SMART CITY PROPOSAL

The Bhubaneswar Experience

February, 2015

smart city bhubaneswar

BHUBANESWAR MUNICIPAL CORPORATION
BMC

THE 10 POINT APPROACH

01 Multi Disciplinary Team

02 Project Support through Local Resources

03 Developing long term communication strategy

04 Multichannel Outreach Strategy – bridging digital divide

05 Visioning – crafting “Ideal Vision"

06 Prioritize “Urban Design & Quality of Life” over technology

07 Create Identity for projects – Brand Them

08 Organize the proposal as – STRATEGIC BUSINESS PLAN

09 Self Sustainable Financing Plan and Convergence Mechanism

10 Robust Implementation Plan and Stakeholder Engagement Strategy

01 MULTI-DISCIPLINARY TEAM

- **Dedicated team placed locally** *to understand the city's opportunities and accept limitations*
- **BUILD BASICS-** *Data collection should be prioritized for self-assessment*
- **Mobilize city staff** *from project conception to build leadership.*

02 Tap into LOCAL RESOURCES for project support

1200 VOLUNTEER APPLICATION

- Outreach Campaigns
- Street Plays
- Photography
- Graphic Design
- Flash Mobs
- Event Management
- Participatory Appraisal
- Model-Making
- Surveys
- Information Kiosks
- Community Mapping

625

20,650

SMART CITY LABS

		PARTICIPANTS
18	Education Institutes	Faculties
06	Schools	Students
03	Slums	Slum Dwellers
07	Government Offices	Employees
06	Infocity	Entrepreneurs
21	Associations + NGOs	Community workers

03 Develop a long-term COMMUNITY ENGAGEMENT STRATEGY

INFORM

TOOLS

Print Media
Advertisements I Street Hoardings

Electronic Media
SMSs I Mass Mailer I Radio Talks I Advertisements I Facebook I Website

Launch Program-
CITIZEN'S CONNECT

CONSULT

TOOLS

Conferences
Seminars I Techno Fair I Stakeholder Meetings

Whatsapp Groups
Focused Groups I Experts Inputs

INVOLVE

TOOLS

Contest
Vision Statement I Logo Design I Photography

Discussions
Discussion Forums I Idea Box I Community Mapping

COLLABORATE

TOOLS

Smart City Labs
Institutions I Colleges I Schools I Public Organizations I Community Labs- Slums

Champions
Volunteer program I Mayor's Badge I Smart Labs Execution Team (SET) I Smart Labs Organizing Team (SOT) Smart Toolkit

EMPOWER

TOOLS

Democracy at work
Ward Sabhas I Corporation Approvals

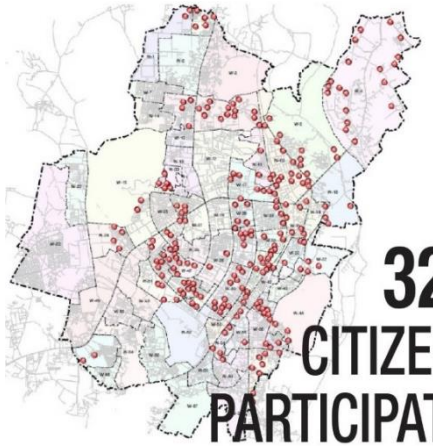
Polling
Citywide Solution I Area-based Development I Best Practices for Transport and Waste

Progress Through Partnership
Technology Partners I College & Universities I NGOs I Technical partners

04 MULTI-CHANNEL OUTREACH - bridging digital divide

KEY AUDIENCE SEGMENT

- Elected Representatives
- Institutional Stakeholders
- City Staff
- Media Persons
- NGOs
- City Makers
- Transgenders
- Slum Dwellers
- Women
- Youth and Children
- Senior Citizens
- Specially-abled



