URBAN95

Urban95 Phase-II, Udaipur

Rapid Action Plan

**Result- Focused
Purpose- Driven
Action Plan**

ICLEI
Local Governments
for Sustainability
SOUTH ASIA

ECORYS

Bernard
van Leer
FOUNDATION

Technical Partner   **City Partner**   **Supporting Partner**

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List of Abbreviations

S/n	Abbreviation	Definition
1	ADB	Asian Development Bank
2	AFD	Agence Française de Développement
3	AWC	Aanganwadi Centre
4	BvLF	Bernard van Leer Foundation
5	BSR	Basic Schedule of Rates
6	C&O	Communication & Outreach
7	CBW	Capacity Building Workshops
8	CBO	Community Based Organization

9	CPZ	Children Priority Zone
10	CSG	Child Safety Guidelines
11	CSR	Corporate Social Responsibility
12	CFSC	Child Friendly Smart Cities
13	CSCAF	Climate Smart Cities Assessment Framework
14	DB	Decibel
15	EU	European Union
16	EBRD	European Bank for Reconstruction and Development
17	ECD	Early Childhood Development
18	FGD	Focused Group Discussions
19	GIZ	German Agency for International Cooperation
20	GOI	Government of India
21	IDI	In- Depth Interviews
22	IEC	Information, Education and Communication
23	IPC	Interpersonal Communication
24	ITC	Infant, Toddler, and Care- giver
26	ICDS	Integrated Child Development Scheme
27	ITCN	Infant, Toddler, and Care- giver Neighbourhood
28	ICLEI- South Asia	ICLEI – Local Governments for Sustainability, South Asia
29	KII	Key Informant Interview
30	MoU	Memorandum of Understanding
31	NGO	Non-governmental organizations
32	NIUA	National Institute of Urban Affairs
33	O&M	Operation and Maintenance
34	PHC	Primary Healthcare Centre
35	PWD	Public Works Department
36	RBA	Rapid Behaviour Assessment
37	RUIDP	Rajasthan Urban Infrastructure Development Project
38	SBCC	Social Behaviour Change and Communication
39	USAID	United States Agency for International Development

City Partner, Urban95 Phase-II, Udaipur

The Udaipur Municipal Corporation (UMC) is the main civic agency responsible for provision, operations and maintenance of the urban services in the city municipal area. With an area of 64 sq km, it is the district headquarters and is divided into 55 wards. UMC is headed by Mayor and Municipal Commissioner (MC), wherein Mayor is the elected representative and represents councilors of all the wards, while MC is the administrative head and oversees the day to day working of Corporation.

Supporting Partner, Urban95 Phase- II, Udaipur

Bernard van Leer Foundation (BvLF) believes that giving all young children a good start in life is both the right thing to do and the best way to build healthy, prosperous and creative societies.

A private foundation focused on developing and sharing knowledge about what works in early childhood development. Over the last 50 years BvLF has worked in all regions of the world. BvLF partnerships have informed public policies in more than 25 countries, led to innovations in service delivery and training that have been widely adopted by governments & NGOs, and generated breakthrough ideas that have changed the way stakeholders from parents to policymakers think about the earliest years of a child's life.

Technical Partners, Urban95 Phase-II, Udaipur

ICLEI – Local Governments for Sustainability is a network of more than 1,750 local & regional governments, supported by a team of global experts, driving sustainable urban development worldwide. Active in 100+ countries, ICLEI impact over 25% of the global urban population. ICLEI South Asia - the South Asian arm of ICLEI, aims to build and serve a regional network of local governments to achieve tangible improvements in regional and global sustainability through local initiatives. In Udaipur, ICLEI- South Asia is supporting UMC on the themes of climate change, sustainable urban mobility, built environment and low carbon –resilient development. It was also the technical partner for Urban95 Phase-I, and has helped Udaipur to become the lighthouse/ showcase city through the successful implementation of its various activities, especially the tactical interventions.

Headquartered in the Netherlands and a 91-year-old international organization, Ecorys provides research, consulting, programme management and communications services from its 22 offices spreading all over the globe and is known for its vision- "to address today's most important societal challenges." Having a multi-disciplinary team with good mix of researchers, policy experts, programme managers, communications specialists, planners & designers, they have marked their presence amongst the leading agencies such as World Bank, ADB, USAID, European Commission, DFID, AFD, EU, GIZ, EBRD etc. (in India & other countries) and have secured 3rd rank in the European Union under the field of Development.

1. Background

Indian cities are urbanizing and growing at an unprecedented speed in recent decades, and the growth has been so rapid and uncontrolled, that cities infrastructure services has been outstripped to meet the physical and social needs much faster than anticipated. With increase in urbanization and population, India is witnessing robust growth in younger population, with 10% (~36 million) is constituted by young children below 6 years[1] and another 32% of its population (~120 million) is constituted by children between 6 to 18 years of age[2].

Growing up in the cities is as complex as it is exciting, as with plenty of opportunities- access to better schools, sports facilities and health care, the urban environment is also wrought with threats- pollution, lack of independent mobility, inadequate play spaces, lack of recreational/ public spaces and break down of community support structures, that impact the overall growth and development of a child.

It is a well- known fact that issues that make urban life difficult for an infant, toddler or a grown up child also make it difficult for their care giver too- parents, grant parents, and other vulnerable section of society in general- women, elderly and disabled people. Thus, making cities more infant, toddler, and their care giver (ITC) friendly is an objective that cuts across many overlapping problems and doesn't just benefit young

Figure 1 Young kids & Children are the most impacted one with Air Pollution

children. The overall focus on Early Childhood Development (ECD) into planning and management of cities is a matter of great concern in India.

Recognizing young children as a national asset, Government of India (GoI) has initiated and taken up various programs, plans and policies, initiatives, flagship missions etc. to make cities more responsive and friendly from the perspective of young children and their families, such as Smart City Mission (SCM) and Atal Mission for Rejuvenation and Urban Transformation (AMRUT) with focus on ensuring public safety in public spaces, streets, roads etc. especially for young children, women and elderly along with promoting development of pedestrian areas, enhancement of cities by creating and upgrading green spaces, parks and recreation centers especially for young children.

In addition to the above, the latest and recent ECD focused initiatives at national level are-

1) 'Cycle4Change Challenge' and 'Street for People Challenge', initiatives of MoHUA in collaboration with Institute for Transportation and Development Policy (ITDP), aiming at Inspiring Indian cities to
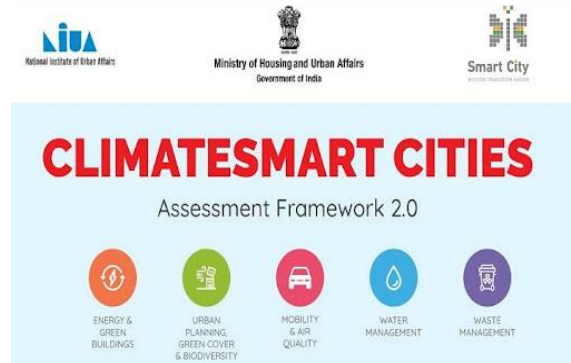

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1 Census 2011
2 Census 2011

create pedestrian & cycling- friendly streets through quick measures, in response to COVID-19;

2) 'Nurturing Neighbourhoods Challenge', an initiative of Ministry of Housing and Urban Affairs (MoHUA) in collaboration with Bernard van Leer Foundation (BvLF), aims to incorporate an ECD focused planning and management of Indian cities;

3) "Climate Smart Cities Assessment Framework (CSCAF)" as a step towards holistic, climate responsive urban development. Within the broader framework of urban planning, green cover and biodiversity by taking appropriate measures, to increase cities resilience to climate- related shocks. This is important from the

Figure 2 Recent Initiatives by National Government on making cities more resilience and ECD friendly & ECD responsive

perspective of environment, with suitable adaptation (adapting to various measures such as distributed generation, energy efficiency, electric vehicle and alternate fuel transportation system) and mitigation measures (sustainable transport infrastructure, Integrated Waste Management, water management etc.). Cities can mitigate impact on health, environment and air pollution, in the form of Greenhouse Gas (GHG) emissions, which are known to have adverse impact on young children health.

The National Institute of Urban Affairs (NIUA) has also undertaken a programme on building Child- Friendly Smart Cities (CFSC) to promote policies and practices to make Indian cities child friendly within the urban agenda of building smart cities.

In the process, NIUA has also partnered with Bernard van Leer Foundation (BvLF) to develop a programme focusing on interventions and advocacy related to the

Figure 3 Pic Courtesy- CFSC, NIUA

needs of small children. The goal of the project is to mainstream the needs of young children in Indian cities by addressing the gaps in Urban Planning & Design with objective of bringing greater awareness amongst urban planners and policy makers about the interrelationship between a young child's health and the built environment/ living conditions.

1.1 Urban95

Urban95 is BvLF's global initiative, aims to create healthy, prosperous, and vibrant cities where babies, toddlers and their families can thrive. The initiative is meant to make lasting change in the urban landscape and provide opportunities that can shape the crucial first five years of children's lives. The goal of this initiative is to support healtheir, safer, and more exciting urban neighbourhoods for young children, for those who care for them, and for everyone.

1.2 Urban95 in India

The challenges of any urban city in India are mirrored across length and breadth of the country and can be broadly categorized into rapid and chaotic growth concentrated on informal, slum settlements with inadequate infrastructure; open defecation; parks not being accessible; lack of footpaths, streetlights, and safe places to cross roads; and young children in some neighbourhoods needing to use public transport, which is not child-friendly, to get to the nearest school.

