

 ORANGE

PEOPLE
PROJECT



CENTER FOR
THE LIVING CITY



"It is such a delight to drive on this road...."

"I don't feel safe in this area!!!!"

"Ugh! the roads are very bad here."

"Woah! I didn't know about this heritage site within the city."

Project Title: **Orange People Project**

Project Location: **Nagpur, Maharashtra**

Nagpur- Orange city



Nagpur, the second capital of Maharashtra, geographically in the centre of India, and the city held famous for its Oranges, hence the name, ‘Orange City.’ Demographically increasing everyday, it is one of the largest cities in India. Just like any other Indian city, with rapid urbanisation, constant infrastructure development activities, the grandeur of the elevated metro lines across the city, the city fell into a loop of trying to prove itself to being a smart and a sound city in the Indian subcontinent. But, somewhere down the ride, the people of Nagpur have a weird sense of losing their image and character. With newer fittings came newer problems, and these newer problems started to get their retro-fittings. The city has immense potential with a lot of educated middle-aged population, with a lot of green areas and a fairly flat terrain.

Problem Statement

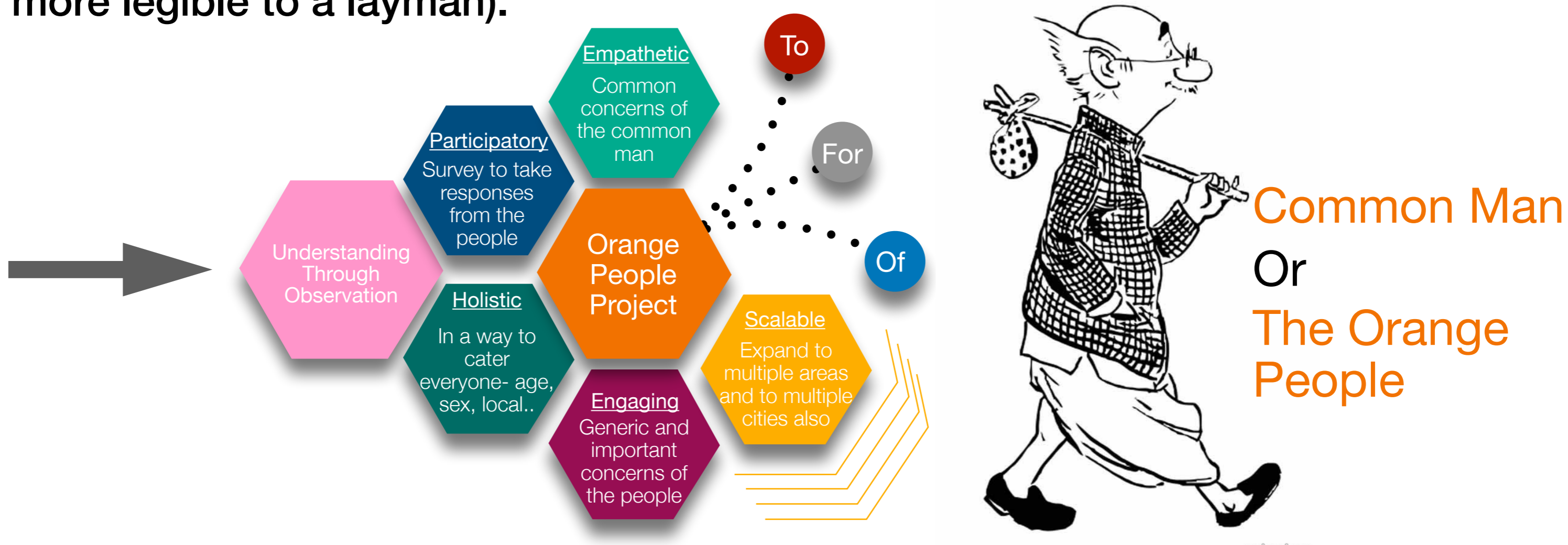
It is often observed that, the governmental and non-governmental organisations understand a peculiar problem in the city and act accordingly. But, it is also observed that these actions implemented do not have as much impact in the real scenario, especially in the Indian setting. After a heavy session of brain storming, it is deduced that the people of the city lack a clear picture about their own city. We often see it in the European cities, that people get-together talk and discuss about what and how their city has to be, they are always included in every policy decision taken by the law maker. This aspect was clearly lacking in India. We only see particular agencies making surveys and set number of people trying to be involved, and never the suggestions of a bigger sample, ie., the city. And bringing up such a radical thought into reality is a very outlandish attempt considering the kind of reservations the Indian culture has and also ideologies of the law makers.

