containing Terms & Conditions and payment schedule	Marketing Manager-1/Marketing Manager-2	03 days
21	NOC for loans and credit verification if required	Marketing Manager-1/Marketing Manager-2	07 days
22	Receipt and collection of lease premium/ Miscellaneous charges/DPC etc.	Assistant Marketing Officer/ Accounts Officer	90 to 365 days
23	In case, if there is a default in payment of first instalment or the payment of second instalment within the maximum permissible extendable period the allotment of plot stands cancelled. The EMD deposited stand forfeited in full. In addition to the EMD, 25% of the instalment/s of lease premium paid also stands forfeited.	Marketing Manager-1/Marketing Manager-2	08 days
		Accounts Officer	07 days
23a	Issuance of Cancellation Letter	Marketing Manager-1/Marketing Manager-2	07 days
24	Verification of payment as per schedule with DPC (if any)	Accounts Officer	14 days
25	Confirmation of payment	Accounts Officer	07 days
26	Receipt of Confirmation plan	Chief Lands and Survey Officer	15 days
27	In case of any deviation in allotted area as per confirmation plan:		
a	If plot area is found to be less as per confirmation plan, then excess amount is refunded by Accounts after the approval of concerned HOD's.	Marketing Manager-1/Marketing Manager-2	15 days
b	If plot area is found to be in excess as per confirmation plan, BUT less than 10% of the area represented in the allotment letter or by 250 sq. meter (whichever is lower) then the extra amount is received at the rate at which original plot is allotted	Marketing Manager-1/Marketing Manager-2	15 days

Sr. No.	Processes	Authority	Stipulated time line (days)
c	If plot area is found to be in excess by 10% of the area represented in the allotment letter or by 250 sq. meter (whichever is higher) as per confirmation plan, then the extra amount is received on this excess area as per Land pricing and Land disposal policy prevailing at the time of allotment or at the rate at which the original plot is allotted (whichever is higher)	Marketing Manager-1/Marketing Manager-2 Vice Chairman & Managing Director	30 days
28	After receipt of confirmation of payment from Accounts Department, issuance of copy of agreement to lease to customer for the payment of stamp duty	Assistant Marketing Officer	07 days
29	Execution of agreement within 30 days of receipt of request letter from CIDCO	Assistant Marketing Officer	30 days
30	Execution of agreement within extension period up to 3 month on payment of watch and ward charges @ Rs. 5/ sq. metre. However under special circumstances, MD may grant further extension of 2 months	Vice Chairman & Managing Director	30 days
31	If there is a failure to execute the agreement to lease within stipulated/extended period, then the allotment of plot stands terminated. The EMD along with 25% of the lease premium paid stands forfeited	Marketing Manager-1/ Marketing Manager-2	30 days
32	After execution of agreement to lease the file of the allottee is send to the custodian i.e. Estate Department	Marketing Manager-1/ Marketing Manager-2	07 days
33	File is send into the custody of Estate Department	Manager Town Service	07 days

1.2 Disposal of Society Plots

1.2.1 Qualifying Criteria:

- He / She have resided in the State of Maharashtra for a period of not less than 15 years on the date of the presentation of the initial application to the Corporation
- He / She or his family
 - a) Should not have any dwelling unit in Navi Mumbai or in New Towns for which the scheme has been published, as the case may be
 - b) Has not been a member of the Society to which the Corporation and the Government has leased or agreed to lease plot, to construct a building of apartments for use and occupation of its members in Navi Mumbai
 - c) Is not a member of any Society, which has submitted an application to the Corporation for allotment of plot under any scheme, except 12.5% Scheme
 - d) He / She should not have more than two children

Note:

- “Family” shall mean his or her spouse and dependent children
- Condition (a) above is not applicable to the person owning a house within original Gaothan in Navi Mumbai
- Such other conditions as may be prescribed in the scheme

