

## CASE STUDY

### **TITLE: Urban95 Udaipur Kids Festival 2023 at Nehru Balodyan, Town Hall**

#### **Impact statement:**

Transforming Udaipur into a child-friendly city, the Udaipur Kids Festival cultivates inclusive spaces, promotes child development, and raises city-wide awareness, fostering positive impact on children's growth.

**Programme:** Urban95 Phase-II, Udaipur

**Location:** Udaipur in Rajasthan, INDIA

**Reach:** Approximately 2200 (Children 1- 6 years) and 1500 Caregivers

#### **Intro:**

Urban95 Udaipur Kids festival aimed to uplift children's spirits and vitality while promoting social interactions through diverse activities and games. This initiative aimed to provide a secure, dynamic environment for children's mental and physical growth. It also aimed to raise caregiver awareness about outdoor activities, positive parenting, and responsive caregiving. Furthermore, the festival inspired city service providers to establish and maintain safe spaces for comprehensive child development.

#### **Implementing agency/ department:**

Udaipur Municipal Corporation (UMC) with technical support from Urban95 Project Monitoring Unit (PMU) of the Phase-II Program.

**Urban95 PMU-** joint venture between International Council for Local Environmental Initiatives – Local Governments for Sustainability, South Asia (ICLEI-SA) and Ecorys India Pvt. Ltd.

#### **Other agencies/ departments involved:**

Home Science College Udaipur, Medical & Health Department, Integrated Child Development Services (ICDS), West Zone Cultural Centre (WZCC), Volunteers from Bhupal Nobles University.

#### **Funding source:**

Udaipur Municipal Corporation: INR 7,00,000.00 for Maintenance the park, Tent, sound, Refreshments for the children; Meal for Artists and organising team; Allocated funds to Urban95 PMUs along with UMC for the restoration/ retrofitting of the park;

#### **Context:**

As part of the Urban95 Phase-II program, it is envisaged to host 03 Kids Festival in Udaipur and also to institutionalise the same within Udaipur Municipal Corporation (UMC) mandate to plan and host the same annually, even after the program duration.

It is in this context, a two-day Urban95 Udaipur Kids Festival was hosted at Nehru Balodyan (Childrens' Park in Hindi) Town Hall, on the 16th and 17th of September'23 from 9:30 AM - 6:00 PM.

**Summary of intervention/ programme:**

The festival was inaugurated by the children themselves, in the esteemed presence of the Municipal Commissioner Mayor Mr. G.S. Taunk, Deputy Mayor Mr. Paras Singhvi, Commissioner Mr. Mayank Manish IAS, Ms. Kirti Rathore (Deputy Director ICDS, Department of Women and child development), Mr. Mukesh Chandra Pujari (Superinfecting Engineer from UMC), the Country Representative of BvLF India Ms. Ipshita Sinha, along with their staff, members of the Project Monitoring & Steering Unit (PMSU ), Govt. Officials from Pune Municipal Corporation, Urban95 PMUs & Parents+ Pune, Urban95 Udaipur PMUs and others. The event featured nearly 26 diverse activities spread across designated zones within Nehru Balodyan.

These activities were thoughtfully designed to create a stimulating environment for the children, with a specific focus on enhancing their sensory processing capabilities. The primary goal was to enrich their cognitive, emotional, physical, imaginative and creative faculties. The festival saw an impressive participation of approximately 4,000 attendees, including children and their caregivers.

The festival garnered immense success and received overwhelmingly positive feedback for its engaging activities. To ensure the children stayed well-hydrated, hydration stations were strategically placed every 15-20 meters throughout the festival venue. Additionally, a Growth heck-up kiosk was established to map height and weight of each child (Mapping Stunting, wasting, under-weight and over-weight), and wholesome snacks were served to all participating children.

**Key steps involved (process):**

Before the festival was held, a comprehensive preparatory phase was undertaken, followed by a post-implementation analysis. This process included:

- a) The identification of a suitable site based on criteria such as safety, usability, and functionality.
- b) A detailed site analysis, including the use of tools like the Gehl toolkit for pre and post-implementation surveys. This analysis helped in studying available and missing Infant Toddler and Caregivers Friendly Neighborhood (ITCN) indicators. It not only aided in identifying and finalizing activity zones within the venue but also ensured timely repair and maintenance of these zones to prepare them for the festival.
- c) The identification and delineation of activity zones also considered factors like easy accessibility, visibility, natural/artificial shading, and proximity to utilities.
- d) The finalization of the number and types of activities to be included in the festival, along with area requirements for each activity and their placement within the designated zones.
- e) The identification and finalization of event and activity partners, as well as vendors, including support from other government departments.
- f) The identification and finalization of voluntary support from students to oversee the safety and security of children, assist in smooth transitions between activities, manage registrations, and more.
- g) A post-implementation impact assessment, which involved creating a detailed presentation documenting the entire journey, including feedback and survey results, to showcase the successful hosting of the festival.

