

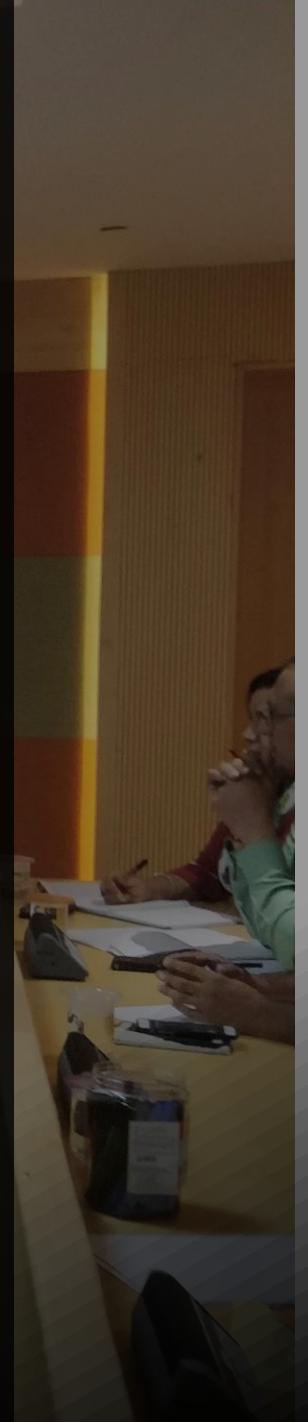


TEAM INVOLVE

# Engaging People for Inclusive Cities

(EPIC)

Redefining Public Engagement in India



# For officials & citizens, engagement means -

# But the challenges are -

Officials



Following Mandates & Guidelines



Maximising participation & returns



Receiving Feedback / Inputs



Reducing Vandalism



Budget Constraints



Time Constraints



Deal with Negative Feedback



Closing the communication loop through information requests & submitting feedback



Participating in cities' development



Serving the needs of the specially abled and senior citizens



Complex Feedback Submission mechanism



Inefficient Communication methods which don't reach Special needs & BPL individuals, Senior Citizens, others



Lack of Information about engagement activities

# Successful Citizen Engagement would mean -



## Mandates

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Complying with missions and government initiatives that mandate engagement



## Create Ownership

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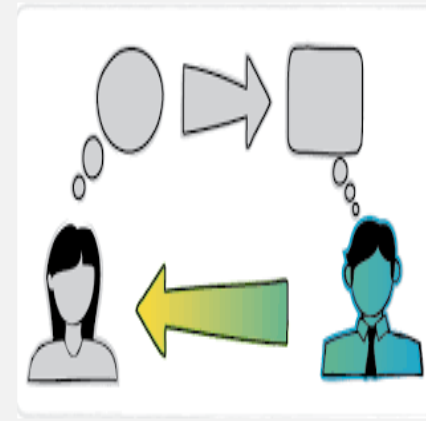
Engaging the community in projects to build a sense ownership



## Receive Inputs

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Projects that can be developed and target their users more efficiently with inputs



## Communication Loop

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Engagement programs that would let people relate with public officials and administrators to voice their concerns



## Serve special needs

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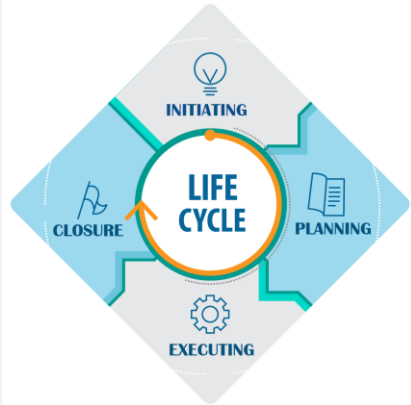
Different stakeholder groups, especially among vulnerable, elderly, marginalised & special needs groups would be served

# What's the problem?



## Multiplicity of channels

Despite the existence of **multiple channels of communication** between citizens and civic officials, sustained and meaningful engagement **is low**.



## Inadequate Participation

Consultation is required at **all stages of project life cycle**: ideation, planning, implementation & monitoring



## Budget & Time Constraints

Limited in terms of budget and time by the city officials, **effective modes of citizen engagement** are often not considered



## Exclusionary City Planning

**Diverse citizenry and their occupations** are not being considered leading to exclusionary planning



## Low Citizen Usage

Usage of citizen friendly projects is low due to **poor maintenance and inadequate infrastructure**

# Let's fix it, shall we?

1

Identify your goals, your partners  
& your tools

2

Watch the results flow!

