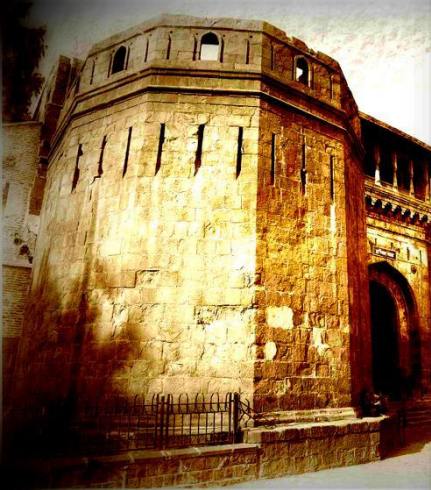




PUNE SCP "THE WINNING PROPOSAL"



PUNE MUNICIPAL CORPORATION




Content



- 1. Putting Citizens' at the Centre*
- 2. Creating Winning Coalitions*
- 3. Credible Solutioning*
- 4. Look Beyond*
- 5. Think Through Implementation Framework*

Putting Citizens' at the Centre

 Pune ran the most comprehensive citizen and stakeholder engagement campaign touching more than 50% of the households

Putting Citizens' at the Centre



PUNE Prepared Following Documents

The image shows four document covers for 'Pune Towards Smart City' arranged in a 2x2 grid. A blue arrow points from the top-left cover to the top-right cover.

- Top-Left:** 'Pune Towards Smart City' - Challenge Stage 1 Scorecard Report. Precondition Documents. Volume - I. **SCORE CARD**
- Top-Right:** 'Pune Towards Smart City' - Challenge Stage 1 Pune Smart City - Vision Document (Version 1.0). Volume - II. **VISION**
- Bottom-Left:** 'Pune Towards Smart City' - Challenge Stage 1 Fiscal Capacity Technical & Ad. Volume - III. **FISCAL CAPACITY**
- Bottom-Right:** 'Pune Towards Smart City' - Challenge Stage 1 Citizen Participation. Volume - IV. **CITIZEN PARTICIPATION**

Each cover features the Government of Maharashtra and Smart City logos, and the Pune Municipal Corporation logo at the bottom with the tagline 'e-Governance, to serve citizens better.'

MAZA SWAPNA SMART PUNE

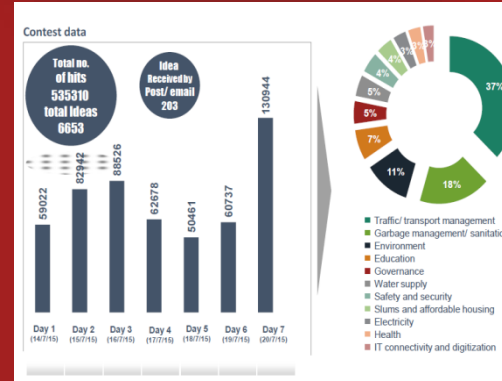
The banner for the 'MAZA SWAPNA SMART PUNE' contest features images of a deity, a fort, and a cityscape. Text includes: 'MAZA SWAPNA SMART PUNE', 'Pune towards Smart City', 'An initiative by Pune Municipal Corporation', and the dates '1st July to 15th August 2015'.

Citizen Awareness for the Contest

- Radio
- Print Media
- Mobile service providers

STAGES

1. Crowd Sourcing
2. Screening (NIUA)
3. Online Poll
4. Jury Round
5. Award Ceremony



- C & D Waste Management
- River view - Cycle city
- Safety Zone

TOP 3 IDEAS

Total Visitors – 535310
Posted Ideas - #6653

Challenge Stage II



9 phase Citizen Engagement –

5 phases for Pan City Phases

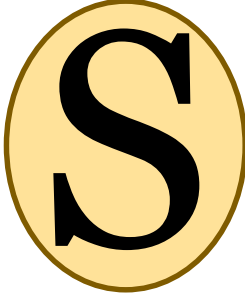
Envision	Diagnose	Co-create	Refine	Share
17–28 September	28 Sept–12 Oct	13–23 October	23–28 October	15 Nov–15 Dec
<ul style="list-style-type: none"> create vision, identify top issues 	<ul style="list-style-type: none"> Identify goals within priority sectors 	<ul style="list-style-type: none"> Specific solutions for prioritized goals 	<ul style="list-style-type: none"> Refinement with citizens' inputs in mini-labs 	<ul style="list-style-type: none"> Final set of solutions shared for inputs