- h) Photo and video documentation captured various stages of project implementation.
- i) Stakeholder engagement played a crucial role at different stages to obtain consensus from stakeholders and other users.

**Challenges Overcome:**

1. Selecting a city-centric venue to accommodate a large gathering was a significant achievement.
2. Undertaking necessary repair and maintenance activities as part of the festival revitalized neglected areas of the park, making it more ITC-friendly.
3. There was no rain forecast for a week leading up to and following the event dates. The weather forecast indicated a completely dry period, but unexpectedly, intermittent rain occurred on the following day.

**WHAT WORKED WELL?:**

This time, the number of participating schools nearly doubled compared to previous years, with a total of 21 schools taking part. Out of the 35 schools that were invited, over 60% actively participated."

The restoration of the park during the festival serves as a significant example for the city, demonstrating how urban spaces and city-level parks that have lost their significance due to neglect can be rejuvenated with regular upkeep and timely maintenance.

Furthermore, this intervention has successfully encouraged caregivers to focus on the holistic development of young children through a variety of activities and games. The festival's activities were carefully designed to be replicable in Anganwaadis (AWCs) and play schools, which currently lack ideas, knowledge, and resources for such initiatives.

The placement of the Tot-lots in the park for young children was well thought out. They are conveniently located near an existing open gym for caregivers, dedicating a portion of the park solely to physical activities. While the little ones enjoy their swings, caregivers can also engage in exercise.

Given the monsoon season, a specific area in the park was designated for waterproof tents. This strategy proved effective. On the second day, despite continuous rain, there was a significant increase in the number of visitors. A major contributing factor was that all children's activities were conducted inside waterproof tents.

This time, we conducted extensive publicity through newspapers and social media channels. We also invited local social media influencers. The videos and endorsements from these influencers had a widespread and positive impact. The park's restoration has also attracted more visitors, with data indicating an increase in footfall.

**What didn't work well/ scope for improvement (max 500 words/ 3-5 paragraphs):**

Every section of the park was designated for specific ECCE activities, with waterproof tents used for conducting all activities on the second day due to rain.

In addition to schools and Anganwadi centres, various other departments and local NGOs were extended invitations, although the involvement of local NGOs was somewhat limited.

**Top 3 recommendations for replication (max 100 words):**

- 1) The festival should be organised at different venues in the city, to help renovate other open spaces in the city which are currently underutilised.
- 2) To encourage UMC to continue hosting this festival even after the completion of the program.
- 3) Recognizing the significance of social media, further encourage and engage them.

**Quotes from key leaders/ implementers:**

**Mr. Govind Singh Taunk, Mayor**

*"This program holds significant importance and has been eagerly awaited by the city's children. I am delighted to witness the enthusiasm of our young participants. The various activities designed for children are truly engaging and hold great value in fostering their overall development. We aspire to see schools and Anganwadi centers drawing inspiration from this initiative, placing innovative approaches to children's development at the forefront of their priorities."*

**Mr. Paras Singhvi, Deputy Mayor**

*"Beautifully organised and planned festival like last time, proving really good for children and their caregivers and we at UMC look forward to hosting the same every year. Corporation will also advocate for developing Child play areas for young children in other parks of the city."*

**Mr. Mayank Manish, Commissioner, UMC**

*"An exceptionally well-planned and organized festival. Congratulations to the entire team for their remarkable effort in planning and executing the festival on short notice, and to the volunteers for their tremendous support in its management. "Events like these should continue to be hosted in the city. If there is a need for ECCE-related innovations or infrastructure improvements for young children in Anganwadi centres, the corporation will certainly strive to make progress in this regard."*

6 pictures:











**Photographs Introduction:**

1. Inauguration of Kids Festival- Visible in picture from Left to Right-
  - Mr. Paras Singhvi, Dy. Mayor, Udaipur
  - Mr. G. S. Taunk, Mayor, Udaipur
  - Mr. Mayank Manish, Municipal Commissioner, UMC
  - Ms. Ipshita Sinha, Country Representative, BvLF India
2. Children enjoying the Festivities (Magic Show)
3. School children dancing on the stage
4. Young children (up to 2 years) enjoying puzzles with the support of caregivers.
5. Mayor, Deputy Mayor, Commissioner, Deputy Director ICDS and BvLF India Representative enjoying Snake and ladder game (Based on Positive Parenting)
6. Executive Engineer, UMC Ms. Shashibala Singh engaging in Child Traffic Park activities.