32% CITIZEN'S PARTICIPATED

Likes: **86,851**
Reach: **3.4cr**
Engagement: **11lakh**

ONLINE

OFFLINE

19.7lakh: Votes
1.6lakh: Suggestions
3.1lakh: Participation

WEBSITE
Visits: 1.7 lakh | Polling: 29,184 | Votes: 47,238

FACEBOOK
Likes: 86,851 | Reach: 3.4cr | Comments: 1630

SMS
Reach: 25.7 Lakhs

MASS EMAIL
Reach: 5 Lakhs

Radio
Reach: 22,62,739

YOUTUBE
Views: 905

Seminars
Events: 86 | Participants: 20,650

TWITTER
Tweets: 427| Follower: 810 | Likes: 307

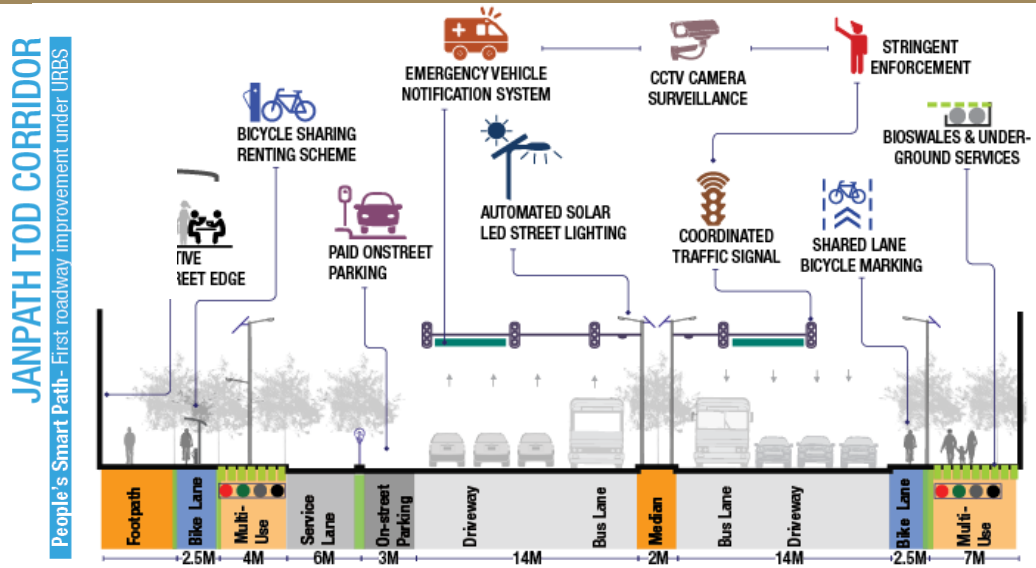
05 VISIONING - crafting 'IDEAL VISION'

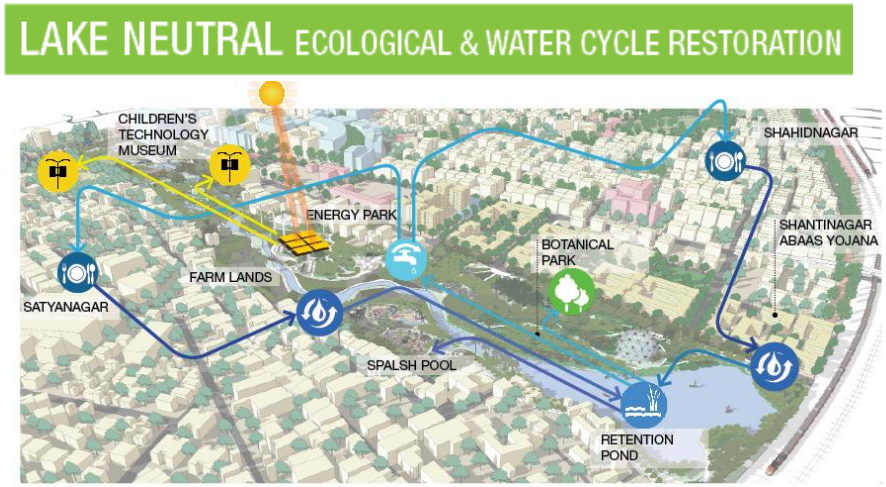
Bhubaneswar, through participatory decision-making, responsible governance and open access to information and technology, to be a:

