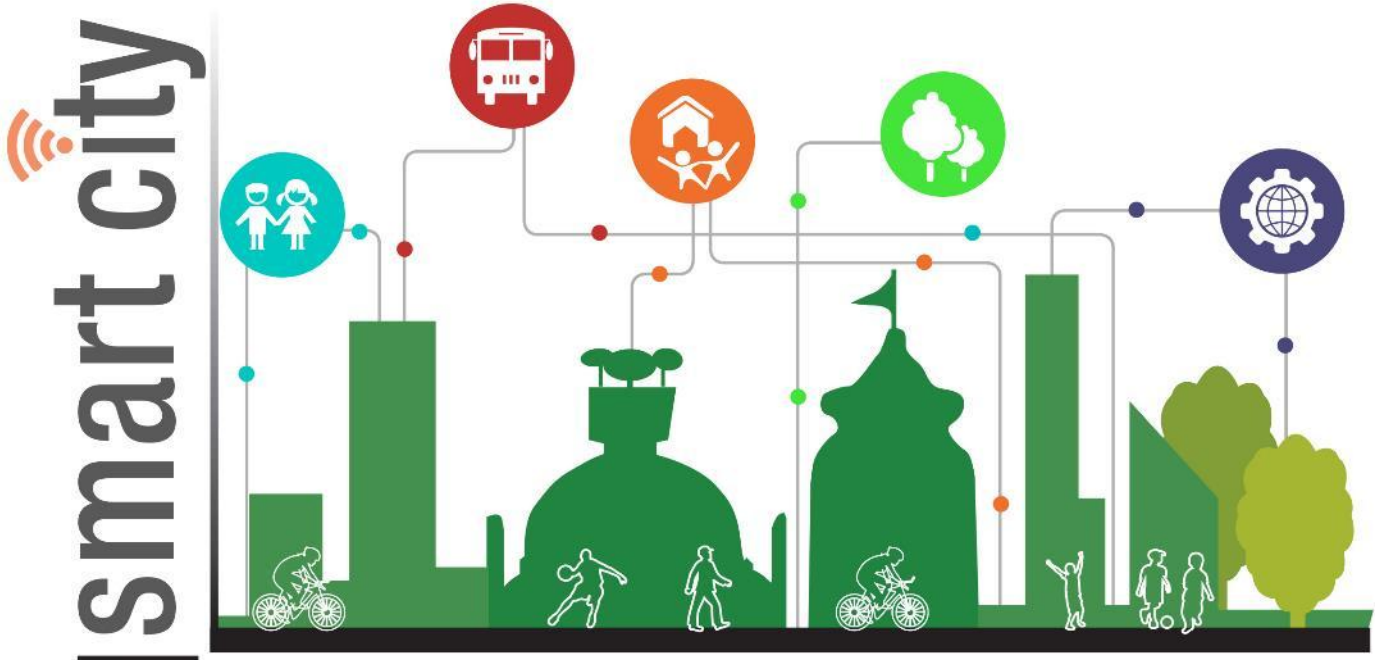


THE BIG CONNECT

SMART CITY LAB

November 21 , 2015

Smart Cities Mission

Smart City
MISSION TRANSFORM-NATION

"The Smart Cities Mission is a bold new initiative by the Government of India to drive economic growth and improve the quality of life of people by enabling local development and harnessing technology as a means to create smart outcomes for citizens."