Simplify engagement  
methods

Identify your goals



Pick the right tools

Choose your stakeholders

# Presenting EPIC

EPIC (ENGAGING PEOPLE FOR INCLUSIVE CITIES)



HOME

ABOUT US

DATA HUB

ACTION PLAN

RESOURCES

CITY INDEX

GALLERY

CONTACT US

## EPIC

Redefining the scope of public engagement to build your city



**A unique, one-stop toolkit for all your citizen engagement & monitoring needs**

# OUR PRODUCT



## DATAHUB

Aggregated demographic and socio-economic data for 100 Smart Cities



## ACTION PLAN

Detailed instructions for creating your own citizen engagement campaign



## RESOURCES

List of resources required for framing the advisory Indian Frameworks...



## CITY INDEX

Check your resource availability with the City Index



Four features lead to  
one easy  
Solution!

# Why EPIC?

UNIQUE

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- Instantly delivers an **implementable action plan** for cities including budgets, targeted audiences, engagement tools & much more

TESTED

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- Methods suggested have been **thoroughly tested** in Chandigarh Smart City – leading to a unique set of use cases

AUTHENTIC

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- Using data derived from the Census of India, NSSO, District Census Handbooks, World Bank, OECD and other sources to make a **ready-to-use dynamic resource** while meeting global benchmarks for citizen consultations.



# ACTION PLAN

With a click, you find an **IMPLEMENTABLE SOLUTION** for cities showing what works and what can work better in **your engagement systems**

The screenshot shows the 'ACTION PLAN' section of a website. The navigation bar includes: HOME, ABOUT US, DATA HUB, ACTION PLAN, RESOURCES, CITY INDEX, GALLERY, CONTACT US. Below the navigation bar are three dropdown menus: 'City', 'Project Life Cycle', and 'Engagement Type'. A vertical list of city names is shown under the 'City' dropdown, with 'Gangtok' highlighted in blue. The main content area is divided into three columns, each with a numbered step and a corresponding image or diagram. Step 1: 'HOW WILL YOU USE THE ACTION PLAN?' with a diagram showing 'Select City' and 'Select Advisory'. Step 2: 'Select City' with a diagram showing 'Select Project Life Cycle'. Step 3: 'Choose the appropriate stage of a project where you want to engage your citizens. Read more from the Project Life Cycle manual tab.' with a diagram showing 'Select Project Life Cycle'. Step 4: 'Choose the strategy from Engagement type dropdown. To know more on strategies click on Project Life Cycle manual tab.' with a diagram showing 'Select Engagement Type'. Step 5: 'Define Strategy' with a diagram showing 'Define Strategy'. Step 6: 'Cases around the Globe' with a diagram showing 'Cases around the Globe'. Step 7: 'Click on the Targeted Stakeholder from these tabs to see specifically your city's available stakeholder groups.' with a diagram showing 'Targeted Stakeholders on per Th' and 'Stakeholder matrix'. Step 8: 'To see what are the ongoing smart city projects in your city for this project life cycle.' with a diagram showing 'Current Smart City Projects - India'. On the right side, there is a section titled 'How Will You Use The Action Plan' with sub-sections: 'How To Navigate', 'Cities', 'Project Life Cycle & Engagement Type', and 'Smart City Projects'. At the bottom right, there is a 'Resources' section with a diagram showing 'Resources' and 'How has Chandigarh done it?'. The flow diagram consists of numbered steps (1-8) connected by arrows, indicating the sequence of actions to be taken on the website.

HOME ABOUT US DATA HUB **ACTION PLAN** RESOURCES CITY INDEX GALLERY CONTACT US

**City** Select City Select Project Life Cycle Select Engagement Type

Select City  
Erode  
**Gangtok**  
Panaji  
Tirupati  
Dahod  
Dharmasala  
Diu  
Gandhinagar  
Imphal  
Itanagar  
Kamal

**1.** HOW WILL YOU USE THE ACTION PLAN? Find your city's population class from Data Hub, then click on the **Advisory** Tab

**2.** Select City

**3.** Choose the appropriate stage of a project where you want to engage your citizens. Read more from the **Project Life Cycle** manual tab.

**4.** Choose the strategy from **Engagement type** dropdown. To know more on strategies click on Project Life Cycle manual tab.

**5.** Define Strategy

**6.** Cases around the Globe To see the best implemented global practices specifically for this strategy, click on **Cases around the Globe**.

**7.** Click on the **Targeted Stakeholder** from these tabs to see specifically your city's available stakeholder groups.

**8.** To see what are the ongoing smart city projects in your city for this project life cycle.

How Will You Use The Action Plan  
How To Navigate  
Cities  
Project Life Cycle & Engagement Type  
Smart City Projects

Resources

Featuring an ACTION PLAN: Allows a user to filter by city, project life cycle stage, engagement activity as required.