1.2.2 Rule governing this sub-function

- Navi Mumbai Land Disposal Regulation (NMDLR) Amendment, 2008
- Lease of Land to CHS Regulations-2008 (Amendments)
- Land Pricing and Land Disposal Policy of CIDCO

1.2.3 Line Processes followed for this sub-function (For Society plots)

Table 3: An Overview of actions to be performed by the department

Sr. No.	Department Actions
1	To identify plots / Obtain marketing drawings from the Planning department
2	To undertake site visits and come up with a suitable marketing proposal
3	To confirm the base price from the Economist
4	To prepare scheme booklet & initiate proposal for approval to the competent authority
5	To release advertisements in consultation with Public Relation Officer
6	To scrutinize the applications & seek approval from competent authority
7	To issue Letter of Intent to the proposed Societies
8	To issue Allotment Letters / Receive Payments
9	To obtain Payment Confirmation from Accounts & confirm plot demarcation from Survey Department
10	To issue NOC for registration of Society
11	To issue Confirm Allotment Letter & execute Agreement to Lease

1.2.4 Detailed Process with time lines for this sub-function (For Society plots)

Table 4: An Overview of Processes involved in the disposal of Society Plots and the Timelines as backed by the Citizen’s Charter

Sr. No.	Processes	Authority	Stipulated time line (days)
1	Release of Marketing drawing	Senior Planner (Planning Dept.)	07 days
2	Preparation of proposal	Marketing Officer/ Assistant Marketing Officer	07 days
3	Calculation of Sale Price	Sr. Economist	07 days
4	Preparation of Draft Scheme Booklet/ draft advertisement to be published in newspaper	Assistant Marketing Officer	10 days
5	Perusal/Finalization of Draft Scheme Booklet/draft advertisement to be published in newspaper for approval	Marketing Manager – I/Marketing Manager -2	05 days
6	Approval of Draft Scheme Booklet/draft advertisement to be published in newspaper	Vice Chairman & Managing Director/Joint Managing Director	07 days
7	Creation of Scheme in SAP	Assistant Marketing Officer	01 day
8	Creation of material	Deputy Planner	01 day
9	Advt. & Printing of booklets	Public Relation Officer	01 day
10	Sale of booklets and collection of amount from sale of booklet in cash	Assistant Marketing Officer	20 days

Sr. No.	Processes	Authority	Stipulated time line (days)
11	Collection of amount received from sale of booklet at the end of each day from Marketing department	Accounts Officer	
12	Acceptance of applications and scrutiny of application as per eligibility conditions mentioned in chapter- II, clause No. 6 of NMDL(A) R- 2008 and preparation of scrutiny sheet for verification and approval by three member committee.	Marketing Manager-1/Marketing Manager-2	45 days
13	Verification and approval of list of eligible applications by three member committee as proposed in scrutiny sheet	Marketing Manager-1/ Marketing Manager-2, Manager Town Service and Registrar of Societies	15 days
14	Drawl of lots for allotment of plot	Marketing Manager-1/Marketing Manager-2	07 days
15	Preparation of proposal for allotment of plots to the societies	Marketing Manager – I/Marketing Manager -2	05 days
16	Approval of proposal for allotment of plots to the societies	Vice Chairman & Managing Director/Joint Managing Director	03 days
17	Issue of letter of Intent with list of members and its promoter approved by the corporation for payment of EMD amount	Marketing Manager- I / Marketing Manager-2/ General Manager (IT&SP)	07 days
18	Customer creation in SAP, Sales order/ Down payment request in SAP and forwarding proposal to Accounts Department for acceptance of EMD	Assistant Executive Engineer/ Assistant Marketing Officer/ Dy. Planner (IT&SP)	11 days
19	Acceptance & Clearance of EMD	Accounts Officer	07 days
20	Printing & Issuance of allotment letter containing Terms & Conditions and Payment Schedule	Marketing Manager-1/Marketing Manager-2/ General Manager(IT&SP)	03 days
21	Receipt and collection of lease premium	Assistant Executive Engineer/ Assistant Marketing Officer/Dy. Planner (IT&SP), Accounts Officer	90 to 365 days
22	Verification of payment as per schedule with DPC (if any)	Accounts Officer	14 days
23	Confirmation of payment	Accounts Officer	07 days
24	Receipt of Confirmation plan	Chief Lands and Survey Officer	15 days

