WARD VISION CAMPAIGN

CMAC

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Bangalore

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OUTLINE

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- CITIZEN ANCHOR WORKSHOP
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- OUTCOMES

WARD VISION CAMPAIGN 2003

BACKGROUND

- PARTICIPATING IN WARD WORKS

- P.R.O.O.F.

- WORKING WITH THE URBAN POOR: SJSRY

WARD VISION CAMPAIGN 2003

CAMPAIGN CRITERIA

- LEVERAGES EXISTING WORK

- MASS IMPACT

- SCALABLE

- SUSTAINABLE

- REPLICABLE

GOALS

- PRODUCING A VISION DOCUMENT
- CREATING A SPACE FOR REPRESENTATION IN THE PLANNING PROCESS
- WIDENENING THE BASE OF PARTICIPATION
- STRENGTHENING CITIZEN CAPACITY
- COLLABORATING WITH LOCAL GOVERNMENT
- WORKING TOWARDS THE LARGEST GOOD

WARD VISION CAMPAIGN 2003

METHODOLOGY : CORE COMMUNITY

- "CORE" COMMUNITY TRAINING
- RESPONSIBILITIES IN THE CAMPAIGN
  - OUTREACH IN THE WARD
  - DELINEATING NEIGHBOURHOODS
  - REGULAR CONTACT WITH CORPORATOR AND LOCAL ADMINISTRATION
  - VENUE LOGISTICS
  - LOCAL COMMUNICATION REQUIREMENTS
  - MINI-WORKSHOPS FOR GREATEST REPRESENTATION
  - FACILITATORS FOR OTHER WARDS
  - COORDINATING THE WRITING OF VISION DOCUMENT

METHODOLOGY : USING MAPS

- EICHER AGREEMENT
- CREATION OF "FACTFILE" FOR EACH WARD
- MoU WITH THE BDA FOR NRSA MAPS
- CADASTRAL SURVEY BY OVER 500 CLOOLEGE STUDENTS
- CITIZENS USE LANGUAGE INDEPENDENT MAPS IN THE WORKSHOPS

WARD VISION CAMPAIGN 2003

METHODOLOGY : BEST PRACTICES & INNOVATIONS

- KERALA
- BHAGIDAARI IN DELHI
- WORLD TRADE CENTRE
- PORTO ALEGRE
- SWITZERLAND
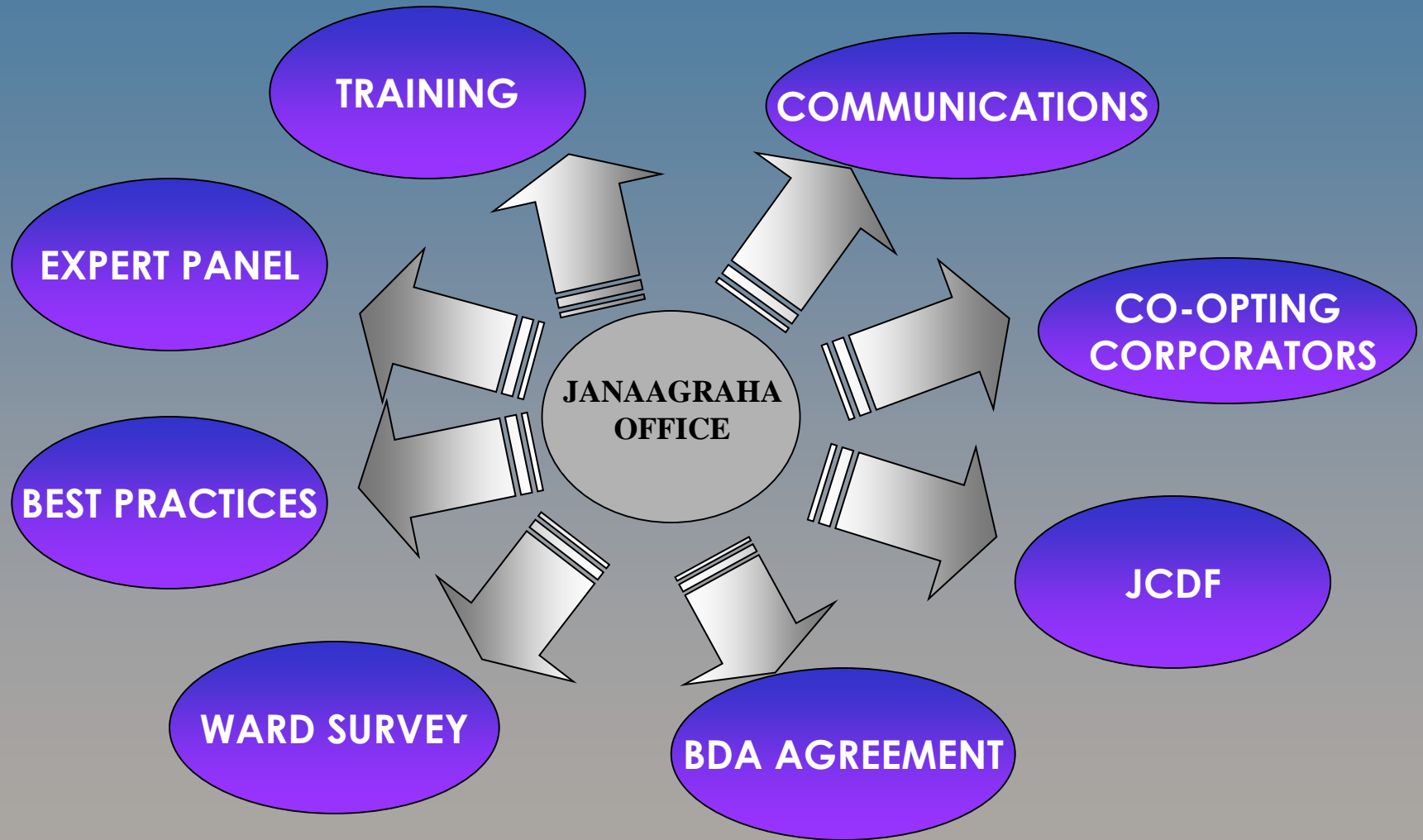
WARD VISION CAMPAIGN 2003

