

CITY BEAUTY

COMPETITION

Guidelines

Ministry of Housing and Urban Affairs (MoHUA)
Government of India
Nirman Bhawan, New Delhi



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Guidelines



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Government of India

This document presents guidelines for the city beauty competition launched by the Ministry of Housing and Urban Affairs, Government of India.



Sh. Hardeep Singh Puri

Union Minister for Housing and Urban Affairs

Message

As the pace of urbanization gains momentum in India, there is a growing need to not only transform wards and cities into more beautiful and livable habitats, but also to revive and preserve the rich cultural heritage and local pride of these places. Recognizing this, Hon'ble Prime Minister in the 'National Conference of Chief Secretaries' held at Dharmshala, Himachal Pradesh in June 2022, observed that beautification of cities may be accorded high priority with a competition based approach right down to the ward level.

The 'City Beauty Competition' has been designed and conceived by Ministry of Housing and Urban Affairs to encourage and recognize the transformational efforts made by the cities and wards in India towards creating beautiful, innovative and inclusive public spaces. This Competition aims to open up opportunities for wards and cities to showcase their interventions towards creating beautiful public spaces. It would promote conservation of the rich traditions and cultural heritage of cities, create sustainable communities, usher in ecological conservation, while also boosting the local economy.

Participation in the City Beauty Competition is voluntary. However, all wards and cities are encouraged to participate, as this would generate healthy competition amongst them, while also inculcating a sense of community ownership & pride.



Sh. Kaushal Kishore

Minister of State for Housing and Urban Affairs

Message

Growing urbanization brings with it several challenges. Cities of today need to ensure quality life to its citizens. Good urban infrastructure and access to basic amenities are key to making our cities beautiful, vibrant and livable. Well-maintained, sustainable and beautiful cities stimulate economic growth and also foster a sense of pride and ownership among community members, while also conserving the ecology.

Hon'ble Prime Minister stressed on the need to beautify cities through a competition based approach while addressing the first National Conference of Chief Secretaries held at Dharamshala in June 2022. In keeping with his vision, the Ministry of Housing and Urban Affairs (MoHUA) is launching the 'City Beauty Competition' at the ward and city levels.

The City Beauty Competition is a platform to celebrate and promote the efforts of wards and cities across India in developing and revitalizing public spaces including green spaces, waterfronts, heritage sites, and market spaces. The competition will facilitate peer learning across states and cities and promote creation of beautiful and sustainable public spaces in urban India. I urge all wards and cities to participate whole-heartedly in this competition.



Sh. Manoj Joshi

Secretary, MoHUA

Message

The 'City Beauty Competition' designed by the Ministry of Housing and Urban Affairs (MoHUA) has been conceived and designed as a platform to evaluate, recognize and reward wards and public spaces in cities across five broad pillars viz. aesthetics, accessibility, amenities, activities and ecology. It aims to encourage cities to conserve their rich traditional heritage, streamline their delivery mechanisms for efficient provisioning of basic infrastructure, develop community participation, imbibe the tenets of ecological conservation, and promote local economy.

The competition would felicitate most beautiful wards both at the city and State levels, while Cities would be awarded for their most beautiful public places both at State and National level for their most beautiful Waterfronts, Green spaces, tourist/heritage spaces and market/commercial places. Healthy competition amongst wards and cities would encourage urban local bodies to improve their basic infrastructure, and also make the urban spaces beautiful, sustainable and inclusive.

I hope that this initiative of MoHUA will encourage wards and cities to come forward to showcase their initiatives and interventions towards creating functionally beautiful public spaces, while also preserving their rich cultural heritage.

