Nurturing Neighbourhoods
Challenge

Shaping cities for young children and their families

CHALLENGE GUIDELINES

Ministry of Housing and Urban Affairs
Government of India

Smart City
MISSION TRANSFORM-NATION

The Ministry of Housing and Urban Affairs is the apex authority of Government of India to formulate policies, coordinate the activities of various Central Ministries, State Governments and other nodal authorities and monitor programmes related to issues of housing and urban affairs in the country. The Smart Cities Mission was launched by the Ministry in 2015 to promote sustainable and inclusive cities that provide core infrastructure and give decent quality of life to its citizens, a clean and sustainable environment and application of 'Smart' Solutions.

Bernard van Leer FOUNDATION

URBAN 95

Founded in 1949, the Bernard van Leer Foundation (BvLF) is a private foundation focused on developing and sharing knowledge about what works in early childhood development. It provides financial support and expertise to partners in government, civil society and business to help test and scale effective services for young children and families.

Urban95 is the Bernard van Leer Foundation's 30 million euro initiative to make lasting change in the landscapes and opportunities that shape the crucial first five years of children's lives. BvLF has supported programs in India since 1992.

WRI INDIA

WRI India, an independent charity legally registered as the India Resources Trust (IRT), provides objective information and practical proposals to foster environmentally sound and socially equitable development. It puts ideas into action to build transformative solutions that protect the earth, promote livelihoods, and enhance human well-being. WRI India's mission is to move human society to live in ways that protect Earth's environment and its capacity to provide for the needs and aspirations of current and future generations.

This page has been left blank intentionally

"

By enhancing the primary public domain of young children and their families to be safer and more stimulating for early childhood, the Nurturing Neighbourhoods Challenge can help lay the foundation for more robust social and economic development outcomes in Indian cities for decades to come... This includes walkable, mixed-use neighbourhoods that cater to the basics a young family needs within 15 minutes on foot; lively, green public spaces close to home that offer amenities for caregivers while allowing small children to explore safely; safe transport routes and transit systems that make it easy, affordable and enjoyable for families with young children to travel; and healthy environments with safe levels of air quality and low noise pollution; and lastly a vibrant community life that supports family well-being.

"

Shri Hardeep Singh Puri
Minister of State (Independent Charge)
Ministry of Housing and Urban Affairs

"

For a city to be responsive to all people, it needs to consciously address the needs of the most vulnerable groups. Incorporating an early childhood lens in city planning will support more holistic, people-oriented urban development.

"

Shri Durga Shankar Mishra
Secretary, Ministry of Housing and Urban Affairs (MoHUA)

> *"All children need to be nurtured during their earliest years. Proper nutrition, healthcare, responsive parenting, opportunities to learn and to play, and a safe and secure environment are critical during the early years. We are happy to see Indian cities take a lead via the Nurturing Neighbourhoods Challenge in ensuring that the city's young children have opportunities – including safe, green, playful spaces -that will allow them to reach their fullest potential later in life."*

Cecilia Vaca Jones
Executive Director, Bernard van Leer Foundation

> *"We believe that neighbourhoods friendly for infants, toddlers, and their parents and other caregivers is a sustainable and inclusive way to think about cities, with a focus on core infrastructure and better quality of life for its youngest residents, and ultimately all people. A focus on public spaces, mobility, access to services for young children, and other similar aspects supports their health and well-being. Cities that work for very young children are likely to work for all."*

Rushda Majeed
India Representative, Bernard van Leer Foundation

> *"We need to reimagine our cities as places where children can grow in a safe, nurturing and inspirational environment. This would require going back to basic principles of pedestrian-oriented cities by rebuilding streets, public spaces, public transport, access to facilities and utility services, and urban resilience."*

Dr. O.P. Agarwal
CEO, WRI India

CONTENTS

Executive Summary

Brief

The Nurturing Neighbourhoods Challenge ("the Challenge") is hosted by the Smart Cities Mission, Ministry of Housing and Urban Affairs, Government of India, in collaboration with the Bernard van Leer Foundation and with the technical support of WRI India. This Challenge aims to incorporate a focus on neighbourhood-level improvements in Indian cities that promote healthy early childhood development (0-5-year-old children) in the planning and management of Indian cities. By shaping urban neighbourhoods that work well for pregnant women, young children, and their families, cities can nurture strong communities, economic development, and better quality of life for all.

