

URBAN95

Case Study

Child Priority Zone at Ashok Nagar, Udaipur (Rajasthan)



Technical Partners



City Partner



Supported by



Van Leer
FOUNDATION



Table of Contents

- 1** Introduction: Child Priority Zone at Ashok Nagar
- 2** Summary of the Intervention
- 2** Key steps Involved
- 3** Challenges overcome by the organizing team
- 3** What worked well?
- 3** Scope for the Improvements
- 3** Top Three recommendations for replicating interventions
- 3** Thoughts from the key leaders & dignitaries
- 4** Impact Assessment
- 5** Pictures

Abbreviations

S/n	Abbreviation	Definition
1	AE	Assistant Engineer
2	ANM	Auxiliary Nurse Midwife
3	AWC	Aanganwadi Centre
4	AWW	Aanganwadi Worker
5	VLF	Van Leer Foundation
6	CBW	Capacity Building Workshops
7	CBO	Community Based Organization
8	CPZ	Child Priority Zone
9	DD	Deputy Director
10	DFID	Department for International Development
11	EE	Executive Engineer
12	ECD/ECCD	Early Childhood Development/Early Childhood Care & Development
13	ICDS	Integrated Child Development Scheme
14	ICLEI- South Asia	ICLEI – Local Governments for Sustainability, South Asia
15	ITC	Infant Toddler Caregiver
16	MoU	Memorandum of Understanding
17	MLSU	Mohan Lal Sukhadia University
18	NGO	Non- governmental organizations
19	NQAS	National Quality Assurance Standards
20	O&M	Operation and Maintenance
21	OPD	Outpatient Department
22	PHC	Primary Healthcare Center
23	PMU	Project Management Unit
24	PWD	Public Works Department
25	PMSU	Project Management Steering Unit
26	Q&A	Questions & Answers
27	RUIDP	Rajasthan Urban Infrastructure Development Project
28	SE	Superintending Engineer
29	UMC	Udaipur Municipal Corporation

CASE STUDY

Title: Child Priority Zone at Ashok Nagar, Udaipur (Rajasthan)

Programme: Urban95 Phase-II, Udaipur

Location: Ashok Nagar, Udaipur, in Rajasthan, India

Date: 30 September 2022, 10:00 am

Reach: Approximately 40 children (2-6 years) and 20 caregivers (12 female and 08 male);

Funding Source: Udaipur Municipal Corporation (UMC)

Cost of the intervention: INR 2,97,600/- (Rs. Two lakh Ninety-Seven Thousand Sixty Hundred)

Introduction to Child Priority Zone (CPZ):

- A. Children live in a world that adults create and control. Since birth, young children undergo developmental changes in their physical, cognitive, psychological, and social abilities that influence their curiosity, perceptions, risk-taking behaviour, judgement, and reactions to environmental stimuli, thereby affecting their susceptibility to injuries and accidents. Young children (aged 0—5 years) are particularly vulnerable to accidents, and their physical and emotional safety requires a different approach than that of adults.
- B. Generally, there is a lack of knowledge and focus related to child safety (0–5 years) aspects both at home (by caregivers) and in the urban built environment (by service providers).
- C. It is essential to look at child safety from a different perspective and evolve measures to improve child safety and well-being.
- D. At present, there are no specific guidelines available for the physical safety of young children (especially in the age group of 0—5 years) in urban areas or cities in Rajasthan. The urban built environment has a direct impact on children's safety. An unsafe environment in and around Infant Toddler Caregiver (ITC) facilities can increase the likelihood of accidents and injuries, which can have physical as well as psychological implications for the child. Therefore, it is imperative to have a set of guidelines that can provide a safe built environment for young children in cities.
- E. The behaviour of caregivers has a direct impact on the physical, social, and emotional security of a young child. Frustration, phobia, anxiety, etc. in the early years can have a long-lasting impact on a young child.
- F. Specific behaviour guidelines that could sensitise and empower caregivers on all aspects of child safety and security can help in preventing all sorts of inadvertent injuries, accidents, etc.

Implementing agency:

Udaipur Municipal Corporation (UMC), in collaboration with the Van Leer Foundation (VLF), and with technical support from the Urban95 Project Management Unit (PMU) (Joint venture between ICLEI– Local Governments for Sustainability, South Asia (ICLEI-SA) and Ecorys India Pvt. Ltd.), are the implementing agencies for this case study.

Summary:

The inauguration of the semi-permanent intervention of the Child Priority Zone at Ashok Nagar around Hanuman Park took place in the presence of Mr. Govind Singh Taunk, Mayor; Mr. Paras Sanghvi, Deputy Mayor; and Ms. Rushda Majeed, Country Representative of the VLF India, UMC Officials, along with Project Monitoring and Steering Unit (PMSU) and PMU team members. The inauguration took place with the involvement of young children from the neighbourhood as well as students from a preschool, The Einstein Kids, Udaipur.