Sr. No.	Processes	Authority	Stipulated time line (days)
25	If there is any deviation in allotted area as per confirmation plan: a) If plot area is found to be less as per confirmation plan, then excess amount is refunded by Accounts after the approval of concerned HOD's	Marketing Manager-1/ Marketing Manager-2	15 days
	b) If plot area is found to be in excess as per confirmation plan, BUT less than 10% of the area represented in the allotment letter or by 250 sq. metre (whichever is lower) then receive extra amount at the rate at which original plot is allotted	Marketing Manager-1/ Marketing Manager-2	15 days
	c) If plot area is found to be in excess by 10% of the area represented in the allotment letter or by 250 sq. metre (whichever is higher) as per confirmation plan, then receive extra amount on this excess area as per Land pricing and Land disposal policy prevailing at the time of allotment or as per Land pricing and Land disposal policy prevailing at the time of confirmation of plot area (whichever is higher)	Vice Chairman & Managing Director	30 days
26	After receipt of confirmation of payment from Accounts department, issuance of copy of agreement to lease to customer for the payment of stamp duty	Assistant Marketing Officer	07 days
27	Issuance of NOC to the proposed society for registration under Maharashtra Co-operative Societies Act 1960 with list of members and its promoter approved by the Corporation	Marketing Manager-1/ Marketing Manager-2	15 days

Sr. No.	Processes	Authority	Stipulated time line (days)
28	Receipt of Certificate of Registration along with list of members and society bye-laws approved by the Corporation and certified by the Joint Registrar	Marketing Manager-1/ Marketing Manager-2	30 days
29	Issuance of firm allotment letter specifying the names and other particulars of approved members of the society	Marketing Manager-1/ Marketing Manager-2	15 days
30	Intimation to society for execution of agreement to lease and getting it registered under Registration Act 1908 within a period of 60 days from the date of issue of letter	Marketing Manager-1/ Marketing Manager-2	15 days
31	After execution of agreement to lease the file of the allottee is send to the custodian i.e. Estate department	Marketing Manager-1/ Marketing Manager-2	07 days
32	File is send into the custody of Estate department	Manager - Town Service	02 days

1.3 Disposal of plots without Tender Process (Direct Allotment)

The allotment of plot without tender process are made by considering individual applications to the categories following under Chapter-III, Clause 4(i), (iii) & (iv) of the Navi Mumbai Disposal of Lands (Amendment) Regulations, 2008 at a specified rate of lease premium mentioned in the Land Pricing and Land Disposal policy of CIDCO.

On receipt of the request / application, the Planning dept. is requested to identify plots and provide demarcation plan. The base price for the plot is obtained from the Economist. Thereafter, the proposal is initiated for approval to the competent authority.

Thereafter, Letter of Intent is issued to the applicant for payment of EMD amount. On receipt of EMD amount, allotment of the property is done via issuance of allotment letters and receiving the payments. On receipt of payment confirmation from the Accounts department, execution of Agreement is carried out and possession is handed over to the respective Lessee. The files are

then forwarded to the Estate Department for property record and further process of observance of the terms and conditions of the lease agreement / agreement to sale etc.