Thriving and happy children are indicators of a healthy and sustainable society with high levels of well- being. Children form an understanding of their environment through everyday discoveries and encounters in the park, at school, during a stroll in neighbourhood or by imagining and inventing games and stories. The built environment plays a crucial role in shaping young children's narratives of the city, and their understanding and experience of urban spaces.

Realizing the need to address the issues surrounding the ITC, Bhubaneswar in Odisha, Pune in Maharashtra and Udaipur in Rajasthan became the part of the Urban95 program as a part of its Phase-I which was for 1 year period.

1.3 Urban95 in Udaipur

Realizing the need to transform its urban built environment into more ITC responsive and ITC friendly, Udaipur in Rajasthan has agreed to be part of Urban95 Program, and in process has join hands with BvLF via a formal Memorandum of Understanding (MoU). The Phase-I of the Program began in June 2019 for a period of 18 months and given the success of the same, Udaipur now has moved into larger and bigger phase starting Feb'21, planned for 36 months.

The focus of Urban95 Phase-II in on scaling up and sustainability of various projects through various "lighthouse" projects in neighbourhoods, streets and junctions, parks, and health facilities, incorporating Urban95 components in policy, enhance institutional capacities through trainings and peer learning, and build a broad coalition of support by involving relevant stakeholders in projects and other initiatives.

2   Udaipur

Considered as one of the oldest cities in India and famous nationally and internationally as 'City of Lakes', Udaipur is the administrative capital of the district and is the only municipal corporation in the district with an area of 64 Sq km, divided into 70 election and revenue wards.

With the population 0.45 million[3], city has 47932 young children population (0-6 years). The projected population for Udaipur in 2021 is estimated to be 0.83 million and 1.03 million in 2031[4].

The city has witnessed multi- fold development in the last two decades. It acts as an industrial, administrative, and educational center of the region.

Figure 4 Municipal Area & Activity Mapping, Udaipur, Climate Action Plan for Udaipur, 2019-20, CapaCITIES

The city's connectivity and historic significance plays a major role in making it an important and famous city of the region and draws more than a million tourists annually[5].

However, with increasing population and spread of the city, the overall quality of life is deteriorating for its citizens, especially for young children and their care- givers from pollution and noise pollution perspective, as with growing city needs, the pollution levels are rising at alarming pace and due to lot of construction activities and growing vehicular traffic the avg. decibel levels are at 75 DB[6] which are way above the standard 55DB for neighbourhood levels. Flooding and increasing temperatures are also worsening the emissions profile of the city, having adverse impact on ECD.

2.1   Demographics, Udaipur

Udaipur is the 6th largest city among cities having more than 1 lakh population in the state. The Municipal Corporation population accounts for 2.65% of the urban population of the state and 74.14% of the urban population of the district[7]. The city has witnessed considerable population growth in the last four decades while acting as a magnet city for the surrounding region. The growing economy and growing tourism sector have attracted both urban as well as rural populace. The decadal growth rate from 2001 to 2011 was 15.83% which is near to natural growth rate of population. Areas outside the core city started developing during the last few years.
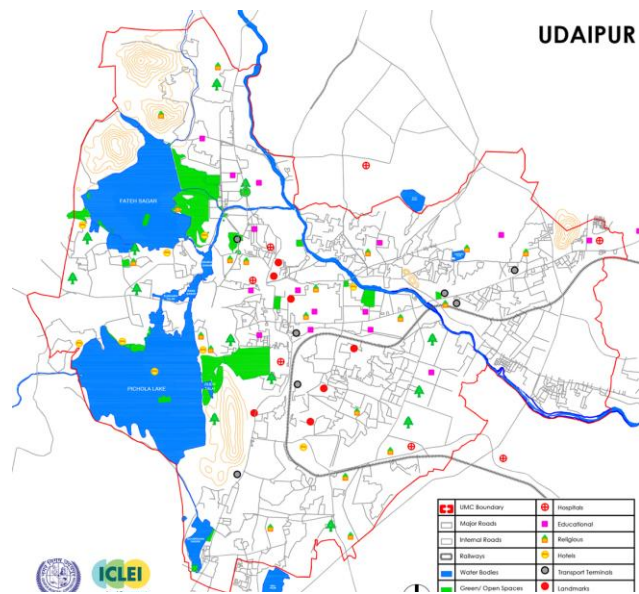
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3 Census 2011;
4 Master Plan, Udaipur 2031;
5 Rajasthan Tourism Development Corporation (RTDC), Udaipur;
6 Low- Carbon Comprehensive Mobility Plan (LCMP), 2013- 41;
7 City Development Plan (CDP), Udaipur 2014;

According to Census 2011, the young children population (0-6 years) has been recorded at 47932 and significant improvement in the sex ratio has been observed over the decades in the UMC area, i.e. from 844 in 1981 to 928 (state average too) in 2011[8]. The sex ratio of young children (0-6 years) in Udaipur is 866 comapre to the state average of 888[9].

Population and Decadel Growth Rate

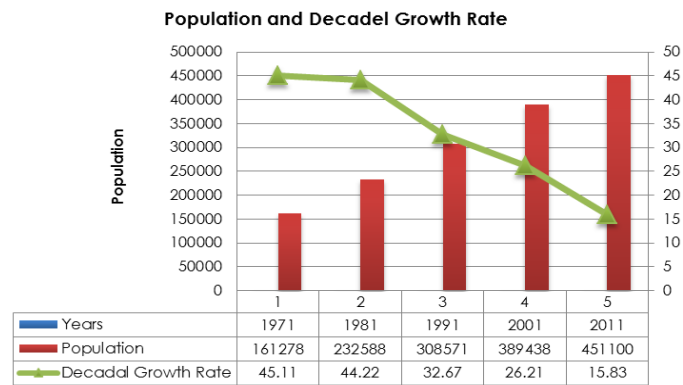| Years	1971	1981	1991	2001	2011
Population	161278	232588	308571	389438	451100
Decadal Growth Rate	45.11	44.22	32.67	26.21	15.83

Figure 5 Population Growth Trend- Udaipur (Census 2011)

Table 1 shows the city's young children population along with its child sex ratio of Census 2011.

Table 1 Age Wise young Children Population (0-6 years) and Child Sex Ratio, Udaipur (Census 2011)

S/N	Total Children (0-6 years)	Boys	Girls	Child Sex Ratio
1	47932	25691	22241	866

2.2 Social and Cultural Resources

Famous not only for its lakes and gardens, and being the biggest city in the district, Udaipur is also hub of education and medical facilities in the district. The city has a wide range of educational institutions like universities and colleges which were established by the Government and private organizations.

Udaipur has many parks and gardens which form a major source of attraction for both locals as well as tourists. Due to the availability of lakes, water parks are being developed in different areas of the city. Moreover, the city has more than 200 small, medium and big parks[10] in the city,

Udaipur is also considered to be a regional hub and pioneer in higher education and graduate programmes in the state, as is evident from its literacy rate, which at s 89.66% which is higher than the district (61%) and state average (66.11%).

It is home to old and famous educational institutes in the state and boosts itself for having 3 universities and 13 major colleges which caters to large influx of students from across the country. Udaipur also has 23 (government) and another 300+ (non- government) primary schools across the city.

Health care facilities in the city are provided by both government and private institutions. There are two major hospitals in the city, i.e. the Maharana Bhopal Public Hospital and the Ayurvedic hospital along with numerous private hospitals such as JK Fortis, GBH American, Geetanjali and Pacific Hospitals etc.

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8 Census, 2011
9 Census 2011
10 UMC

3 Social and Behaviour Change Communications (SBCC)

Social Behaviour Change Communication (SBCC) as the name suggests is the comprehensive communication strategy in context of Urban95 program to not only achieve the set/ envisaged objectives effectively for any of the project to be implemented under the program and but also to gauge, map and measure the long term behavior change of the targeted audience (children and their care- givers and service providers) using various tools, means and mechanism to achieve the desired outcome as stated in the RFP and moreover in approved technical proposal.

A comprehensive SBCC approach can be a very resourceful tool, when implemented in a planned, coordinated manner and within a wide range of interventions and can results into sustained change in an individual or communities adopts new behaviors and social norms or participate in civic engagement process.

In continuation to the above, a detailed SBCC strategy has been planned and shall be taken for all the interventions to be implemented under the program at all stages of project, ie. from Inception to Post Implementation, categorized into 3 stages namely **Pre-implementation, During Implementation and Post Implementation** via

1. **Community and Service Providers Mobilization** for sensitizing active and more importantly passive users highlighting the importance of Outdoor Physical Activities and Engagement and how it benefits children immensely in their overall growth and development via extensive Information Education Communication (IEC) and/ or Communication & Outreach (C&O)- set periphery (600m or 20 mins walk, more based on the need) on sample size basis (nearby Residential Colonies, local community-household having a children below 6 years of age - Mix of HIG, MIG, LIG & EWS, NGOs, CBOs, RWAs, Community groups- if any etc.);

   The same is targeted via Inter- personal Communication (IPC), Focused Group Discussions (FGDs), Key Informant Interviews (KIIs), In- depth Interview (IDI) & more, disseminating information on overall objective, design, benefits etc. to primary (Children and their care- givers, Service Providers including ward councilors any other community or political leader) and secondary targeted audience (NGOs, CBOs, RWAs, individual domain expert (if any)).

   It has been envisaged to involve Fathers in all IPCs, FGDs and any other discussion(s) as much as possible to understand their current role and moreover to make them aware on the importance of their presence as well in child wellbeing and holistic upbringing.

