

Socially sustainable projects through SCM

Summary:

Bhubaneswar Smart City proposal focussed on 'creating a model of sustainable urbanisation based on new urbanism principles that have transformative potential to provide people with prosperity, safety and equity'. The strategic pillar on socio-economic development focuses on ensuring individuals have opportunities to meet their basic needs by creating equitable ecosystem that enables all citizens to reach their full potential.

Objectives and rationale:

- To increase availability and accessibility of social, health and other development programmes for the vulnerable and marginalised population.
- To implement youth-centric and youth-led integrated social intervention.

Key stakeholders:

- Bhubaneswar Smart City Limited
- Bhubaneswar Municipal Corporation (BMC)
- Humara Bachpan trust and Feedback Foundation for making BTCD slums ODF (implementing partner)

Implementation strategy:

'Socially Smart Project' in Bhubaneswar, jointly run by United Nations Population Fund (UNFPA), Bhubaneswar Smart City Limited (BSCL) and Bhubaneswar Municipal Corporation (BMC) was set up with an investment of Rs. 1.06 Cr. The collaboration with UNFPA is to specifically support strategic direction of the SCP that covers public health, safety and social equity, and to contribute towards achieving improved safety and security through community partnerships and deployment of safe city solutions. The objectives of the intervention are:

- To develop a youth-centric and youth-led integrated social intervention model to support citizens connect initiatives.
- To promote safety and security of girls and women with specific focus on urban slums through community partnerships.
- Increase availability and accessibility of social, health and other development programmes for the vulnerable and marginalized population sub-groups.

This initiative provides training in self-defence, vehicle driving and self-leadership to the youth in slums, in the age group 10-25 years. *Source: (Bhubaneswar Smart, n.d.)*

Resource utilization:

The project cost is around Rs. 1.06 crores, out of which 50 lakhs is through Smart Cities Mission funds, rest through UNFPA.

Impact:

- Around 60 boys and girls have been trained as peer leaders in three phases who are now assuming leadership to address issues of slum dwellers.
- This initiative is operational in 76 slums within the city. At a later stage, the youth shall be linked to the suitable skill development programmes. Humara Bachpan Trust is the implementing partner for community mobilisation initiative.
- All 24 slums of BTCD area declared open defecation free after a successful intervention through community led total sanitation process by Feedback Foundation.
- Community mapping that tries to map various issues and challenges of community has been completed in 18 slums.



- Approximately 25,000 students reached through 200 programs organised across 80 educational institutes of the city to create awareness on various aspects of gender-based violence, and healthy lifestyle.
- Bhubaneswar Smart City Limited received 'Smart City Award' for its social intervention and community mobilisation initiative at Smart City Expo, Jaipur in 2018.

Key challenges and Lesson learnt:

Bhubaneswar smart city has recognised the challenges faced by socially marginalised people and communities and thus formulated these initiatives.

Replicability and Sustainability:

The intervention was initially piloted in the 24 slums of BTCD area, has now been expanded to cover over 100 slums.

Fact sheet:

Thematic area	Social Sustainability
First-year of the program	2017
Responsible Institution	Bhubaneswar Smart City Limited
Target audience	Vulnerable & marginalised population
Coverage	Bhubaneswar, Odisha