1.3.1 Qualifying Criteria:

These allotments are only for the categories mentioned as follows:

- To the Central/State Govt. and there undertakings, local bodies, any Govt. autonomous bodies constituted under any act for any public purpose
- To registered public charitable trust (medical) as per the guidelines approved by the Govt. from time to time
- To the reputed National / International institution, R&D establishment, Foreign Govt. consulates

1.3.2 Rule governing this sub-function

- Navi Mumbai Land Disposal Regulation (NMDLR) Amendment, 2008
- Land Pricing and Land Disposal Policy of CIDCO

1.3.3 Line Processes followed for this sub-function

Table 5: An Overview of actions to be performed by the department

Sr. No.	Department Actions
1	To identify plots / Obtain demarcation plan from the Planning department on receipt of request
2	To confirm the base price from the Economist
3	To prepare & initiate proposal for approval to the competent authority
4	To issue Letter of Intent to the applicant for payment of EMD amount
5	To issue Allotment Letters / Receive Payments
6	To obtain Payment Confirmation from Accounts & Confirm plot demarcation from Survey Department
7	To execute Agreement to Lease & hand over the possession of plot

1.3.4 Detailed Process with time lines for this sub-function

Table 6: An Overview of Processes involved in the disposal of plots without Tender Process and the Timelines as backed by the Citizen’s Charter

Sr. No.	Processes	Authority	Stipulated time line (days)
1	Preparation of proposal for identification of plot	Marketing Officer / Assistant Marketing Officer	03 days
2	Identification of land for creation of plot	Senior Planner (Planning Dept.)	07 days
3	Calculation of sale price for the plot	Sr. Economist	05 days
4	Perusal/Finalization of proposal for allotment of plot	Marketing Manager- I/ Marketing Manager-2	05 days
5	Approval of proposal for allotment of plot	Vice Chairman & M D / Jt M D/ Board of Directors	10 days
6	Creation of Materials	Deputy Planner (Planning Dept.)	02 days
7	Issue of letter of Intent for payment of EMD amount	Marketing Manager- I / Marketing Manager-2	05 days
8	Customer creation in SAP, Sales order/ Down payment request in SAP and forwarding proposal to Accounts Department for acceptance of EMD	Assistant Marketing Officer	03 days
9	Acceptance & Clearance of EMD	Accounts Officer	15 Days
10	Printing & Issuance of allotment letter containing Terms & Conditions and payment schedule	Marketing Manager-1/ Marketing Manager-2	03 days
11	Receipt and collection of lease premium	Assistant Marketing Officer	90 to 365 days
12	Verification of payment as per schedule with DPC (if any)	Accounts Officer	14 days
13	Confirmation of payment	Accounts Officer	07 days
14	Receipt of Confirmation plan	Chief Lands and Survey Officer	15 days
15	If there is any deviation in allotted area as per confirmation plan: a. If plot area is found to be less as per confirmation plan, then excess amount is refunded by Accounts after the approval of concerned HOD's	Marketing Manager-1/Marketing Manager-2	15 days
	b. If plot area is found to be in excess as per confirmation plan, BUT less than 10% of the area represented in the allotment letter or by 250 sq. metre (whichever is lower)	Marketing Manager-1/Marketing Manager-2	30 days

Sr. No.	Processes	Authority	Stipulated time line (days)
	then receive extra amount at the rate at which original plot is allotted		
	c. If plot area is found to be in excess by 10% of the area represented in the allotment letter or by 250 sq. metre (whichever is higher) as per confirmation plan, then receive extra amount on this excess area as per Land pricing and Land disposal policy prevailing at the time of allotment or as per Land pricing and Land disposal policy prevailing at the time of confirmation of plot area (whichever is higher)	Vice Chairman & Managing Director	30 days
16	After receipt of confirmation of payment from Accounts department, issuance of copy of agreement to lease to customer for the payment of stamp duty	Assistant Marketing Officer	30 days
17	After receipt of confirmation of payment from Accounts department, file is sent to the Estate department (Manager Town Service) for execution of agreement to lease and its custody.	Marketing Manager-1/Marketing Manager-2	15 days

2. Disposal of Constructed Premises

The City and Industrial Development Corporation of Maharashtra Limited (CIDCO) involves in activities to plan and create environment-friendly, model urban settlements with full-fledged physical and social infrastructure to meet residential, commercial and industrial need of population at present and in the years to come. In order to cater the population demand, the Marketing Department launches timely schemes for Sale of plots under various use, such as; plots for 'Commercial', 'Residential' & 'Commercial + Residential' use.