   All the above shall be conducted via specifically designed questionnaire on agreed and accepted sample size basis and aesthetically designed outreach material (Banner/ Poster, Leaflets for distribution- if required);;

2. **'Use of Mass Media' using available channels** for popularizing the project objectives and for larger visibility of the particular/ respective intervention for getting the desired results vis-à-vis set objected and expected behavior change and/ or outcome.

3. **Aesthetically Designed and Visually Compelling Signages and Posters/ Banners** disseminating information in from of 'scientifically proven facts' and 'Age Appropriate

ECD Messages' on the importance of outdoor engagement activities and its benefits for children growth and development.

They would be strategically placed not only in and around intervention site but also at ITC dedicated zones and/ or ITC destinations and places having huge gathering of care- givers such as Recreational Facility(ies)- Neighbourhood or City Level Park, Educations and/ or Health Facilities- Aanganwadi Center (AWC), Primary Healthcare Centers (PHCs), private play schools & pre- primary schools, clinics, hospitals etc., Grocery Shops and/ or Supermarket, Religious Places, etc. and also en- route to these destinations and facilities within the catchment/ radius of 600M or 20 mins walk.

4. **Sporting, Playing & Competitions Events (Singing, Dance and/ or Drawing etc.)** for larger visibility of the intervention and also for popularizing project objectives to the targeted audience and the same shall be discussed with the stakeholders at regular intervals, which shall prove helpful while conducting any such events.

However the above mentioned pointers/ means might vary based on the intervention, the site and its catchment. The details of the same have been explained in subsequent section.

3.1   SBCC Scheduling for Interventions (Exemplary)

Below table showcases intervention wise SBCC strategy as Examples using two Urban95 Phase-II projects wr.t Pre, During and Post Implementation of the same.

Table 2 SBCC Scheduling for CPZ and Sensory Park as an Examples

Intervention	Medium	Pre	During	Post
Children Priority Zone (CPZ)	**Community & Service Provider Mobilization**	IPCs FGDs KIIs, IDIs	Community & Service Provider Participation in Implementation Activities- Coloring/ Painting, any other	Same as pre but questionnaire shall be designed in way to gauge audience reactions and feedback on the completed intervention
	Use of Mass Media	Print Media Social Media Digital/ Electronic Media	Same with new updates	Same with new updates
	Aesthetically Designed and Visually Compelling Signages and Posters/ Banners	Aesthetically Designed & Visually Compelling Signages		
	Playing & Competitions Events- Singing, Dance and/ or Drawing etc.	Events (Painting, Singing, Dance & Sporting Competitions etc.) involving Children and their care- givers from the	Same as Pre Stage with different objective- use of the Intervention Zone including nos. of hours to be spent on daily, weekly basis and its benefits	

		neighbouring communities & also from nearby ITC Facilities With focused objectives on the intervention and its benefits		

Intervention	Medium	Pre	During	Post
Sensory Park	**Community & Service Provider Mobilization**	IPCs FGDs KIIs, IDIs	Community & Service Provider Participation in Implementation Activities- Coloring/ Painting, any other	Same as pre but questionnaire shall be designed in way to gauge audience reactions and feedback on the completed intervention
	Use of Mass Media	Print Media Social Media Digital/ Electronic Media	Same with new updates	Same with new updates
	Aesthetically Designed and Visually Compelling Signages and Posters/ Banners	Aesthetically Designed & Visually Compelling Signages		
	Playing & Competitions Events- Singing, Dance and/ or Drawing etc.	Events (Painting, Singing, Dance & Sporting Competitions etc.) involving Children and their care- givers from the neighbouring communities & also from nearby ITC Facilities With focused objectives on the intervention and its benefits	Same as Pre Stage with different objective- use of the Intervention Zone including nos. of hours to be spent on daily, weekly basis and its benefits	

4 Rapid Action Plan (RAP)

As a part of Urban95 Phase-II mandate, it was envisaged to prepare a city- level Rapid Action Plan documenting short/ immediate, mid and long term actions for achieving the following

a) Identification and elimination of Infant Toddler and their Care-givers Neighbourhood (ITCN) barriers,

b) Replicating ITCN motivators from existing ITC destinations to other ITCN destinations, enabling these destinations to be more ITC conducive and,

c) Incorporate proposed/ potential solutions and its behavioral aspects of transformation of barriers into motivators while planning and implementing on-ground projects.

'Behaviour Change of young Children, Care- givers, Service Providers' being the focal point of Urban95 Phase- II, a 'Rapid Behaviour Assessment (RBA)' was undertook to 'identify ITCN barriers ((infrastructural and behavioural)' at various ITC destinations- Parks, Aanganwadi Centers (AWCs), Primary Healthcare Center (PHCs), Neighbourhood and Roads/ Streets and their resultant behaviours on ITC. RBA has also given insights on the service providers responsible for developing, operating, and maintaining these destinations.

With the objective of transforming the identified ITCN barriers into motivators for formulating short, mid and long- term infrastructure development and SBCC related actions in Udaipur in form of Action Plan specifically from short term lens and its resultant 'Behavioural Outcomes'. This has been envisaged by using soft and hard Interventions in the scoped projects and activities of Urban95 Program, enabling increased frequency, duration, intervals etc. of targeted audience group (young Children & Care- givers) in outdoor playing and other outdoor engagement activities as it is closely linked with young Children overall growth and development, wherein it facilitates the following-

a) Increased Social Interaction & Learning by observing young Children learn by observing and playing with other children;
b) Holistic Development- Makes young children physically and mentally active, critical for holistic development;
c) Strengthens the bond between young children and their caregivers;
d) Reduces screen time (mobile phones and television);
e) Helps Care- givers understand their Children, their habits and development needs.

Furthermore, the RAP shall help in mapping the targeted behaviours of concerned service providers in developing and maintaining the ITCN destinations, their immediate Neighbourhood and Roads/ Streets, facilitating young Children and their Care- givers Comfort, Safety, Hygiene, and Stimulation etc.

4.1 Short, Mid and Long- Term Actions

a) From the program perspective 'Short- term Action Plan Period' has been considered as the duration for completion of all the activities envisaged under the Phase-II of the Program. This has been envisaged to facilitate the a) monitoring and evaluation of on-ground activities (pre- during- post stages and from SBCC perspective as well) and b) to incorporate the findings/ learnings in other project activities.

b) The 'Mid- term Action Plan Period' has been envisaged as 'opportunity period' for the all the relevant govt. and non- govt. stakeholders (working in the sector) to gauge the outcomes from the short term activities implemented under Urban95 program, as the actions under this period shall help these stakeholders in building momentum for making longer term, sustainable and replicable interventions.

c) 'Long- term Action Plan Period' has been envisaged as 'replication period', wherein it is expected that city start investing and developing ITCN spaces and other related activities taking reference from the Urban95 project activities.

Fig 6 illustrates how Urban95 principles will expand across city in terms of sustainability and scalability. There are three major outcomes which describes project strategy in terms of Short, Mid, Long Term Actions.
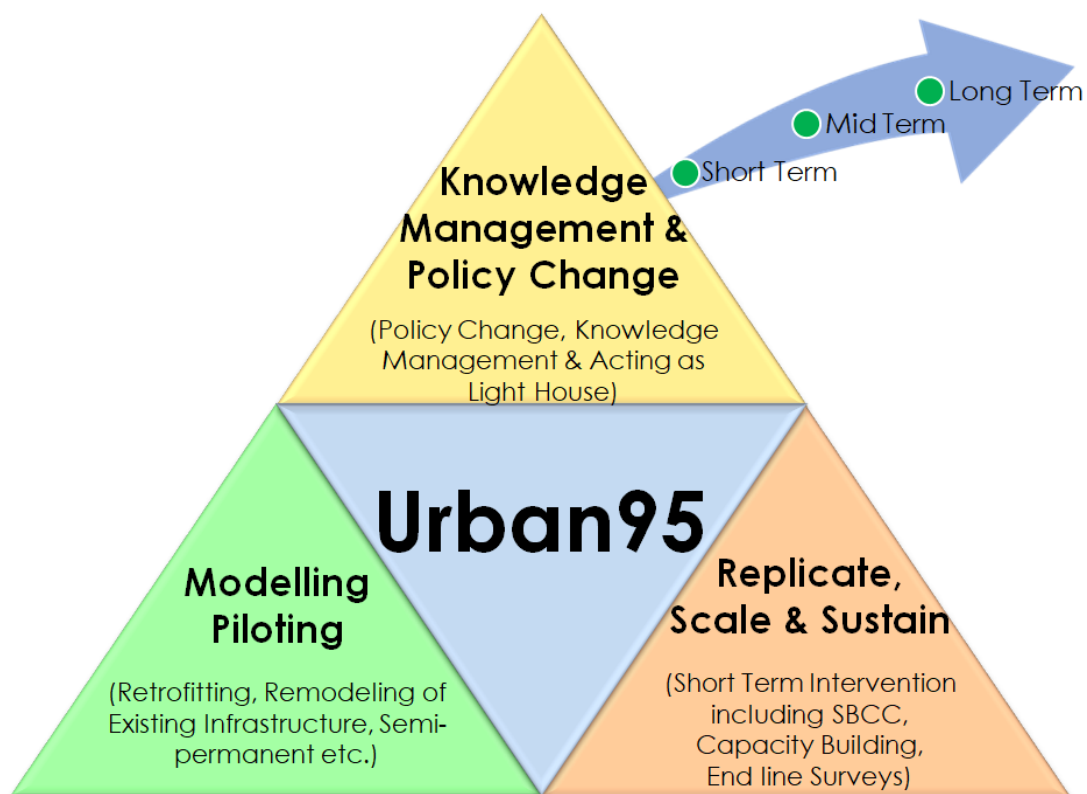

Figure 6 Urban95 Principles in terms of Sustainability and Scalability

4.2 Behavioural Interventions Synopsis

This section pan out the major Behavioural Interventions in form of a matrix targeted in short, mid and long term. The matrix briefs about the Behavioural Intervention and details out the Strategies, Activities, Responsibility of Relevant Stakeholders for improving their practices to make these destinations more ITC conducive along with its Timelines, categorized in short, mid and/ or long term.

