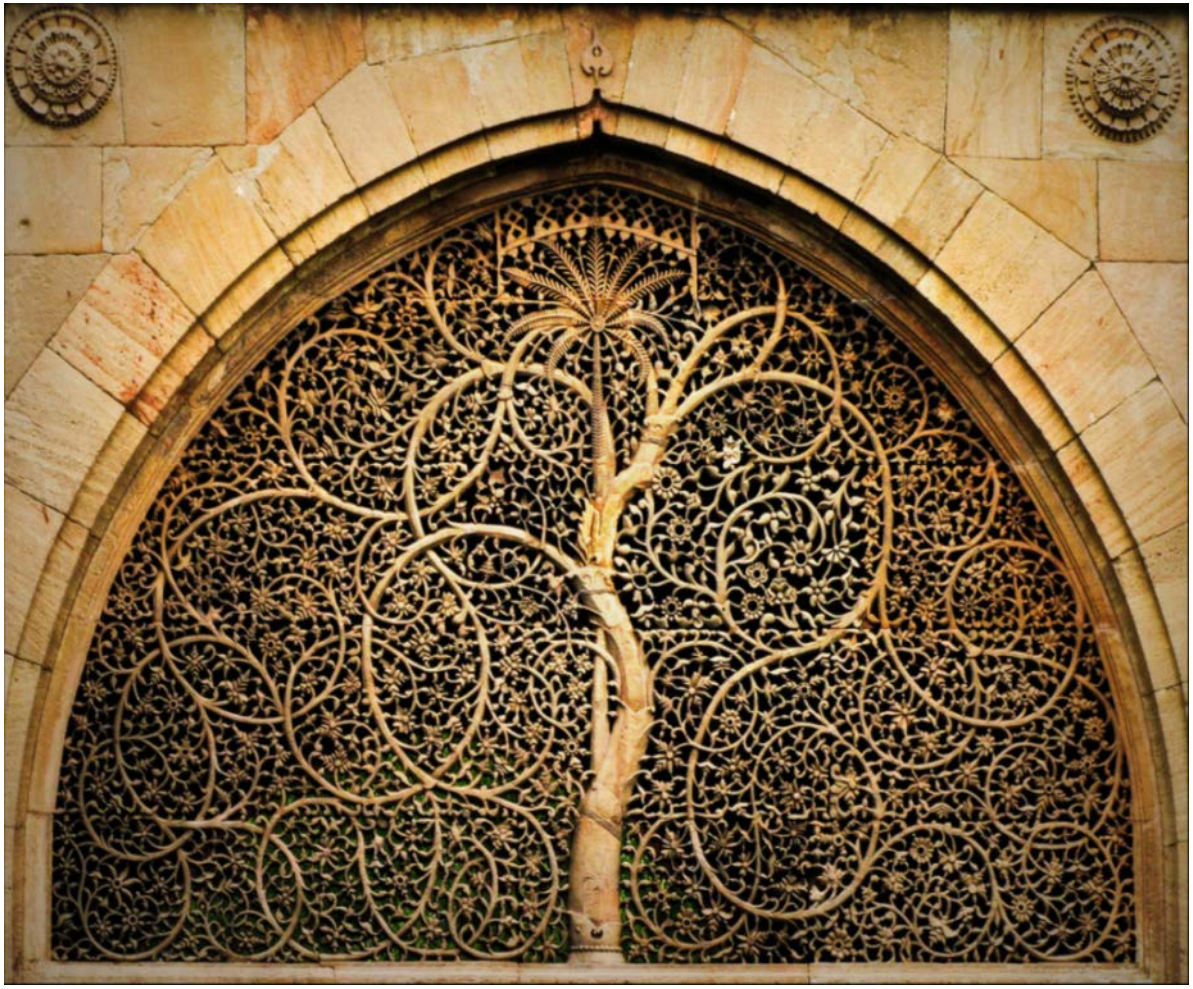
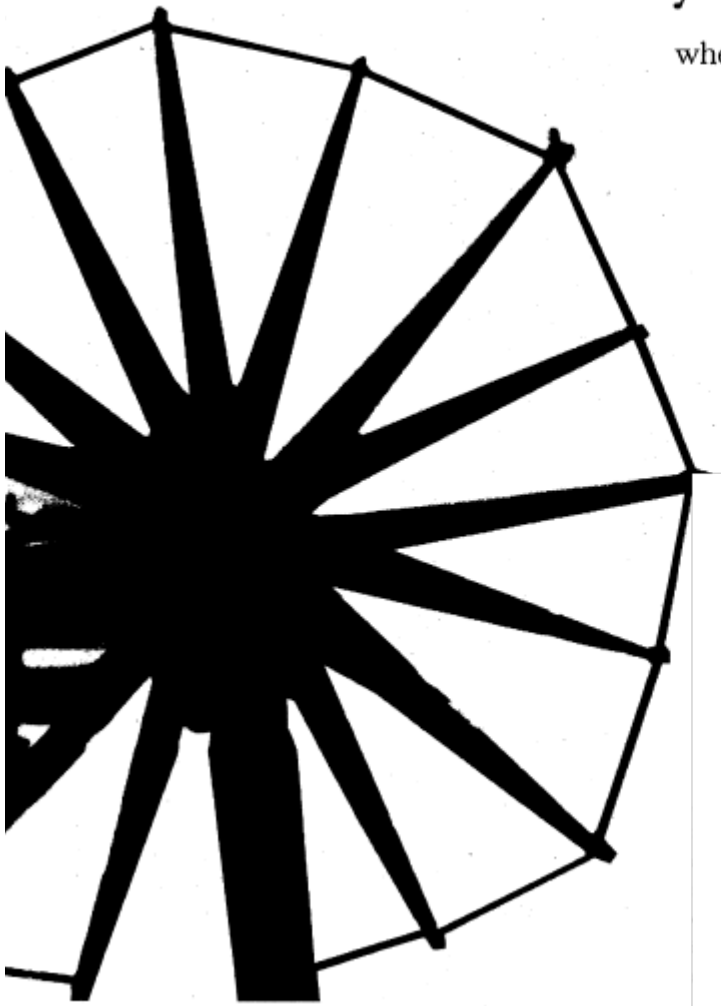
Ahmedabad



