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

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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*

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E – Governance

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

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

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Innovations

- Sabarmati River-front development
Innovations

• Bus Rapid Transit System
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