DRAFT SMART CITY PROPOSAL [FAST TRACK]
CITY PROFILE

ESTIMATED POPULATION - 2015
32 LAKHS
SEX RATIO (2011) LMC
15,40,249
16,59,752

Major City Roads
Connectivity & Morphology

Public
• 3%

NMT
• 3%

Private
• 47%

IPT
• 17%

ECONOMIC BASE
• Chisankari Industries
• Steel Furniture Industries
• Terracotta Toys Service Enterprise
• Tourism

ADVANTAGE
• Education Hub
• Administrative Capital
• Strategic Location
• Heritage & Culture

CITY BOUNDARY
NATIONAL HIGHWAY
STATE HIGHWAY
MAIN ROAD
ZONE MAP
ZONE 1
ZONE 2
ZONE 3
ZONE 4
ZONE 5
ZONE 6

CITY GROWTH
TIL 1995
1995 - 2002
2002 - 2012
2012 - 2030
LESS THAN 200 PPH
200 - 400 PPH
400 - 600 PPH
MORE THAN 800 PPH

PARKING
350 SQ.KM

AREA
15 KMPH
AVERAGE SPEED

PHYSICAL INFRASTRUCTURE

SERVICE LEVEL BENCHMARK
AVERAGE LAST 3 YEARS

62% COVERAGE OF WATER SUPPLY CONNECTIONS
71% COVERAGE OF TOILETS
57% COVERAGE OF EXHUMA WATER SUPPLY NETWORK
51% PERCENTAGE UTILIZATION OF MUNICIPAL SOLID WASTE
97% EFFICIENCY OF COLLECTION OF MUNICIPAL SOLID WASTE
40% WALKABILITY
13.2% CYCLABILITY
16 LAKHS LATEST FATALITY RATE
82.5% LITERACY RATE
19.5 LAKHS INTERNET USERS

CITY PROFILE
CITIZEN ENGAGEMENT

Spreading the Awareness that Leads to Cohesive Engagement and Transforms the Key Issues into Creating a Collaborative Value Chain for a Sustainable New Edition Lucknow.

32 LAKH
CURRENT POPULATION

32%
CITIZEN PARTICIPATED

The transitioning of Art City to Smart City emphasized in inculcating the Ideation of Creating a Sustainable Tomorrow. This was primarily based on engaging Citizens as the key Stakeholders in articulating the blueprint of New Edition Lucknow.

The Key Engagement Strategy included the right amalgamation of Online & Offline activities, which were performed and carried out in a synchronized and structured manner towards creating the basic awareness and optimizing the maximum participation of all age groups of the population.

ENGAGEMENT STRATEGY
CITIZEN ENGAGEMENT MODEL

Emphasis were put on measurable indexing of the sample size vis-a-vis the validation of key touch point(s)/propositions leading to convergence of need junctures and implementation viability in long term perspective.

AWARENESS 360 DEGREE PENETRATION STRATEGY

→ Digital Key Notes & Planning (Emotional Bond & Feel Good Factor)
→ Digital Distribution & Segmentation (Maximum Reach & Recall Factor)
→ Digital Consultation & Engagement (Participation of Stake Holders)
→ Citizen Engagement Sessions (Focus Groups on Issues & Concerns)

COHESIVE ENGAGEMENT
ONLINE ENGAGEMENT STRATEGY

→ Citizen Polling (Vote for your choice of ingredients towards making New Edition Lucknow)
→ Suggestions & Recommendations (Analysis & Segregation of Strategic Epicsenters)

COLLABORATIVE VALUE CHAIN

→ Data Analysis of Online & Offline Nodal Points
→ Amalgamation of online & offline strategy
→ Area Base Penetration & Need Analysis
→ Reach Vs Engagement Analysis for PAN City Development
→ Trend Analysis of Major Nodal Points of concerns raised in common

SUSTAINABILITY
LONG TERM STRATEGY DRIVEN BY VALUES

→ Validation of propositions leading to convergence in planning of all value drivers and formulation of Implementation Strategy
→ Viability of Urban Planning Strategy in long term perspective w.r.t Capability & Capacity Building
DIGITAL

- **Facebook**
  - Reach: 12,20,055
  - Likes: 45,980
  - Video Views: 25,345

- **Twitter**
  - Followers: 5,610
  - Impressions: 35,900

- **LinkedIn**
  - Followers: 300
  - Reach: 52,500

- **Instagram**
  - Followers: 837

- **YouTube**
  - Minutes Viewed: 9,041
  - Average Views: 7,172

**TTL STRATEGY (THE KEY ENGAGEMENT STRATEGY) A MIX OF ON-GROUND, ATL & BTL**

- **Digital SEO & SEM**
  - Implementation of keywords on various search engines by means of AdWords & display ads and supporting the initiative of converging Target Audience & Optimization of www.smartcitylucknow.com

- **Digital SEM & SMM**
  - Optimizing the campaign on all Social Platforms by means of organic and inorganic tactics.