HOME ABOUT US DATA HUB **ACTION PLAN** RESOURCES CITY INDEX GALLERY CONTACT US

City: Panaji Project Life Cycle: Implementation Engagement Type: Information Sharing & Aw

Strategy  
Importance  
Cases around the Globe  
Targeted Stakeholders: NGOs, consultants, school and college students, teachers, college professors and youth associations.  
Logistics Required  
Financial Resources  
Responses Expected  
Challenges  
Tasks Required

### Targeted Stakeholders as per Time Frame

2 Weeks | 1 Month | 3 Months | Continuous

### Stakeholder matrix

NGOs, consultants, school and college students, teachers, college professors and youth associations.

**GOVERNMENT SEGMENTS**

**OFFICIALS**

- Commissioner, Municipal Corporation
- Experts from Department of Transportation
- Department of Town and Country Planning
- Department of Electricity
- Public Works Department
- Goa Electronics Corporation
- National Informatics Center
- CCP waste management cell

**ELECTED REPRESENTATIVES**

- MPs
- Mayor
- Municipal Councilors

**CITIZEN CLUSTERS**

**SIZEABLE**

- School Students
- College Students

The segment occupies a relatively large section of the city population (>10%)

**UNDER REPRESENTED**

- Informal Vendors
- Engineer's Association
- Doctor's Association
- MWAs
- Government School Teachers
- Youth Associations
- University Professors

The segment's concerns are not represented in SCP citizen consultation  
The segment's concerns are represented in city projects  
**Rule:** If either applies

**INFLUENTIAL**

- Slum Associations
- Professionals
- Senior Citizen Associations
- Women Organizations
- NGOs
- CII
- Artists
- Politicians
- Trade and Industry Associations
- Sportspersons
- Disability Associations
- Goa Chamber of Commerce and Industry
- FC Goa (Football Team)
- Rally through the City (Cycling Community)

The segment's concerns are represented in SCP citizen consultation  
The segment's concerns are represented in city projects  
**Rule:** If either applies

**How Will You Use The Advisory**

How To Navigate  
Cities  
Project Life Cycle & Engagement Type  
Smart City Projects