The Challenge

Through this 3-year initiative, selected Indian cities and their partners will receive technical support and capacity-building to pilot and scale improvements in public space, mobility, neighbourhood planning, access to early childhood services and data management across city agencies to enhance the physical and psychological health of young children and their caregivers. The first stage of the Challenge is an open call for applications from Government agencies involved in planning, development, provisioning, and management of services or substantial infrastructure area in any Smart City, Capitals of States and UTs, and other cities with a population greater than 5 lakh.

Nurturing Neighbourhoods Challenge

Young Children and Caregiver Friendly Neighbourhoods for Indian Cities

As per Census 2011, almost 37 million children under the age of 5 were living in urban areas across India.

Need for Early Childhood-Centric Approach in Indian cities

Research shows that the quality of experiences during the early years of a child's life, between the ages of 0 and 5, is critical for their long-term healthy development. A supportive ecosystem must extend outside the home – into streets, public spaces, and neighbourhoods. Yet the vulnerability of babies and toddlers is frequently not addressed in the planning and management of our cities. Millions of young children face unsafe road conditions daily, live in urban slums, and lack access to essential services and infrastructure.

By placing young children at the heart of urban planning and design, city leaders can create neighbourhoods that are supportive for all . The well-being of young children and their caregivers is the best measure of a vibrant, prosperous and healthy city.

A good start in life for its youngest residents is one of the best investments a city can make.

Five Objectives of ITC Neighborhood Framework

The <u>Infant, Toddler, Caregiver-Friendly Neighbourhood (ITCN) Framework</u> is a set of comprehensive guidelines by the Smart Cities Mission, developed in collaboration with the Bernard van Leer Foundation.
The guidelines provide cities with a roadmap for neighbourhoods where young children and their caregivers feel safe, explore, play and engage with their built and natural environment.

SAFE

- Safe to walk while daydreaming/ mentally distracted
- Structured, demarcated, space is assigned.
- Eyes on the street, trust of neighbours
- Slow
- Respectful of privacy

GREEN

- Comfortable and protected from the elements
- Quiet
- Bio-diverse
- Renewable and non-carbon energy sources
- Future-oriented, green technologies
- Visibly active public space maintenance
- Low-emission zones

ACCESSIBLE

- Legible
- Flexible
- Free of physical and virtual obstacles
- Clusters of services/ convenient
- Predictable and dependable, well-communicated services

PLAYFUL

- Attention focusing (not grabbing)
- Enveloping and protecting from distraction
- Challenging
- Committed to art
- Authored by and memorializing of the childhoods belonging to it

INCLUSIVE

- Listening and responding to needs of residents
- Even and thorough implementation of interventions
- Transparent processes
- Fair to all, not just 'owners'
- Objective, informed by data

WHAT CITIES CAN DO

Focus on data-driven neighbourhood improvements that promote healthy early childhood development.

Reimagine public open spaces for play and interaction

Photo Credits: Bernard van Leer Foundation

Adapt public spaces with early childhood amenities

Photo Credits: Municipality of San Jose, Costa Rica via qcostarica.com

Make streets safe and walkable for young children and their caregivers

Photo Credits: Bernard van Leer Foundation

Improve access to early childhood services, such as Anganwadis and health centres

Photo Credits: Bernard van Leer Foundation

CHALLENGE PROCESS

PHASE 1

APPLY ▶▶ **PILOT**

November 2020 - January 2021:

Open call for applications

February- July 2021:

Cohort of up to 20 selected cities will be provided technical support to improve their applications and implement tactical pilots

PHASE 2

▶▶ **SCALE**

August 2021 - July 2023:

Based on the quality of their proposal, readiness, and commitment, up to 10 winning cities will be selected by an independent jury to receive further technical and capacity-building support over two years

WHO CAN APPLY

Smart Cities
+
Other cities with population above 5 Lakh
+
Capitals of States and UTs

Municipal Corporations, Development Authorities, Smart City SPVs, Urban Transport Agencies and other similar agencies

Partnerships between agencies are encouraged

* Other stakeholders such as NGOs/ civic groups/ experts and researchers working within the domain of early childhood development and who are interested in getting involved with the Challenge can contact the team via challenge website. The team will help you find opportunities within the cities to collaborate with the applying government agencies.