- Transit oriented city with a compact urban form that promotes active, connected and sustainable mobility choices
- Livable city providing diverse range of housing, educational and recreational opportunities; while enhancing its heritage, arts and traditional communities
- Child-friendly city providing accessible, safe, inclusive and vibrant public places
- Eco-city co-existing in harmony with nature for nurturing a resilient, clean, green, and healthy environment
- Regional economic centre attracting knowledge based enterprises and sustainable tourism activities by leveraging and empowering its institutions, local businesses and informal workforce

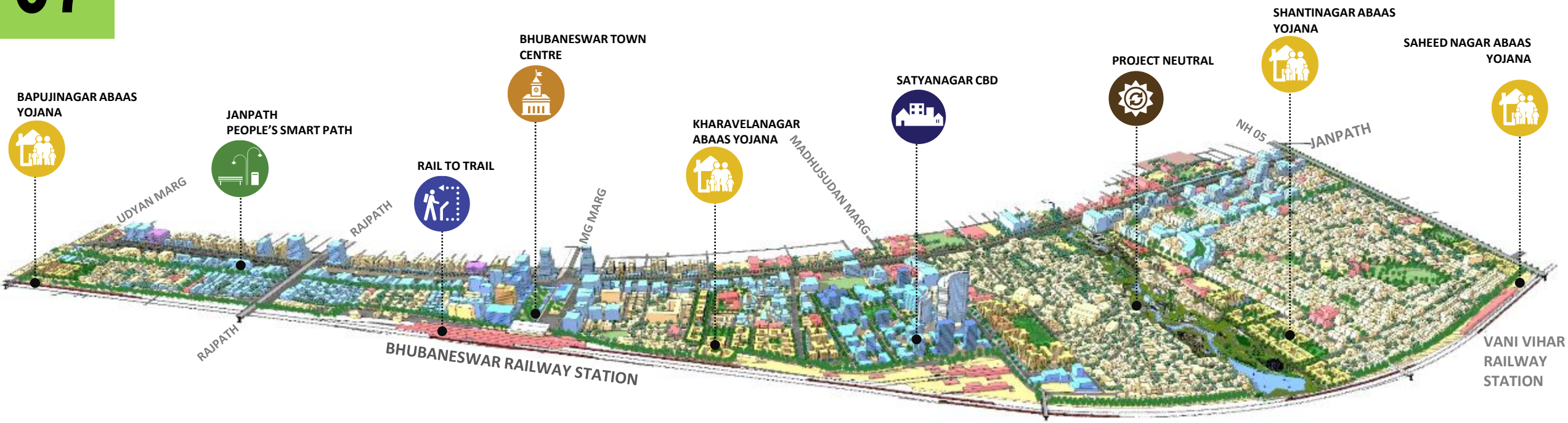
06 Prioritize ‘URBAN DESIGN & QUALITY OF LIFE’ over technology

- *Proactive* **research for best practices** *across the world and contextualize its applicability.*
- *Focus on creating a* **walkable, well-connected mixed-use** *area with public realm investments visible in its streets, public spaces and buildings.*
- *Prioritize placemaking through* **creation of active, vibrant and safe public places**.





07 Create identity for projects – BRAND THEM



- *Reflects the* **vision, culture and uniqueness for the development**
- **Attract potential investors** *and communicate the essence of creating a* **new destination**
- **Differentiate the project** *from other competing products, as well* **as instill a sense of confidence** *in the market*
- *Use* **illustrative diagrams and 3d maps** *for displaying the development plans for easy dissemination of content of proposal.*

08 Organize the proposal as - STRATEGIC BUSINESS PLAN

- *Select and focus only on* **one Pan City Solution and Area Based District.**
- *Select an appropriate scale for completing the project within the stipulated deadlines*
- *Prepare* **comprehensive proposal focusing more on AREA BASED DISTRICT strategizing the short term and long term impacts**
- **Be a contributor-** *don't leave the proposal writing to your consultant team only*
- *Always keep revisiting the entire questionnaire* - **IT'S ALL CONNECTED- Vision | Strategic Plan | Goals | Financing | Implementation**

