

# Urban Insights

HOUSING & URBAN DEVELOPMENT DEPARTMENT  
GOVERNMENT OF JAMMU & KASHMIR

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## SMART URBAN MOBILITY



Home Minister Sh. Amit Shah inaugurated 100 e-Buses for Jammu Smart City

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## About JKHUDD

The Jammu & Kashmir Housing and Urban Development Department (JKHUDD) is the Nodal Agency for Planning, Development, and Management of Urban Areas in the UT of J&K. It oversees various aspects such as Infrastructure Development, Urban Planning, Housing, and Municipal Governance to ensure sustainable growth & quality of life in the region.

The Department is also responsible for framing of Housing policy, Create Legal, Institutional and Procedural changes to encourage investment in housing sector and to facilitate creation of adequate housing stock etc. The Housing and Urban Development Department, J&K has been in existence since 1970 to look after the important sectors of Housing, Urban Development and Local Self-Government.



## Message

I am happy to know that the J&K Housing and Urban Development Department is bringing out the first edition of its Newsletter. I consider this initiative a significant milestone in our efforts towards fostering informed communication and building a partnership between citizens and the administration.

The theme for inaugural edition, 'Smart Urban Mobility', highlights transformed public transport landscape of Jammu and Kashmir and ease of living for the citizens. Smart mobility to optimize transportation services for harmonious balance with ecology is our top priority. The addition of e-buses in Jammu and Srinagar Smart City is a big leap to achieve 'Carbon Neutrality' and to contribute to the sustainability of the society.

On this occasion, I call upon the officials to reaffirm our resolve to move ahead unitedly and work towards sustainable urban solutions. We should focus on climate, mobility, digitization and urban planning to deliver smart living and prosperity to the residents.

I appreciate the noble and unique efforts of each member of the team in publication of the Newsletter and wish them all success.

*Manoj Sinha*  
**(Manoj Sinha)**



**Message**

I am delighted to extend my heartfelt congratulations on the successful publication of the inaugural edition of the J&K Housing and Urban Development Department Newsletter. This accomplishment stands as a testament to the dedication, professionalism, and collective spirit of our departmental family.

Transparent communication is the cornerstone of good governance, and this initiative will undoubtedly strengthen our efforts towards ensuring the transparent delivery of projects and services to the people of Jammu and Kashmir. It will not only keep stakeholders informed about our ongoing initiatives but also foster greater trust and engagement within the community.

As we celebrate this significant milestone, let us reaffirm our commitment to advancing the goals of urban development, fostering inclusive growth, and improving the quality of life for all residents of Jammu and Kashmir.

Once again, congratulations to everyone involved in bringing this newsletter to fruition. Let us look forward to many more editions that showcase the achievements of our department and contributions towards building a prosperous and sustainable future for Jammu and Kashmir.

**(Atal Dulloo)**



सत्यमेव जयते

*Mandeep Kaur, IAS*

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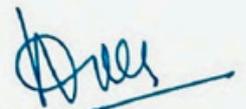
## MESSAGE

Welcome to the inaugural edition of the Jammu and Kashmir Housing and Urban Development Department Monthly Newsletter! In this edition, we delve into the theme of Smart Urban Mobility, highlighting the pioneering initiatives taking place in Jammu and Srinagar under prestigious Smart City Mission.

In Jammu, the initiatives of Jammu Smart City Limited (JSCL) is driving transformative changes. The introduction of e-buses & e-autos are revolutionizing transportation, offering residents and visitors a clean, convenient, and eco-friendly mode of travel. These electric buses & autos not only reduce carbon emissions but also prioritize passenger comfort and sustainability.

Meanwhile, in Srinagar, the Srinagar Smart City Limited (SSCL) is reshaping urban mobility in the valley. The Public Bicycle Sharing (PBS) System is empowering commuters to navigate the city efficiently while promoting cycling as a healthy and sustainable transportation option. Additionally, Srinagar is exploring water-based transport systems, leveraging its unique geography to enhance connectivity and alleviate road congestion.