India Smart Cities Challenge
(www.smartcitieschallenge.in/what-is-a-smart-city)

Bhubaneswar as a Smart City:

Key Drivers

Smart City
MISSION TRANSFORM-NATION

City of Temples – Aspires to be UNESCO Heritage City

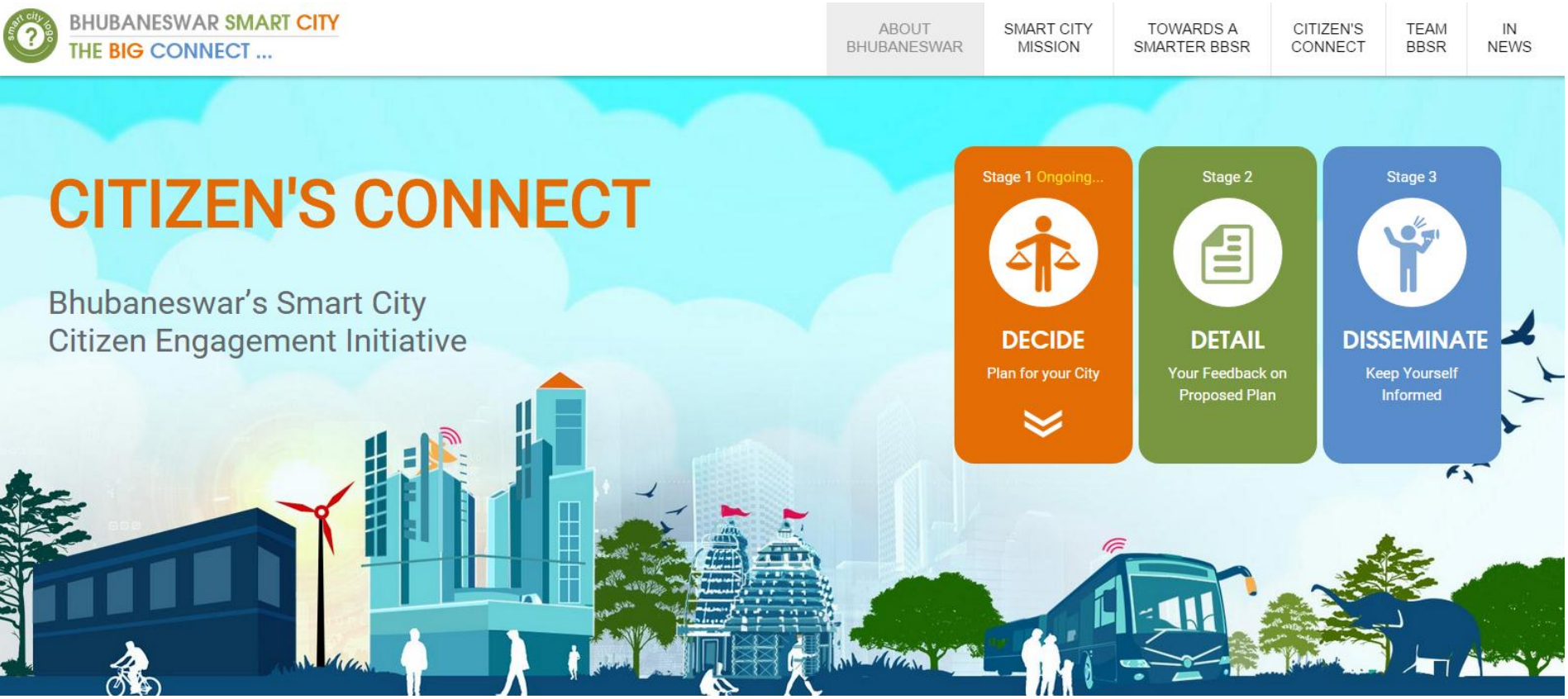
City Planning Initiatives– Konigsberger's Plan, TOD Plan

Emerging Technical Education & Healthcare Hub

Knowledge Sectors – IT investment region, progressive IT policy and perhaps only city 1 million population to have top Indian IT companies

Regional Economic Drivers – Steel Hub (Kalinga Nagar), Petro Chemical Hub (Paradeep), Golden Tourism Triangle (Puri, Konark, Chilika)

CITIZEN’S CONNECT | KEY INITIATIVES



BHUBANESWAR SMART CITY

THE BIG CONNECT ...

