



# Co-existence, Co-operation and Co-creation of Value: A Study on Slum Dwellers Attitude towards Marketing Smart Cities in India

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## Abstract

This paper explores the conceptual richness of the concept, smart city in the context of modern urbanization. This study attempts to find an answer to the question, whether a city can be termed smart if the overall planning neglects the most economically neglected section of the society like the slums. So the question arises whether a smart city concept has any hope for citizens living in slums? Qualitative research has been conducted with the help of grounded theory to find out the acceptance of the smart city concept by slum dwellers in five smart cities in India. Further, a quantitative analysis has been done to find out how slums and modern urbanization can co-exist, co-operate, and co-create in certain strategic dimensions in this part of the world. It has been found that despite the looming uncertainty of displacement of slums for a smart city project, the slum dwellers are optimistic and confident about the value a smart city would create in their life and locality at large

**Keywords:** Smart city, Slum dwellers, Value Creation, Modern Urbanization, Grounded Theory

## 1. Introduction

According to Census 2011, there are 65 Million people live in slums in India. 17 percent of India's urban population lives in slums. The growth rate of slums in urban areas is 20%. A city like Pune has 564 slums, which is 40 % of the city's population. Similarly, the overall slum population of Bhubaneswar is 3,01,611 and the total Bhubaneswar Municipality Corporation recognized slums are 436 with 80,665 households. 300 families were evicted from Charan Khand settlement in Dharmasala smart city. 1200 slum dwellers evicted from Indore Smart City. 300 families evicted from Bhopal smart city. 90,000 will lose home if Rourkela Smart city will shape its plans by 2020. As there are so many negatives about slums and slum dwellers, still we feel they make the city and they are part of the city. They feel smart city projects should unite them to fight against many issues like who owns the city "the class or the mass". So the concerns of slum dwellers are real challenges for smart city marketing, development, and implementation.

## 2. Literature Review

There is a sense of insecurity in the mind of slum dwellers in various cities in India. They are not sure what would be the next development agenda of this government and how far they are considered positively in this process. So their attitude towards the smart city mission and their involvement in this project is a positive and encouraging sign to consider. So the problem statement is clear to address whether their view can be standardized or not.

A smart city has a concern for city infrastructure and different services the city is expected to provide efficiently (Washburn *et al.*, 2009). It can be defined as a city with smart technology, internet connections, and useful sensor connections (Deren *et al.* 2011). This is only possible when the citizens are using certain technology that ensures public value (Dameri, 2013). Smart cities look at the *economy, environment,*

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*mobility*, and *governance* (Stübinger and Schneider, 2020). Emerging smart cities are going for e-governance, e-services, and e-participation (Paskaleva, 2009). Ensuring public safety and outstanding city services define a new generation smart city (Su, Li, and Fu, 2011). A smart city must aim for self-sustainability (Cocchia, 2014). This can only happen if citizens understand economic growth, manageable urbanization, and a certain level of constrain on population figure (Neirotti *et al.*, 2014). Smart city is like a new delusion and a new technical challenge to manage. Every smart city must maintain moral order (Vanolo, 2013). Smart city is the highest level of implementation of urban planning (Anthopoulos and Vakali, 2012). It must look for green and efficient energy and water supply (Bowerman *et al.* 2000). The most essential part of any smart city concept is citizens those who represent intellectual class, use technology, and have an interest in public administration (Bruno and Fontana (2020). The strategic approach to smart city will always have proper strategic intent (Paskaleva, 2011). Smart city is a part of the political establishment and it has socio-technical issues that ensure stakeholders to identify those issues and make necessary amendments (Stübinger and Schneider, 2020). The majority of the above-mentioned literature has the background research conducted in western countries and the context might have some difference from situations prevailing in India. To find out the ground reality and to match with the existing line of theory, the research has realized the assistance and relevance of an exploratory study in the form of interviews of few respondents in the city which will align the above-mentioned literature regarding smart city. Hodgkinson (2011) Smart city has brought digital city concept into center stage. A smart city is not only an intelligent city but also capable enough in highlighting the growing importance of digitalization.