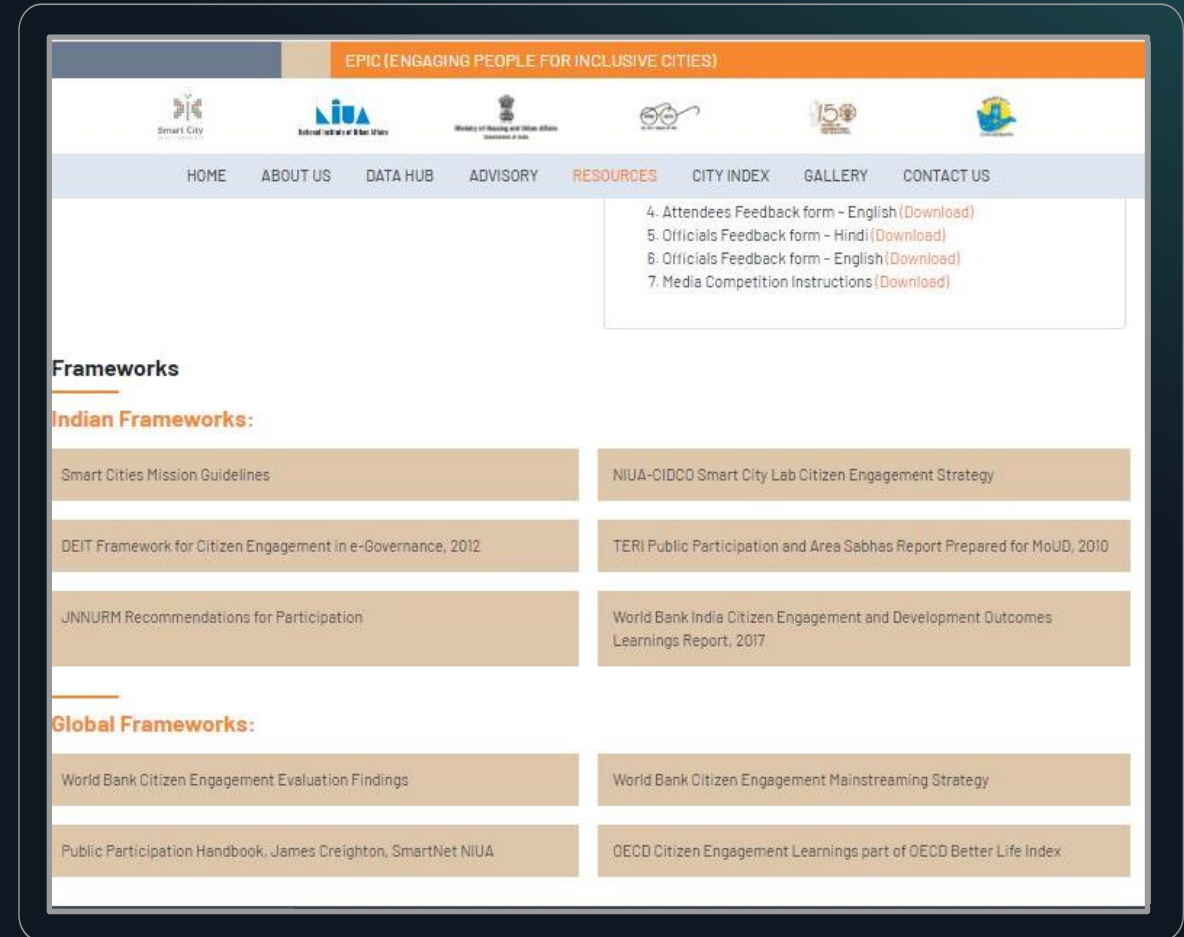
**How Has Chandigarh Done It?**

Current Smart City Projects - Panaji

- + PHYSICAL & SOCIAL INFRASTRUCTURE
- + PARKS & OPEN SPACES
- + ICT SOLUTIONS

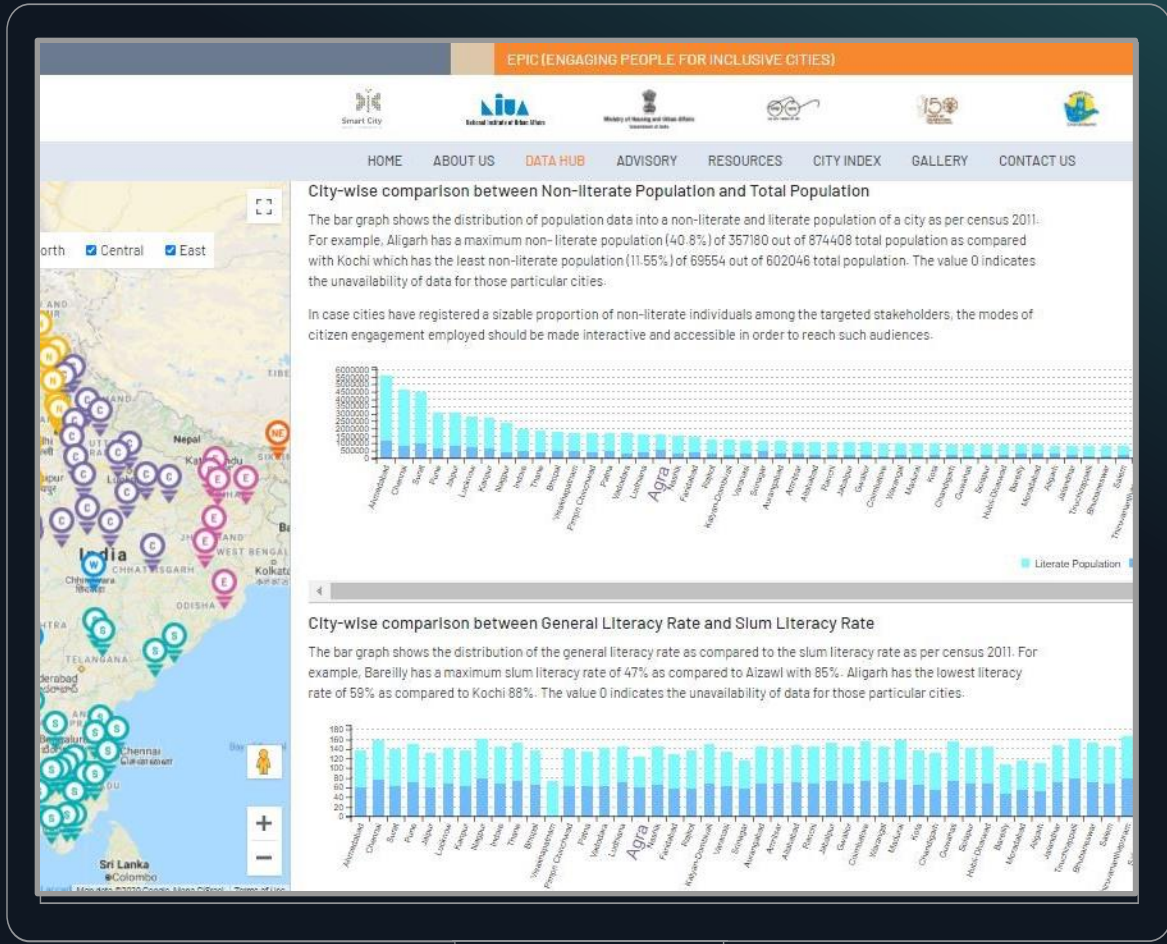
# RESOURCES

- Tested tools such as CUSTOMISABLE Surveys, Mobile Applications & others
- Monitoring & Evaluation formats with indicators for SUCCESS
- GLOBAL frameworks and the most widely used GUIDELINES issued in India & more!