Table 3 Behavioural Intervention Synopsis

Modelling the Urban Built Environment by creating ITC Friendly Infrastructure Objective- to Improve Care- givers Behaviours in and around Public Spaces, Mobility, Neighbourhoods, Urban Early Childhood Services by transformation of ITCN Barriers into Motivators through suitable Measures			
Strategy	**Activities**	**Responsibility of Relevant Departments/ Stakeholders for Improving their Practices** (Primary- UMC, UIT, PWD & Secondary- ICDS, Medical & Health Dept. and Elementary Education Dept as well) **to make these Destinations more ITC-Conducive**	**Timeline**
Infrastructure Development though Implementation of New Projects, Retrofitting/ Remodelling of Existing Infrastructure, Semi- permanent Projects	1) Development of young Children Priority Zones (2 nos.) including Implementation of Semi- permanent project for testing the feasibility of proposed Design Proposal and its Elements; 2) Transformation of 1.5kms connected shared street and Three young Children and Family Friendly Traffic Junctions into an Infant Toddler and their care- giver (ITC) enabled road stretch and junctions; 3) Development of Urban Sensory Park in any of the city- level park including small temporary interventions on- the-ground to fully test the feasibility of various ITCs elements to be proposed; 4) Retrofitting of an existing AWC into and model AWC; 5) Retrofitting of an existing PHC into and model PHC; 6) Implementation of Semi- permanent projects at AWC and PHC (Urban95 Phase- I)	a) Pre- Feasibility, Feasibility & DPR Approval b) Tender Finalization & Uploading/ Publishing it on all the available Channels for Finalization of Suitable Agency/ Contractor for On- ground Implementation of the same c) Awarding of Project to the Finalized Contractor d) Continuous Monitoring of Project in Coordination with PMU to check for any discrepancy e) Support in Post Implementation Impact Assessment f) Support in all the Relevant SBCC Activities as Proposed/ Undertaken by PMU (Pre- During- Post)	Short, Term

Development of an Holistic Social Behaviour Change Communication (SBCC), Integrated with Program Cycle for changes in Knowledge, Attitudes, and Practices (KAP) of Specific Participants/ Audiences in Program **Objective- Making Care- givers Aware on the Benefits of Engaging their young Children in Outdoor Environments/ Activities and its Positive Impact on young Children's Positive Behaviour, Growth & Development.**			
Transform Barriers into Motivators through Awareness, Interpersonal Communication (IPC) Activities, Community Mobilizations and Campaigns	1) Development of Urban95 SBCC Strategy. This includes Use of Effective Behavioural Prompts with Age Appropriate ECD Messages Focussing on 'Priority Behaviours'- Safe and Secure, Playful, Interactive and Engaging 2) Use of Mass Media like Radio and TV Ads to Create buzz around the Importance of Engaging with young Children and the available ITC Services. 3) Media preference to Receive ECD Related Messages (for all sites) 4) Extensive Use of Social Media- YouTube, WhatsApp, Instagram, LinkedIn etc. 5) Time to time Use of Print Media- Newspaper, Weekly Magazines (if any) 6) Time to time Use of Electronic Media- TV and Radio ads/ spots 7) Other media for Disseminating Relevant Information- Banners, Posters, Leaflets etc. 8) Group Meeting and Counselling sessions at all the ITCN Destinations- AWC, PHC, Parks, Crèche, Playschool, Community Centres 9) Training/ Capacity Building Workshops of Service Providers	Support in all the Relevant SBCC Activities as Proposed/ Undertaken by PMU (Pre- During- Post)	Short Term

Institutional Strengthening/ Capacity Building of the Service Providers

Objective- to Strengthen Institutional and Human Resource Capacities to Evaluate ITC Destinations from ITCN Barriers Perspective and then Design and Deliver to Build ITCN Friendly & Responsive Spaces

Institutional Strengthening and Capacity Building of the Service Providers that Supports Long Term Sustainability and Scalability of ECD Interventions In Udaipur	1) Capacity Building Workshops of the Service Providers to Supports Long Term Sustainability and Scalability of ECD Interventions in Udaipur 2) Brain Storming Sessions with Govt. and non- govt. Participants 3) Monthly, Bi- monthly Meetings with Govt. Stakeholders not only for keeping them Updated about the Project Activities but also for their Continuous Engagement with the Project	Support in Facilitating such Workshops/ Session from Stakeholders Participation Perspective. Stakeholders herein refers to govt. including Ward Councillors and non-govt.- NGOs, CBOs, Private Organizations, Potential CSR Partners, Educational and Research Institutes (if any), Community Leaders, and Individuals working in the Domain/ Sector	Short Term For Mid & Long Term, City Officials are expected to conduct these Workshops on various ITCN/ ECD-Oriented Themes

Social Mobilization for Wider Participation, Coalition Building, and Ownership, Including Community Mobilization

Objective- Stakeholders Mobilization for Development and Inclusion of ITCN Friendly Policy and Elements in Design, Retrofitting/ Upgrading of Urban Built Environment for Improving and Sustaining Positive Behaviours of Stakeholders with a Renewed Focus on ITCN Destinations such as Green & Blue Infrastructure, Public Spaces, Early Childhood Urban Services, Informal Settlements as well

Engage Stakeholders & Community in Transformation of Identified ITCN Barriers into Motivator and moreover in Generating Sense of Ownership and Sense of Belonging not only for Long term Sustainability of the Projects but also for Replication of the ITCN spaces across the city	1) Brain Storming Sessions with Govt. and non- govt. Participants 2) Monthly, Bi- monthly Meetings with Govt. and non- govt. Stakeholders not only for keeping them updated about the Project Activities but also for their Continuous Engagement with the Project 3) Community Integration with Urban95 Program objectives via various Techniques and Means- Focused Group Discussions (FGDs), Interpersonal Communication (IPC), In-Depth Interviews (IDIs), Key Informant Interviews (KIIs) etc. via Specifically Designed Questionnaire	Support in Facilitating such Workshops/ Session from Stakeholders Participation Perspective Stakeholders herein refers to govt. including Ward Councillors and non- govt.-NGOs, CBOs, Private Organizations, Potential CSR Partners, Educational and Research Institutes (if any), Community Leaders, and Individuals working in the Domain/ Sector	Short

	4) Creation of Neighbourhood Committees/ Groups, Social Support Group etc. which is a mix Development Agency/ Service Provider Engineer, Ward Councillor, Community and/ or any other Political Leader (if any), and Care- givers acting as an Grievance Redressal Fora, Demand for Operation and Maintenance (O&M) of ITCN Destinations and also of Neighbourhood Spaces, Roads/ Streets etc.		

Advocacy, Knowledge Management for Child Focussed Policy Change

Objective- Formulation of ITCN focussed Guidelines and Policy Documents (Child Safety Guidelines, ECD Policy, ITC Master Checklist) Facilitating Safety, ECD, and ITC Friendly Materials Promoting ECD Interventions in Udaipur

Advocacy for Policy Formulation for Improving and Sustaining Positive Stakeholders Behaviours with Renewed Focus on ITCN Destinations- Green & Blue Infrastructure, Public Spaces, Early Childhood Urban Services, Informal Settlements as well	1) Preparation of ITC Master Checklist- Compilation of young Children Friendly Materials/ Items, Tech Specifications, Usability, Rate Analysis which are Missing from the Current Prevailing Schedule of Rates (SoR) i.e Rajasthan Urban Infrastructure Development Project (RUIDP) & Public Works Department (PWD) used by City Development Agencies 2) Preparation of Child Safety Guidelines (CSG) for Udaipur for Enhancing the Understanding and Behavioural Approach of Service Providers, Care- givers, Urban Practitioners and other Stakeholders working in the domain on Safety Aspects and Needs of young Children and their Care- givers within & Outside Home 3) Development of ECD Framework, enabling Effective Environment for	Support in Consultations, Loop in the Missing Information (if any) in the said Documents Approval on the same by City's Development Agencies to be used across the Urban Region of the City while Developing ITCN Spaces Annual Conference for City- level Dissemination and Moreover for Adaptation of the same by City's Development Agencies	Mid Term & Long Term

	Service Delivery, Coordination within Sectors, Across Institutions for Allocating Necessary Resources (Human, Financial), Assuring Inclusive Coverage of all Segments of Society		

4.3 Rapid Action Plan Matrix

Based on the detail study of RBA and taking its finding into account an RAP Matrix has been developed detailing out ITCN Infrastructure and Behavioural Challenges and the resultant Behavioural Impact at all the ITCN Priority Destinations/ Areas- Parks, Aanganwadi Center (AWC), Primary Healthcare Center (PHC), Neighbourhood and Streets and other ITCN Destination as well such as Crèche, Playschool.

The identified challenges are categorized into Inside and outside the said Facility for clarity and moreover in proposing the potential solutions.

The Matrix also has potential Action Points from short term (0- 2 years) perspective against the identified Infrastructure Challenges with the resultant Behaviour Outcomes, envisaged against these solutions.

Annexure I showcase the said matrix.