- **Citizen Engagement Meets**
  - Organizing Public meets & seminars along with Distribution of collaterals in Large Corporate Houses & Industrial Areas, Market Places & Localities.

- **Media Coverage**
  - Regular coverage of activities and strategic outcomes of various focus group discussions in newspapers & running Radio Appeals to support the campaign.

- **LED Promotion Vans**
  - Caring out extensive citizen engagement meets towards maximum participation.

- **BTL Activations**
  - BTL Activations (Static & Dynamic) Billboards in more than 12 locations along with 5 LED Screens for awareness & recall.

- **Support Letters**
  - Support Letters from NGOs, Educational Societies, Corporate Houses & Industry Associations towards their participation in the implementation process.
STRATEGIC FOCUS AND BLUEPRINT

City Assessment

Citizen Engagement

SWOT

Strategic Focus

Strategic Blueprint

Vision

Goals

Projects

Strengths: Administrative Capital, Location & Connectivity; Heritage & Culture, Regional Hub – Educational, Medical, Trading

Opportunities: Tourism, IT Operational Centre, Riverfront Development, Green Areas

Weakness: Administrative Inefficiency, Increase in Traffic, Inadequate Public Transport Facilities, Poor Sanitation, Encroachments,

Threats: Migration, Pollution, Poor O&M, Uncontrolled New Construction, Unemployment, Citizen’s Behaviour
Utility Improvement, Smart GRID, PNG Network, Slum Improvement, Smart City Knowledge Centre

**Projects**
- Utility Improvement, Smart GRID, PNG Network, Slum Improvement, Smart City Knowledge Centre

**Goals**
- SG1: Ensuring basic services
- SG2: Innovative ICT interventions, utility duct, smart metering, augmentation and strengthening of networks etc.
- SG3: Energy efficient solutions like solar energy and LED based street lighting.

**Strategic Focus**
- LIVABLE – JEEVANT LUCKNOW

**Strategic Blueprint**
- Improved Basic Infrastructure Services

**Visions**
- Quality of Life
MOBILITY – SUGAM LUCKNOW

Strategic Focus

Integrated Smart Public Transportation

Strategic Blueprint

Transformative

Visions

SG1: Sustainable smart traffic solutions that are technology enabled

Goals

Projects

Integrated Traffic Management System, Smart City Surveillance System, Smart Solutions for Existing Parking, ICT for City Bus Services, Smart Bus Shelters, Unified Smart Mobility Card [Integration Infrastructure], Urban Mobility Nodes
Strengthening &
Augmentation of
Sewerage
Network, Solid
Waste
Management,
Sanitation with
individual
household,
public and
community
toilets

Projects
Strengthening &
Augmentation of
Sewerage
Network, Solid
Waste
Management, Sanitation with
individual household, public and
community toilets
Strategic Focus

PROSPEROUS – SMRUDDH LUCKNAZOW

Strategic Blueprint

Harnessing the strength of heritage and culture for economic development

Visions

Leverage & Inclusive

Goals

SG1: To rejuvenate the existing heritage buildings by ingenuous initiatives.
SG2: Amalgamation of old and new Lucknow to enhance tourism.
SG3: To ensure increase in tourist stay duration in the city.
SG4: To encourage Chikankari handicraft, Cusine and cultural activities like kathak dance & classical music.
SG5: Support system to facilitate various economy generating sectors.
SG6: Skill development and enabling infrastructure for handicraft industry.
SG7: Harnessing on existing resources to create employment opportunities.
SG8: Capitalizing on heritage assets of the city
SG9: To ensure responsible and efficient monetization of assets.
SG10: To ensure well organized management of revenue streams
SG11: Adopt technology to enable better delivery of services to the citizens.
SG12: To create a more responsive administration, improved governance.
SG13: Integrating ICT across the city using GIS.
SG14: Induce sense of ownership among citizens.