 PHASE 1A

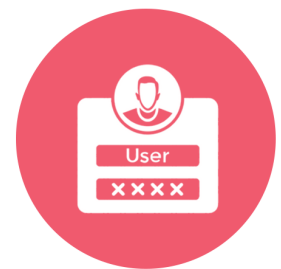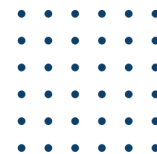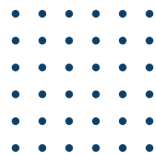# Open call for applications (November 2020 - January 2021)

Phase 1A introduces cities to the early childhood-centric lens in city planning and design through the Challenge application and supporting webinar series.

Expectations from Applicant Cities (Phase 1A):

- Formulate vision for early childhood-centric development
- Propose five pilot projects within a neighbourhood, targeting young children and their families
- Consult with multiple stakeholders, including govt. agencies, civil society, technical experts and others
- Identify source of funding for implementation of projects
- Share data related to young children in the city

How to Apply

Applicants can visit the **Challenge website** (**https://smartnet.niua.org/nurturing-neighbourhoods-challenge/web/**) for information, resources, and a link to the online application

Application form will be hosted on the **AMPLIFI** platform: **http://amplifi.mohua.gov.in/data**

Cities can use their existing login credentials on AMPLIFI, or request login credentials by **writing to team.nurturingneighbourhoods@gmail.com**

Application Form

The application aims to understand the city's vision for its future development considering young children and their caregivers at the center of developmental decisions.

The application form is divided into sections as below:

Section No.	Section Title	Content
Section 1	Applicant information	Basic information of applicant agency
Section 2	Envisioning early childhood and caregiver centric development	Statement of vision, identified issues, challenges and strategies
Section 3	Identification of pilot solutions	Details of pilot projects
Section 4	Co-creation of pilot solutions	Information regarding the stakeholder consultation
Section 5	Approach towards implementation	Information regarding identified source of funding, partnerships identified, statutory plans/ policy/ regulatory changes envisaged
Section 6	Conducive scenario of development in public domain	Information regarding current development scenario showing the strengths of the city/ agency to undertake projects in public domain
Section 7	Undertaking from city agency	Undertaking endorsed by administrative head of the applicant agency
Annexure	Baseline data related to young children and caregivers in the city	To be filled by the applicant agencies to contribute towards City level and National level data repository

WRI India will provide the following forms of support to applicant cities:

Support for cities	**Webinar series:** Hand-holding webinar series to provide guidance on the application
	Helpdesk: Cities may contact the helpdesk for support and assistance regarding the application process. The helpdesk can be reached by phone on 9311811105 or email - team.nurturingneighbourhoods@gmail.com
	Resource Kit: Application Resource Kit comprising of best practices, project formulation guidance, webinar recordings and other materials
	Website: Cities can access supporting information and resources through a dedicated web platform for the project - https://smartnet.niua.org/nurturing-neighbourhoods-challenge/web/

PHASE 1B

Piloting solutions in upto 20 cohort cities to go "from good to great" (February-July 2021)

Phase 1B aims to support upto 20 cohort cities for a period of six months to implement pilot projects in neighbourhoods to enhance the quality of life for young children and their caregivers as part of their proposals.

Expectations from Selected Cohort Cities (Phase 1B):
- Take steps to implement pilot projects including tactical trials and permanent solutions
- Engage with community stakeholders and initiate data collection
- Participate in national and city-level workshops
- Develop strategies to scale-up solutions across the city
- Participate in final jury event

WRI India will provide following forms of support to the cohort cities:

Technical Support for pilot projects	Access to expertise
	Data collection
	Engagement with stakeholders
	Pilot project formulation
	On-ground trials and implementation of pilots
Capacity Building	Independent mentor support
	Workshops to enable peer-to-peer learning
	Best practices as support material
Scale-up Support	Pathways to scale
	Support for institutionalizing solutions

PHASE 2

Deeper engagement with upto 10 winning cities (August 2021- July 2023)

Phase 2 aims to work with upto 10 winning cities for a period of two years to help prepare and implement early childhood oriented projects in the public realm and long-term policy and institutional changes which would contribute towards enhancing quality of life of young children in the city.