4 phases for Local Area Development Phases

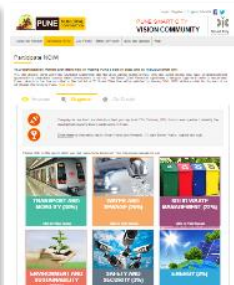


“Five-S” Principle



1. Speed
2. Scale
3. Structure
4. Solutioning
5. Social audit

Putting Citizens' at the Centre Stage



PUNE SMART CITY INITIATIVE
Largest ever citizen engagement program

www.punsmartcity.in
#SmartPuneCity
@SmartPune
punsmartcity@gmail.com

Maza Swapna Smart Pune Contest
14th July - 15th August 2015

Sourcing Smartest Ideas! 5,35,310 hits to the contest page
6,653 Ideas Received online
203 Ideas Received by post

30 ideas Subjected to a crowd-sourced vetting process on punsmartcity.in
Top 10 ideas shortlisted
Total 11,87,512 hits and 64,194 Votes

VISIONING EXERCISE AND DEVELOPMENT OF PAN-CITY SOLUTIONS IN 5 PHASES

1,50,000 Online Registrations

- ENVISION**
17th - 28th Sept 2015
7.5 lakh Forms Printed
3 lakh Families filled forms
12.32 lakh Inputs received
CITIZENS' VISION
Green Pune: 45%
Better Transport: 30%
Water Supply: 25%
- DIAGNOSE**
3rd - 12th October 2015
1.04 lakh families were captured to identify goals within the priority sectors
- CO-CREATE**
16th - 31st October 2015
As part of co-creation, citizens were invited on the 'sector days' to share their ideas
TOTAL IDEAS received from citizens
10,207 Ideas
2,500 www.punsmartcity.in Web Portal
6,653 Maza Swapna Smart Pune Contest
754 Smart Pune Mobile App
300 Hackathon Group discussion
- REFINE**
Two day-long Mini-labs were conducted with elected representatives and citizens for the priority sectors to refine solutions
- SHARE**
Signature campaign
Pune Smart City - Citizens' Pledge of Support
Target Achieved
2.98 Lakh Citizens via Door-to-Door campaign, missed calls and web portal

50% Pune households covered
100+ Meetings
200+ Core team members

Social Media Impression
Total Impressions 46,82,759

40K missed calls in 10 days
2,20,717 Post reach
5,095 Page Likes
727 Posts
14,233 Likes
508 Shares
10,417 Favorites
5,569 Tweets
10,118 Re-tweets
22,28,603 Reach
1,989 Followers

1355 Downloads
939 Ideas
115 Votes
6,700+ Responses

1.5 Lakhs Registrations
2500 Ideas




21,767 Views
3951 Like

VISIONING AND SELECTION OF LOCAL AREA FOR DEVELOPMENT
A comprehensive citizen engagement process was run for local area selection, with 1.40 lakh inputs for the area selection based on the criteria shared by the PMC. Citizen selection process, along with discussions with urban planners and elected representatives formed the basis for a very objective local area selection.

- AREA EVALUATION AND SELECTION**
1.40 lakh Inputs received for area selection from citizens from 23,393 families.
11 Potential options for local development were selected based on inputs
Aundh-Baner-Balewadi (ABB)
1000+ Acres of Aundh-Baner-Balewadi (ABB) have been identified.
- AREA-BASED COMPETITIONS AND PROFILING**
50+ Teams from architecture colleges across Pune participated in the ABB local area development competition.
- ENGAGEMENT WITH RESIDENTS OF ABB**
Citizens asked the issues in basic services they face and the smart features that their area should have.
10,194 Families gave
3.47 lakh Inputs
- SHARING AND ACCEPTANCE**
Final proposal is being shared. Citizens are pledging acceptance of the solutions and the Smart City proposal
Goal > 60% of households of ABB
Achieved 19,210 citizens acceptance

Pune citizens' votes, ideas, inputs 34.65 lakhs

Creating Winning Coalitions

-  Pune conducted a detailed desk review across 12 sectors through crack teams consisting of 40+ sector experts to come up with detailed SWOT – Strength, Weakness, Opportunity and Threat analysis of the city
-  Several solutions have been tested on ground, 13 MOUs signed & 25+ support letters from various organizations/ associations to build early conviction on implementation
-  Pune created a unique eco-system of 300+ partners, experts, companies, urban planners and students to arrive at solutions