Orange People Project is just an initial baby step towards this said bigger picture of curating people, crowd sourcing information from the people and letting people know about their city much better. In a way, it is a thought to include public participation into evaluating their city, only to know better and act better.

How did we arrive here?

Flâneur- a person who walks the city in order to experience it. He has no practical goal in mind. He isn't walking to get anything, or to go anywhere, but he is just there, observing his society. Sounds like our **आम आदमी**, the Common Man or affectionately called the Mango People in the Indian Context. He often observes the problems of ever evolving city, but has no push to act upon it. That's when it is realised that we should develop a project that makes the common man involve in the change and not just cater him with a solution without considering his side of the coin. That's when the idea of a public participatory design came in place. An urban intervention that is for the Orange city and its common man- *Orange People*.

Orange People Project proposes to start off as pilot project in Nagpur to try and test the set up of these public participatory booths for survey in a few locations in the city where people from, as young as, 8 to, as old as, 80 can pin point out the misfits in their city, by directly thumb nailing on their city map (the map, made more legible to a layman).



How to do it?

After a discussion with our mentor, Ar. Paramjeet Singh Ahuja, Ex-Chairman IIA-Nagpur, about our idea, which may not be a unique idea and is also a tried and tested form of survey; we looked into making our project more local to the Orange People. Hence, we checked out the International Making Cities Liveable Organisation's website and its idea of liveable cities, it stated that the adoption of planning and urban design decisions shall be made so that our cities and suburbs are more liveable for children, elders and the poor as well.

In the similar lines it is found in the Indian Ministry of Housing and Urban Affairs, which launched the 'Ease of Living' Index in January 2018 to systematically assess the cities against global and national benchmarks. And that is where we learned about the liveability index and its parameters in India. Nagpur ranks 31st in the country as of Jan 2018.



Illustration showing a person mapping on the map titled 'I feel unsafe here'

Category Pillar of Comprehensive Development

- Transportation/Mobility/ Walkability : **Physical**
- Safety and Security : **Social**
- Identity and Culture : **Social**

For the pilot project only these three basic categories are taken after a thorough study of liveability factors, as they can be mapped even by a layman, effectively; also becoming some of the most important concerns in a city for everyone, be it a local, a migrant, or even a temporary visitor.

A: Identity and Culture

Nagpur has quite a rich historical and political past that somehow has faded away with time. The fact that young generation of this city itself is unaware about it shows how the city fails to impact the culture and identity and so to overcome this an illustrative map showing all the major heritage and tourist spots of city is going to be placed, primarily targeting the school kids. This way, even children can participate to create a liveable city by becoming more aware of the surroundings.

B: Safety and Security

Safety and security in a city will always be a primary concern to its citizens. Especially looking into the women and children safety, the Indian Cities have somehow failed, and hence letting people come out and talk about it can make a difference. Urban scape in India has specially failed to create places for women to loiter. It's pathetic, but talking and pointing-out about it can make a change in perception holistically.



Illustration showing people interacting with the booth setup

The People can, now, identify and understand the map and pin up on them, looking into the Titles as.....

Safety and Security Map

I FEEL UNSAFE HERE

मला येथे असुरक्षित वाटते
मैं यहाँ असुरक्षित महसूस करता हूँ

Transportation and Mobility Map

THE ROADS HERE ARE BAD

येथे रस्ते वाईट आहेत
यहाँ सड़कें खराब हैं

Identity and Culture Map

I HAVE BEEN HERE

मी हे पाहिले आहे
मैंने यह देखा है

In the Languages of English, Hindi and the local Marathi for familiarisation.

C: Transportation/Mobility/Walkability

No city is complete when one cannot transit effectively. Road conditions are a constant problem in this city. With rapid urbanisation and recent metro works, the city's once wide and good roads are now a cause of concern for the people with all the potholes and missing crosswalks and confusing diversions. Often shown in newspapers like 'The Hitavada', this issue is a sounding concern to the public domain.



Illustration showing Kids and Elderly interacting with the booth setup in park environment

Stakeholders & Beneficiary

In a broader perspective, to understand the stakeholders of Orange People Project, it is the Orange People themselves and their own city is getting benefitted out of it. But, to effectively understand the stakeholders that have been involved in such activities before, or are quite interested in becoming one are enlisted below, and same is mapped out on the graph as expected.