SMART CITY BBSR LAUNCH

SEMINAR

350 Participants

General audience, NGOs,
Government, Media

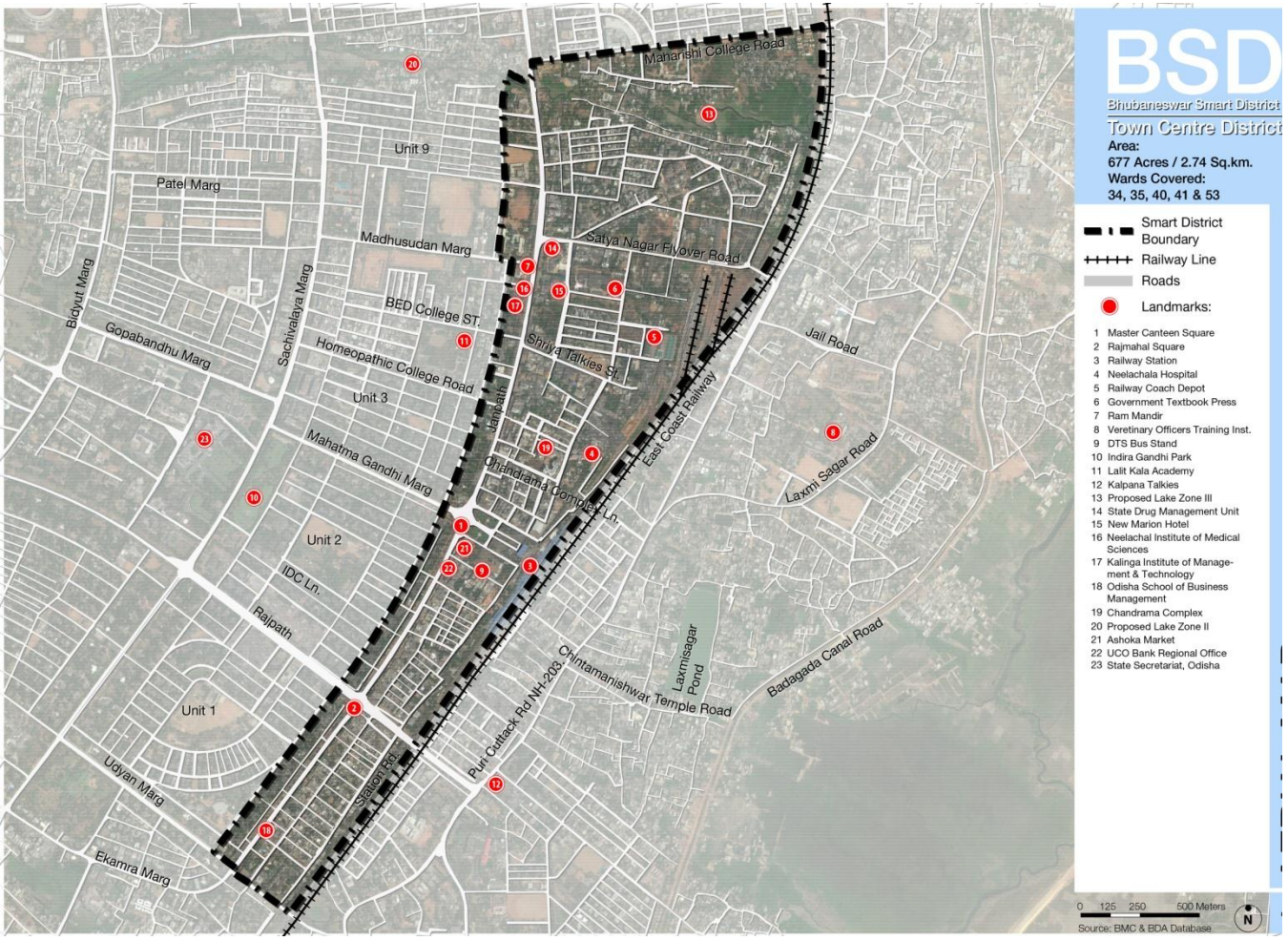
POLLING RESULTS| AREA-WIDE PROPOSAL

Total Polls: 2,75,022

Off-Line: 245838

On-Line: 2,918

BHUBANESWAR SMART DISTRICT- TOWN CENTRE



Boundaries:

- Railway line
- Udyan Marg
- Satya Nagar flyover road

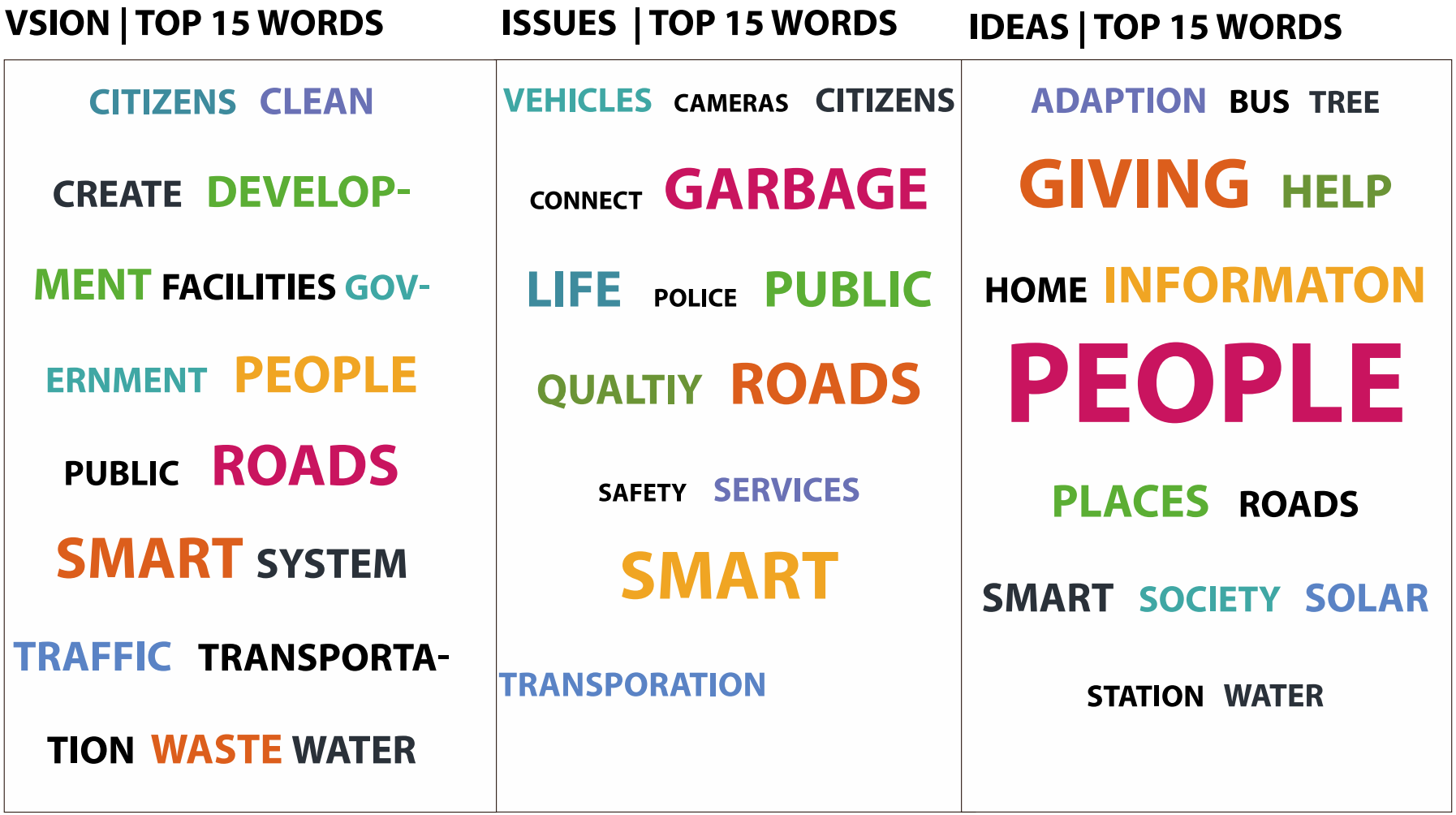
677 Acres (2.74 Sqkm)