IN MOTION

TRAINING

COMMUNICATIONS

EXPERT PANEL

CO-OPTING CORPORATORS

JANAAGRAHA OFFICE

BEST PRACTICES

JCDF

WARD SURVEY

BDA AGREEMENT

Ten participating wards

50 Vishveshwarapuram
54 Srinivasanagar
55 Padmanabhanagar
68 Ejipura
74 Jeevanbhimanagar
78 Vasanthnagar
85 Sarvagnanagar
94 Kadugondanahalli
96 Hebbal
100 Sanjaynagar

WARD VISION CAMPAIGN 2003

METHODOLOGY : COMMUNICATIONS
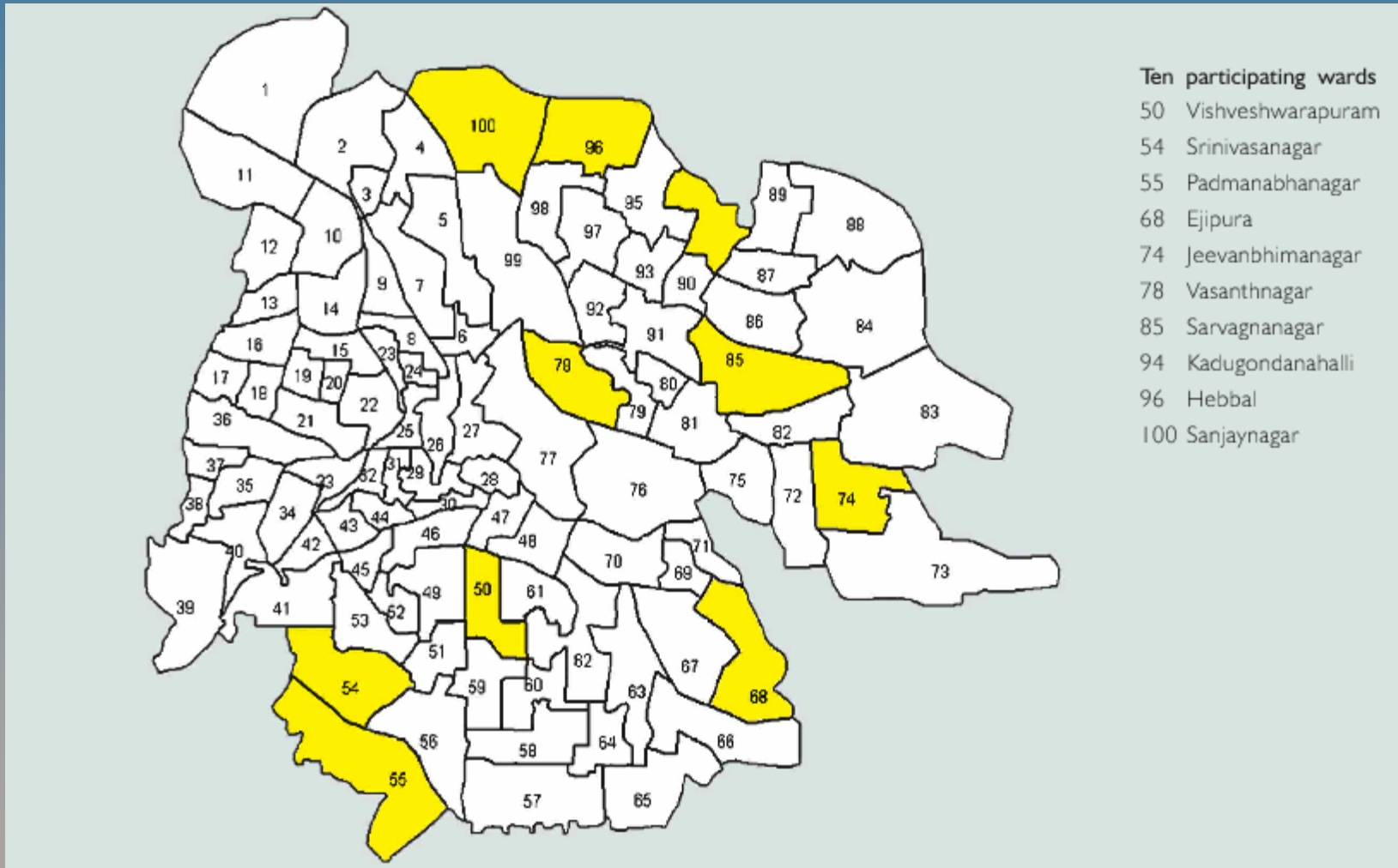
- **HALF PAGE ADS IN POPULAR DAILIES**

WARD VISION CAMPAIGN 2003

METHODOLOGY : COMMUNICATIONS

- ## COMMUNITY
  ## COMMUNICATIONS

Janaagraha's Communications Activities

July-August: Momentum (a brand strategy firm), organized an offsite discussion to discuss the communications strategy for the campaign. Other brainstorming and planning sessions were held with experts in the field.. Janaagraha Book/Flip-Chart was completed and distributed to Core Community to help them explain the idea to newcomers.

