

## Call for Citizen Participation as [CITY NAME] registers for the Streets for People Challenge

[CITY NAME] is one of the 113 cities to have registered for the *Streets for People* Challenge, an initiative of Smart Cities Mission, Ministry of Housing and Urban Affairs (MoHUA), Government of India. The India Programme of the Institute for Transportation and Development Policy (ITDP) is the knowledge partner of the Smart Cities Mission in conducting this challenge and guiding cities through it.

The registered cities will implement quick, innovative, and low-cost interventions to make their cities walkable, with a focus on placemaking and liveability. Community engagement is a key component of the Challenge, and its success depends on active coordination between the city and its citizens. To ensure this transformation, [CITY NAME] is committed to working with its citizens as it develops and implements the proposals.

"Please add a quote by your City Nodal Officer on your city's commitment towards the Challenge"

### The Streets for People Challenge

The Streets for People Challenge was launched on 11th September, by Shri Hardeep Singh Puri, Hon'ble Minister of State (Independent Charge), MoHUA. The Challenge pushes cities to reimagine their streets as public spaces through the lens of economic regeneration, safety, and child-friendly interventions, in order to ensure a green recovery from COVID-19.

The Challenge comprises two stages. Stage 1 of the challenge, which runs until February 2021, requires each city to identify and test at least one flagship walking project and enhance liveability in one neighbourhood. The potential locations for the flagship project may include streets and public spaces around transit hubs, heritage zones, commercial streets, market areas, recreational corridors, or any zone with high footfall. The Challenge considers participatory approach as its core value. A city-led design competition will form an integral component of the Challenge to gather innovative ideas from professionals across the country. The Smart Cities Mission will shortlist 11 cities, through a reputed panel of experts, which would then move to Stage 2 of the Challenge. The evaluation will be based on the pilots and conceptual city-wide scale-up proposals submitted by the registered cities. The shortlisted cities will receive an award, a citation, and guidance from national and international experts to further develop and commence their scale-up plans submitted in Stage 1. This stage will extend until May 2021.

During the course of the Challenge, cities will receive assistance through online training workshops, knowledge resources, peer-to-peer learning discussions with fellow cities, and interactions with local civil society organisations (CSOs) and design experts to strategise and

implement pilots, while also developing their scale-up proposal. The Challenge is intended to inspire cities to transform these temporary interventions into permanent infrastructural facilities.

*“Walkable cities are safe, healthy, and vibrant. As we recover from COVID-19, let us come together with our citizens and stakeholders to create pedestrian-friendly streets that will also boost the local economy.”*

**- Kunal Kumar IAS  
Joint Secretary,  
Smart Cities Mission, Ministry of Housing and Urban Affairs.**

### **Cities, citizens, and experts to work together to create transformation**

Citizen participation and collaboration are key metrics in the evaluation of proposals submitted by the cities. The Challenge has launched an online portal that features a page exclusively for this purpose titled ‘Support your city’. By filling the form on this page, interested citizens, CSOs, students, consultants, and corporates can express their interest in working with the city for the Challenge. Interested citizens can support in the following ways -

- Coordinate between city team and other organisations in the challenge roll-out
- Ensure participatory planning through community engagement
- Mobilise volunteers for surveys and on-ground implementation work
- Be a volunteer for surveys and on-ground implementation work
- Promote through Social Media platforms
- Document through photos, videos, and blogs
- Monitor and evaluate the impact of the intervention
- Bring sponsors or be a sponsor
- Ensure the representation of women, children, and other vulnerable groups in all stages of the Challenge

Using this portal, [CITY NAME] will review the entries and form a diverse team that will support in developing and implementing the initiatives.