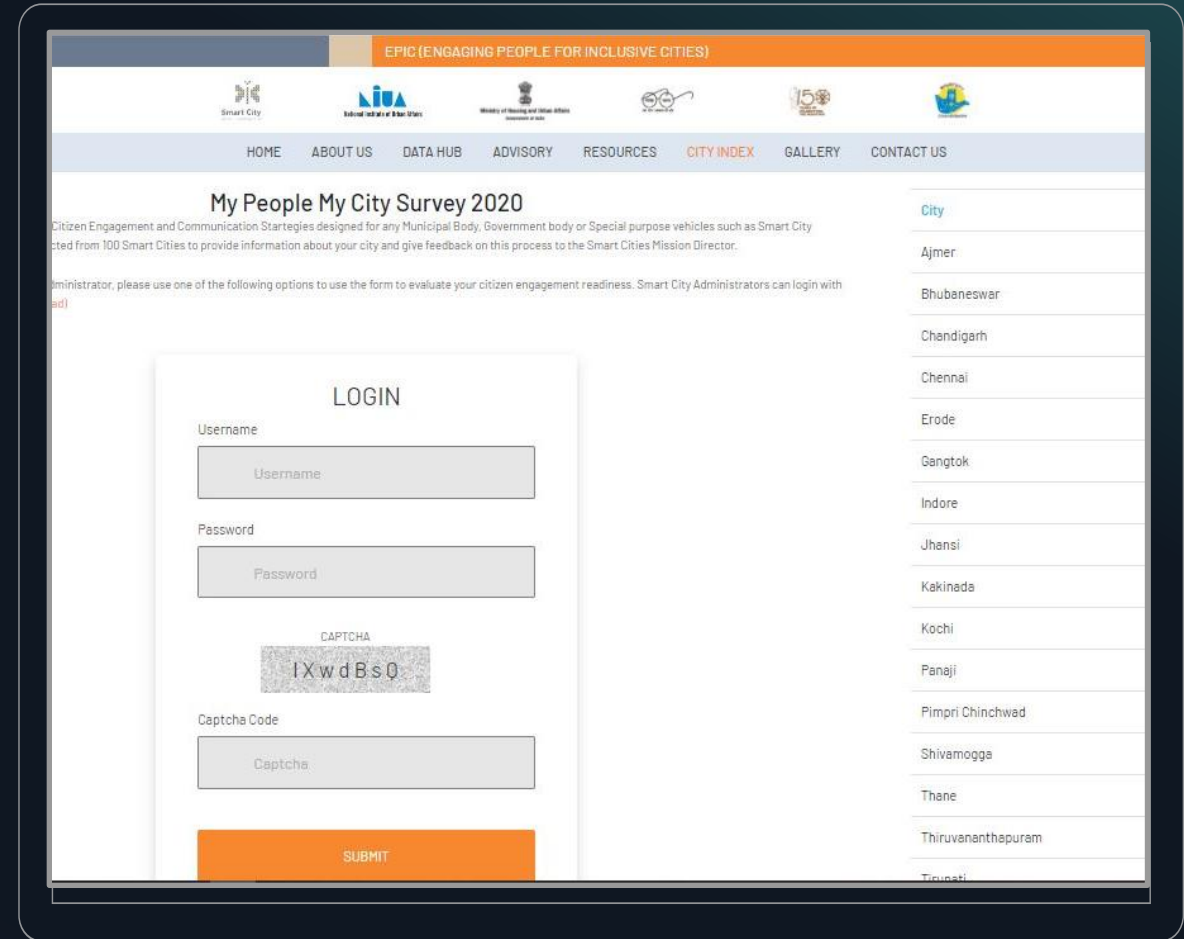
# INTEGRATED DATA DASHBOARD

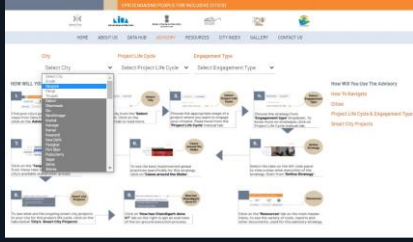
- DATAHUB: Assess demographic data for 100 Smart Cities and make a ready-to-use dynamic plan.
- Plus, the ENGAGEMENT SCORE shows how each city fared during the Smart City Challenge phase.