Keshav Varma
The World Bank Institute
American National Standards Institute (ANSI) Joint Member Forum
April 4, 2013

The city



where Satyagraha's blueprint was drawn.

The city where the Charkha,

the symbol of self-reliance was set in motion.

The city which nurtured Freedom's greatest leaders.

This, our city, pays tribute to 50 years of free India.

- **Freedom's cradle**
- **Visionary Leadership**
- **Vibrant business centre**
- **Entrepreneurship**
- **Educational excellence**
- **Cultural heritage**
- **Citizen participation**

Ahmedabad Municipal Corporation – 1994

- Bankrupt City Government
- Collapse of public services: Plague
- Low capacity, accountability and political conflicts
- Lack of professionalism
- Negative public image: insular, isolated, non-transparent
- Disconnect with the city and citizens
- Low morale of employees

- Supersession of Municipal Corporation

Actions

- Prioritization
- Accountability
- Professionalization
- Visible action
- Civic awareness

Turning the face of organizations towards the people - We Mean Business

Actions

- Inclusive Governance
  - political
  - Business and industry,
  - Architects and urban planners
  - NGOs
  - Young professionals
- Positioning and brand image of the city
- Pride

Turning the face of organizations towards the people - We Mean Business

Innovations

- Ahmedabad City Bond: *a Paradigm Shift*
  - Credit Rating
  - Instrument of good governance
  - Assertion and recognition of the maturity and confidence of local body
  - New equation between city government and provincial/ central government
  - Sustainable financing for infrastructure: 4 bonds floated till date

