

Timely completion of Indore's market renovation

Summary:

Indore's famous street food market '**56 Dukaan**' has been renovated under the Smart Cities Mission. The FSSAI (Food Safety and Standards Authority of India) certified street food hub spans around 200m and is patronized by locals and tourists alike. Earlier, haphazard parking and encroachment on walkways had been a major issue. This market has now been transformed into a smart street-food hub. It was first of its kind project in Madhya Pradesh to have a timer installed for the purpose of finishing off the work on time.

Objectives and rationale:

The market renovation project was intended to demonstrate improved public spaces within a set timeline.

Key stakeholders:

- Indore Smart City Development Limited (ISCDL)
- Shopkeepers at 56 Dukaan market

Implementation strategy:

The market had an ambitious implementation deadline of 56 days for completing the renovation work. A day count-down timer installed at site location displayed number of days remaining to the target deadline for the renovation project, first such kind in Madhya Pradesh. This measure motivated the implementation agency and the shopkeeper's association to work together to ensure the project is completed on time. The project costs Rs. 4 crore and was completed in under 53 days. Prominent features include:

- Shade awning and façade development for all shops,
- No vehicle zone,
- Seating arrangements,
- LED panels for advertisement,
- LED streetlights,
- Designer pavement space,
- Boulevard planting,
- CCTV surveillance,
- Water dispensers, etc.

The shopkeepers are required to pay nominal user charges to Indore Smart City Limited. The entire street has been transformed into a no-vehicle zone, with provision of additional mechanised parking spaces nearby. Open air theatre is also proposed in the area to provide entertainment for the visitors. Public events and gathering are also hosted in here.

Resource utilization:

The total project cost was around Rs. 4 crores. The entire development project was taken up by a private company. *Source: (Indore Talk, n.d.)*

Impact:

Since the intervention by Indore Smart City Limited, the patronage of the 'smart food street' has significantly increased and has subsequently led to greater economic activity. "The average daily footfall is reported to have risen significantly" ~ KII respondent (EY and Athena Primary Research: KIIs, 2020).

Key challenges and Lessons Learnt:

This market renovation project has successfully demonstrated that collaboration between stakeholders, civic leadership commitment and accountability towards the public can help deal with complex challenges and stiff deadlines.

Replicability and Sustainability:

There have been demands from Sarafa Bazaar, another well-known market of Indore, and Apollo Hospital street vendors market to intervene on similar basis. Other cities can replicate such innovative practices of having a countdown timer installed to instill confidence amongst stakeholders as well as to complete the project in committed time.



Fact Sheet:

Thematic area	Time efficiency in project implementation
First-year of the program	2019
Responsible institution	Indore Smart City Ltd
Target audience	Citizens of Indore
Coverage	Pan-city: Indore, Madhya Pradesh