



Finding Beauty - Clean & Beautiful City Initiative for Jalandhar

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ABSTRACT: In early 20th Century, the city beautiful movement, advocated city beautification as a way to improve the civic virtues and living conditions of the urban dweller, had languished by the Great Depression. In terms of purchasing power parity (PPP) with a worldwide gross domestic product (GDP) share of 6.4% on PPP basis India is the third-largest economy in the world. In terms of population country also ranks second, with more than 1.2 billion people, out of which, nearly one-third of people are urban dwellers. The urban proportion in the country has increased from 17.3% in 1951 to 31.2% in 2011.

Now a day's Urbanization is a global megatrend and by 2050, it is expected that urbanization will include around developing world up to 64% and developed world up to 86%. Growing urbanization is putting a strain on the infrastructure, social fabric and environment of cities. Also, the existing physical, urban and social infrastructure is unable to meet and sustain city requirements and needs an overhaul. "Beautiful cities" disproportionately attracted highly-educated individuals, and faster housing price appreciation is experienced especially in supply-inelastic markets.

With the 3rd list of smart cities out and Jalandhar being the one of the two cities selected, there is a lot of enthusiasm in working towards making the city realize its dreams of becoming self reliant, clean and beautiful by overcoming all the modalities which are present in the basic infrastructure of city as of now.

I. INTRODUCTION

Urbanization is now a global megatrend and, around 64% of the developing and 86% of the developed world is expected to be urbanized by 2050. The beautification Plan envisions the creation of a network of richly landscaped parkways and public parks which will help preserve the cities bucolic past through a comprehensive greening of the city's public realm. A new town vision for the 21st century will provide an opportunity to unify the various neighborhoods and commercial corridors together.

In terms of purchasing power parity (ppp), India is the third-largest economy in the world with a 6.4% share of the worldwide gross domestic product (GDP) on a PPP basis. With more than 1.2 billion people, the country ranks second in terms of population, out of which, approximately one-third are urban dwellers. The urban proportion in the country has increased from 17.3% in 1951 to 31.2% in 2011 (census 2011). Indian cities have witnessed a high rate of urbanization, over the last decade with Delhi leading the race, registering a growth rate of 4.1%, followed by Mumbai and Kolkata with growth rates of 3.1 and 2% respectively.

In addition, the existing social, urban and physical infrastructure is unable to meet and sustain city requirements and needs an overhaul. In transforming their traditional city models, Indian policymakers are taking proactive steps for a balanced overall growth and are looking to achieve 'more with less'. Budgetary

allocations and announcements have been made by central and state governments for smart city initiatives across various Indian cities.

Union Ministry of Urban Development recently said, "Across the country by 2022 initiatives to set up 100 smart cities are being implemented at a fast pace." The objective of this knowledge paper is to provide an overview of the opportunity landscape for smart cities in India as well as to facilitate the global solution providers to take stock of the current situation and support the Indian government's smart city initiative.

Spatial restructuring in a metro city aspiring to the status of a "global city"

A series of economic and administrative reforms launched gradually since 1985, The ambition to develop large Indian metropolises into global cities is rooted in the liberalization and opening up of the Indian economy to the international market. In the urban sector, the new national strategies hinges on the concepts of decentralization, deregulation and privatization (–or the promotion of public-private partnerships). These reforms have changed the context of development in the big cities and favored their insertion into the larger global movement. This process has included slum clearance and led to a major restructuring of their urban space which has also helped to a worse of socio-spatial inequalities.

Brief guide to beautification project: The five-point action plan was developed to direct the program activities into particular categories: sweep it, design it, build it, grow it and celebrate it. The categories suggest areas of improvement, some of them in the postering control, some for the greening and planting, some directed toward awards rewarding excellence, and some in the area of 'beautification.

Following are the approach

- Landscape designs (gardens and garden parkettes)
- Distinctive buildings (monuments, gateways and signage)
- Greenery (roadside/boulevard planting, pruning and grass management)
- Murals (murals and wall paintings).