09 Self-sustainable Financing Plan and Convergence Mechanism

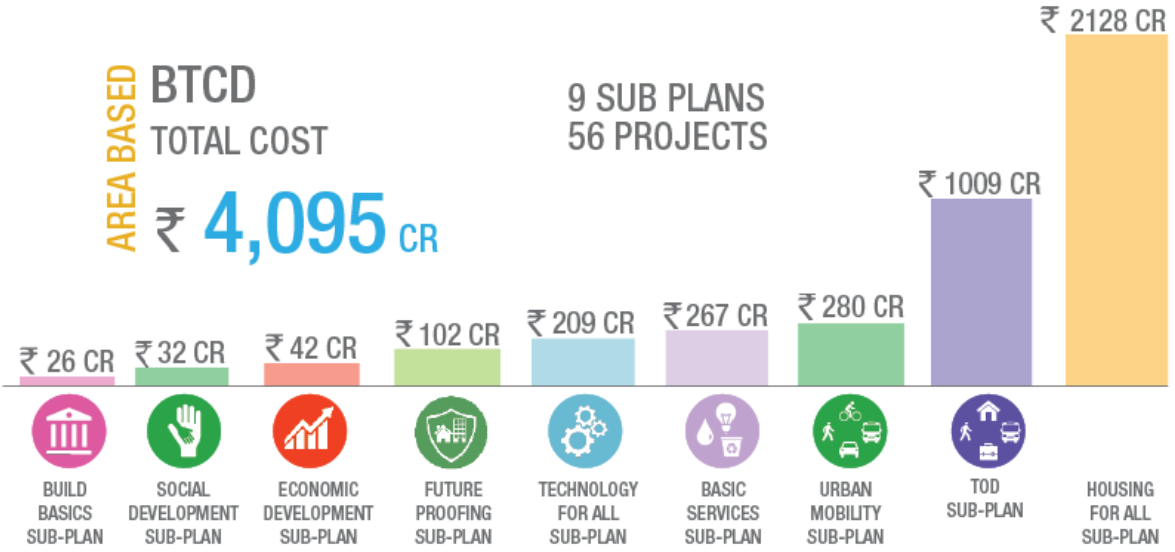
AREA BASED

BTCD

TOTAL COST

₹ 4,095 CR

9 SUB PLANS
56 PROJECTS



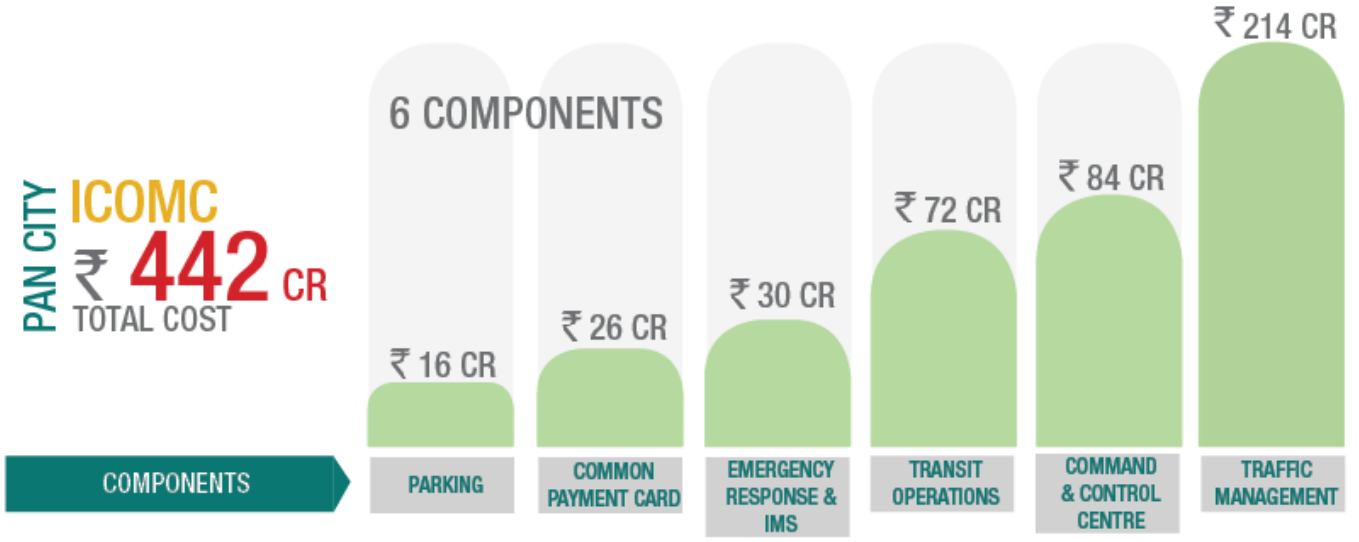