The management directs the planning department to identify plot for construction of particular housing / commercial scheme to be taken up in a particular node/area. The planning department identifies the land and the architect department provides the plan/architectural/elevation drawing as per the requirement. The Engineering Section then prepares estimation for construction of the housing/ commercial scheme to be taken up and submits it for the approval of the management. After the approval the Engineering department commences the construction work.

The Marketing department on receipt of plans & elevation details of tenements / apartments prepares a scheme for the sale of these residential premises. The Engineering Section provides the details of the expenditure incurred in carrying out various activities of construction to the economist for working out the saleable rates/ prices. The Economics Section on the basis of Land pricing and Land Disposal policy works out the saleable rates. The Marketing Department in tandem with the Economist, submits a proposal to the management for approval of the saleable rate derived by the Economics Section.

After seeking approval of the scheme, from the competent authority, the marketing department launches the scheme for sale through advertisement. The allotment/disposal of constructed premises is made at a specified rate, as per the Land Pricing and Land Disposal policy of CIDCO and subject to the regulations framed for disposal of apartments in NMDL (A) R-2008.

- a) The allotment of constructed premises such as apartments is made by way of “drawal of lots” at specified rate, by publishing a scheme through advertisement in newspapers
- b) The allotment of constructed premises such as Commercial offices/shops is done by advertisement in newspapers by inviting public tenders

2.1 Allotment of Tenements / Apartments

2.1.1 Qualifying Criteria:

- The applicant should be domiciled in the State of Maharashtra for a period of not less than 15 years
- He / She or his family, should not have any dwelling unit in Navi Mumbai or in New Towns for which the scheme has been published, as the case may be

Note:

- “Family” shall mean his or her spouse and dependent children
- Condition (a) above is not applicable to the person owning a house within original Gaothan in Navi Mumbai
- Such other conditions as may be prescribed in the Scheme

2.1.2 Rule governing this sub-function

- Navi Mumbai Land Disposal Regulation (NMDLR) Amendment, 2008
- Board Resolution as applicable with the Scheme
- Land Pricing and Land Disposal Policy of CIDCO

2.1.3 Line Processes followed for this sub-function (For Tenements / Apartments)

Table 7: An Overview of actions to be performed by the department

Sr. No.	Department Actions
1	To procure marketing drawings from the Planning Department
2	To undertake site visits and come up with a suitable marketing proposal
3	To confirm the Sale Price from the Economist
4	To prepare scheme booklet & initiate proposal for approval to the competent authority
5	To release Advertisements in consultation with Public Relation Officer
6	To conduct the Drawal of lots
7	To seek approval of successful applicants from Competent Authority
8	To verify documents of successful applicants / issue Letter of Intent
9	To issue Allotment Letters / Receive Payments & its confirmation from Accounts Department
10	To execute Agreement to Sale & hand over the possession of the apartment

2.1.4 Detailed Process with time lines for this sub-function (For Tenements/Apt)

Table 8: An Overview of Processes involved in the allotment of Tenements / Apartments and the Timelines as backed by the Citizen’s Charter