5   Annexure I- Rapid Action Plan Matrix

Table 4 Rapid Action Plan Matrix

ITCN Infrastructural and Behavioural Barriers and with Potential Short Term Action Plan along with their Behaviour Outcomes				
Priority Areas	**Category**	**ITCN Barriers/ Challenges**	**Short Term Solutions**	**Potential Behaviour Outcomes**
Park- Inside	**Infrastructure Barriers**	**Absence of Dedicated ITC Zone including Softscape within the Park**	Provision of Dedicated ITC Zone with Softscape (grass, sand, mud etc.)	a) Increase in Frequency of Outdoor Play and Other Engagement Activities of young Children and their Care- givers b) Increase in Overall Duration of Outdoor Play and Other Engagement Activities of Children (0- 5 years) and their Care- givers c) Increase in Footfall of young Children form diverse background with their Care- givers, Pregnant & Lactating Women and other Vulnerable (Elderlies), Physically Disabled in all the Available and Nearest Green Spaces- Neighbourhood Parks, Gardens and at Regular Interval and different Times of the Day. d) Change and Improvement in Behavioural Practices of Municipal Staff in Maintaining Such Green Spaces, Facilitating Comfort, Safety, Hygiene, Playfulness of young Children and their Care- givers e) Increase in the number of feedback/ suggestions from caregivers and other
			Periodic Maintenance & Regular Upkeep of the same from the Concerned Agency	
		Limited or dysfunctional Playing Equipments like Swings and Slides and other Engagement Activities	Development of Dedicated ITC Zone with Age- Appropriate Playing Equipment's (Swings, Slides etc.), Interactive Wall Paintings, Interactive Pathways with Floor Games, Puzzles etc.	
			Periodic maintenance & Regular Upkeep of the same from the concerned agency	
		Lighting for Increased Sense of Safety during Evening and Late Evening Hours	Installations of Adequate Lighting for Increased Sense of Safety with Regular Upkeep and Maintenance	
		Presence of Stray Animals within the Park	Installations of Appropriate Entry Gate, Ramps (promoting Universal Accessibility & Inclusivity) and other measures (fixing of Cattle Catcher) making it difficult/ Impossible for Strays to get inside the Park	
	Behavioural Barriers	**Care-giver Perception - Spaces where young Children from Different Backgrounds**	Wider & Effective use of Social Behaviour Change Communication (SBCC) campaign for change in Perception and Practices	

				stakeholders
		Visit are Unsafe, because of difference in Language, Mannerism, Behaviours etc. of Children from different/ diverse background (HIG, LIG & EWS)	Community Engagement Sessions, Peoples Familiarization/ Engagement Sessions to deal with myths	f) Increase in the number of children and caregivers actively engaging and using equipment (age appropriate and diverse) and facilities available for them at the park.
		Young Children are Handed over Mobiles while Waiting for their turn to Keep young Children Engaged Moreover more often Care-givers are busy in their own work/ Mobile, talking to other caregivers and do not engage with their children	SBCC and Advocacy Campaign (FGDs, IDIs, Relevant Signages and other means as well) with Care- givers on the Adverse Impact of Mobiles and other Devices on their Overall Growth and Development	g) Increase in number of caregivers and community members participating in engagement sessions/public events at the park
			Usage of Existing Spaces, Surfaces and other Elements (Floors, Walls, Ceilings, other Structure etc.) for Provisioning of Interactive and Engaging Environment for young Children for keeping them Engaged as much as possible	h) Increased number and diversity of children and caregivers (diverse backgrounds and socio-economic groups) who use the park
		No Feedback Mechanism	Suggestions Boxes	i) Increased community involvement (volunteering, utilization and ownership) in the park
			Social Media Platforms for Sharing Feedbacks	j) Increase in number of fathers visiting the park and actively engaging with their 0-5 year children in the park
			Mobile Applications for Grievance Redressal	k) Change and Improvement in Behavioural Practices of Municipal Staff in Maintaining such Green Spaces, Facilitating Comfort, Safety, Hygiene, Playfulness of Children & their Care-givers
Park- Outside	**Infrastructure Barriers**	**Absence of Footpath/ Sidewalks accommodating ITCN needs (Height, Width, Shaded Resting Areas, Utilities**	Development of Dedicated Footpath/ Sidewalks in the purview of transforming of all the identified ITCN Barriers into ITCN	a) Increase in Non- motorized Transport (NMT)- Walking, Cycling and Public & Intermediate Public Transport (PT/ IPT)

& Amenities at Regular Interval- Water ATMs, Toilets etc.) without Obstructions/ Encroachments etc., ensuring Continuous and Smooth Walking Experience and also for Care- givers with Infant and/ or Toddler in Stroller(s) and also for Physically Disabled Individual on Wheel Chair	Motivators	Usage While Accessing Park by young Children and their Care- givers and other Users as well
		b) Increase in Frequency and Duration of Outdoor Play and Other Engagement Activities by young Children and their Care- givers
		c) Increase in number of caregivers who report feeling safe while commuting to the park
Absence of Traffic Calming Measures	Creation of Traffic Calming Measures (Table Tops at Crossings, Chicane, curb extension etc.), Installations of Relative Road Markings (Zebra Crossing at Junctions, Pedestrian Crossing etc.) and Signages (Children Priority Zone, Speed Limit etc.)	d) Increase in number of caregivers and children who engage while commuting to and fro from the park
		e) Increase in number of fathers who bring children to the park
Absence of Ramp for Care-givers with Strollers and also for differently- abled/ Steep access to Parks	Development of Ramp as per set standards & norms, promoting 'Universal Accessibility'	f) Increased knowledge in caregivers about importance of engaging with children in outside environment
Absence of Way Findings/ Road Signages	Installations of Interactive Road Signages (Way Findings) around the park	
Open Drains not only a Safety Hazard but also presents Unhygienic Condition for ITC & others Accessing the Park	Covering of Drains as per set standard and norms	
Street Lighting for Increased Sense of Safety	Installations of Adequate Street Lighting for Increased Sense of Safety with Regular Upkeep and Maintenance	

		Unorganized Parking, Traffic, Loud Noise and Vehicular Smoke	Increasing Landscaped Buffer Zones for Reduction in Noise & Air Pollution
			Development of Organized/ Dedicated Parking Area (given the space availability)
		Ongoing construction work outside the PHC	Creating dedicated space for building materials and to ensure that the construction work shall not conflict with the daily routine of the young children activity
		Limited Interaction/ Engagement with the young Children while Commuting to and from the Park	Making the ITCN journey Interactive and Engaging via suitable 'Broad Games' on the Footpath/ Sidewalks,
			Developing Visually Appealing ECD content on all the Available Surfaces (Walls, Floors etc.) and Creation of Interactive Pause Points for ITC to Engage with, enabling young Children to enjoy the Journey
			Installation of Visually Compelling & Aesthetically Designed signages Disseminating Important and Relevant ECD Content (Responsive Parenting & Caregiving, Importance of Outdoor Physical Activities for young Children overall growth and development and many more), strategically placed not only in and around ITC dedicated zones but also at the Places having huge gathering of Care- givers such as Open Gyms/ Yoga Zones, Laughing Clubs, Neighbourhood Library (if any), Grocery Stores & Supermarkets, Places of Religious

			Importance (Temples, Churches, Mosques etc.) and at others Relevant Places as well	
	Behavioural Barriers	**a) Mothers are Primarily Responsible for Taking young Children Outdoors** **b) Children should mix up with other Children of similar and/ or other (Lower or Higher) Socio-economic Strata** **c) Lack of Understanding among Care-givers on Importance of Engaging young Children in Outdoor Physical Activities** **d) Limited time among working Care-givers to Engage young Children in Outdoor Physical Activities**	SBCC and Advocacy Campaign (FGDs, IDIs, Relevant Signages and other means as well) within the Neighbourhood on Importance of a) Role of Fathers in young Children upbringing for their growth and development b) Importance of Social Interaction within the young Children of all caste, creed, colour, gender etc. c & d) Engaging young Children in Outdoor Physical Activities for their growth and development	
		Children and Care- givers feel Unsafe due to Presence of Stray Animals Around the Park	a) Intimation to Relevant Authorities for taking up Appropriate Action (Castration of dogs, Shifting of Cows to Kine house and/ or any relevant spaces) b) Creation of Dedicated Food Corners for Strays Away from the Park, making the Strays confined to that corner as much as possible c) SBCC and Advocacy Campaign within the Neighbourhood - Making the Neighbourhood understand the importance of Feeding the Strays within the Dedicated Food Corners not	

			only for Safety of young Children but also for others as well	
PHC - Inside	**Infrastructure Barriers**	**Absence of Ramp for differently- abled/ Steep Access to the Facility**	Development of Ramp as per set standards & norms, promoting & facilitating 'Universal Accessibility'	a) Increase in Overall Usage of PHC by young Children and their Care- givers and other Users within the Neighbourhood
		Absence of Breastfeeding Room	Earmarking/ Development of Dedicated Breastfeeding Room/ Space	b) Increase in Frequency and Duration of Outdoor Play and Other Engagement Activities by young Children and their Care- givers that too at Regular Interval and different Times of the Day.
		Absence of Age- Appropriate Utilities and Amenities (Potable Water & Toilets)	Provision for Water ATM (Hot & Cold) with its Regular Upkeep & Maintenance	
			Provision of Age- appropriate & and Separate & Male/ Female Toilets with its Regular Upkeep & Maintenance	b) Increased satisfaction reported by caregivers on quality of services and time spent at PHC with children
		Absence of Designated Play Area and/ or Engagement Space for Young Children	Development of Dedicated ITC Engagement Zone/ Children Holding Areas etc. with Age Appropriate Toys/ Playing Equipments (based on Space Availability)	c) Improved awareness and understanding in service providers on caregiver and young children needs and issues
			Usage of Existing Spaces, Surfaces and other Elements (Floors, Walls, Ceilings, other Structure etc.) for Provisioning of Interactive and Engaging Environment for Young Children - a mix of Sensory Touch and Feel Elements, - Visually Interactive yet Informatory Wall Paintings- mix of Immunizations Schedule, Month/ Year wise Growth Chart of young Children, What to Eat and What to Avoid for Pregnant and/ or Lactating Women, Potential Reasons of 'Why Children is Behaving in	d) Increased number of children are able to engage in dedicated play spaces in PHC during waiting period e) Increased number of caregivers use amenities, such as feeding booths, toilets and drinking water f) Improved feedback mechanisms at facility and use by caregivers and community to report relevant issues