Awarded " Best Financial Management System" by CRISIL

Turning the face of organizations towards the people - We Mean Business

E – Governance

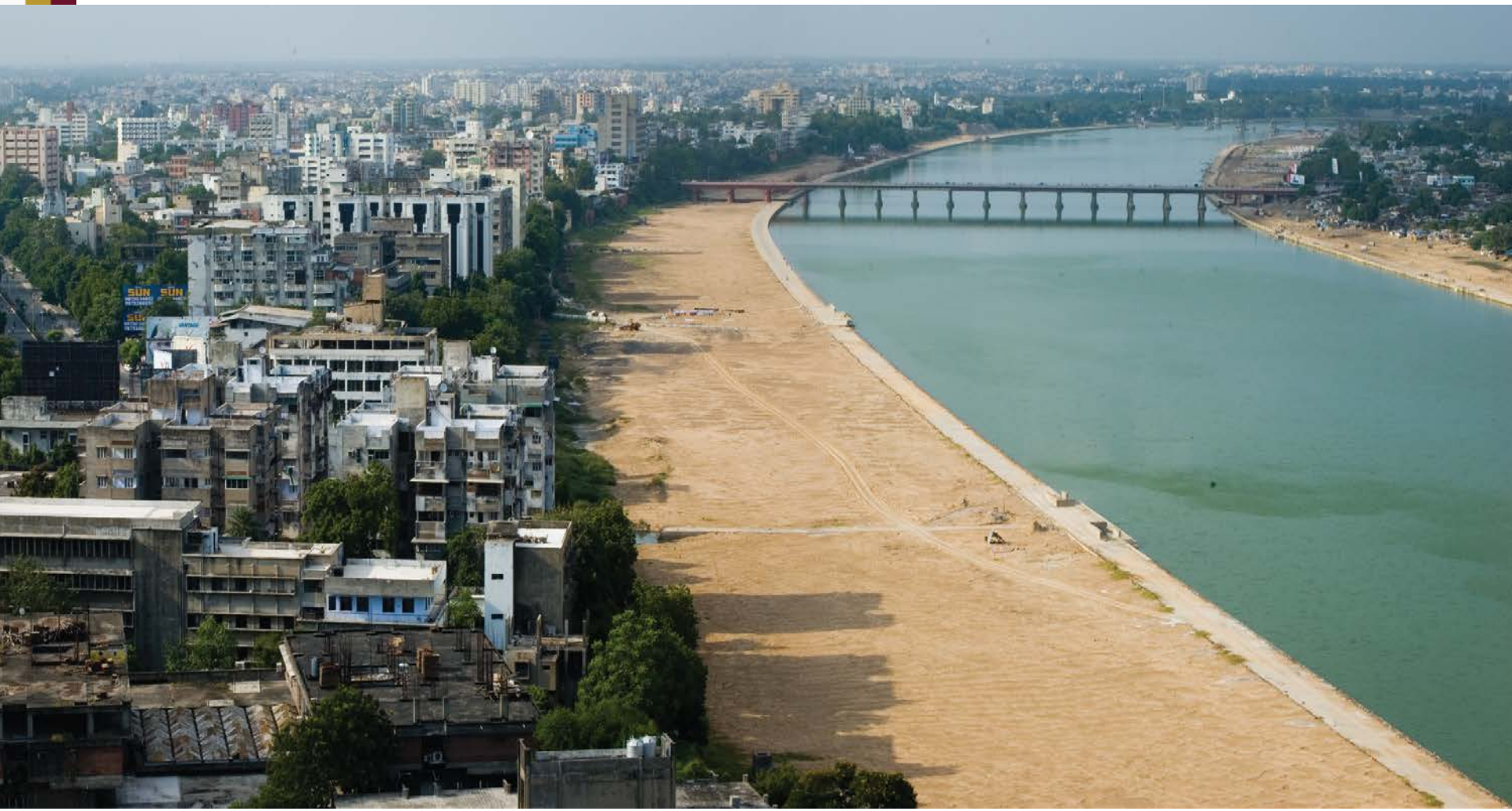
E- Governance has addressed and resolved some major challenges such as:

- Property Tax (Self / Voluntary Assessment)
- Building Permissions
- Professionalism
- Transparency and Information