Creating Winning Coalitions



Eco-System of Partners - Charter of Association

Charter of Association
Pune Smart City Proposal

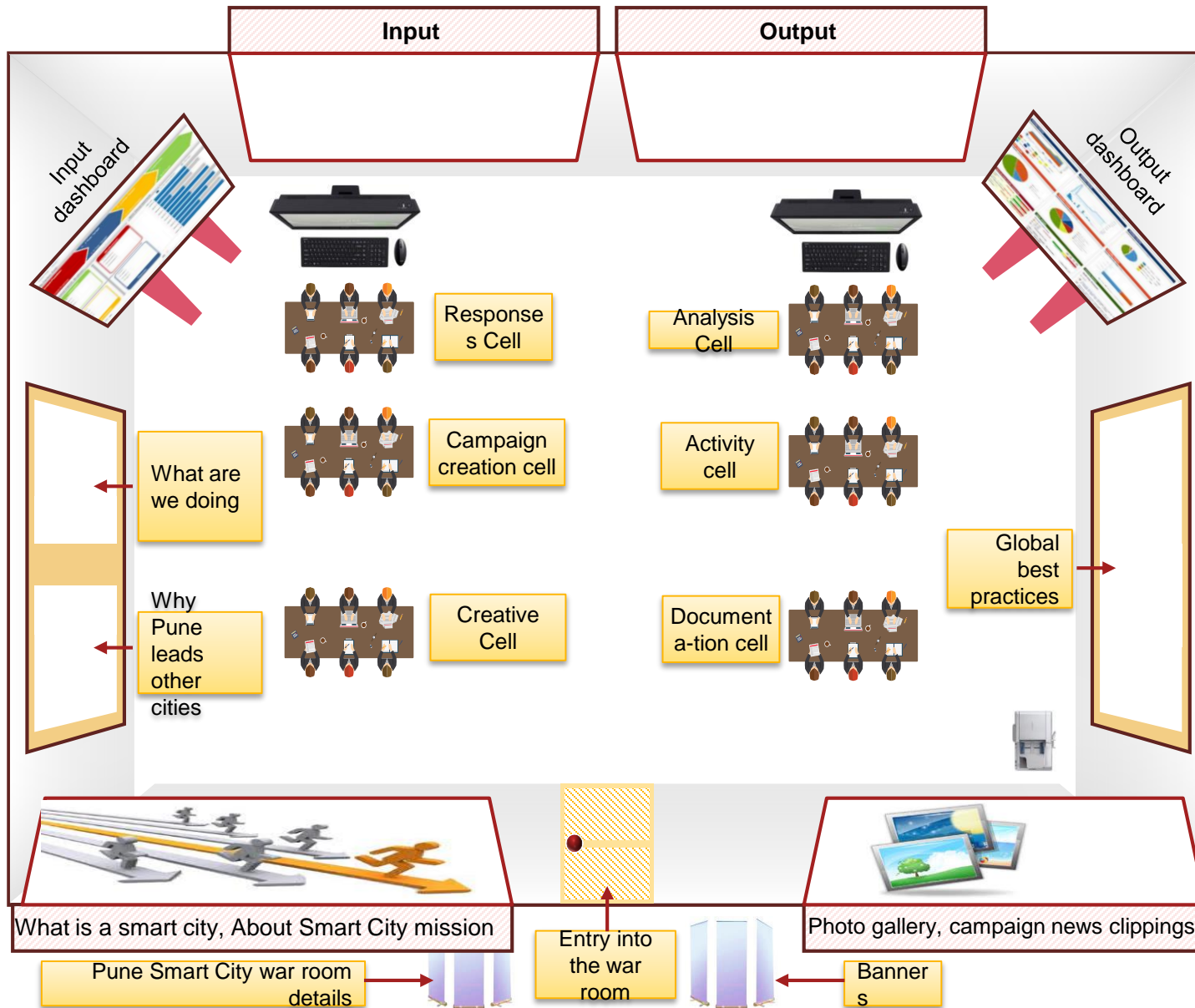
We pledge to work together towards our shared vision of Smart Pune

Logos and Signatures of Partner Organizations:

- MCCI
- NASSCOM FOUNDATION
- FICCI
- CII
- ZenSar TECHNOLOGIES
- DELIVERING CHANGE
- PDA
- MAHAVITARAN
- ISGF
- प्रयत्न (Prayatan)
- सी डेक CDCC
- SSCMHRD
- M.C.E. SOCIETY
- IEEE
- emee
- CISCO
- Microsoft
- aikonlabs
- PERSISTENT
- EKansh
- RED CROSS
- Reliance Mobile
- Vodafone
- Idea
- BSNL
- Airtel

