

# **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**?

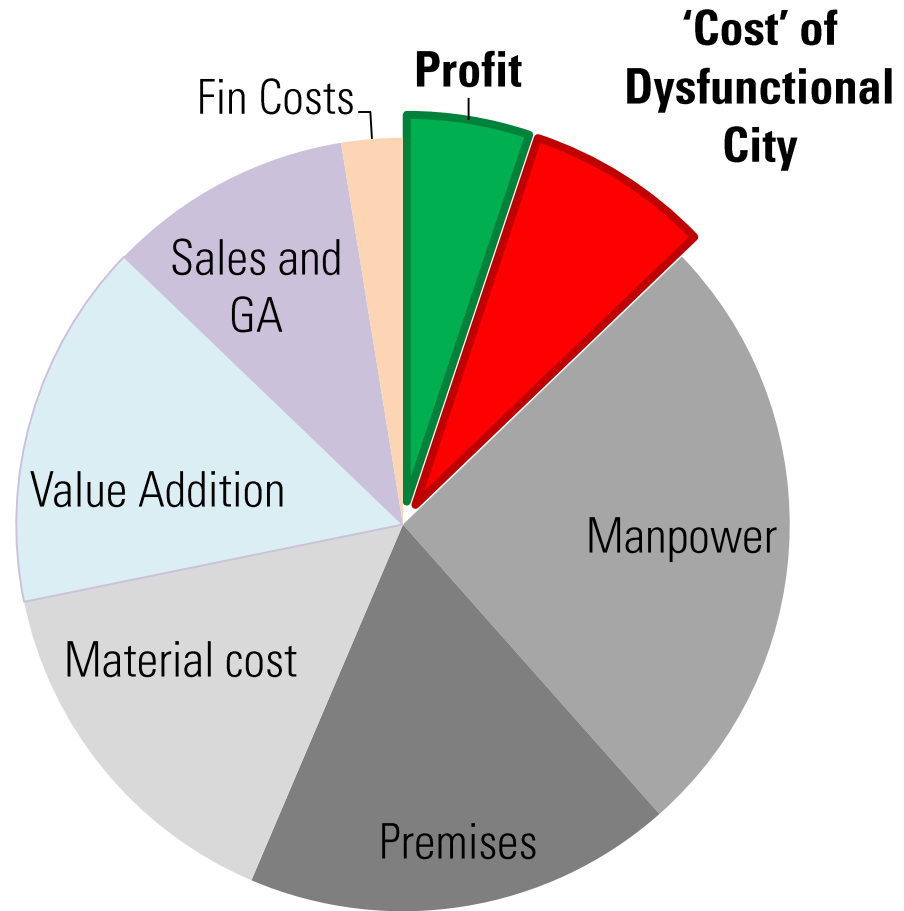
Business in  
**Trade union**  
mindset when it  
concerns cities