# CITY AUDIT PLATFORM

- Allows cities to use this evaluative sheet and gauge the participatory resources available in the city.
- Citizen Engagement Audit to gauge organisational preparedness for participatory activities



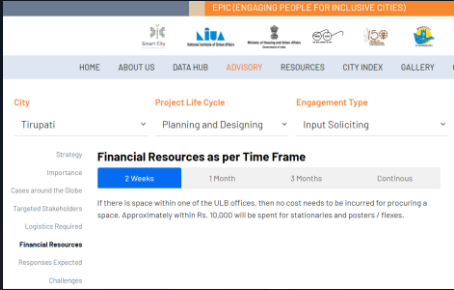


USEFUL  
FILTERS

## Action Plan Selection

Allows a user to filter by city, project life cycle stage, engagement activity as required

# KEY FEATURES



BUDGET  
LOGISTICS

## Budget & Logistics Timelines

The Action Plan will help users decide how much to spend and how long it will take to run a sustainable program



MAPPED  
GROUPS

## Targeted Stakeholders

The action plan gives the city officials the diverse stakeholder groups existing in their cities



GLOBAL  
BEST CASES

## Global Engagement Practices

Best practices have been culled from around the world to think innovatively and implement effective methods

# KEY FEATURES

## How Has Chandigarh Done It?

**TIME FRAME**  
17th September (1 day)

**PURPOSE**  
In order to solicit expert suggestions to plan better projects for Chandigarh Smart City, the Smart City Corporation and Municipal Corporation held an event where the heads of colleges, research institutions, industry associations and other professional groups were invited to a brief interactive session at the Municipal Corporation held in September. The team also decided to make the event open and interactive for the general public by broadcasting it live on Youtube. Thus normal citizens were able to leave comments and questions that could be addressed by Smart City and Municipal Corporation officials.

**STAKEHOLDERS INVOLVED**

GOVERNMENT SEGMENTS	CITIZEN CLUSTERS
Commissioner, Special Commissioner, Assistant Commissioner	Representatives from Punjab Engineering College, Chandigarh College of Architecture, CIL, FICCI, PGIMER, SPIC, ITPL, Chitkara University, Chandigarh Bar Association.
SE (Public Health), Assistant Engineer, MoH Official, Enforcement Department Head	
Complaint Grievance Department, Monitoring Cell	
Public relations officer and social media officer of the Municipal Corporation or Smart City Corporation	

## EPIC (ENGAGING PEOPLE FOR INCLUSIVE CITIES)

HOME ABOUT US DATA HUB ADVISORY RESOURCES CITY INDEX GALLERY CONTACT US

### Resources

"Citizen participation is part of our democratic heritage, often proclaimed as a means to perfect the democratic process. Stated most simply, it views the citizen as the ultimate voice in community decision-making. Citizens should share in decisions affecting their destinies. Anything less is a betrayal of our democratic tradition."  
Edward M. Burke.

#### List of resources required for framing the advisory

**Introduction**  
The World Bank Citizen Engagement Streaming Library presents...

**Tools**

Internal Checklist	+	Monitoring & Evaluation	+
Stakeholder Management	+	Parameter for Success	+
Information gathering & feedback formats	+	Chandigarh Pilot Tools	+

**Frameworks**

**Indian Frameworks:**

Smart Cities Mission Guidelines	NIUA-CIDCO Smart City Lab Citizen Engagement Strategy
DEIT Framework for Citizen Engagement in e-Governance, 2012	TERI Public Participation and Area Sabhas Report Prepared for MoUD, 2010