Expectations from Selected Winning Cities (Phase 2):

- Enter into MoU partnership for technical support
- Appoint nodal officer with a core team of 3 technical engineers to ensure efficient governance of the projects.
- Make required data available for project formulation
- Convene stakeholders from the city
- Find sources of finance for implementation of projects
- Setup institutional cells focussed on early childhood development in city planning and management
- Undertake changes in policy/plan/regulations/ procurement towards better quality of life for young children and their caregivers

WRI India will provide following forms of support to the winning cities:

Technical Support for pilot projects	**Availability of expertise**
	Data collection
	Existing landscape analysis
	Project preparation
	On-ground trials
	Engagement with stakeholders
	Implementation

Capacity Building	Focused training
	Exposure visits
	City and National-level workshops
	Developing local champions
Scale-up Support	Support for institutionalizing solutions
	Pilot to scaling-up plan
	Financial plan
	Impact measurement
	Monitoring & evaluation
	Institutional Setup
	Toolkit for data-oriented decision making
	Guidelines to prepare projects-streets, public spaces & mobility

WEBINAR CALENDAR

After the application kick-off event, webinars will be held every week to support cities to participate in the Challenge. Any changes in dates will be communicated to the cities.

KICK-OFF EVENT
Introduction to Nurturing Neighbourhoods Challenge

Nov. 04, 2020 3:30pm

WEBINAR 1: WHY YOUNG CHILDREN AND THEIR FAMILIES?
A framework for nurturing neighbourhoods and examples from pioneering global and Indian cities
Link: https://tinyurl.com/NNCwebinar1

Nov. 13, 2020 3-4pm IST

WEBINAR 2: HOW TO APPLY
Overview of application sections, requirements and its features
Link: https://tinyurl.com/NNCwebinar2

Nov. 20, 2020 3-4:30pm IST

WEBINAR 3: PILOT PROJECT FORMULATION AND BEST PRACTICES
Approaches to select neighbourhood and formulate diverse and integrated solutions for young children and their families
Link: https://tinyurl.com/NNCwebinar3