II. CASE STUDY OF AMRITSAR HERITAGE STREET PROJECT

- Amritsar, the city which is known to be the root of Sikhism is situated near the Indo-Pak border in the state of Punjab. Amritsar is known for its religious importance for both Sikhs and Hindus. Around 1.5 lakh devotees visit the Golden Temple on weekdays and the footfall goes up to 2 lakh on Sundays and sangrand (the first day of a month of the Indian solar calendar).
- It's a look of wonder in the eyes of visitors as the beautification project, has taken shape. The long stretch from Town Hall to Jallianwala Bagh has nothing of the old familiar bustle. For a moment, one wonders if it is our old "Ambarsar" or a newly renovated heritage palace from the Pink City of Jaipur. Well, the marvel has indeed come up in less than a record one year, thanks to Jaipur architect **Anup Bartaria** and his firm called **Sincere Architects**.
- The facades of all buildings are blushing pink in Kota stone tiles and trellis screens and this includes the market places and shops selling the city's famous "pappar-warhian", Punjabi "juttis", religious artifacts and much more. It is disbelief for a moment that one is perhaps a trespasser into a cinema studio all painted and unreal waiting for directors to call the shots. Even shopkeepers look like some junior artistes who do not know how to play their part and what lines to say.

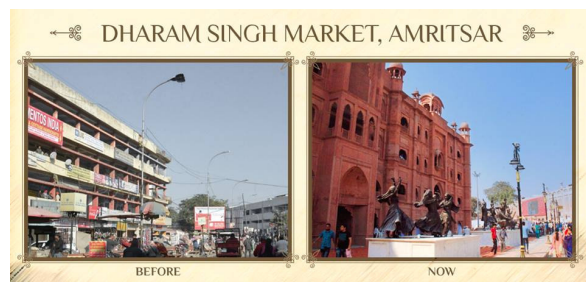


Fig. 1. Before and after beautification project in Amritsar.

On the Golden Temple road the grimy Dharam Singh Market has been turned into pretty pink, and right in front is a rectangular block on which life-size bhangra dancers, carved out of black marble, are jeering and striking poses.



Fig. 2. Makeover of street leading to Golden.



Fig. 3. Galliarda parking and Heritage street.

As one moves through this magical makeover lane, there is something for everyone. In a salute to the world's largest democracy, there is a mini replica of Parliament along with a giant-sized statue of BR Ambedkar the architect of the Indian democracy.

II. INTRODUCTION TO JALANDHAR

Jalandhar is an ancient city in the state of Punjab, India. It is located in between the three rivers of Punjab: Ravi, Beas and Sutlej. The city is located almost 375 kms from Delhi, and about 90 kms from Amritsar. It was the capital of Punjab until 1953, when it was replaced by Chandigarh. Jalandhar is the world's biggest manufacturer of leather tool pouches and aprons.

Jalandhar is also famous for its surgical tool industry. Jalandhar produces a large number of surgical tools. Big companies like Camlin outsource its production here. A place called Basti Sheikh has got many cottage projects which run without any help of the Punjab government. Biggest printing industry in India has also established in Jalandhar. Major advertising and publishing companies like, Aay Bee, MBD advertisers have their main offices in Jalandhar.

Jalandhar is famous for its sports industry, but also Hindustan Hydraulics who pioneered the manufacturing of high-tech CNC machines for sheet metal industry. The company has its customers not only in India but in countries like USA, Holland, Germany who are famous around the world for the manufacturing of machine tools.



Fig. 4. Jalandhar railway station.

What is beautification project in Jalandhar?

The impact of globalization in Jalandhar is particularly remarkable on the urban landscape and its rapid transformation, following an model of modernization that tends to lead to a certain standardization and repetition of urban forms, including: the proliferation of high-rise buildings, shopping malls and business centers, large housing complexes, among which exclusive residential even gated communities or enclaves, the multiplication of freeway flyovers, as observed in other aspiring global cities.

Beautification projects in Jalandhar

Ongoing- The Jalandhar Municipal Corporation has planned the up gradation & Beautification of many existing structures in the city.