Total Area

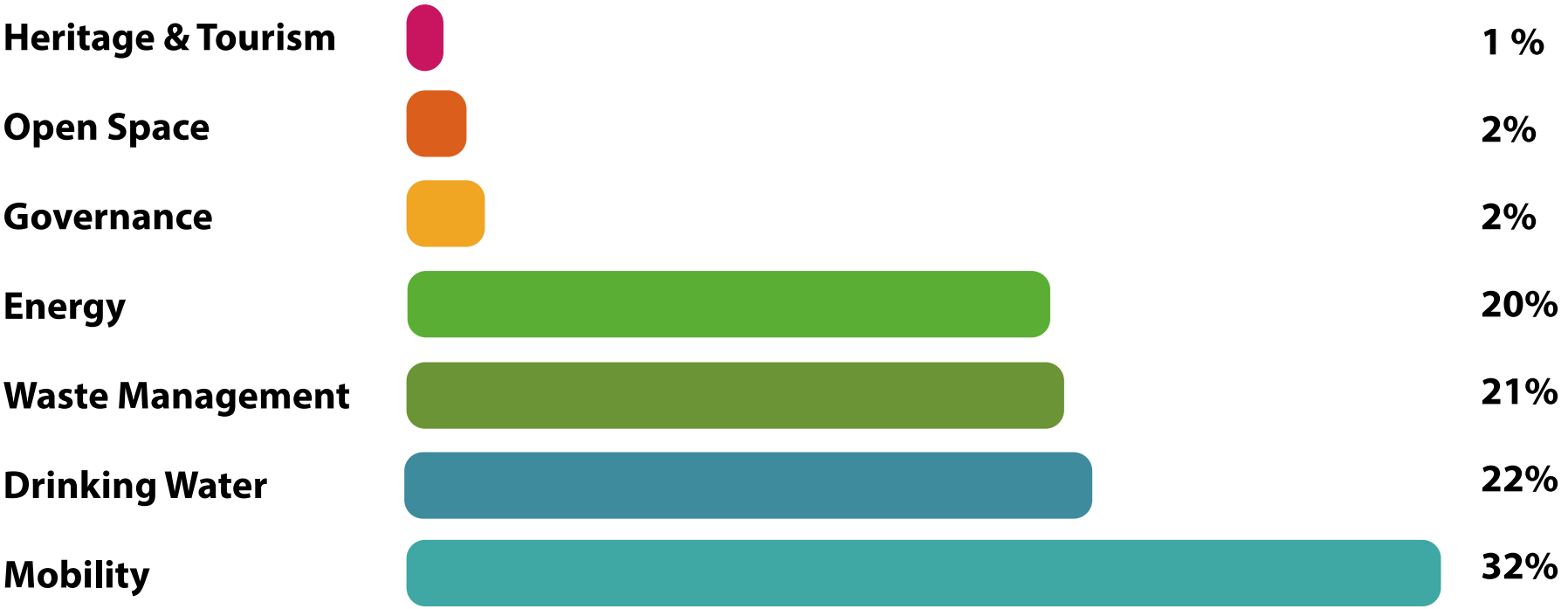
27,477 (2011)

Total Population

CITIZEN'S CONNECT| WORD CLOUD TOP 15



POLLING RESULTS| CITYWIDE SOLUTIONS



Total Polls: 2,75,022

Off-Line: 245838

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VISION|SMART CITY BHUBANESWAR

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

Child-friendly city providing accessible, safe, inclusive and vibrant public places.