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1. Context

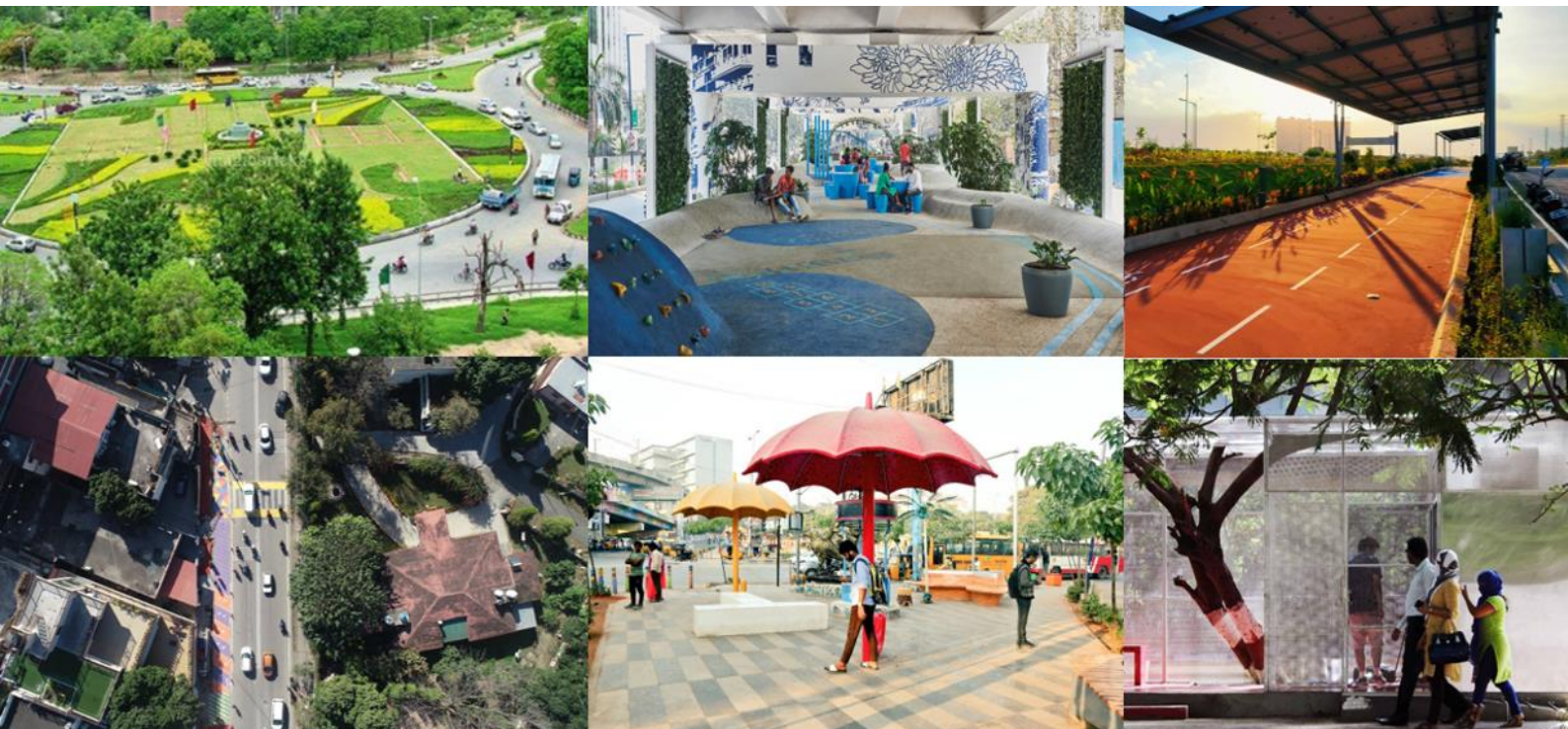
India's urban population is estimated to be 60 crores by 2030. The urban population of India is expected to reach 60 crores by 2030. Ramping up the urban infrastructure and providing access to basic amenities are important. Making our cities more beautiful and vibrant is critical to improving citizen's quality of life and happiness. Beautiful cities will also attract tourists, both from within the country and abroad, thus boosting the economy of the cities.

While addressing the first National Conference of Chief Secretaries held at Dharamshala in June 2022, the Hon'ble Prime Minister stated that the beautification of cities should be accorded high priority with a competition-based approach at the ward level. In keeping with this vision of the Hon'ble Prime Minister, the Ministry of Housing and Urban Affairs (MoHUA) is launching the 'City Beauty Competition' for the wards and cities. The competition is an opportunity for the wards and cities to showcase their initiatives towards creating beautiful public spaces.

