

No.K.14012/101(28)/2015-SC-III-A  
Government of India  
Ministry of Urban Development

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Room No.102-G, Nirman Bhawan,  
New Delhi-110011  
Dated 23<sup>rd</sup> September, 2015

**OFFICE MEMORANDUM**

Subject: Citizen consultations to prepare Smart Cities Proposals (SCP) – reg.

Every shortlisted city has to prepare a Smart City Proposal (SCP) for the Stage 2 of the Challenge. One criteria for assessing the SCP will be the extent of citizen involvement in its preparation (Annexure 4 to Guidelines). There are several ways of ensuring citizen participation. The conventional way is face-to-face citizen engagement. Another way is to leverage on Information and Communications Technology (ICT).

2. During the Regional Conferences held on 03.09.2015 (New Delhi), 07.09.2015 (Hyderabad) and 12.09.2015 (Kolkata), the issue of citizen consultation was discussed in detail with the Principal Secretaries of States/ Commissioners of ULBs. The cities may use social media tools (e.g. Twitter, Face book), Local Papers, Radio Spots, Local TVs, bulk s.m.s., pictorial forms etc. to disseminate information about Smart Cities Mission and to engage with citizens to co-create the Smart Cities Proposal. Importantly, citizen engagement should be inclusive to include all residents of the city.

3. One ICT tool to engage with citizens is the Government of India's MyGov. The MyGov ([www.mygov.in](http://www.mygov.in)) citizen engagement platform offers an array of public interaction tools such as Discussions, Polls, Blogs, Talks, Tasks etc. The States/ULBs are free to use MyGov or any other citizen engagement platform. If the Municipal Corporations decide to choose the MyGov route, they may contact the MyGov team at [connect@mygov.nic.in](mailto:connect@mygov.nic.in) for information and assistance and the Nodal Officer for MyGov is Shri Akhilesh Mishra ([akhilesh.mishra@mygov.in](mailto:akhilesh.mishra@mygov.in), Ph. No.011-24364706).

4. Attached, is a list of activities to be completed with the timelines given. The list is only illustrative and the shortlisted Smart Cities may initiate additional activities, including IEC, but adhere to the timelines in order to submit the Smart Cities Proposal before 15<sup>th</sup> December, 2015.

Encl.: As in para (4) above.

  
(Ajit Kumar)

Under Secretary to the Government of India  
Tele fax: 011-2306 1081

To

- (1) The Principal Secretary (UD) of all States/ UTs
- (2) The CEO, MyGov.

**CITIZEN ENGAGEMENT**

**Round 1**

This round includes profiling the city and defining its vision, determining city-goals, identifying area-based developments and Pan-city Smart Solutions

S. No.	Activity	Activity Description	Prizes	Timelines	Associated IEC Activities
1	Disseminate the process and inviting citizens' participation (MyGov Talk)	<p>City-level Talk by State Minister for Urban Development / Mayor / Municipal Commissioner / other dignitaries outlining Mission details and the expectations from citizen participation. One way is to start the talk with a pre-recorded presentation</p> <p>Duration – 1 hour</p> <p>Can be organised at State level, but City level is advisable</p> <p>The Talk could be held concurrently with Press presence to answer questions from media and public</p>	None	20th Sep – 05 Oct 2015	<p>Draft talking points and recorded audio-visual/animations</p> <p>Print ads in local papers</p> <p>Smart City Coordinators at city-level</p> <p>Twitter</p> <p>Facebook</p> <p>Online banners (By State/City)</p> <p>Radio spots/Local TV</p>
2	Developing vision statements	<p>Essay contest "Mere Sapnon Ka Shahar"</p> <p>Max 1,000 words</p>	3 prizes per city in each	25th Sep – 15 Oct 2015 (Immediately following)	<p>Twitter</p> <p>Facebook</p>