Aug 15th: 1,40,000 Citizen Quotient Quiz inserts in newspapers (ultimately distributed to six of ten wards)

Aug 17th: For WARD YATRA: Frequently Asked Questions on Ward Vision campaign leaflet, Fact File with map of ward

Sept 6th-21st: Tempo Hoardings (on the sides of trucks) went around most of the wards for one to four days; Half-page advertisement in seven major newspapers; Radio City (leading FM station) Advertisements, Contest and announcements by Radio Jockeys.

METHODOLOGY : COMMUNICATIONS

- ## COMMUNITY COMMUNICATIONS

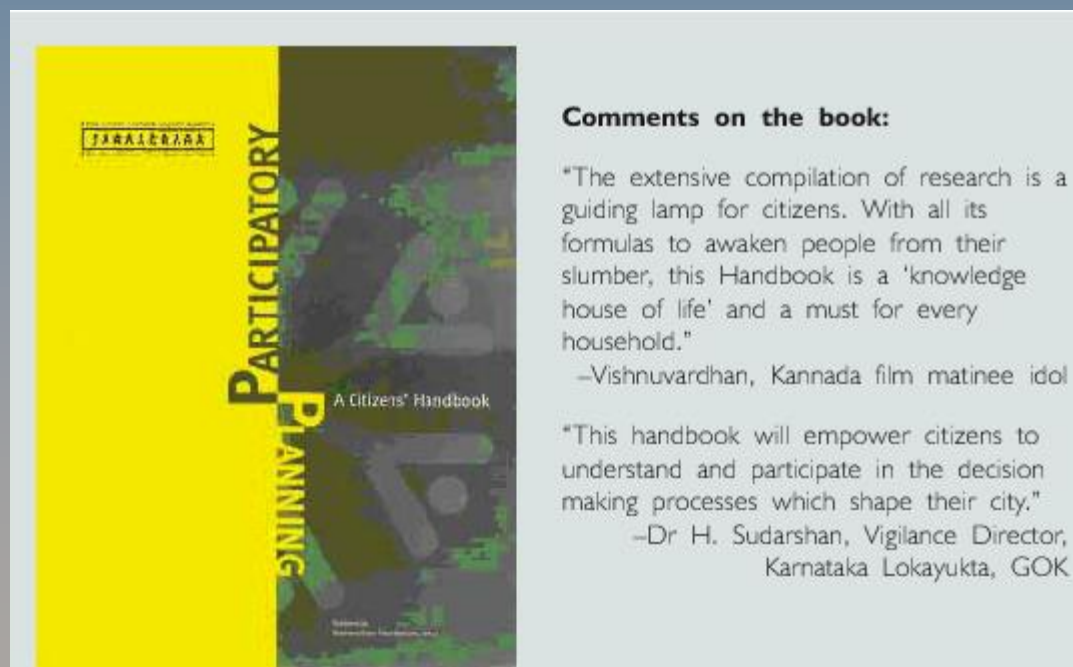| Method	Description	Best used when?	Who does it target?	How much time is needed?	Effectiveness
Auto-rickshaw with announcement	Hire an auto with a microphone to drive around the ward announcing an upcoming meeting or programme	Before any major event (first and last workshop)	All citizens	One person for a few hours	Mixed response among wards that used it, can be effective in spreading information
Contacting RWAs and other local organizations	Core community (CC) visits meetings of all Resident Welfare Assoc., ladies clubs, social clubs, trade assoc. To talk about the programme and asks them for active involvement	At the beginning of the campaign to get them on board, continuing to update throughout	Active citizens	Depends on number of groups—approx. 1 hour per meeting	Very effective in getting more people involved
Direct mailings/phone calls	CC sends invitation letters and makes phone calls to residents of the ward informing them of the campaign and inviting them to participate	At the beginning of the campaign to get them on board, continuing to update throughout	Best used for a targeted group: local celebrities, institution heads (companies, schools)	A few hours to write and send	In a few wards, local celebrities participated, works best with personal contact

WARD VISION CAMPAIGN 2003

METHODOLOGY : COMMUNICATIONS

- ## COMMUNITY COMMUNICATIONS
  - DOOR-TO-DOOR
  - FLIERS
  - HOARDINGS / BUS-STOPS
  - LOCAL NEWSPAPER
  - RADIO ANNOUNCEMENTS
  - STREET THEATRE
  - WARD YATRA
  - SOCIAL / CULTURAL EVENTS