Dec. 04, 2020 3-4:30pm IST

WEBINAR 4: Q & A WITH MoHUA
Dedicated interaction session for cities with MoHUA

TBD

KEY CHALLENGE DATES

NOVEMBER 4, 2020
Kick-Off: Nurturing Neigh-
bourhoods Challenge

NOVEMBER 5, 2020
Open call for
applications

JAN 15, 2021
Last date to apply

JAN 31, 2021
Announcement of the
cohort cities

JULY 31, 2021
Final pitch & Jury
Announcement of Winners

FEB 2021- JULY 2021
Piloting solutions with
cohort cities

*Any changes to the above timeline
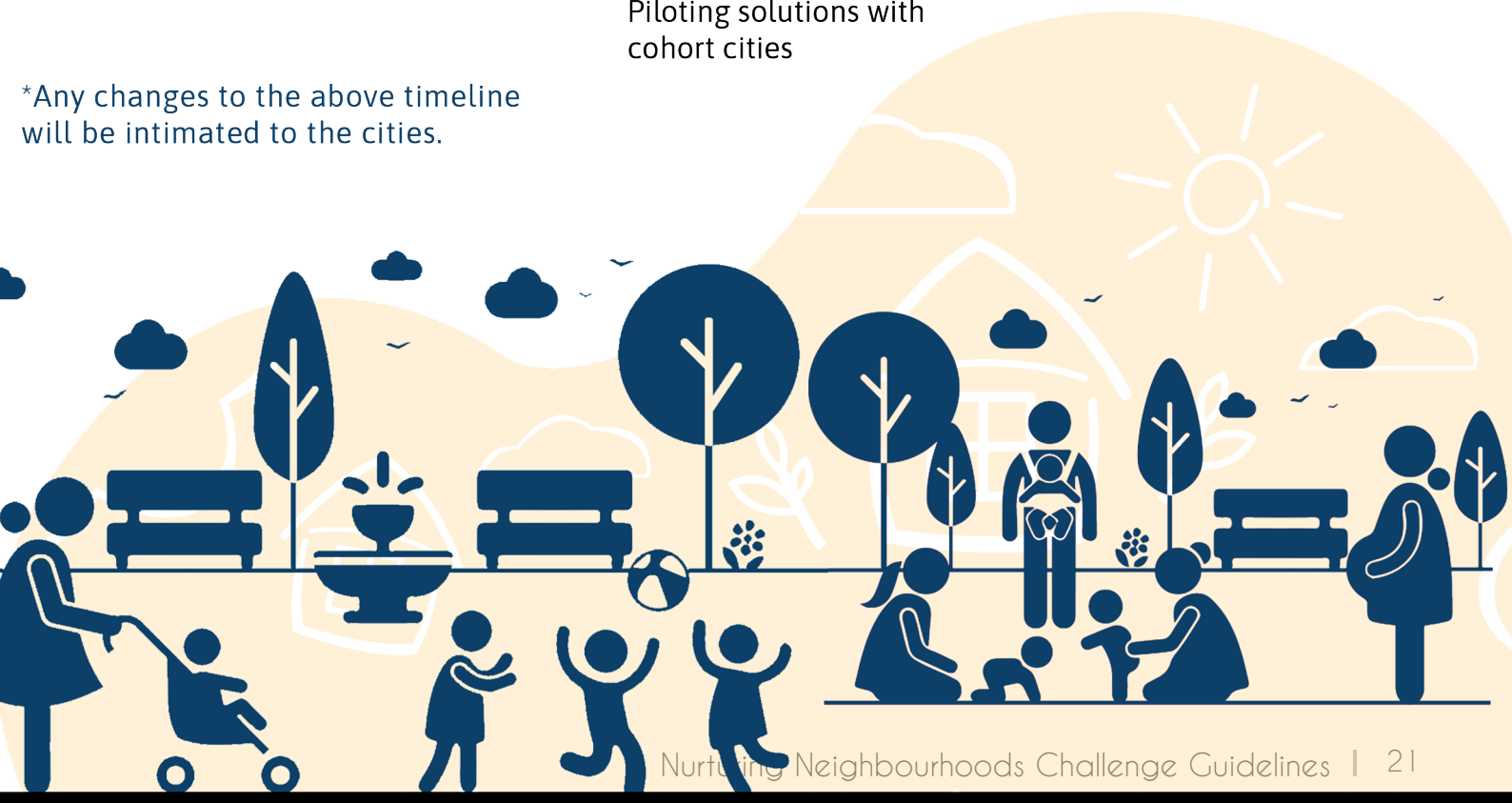will be intimated to the cities.

Frequently Asked Questions (FAQs)

1. **What is the eligibility criteria for the Challenge?**
   The Challenge is open to all Indian cities with population above 5 lakhs, Smart Cities, and capitals of States/Union Territories.

2. **How will cities benefit? What type of technical support will be received by the cities?**
   The Challenge is a two-tier engagement process. In the first stage, 20 cohort cities will receive technical support and capacity building over six months to do tactical trials and pilots related to development of streets, public spaces, parks and gardens, playgrounds, etc. In the second stage, 10 winning cities will get technical support for two years from WRI India, supported by BvLF, to prepare and implement early childhood oriented projects in the public realm and long-term policy and institutional changes which would contribute towards enhancing quality of life of 0 to 5-year-old children in the city. Key Government officials involved in the project will also receive capacity building through the period, which includes peer-to-peer learning workshops, interaction with experts, study material and study tours.

3. **Does the applicant agency need to have partners?**
   If multiple agencies from the same city are interested in applying to the Challenge, they need to come together to form partnerships. As public domain normally interfaces with multiple Government and other stakeholders, it is important that applicants have a plan for how they will engage, seek input and secure buy-in from as many groups as possible

4. **We are an NGO/ individual expert/ civic group/ researcher. How can we support the Challenge?**
   Other stakeholders such as NGOs/ civic groups/ experts and researchers working with cities and who are interested in getting involved with the Challenge can contact the team via challenge website. The team will help find opportunities within the cities to collaborate with the applying government agencies.