Kitchin (2015) has opionated that smart cities are more of state-oriented and market-centric programs. They are not so much citizen-centric. Cardullo and Kitchin (2018) also find that smart cities are less focused on a people-oriented approach and they are created without knowing the harsh realities of a location. Plum *et al.* (2007) have pointed out that slums are challenges for the healthy growth of a city. The recently developed and occupied slums are more than a headache for the city planners and government authorities. According to Townsend (2013) as population increases smart city becomes a challenge for all. In this context, slums pose as challenging as more than two-third population lives in slums. But McFarlane (2011) has accepted that modern city life must respect the spirit of slum life. As per Gurstein (2014) citizens of any state and city must get *smart community planning-supports* in providing better and smarter services in slums. Slums are having a similar spirit of city life as the normal city public expects. Sajja (2014) has studied the dimensions like living conditions and health issues related to a smart city. He has found that the above issues need to be addressed if we look at the city from a smart city perspective. The role of slums must be very much clear from the living condition and sanitation aspects. Slums are associated with city life and they must cooperate in providing a fresh look and ramification. They must be associated with a new citizen order and a new ray of hope. (Amin, 2013). Marx *et al.* (2013) have confirmed that usual living standards within slums are increasing and day by day becoming close to a quality life. This has ensured a better life and hope for a new generation of slum dwellers. New initiatives have always made the slum dwellers compelled and this leads to more relocating and transferring situations (Olds *et al.* 2002). Kit *et al.* (2013) have rightly said that slums are an integral part of city life and they make a bold statement about new age urbanization. They are challenges for the urban mindset and part of the psychology of urban expansion. Whenever there is rapid urbanization the poor living in slums will always feel the heat and may get ejection. They are always the soft and most caressed targets (Lee *et al.* 2011). As per Patel (1995) slum dwellers are always the victim of slum rehabilitation and restructuring. They are like to be part of slum improvement programs. Khalil (2010) has mentioned slums are grey areas and may affect the sustainable development concept. So the understanding of smart city development has a relationship with slum development and mostly slum dwellers mentality to accept the developments.

This study is aimed at conducting research to identify value propositions of smart city from slum dwellers' viewpoint. The objectives of this study are:

- To study slum dwellers perception of smart city implementation and their coexistence with the modern urbanization
- To study slum dwellers cooperation in the success of a smart city project

- To study the co-creation of value by lower and below the poverty line in smart cities in India

H1: Slum dwellers are positive about their co-existence in modern urbanization in the name of smart city

H2: Slum dwellers are positive about their co-operation in the modern urbanization in the name of smart city

H3: Slum dwellers are positive about their co-creation of value in the modern urbanization in the name of smart city

### 3. Research Methodology

To achieve the objectives of the study three steps have been followed. Both qualitative and quantitative research has been conducted.

- Selection of the city to conduct the study (5 smart cities have been selected for the study )
- Grounded theory to identify the factors affecting slum dwellers view on smart city
- Scale Development (survey, convenience sampling)

Slum-dwellers in five smart cities were selected for data collection. The Challenges of data collection were: 1. As most of the slum dwellers are uneducated, the initial study was exploratory in nature. Interviews were taken from them and based on their understanding coding was done. 2. In the second phase of the study, a questionnaire was developed and data was collected in the form of a schedule.

This study finds that slum dwellers do value the smart city concept. The conceptual understanding of a slum-dweller in articulating a complicated concept would encourage the other stakeholders to take necessary action. Certain components of smart city identified by them like *puccha house*, *public distribution*, *slum management*, *vending zone* were unique and need to be addressed by the authority. It would be better to understand the components with the help of factor analysis. The study found that certain sub-factors like *employment*, *economic growth*, *the standard of living*, *puccha house*, *road drainage*, and *governance* have been the undisputed positive areas of smart city or product expectations by the slum dwellers.

### 4. Conclusion

The paper has investigated the impact of a product like smart city on those sets of customers who do not even have any stake in the city they live in. As the study finds that the slum dwellers who face the threat of dislocation or may be losing their home, are still hoping to get the better facilities committed by the local authority with a better smart city implementation.

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