PAN CITY

ICOMC

₹ 442 CR

TOTAL COST

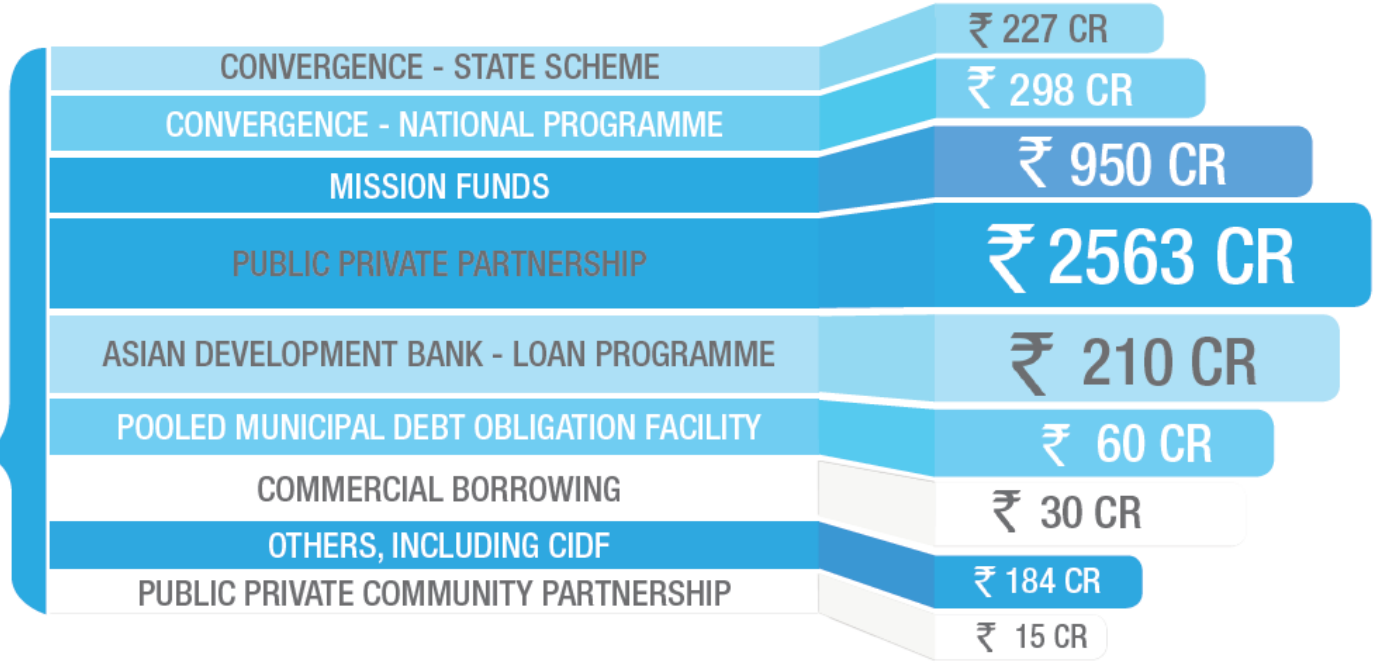
6 COMPONENTS



BHUBANESWAR SMART CITY PROPOSAL

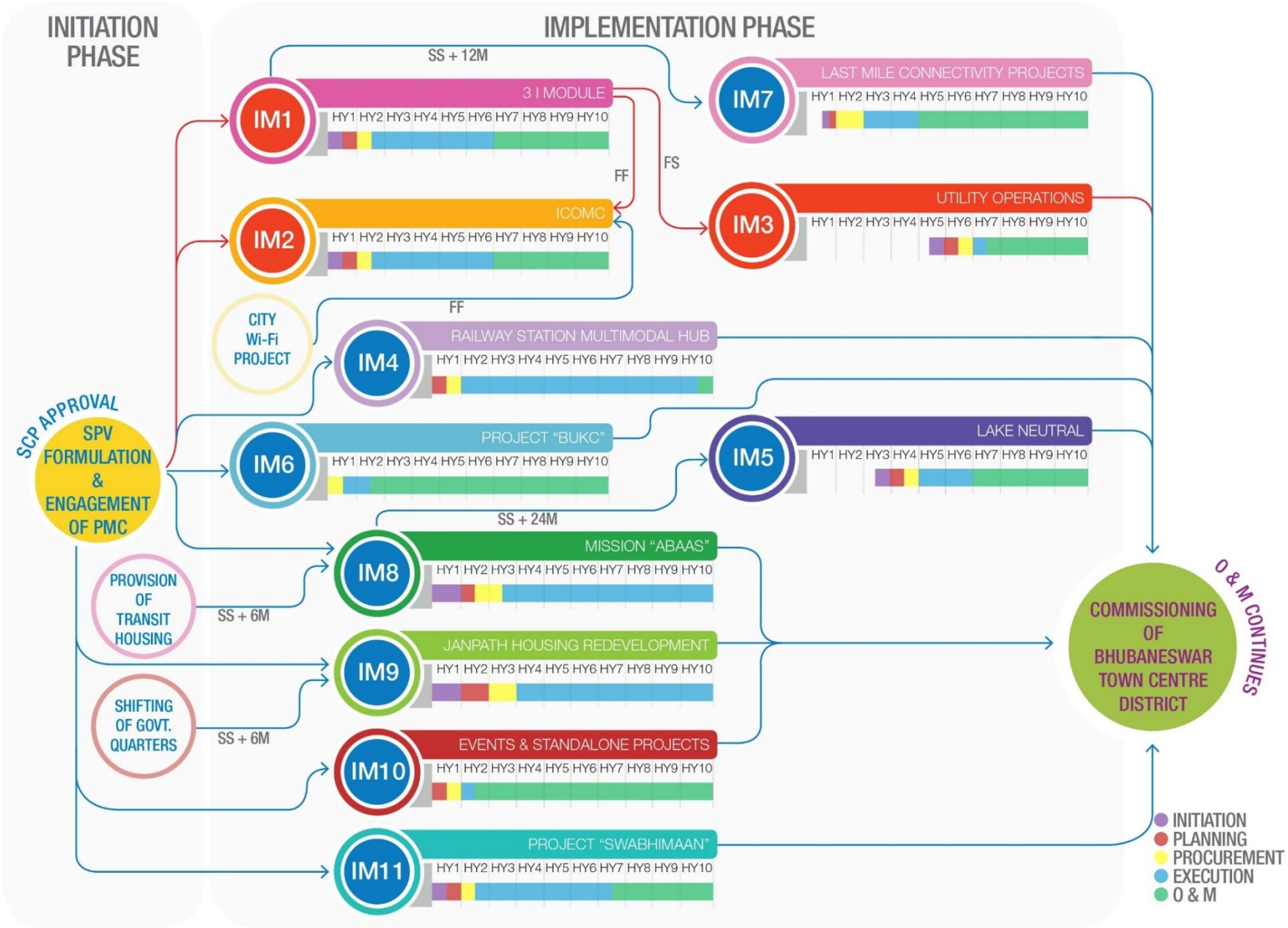
TOTAL PROJECT COST