5. **What are the types of projects that can be proposed under the Challenge?**
   Most projects will fall under the broad categories of public space, mobility, access to services, and neighbourhood planning via data-driven decision making related to young children and their families.
   Make streets safe and walkable

   Ensuring safe and comfortable non-motorised movement of young children and their caregivers by improving pedestrian footpaths and service levels, making playful streets and traffic calming; reducing air and noise pollution and enhancing emergency preparedness in street design. Projects might also involve child-oriented programming and temporal activities (e.g. Raahgiri, play streets, etc.

Reimagine public open spaces for play and interaction

Enhancing public parks, gardens, open spaces, and residual spaces with dedicated and semi-dedicated areas for age-appropriate play for young children, connection to nature, and opportunities for caregivers to engage in social and physical activities. Along with physical improvements cities can also consider programming activities in these spaces such as communications campaigns, public events, and group based activities.

Adapt public spaces with early childhood amenities

Making public spaces and outdoor environments more welcoming, comfortable, and healthy for young children and their families, by incorporating infrastructure solutions such as nursing cabins, gender-sensitive restrooms, signage and clean drinking water. Public spaces may also include bus terminals, bus stops, markets, chowks, melas, and similar.

Improve access to early childhood services

Enhancing the immediate surroundings of early childhood development facilities such as anganwadis and public health centers, through improved mobility options, opportunities to play and rest, clustering of facilities and multi-functionality of spaces. To support physical improvements, cities may also plan public events, programming, and communications campaigns aimed at increasing the use of improved social infrastructure, especially by populations in slums and informal settlements.

6. **What is an ideal site for project implementation?**
    To identify and select potential sites for project implementation, cities are urged to adopt a data-oriented approach to understand where infants, toddlers and caregivers are already present in the city and where there is high utilization of a space/street/service by these groups. Projects might also involve targeting spaces/streets/services that are designed with these groups in mind or have high potential to address their needs, but have been underutilized by infants, toddlers, and their caregivers on account of barriers that can be mitigated through an intervention. Additionally, cities may look at areas with vulnerable population (e.g. in and around slums, informal settlements)

7. **What are the commitments required from the applying agency?**
    Required commitments from the Administrative Head in charge of the applicant agency include: 1) Validation of the submission; 2) Undertaking to identify funding and coordination towards implementation of pilots; and 3) Commitment to implement pilots.

8. **Does the applicant need to have dedicated funding?**
    Yes. Applicants should have identified sources of funding and be willing to provide an undertaking to identify funding for implementation of projects.

9. **Can extra material on projects be attached with the application?**
    Applicants are welcome to submit additional, relevant material to strengthen their application. Supplementary materials might include project designs, photos, policy documents, letters of support, etc. However, it is not mandatory for the applicants to attach supplementary materials. The application form contains all the required information that is crucial to the selection process.

10. **What kind of support is available to the cities during the application phase?**
    Support and guidance to fill the application will be provided to all applicant cities through-
    (a) Hand-holding webinar series to provide guidance on the application.
    (b) Helpdesk – Cities may contact the helpdesk for support and assistance regarding the application process via email and phone.
    (c) Application Resource Kit including compilation of best practices, project formulation guidance and quick start guide for the online application.

11. **What is the application timeline?**
    The online application will be launched on November 5, 2020 and the last date for submissions is January 15, 2021. The cohort of up to 20 cities will be selected and announced on January 31, 2021. Any change in dates will be communicated to the cities.

CONTACT US

Applicants are requested to visit the **Challenge website** (**https://smartnet.niua.org/nurturing-neighbourhoods-challenge/web/**) for challenge related queries, resources, and a link to the online application.
Applicants may also reach out to WRI India via the helpline no. 9311811105 or write to **team.nurturingneighbourhoods@gmail.com** for any challenge related guidance.

Nurturing
Neighbourhoods
Challenge