



**AGARTALA SMART CITY LIMITED**  
(CIN: U74999TR2016SGC013499)

**1<sup>ST</sup> FLOOR, UD BHABAN, SHAKUNTALA ROAD**  
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**Date: 29 .02.2020**

### **Brief Note on Ease of Living Index Campaign in Agartala**

Agartala Smart City Limited (ASCL) has initiated to participate in Ease of Living Index Campaign 2019 by doing different activities. Ease of Living Index rankings launched by the Ministry of Housing and Urban Affairs (MoHUA). Ease of Living Index has encouraged all cities to move towards an ‘outcome-based’ approach to urban planning and management and promote healthy competition among cities. Ease of Living framework comprised four pillars namely Institutional, Social, Economic and Physical. Last year from Tripura Agartala has participated and ranked 93 out of 111 cities in Ease of Living index 2018.

First ASCL has started with various IEC activities by using broadcast media, internet media and print media. The activities are:

- ASCL has organized a Press Conference to disseminate the information on Ease of Living Index 2019 survey on 1<sup>st</sup> February 2020 at 11 AM in the conference hall of ASCL, UD Bhaban, First floor, Shakuntala road. The Chief Executive Officer (CEO) of ASCL, Dr. Shailesh Kumar Yadav has chaired the press conference and briefed about the Ease of Living Index in presence of various local and national news media.
- Fifteen (15) news media, who participated in the press conference, have shown keen interest to disseminate the information of Ease of Living Index 2019 across the state. Agartala Smart City Limited has sought cooperation from all the media stakeholders to collaboratively take forward the initiative of activities across the city.

- ASCL has published a newspaper advertisement in both English and Bengali newspaper in February 2020
- ASCL has installed 14 banner (20x10ft) in Nagerjala Bus Stands, Bardowali School, TIT Narsingah way to Airport, Cooperative Notunanagar, Nagerjala under Flyover, Tripura University, International Fair Ground etc for disseminating the information about the Ease of Living Index Campaign.
- ASCL has designed a different IEC material such as banner, flex, poster etc and installed across the state.
- ASCL has installed 150 posters (12 x 18 inch) across the city including school, colleges, university, bus stand, railway station, city center, shopping complex, parks, surrounding area of cinema hall etc.
- ASCL has organized a Sensitization programme on Ease of Living Index Campaign on 14<sup>th</sup> February 2020 in International Fair Ground in association with RED FM
- ASCL has organized a one to one public consultation programme in Industries & Commerce fair.
- ASCL has prepared a jingle on local language for radio FM and it is continuously running in the whole month of February
- ASCL has also organized consultation programme with youth of Tripura in City Center on 23<sup>rd</sup> February 2020
- Apart from this ASCL has organized a campaign in various schools such as Umakanta Academy (Bengali Medium), Sishbihar H.S school (English Medium)
- ASCL has also organized a campaign in various colleges like Tripura Institute Technology, Holy cross college, ICFAI University Tripura, Women's college etc.
- ASCL has also prepared a questionnaire on Ease of Living Index component to take the opinion from the citizens of Agartala.
- ASCL has also visited some of the skill development training center of Agartala to take the opinion of the skilled training.
- Last but not the least ASCL has update the social media both facebook and twitter in a timely manner and also spread the information through whatsapp as much as possible.

## Snapshots of Ease of Living Index Campaign



**Newspaper Advertisement, Banner on components of Ease of Living Index**



**Posters on components of Ease of Living Index**



**Public Consultation in different schools, colleges and University regarding Ease of Living Index**



**Press Conference and Newspaper advertisement to sensitize the citizens of Agartala regarding Ease of Living Index**

Sd/-  
**(Dr. Shailesh Kumar Yadav, IAS)**  
**Chief Executive Officer**  
**Agartala Smart City Limited**  
**&**  
**Municipal Commissioner,**  
**Agartala Municipal Corporation**