We had a deal.  
**It's broken!**

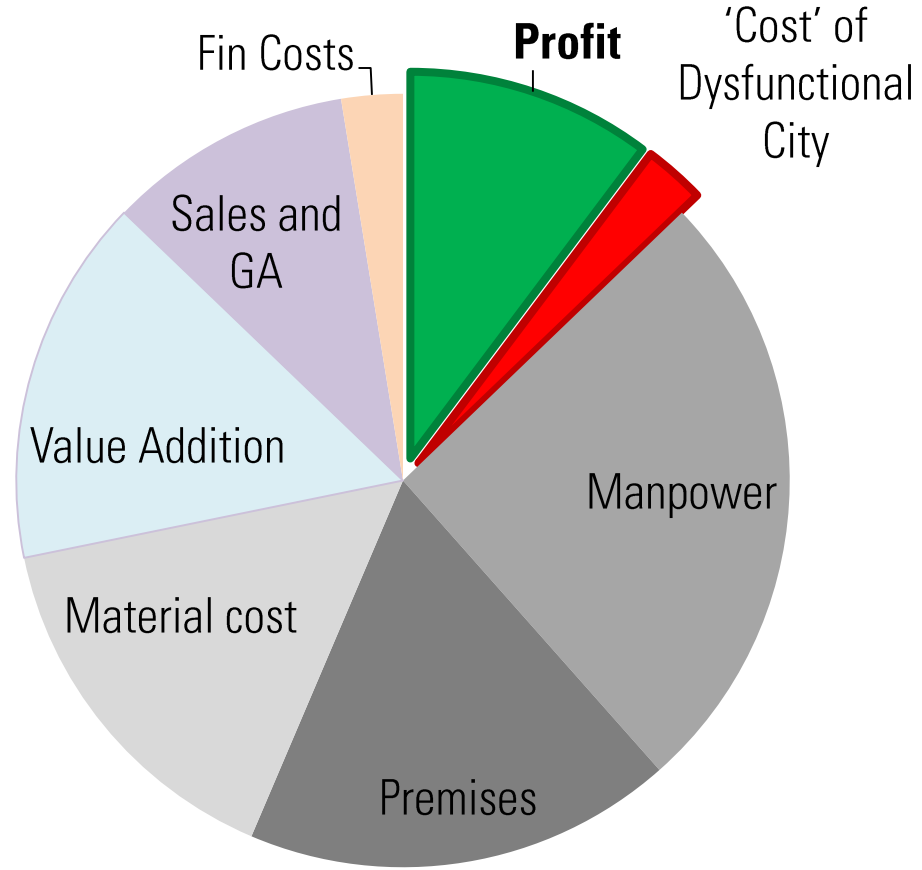


A **Dysfunctional city** is not a tangible line item in a firms' balance sheet



**There are hidden costs**

If a city works,  
**Businesses profit!**



**It's beyond CSR**



## A City Task Force



*Engagement Models*





## A City Task Force



## National Urban Renewal Mission



*Engagement Models*