This document presents the process and methodology to be followed by urban local bodies for participating in the 'City Beauty Competition.'

The city beauty competition focuses on the visual and functional beauty of public spaces in creating liveable and enjoyable Indian cities.

Visual beauty refers to the visual appeal and vibrancy of urban spaces achieved through design in the form of colour, light, form and structure. The functional beauty is the quality urban infrastructure that provides ease of access to basic amenities for a quality life. These can help to create public spaces that are both visually appealing and sustainable, contributing to the overall beauty of the city.



2. City Beauty Competition

The ‘City Beauty Competition’ aims to encourage and recognise the transformational efforts made by the cities and wards in India to create beautiful, innovative, and inclusive public spaces, enabling:

- Community ownership and pride
- Improved quality of life
- Heritage and cultural conservation
- Neighborhood revitalization
- Sustainable communities and ecological conservation
- Impetus for local economic development

This competition is a platform to celebrate and promote the efforts made by Indian cities in developing and revitalising public spaces, viz., green spaces, waterfronts, heritage and tourist sites, and commercial and market spaces. It will facilitate peer learning across states and cities to build exemplary public spaces in urban India. This initiative also includes a ward-level competition to inculcate a competitive spirit within the cities.

3. Award Categories and Process

Stage 1 - Registration

All the cities are eligible to participate in the ‘City Beauty Competition’. The cities and wards shall participate in the competition voluntarily. The following is the list of award categories:

- A. City and State-level Awards: Beautiful Wards
- B. State and National-level Awards: Beautiful Public Spaces
 - 1. Beautiful waterfront
 - 2. Beautiful green spaces
 - 3. Beautiful tourist/heritage site
 - 4. Beautiful market/commercial place

A dedicated online portal is developed for the competition. The portal provides a secure environment for submitting, reviewing, and approving data related to the competition. The wards will register at the online portal to participate in the competition. The cities are eligible to register and participate in multiple categories listed above. However, cities have to register as a separate entries for each category.

On registration, the cities and wards shall submit the required information in the prescribed format. The prescribed format comprises input data against indicators (Ref. Annexure 3), a comprehensive

presentation, and a video (Ref. Annexure 2). Applications complete in all respects will be considered for the competition.

Stage 2 – Third Party Validation

The state government can engage a Third-Party Agency (TPA) to validate the data submitted by the wards and cities through the web portal.

Stage 3 – Evaluation of Entries and Awards

A. Establishing an independent jury

The state governments will constitute an independent jury comprising eminent experts (Ref. Annexure 1) that will evaluate the ward and city-level entries for the awards. The jury will take input from TPA for evaluation.

Likewise, MoHUA will establish an independent jury to shortlist entries for the national awards.

B. Awards categories – State and the National level

City and State level Awards: Beautiful Wards

- The state-level jury will select the best ward in each city.
- The state-level jury will also select the top three in the state from the short-listed best wards. Then, the state government will felicitate the best wards at a state-level event.

State-level Awards: Beautiful Public Spaces

The state-level jury will select the best three entries per category i.e. waterfront, green space, tourism & heritage, market & commercial places submitted by the cities. Then, the state government will felicitate the three best cities per category at a state-level event.

National level Awards: Beautiful Public Spaces

The top entries in each category will be nominated by state governments for the national award. The national-level independent jury will select the top public places (up to three) per category from the state governments' entries. The Government of India will felicitate the winners at a national-level event.

4. Guiding Principles and Evaluation



Guiding principles are essential to ensure the evaluation process is conducted rigorously, with integrity, and objectively. Evaluation of a beautiful place can be subjective. Therefore, the independent jury will evaluate the entries using well-defined indicators related to accessibility, public amenities and activities, aesthetics, and ecology (Figure 1).