Turning the face of organizations towards the people - We Mean Business

Innovations

- **Sabarmati River-front development**



Innovations

- **Bus Rapid Transit System**

SUN
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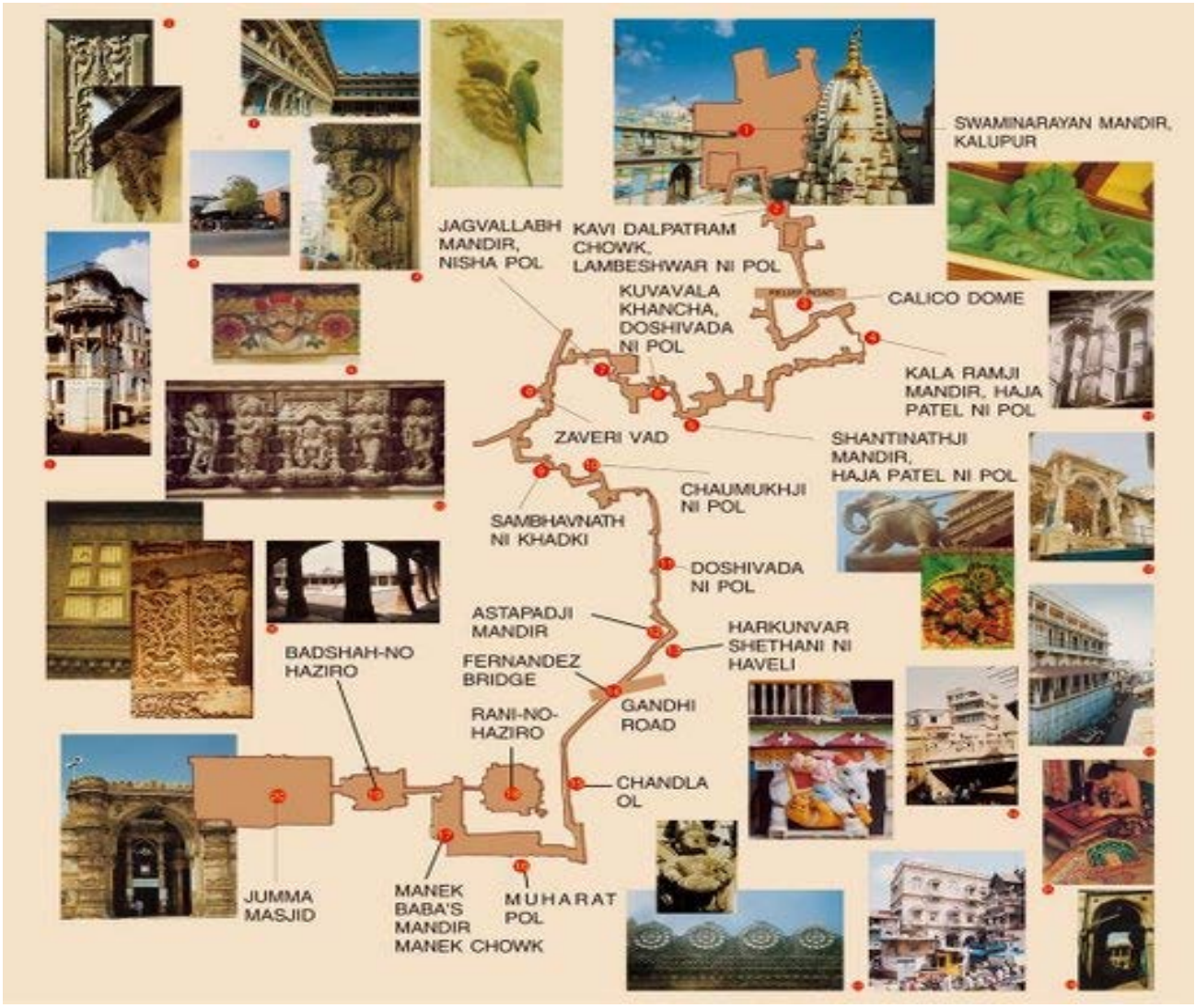