The children, along with their caregivers, were made part of the intervention by imprinting their hands on the outer walls of Hanuman Park, which is the anchor institute of the CPZ. A group walk was conducted with the Mayor and other UMC officials throughout the periphery of the Hanuman Park to discuss and assess the potential of the site for permanent interventions.

Key steps involved:

A preparatory phase preceded the inauguration, and a post-implementation analysis followed. The key steps included:

- a) Discussions were conducted with UMC officials regarding work to be taken up for semi-permanent implementation.
- b) Cleaning and maintenance work was done in and around Hanuman Park.
- c) Road markings and measurements were done for the design implementation.
- d) Paint works for flooring, boundary walls, and intersections around Hanuman Park, along with voluntary support from students.
- e) Installation of signages, seating benches, plantations, and cycle stands.
- f) Inauguration of the Child Priority Zone by UMC and VLF officials, technical partners, and young children and their caregivers.
- g) Post-implementation media outreach and engagement was done (across print, electronic, and digital channels, using highly visible and popular city-level social media handles) and updates were shared on social media.
- h) Post-implementation stakeholder engagement was done on site through intercept surveys for feedback.

Challenges overcome by the organising team:

1. Dumping of waste was the major challenge observed from the inception of the project; however, the community was sensitised by advocating for the use of the door-to-door waste collection vehicle for disposing of garbage.
2. Over speeding vehicles were seen taking speeding turns. To prevent that, traffic calming measures like rumble strips, road signages, and colour coding measures were introduced at the site.
3. A community stakeholder meeting was conducted to sensitise the usage of outdoor play for young children and for the utilisation of parks for a longer duration.

What worked well:

The Hanuman Park periphery has been re-developed, the damped walls have been refurbished, and this has been well acknowledged by the community. This has further thrown light on the need for more such child-friendly spaces in Udaipur. Moreover, it set a precedent for the city to restore existing urban spaces and city parks, demonstrating that small interventions can effectively promote Urban95 principles. The intervention has also been successful in increasing awareness among young children and their caregivers about creating vibrant and engaging journey experiences for young minds.

Scope for improvement:

The neighbouring community continued to dispose of garbage in the nearby dumping zone despite advocacy and awareness attempts to promote garbage disposal in door-to-door waste collection process by the Municipal Corporation.

Top three recommendations for the next phase of the project:

- 1) Building the capacity of caregivers and showcasing the advantages of outdoor play areas for young children.
- 2) Improvements in the road width, structure, and the installation of drain covers along the path with attractive way finders.
- 3) To scale up media visibility of such events for wider dissemination of Early Childhood Development (ECD) and social behaviour change objectives.

Thoughts from key leaders and dignitaries that participated in the inauguration event of the city's first Child Priority Zone :

Mr. Govind Singh Taunk, Mayor, UMC

"Developing this type of Child Priority Zone will allow parents to leave the house with their children and spend time in the park. This will reduce the time children spend on phones and television, enabling them to spend more time in the outdoor environment with children of their age group. This is an innovative initiative."

Mr. Paras Singhvi, Deputy Mayor, UMC

"The development of a Child Priority Zone in Ashok Nagar will bring positive changes in the behaviour of parents here, allowing them to give more time to their children. If this experiment is successful, it will be implemented in other parts of the city as well."

Ms. Rushda Majeed, India Representative, VLF

"One of the key objectives of Urban95 is to focus on the holistic development of children aged 0 to 5 years, including through play, access to early childhood services, nature, parks, and playgrounds at the neighbourhood scale. Under the CPZ, various innovations will be made not only in the park but also in the surrounding streets and areas to encourage parents to bring young children outside, allowing them to play and experience their surroundings for maximum development. Permission can be obtained."

Impact statement:

The introduction of semi-permanent interventions has transformed existing public spaces, making them safer, inclusive, and more playful. These short-term changes encourage greater community engagement and usage of the Child Priority Zone. By fostering a dynamic environment, we promote social interaction and provide a space where all children can play freely. This approach highlights the positive impact of temporary interventions on creating vibrant and child-friendly neighbourhoods.

Pictures:



Figure 1 ECD Paintings on the outer walls of the Hanuman Park



Figure 2 Imprinting hand marks by children on the walls of the park



Figure 3 PMSU & PMU team members discussing with Ms. Rushda Majeed, Country Representative, VLF India, about the progress of the semi-permanent intervention



Figure 4 Young child with their caregiver visiting the park after implementation of the semi-permanent works



Figure 5 Young children inaugurating the semi-permanent works implemented at the CPZ



Figure 6 Young children showing their hands filled with paints for making impression on the walls



Figure 7 PMU & PMSU teams along with Ms. Rushda Majeed, Country Representative, VLF India, during the inauguration event



Technical Partners

City Partner

Supporting Partner