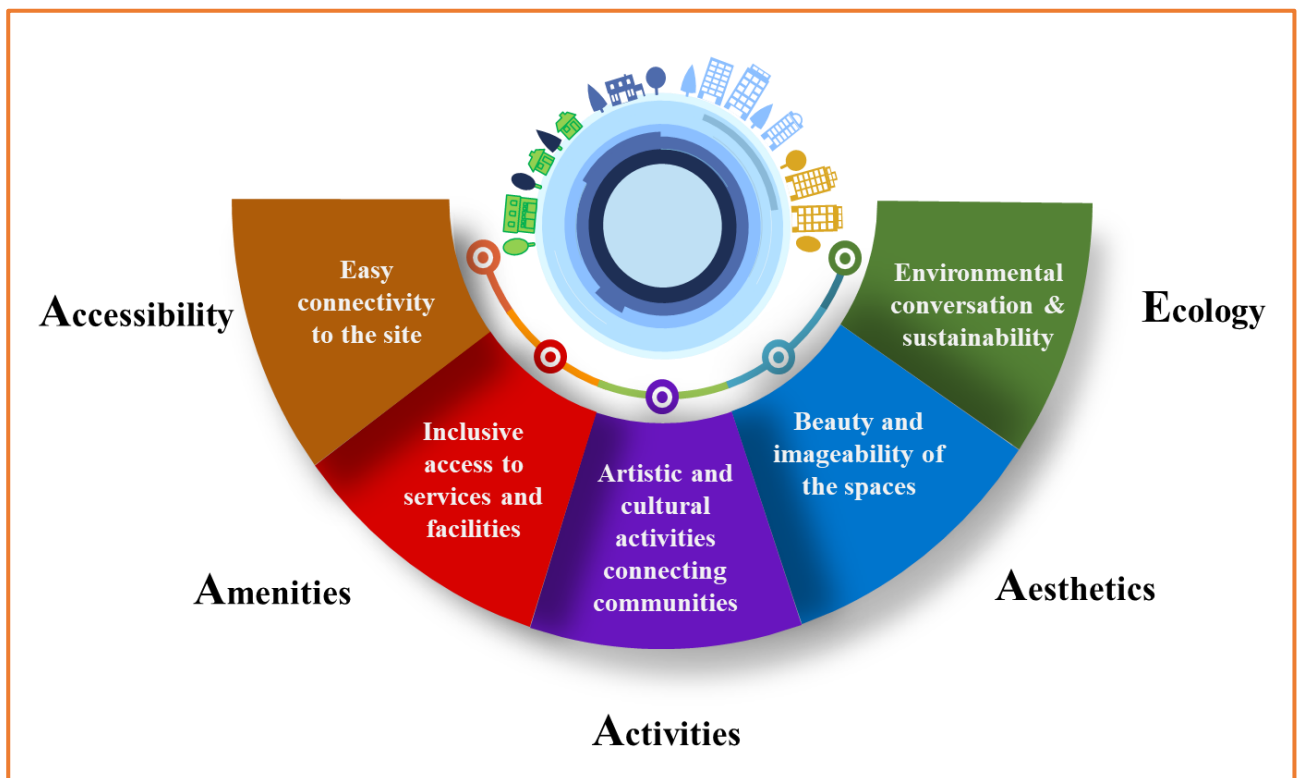


Figure 1 Guiding principles for evaluation

These principles are designed to provide a comprehensive framework for evaluating the beauty of the cities. Each principle has a set of indicators (Ref. Annexure 3) that are used to measure and compare the various aspects of public spaces.

1. **Accessibility** refers to the ease with which people can access and use public spaces in a city. This includes factors such as the availability of transportation options, the proximity of public spaces to people's homes and workplaces, and inclusive services catering for groups of people to access the public spaces.
2. **Amenities** denote the features and services available in a city's public spaces. This includes areas for children, restrooms, seating areas, public amenities, drinking water, and other facilities that make using these spaces more comfortable and convenient.
3. **Aesthetics** refers to the visual appeal of a city's public space. This includes factors such as the design and layout of the spaces, the use of colour and lighting, and the presence of natural features or landscaping. The aesthetics of public spaces can have a profound impact on the quality of life of its citizens.
4. **Activities** refer to the types of activities enjoyed in a city's public spaces. This includes sports, concerts, festivals, and other events in these spaces.
5. **Ecology** includes factors such as the presence of green spaces, the use of sustainable materials and practices, and the overall environmental health of the city.