Projects

AREA SELECTION – APPROACH & METHODOLOGY

1. IDENTIFICATION & DEMARCATION OF MUNICIPAL AREA
2. CITIZEN OPINION & ENGAGEMENT & OPINION OF ELECTED REPRESENTATIVE
   DISCUSSION WITH URBAN PLANNERS AND SECTOR EXPERTS
3. OBJECTIVES & AREA IDENTIFIED
4. CRITICAL TO CITY'S IDENTITY AND VISION ISSUES CONCERNING BASIC INFRASTRUCTURE FUTURE DEVELOPMENT POTENTIAL MAXIMUM IMPACT ON PEOPLE SOCIOCULTURAL SIGNIFICANCE AND IMPACT
   DISCUSSION WITH STATE GOVT., MLA'S, LINE DEPARTMENT OFFICIALS, DIVISIONAL COMMISSIONER, DISTRICT ADMINISTRATION AND STATE OFFICIALS CORPORATORS/ RWA
5. PROJECTS IDENTIFIED AS PER THE SWOT, VISION & GOALS AND STRATEGIC BLUEPRINT
6. DISCUSSION AND IDENTIFICATION OF SUPPLIERS/PARTNERS/VENDORS FOR PROJECT FEASIBILITY AND IMPLEMENTATION

CITY PROFILE
- CITY IDENTITY
- HERITAGE & CULTURE
- DEMOGRAPHY
- SWOT
- CITY GROWTH
- EASE OF REPLICABILITY

IDENTITY OF THE CITY

CHOSEN AREA BASED DEVELOPMENT METHOD
RETROFITTING

32%

FOUR AREAS SELECTED
1. HUSSAINABAD & CHOWK AREA
2. QAISERBAGH
3. AMINABAD
4. MAHANAGAR

CITIZEN POLL RESULT
QAISERBAGH IDENTIFIED

AREA DELINEATED AND DISCUSSED FURTHER WITH URBAN PLANNER & OFFICIALS

FURTHER CHANGES MADE AS PER THE RECOMMENDATIONS FROM VARIOUS AUTHORITIES

FINALIZED AREA
Area Based Development – Land Use Pattern

LAND USE PLAN & AREA LANDMARKS
- Governmental Public Sector
- Institutional Area
- Residential/Commercial Area
- Residential Area
- Commercial Area
- Heritage Area
- Green Area

- PLANETARIUM
- UPSC OFFICE
- GENERAL HOSPITAL
- HARI BHARADARI
- CHATTAR MANZIL
- KD SINGH BAZI STADIUM
- HOTEL CLARK AWADH
- SIBTI ABAD IMAMBARA
- BALUMPUR HOSPITAL
- CHRISTIAN COLLEGE
- RAMLE-GAM CLUB
- BUILT FORM
- GREEN SPACES
- ASI BUFFER ZONE

Heritage Buildings: 10%
Commercial Area: 14%
Open/Green Spaces: 18%
Institutional Area: 20%
Residential Area: 38%
Project Jeevant Lucknow [LIVABLE]
- Strengthening & Augmentation of Drainage network
- Strengthening & Augmentation of Water Supply Distribution Network
- SCADA
- Underground Distribution Cabling & Relocation of Electricity Transformers
- Energy Efficient Street Lighting [LED based with network redesign]
- Utility Duct [Electricity, Water, Telecom, OFC, PNG]
- PNG Network
- Solar Rooftop PV
- Rain Water Harvesting
- Waste Water Treatment & Reuse Infrastructure works & Facilities etc. of Slums
- Night Shelters
- Smart City Knowledge Management Centre- chakbast road

Qaiserbagh or Kaiser Bagh is a complex in the city of Lucknow, located in the Awadh region of India. The site includes several buildings and gardens that was constructed under the order of Nawab Wajid Ali Shah, who envisioned the place as a paradise.

Qaiserbagh is the chosen retrofit area. It is the area that merge the old & new Lucknow which makes it unique destination of the City. The challenges of this area are pluging in the smartness in an existing area. The ideas is to provide the basic level of services along with the smartness of scalability and replaceability within the citywide area.

