20. CITIZENS APP: ACTION UDAIPUR – UDAIPUR

"Efficient and citizen-centric governance"
– Vision of Udaipur, as expressed in its Smart City Proposal (SCP)

CONTEXT

Udaipur is a major city in Rajasthan, which is rapidly urbanizing, with about half a million population and a decadal growth rate of 16%. The municipal corporation is finding it challenging to provide facilities that are easily accessible to its increasing population.

Participation of citizens and citizen action is a key tenet of democratic governance. Participation/ citizen action develops ownerships, which is crucial for success of any government initiate. However, direct participation/ action of citizens in government programs and civic activities poses many operational challenges, particularly in terms of efficacy and cost of participation. The digital media, specifically the mobile apps, provide an effective media for direct participation of citizens in the democratic governance process.

THE INTERVENTION

Project description

'Action Udaipur' is a mobile application developed for participation of citizens in the Government interventions. The application has seven major features viz. Jan Bhagidari (citizens' participation), Civic Complaint (grievance redressal), Stay Fit, Go Organic, Corporate Social Responsibility (CSR), Smart City and Start-up Udaipur.

Initially the app was developed to encourage citizens in maintaining cleanliness and provide a platform for participation in cleanliness activities. Gradually other mentioned features were added. The app was used extensively for seeking participation of citizens in the Smart City mission processes.

The app is freely used by citizens for various purposes; for example, in the Jan Bhagidari feature one can seek participation of citizens in cleanliness activates or remodeling of walls; from the same feature the requisite approval from the authorities are sought and received. Additionally supports for small items such as colors, tools etc. can be requested and obtained from the concerned authorities.

Similarly one can lodge complaints using the civic complaint features by written and uploading photographs. The complaint reaches the concerned authority with GPS locations of the site. After resolution, a telephonic verification is done to check whether complaint has been resolved to the satisfaction of the complaining citizen.

Cycling campaigns, Yoga campaigns can be planned and organized from the stay fit feature. Private corporations can participate in welfare activates through the CSR features.

Key outputs/ outcomes

More than 7,000 citizens are using 'Action Udaipur'; extensive use of 'Action Udaipur' has benefited the city in the following ways:

- In public consultation for Smart City, this application played a crucial role to reach out to these 7,000 users and another 8,500 Facebook followers.
- 246 places such as 'public gardens', 'public toilets', footpaths etc. have been remodeled with citizen participation.
- 5,705 complaints have been received (through app use) from the citizens out of which 5,120 complaints have been resolved with a 90% satisfaction level.
- 38 events such as Yoga camps, cycling, free health checkup camps, marathon etc. have been organized.
- Citizens action campaigns has been facilitated – distribution of sweaters for government school children (about 26,000), distribution of school bags and stationery to needy children (about 8,000), distribution of toys for tiny tots in government ICDS centres (about 5,000).
- Three cycle banks have been created around lakes, wherein citizens have donated cycles.

Main interface of the mobile app – Action Udaipur

Impacts

'Action Udaipur' has enables greater engagement, participation and action of citizens in governance/ civic processes.

Support and mobilized resources

The project has an outlay of approximately INR 85 crore, and has been financed through Smart City Mission (SCM) funds in convergence with Rejuvenation and Urban Transformation (AMRUT) and National Lake Conservation Program (NLCP).