Table 1 Weightage for the evaluation

No.	Parameters	Weightage
1	Accessibility	10 %
2	Amenities	15 %
3	Aesthetics	50 %
4	Activities	10 %
5	Ecology	15 %

The independent jury is responsible for the evaluation at the state and national levels. The framework helps the independent jury to create a fair and unbiased assessment of public spaces by providing valuable insights into the strengths and weaknesses of these spaces.

In addition to the indicators, a Third-Party Agency (TPA) will be engaged to verify the completeness and accuracy of the entries. TPA shall support the independent jury with additional expertise and perspective for the evaluation. Overall, third party verification can help to create a more transparent and fair evaluation process for the city beauty competition.

Overall, the comprehensive framework is a well-rounded approach for evaluating public spaces. It also ensures objectivity and provides insight into the effectiveness of interventions. It can provide a

platform for continuous monitoring and evaluation of public spaces and enable the development of appropriate interventions and policy decisions. The framework is helpful for the city, state, and national governments, as it helps them identify and prioritise public spaces for improvement and provides a basis for a data-driven approach to planning and management.

This document presents guidelines for the city beauty competition launched by the Ministry of Housing and Urban Affairs, Government of India.

Annexures

5. Annexures

Annexure 1: Composition of independent jury at state and national level

The assessment of all the applications/ nominations received will be done by an independent jury at state and national levels. The independent jury shall be constituted by the concerned state governments, whereas the independent jury for national level awards will be constituted by the Ministry of Housing and Urban Affairs (MoHUA).

The jury will comprise four experts, including the chair, drawn from any of the following fields:

- a. Urban planner/ Urban designer/ landscape architect/ environmental scientist/ conservation architect – Two (2)
- b. Traffic Engineer/ Civil Engineer – One (1)
- c. Art historian/ artist/ sculptor/ expert on environmental issues – One (1)

Annexure 2: Supporting material for submitting the application

Supporting material	Details
<p>Presentation by the Applicant</p> <p>Maximum 15 slides</p> <p>Format: PDF</p> <p>File size: 20 MB</p> <p>File Name:</p> <p>WARD NAME_CITY</p> <p>NAME_Intervention 1</p>	<ol style="list-style-type: none"> 1. Ward submission: Rational of interventions in the locality 2. City submissions: Selection of the Location (Process and rationale behind site selection) 3. Site Context: City-level plans showing the chosen site in the broader context 4. Architectural/ Landscape drawings of the entire site, including all site features such as trees 5. Year of development 6. Site Opportunities and weakness 7. Highlights of the initiatives/activities 8. Social initiatives and awareness campaigns
<p>High resolution images</p> <p>Format: JPEG, PNG</p> <p>Maximum file size: 1 MB each</p> <p>File Name:</p> <p>WARD NAME_CITY</p> <p>NAME_Image 1</p>	<p>Maximum 20 Photos</p> <p>Geotag the location of intervention and upload the 360-degree image</p> <p>Photos document how a place changes and the actions that bring it to life.</p> <p>Make sure the images are:</p> <ul style="list-style-type: none"> • Of a high resolution (above 1080 pixels) • Well lit- not too bright, not too dark • With people actively using the space <p>A few images that would be good to have include:</p> <ul style="list-style-type: none"> • An impactful aerial photo of the design intervention • Impactful before-after images of the design intervention from the same • Vantage point • Image showing women, children, elderly and other vulnerable groups using the new design intervention
<p>Video</p>	<ul style="list-style-type: none"> • 1080 p video of max 2 mins

