

Smart City Project

Team XIMB-XUB wins the Certificate of Appreciation for organizing the Market Research and Citizen Engagement Program conducted by Bhubaneswar Municipal Corporation

Our city Bhubaneswar has been declared as the winner of the Smart City challenge held by the government. It beat 97 other cities to make it to the top 20 cities of the country for this project. These cities will be developed to have basic infrastructure through assured water and power supply, sanitation and solid waste management, efficient urban mobility and public transport, IT connectivity, e-governance and citizen participation.

MAXIM had the great opportunity of being a part of this unique experience, Market Research and Citizen Engagement Program conducted by Bhubaneswar Municipal Corporation. They were given the task for conducting market research on *mobility solutions*



and create citizen engagement to boost the social media activity of Smart City Bhubaneswar page. This was held from 31st Oct- 10th November across 18 locations in the city with a team of 120 volunteers. The base camp for the event was set up in Market Building, Bhubaneswar on November 1st, 2015. Volunteers travelled around the city talking to people and asking them to pose with the 'Smart City Bhubaneswar' placards. The young citizens were encouraged to post pictures on Facebook and Instagram with the hashtag #SmartCityBBSR. They were also asked to fill up a postcard which gave them a varied range of smart city solutions. The citizens were asked to write their name, number, occupation and the plan they found to be feasible. The event also witnessed some cultural activities and fun games which helped in grabbing people's attention. Over the next few days, the volunteers had to undergo the task of recording the details in the postcard. An analysis was done to find out which smart city plan was appreciated the most. The detailed report of the analysis was handed over to BMC, who utilized the data to come up with an integrated plan. The work was covered widely by various forms of media and was highly appreciated.

Call to connect on social media

Students join smart city campaign

BHUBANESWAR: Now is Civic body's smart city project get a shot in the arm today with students directly joining the campaign.

The Bhubaneswar Municipal Corporation, along with students from Xavier Institute of Management Bhubaneswar (XIMB), today organised a citizen contact programme to spread the smart city message among residents here.

While the participants were requested to choose a plan for them from 12 best practices (see chart) on urban mobility selected from different corners of the world, they were also requested to use various social media platforms of the city body to log their suggestions.

The Bhubaneswar Municipal Corporation (BMC) had launched the 'Citizen Connect Initiative' to invite suggestions from people who have their own ideas to make the city a better place to live. The initiative was launched on a priority basis under the smart-city project. As part of the initiative, the city body had urged the residents to register their views either offline or online. After final talks, urban mobility had topped the priority list.

Resident participation, including that on social media, would play a vital role in the smart city challenge, the resolution which will be declared in January. The initiatives identified for the challenge will submit their final proposals by December in this year.

Swadesh Das, an XIMB student, said, "Students inspired the people to join activities, conduct group discussions and also take part in discussions on the Facebook page. The three Instagram and YouTube. People are also showing great interest in understanding the smart city concept and participating in the idea sharing activities."

LOOKING AHEAD

Citizen Connect Programme held on Sunday to seek residents' opinion on choices under urban mobility. Nearly 125 students from XIMB participated in the campaign



A student volunteer interacts with citizens at Dilli market building in Bhubaneswar on Sunday



Participants at the photo booth. Photo by Anshu Pat



Car free days should top urban mobility agenda as Bhubaneswar as it is being done in Gurgaon
ARVITA MOHANTY, 18 student



One-in-all smart cards should be introduced for commuters to avail all modes of transport
PRADYUMNA SAHU, 36 marketing executive



We need a system where autorickshaws can be booked online. The system works well in Ahmedabad
SUBHADRA RATH, 35 teacher



Lanes on major roads should be dedicated to vehicles with different speed for smooth movement
RASHMI SATPATHY, 27 research scholar

OPTIONS TO CHOOSE FROM: Car free days/zone (Gurgaon), intelligent transit systems (Singapore), parking management (Zurich), public transport (Singapore), carpool services (Washington), Organised autorickshaw system and online booking (Ahmedabad), Online parking management and supply (Singapore), traffic separating (Columbia), bicycle rental scheme (London), dedicated cycle lanes (Amsterdam), pedestrian-friendly street (Helsinki) and unobstructed scooped (Bangalore)

SURVEY SITES: Unit 11 market building, major malls, railway station, Oberma and Subashree Vihar, PD Women's University, Sarpath, Cutback Road, KITT University, Inca, city bus terminal and major parks

TARGET: More than 5,000 people gave their views on ways to develop urban mobility in Bhubaneswar

WHAT'S NEXT: Student volunteers will submit report to BMC

The main programme at Dilli market building today started at 10am and continued till 6pm. Cultural activities, games show and many interactive sessions were held. Municipal commissioner

Krishan Kumar said on November 3 another event for senior citizens and on November 7 a similar one with people with disability will be conducted in the city. Thirty with a population of 8.4lakh is already in the lead with 22 million votes, which is six times of the highest in the country. However, Pune with a population of 30 lakh has managed to garner only three lakh votes.

"We want to top in every aspect, so we want our citizens to visit our page to avoid media as their 'like' will also count as a vote in the citizen connect analysis later," he said.

"To make people more acquainted with the smart city concept, the city body is also planning to hold interactive sessions in all universities, colleges, leading schools and other students' institutions," said a senior BMC official.



We would like to thank each and every one from the XIMB-XUB community who helped them achieve this task. The government has already undertaken various measures like the Rahagiri Day every Sunday based on their analysis from the research. Many such solutions will be implemented soon which will help make our city a better and smarter city in the coming years.

Additionally, the state government has appointment a panel of independent directors has

given the Bhubaneswar Smart City Limited (BSCL) domain experts to advise the new company on execution of the ambitious project which Saveeta Mohanty, Associate Dean Career Advisory Service, XUB.