TESTED  
CASES

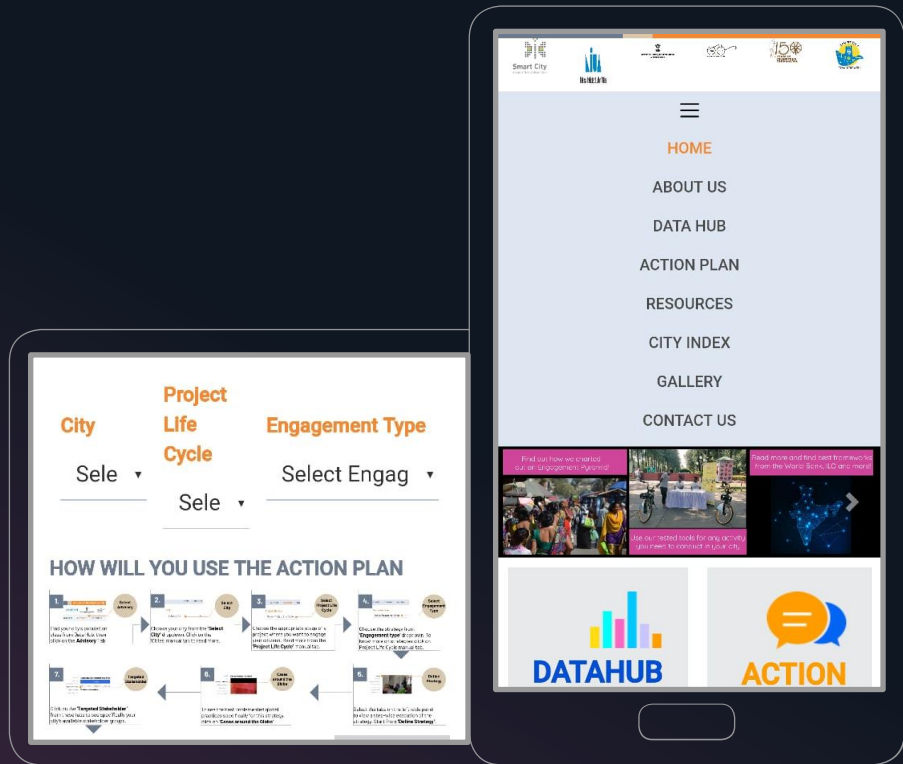
## Chandigarh Model

A step –wise guide of 14 online and offline activities implemented in Chandigarh

SAMPLE  
TOOLS

## Downloadable tools for use

Tested tools like demo applications, posters, survey formats, radio jingles that can be used to conduct activities



# MOBILE RESPONSIVE

VIEW IT ON MOBILE TO USE ON THE GO!  
THESE TOOLS CAN BE DOWNLOADED, CUSTOMISED  
AND USED PER YOUR CONVENIENCE

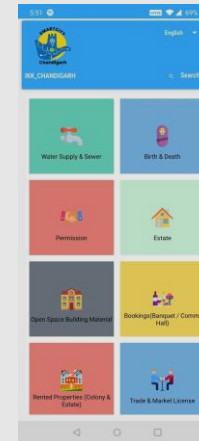


# TESTED USE CASES



## Chandigarh Pedal

A live demonstration of the proposed Public Bike Sharing project under Chandigarh Smart City



## eGovernance Demo App Testing

Testing out the proposed eGov Smart City App for any two services with a demo mobile application

# FEEDBACK COLLECTION

## FOR PROPOSED PROJECTS UNDER CHANDIGARH SMART CITY

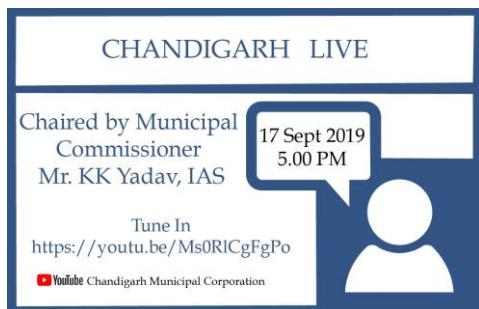


## Smart Classrooms

Interactive Feedback Session with School Students, Teachers & Parents on concepts of Smart Classroom

# TESTED USE CASES

## Chandigarh Live



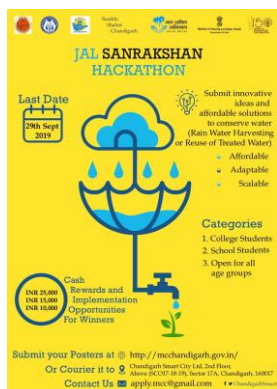
Live Webinar chaired by the Chandigarh CEO with the heads of Academic Institutes, Civic Associations & Commercial Bodies

## Sujhaav Camp



Offline consultation with RWAs / MTAs of five sectors. Consultation themes were identified through Complaints & Grievances data

## Jal Sanrakshan Hackathon



## Pamphlet Training with SHGs



Capacity building workshop with Self Help Groups by information sharing and feedback collection on upcoming projects