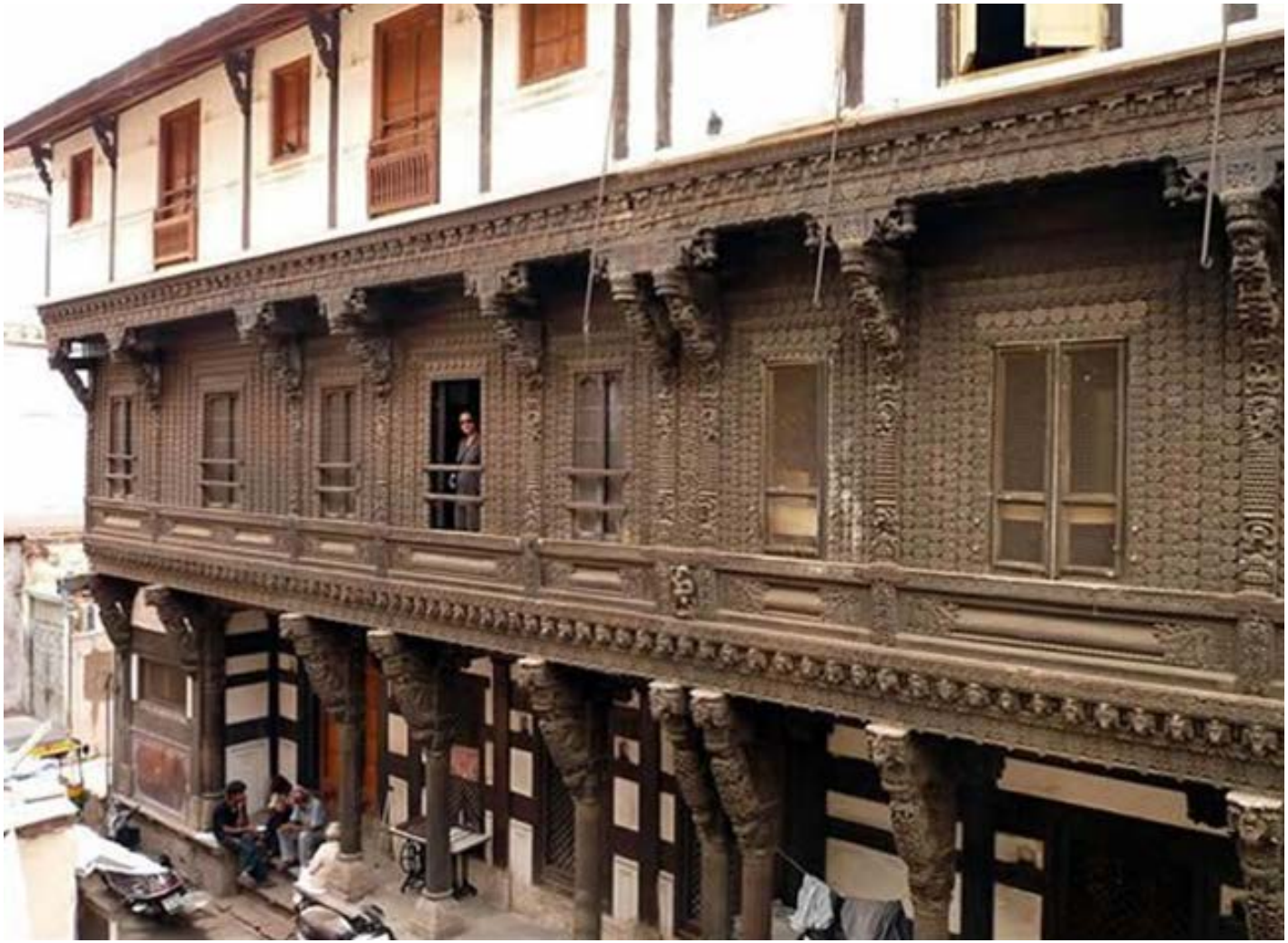
Innovations

- **Heritage Walk**





Reflections

- For whom do we create the city?
- Positioning and brand image
- Smart City attributes - innovation, inclusivity and enterprise
- Pride
- Compliance and standards