Creating Winning Coalitions

War room



Creating Winning Coalitions

Workshops/ Mini Labs

Traffic Workshop



Water Workshop



SWM and Sanitation workshop



Urban Planners - ABB



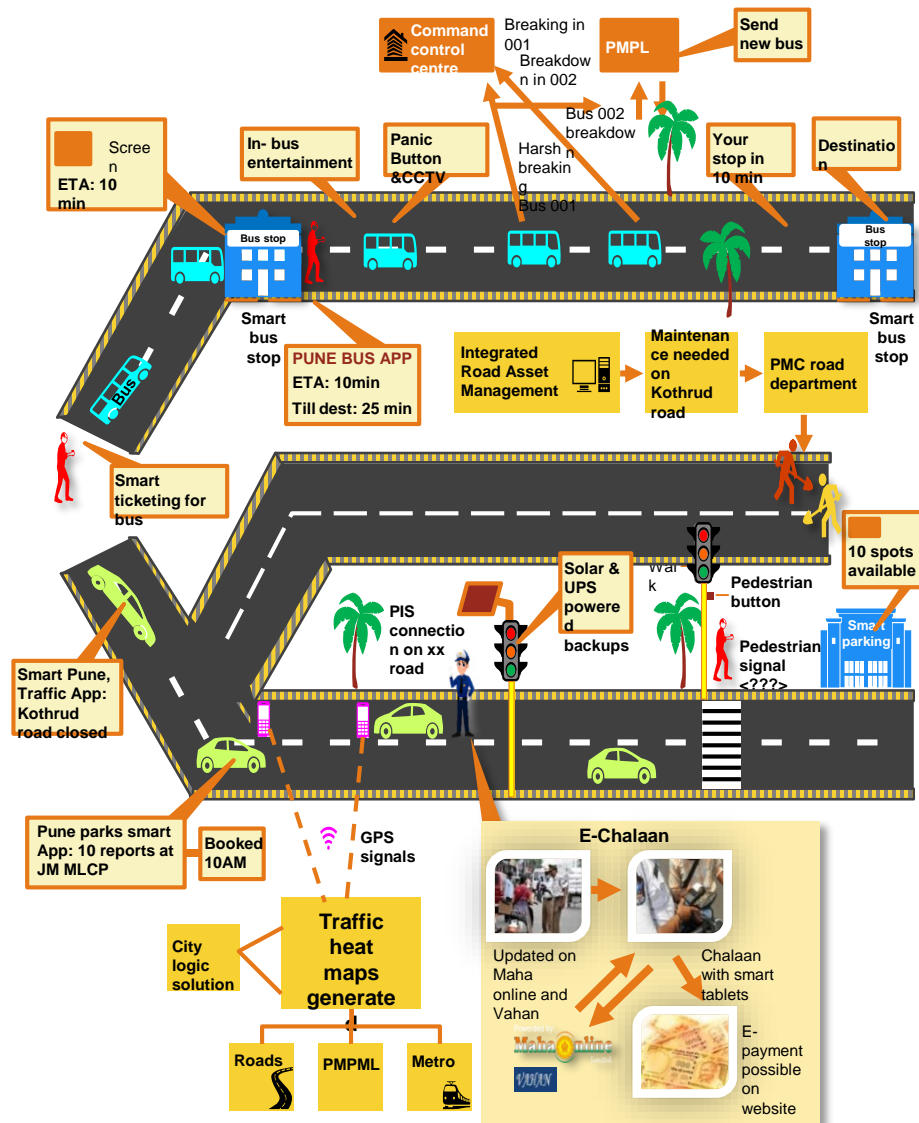
Credible Solutioning



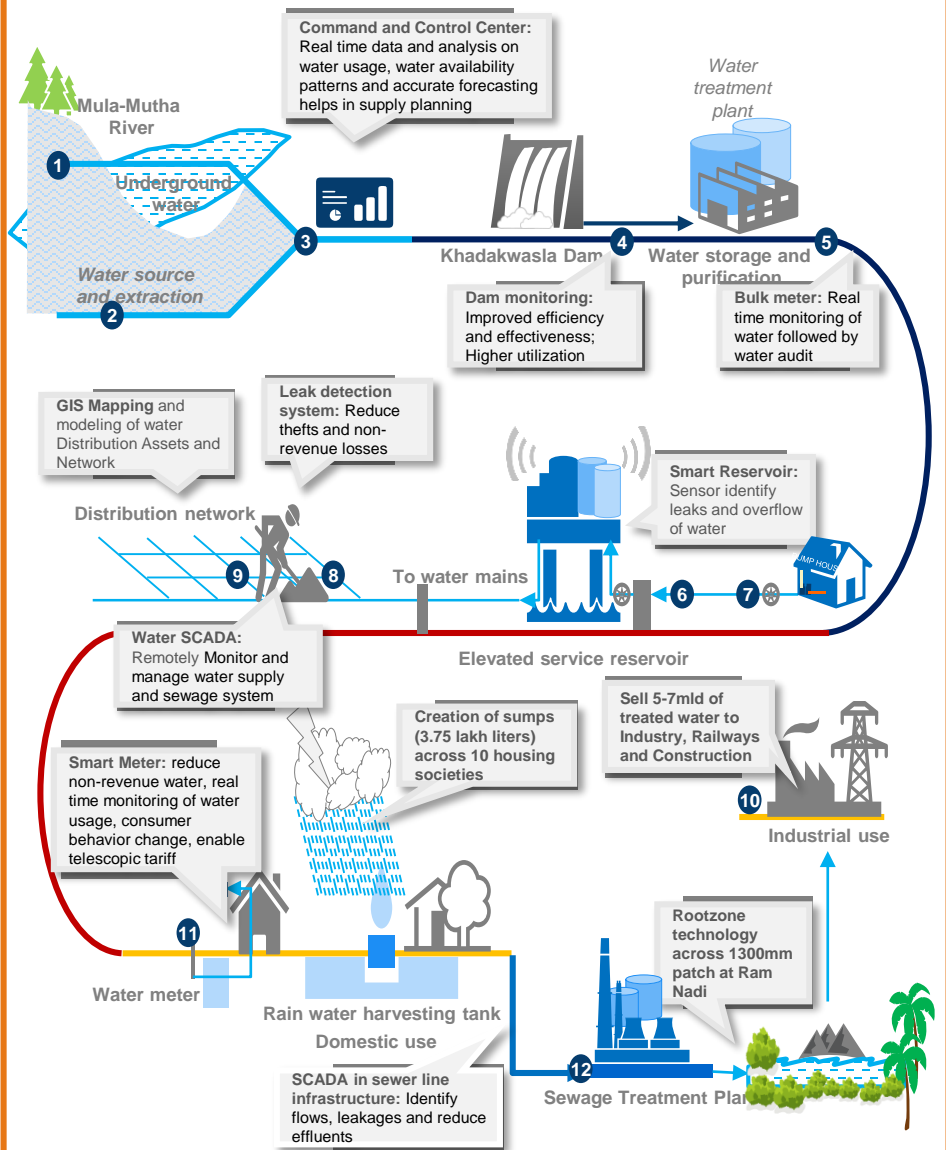
Pune is not only looking at ICT solutions, but also "less is