			Certain Manner, helping Care- giver(s) to take appropriate measures accordingly', an Interactive yet simple & Visually Appealing Story on Wall and Many More - Interactive Floor Games in Waiting & Circulations Spaces
	Behavioural Barriers	**Trust Issues among Care-givers on the Quality of Services and also at PHC Staff**	Extensive SBCC and Advocacy Campaign within the Neighbourhood for Sensitization of Care- givers for building up +ve Branding of PHCs, its Staff and Overall Quality of Services and Schemes not only for change in Perception and Moreover for Change in Practice as well
		Lack of Training of Service Providers on Importance of ECD	Capacitate the Technical know- how of the Service Providers via Regular Capacity Building Sessions/ Workshops by External Experts/ NGOs, Consultants working in the Domain for Keeping them Update with the New Methods, Mechanism, and/ or Means
		Young Children are Handed over Mobiles while Waiting for their Turn to Keep then Engaged	SBCC and Advocacy Campaign (FGDs, IDIs, Relevant Signages and other means as well) with Care- givers on the Adverse Impact of Mobiles and other Devices on young Children Overall Growth and Development
			Usage of Existing Spaces, Surfaces and other Elements (Floors, Walls, Ceilings, other Structure etc.) for Provisioning of Interactive and Engaging Environment for young Children for keeping them Engaged as much as possible

		No Feedback Mechanism	Suggestions Boxes	
			Social Media Platforms for Sharing Feedbacks	
			Mobile Applications for Grievance Redressal	
	Addl. Barriers	**Shortage of Staff, especially related to young Children and AWC (ANM, Asha and/ or Vaccination Staff), Paediatrician, Gynaecologist**	Dept. to fill in the Vacant Position on Immediate Basis	
PHC - Outside	**Infrastructure Barriers**	**Absence of Footpath/ Sidewalks accommodating ITCN needs (Height, Width, Shaded Resting Areas, Utilities & Amenities at Regular Interval- Water ATMs, Toilets, Breastfeeding Room etc.) without Obstructions/ Encroachments etc., ensuring Continuous and Smooth Walking Experience and also for Care- givers with Infant and/ or Toddler in Stroller(s) and also for Physically Disabled Individual on Wheel Chair**	Development of Dedicated Footpath/ Sidewalks in the purview of transforming of all the identified ITCN Barriers into ITCN Motivators	a) Increase in Non- motorized Transport (NMT)- Walking, Cycling and Public & Intermediate Public Transport (PT/ IPT) Usage While Accessing this Facility by young Children and their Care- givers and other Users as well. b) Increase in Frequency and Duration of Outdoor Play and Other Engagement Activities by young Children and their Care- givers. c) Change and Improvement in Behavioural Practices of Municipal Staff Responsible for Maintaining Such Facilities, Facilitating Comfort, Safety, Hygiene, Playfulness of young Children and their Care- givers. d) Increased number of caregivers report feeling safe while commuting to the PHC with their children. e) Increased number of caregivers and
		Absence of Traffic Calming Measures	Creation of Traffic Calming Measures (Table Tops, Chicane, curb extension etc.), Installations of Relative Road Markings (Zebra Crossing at Junctions, Pedestrian Crossing etc.) and Signages (Children Priority Zone, Speed Limit etc.)	

Absence of Ramp for Care-givers with Strollers and also for differently- abled/ Steep access to PHCs	Development of Ramp as per set standards & norms, promoting 'Universal Accessibility'	children are able to actively engage while coming to the PHC.
Absence of Way Findings/ Road Signages	Installations of Interactive Road Signages (Way Findings) around the park	
Open Drains not only a Safety Hazard but also presents Unhygienic Condition for ITC and others Accessing the Park	Closing of Drains as per set standard and norms	
Street Lighting for Increased Sense of Safety	Installations of Adequate Street Lighting for Increased Sense of Safety with Regular Upkeep and Maintenance	
Unorganized Parking, Traffic, Loud Noise and Vehicular Smoke	Increasing Landscaped Buffer Zones for Reduction in Noise & Air Pollution	
	Development of Organized/ Dedicated Parking Area (given the space availability)	
Ongoing construction work outside the PHC	Creating dedicated space for building materials and to ensure that the construction work shall not conflict with the daily routine of the young children activity	
Limited Interaction/ Engagement with the young Children while Commuting to and from the Park	Making the ITCN journey Interactive and Engaging via suitable 'Broad Games' on the Footpath/ Sidewalks,	
	Developing Visually Appealing ECD content on all the Available Surfaces (Walls, Floors etc.) and Creation of Interactive Pause Points for ITC to Engage with, enabling young Children to enjoy the Journey	

			Installation of Visually Compelling & Aesthetically Designed signages Disseminating Important and Relevant ECD Content (Responsive Parenting & Caregiving, Importance of Outdoor Physical Activities for young Children overall growth and development and many more), strategically placed not only in and around ITC dedicated zones but also at the Places having huge gathering of Care- givers such as Open Gyms/ Yoga Zones, Laughing Clubs, Neighbourhood Library (if any), Grocery Stores & Supermarkets, Places of Religious Importance (Temples, Churches, Mosques etc.) and at others Relevant Places as well	
	Behavioural Barriers	**Presence of Stray Animals Around PHC**	a) Intimation to Relevant Authorities for taking up Appropriate Action (Castration of dogs, Shifting of Cows to Kine house and/ or any relevant spaces) b) Creation of Dedicated Food Corners for Strays Away from the PHC, making the Strays confined to that corner as much as possible c) SBCC and Advocacy Campaign within the Neighbourhood - Making the Neighbourhood understand the importance of Feeding the Strays within the Dedicated Food Corners not only for Safety of young Children but also for others as well	
AWC - Inside	**Infrastructure Barriers**	**Absence of Designated Play Area and/ or Engagement Space for Young Children**	Development of Dedicated ITC Engagement Zone with Age Appropriate Toys and Playing Equipments (based on Space Availability)	a) Increase in overall Retention Time and also New Enrolment of young Children within this Facility

			Usage of Existing Spaces, Surfaces and other Elements (Floors, Walls, Ceilings, other Structure etc.) for Provisioning of Interactive and Engaging Environment for Young Children - a mix of Sensory Touch and Feel Elements, - Visually Interactive yet Informatory Wall Paintings- mix of Immunizations Schedule, Month/ Year wise Growth Chart of young Children, What to Eat and What to Avoid for Pregnant and/ or Lactating Women, Potential Reasons of 'Why Children is Behaving in Certain Manner, helping Care- giver(s) to take appropriate measures accordingly', an Interactive yet simple & Visually Appealing Story on Wall and Many More - Interactive Floor Games within Classroom and Outdoor Engagement Zones (if any) & Circulations Spaces, Corridors etc.	b) Increase in Frequency and Duration of Outdoor Play and Other Engagement Activities by young Children and their Care- givers that too at Regular Interval and different Times of the Day. c) Increased number of caregivers report satisfaction with the ECE curriculum at AWC d) Improved regular attendance of children in AWC e) Increased number of service providers are trained on ECD and actively engage with children using age appropriate equipment and resources
		Limited Space within AWC	Retrofitting of under- utilized and/ or Unutilized Spaces in AWCs (Open, Semi- open Veranda, Corridors, Porch, Balcony, Roof etc.) to make these spaces usable as much as possible	
		Absence of Ramp and/ or Steep Access to the Facility for differently- abled	Development of Ramp as per set standards & norms, promoting & facilitating 'Universal Accessibility'	
		Absence of Age- Appropriate Utilities and Amenities (Potable	Provision for Water ATM (Hot & Cold) with its Regular Upkeep & Maintenance	

		Water & Toilets)	Provision of Age- appropriate & and Separate & Male/ Female Toilets with its Regular Upkeep & Maintenance	
		Ready to Eat' Supplementary Nutrition is generally kept open in Absence of Proper Storage, attracting 'Rodents' and other 'Insects' and the same then is distributed to young Children (a very health hazardous practice)	Creation of Separate Food Storage Facility or Metal Almirah/ Cupboard	
	Behavioural Barriers	**Nothing New is Taught at AWC**	a) Capacitate the Technical know- how of the Service Providers via Regular Capacity Building Sessions/ Workshops by External Experts/ NGOs, Consultants working in the Domain b) Tie ups with External Agencies (NGOs, Private Sector & others) on voluntary Basis for them to Teach AWC Children on 'Once in a Week or Month Basis'	
		Lack of Training of Service Providers on Importance of ECD and Interactive Way of Teachings		
		No Feedback Mechanism	Suggestions Boxes	
			Social Media Platforms for Sharing Feedbacks	
			Mobile Applications for Grievance Redressal	
	Addl. Barriers	**Young Children not interested in attending the AWC daily in absence of Engaging Environment/ Atmosphere and also because of boring Schedule**	Provisioning of Making the AWC Interactive, Engaging, Playful via suitable Infrastructural Changes and also Capacitate the Technical Know-how of AWC Staff in Engaging Teaching Techniques, Skills etc. using handy and readily available material	