Company Bagh (Nehru Garden) Jalandhar

In this estimate, provision has been taken for installation of High-tech and Ultra Modern Musical Fountain, Decorative Electrical Lights, Three Entry Gates, Pedestrians and Pathway, Connecting Pathway, Pergolas, Rain Shelter, Public utilities, Children Fountains and Play Area, Landscaping, Gazebo, Signage and Deluxe Benches etc. The tentative cost of the project is Rs. 3.84 Crore.



Fig. 5. Before beautification.



Fig. 6. After beautification project.

Entry gate of Jalandhar at B.S.F CHOWNK: While coming from the National highway 1, entry of Jalandhar is being face lifted by developing a beautiful structure on the centre verge or the roundabout.



Fig. 7. Entry gate of Jalandhar city.

Being built at cost of 1.24 cr, it is been executed by the municipal corporation a Jalandhar. It is part of the project initiated by state government in which every city will have entry gate or entry structures

Beautification of pillars of flyovers and rail over bridges

Paint and art work Paint work on islands chowks, central verges, major walls and flyovers. The MC is planning to collaborate with art institute for the work.

B.M.C chownk flyover: As a part of the city's beautification plan, The District Administration has begun getting the work done from BMC Chowk, the pivotal area where from six roads criss-cross to various parts of the city. The two pillars, on either side of the BMC Chowk flyover, have been painted with artistic designs to attract the passersby. In the backdrop of the Tricolor on both the pillars, one of them symbolizes the sports industry and the other one is about the prominent musicians and singers from the city. With wordings 'Welcome to the Sports City Jalandhar', there are symbolic patterns signifying the games including cricket and hockey, of which the tools is made by the Jalandhar industry. On the other side, there are portraits of prominent singers, including Hans Raj Hans, Master Saleem, KL Saigal, Nooran sisters, Gurdas Maan and Surinder Kaur.

The work is being done by city-based artists Mohinder Thukral and his son Ankur Thukral



Fig. 8. Dedicated to sports industry in Jalandhar

Damoria rail over bridge: The bridge built the railway station Jalandhar; it has ample space underneath it but was not utilized until the beautification project started.



Fig. 9. Night shelter underneath the bridge.

Under the beautification project some area under the bridge is now used as night shelter. Local police post and fire station is also being built under the bridge to cater to the needs of the local area.

Jalandhar's official logo at all entry points: Under the ambitious beautification project all the entry and exits points of the city which have the symbol of Jalandhar.



Fig. 10. Official logo of Jalandhar.

III. PROPOSED BEAUTIFICATION PROJECT IN JALANDHAR

Landscaping of model town area: The motive is developing model town area from the existing chaotic area to a beautiful scenic area. For this the electricity line must be removed from the right of way (R.O.W) of the road and must be under ground. The reserved R.O.W must be lined interlocking tile and must be used for parking.



Fig. 11. Existing area of model town.

Brick paving of the dirt path: The road side and parking area must be fitted with interlocking tiles. These tile generally give a fresh look to the street and easy to maintained



Fig. 12. Workers busy in giving facelift to street.

Shifting of Poles: The major hurdle in clearing the encroachments is the presence of electricity pole right in the middle of the road, the shopkeeper extend their belonging up to the electricity which may be present just in the middle of the lane, these electricity poles generally define the path on the road.



Fig. 13. Electricity in the middle of the road.

IV. CONCLUSION

Beautification Plan shall be carried out in conjunction with other initiatives to enhance the aesthetics of the community, promote environmental sustainability, and promote safety. Plan must incorporate landscaping, signage, façade improvements and more. Though replacement is preferred, in these instances, all possible measures should be taken to increase the visual effects of the existing structure.

The goal of the beautification plan is to improve the overall appearance of the city of Jalandhar and its entry corridors. The elements of the plan will be combined to enhance the beauty of Jalandhar and create a true sense of place.

Investing in beautification supports existing and proposed private and public investments in the area. The Beautification Plan will continue to identify projects that will beautify our community, increase desirability and quality of life, and encourage residential home owners and business owners to invest in landscaping and clean up of their properties

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