more" solutions with much better and proven return on investments

Pan City Proposal

Transport



Water



Local Area Development



- Total area: ~900 acres
- Total population: ~40K

Transit hub at entry point of Pune with access to long distance buses

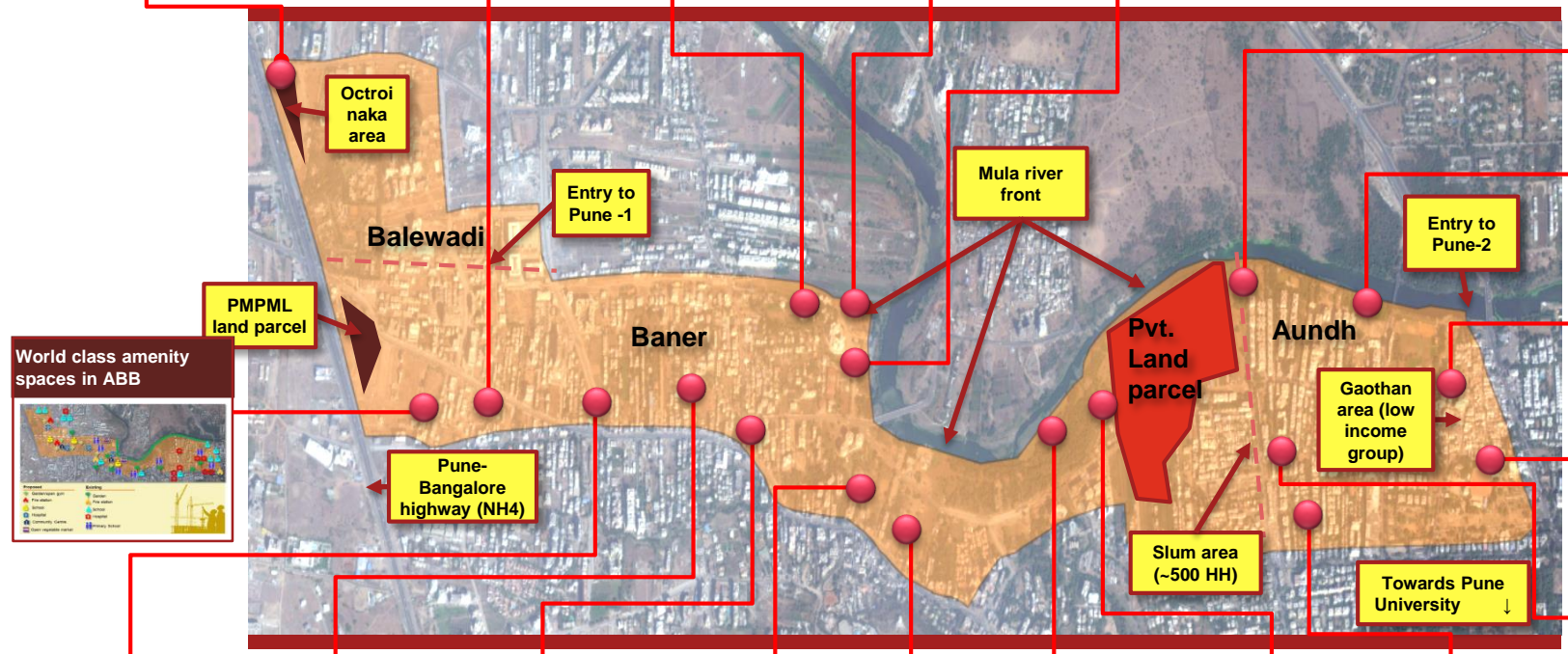
A suite of citizen apps for grievance redressal and IOC

