

Community & citizen engagement in Pune

Summary:

During the Smart City Proposal stage, Pune officials made serious efforts to involve citizens and communities on an unprecedented scale across the city, through various digital and non-digital mediums. Aiming to make it the 'Ideal Smart City' in India, they set out with the objective of sensitizing citizens about this initiative, considering it a monumental task. The Pune Smart City Development Corporation Ltd (PSCDCL) plans to address current challenges, including mobility, energy efficiency, increasing green cover, slum rehabilitation, bringing digital technology to residents, and empowering underprivileged youth.

Objectives and rationale:

- To create structure practices that enable meaningful participation by citizens
- To develop a smart city plan based on the aspirations of citizens

Key stakeholders:

- Pune Municipal Corporation (PMC)
- NGOs & Social Foundations
- Citizens

Implementation strategy:

Distinctive 5S approach towards citizen engagement was adopted:

- **Speed:** Ensuring the entire process from design to engagement to data analysis to solution development to syndication with citizens is completed in a 100-day timeline.
- **Scale:** Reach out to majority of citizens across all areas, across all socio-economic segments and demographics
- **Structure:** Proprietary 9-phase approach to citizen engagement Pan-city and Local-area development
- **Solutioning:** Focuses not only on identifying problems that need to be addressed, but also use crowdsourcing and narrow-cast approach to develop real and implementable solutions
- **Social audit:** Syndication with and acceptance of citizens part of core design

In line with the Smart Cities Mission guidelines, the Pune Smart City team structured the entire citizen engagement effort into nine phases - the first five phases were for the entire city while the last four were run for the area identified for the local area development initiative. The citizen engagement process was run tightly, with a strict deadline for each phase that was publicly announced. The output for each phase was shared back with the citizens with the help of local media within 2-3 days, making it a closed-loop process.

The Smart City Pune team, which consisted of multi-stakeholders such as Government Officials, Corporates, NGOs and social foundations, Consulting Firms, students from Schools and Colleges and local Media, drove a four-pronged effort before launching the citizen engagement Initiative, which consisted of

- Defining the stages of citizen engagement and objectives for each stage
- Defining different modes of citizen engagement
- Creating a partner eco-system to drive an effort of this scale
- Creating a 'war room' to monitor and track the entire effort.



Resource utilization:

A team of 400 members consisting of Pune Municipal Corporation (PMC) officials and multiple partners working made this initiative possible.

Impact:

A comprehensive citizen engagement process was run for local area selection, with **2.81 lakh inputs** for the area selection based on the criteria shared by the Pune Municipal Corporation. Citizen selection process,

along with the discussions with the urban planners and elected representatives formed the basis for very objective local area selection.

Offline Engagements include:

- Face-to-face: 7.5 lakh forms distributed to households across all 15 wards, out of which, 307,991 households filled the form-1.5 lakh citizens signed-up as smart volunteers. Around 15,000 school students from different schools in the city have taken out a rally to spread the word about the Smart Pune Mission.
- Discussions: 100+ meetings with different groups from the Pune stakeholder grid
- Newspapers: 10 leading newspapers in the city covered the campaign through 20 articles over a period of 45 days
- Radio-channels: 40 messages broadcasted across 5 radio channels
- Others: Around 400 Ganesh Mandals had initiated to set up drop boxes for the devotees to submit their feedbacks.



The extensive citizen and community engagement efforts contributed to Pune Smart City Proposal bagging second place overall in Round 1 lighthouse cities of the Mission. Additionally, significant pull was created through media and online presence where citizens would give suggestions on the website (*Smart Pune, 2015*).

Key Challenges and Lessons Learnt:

Through these efforts a strong vision community has been created in Pune where citizens have the opportunity to voice their opinion and help implement solutions to civic issues.

Source: (Pune Municipal Corporation, 2015)

Replicability and Sustainability:

Many cities have scaled up extensive citizen engagement practices as demonstrated by Pune. Such initiatives should be administered even during the implementation stages of the Mission.

Fact Sheet:

Thematic area	Citizen Engagement
First-year of the program	2015
Responsible institution	Pune Municipal Corporation
Target audience	Residents of Pune
Coverage	Pan-city: Pune, Maharashtra