Sr. No.	Processes	Authority	Stipulated time line (days)
1	Release of Marketing drawing	Senior Planner (Planning Dept.)	07 days
2	Preparation of proposal	Marketing Officer / Assistant Marketing Officer/	07 days
3	Calculation of sale price	Sr. Economist	08 days
4	Preparation of Draft Scheme Booklet / draft advertisement to be published in newspaper	Marketing Officer / Assistant Marketing Officer	15 days
5	Perusal/Finalization of Draft Scheme Booklet/draft advertisement to be published in newspaper for approval	Marketing Manager – 1 /Marketing Manager - 2	15 days
6	Approval of Draft Scheme Booklet/draft advertisement to be published in newspaper	Vice Chairman & Managing Director/Joint Managing Director	05 days
7	Creation of Scheme in SAP	Assistant Marketing Officer	01 day
8	Creation of material	Deputy Planner	02 days
9	Advt. & Printing of booklets	Public Relation Officer	07 days
10	Sale of booklets and collection of amount from sale of booklet in cash	Assistant Marketing Officer	30 days
11	Collection of amount received from sale of booklet at the end of each day from Marketing department	Accounts Officer	
12	Acceptance of applications and scrutiny of application as per eligibility conditions mentioned in scheme booklet	Assistant Marketing Officer	45 days
13	Drawl of lots for allotment of apartment / Issue of Letter of Intent	Marketing Manager-1/ Marketing Manager-2	15 days
14	Verification and approval of list of eligible applicants as proposed in scheme booklet	Marketing Manager-1/ Marketing Manager-2	15 days
15	Preparation of proposal for allotment of apartments to successful applicants	Marketing Manager -1/ Marketing Manager -2	15 days
16	Approval of proposal for allotment of apartments to successful applicants	Vice Chairman & Managing Director/Jt. Managing Director	15 days

Sr. No.	Processes	Authority	Stipulated time line (days)
17	Customer creation in SAP, Sales order/ Down payment request in SAP and forwarding proposal to Accounts Department for acceptance of EMD	Assistant Marketing Officer	30 days
18	Acceptance & Clearance of EMD	Accounts Officer	23 days
19	Printing & Issuance of allotment letter containing Terms & Conditions and payment schedule	Marketing Manager-1/Marketing Manager-2	07 days
20	Receipt and collection of lease premium as per payment Schedule	Assistant Marketing Officer/	Maximum period of Extension 180 days in all
21	Verification of payment as per schedule with DPC (if any)	Accounts Officer	15 days
22	Confirmation of payment	Accounts Officer	07 days
23	After receipt of confirmation of payment from Accounts department, issuance of copy of agreement to sale to customer for the payment of stamp duty	Assistant Marketing Officer	07 days
24	Receipt of As-Built drawing	Senior Planner(Planning Department)	30 days
25	Execution of agreement to sale	Marketing Manager-1/Marketing Manager-2	
26	File is sent to the custody of Estate department	Manager Town Service	15 days

2.2 Allotment of Commercial Offices / Shops

2.2.1 Qualifying Criteria:

- Any person competent to contract under the Indian Contract Act is eligible to apply under the Scheme
- When a company desires to apply, it shall do so under the hand of the Managing Director or a Director authorized by the Board of Directors, without which the tender will be held invalid; Such an authorization must be enclosed with the tender

- When a Partnership firm desire to apply, the application shall be signed by all the partners and enclosed with a true certified copy of the Deed of Partnership. However the proposed partnership firm will also be allowed to participate in the scheme, provided that they should submit the attested copy of registration certificate or proof of registration thereof before execution of agreement to lease
- When a Trust desires to apply, the application shall be signed by one of the Trustee under the authority of the Trustees without which the tender will be held invalid. The authorization shall be enclosed which the tender
- Tenders received from a Proposed Company / Proposed Trust / Partnership Firm not registered under the Indian Partnership Act.1932 will be treated to have been received from the applicant individually or the applicant joint, who has signed the offer as the case may be

2.2.2 Rule governing this sub-function

- Navi Mumbai Land Disposal Regulation (NMDLR) Amendment, 2008
- Board Resolution as applicable with the Scheme
- Land Pricing and Land Disposal Policy of CIDCO