		Shortage of AWC Staff (if any)	Dept. to fill in the Vacant Position on Immediate Basis	
AWC- Outside	Infrastructure Barriers	**Absence of Footpath/ Sidewalks accommodating ITCN needs (Height, Width, Shaded Resting Areas, Utilities & Amenities at Regular Interval- Water ATMs, Toilets, Breastfeeding Room etc.) without Obstructions/ Encroachments etc., ensuring Continuous and Smooth Walking Experience and also for Care- givers with Infant and/ or Toddler in Stroller(s) and also for Physically Disabled Individual on Wheel Chair**	Development of Dedicated Footpath/ Sidewalks in the purview of Transforming of all the identified ITCN Barriers into ITCN Motivators	a) Increase in Non- motorized Transport (NMT)- Walking, Cycling and Public & Intermediate Public Transport (PT/ IPT) Usage While Accessing this Facility by young Children and their Care- givers and other Users as well b) Increase in Frequency and Duration of Outdoor Play and Other Engagement Activities by young Children and their Care- givers c) Change and Improvement in Behavioural Practices of Municipal Staff Responsible for Maintaining Such Facilities, Facilitating Comfort, Safety, Hygiene, Playfulness of young Children and their Care- givers d) Increased number of caregivers and children report seeing way finding signages and understanding the key messages e) Increased number of children and caregivers report feeling safe while commuting to the AWC f) Increased number for caregivers and community members are involved in giving feedback and reporting issues
		Absence of Traffic Calming Measures	Creation of Traffic Calming Measures (Table Tops, Chicane, curb extension etc.), Installations of Relative Road Markings (Zebra Crossing at Junctions, Pedestrian Crossing etc.) and Signages (Children Priority Zone, Speed Limit etc.)	
		Absence of Ramp for Care- givers with Strollers and also for differently- abled/ Steep access to AWCs	Development of Ramp as per set standards & norms, promoting 'Universal Accessibility'	
		Absence of Way Findings/ Road Signages	Installations of Interactive Road Signages (Way Findings) around the park	

		Open Drains not only a Safety Hazard but also presents Unhygienic Condition for ITC and others Accessing the AWC	Closing of Drains as per set standard and norms	present outside the facility g) Increased number of caregivers and community members demonstrate improved knowledge about appropriate ECD behaviours and participate in ECD focus events
		Street Lighting for Increased Sense of Safety	Installations of Adequate Street Lighting for Increased Sense of Safety with Regular Upkeep and Maintenance	
		Unorganized Parking, Traffic, Loud Noise and Vehicular Smoke	Increasing Landscaped Buffer Zones for Reduction in Noise & Air Pollution	
			Development of Organized/ Dedicated Parking Area (given the space availability)	
		Ongoing construction work outside the PHC	Creating dedicated space for building materials and to ensure that the construction work shall not conflict with the daily routine of the young children activity	
		Limited Interaction/ Engagement with the young Children while Commuting to and from the AWC	Making the ITCN journey Interactive and Engaging via suitable 'Broad Games' on the Footpath/ Sidewalks,	
			Developing Visually Appealing ECD content on all the Available Surfaces (Walls, Floors etc.) and Creation of Interactive Pause Points for ITC to Engage with, enabling young Children to enjoy the Journey	
			Installation of Visually Compelling & Aesthetically Designed signages Disseminating Important and Relevant ECD Content (Responsive Parenting & Caregiving, Importance of Outdoor Physical Activities for young Children overall growth and	

			development and many more), strategically placed not only in and around ITC dedicated zones but also at the Places having huge gathering of Care- givers such as Open Gyms/ Yoga Zones, Laughing Clubs, Neighbourhood Library (if any), Grocery Stores & Supermarkets, Places of Religious Importance (Temples, Churches, Mosques etc.) and at others Relevant Places as well	
	Behavioural Barriers	**Feeling unsafe due to presence of Stray Animals Around AWC**	a) Intimation to Relevant Authorities for taking up Appropriate Action (Castration of dogs, Shifting of Cows to Kine house and/ or any relevant spaces) b) Creation of Dedicated Food Corners for Strays Away from the AWC, making the Strays confined to that corner as much as possible c) SBCC and Advocacy Campaign within the Neighbourhood - Making the Neighbourhood understand the importance of Feeding the Strays within the Dedicated Food Corners not only for Safety of young Children but also for others as well	
Other ITCN Destinations (Crèche, Play School)- Inside	**Infrastructure Barriers**	**Absence of Designated Play Area and/ or Engagement Space for Young Children**	Development of Dedicated ITC Engagement Zone with Age Appropriate Toys and Playing Equipments (based on Space Availability)	a) Increase in overall Retention Time and also New Enrolment of young Children within this Facilities b) Increase in Frequency and Duration of Outdoor Play and Other Engagement Activities by young Children and their

			Usage of Existing Spaces, Surfaces and other Elements (Floors, Walls, Ceilings, other Structure etc.) for Provisioning of Interactive and Engaging Environment for Young Children - a mix of Sensory Touch and Feel Elements, - Visually Interactive yet Informatory Wall Paintings- mix of Immunizations Schedule, Month/ Year wise Growth Chart of young Children, What to Eat and What to Avoid for Pregnant and/ or Lactating Women, Potential Reasons of 'Why Children is Behaving in Certain Manner, helping Care- giver(s) to take appropriate measures accordingly', an Interactive yet simple & Visually Appealing Story on Wall and Many More - Interactive Floor Games within Classroom and Outdoor Engagement Zones (if any) & Circulations Spaces, Corridors etc.	Care- givers that too at Regular Interval and different Times of the Day. c) Increased number of children and their caregivers are able to engage with equipment and use facilities d) Increased number of ITC population(mothers, fathers, grandparents) including those with disabilities, from different socio-economic backgrounds accessing ITC friendly spaces and services e) Increased number of services providers engaging with children in an age appropriate and skilled manner f) Increased number of caregivers and community members are able to share their feedback to appropriate authorities g) Increased number of children and caregivers report satisfaction with the quality of experience at the facility
		Limited Space within the Centre	Retrofitting of under- utilized and/ or Unutilized Spaces (Open, Semi- open Veranda, Corridor, Porch, Balcony, Roof etc.) to make these spaces usable as much as possible	
		Absence of Ramp and/ or Steep Access to the Facility for differently- abled	Development of Ramp as per set standards & norms, promoting & facilitating 'Universal Accessibility'	
		Absence of Age- Appropriate Utilities and Amenities (Potable Water & Toilets)	Provision for Water ATM (Hot & Cold) with its Regular Upkeep & Maintenance	
			Provision of Age- appropriate & and Separate	

	Behavioural Barriers	**No Feedback Mechanism**	& Male/ Female Toilets with its Regular Upkeep & Maintenance	
			Suggestions Boxes	
			Social Media Platforms for Sharing Feedbacks	
			Mobile Applications for Grievance Redressal	
Other ITCN Destinations (Creche, Play School)- Outside	**Infrastructure Barriers**	**Absence of Footpath/ Sidewalks accommodating ITCN needs (Height, Width, Shaded Resting Areas, Utilities & Amenities at Regular Interval- Water ATMs, Toilets, Breastfeeding Room etc.) without Obstructions/ Encroachments etc., ensuring Continuous and Smooth Walking Experience and also for Care- givers with Infant and/ or Toddler in Stroller(s) and also for Physically Disabled Individual on Wheel Chair**	Development of Dedicated Footpath/ Sidewalks in the purview of Transforming of all the identified ITCN Barriers into ITCN Motivators	a) Increase in Non- motorized Transport (NMT)- Walking, Cycling and Public & Intermediate Public Transport (PT/ IPT) Usage While Accessing any of this Facility by young Children and their Care- givers and other Users as well b) Increase in Frequency and Duration of Outdoor Play and Other Engagement Activities by young Children and their Care- givers c) Change and Improvement in Behavioural Practices of Municipal Staff (Govt. Run) and/ or Management (Privately Run) Responsible for Maintaining Such Facilities, Facilitating Comfort, Safety, Hygiene, Playfulness of young Children and their Care- givers d) Increased number fo caregivers and children are able to access the facilities while feeling safe
		Absence of Traffic Calming Measures	Creation of Traffic Calming Measures (Table Tops, Chicane, curb extension etc.), Installations of Relative Road Markings (Zebra Crossing at Junctions, Pedestrian Crossing etc.) and Signages (Children Priority Zone, Speed Limit etc.)	