WARD VISION CAMPAIGN 2003

Sl No.		Critical Aspects	Janaagraha	Bhagidari – Delhi	Kerala
1	Key facts	Objective	Participatory planning at the urban local level	People's participation in governance	Empowering local communities to prepare plans for local development
		Outcome	A 3-year perspective plan by the citizens, drawn up for each participating ward	Specific areas of Residents' Welfare Association involvement sought by government agencies	Development Reports for each village in 12 sub-sectors (productive, infrastructure and service) identified by the state / centre
		Launch date and duration	Launched in September 2003	Phase 1: Jan 2000-June 2001	Launched in 1996. Six phases over a period of 14 months
		Budgetary implications	Citizen participation in increasing revenues through better compliance and transparency	Unclear	30-40% of budget decided through decentralized planning
2	Design and implementation	Initiative origin	Bottom-up from citizens, with support from local representatives	Initiative of the Delhi Government	Initiative of the State Government
		Political linkage	Politically neutral citizens' movement	Programme of the ruling party (Congress)	Consecutive ruling State Governments (LDF, Congress)
		Local elected representative participation	Actively sought	Not relevant	Not consistent
3	Target areas and participation	Coverage and target participants	Pilot programme in 10 wards of the city's 100	City-wide in Delhi	State-wide with a focus on rural areas

METHODOLOGY : BOOK ON PARTICIPATORY PLANNING

- 21 LOCAL ISSUES IDENTIFIED
- EXPERT PANELS CONSTITUTED

PARTICIPATORY PLANNING
A Citizens' Handbook

Comments on the book:

"The extensive compilation of research is a guiding lamp for citizens. With all its formulas to awaken people from their slumber, this Handbook is a 'knowledge house of life' and a must for every household."
—Vishnuvardhan, Kannada film matinee idol

"This handbook will empower citizens to understand and participate in the decision making processes which shape their city."
—Dr H. Sudarshan, Vigilance Director, Karnataka Lokayukta, GOK
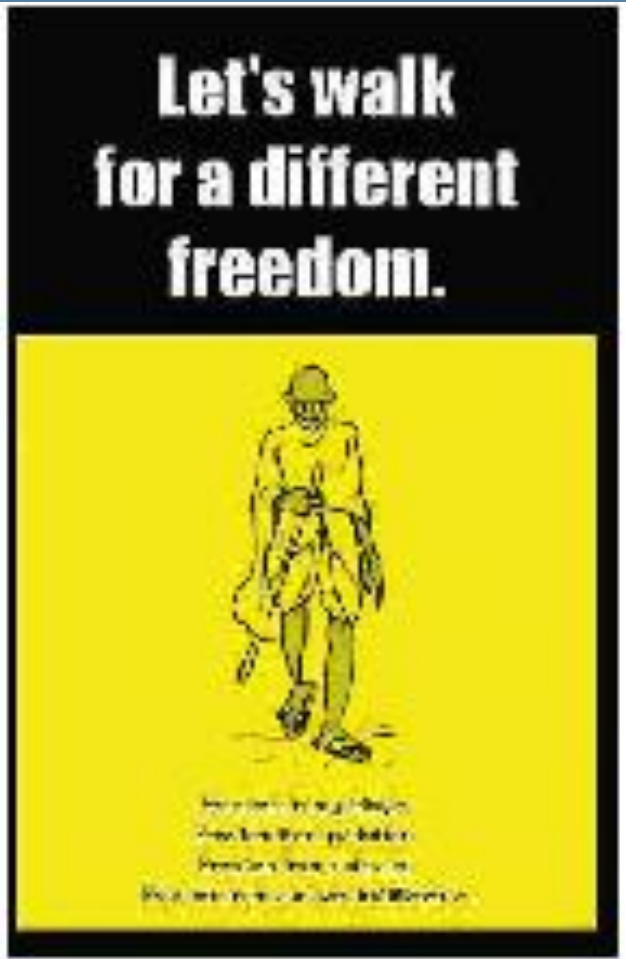
WARD YATRA:
"CHANGE YOUR WARD TO CHANGE THE WORLD"

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"CHANGE YOUR WARD TO CHANGE THE WORLD"

GOALS

- S.W.O.T. ANALYSIS

- UNDERSTANDING THE JURISDICTION

- AWARENESS ABOUT THE CAMPAIGN

- GET THE ACTIVE RESIDENTS TOGETHER

WARD VISION CAMPAIGN 2003

WARD YATRA:
"CHANGE YOUR WARD TO CHANGE THE WORLD"

Jnanapeeth Awardee U R Ananthmurthy participating in the "Change your ward" programme along with the residents of Boopasandra, Sanjaynagar in Bangalore on Sunday.

Yatra for a cleaner ward, better world!

