SMART CITY PROPOSAL
The Bhubaneswar Experience

February, 2015
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
• 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.
Tap into LOCAL RESOURCES for project support

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

1200 VOLUNTEER APPLICATION

SMART CITY LABS

PARTICIPANTS

Education Institutes: Faculties (625)
Schools: Students (20,650)
Slums: Slum Dwellers (03)
Government Offices: Employees (07)
Infocity: Entrepreneurs (06)
Associations + NGOs: Community workers (21)
Develop a long-term COMMUNITY ENGAGEMENT STRATEGY

**INFORM**
- **TOOLS**
  - Print Media: Advertisements | Street Hoardings
  - Electronic Media: SMS | Mass Mailer | Radio Talks | Advertisements | Facebook | Website
  - Launch Program - CITIZEN’S CONNECT

**CONSULT**
- **TOOLS**
  - Conferences: Seminars | Techno Fair | Stakeholder Meetings
  - Whatsapp Groups: Focused Groups | Experts Inputs

**INVOLVE**
- **TOOLS**
  - Contest: Vision Statement | Logo Design | Photography
  - Discussions: Discussion Forums | Idea Box | Community Mapping

**COLLABORATE**
- **TOOLS**
  - Smart City Labs: Institutions | Colleges | Schools | Public Organizations | Community Labs - Stums
  - Champions: Volunteer Program | Mayor’s Badge | Smart Labs Execution Team (SET) | Smart Labs Organizing Team (SOT) | Smart Toolkit

**EMPOWER**
- **TOOLS**
  - Democracy at work: Ward Sabhas | Corporation Approvals
  - Polling: Citywide Solution | Area-based Development | Best Practices for Transport and Waste
  - Progress Through Partnership: Technology Partners | College & Universities | NGOs | Technical partners
MULTI-CHANNEL OUTREACH - bridging digital divide

KEY AUDIENCE SEGMENT
- Elected Representatives
- Institutional Stakeholders
- City Staff
- Women
- Youth and Children
- Senior Citizens
- Specially-abled

32% CITIZEN’S PARTICIPATED

ONLINE
- 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
- YOUTUBE
  Views: 905
- Radio
  Reach: 22,62,739
- Seminars
  Events: 86 | Participants: 20,650

OFFLINE
- Tweets: 427 | Follower: 810 | Likes: 307
- Engagements: 11 lakh
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
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.**
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.
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
Self-sustainable Financing Plan and Convergence Mechanism

BTCD TOTAL COST
- Build Basics Sub-Plan: ₹ 26 CR
- Social Development Sub-Plan: ₹ 32 CR
- Economic Development Sub-Plan: ₹ 42 CR
- Future Proofing Sub-Plan: ₹ 102 CR
- Technology for All Sub-Plan: ₹ 209 CR
- Basic Services Sub-Plan: ₹ 267 CR
- Urban Mobility Sub-Plan: ₹ 280 CR
- TOD Sub-Plan: ₹ 1009 CR
- Housing for All Sub-Plan: ₹ 2128 CR

TOTAL COST: ₹ 4,095 CR

9 SUB PLANS 56 PROJECTS

ICOMC TOTAL COST
- Parking: ₹ 16 CR
- Common Payment Card: ₹ 26 CR
- Emergency Response & IMS: ₹ 30 CR
- Transit Operations: ₹ 72 CR
- Command & Control Centre: ₹ 84 CR
- Traffic Management: ₹ 214 CR

TOTAL COST: ₹ 442 CR

COMPONENTS

BHUBANESWAR SMART CITY PROPOSAL

TOTAL PROJECT COST: ₹ 4,537 CR

CONVERGENCE - STATE SCHEME: ₹ 227 CR
- CONVERGENCE - NATIONAL PROGRAMME: ₹ 298 CR
- MISSION FUNDS: ₹ 950 CR
- PUBLIC PRIVATE PARTNERSHIP: ₹ 2563 CR
- ASIAN DEVELOPMENT BANK - LOAN PROGRAMME: ₹ 210 CR
- POOLED MUNICIPAL DEBT OBLIGATION FACILITY: ₹ 60 CR
- COMMERCIAL BORROWING: ₹ 30 CR
- OTHERS, INCLUDING CIDF: ₹ 184 CR
- PUBLIC PRIVATE COMMUNITY PARTNERSHIP: ₹ 15 CR
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**
Thank You