Role of Business in improving cities – the idea of City Connect

Conversations on Urbanisation
April 24, 2014
WE HAVE A ZILLION MENTAL SNAPS ABOUT THE STATE OF OUR INDIAN CITIES

THE QUESTION IS

DO WE STAY WITH BUSINESS AS USUAL?

OR

DO WE DO SOMETHING ABOUT IT?
Guess Who is missing?
Business in **Trade union** mindset when it concerns cities

- Better fix the place

- Please fix my woes
We had a deal. It's broken!

Better fix the place

Please fix my woes

Contract

We the Business

We the Government
A **Dysfunctional city** is not a tangible line item in a firms’ balance sheet.
If a city works, Businesses profit!
A City Task Force

Engagement Models
A City Task Force

National Urban Renewal Mission

Engagement Models
A City Task Force

National Urban Renewal Mission

Engagement Models

A Collaborative platform

Partnerships for Change
A city accountability platform
Reduce corruption to yield more revenue.

Remove discretion, Trust the citizen
Collaborating for better city roads: Tender SURE
City Connect role
- Advocacy
- Designs
- Funding ₹85 lakhs

Government role
- Accept proposition
- Implement
- Funding ₹300 crs

Collaborating for better city roads: Tender SURE
STONE AGE.
BRONZE AGE.
IRON AGE.
GARBAGE?
Advocacy, Planning and Assistance

- Mandatory segregation at source
- From NIMBY to YIMBY
- Extended Producers’ Responsibility
- 85-90% reduction in waste to landfill
North by NorthEast?
Be the **change** you want **Others** to be

A Sign for our times?