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<p>for the City and definition of goals (MyGov Task)</p>	<p>The Essay would focus on three questions, (1) issues/needs brought out by citizens of the city, (2) citizen solutions to address these, and (3) citizen priorities Language – English / Hindi / State's Official Language</p> <p>Two categories School Students – Three prizes Rs. 5000/3000/2000 for the three best in this category Open for all category – Rs.25,000/15,000 / 10,000 for the three best in this category</p> <p>The City would use the inputs to develop the Vision, City Sub-goals and list of citizen driven solutions</p>	<p>category for the best vision statement and City level goal identified</p>	<p>the City's Talk)</p>	<p>Letters to Principals of city schools by Municipal Commissioner</p> <p>Campaign among Government Schools through District Education Officer with facilitation of submitting entries in MyGov</p> <p>Incentive to schools for maximum entries (video recording for 5-10 cities)</p> <p>Smart City Coordinators at city-level</p> <p>Inclusion – Wi-fi hot spots to be placed in slums, local Radio spots, TV/mobile enabled methods/manuscripts/pictorial forms</p>
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					<p>Graffiti boards in schools / colleges / commercial areas / public transport stations etc</p>
3	<p>To solicit and shortlist ideas regarding Smart Solutions for the City, which can improve the infrastructure and services in the full city (MyGov Discussion followed by Poll)</p>	<p>Consultants/handholding agencies to prepare a list of potential Smart Solutions to be placed in the public domain for discussion. This will enable the citizens to deliberate and poll on the solutions.</p> <p>The list of proposed Smart Solutions will be put to Poll by the City to identify a few most popular suggestions that can be implemented by the City, based on funding and other available resources.</p> <p>These will be the inputs for the Pan-City proposal; other sources will be the views of public representatives and reviews of data and information</p>	Optional	10th Oct- 31th Oct 2015	<p>Webinar</p> <p>Twitter / Facebook</p> <p>Ideas Camp</p> <p>Smart City Coordinators at city-level</p> <p>Face-to-face consultations with domain experts / institutions by the City</p> <p>Inclusion – Wi-fi hot spots to be placed in slums, local Radio spots, TV/mobile enabled methods/manuscripts/pictorial forms</p>
	To identify the:	Tentatively, the City will identify the			

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4	<p>areas to be taken up for Area-based development (MyGov Discussion, etc)</p>	<p>proposed areas for development (retrofitting, redevelopment, greenfield) through discussions with citizens, public representatives, experts, eminent citizens, review of data and information, etc. In these identified areas the City will include all <b>essential elements, other 'smart' features that make the Area livable</b> (eg. fresh and clean water, 24x7 electricity supply, sanitation, etc), including citizens suggestions. For all these, abstract estimates will be prepared for each shortlisted Area.</p> <p>The final selection of areas for development will be based on the views of public representatives, experts, polling, if required, of people residing in the Area to determine their acceptance of costs to become 'smart', etc.</p>	Optional	10th Oct- 31st Oct 2015	<p>Twitter</p> <p>Facebook</p> <p>Press releases</p> <p>Ward level consultations, engaging citizen volunteers</p> <p>Smart City Coordinators at city-level</p> <p>Ideas Camp</p> <p>Preliminary video to be prepared and widely disseminated through various channels</p> <p>Inclusion – Wi-fi hot spots to be placed in slums, local Radio spots, TV/mobile enabled methods/manuscripts/pictorial forms</p>
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## Round 2

This round includes providing feedback on the Pan-City and Area Based proposals and their development through multiple iterations

S No	Activity	Activity Description	Prizes	Timelines	Associated IEC Activities
1	Area based development plan (My Gov Discussion)	The draft Area Based Development proposal (in given Smart City Proposal Format) to be prepared after obtaining citizen inputs will be placed in the public domain. Citizen comments about improving the specific proposal can be evaluated and the proposal revised. If the City chooses, this can also be supplemented with a Talk.	None	1 <sup>st</sup> – 15 Nov 2015	<p>Twitter</p> <p>Facebook</p> <p>Websites</p> <p>Radio spots (template ad)</p> <p>Smart City Coordinators at city-level</p> <p>Ward level roadshow</p> <p>Inclusion – Wi-fi hot spots to be placed in slums, local Radio spots, TV/mobile enabled methods/manuscripts/pictorial forms</p>

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	<p>Pan City Proposal (MyGov Discuss on)</p>	<p>The draft Pan City proposal to be prepared after obtaining citizen inputs will be prepared and placed in the public domain. Citizen comments about improving the specific proposal can be evaluated and the proposal revised. If the City chooses, this can also be supplemented with a Talk.</p>	<p>None</p>	<p>1<sup>st</sup> – 15 Nov 2015</p>	<p>Twitter Facebook Websites Radio spots (template ad) Smart City Coordinators at city level Ward level roadshow Inclusion – Wi-fi hot spots to be placed in slums, local Radio spots, TV/mobile enabled methods/manuscripts/pictorial forms</p>
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**Round 3**

This round will include finalization of the Smart City Proposal for the City in the Proposal Format

S No	Activity	Activity Description	Prizes	Timelines	Associated IEC Activities
1	Area based plan and Pan City Proposal (MyGov Blog)	The final Area Based Development proposal and the Pan City Proposal in the Smart City Proposal Format will be prepared and placed in the public domain. If the City chooses, this can also be supplemented with a Talk.	None	15 <sup>th</sup> – 25 <sup>th</sup> Nov	Twitter Facebook Websites Local paper Ads/TV/Radio
2	Discussion on project implementation and financing (MyGov Blog)	The final complete Smart City Proposal in the given Format will be prepared and placed in the public domain. If the City chooses, this can also be supplemented with a Talk.	None	20 <sup>th</sup> – 30 <sup>th</sup> Nov	Twitter Facebook Websites Local paper Ads/TV/Radio

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