Rotary club of Nagpur, Downtown - an International NGO with large reach, worked on various welfare activities.

Innerwheel Club, Nagpur - the Women-only Club under the Rotary Club

The Hitavada - Trusted Local Newspaper with flavour towards highlighting such humanist, social, cultural and welfare activities.

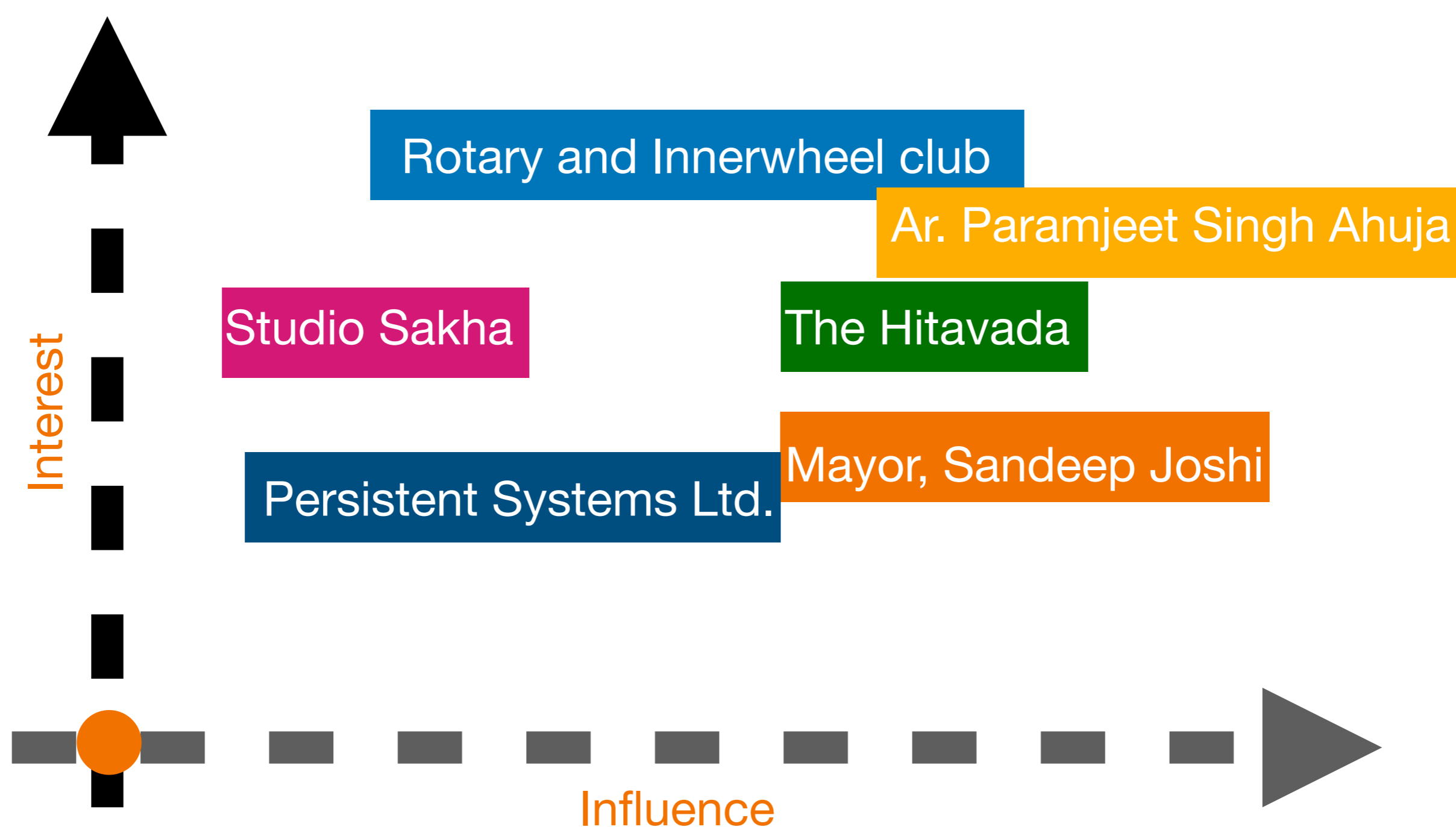
Ar. Paramjeet Singh Ahuja - Former Chairman of Indian Institute of Architects, Nagpur, also an associate with the 'International Making Cities Liveable Organization', and a man with ideas and special interest to support student initiatives.