		Absence of Ramp for Care-givers with Strollers and also for differently- abled/ Steep access to the ITCN Destinations	Development of Ramp as per set standards & norms, promoting 'Universal Accessibility'	e) Increased number of children and caregivers are able to actively engage while commuting to and fro from the facility
		Absence of Way Findings/ Road Signages	Installations of Interactive Road Signages (Way Findings) around the park	f) Number of caregivers and other stakeholders report increased awareness on ITC issues, spaces and services available
		Open Drains not only a Safety Hazard but also presents Unhygenic Condition for ITC and others Accessing the Park	Closing of Drains as per set standard and norms	
		Street Lighting for Increased Sense of Safety	Installations of Adequate Street Lighting for Increased Sense of Safety with Regular Upkeep and Maintenance	
		Unorganized Parking, Traffic, Loud Noise and Vehicular Smoke	Increasing Landscaped Buffer Zones for Reduction in Noise & Air Pollution	
			Development of Organized/ Dedicated Parking Area (given the space availability)	
		Ongoing construction work outside the facility	Creating dedicated space for building materials and to ensure that the construction work shall not conflict with the daily routine of the young children activity	
		Limited Interaction/ Engagement with the young Children while Commuting to and from the ITC destination	Making the ITCN journey Interactive and Engaging via suitable 'Broad Games' on the Footpath/ Sidewalks,	
			Developing Visually Appealing ECD content on all the Available Surfaces (Walls, Floors etc.) and Creation of Interactive Pause Points for ITC to Engage with, enabling young	

			Children to enjoy the Journey	
			Installation of Visually Compelling & Aesthetically Designed signages Disseminating Important and Relevant ECD Content (Responsive Parenting & Caregiving, Importance of Outdoor Physical Activities for young Children overall growth and development and many more), strategically placed not only in and around ITC dedicated zones but also at the Places having huge gathering of Care- givers such as Open Gyms/ Yoga Zones, Laughing Clubs, Neighbourhood Library (if any), Grocery Stores & Supermarkets, Places of Religious Importance (Temples, Churches, Mosques etc.) and at others Relevant Places as well	
	Behavioural Barriers	**Perception of not being safe due to strayanimals Around these Destinations**	a) Intimation to Relevant Authorities for taking up Appropriate Action (Castration of dogs, Shifting of Cows to Kine house and/ or any relevant spaces) b) Creation of Dedicated Food Corners for Strays Away from the PHC, making the Strays confined to that corner as much as possible c) SBCC and Advocacy Campaign within the Neighbourhood - Making the Neighbourhood understand the importance of Feeding the Strays within the Dedicated Food Corners not only for Safety of young Children but also for others as well	

Neighbourhood & Streets	Infrastructure Barriers	Absence of Footpath/ Sidewalks accommodating ITCN needs (Height, Width, Shaded Resting Areas, Utilities & Amenities at Regular Interval- Water ATMs a Continuous- without obstructions/ Encroachments etc.), Street Lighting for Increased Sense of Safety	Development of Dedicated Footpath/ Sidewalks in the purview of transforming of all the identified ITCN Barriers into ITCN Motivators	g) Increase in Non- motorized Transport (NMT)- Walking, Cycling and Public & Intermediate Public Transport (PT/ IPT) Usage While Accessing this Facility by young Children and their Care- givers and other Users as well
		Absence of Traffic Calming Measures	Creation of Traffic Calming Measures (Table Tops, Chicane, curb extension etc.), Installations of Relative Road Markings (Zebra Crossing at Junctions, Pedestrian Crossing etc.) and Signages (Children Priority Zone, Speed Limit etc.)	h) Increase in Frequency and Duration of Outdoor Play and Other Engagement Activities by young Children and their Care- givers i) Change and Improvement in Behavioural Practices of Municipal Staff Responsible for Maintaining Such Facilities, Facilitating Comfort, Safety, Hygiene, Playfulness of young Children and their Care- givers
		Absence of Ramp for Care- givers with Strollers and also for differently- abled/ Steep access to the numerous ITCN, Neighbourhood Utilities and Amenities and other Stop Points as well (Places of Religious Importance, Grocery Stores, Super Markets)	Development of Ramp as per set standards & norms, promoting 'Universal Accessibility'	j) Increased number of stakeholders show awareness of available ITC friendly spaces and services in the city k) Increased number of children, caregivers and community members feel safe navigating the neighbourhood spaces
		Absence of Way Findings/ Road Signages	Installations of Interactive Road Signages (Way Findings) around the park	l) Presence of neighbourhood support networks giving feedback on ITCN issues to appropriate authorities through relevant feedback mechanisms.
		Open Drains not only a Safety Hazard but also presents Unhygienic Condition for ITC and others Accessing the Park	Closing of Drains as per set standard and norms	

		Street Lighting for Increased Sense of Safety	Installations of Adequate Street Lighting for Increased Sense of Safety with Regular Upkeep and Maintenance	
		Unorganized Parking, Traffic, Loud Noise and Vehicular Smoke	Increasing Landscaped Buffer Zones for Reduction in Noise & Air Pollution	
			Development of Organized/ Dedicated Parking Area (given the space availability)	
		Obstruction of Road and/ or Footpath by Street Vendors and Hawkers	Development of Neighbourhood Level Dedicated Vending Zone and its Regular Upkeep and Maintenance	
		Ongoing Construction Works and Encroachment of Road and/ or Footpath by Construction Material conflicting with young Children Daily Routine	Creating dedicated space for construction/ building materials and to ensure that the construction work shall not conflict with the daily routine of the young children activity	
		Limited Interaction/ Engagement with the Children while Commuting to and from the Park	Making the ITCN journey Interactive and Engaging via suitable 'Broad Games' on the Footpath/ Sidewalks,	
			Developing Visually Appealing ECD content on all the Available Surfaces (Walls, Floors etc.) and Creation of Interactive Pause Points for ITC to Engage with, enabling young Children to enjoy the Journey	

			Installation of Visually Compelling & Aesthetically Designed signages Disseminating Important and Relevant ECD Content (Responsive Parenting & Caregiving, Importance of Outdoor Physical Activities for young Children overall growth and development and many more), strategically placed not only in and around ITC dedicated zones but also at the Places having huge gathering of Care- givers such as Open Gyms/ Yoga Zones, Laughing Clubs, Neighbourhood Library (if any), Grocery Stores & Supermarkets, Places of Religious Importance (Temples, Churches, Mosques etc.) and at others Relevant Places as well	
	Behavioural Barriers	**Perception of not being safe due to stray animals, inadequate street lighting, anti-social activities Around these Destinations**	a) Intimation to Relevant Authorities for taking up Appropriate Action (Castration of dogs, Shifting of Cows to Kine house and/ or any relevant spaces) b) Creation of Dedicated Food Corners for Strays Away from the PHC, making the Strays confined to that corner as much as possible c) SBCC and Advocacy Campaign within the Neighbourhood - Making the Neighbourhood understand the importance of Feeding the Strays within the Dedicated Food Corners not only for Safety of young Children but also for others as well	

Table 5 Institutional Strengthening of the Service Providers via Guidelines and Policy Documents

Institutional Strengthening of the Service Providers that Supports Long Term Sustainability and Scalability to all the ECD Interventions In Udaipur By Transforming Barriers Into Motivators through the below Mentioned Documents Consisting of Short Term, Mid Term and Long Term Action Plan				
Documents	**Barriers**	**Short Term**	**Mid Term**	**Long Term**
ITCN Master Checklist	Missing of lot of ITCN/ Children Friendly Material in the Prevailing Basic Schedule of Rates (BSR), i.e. Rajasthan Urban Infrastructure Development Project (RUIDP) & Public Works Department (PWD), Making it Difficult for the Development Agencies to use such Materials, Elements	Preparation of said Checklist by Compilation of all the Missing ITCN/ Children Friendly Materials, Elements from the Prevailing BSRs with Details on Material, Textures, Usability, Rates, Installation Techniques (if specialized) & Operational Mechanism (if specialized). Dissemination of the same to the City Development Agencies to Incorporate the same in their on- going and/ or upcoming Projects The Checklist is Ready Reckoner for City's Development Agencies for its Easy Use	The Checklist will keep Populating with New Material and its Details with other Project Activities The Checklist Materials shall be Monitored for its Installation, Usage and Safety Aspects with Implementation of Projects on ground The same shall be revised if any of the Proposed Material found Deficient from any of the above mentioned aspects	Advocacy of the same to the City's Development Agencies for its Adaptation and more so for its Usage while Developing ITCN Spaces

Children Safety Guidelines (CSG)	Enhancing the Understanding and Behavioural Approach of Service Providers, Care- givers, Urban Practitioners and other Stakeholders working in the domain on Safety Aspects and Needs of young Children and their Care- givers within & Outside Home (Urban Built Environment) which is mix of Neighbourhood, Streets, other ITCN Destinations such as Parks, Gardens, AWCs, PHCs, Crèche, Play School etc. and Means of Transport along with its supporting Infrastructure as well	Preparation of CSG as Ready Reckoner and Reference Document for City's Development Agencies while Developing ITCN Spaces

Dissemination of the same to the City Development Agencies to Incorporate the same in their on- going and/ or upcoming Projects | Approval and Adaptation of same by City's Development Agencies to be used across the Urban Region of the City while Developing ITCN Spaces | Advocacy of the same at the State Level for its Adaptation at State, enabling Usage of CSG in all the other Urban Regions of the State and also by other Urban95 Lighthouse City(ies) |
| **Early Childhood Development (ECD) Policy Framework** | Development of ECD Framework as currently Udaipur Doesn't have any Dedicated Policy Framework focusing on ECD Aspect of young Children within & Outside Home (Urban Built Environment) which is mix of Neighbourhood, Streets, other ITCN Destinations such as Parks, Gardens, AWCs, PHCs, Crèche, Play School etc. and Means of Transport along with its supporting Infrastructure as well | Preparation of ECD as Ready Reckoner and Reference Document for City's Development Agencies while Developing ITCN Spaces | Approval and Adaptation of same by City's Development Agencies to be used across the Urban Region of the City while Developing ITCN Spaces | Advocacy of the same to the State Level for its Adaptation at State, enabling Usage of ECD Framework in all the other Urban Regions of the State and also by other Urban95 Lighthouse City(ies) |

"A city that works for young children tends to become a place that works for everyone"