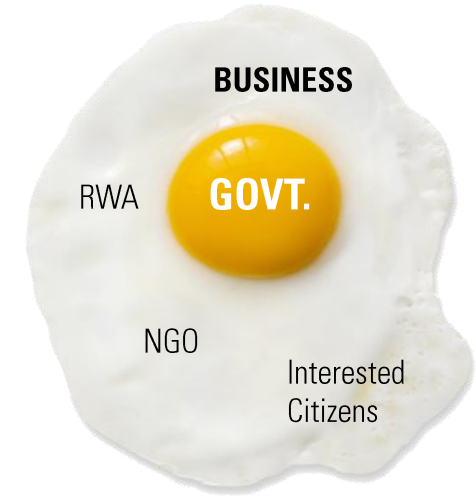
A City Task Force



National Urban Renewal Mission



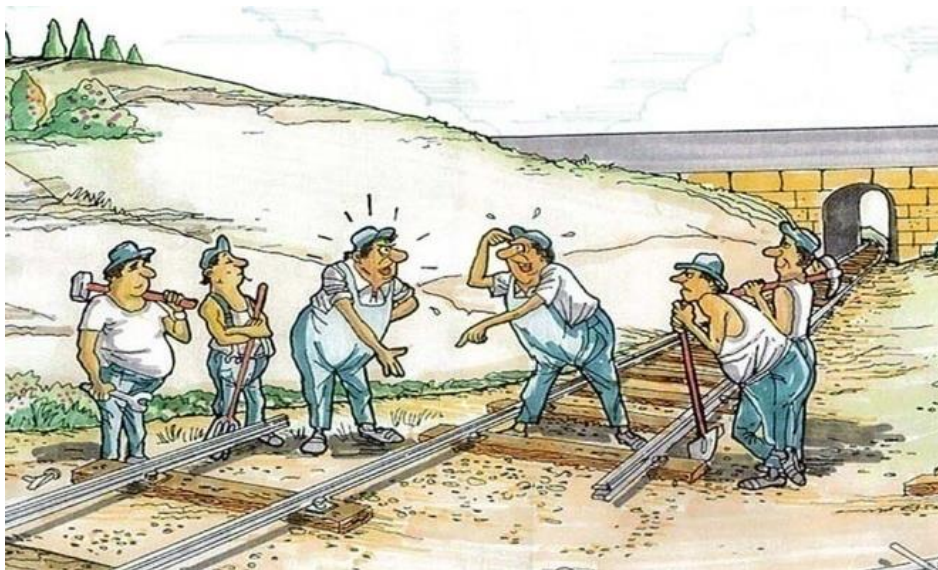
*Engagement Models*



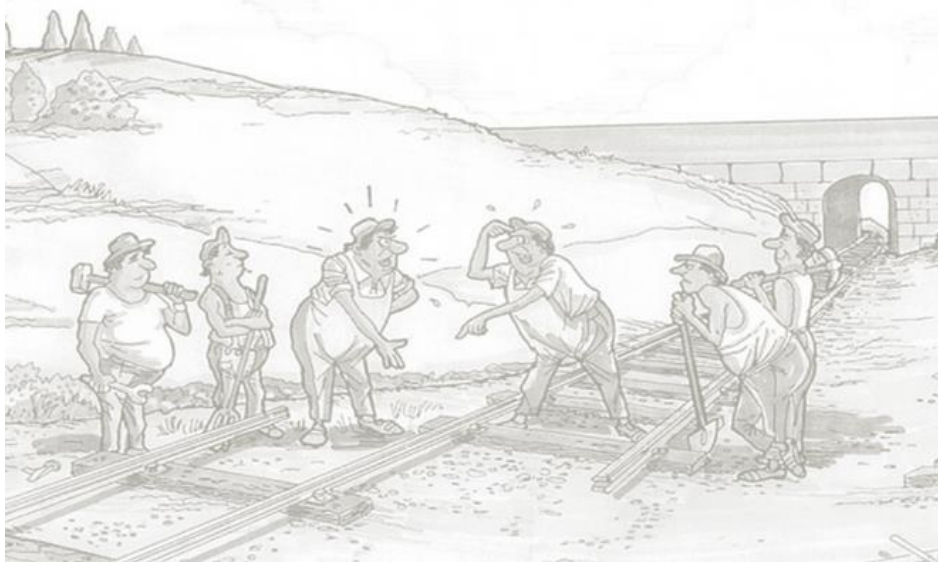
A Collaborative platform



# 1



# 1

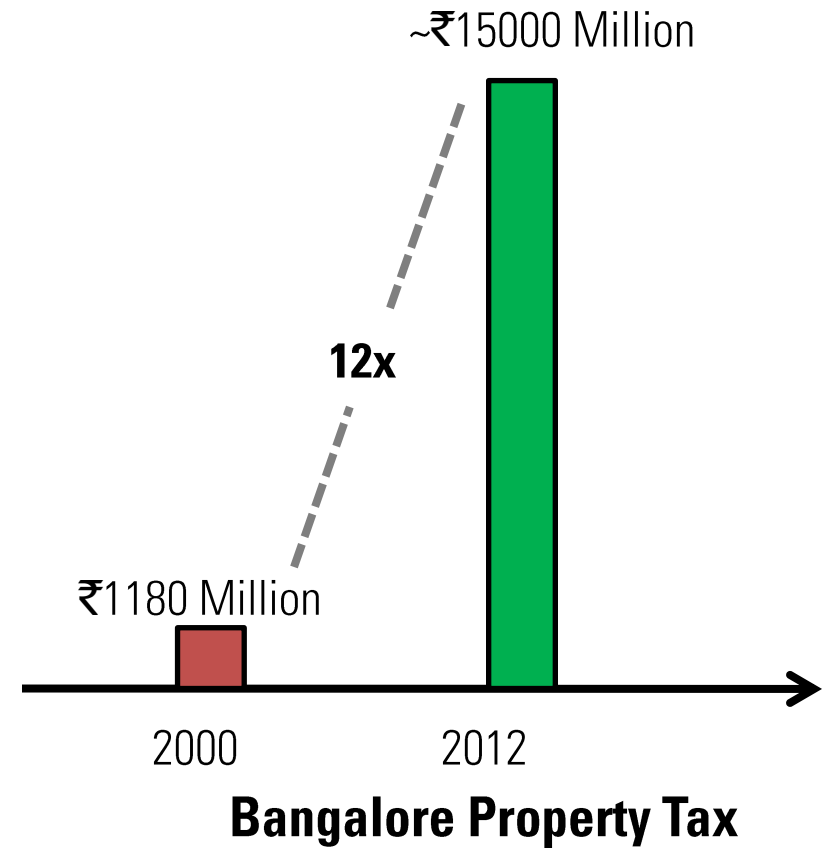


**A city accountability platform**

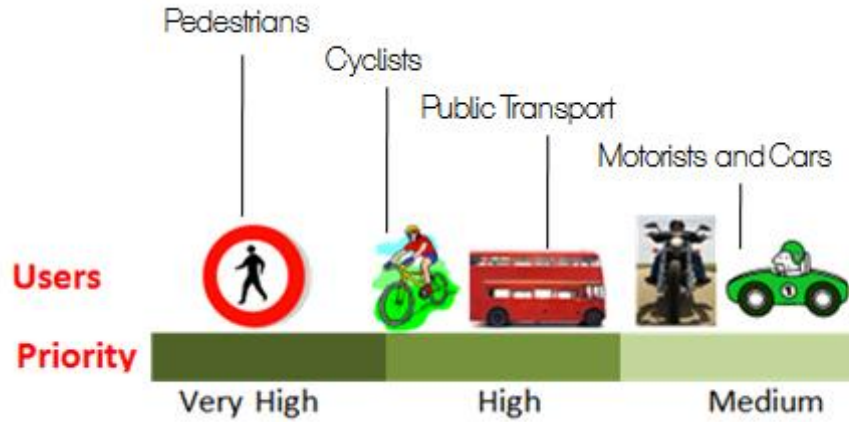
# 2

Reduce corruption to  
yield more revenue.