₹4,537 CR

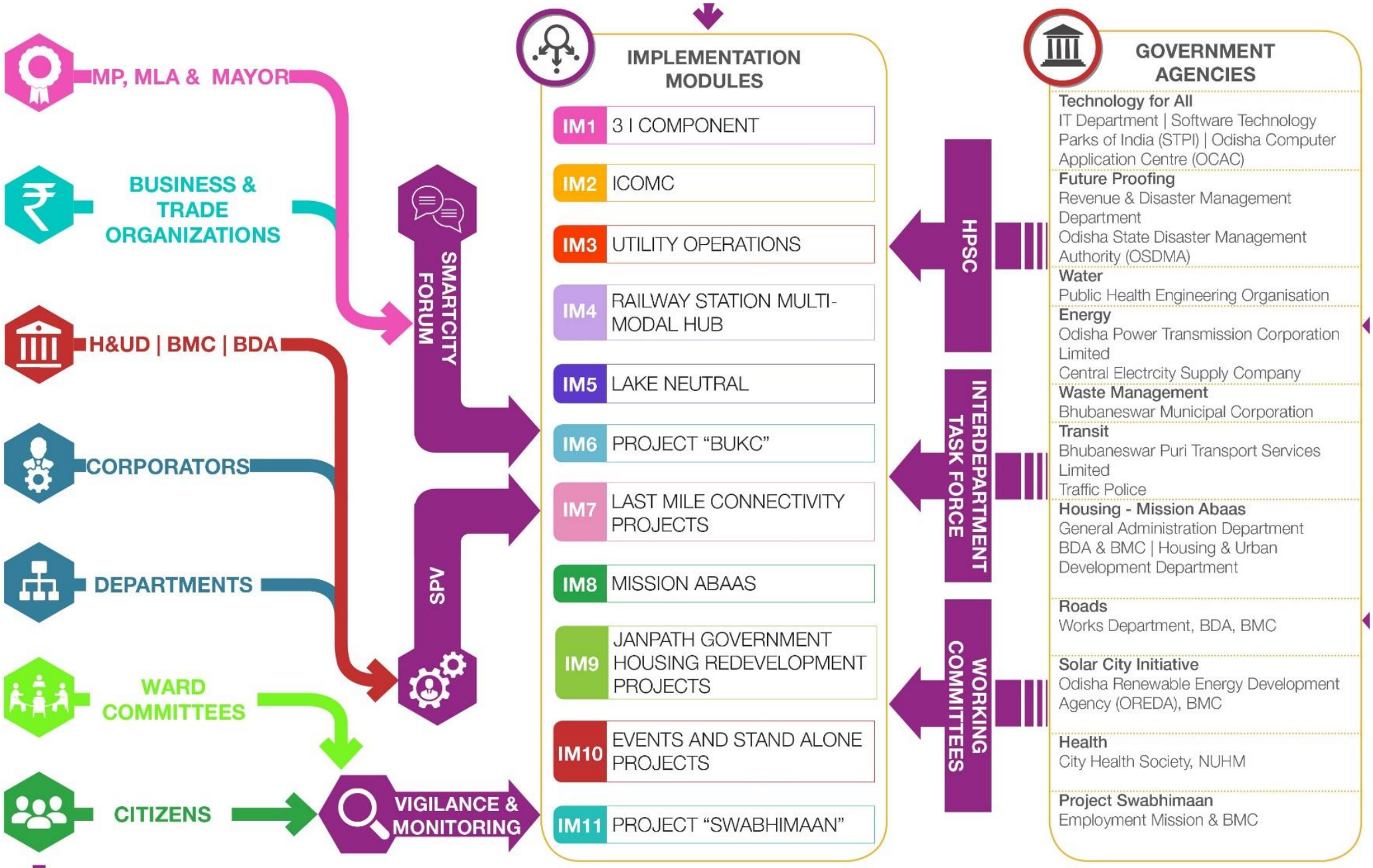


10 Robust Implementation Plan

- *Identify* **Critical Activities** *and prioritize them*
- *Map the sequence and derive* **dependency network**
- **Identify risks** *and prepare robust* **mitigation strategy**
- *Formulate planning of projects for* **optimum resource utilization**



10 Implementation Plan - Stakeholder Engagement Strategy



Thank You