8 KM BRT extension with direct access to Hinjewadi (IT hub)

100 electric buses to complement existing buses

NMT focus through PBS, dedicated 42 km cycle tracks, and redesign of 60 km footpath, 15 junctions and 27 km of streets

Differently-abled friendly pathways



100% smart bulk, commercial and domestic metering

Rainwater harvesting in certain buildings

Zero waste and garbage

10 acre start-up zone and 36 acres commercial space

ABB-Punetel Card for a connected community

Seamless wi-fi connectivity

Solar roof tops

Smart street lighting

Creation of open space

3.5 km riverfront

Slum free region by redevelopment of 500 slum HH

Additional schools with international standards

Population now: ~40 thousand

Estimate 2030 population: ~1.5 Lakhs

Proposal

Pan City Proposal – ICT Solutions

Smart Public Transport

Smart Water



Vehicle Health Monitoring



Passenger Information System



Safety Features



Intelligent road asset management



Multi level Parking



Bulk Metering



Helium Leak Detection

Local Area Development – Aundh Baner Balewadi

Theme #1: Fix hard infrastructure and make it future-ready as the population grows

Theme# 2: Social infrastructure as per benchmark standards


Theme#3: Enhance livability quotient considerably on top of fixing infrastructure


Theme #4: Drive socially inclusive growth in the region


Theme #5: Improve sustainability

Theme #6: ICT solutions for citizen convenience and e-governance

Looking Beyond

 Only city to create an overall master plan based on proprietary econometric model has been created that will make Pune future ready upto 2030 - detailed infra requirement for the next 5 years has been done

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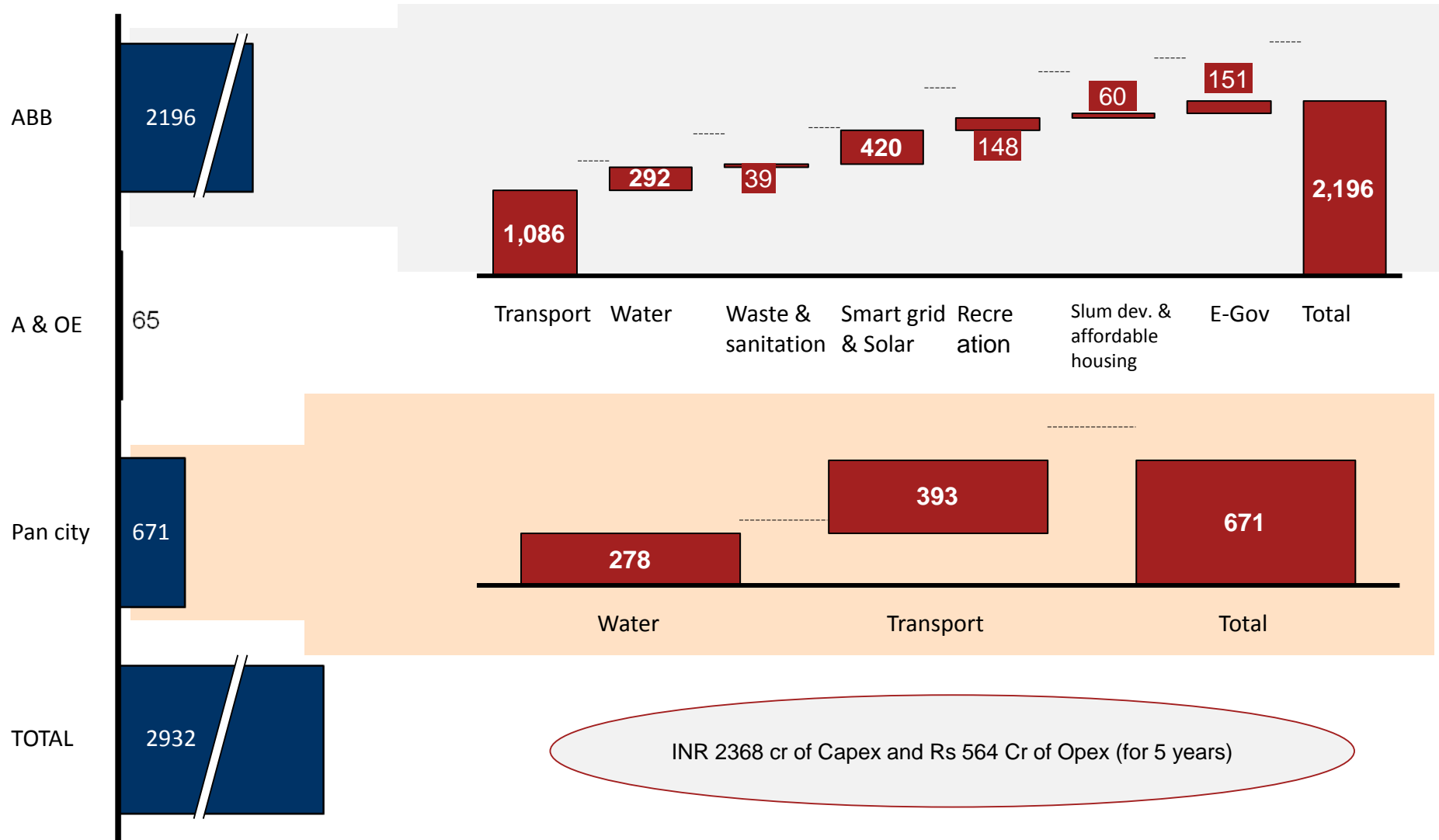
 Action has already been taken to seal this funding, including DP changes and a separate, ring-fenced Pune Infra Fund