2.2.3 Line Processes followed for this sub-function (For Commercial Offices / Shops)

Table 9: An Overview of actions to be performed by the department

Sr. No.	Department Actions
1	To procure marketing drawings from the Planning Department
2	To undertake site visits and come up with a suitable marketing proposal
3	To confirm the Sale Price from the Economist
4	To prepare scheme booklet & initiate proposal for approval to the competent authority
5	To release advertisements in consultation with Public Relation Officer
6	To seek approval of highest bidders from competent authority
7	To receive EMD and issue Allotment Letters
8	To receive payments & its confirmation from Accounts Department
9	To execute Agreement to Sale & hand over the possession of the Commercial Premise

2.2.4 Detailed Process with time lines for this sub-function (For Commercial Offices / Shops)

Table 10: An Overview of Processes involved in the allotment of Commercial Offices / Shops and the Timelines as backed by the Citizen’s Charter

Sr. No.	Processes	Authority	Stipulated time line (days)
1	Release of Marketing drawing	Planning	07 days
2	Calculation of base price for the plot	Economics	10 days
3	Preparation of Draft Scheme Booklet/ draft advertisement to be published in newspaper	Marketing Officer / Assistant Marketing Officer	20 days
4	Perusal / Finalization of Draft Scheme Booklet / draft advertisement to be published in newspaper for approval	Marketing Manager – I/Marketing Manager -2	10 days
5	Approval of Draft Scheme Booklet/draft advertisement to be published in newspaper	Vice Chairman & Managing Director/Joint Managing Director	10 days
6	Creation of Scheme in SAP	Assistant Marketing Officer	02 days
7	Creation of material	Deputy Planner	02 days
8	Advt. & Printing of booklets	Public Relation Officer	07days
9	Sale of booklets and collection of amount from sale of booklet in cash	Assistant Marketing Officer	23 days
10	Collection of amount received from sale of booklet at the end of each day from Marketing department	Accounts Officer	
11	Opening of tender application/offer received	Marketing Manager-1/ Marketing Manager-2	01 day
12	Preparation of comparative statement through SAP	Assistant Marketing Officer	03 days
13	Consent for the offer received	Sr. Economist	07 days
14	Consent for the offer received	Chief Accounts Officer	10 days
	Submission of proposal to Vice Chairman & Managing Director/Joint Managing Director for approval of the highest bidder	Marketing Manager-1/Marketing Manager-2	
15	Approval of proposal by management	Vice Chairman & Managing Director/Joint Managing Director	10 days

Sr. No.	Processes	Authority	Stipulated time line (days)
16	Customer creation in SAP, Sales order/ Down payment request in SAP and forwarding proposal to Accounts Department for acceptance of EMD	Assistant Marketing Officer	15 days
17	Acceptance & Clearance of EMD	Accounts Officer	12 days
18	Printing & Issuance of allotment letter containing Terms & Conditions and payment schedule	Marketing Manager-1/Marketing Manager-2	03 days
19	NOC to Mortgage for loans and credit verification	Marketing Manager-1/Marketing Manager-2	07 days
20	Receipt and collection of lease premium/ Miscellaneous charges/DPC etc. as per the payment schedule	Assistant Marketing Officer	Maximum period of Extension 180 days in all
21	Maximum extension period for payment of instalments on recovery of Delay payment charges shall not exceed SIX Months in all. If there is a default in payment of any instalment/s within the maximum permissible extendable period, the EMD deposit along with the 10% of the instalment/s paid shall stand forfeited	Marketing Manager-1/Marketing Manager-2	07 days
22	Verification of payment as per schedule with DPC (if any)	Accounts Officer	15 days
23	Confirmation of payment	Accounts Officer	07 days
24	After receipt of confirmation of payment from Accounts department, issuance of copy of agreement to sale to customer for the payment of stamp duty	Assistant Marketing Officer	07 days
25	Receipt of As- Built drawing	Senior Planner(Planning Department)	15 days
26	Execution of Agreement to Sale	Marketing Manager-1/ Marketing Manager-2	30 days
27	File is sent to the custody of Estate department	Manager Town Service	07 days