**Remove discretion,  
Trust the citizen**

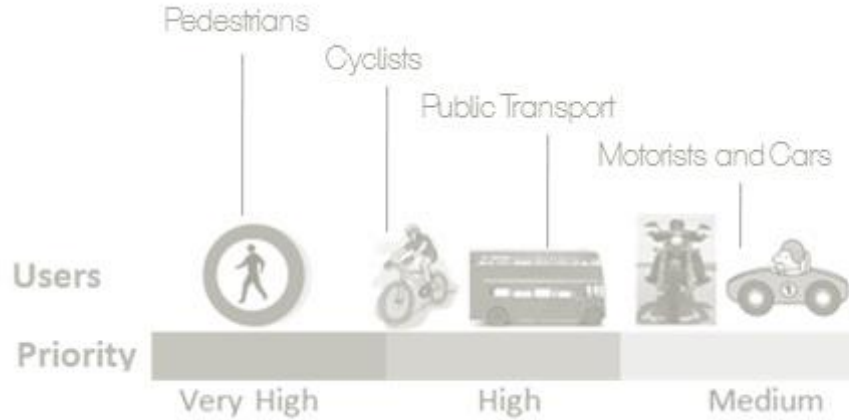


# # 3



Collaborating for better city roads: **Tender SURE**

# # 3



## City Connect role

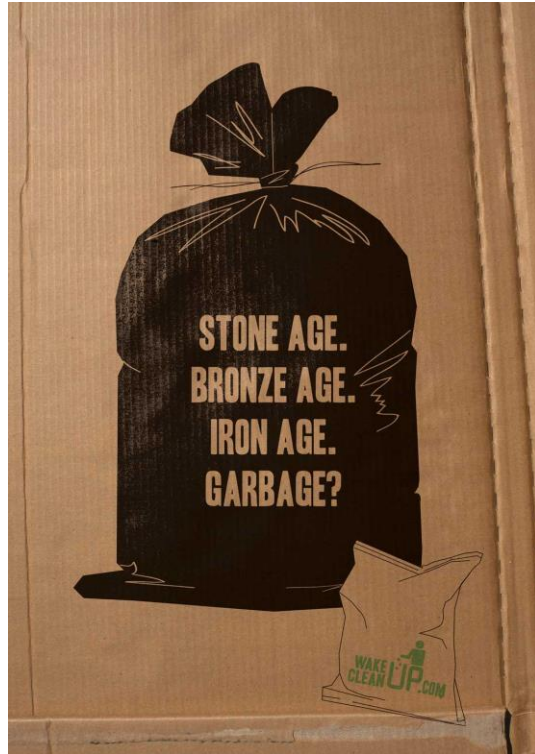
- Advocacy
- Designs
- Funding ₹85 lakhs

## Government role

- Accept proposition
- Implement
- Funding ₹300 crs

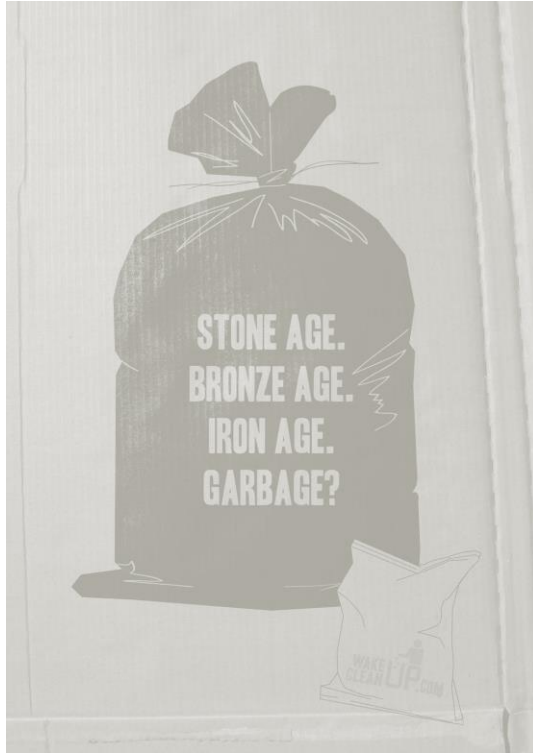
Collaborating for better city roads: **Tender SURE**

# 4





# 4



## **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?**

A large, white billboard is mounted on a metal structure against a clear sky. The billboard features the text "Be the change you want Others to be" in a bold, black, sans-serif font. The billboard is supported by several thin poles and a larger central pillar. A small blue rectangular sign is visible on the underside of the billboard structure.

Be the **change** you want  
**Others** to be

**A Sign for our times?**