Persistent Systems limited, Nagpur - Corporate Social Responsibility, one of the largest IT Organisations of Nagpur.

Mayor of the city, Sandeep Joshi - as a Local Governing Body who extended support to such positive initiatives in the city.

Studio Sakha - a independent organisation the conducts workshops and Heritage walks in and around the heritage sites in the city and its *wadas*.

Ar. Avantika Chitnavis - a renowned Architect and Urban Planner in Nagpur city.



Design Specification



The idea is actually not the booth design, but the map that is housed inside the booth. Three types of cartographic iterations have to be created to cater the three different types of categorisation.

Identity and culture map - more to the illustration kind and a tourist map type.

Safety and Security map - highlighting areas and the local landmarks for making it generalised and understandable, also showing the key road ways.

Transportation / Mobility / Walkability - showing all the roads, names, and highlighting local landmarks and areas

The booth design will vary with the site, be it made of wood, or mild steel, or salvage material, or just a map hanging. But, a proper booth set up with closing hook and hinge will measure about 2.1m in height x 1.8m in depth x 2.35m in width to accommodate two maps (number of maps can vary with site and applicability) and width is deduced based on the social distancing COVID 19 norms.

The booth also houses holders for sanitiser, a deck filled with thumb pins and counter to express a feedback.

Cost Estimate

Ideally, to setup a booth of this quality in public areas that are open and prone to vandalism, the costing is as follows:

Cost of Material : Rs 3000-4000/- (~\$45)

Making/Fabrication : Rs 1500/- (~\$20)

Contingency : Rs 500/- (~\$6)

Finishing/Painting/Lighting : Rs 500/- (~\$6)

Soft board : Rs 200/- (~\$3)

Map print on flex : Rs 240/- (~\$3.5)

Misc. (Pins/Banner) : Rs 1700-1800 (~\$24)

Total Cost : Rs. 4500-5500/- (~\$65) per booth

An additional fund or sponsorship apart from the offered grant can be worked out with the mentioned stakeholders, to scale the project.



Operation & Maintenance

The idea is to imbibe such a habit of participating in the stand-alone survey by mapping, which speaks for itself, into the public- is a huge task. And realistically speaking, people may not easily participate initially, though there is an aspect of anticipation of using something new, always existing in the common man.

At least, in the initial days, a person from the team can tag along the booth to make a conversation to person passing-by and generate some interest to invite them to participate and collect their valuable feedback to making constructive amendments into the format, shall be carried out.

Future Plan and Scalability: The idea of Orange People Project is as Scalable as possible, because the fundamentals are on the mapping and not any specific design of setup. Starting of initially in Metro/Bus stations, Airport, Schools, Colleges, and malls; with time, expansion into various key junctions of city, to major liminal spaces like a tea stall or local bus stop, which are otherwise places of constant gathering and just waiting.

Also, the Project idea is so vast that, may be with time if people are understanding their concerns effectively, all of the project can be shifted online, adding a ton of features and show through a realtime data of people talking about the city.

The idea of Orange People Project cannot be limited to the city of Nagpur alone, but India has numerous cities in the same line and a similar line of action can be performed.

Impact of the Project

If implemented, Orange People Project will be a successful attempt in the Urban Design level, all the credits to the people of Nagpur, or as we call them, the Orange People, they are an active community with a positive approach to such initiatives.

Once, the people start pinning up on the maps, it unknowingly creates an 'Awe-factor' with a lot of new information to the people. A elderly man who lived in one end of the city may not know about the safety on the other end, and is now more cautious. The young kid who has been in the city for 10 years, may not know about one of the heritage sites, it's new information. New temporary visitors are informed of unsafe areas. The road conditions will be in a clear picture to the authority to take action. And most important of all, women will get to speak of their city in terms of safety, which the cities fail to provide, but this Project gives them a voice.

Stakeholders will be benefited in their own ways of money or publicity, a boost in the self-worth of the city will also happen along side, just with a common man pinning a thumbnail on this own city map.

Hyperlink of video on YouTube

<https://youtu.be/o6Rs7Cr8LD4>

A building, even after the completion of the construction is still called a building and not built! And for a city, that's always evolving....

~~City Evaluated~~ City Evaluating!