 Pune is looking at holistic set of city solutions beyond infrastructure and livability, including job creation, socio-economic development

Fiscal Plan – Smart Cities Mission

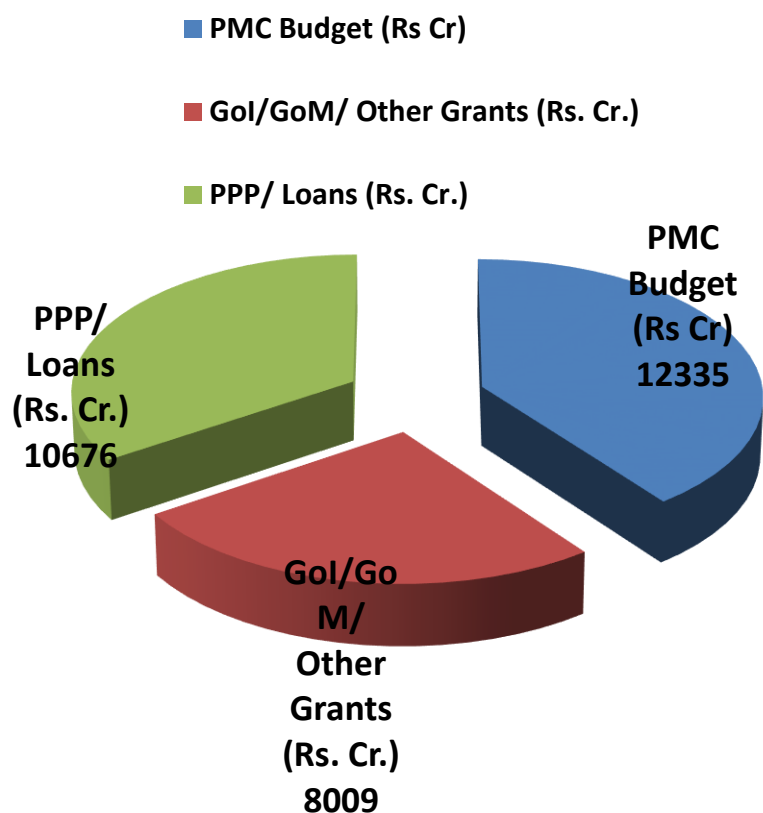


Funding requirement (INR cr)




Fiscal Plan = Rs. 2932 Cr

Financial Plan: Major Infrastructure Projects for next 5 years (2016-20)