Project Sugam Lucknow [MOBILITY]
- Pedestrian Infra & Street Furniture
- Pelican Crossing for Interconnecting Parks (Begum Hazrat & surroundings)
- Cycle Track
- Variable Message Signs
- Urban Mobility Nodes
- Smart Multilevel parking
- Parking Solutions for Off Street Parking
- Smart Parking Solutions for On Street Parking
- Smart penalty System [Temporary Encroachment Regulation & Penalty System]
- Road & Junction Improvements
- CCTV Camera
- Emergency Call Points
- Modern Police Kiosks

Project Swachh Lucknow [Clean]
- Sewerage
- Sewer Line along Nallahs (Intercept)
- Strengthening & Augmentation of network
- Solid Waste Management
- Door to Door Collection [GPS for vehicle tracking & ICT for User Charge Collection]
- Smart Road Bins [Sensor based]
- Smart Community Bins [Sensor based]
- Road Cleaning Equipments
- Sanitation: individual household, public and community toilets (up gradation of old and inclusion of new)-36

Profile
- Strengthening & Augmentation of Drainage network
- Strengthening & Augmentation of Water Supply Distribution Network
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- Underground Distribution Cabling & Relocation of Electricity Transformers
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Project Smruddh Lucknow [PROSPEROUS]
- Awadh Walk on Thandi Sadak
- Awadh Point - Central Recreation Space [Begum Hazrat Mahal Park, Lakshman Park & Sarojini Naidu Park]
- International Culture & Heritage Centre at Chhattar Manzil
- Tourist Information Centre at Sibtainabad Imambara
- Façade Lighting & Restoration of Lal Baradari
- Archaeology Research & Heritage Centre at Roshan-ud-daula Kotli*
- Public Library at Darshan Vilas Kotli*
- Heritage Conservation Institute at Kotli Gulishtan-e-eram*
- Cultural Club at Rafh-e-aam Club*
- Restoration of Moris Market near Qaiserbagh Crossing
- Beautification of Parks/Greens & Establishing Open Gyms & Wifi Hotspots
- Gomti Riverfront Development
- City Branding Initiatives

Profile
- Strengthening & Augmentation of Drainage network
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- Poor Utility Service
  - No Sewerage
  - Open Defecation
  - Electricity Pilferages
  - Low Solid Waste Coverage

- Mobility
  - Traffic Congestions
  - On-Street Parking
  - Parking Issues
  - Transportation Issue

- Green / Open Spaces
  - Unused Green Spaces
  - Unutilized / Polluted Gomti River

- No Use of Renewable Energy Source

- Heritage & Buildings
  - Heritage Buildings are not Potentially harnessed
  - Lack of Promotion for Heritage and Tourism
  - Unused Heritage Building
The urban mobility for theaiserbagh area consists of various identifiable solutions by forming various loops and vehicular movement for the main zone. The zones are divided based on the characteristics and major usages of the area. Based on the zones four nodes were defined to serve the intermodal transportation and also function as providing basic solution of transportation parking and utility services like E-Savida Kendra, public bio toilets, smart cards, bicycle hiring point, information centre etc.

MAIN ARTERY ROAD – M.G ROAD
The main artery of the Qaiserbagh area is served by the M.G Road connecting Chowk Areas, Rajbhavan, Hazratganj Chaura, Trans-Gomti Area etc.
Area Based Development – Project Smruddh

STRATEGIC LOCATION - CENTRALIZED RECREATION SPACE

AMALGAMATION OF OLD & NEW AREA

The selected area of Qaiserbagh is a merging location for the city of Lucknow depicting Old and New Lucknow with Preserved Culture and Heritage. The old areas include Chowk area, Aminabad and Charbagh.

ART CITY TO SMART CITY

Lucknow

1. Central Recreational Space
2. Cultural Heritage Center
3. Community Center / Museum
4. Residency
5. Cultural Hub & Mobility Node
6. Tourist Information center & Booking
## PROJECT COST AND FUNDING

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<th>PPP</th>
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- PPP = Public Private Partnerships
- AMRUT = Atal Mission for Rejuvenation and Urban Transformation
- SBM = Swachh Bharat Mission
- IPDS = Integrated PMI Development Scheme
- 14th FC = 14th Finance Commission
- LMC = Local Municipal Corporation

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|          |  11% |  45% |  9%  |  1%  |  5%  |  0%  |  17% |  2%  |  11% |  1%  |
MoU’s Signed with
1. Directorate of Traffic Police
2. Lucknow City Bus Transport Corporation
3. UPSRTC
4. Lucknow Development Authority
5. State Archaeological Department
6. LMRC
7. Directorate - UP Tourism
8. MVVNL/LESA
9. PWD
10. Irrigation Department
11. UPHDB