Annexure 3: Assessment factors and weightage

Ward level assessment factors

Dimension	Assessment Factors
Accessibility (10%)	1. Access to public transport within 400 m
	2. Dedicated parking area for vehicles
	3. Footpaths, walkways and cycle tracks
	4. Crosswalks at key areas in the ward (near school zones, parks, hospitals, junctions, roundabouts etc.)
	5. Easy access for all - ramps, kerbs (for wheelchairs etc.), bollards, railings at regular intervals and tactile pathways for the visually impaired.
	6. Signages directing users to public toilets, water points, shops, etc.
Amenities (15%)	1. Adequate lighting
	2. Parks and playground with equipment for outdoor activities.
	3. Good quality seating (benches, mobile chairs, wide steps etc.) in public places.
	4. Presence of litter and garbage bins
	5. Functional public toilets for all age groups, genders and specially-abled.
	6. Clean drainage network.
	7. Parking facility in public spaces
Aesthetics (50%)	1. Clean, well-maintained water bodies and green spaces.
	2. Tree-lined avenues
	3. Dedicated vending zones / well-structured markets.
	4. Design elements and their upkeep – Painting, murals, fountains, hanging art, sculptures, vandalism-free walls, electric poles and billboards
	5. Preservation and upkeep of architecturally significant public buildings
	6. Preservation, upkeep and adaptive re-use of architecturally significant private buildings
Ecology (15%)	1. Trees of native species
	2. Rainwater harvesting in public buildings
	3. Energy conservation and use of solar panels in public buildings
	4. Plastic free
	5. Water bodies with plant and aquatic life

Activities (10%)	6. Waste segregation at the source
	7. Treatment of grey water
	1. Adequate community activity zones for children.
	2. Spaces for health clubs, yoga center, recreational area for women, public performance (dance/ drama)
	3. Multi-sport playing area for youth.
	4. Accessible, well-maintained areas for the elderly, differently-abled, and women with proper amenities for social interaction.
	5. Safe streets (no stray animals, well-lit, covered sewer holes, etc.)
	6. Back lane management (as community places for women and children)
	7. Organized vegetable vending zones

Assessment factors for beautiful public spaces

Green spaces	
Dimension	Assessment factor
Accessibility (10%)	1. Connectivity through public transport
	2. Easy last-mile connectivity from public transit point
	3. Hindrance-free accessibility to green spaces.
	4. Signages in the approach area for easy navigation
	5. Ramps for differently-abled persons at entry
	6. Stray animal restrictions.
Amenities (15%)	1. Seating facility
	2. Toilets/drinking water facility with signages
	3. Well-lit precincts
	4. Litter bins that are periodically emptied
	5. Organized parking
	6. Security & surveillance systems
Aesthetics (50%)	1. Visual appeal from close quarters and from a distance of uninterrupted green spaces.
	2. Well-maintained green spaces
	3. Minimum concrete space, maximum use of natural materials
	4. Vandalism-free walls, electric poles and billboards
	5. Educative, informative design elements (e.g., usage of recycled plastic, theme-based designs, etc.)
	6. Biodiversity zones
	7. Design elements - Paintings, murals, fountains, hanging art, sculptures
Ecology (15%)	1. Existing trees at the site are retained; Trees planted at the site are of native species.
	2. Allows for areas with native undergrowth and management for attracting bees, birds etc.
	3. Effective rainwater harvesting
	4. Energy efficient -sensitively placed solar panels – outside green spaces
	5. Leaf litter is retained in designated areas
	6. Park is plastic free
	7. Signage for trees/ plants

	8. Recycling of leaves to improve the quality of soil and measures such as composting/ vermicomposting
	9. Soil conservation efforts to promote microbial life, insects and worms that sustain soil
	10. Water bodies with plant and aquatic life
Activities (10%)	1. Park attracts a diversity of visitors – with varied interests.
	2. Designed spaces are well utilised by visitor groups for activities such as Fitness activities/ walking, yoga, Open air gym, playing area, cycling facilities
	3. Cultural performances and activities
Waterfront	
Dimension	Assessment factors
Accessibility (10%)	1. Easy connectivity with public transport
	2. Organized signages and centrally located way finders
	3. Pedestrian-friendly and encroachment-free roads and streets leading to water bodies
	4. Waterfront zone free from encroachments
Amenities (15%)	1. Quality lighting
	2. Public seating facility
	3. Vending zones
	4. Public toilet/ drinking water points
	5. Information Boards for safety, security and alertness
	6. Security infrastructure, including lifeguards.
Aesthetics (50%)	1. Visual appeal from close quarters and from a distance
	2. Popularity as evidenced by footfall
	3. Periodic cleaning of the water body, litter-removal
	4. Elements like small wooden bridges & platforms to promote closer human interface with water
Ecology (15%)	1. Waterbody supporting habitat for aquatic life (flowering plants, fishes, fishing birds)
	2. Ecological management of surrounding green spaces
	3. Plastic free
	4. Signage for trees/ plants
	5. No discharge of untreated effluents or sewage or grey water into the water bodies
	6. Water quality is monitored and kept clean through aeration and other natural means and without chemicals.