DH News Service

areas has become miserable and something had to be done about

URBAN POOR WORKSHOP:

GOALS

- ADDRESS NEEDS SPECIFIC TO THE POOR
- ORIENTATION TO THE WORKSHOP METHODOLOGY
- METHODICAL INTERACTION WITH GOVT SERVICE PROVIDERS
- ENCOURAGE PARTICIPATION OF THE POOR IN THE MAINSTREAM WORKSHOPS

WARD VISION CAMPAIGN 2003

URBAN POOR WORKSHOP:

DETAILS

- 250 PARTICIPANTS FROM 31 OF THE 41 SLUMS IN THE TEN WARDS

- 10 "SECTOR" ROOMS WITH SPECIFIC ISSUE AND AGENCY+EXPERT

- EACH SLUM COMMUNITY DIVIDED THEMSELVES TO PARTICIPATE IN DIFFERENT ISSUES

- USE OF MAPS AND "PROBLEM / SOLUTION" SHEETS AS GUIDES

WARD VISION CAMPAIGN 2003

URBAN POOR WORKSHOP:

Ward	Slum Name	Community Toilet	Water	Sewerage & Drains	Health	Safety & Security	Solid Waste Management	Micro-enterprise	Electricity
96	Kunti Grama	No Community Toilet	Poor Water Pressure; Illegal Water Brokers; Problems with borewell	Broken Sewage lines; Sewage flows into public spaces	No affordable hospital nearby			Residents need Entrepreneurial Development Programme	50% have legal connections, rest have none; No streetlights
	Subramanya Nagar	CT not well maintained	Poor Water Pressure; Supply of water at inconvenient timings; Problems with borewell; OPEN TANK	No Sewage lines present; Sewage flows into public spaces	No affordable hospital nearby	Arak (Alcohol) shops inside slum; Police stations are very far	No pick up from Collection Points	Residents need Entrepreneurial Development Programme	
100	N'shettihali-ak Colony	No Community Toilet	Supply of water at inconvenient	Water from SWD gets into drinking	No affordable hospital		No pick up from Collection Points; No regular street		

URBAN POOR WORKSHOP:

VOLUNTEERS:

VOLUNTEER ORIENTATION: 450

- CONDUCTOR: PUBLIC SPEAKING EXPERTS
- FACILITATORS: WORKING PROFESSIONALS
- DATA CAPTURE: TECHNOLOGY EXPERTS
- ISSUE EXPERTS: LEGAL AND ARCHITECTS
- DOCUMENTATION: SURANA, COMETS, ADITI
- EVENT VOLUNTEERS: SEVERAL COLLEGES

VOLUNTEERS:

"The training session and the tools provided by Janaagraha were very useful in enabling me to do a good job at Workshop 1. In fact, I have been trying to plough back into my work life some of the learnings on how to run a meeting. The spreadsheet with timings, participants and roles was awesome."

–Krishna Hegde, Volunteer, Ward 100

"Volunteering definitely helped me...it enriched my mind with some great ideas and methods, and gave me a good oppurtunity to interact and deal with "people", which I enjoy a lot. Most of all, being very passionate about my country, it feels great to be a part of this citizen movement, hopefully for the better."

–Srikrishna, Volunteer, Ward 54
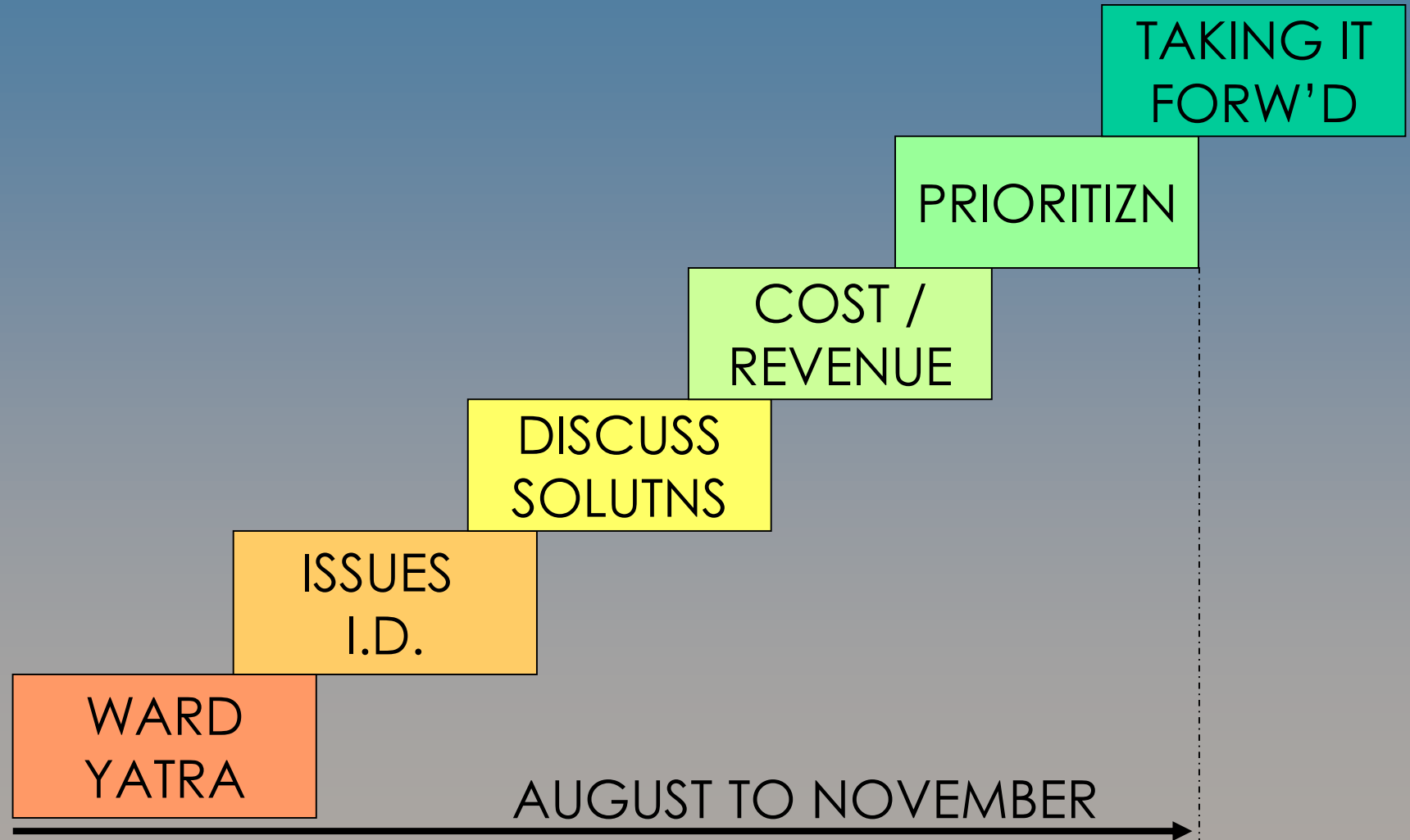
WORKSHOP 1:

OVER 2000 PARTICIPANTS IN 10 WARDS

- REGISTRATION, IDENTIFYING NEIGHBOURHOOD ON MAP, WRITING S.W.O.T.
- CONDUCTOR'S ADDRESS
- GROUPING BY NEIGHBOURHOOD
- FACILITATOR RUNS THROUGH SAMPLE ISSUE
- EACH INDIVIDUAL MARKS THEIR ISSUE ON PERSONAL MAP USING STICKER ICONS
- COLLECTIVE ISSUES ON LARGE MAP

IDENTIFYING THE ISSUES IN EACH NEIGHBOURHOOD

WORKSHOP 1:

OVER 2000 PARTICIPANTS IN 10 WARDS

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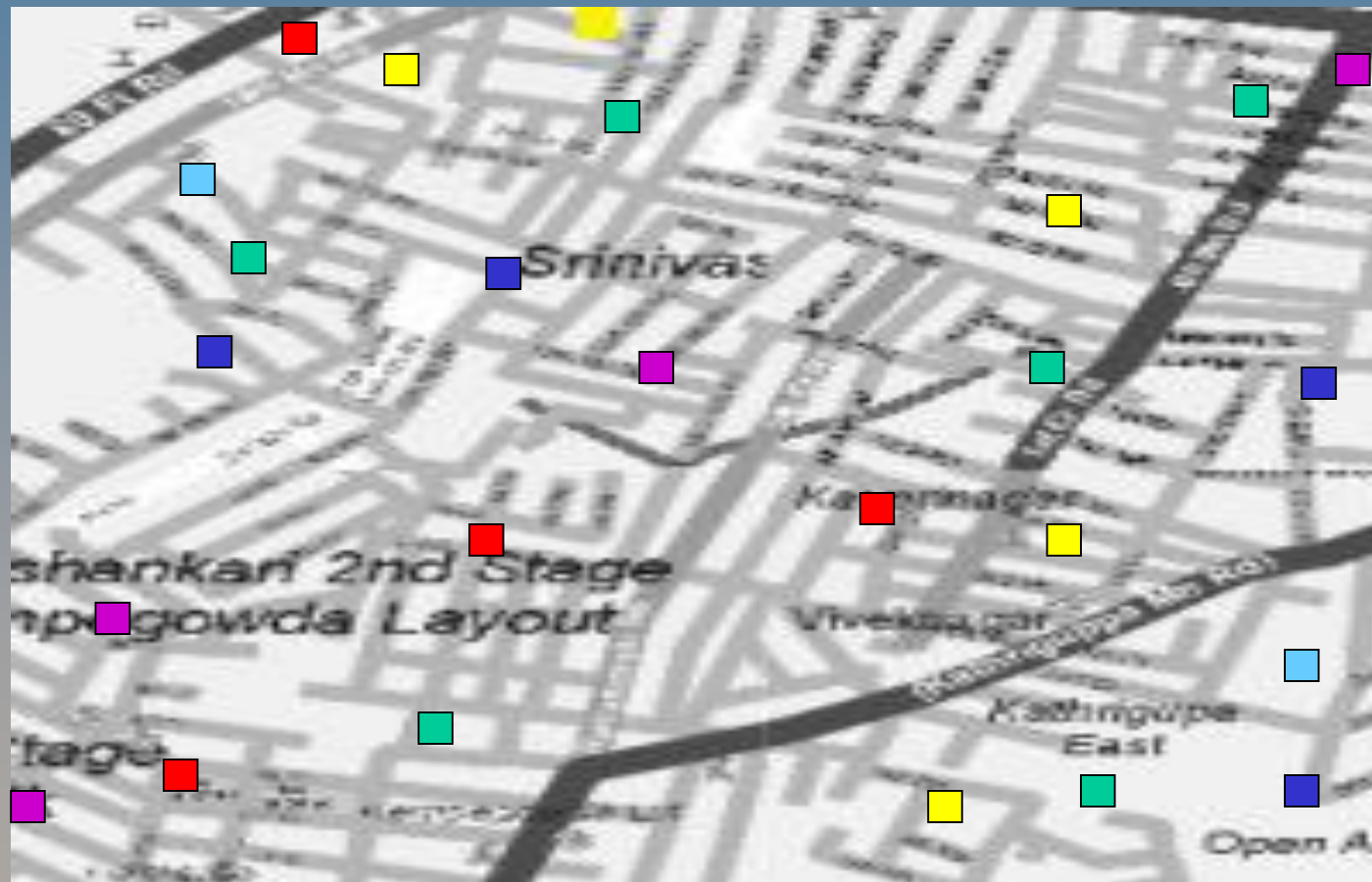- CONDUCTOR'S ADDRESS
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WORKSHOP 1: PROBLEM LIST FOR 21 ISSUES