**City Officials**

**Researchers**

**Limited Knowledge**

**EXECUTIONAL ACTION PLANS**  
Budget & Logistics

**FRAMEWORKS**  
International (World Bank, OECD, ILO) & National

**STEP-WISE ADVISORY**  
Involvement in Cities Development

**TARGETED PARTNERS**  
City-specific Stakeholder Groups & Projects

**CITY PROFILES**  
Socio-economic-demographic data & SCM engagement scores

**CHANDIGARH'S STORIES**  
Execution of Activities

**CITY ADMINISTRATORS**

**ACADEMIA**

**OTHERS**

**DIVERSE USERS' UTILITIES**

**DOWNLOADABLE TOOLS**  
Dummy Mobile Apps, Radio Jingles, Posters, Survey Formats & many more

**SAMPLE FORMATS**  
Feedback & Survey forms, participatory governance checklist, M & E toolkits

**WORLD-WIDE CASES**  
Creative ways of Involving Citizens

**EVALUATION PLATFORM**  
City specific scoring mechanism

**BEST PRACTICES**  
Successful & Innovative stories from around the world in Public Engagement

**CITY PROJECTS**  
Ongoing categories of projects in the cities

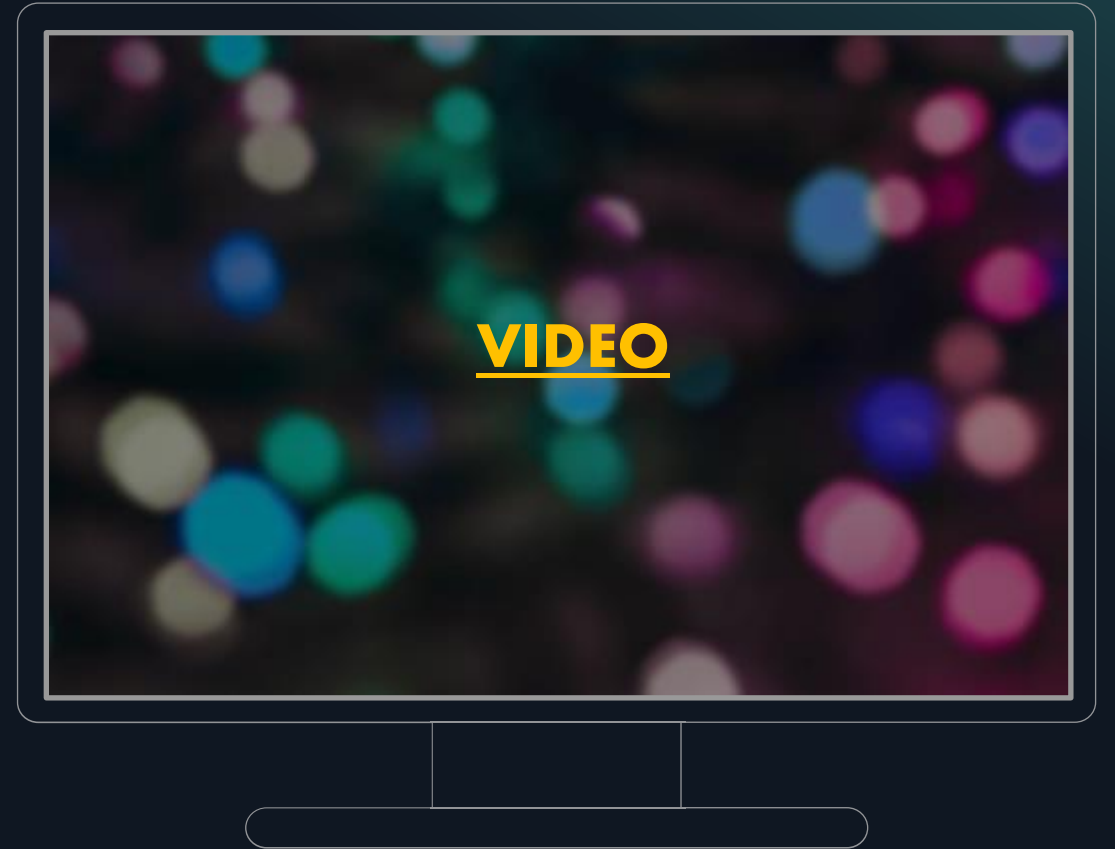
**Development Authorities**

**Professors**

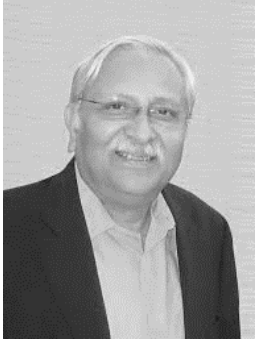
**Other Users**

# DEMO

LINK!



## OUR MENTORS



Dr. Rajesh Tandon,  
Founder  
Participatory  
Research in Asia



Dr. Kaustav  
Bandhyopadhyay,  
Director (Research)  
Participatory Research in  
Asia

## WEBSITE DEVELOPERS

eParampara Technologies

 <http://eparampara.com/>



Gulshan

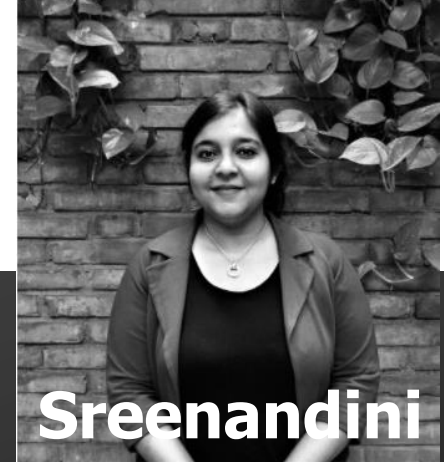
**TEAM  
INVOLVE**



Mayank



Nandini



Sreenandini

## ABOUT US

EPIC is the brainchild of Team Involve, members of the 2019 cohort of the India Smart Cities Fellowship Program. A mix of development professionals and urban planners, the team has spent 18 months perfecting citizen engagement planning and implementation.



**EPIC - Engaging People for Inclusive Cities**

Team Involve

# Thank You

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🌐 <http://49.207.181.236:9050/SMRCT Y/>