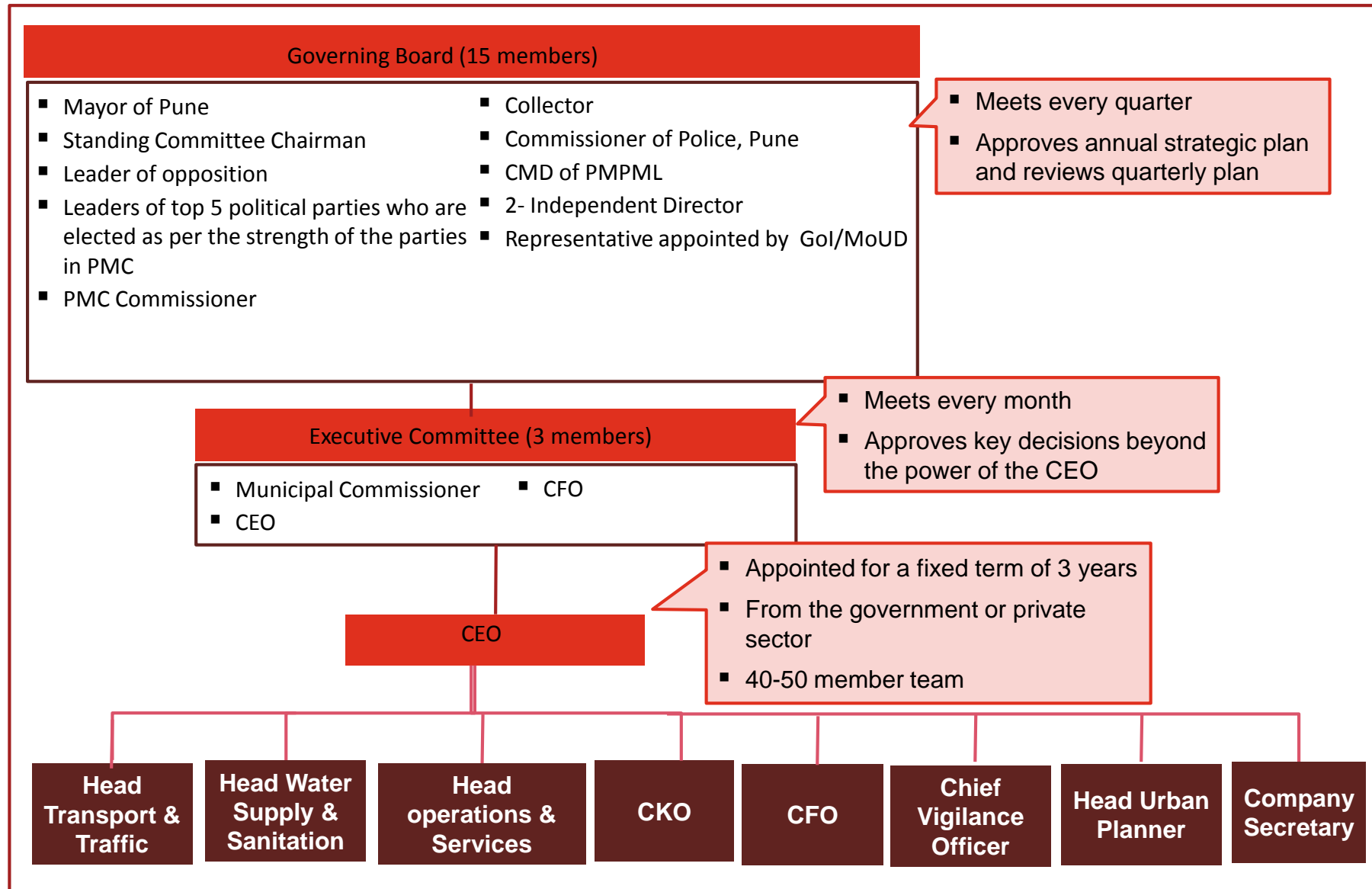


Major Infrastructure Projects	Project Cost	PMC Budget	Go/GoM/ Other Grants	PPP/ Loans
Pune Metro	12500	1625	4549	6326
Pune BRTS	300	300	0	0
NMT	525	525	0	0
HCMTR	5000	5000		
Slum Housing	2500	1500	500	500
Water Supply – 24X7	2800	250	700	1850
Water Supply- River Conservation	1000	150	850	0
River Front Development	1000	1000	0	0
Solid Waste Management	500	400	100	0
Smart Cities Mission	3000	250	750	2000
Other Projects-Water	1895	1335	560	0
Total (Rs. In Cr.)	31020	12335	8009	10676

Think Through Implementation Framework

 Pune plans to move ahead with SPV creation to ensure that smart city projects move fast and leverage world class expertise to deliver them

SPV – Special Purpose Vehicle (Proposed)



City Transformation Unit (CTU), Pune

- Group of highly motivated leaders – to achieve long term development goals of the city
- Interface between - Stakeholders
- Execution of PMC key functions and important city projects (budgeting, planning, review, operational efficiency etc)
- Create and leverage ecosystem of experts, NGOs, researchers, policy makers, Monitoring & Evaluation agencies to make recommendations for policies, strategy, systems and processes

Pune – UK Collaboration

National Centre for Excellence for Urban innovation in collaboration with Future Cities Catapult

Establishment of PPP cell at PMC in collaboration with Cities Development Initiative for Asia (CDIA)



Thank You!