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.

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.

BSD | BHUBANESWAR SMART DISTRICT | KEY IDEAS

- Multi-modal Transportation Hub at Railway Station
- Master Canteen Chowk Reconfiguration
- Lake Zone Entertainment & Recreation Area
- Mixed-Income Affordable Housing projects
- Mixed-Use Transit Oriented Development (TOD) projects
- Janpath ‘Smart Corridor’

CITIZEN'S CONNECT | ONGOING

CITIZEN'S CONNECT | ONGOING

CITIZEN'S CONNECT | ONGOING

SMART SOLUTION- MOBILITY

- Urban Road
- Non Motorized Transport
- Public Transport
- Travel Demand Management
- Urban Logistics and Freight
- Intelligent Transport System

SMART SOLUTION- WASTE MANGEMENT

- Construction Waste Management
- Solid Waste Management
- Animal Waste Management
- Liquid Waste Management
- E-Waste Management
- Open Defecation Free

CITIZEN'S CONNECT| TOOLBOX & REACH

Web
31,004
Votes
28,062
Visits

Facebook
52000
Likes
87,20,117
Reach
4,60,559
Engagement

Twitter
236
Followers

Youtube
195
Views

Submissions
Offline
3662
Online
1684
My Gov
285

SMS
13,66,528
Reach

Radio
Radio
Chocolate
Red FM
Big FM

Mass Email
1,27,000
Reach

Seminars
1,895
Participants

Offline
16,72,025
Votes
2,45,838
Participants

SMART CITY LABS

Launched on Wednesday, November 05, 2015

Why Smart City Labs ??

1. Organized Campaign
2. To address the digital divide
3. Propagative Outreach Initiative
4. Government Official's Representation to Public
5. Connecting People at their location
6. Engaging People through activity based programme and toolkit
7. Structured Implementation Framework through multi level approach
8. Invite more participation and support through partnership and sponsorships

Key Messages :

1. It's a Smart City Challenge – 98 cities competing
2. Make Bhubaneswar Win
3. How ???
   a) Visit www.smartcitybhubaneswar.gov.in – Contest | Idea Box | Vote for Bhubaneswar
   b) Visit www.facebook.com/bhubanewartowardssmartcity - Like Us !!! | Capture Bhubaneswar Contest (Win iphone6s)
4. Why ???
5. My city My Pride
6. Become Partner / Volunteer / Sponsor
7. Each One Reach Three!!!
   a) One Person to Three persons
   b) One Event to Three Events – Champions Move up the ladder
8. Mayor's badge

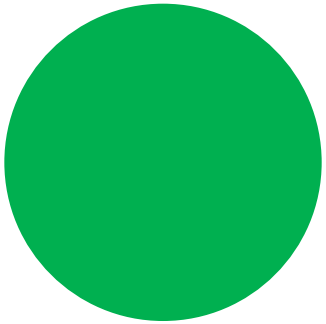
Do’s and Don'ts

1. Clean the place before you leave

2. Less use of plastic

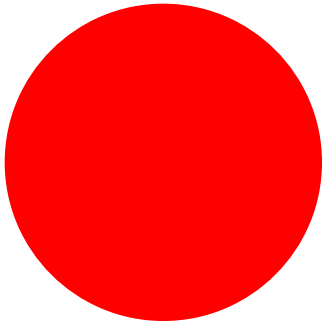
3. All messaging of smart city should be lived through SCL

Mayor's Badge

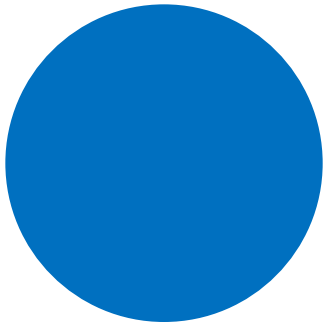


Volunteers

Champions



Champion Coordinators



Smart City Leaders

THE BIG CONNECT…