LAND AND PROPERTY

Zoning and land use conversions

1. Lack of awareness of policy requirements
2. Change in land use causing undesirable living conditions
3. Notifications of land use conversions not always seen by residents
4. Commercial land use in a residential area
5. Lawsuit on land conversion still in court, yet building being used
6. Residential areas with commercial buildings: Noise, traffic, loss of privacy
7. Single-family homes replaced with multi-storey aptmnts violates privacy, infrastrc burden
8. Inadequate public spaces
9. Public land used for unauthorizd religious construction
10. Lawsuit on zoning violation still in court, yet building being used

Heritage site preservation

1. No suitable laws on construction, preservation and restoration
2. Public heritage building / site being demolished / monitized
3. Public heritage building / site in poor condition
4. Privately owned heritage property / building not maintained
5. Heritage buildings / sites house only government functions. not accessible to public
6. Not enough skilled workforce to renovate heritage architecture
7. Not enough funds for restoration
8. Surrounding construction not sensitive to existing landscape around heritage properties
9. Road cutting by new houses not repaired or improperly repaired

Building violation and land encroachment

1. Lack of clarity on by-laws
2. Violation of setbacks from n'bouring property

Slums

1. Public / private land taken over illegally
2. Complaints of illegal slums not addressed

WORKSHOP 1: EXTRAORDINARY SUCCESS

"The workshop made us realise that we can take up the issues and problems as a community and help solve them."

–TD Bhojwani, Ward 74, Jeevanbhimanagar

"It may be possible to count the pebbles on the beach, it may be possible to count the stars in the sky. But, it is almost impossible to evaluate the contribution of Janaagraha and Federation [Abhyudaya] in the development of Bangalore and Ward 55."

–BV Shankar, Ward 55, Padmanabhanagar

"The possibility of indulging in ecstatic participation in town planning issues was something I looked forward to. I was well aware that just like how the consumer shouldn't expect the product purchased to conform in any way to the advertised properties of the product, I shoudn't relate the existing governmental policies with the actual implementations! The whole reason why I was there was to try and correlate these together in consensus with other residents of my ward. Being a facilitator for the workshop in addition to being a resident helped in understanding the process better. At the end of it, I was assured that comunities can make a difference for sure after witnessing their zeal in articulating issues affecting them."

–Sandeep, volunteer and resident, Ward 100, Sanjaynagar

Mr Ramakrishna of Ward 85 makes a point during the workshop

WORKSHOP 2: EXPLORING SOLUTIONS

CONDUCTOR'S INSTRUCTIONS

- GROUPING BY NEIGHBOURHOOD FOR ROADS; FTPTHS; DRAINS; PARKS; STREET LIGHTS
- DISTRIBUTION OF COSTING GRIDS
- RE-GROUPING BY ISSUE CLUSTER
- HIGH PARTICIPATION FROM ALL GOVT AGENCIES IN MOST WARDS
- 217 "CITIZEN ANCHORS" VOLUNTEER
- DISTRIBUTION OF ISSUE RESEARCH TO ANCHORS

Matching solutions to problems

	Inform appropriate agency /suchimithra	Monitor waste pick-up	Remove concrete bins	Have awareness drive on managing waste	Ensure h'hold segregation	Set up community-led local composting system	Set up system for management of recyclable waste	Penalize illegal dumping of waste	Monitor waste disposal as per norms	Monitor street cleaning	Penalize violations in disposal of toxic waste	Prevent dumping in vacant sites / road sides/drains
1. No door-to-door collection of garbage												
2. Littering around bins												
3. Improper segregation												
4. No pick-up from collection points												
5. No processing												
6. Disposal environmently unsound												
7. Commercial/ hospital												

WORKSHOP 2: MATCHING SOLUTIONS TO PROBLEMS

		Inform app /suchimith	Monitor w	Remove cc	Have awar	Ensure h'h	Set up con system	Set up sys recyclable	Penalize il	Monitor w	Monitor st	Penalize v
Finance	One-time expenditure reqd											
	Ongoing expenditure reqd											
Policy Related	Need policy awareness											
	Need enforcement of policy											
	Need change in policy											
Citizen involve--ment	One-time											
	Ongoing											
Time factor	< 6 mths											
	6-12 mths											
	1-3yr											
	>3yr											
Solution applied at	Individual level											
	N'hood level											
	Ward level											
	Multi-ward											
Agencies concerned	BMP											
	BDA											
	BWSSB											
	BESCOM											
	OTHERS (specify)											
Relative importance												

CITIZEN ANCHOR WORKSHOP:

IN-BETWEEN WORKSHOPS:

"CITIZEN ANCHOR" WORKSHOP

- "CORE COMMUNITY" STRENGTHENED BY THE LARGE TURN-OUT
- "ANCHORS" OF DIFFERENT WARDS GROUPED AS PER ISSUE
- READING ANNUAL REPORT BY "COMMUNITY BOARD" IN BROOKLYN, N.Y.
- DISCUSSION OF PROBLEMS TO BE PRIORITIZED IN EACH ISSUE
- BRAIN-STORMING ON WRITING THE "VISION DOCUMENT"
- ADDITIONAL WORKSHOPS ON SWM, ETC

COSTING & REVENUE:

Ward No.	BMP Revenues	Janaagraha Estimates
50	2.39	7.50
54	1.79	8.00
55	3.44	10.50
68	2.80	8.00
74	4.36	8.00
78	7.76	19.50
85	1.22	3.00
94	0.61	2.50
96	1.20	7.50
100	1.86	4.50
Total	Rs 27.43 crores	Rs 79.00 crores

COSTING & REVENUE& PRIORITISATION:

- SOLUTIONS BUDGETED IN THE P.O.W. WERE COSTED

- TOTAL NEEDS RANGED FROM 1-4 CRORES

- REVENUE POSSIBILITIES IN EACH WARD WERE ANALYSED

- REVENUE OFFICIAL IN MANY WARDS ACKNOWLEDGED THE COLLECTN DEFICIT

- THE IDEA OF REVENUE ENHANCEMENT WITH CITIZEN PARTICIPATION: WARD "RECI-P", WAS BORN & DISCUSSED WITH THE COMMISSIONER

WORKSHOP 3: WARD REVENUE ANALYSIS

Summary Sheet of Revenue in Ward 55

Land use

Land use	Sq. Kmt	Percentage
Agri. / Vacant Land and Other Open Spaces	0.86	33%
Commercial / Industrial	0.11	4%
Residential	1.52	58%
Transport / Communication Utilities	0.035	1%
Public and Semi Public	0.09	3%
TOTAL	2.61	100%

Area	Sq. Kmt	Percentage
Developed	2.61	52%
Unsurveyed Undeveloped Area	1.72	34%
Road Network	0.70	14%
TOTAL	5.03	100%

Revenue

Revenue	BMP (Current) Units	BMP (Current) Property Tax (Rs in crores)	Survey results (Potential) Units	Survey results (Potential) Property Tax (Rs in crores)	Difference (Potential - Current) Units	Difference (Potential - Current) Property Tax (Rs in crores)	Difference (Potential as a % of Current) Units	Difference (Potential as a % of Current) Property Tax
Residential	12,089	Not Avibl	20,748	4.07	8,659	Not Avibl	172%	No Avibl
Commercial	783	Not Avibl	1,390	1.79	607	Not Avibl	178%	No Avibl
Vacant	4,023	Not Avibl	2,249	0.48	-1,774	Not Avibl	56%	No Avibl
TOTAL	16,895	3.44	24,387	6.34	7,492	2.90	144%	184%

Property Type—Mixed Use

Residential Properties		
Category	Units	Percentage
Residential	18734	90%
Mixed Use	2014	10%
TOTAL	20748	100%
Commercial Properties		

Residential Properties		
Family Units		
Single	8668	70%
Double	2189	18%
Multiple	1588	13%
TOTAL	12445	100%

PRESENTING THE VISION DOCUMENTS

Presentation of Ward Vision Documents

On the evening of December 6th, approximately 300 citizens from the ten wards packed the Rotary House of Friendship to present their completed Ward Vision documents to city government officials. Those present were the Mayor P.R. Ramesh, Commissioner Sreenivasa Murthy and Special Commissioner Subash Chandra. Senior officials from major city agencies were also present including the Managing Director of the BMTC. The agency representatives listened as 6 citizens spoke about the structure and outcomes of the campaign. The citizens were firm and forceful in discussing the value of their participation and impressing upon officials why they should be involved.

Over 300 citizens at presenting of Ward Vision Documents event

PANEL DISCUSSION ON WARD RECI-P:

Senior government officials participating in Ward RECI-P panel discussion. After detailed discussion, the panel supported the idea of citizen involvement in revenue enhancement

GOING FORWARD:

- FEDERATING OF RWAs
- REGULAR WARD SABHAS
- JANAAGRAHA COMMUNITY DEVELOPMENT FUND
- INCLUDING THE CORPORATOR AT ALL LEVELS
- PROMOTING WARD RECI-P
- MULTIPLE AGENCY PARTICIPATION
- REGULAR THURSDAY MEETINGS ACROSS WARDS
- COMMUNITY INITIATED NEIGHBOURHOOD PROJECTS

GOING FORWARD:

- INCLUDING THE CORPORATOR
- GREATER USE OF MAPS
- FEDERATING OF RWAs
- JCRC: NURTURING COMMUNITY LEADERSHIP
- REGULAR THURSDAY MEETINGS
- REGULAR WARD SABHAS
- MULTIPLE AGENCY PARTICIPATION
- PROMOTING WARD RECI-P
- JANAAGRAHA COMMUNITY DEVELOPMENT FUND
- COMMUNITY INITIATED PROJECTS

Thank You