	7. Water bodies free of hyacinth and algae
Activities (10%)	1. Unless an environmentally protected area, provision for Water sports, boating
	2. Entertainment, food, recreational activities
	3. Spaces for street performers, open art galleries, public gatherings, etc.
Tourist/Heritage	
Dimension	Assessment factors
Accessibility (10%)	1. Easy connectivity with public transport
	2. Pedestrian-friendly and encroachment-free roads/pathways and streets leading to water bodies
	3. Organized signages and centrally located way finders
	4. Parking is available for visitor cars and buses.
Amenities (15%)	1. For major heritage sites, well-established and managed tourist guides systems are in place.
	2. Availability of drinking water/toilets
	3. Seating facilities
	4. Heritage Plaques with description/ history of the precincts
	5. Proper ticketing systems with ease of payment
	6. Wi-Fi/ phone networks are available
	7. Security infrastructure is available
Aesthetics (50%)	1. Visual appeal from close quarters and from a distance of the heritage asset evoking its glorious history. Its original state is discernible to visitors
	2. Preservation/conservation/rejuvenation/revitalisation of the historic structures/precincts and natural elements
	3. Popularity as evidenced by footfall
	4. Free from plastic, litter and vandalism of walls/ advertisements, etc.
	5. Design elements - Paintings, murals, fountains, hanging art, sculptures.
Ecology (15%)	1. Maintenance of green spaces and water-bodies in an ecologically sensitive manner
	2. Green space planted with native tree species.
	3. Allows for areas with native undergrowth and planting and management for attracting bees, birds and butterflies
	4. Effective rainwater harvesting systems

	5. Portions of the site are used to create urban forests
	6. Measures such as composting/ vermicomposting
	7. Site is plastic free
	8. Signage for trees and plants are installed
Activities (10%)	1. Organized periodic events such as Heritage walks.
	2. Site Interpretation through exhibitions/ digital content is available to visitors.
	3. Where permitted, a café for visitors
	4. Dedicated spaces for street performers, open art galleries, public gatherings, and recreational spaces.
Market/Commercial spaces	
Dimension	Assessment factors
Accessibility (10 %)	1. Layout – easy entry/exit.
	2. Proximity/availability of public transport
	3. Dedicated parking area for private vehicles (including parking reserved for people with women and people with special needs)
	4. Ramps and curbs for easy accessibility of specially-abled.
Amenities (15 %)	1. Signages for public toilets, water points, shops, etc., located at required places
	2. Adequate lighting
	3. Public conveniences
	4. Public seating area
	5. Periodic garbage removal and segregation at the source
	6. Dedicated parking area for vehicles
	7. Footpaths/ walkways
Aesthetics (50 %)	1. Visual appeal of orderliness from close quarters and from a distance of an orderly, well-spaced out, un-cluttered market, vibrant, colorful market
	2. Architectural design considers the massing of the building blocks and incorporates landscape design.
	3. Traditional Indian architectural elements are incorporated into the design.
	4. Uniformity of design of signages and shops
	5. Free from defacement and litter
	6. Design elements – Painting, murals, fountains, etc.
	7. Green spaces and water-bodies in the market place
	8. Organized electrical lines or underground electrical system

Ecology (15%)	1. Active surveillance elements like guards, CCTV, etc.]
	2. Energy consumption is monitored and reduced with the help of advanced building systems and AI.
	3. Open/ green space is planted with native tree species.
	4. Green rooftops wherever possible
	5. Effective rainwater harvesting systems
	6. Site is plastic free
	7. Waste segregation at the source
Activities (10%)	1. Treatment of greywater
	2. Entertainment, food, recreational activities
	3. Organized periodic events (Food, music, culture, arts, health drives, melas, etc.)



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