Looking ahead, the J&K Housing and Urban Development Department remains committed to driving innovation and progress in Urban Mobility. With ongoing initiatives and future plans aimed at enhancing connectivity, reducing emissions, and improving quality of life, future of urban mobility in Jammu & Kashmir is promising.

  
(Mandeep Kaur)



## Home Minister Sh. Amit Shah inaugurated 100 e-Buses for Jammu Smart City

Hon'ble Union Home Minister, Shri Amit Shah flagged off 100 electric buses for Jammu on 29th January 2024 in presence of Hon'ble Ministry of Heavy Industries Shri Mahendra Nath Pandey, Hon'ble Lieutenant Governor of Jammu and Kashmir, Shri Manoj Sinha and Smt. Mandeep Kaur, Commissioner/ Secretary, J&K Housing and Urban Development Department.

The initiative led by the Housing & Urban Development Department, Government of Jammu & Kashmir, is aimed at establishing an environmentally sustainable public transport system. These buses are equipped with modern features like a real-time Passenger Information System (PIS), Panic Buttons for Emergency, Automatic Bus Vehicle Location System, CCTV Cameras etc.

The project is being executed by the Jammu Smart City Limited (JSCL) with a total cost of approximately ₹500.00 Cr. The project has received a Capex MHI Subsidy under FAME-II for CAPEX amounting to ₹47.00 Cr. The contract for the project was signed on 17th October 2022 and it is expected to last for 12 years. The service providers for the project are TATA Motors Ltd. for eBus and Chalo Mobility for NCMC Digital Tickets.

The JSCL has identified land for depot for parking with allied charging & other civil infrastructure. The land measures 38 Kanals, 19 Marla at Bhagwati Nagar. JSCL has handed over the premise to TATA Motors Ltd. (TML) for the development of the EV Depot. The construction of the EV Depot at Bhagwati Nagar is in progress.





## Srinagar's Sustainable Bus-based Public Transport System: 100 e-Buses on 13 Trunk Routes

In a historic event, on 1st November 2023, Jammu and Kashmir Lieutenant Governor Sh. Manoj Sinha inaugurated a fleet of 100 battery-operated e-Buses procured under the Srinagar Smart City Limited (SSCL) in Srinagar.

These battery-operated environment-friendly e-buses will run on 15 designated routes. "I am very thankful to everyone associated with this project and also thankful to TATA Motors. I hope people of Srinagar will be benefited from this service," Lt Governor Manoj Sinha said while launching the e-bus service.

These buses are more similar to those in London and the idea is that the buses will run for the next 12 years, and a 12-year contract for the same years has been signed with Tata Motors Ltd, he further added.

### Key Project Features



11 Intra-city Routes And 2 Inter-city Routes, with a total number of 133 Bus Stops



Operated By Tata Motors Limited and Smart City Mobility Solutions -For a Period of 12 Years.



Foldable Mechanical Ramps to Facilitate Access for Disabled in all the e-buses.



Special Heating and Cooling System Both, For the Weather Needs of the City.





## Never Wait at The Bus Stop Ever Again, Say Hello to Chalo App

Jammu Smart City Limited (JSCL) and Srinagar Smart City Limited (SSCL) in collaboration with Chalo Mobility is diligently working to streamline the operation of electric buses in both Srinagar and Jammu. This joint effort aims to enhance the efficiency and sustainability of public transportation in the region. By leveraging innovative technologies and sustainable practices, Chalo Mobility is committed to addressing the challenges associated with transitioning to electric buses, ensuring smoother and more reliable mobility for residents and visitors alike. Users can also use Chalo Cards for contactless payments.

The Chalo app offers real-time tracking, allowing users to monitor the exact location and movement of electric buses in Srinagar and Jammu. With live arrival time updates, passengers can accurately plan their journeys and minimize wait times at bus stops. Additionally, the app provides trip sharing details, enabling users to easily share their travel itinerary with friends or family.

With these features, the Chalo app enhances the overall commuting experience for users while promoting transparency, convenience, and safety in public transportation of J&K.

### CHALO

#### Real Time Tracking



Citizens can track the movement of city buses in real-time.

#### Live Arrival Time



Commuters can check the live arrival time of buses.

#### Trip Sharing & SOS



Commuters can share live location with chosen contacts.

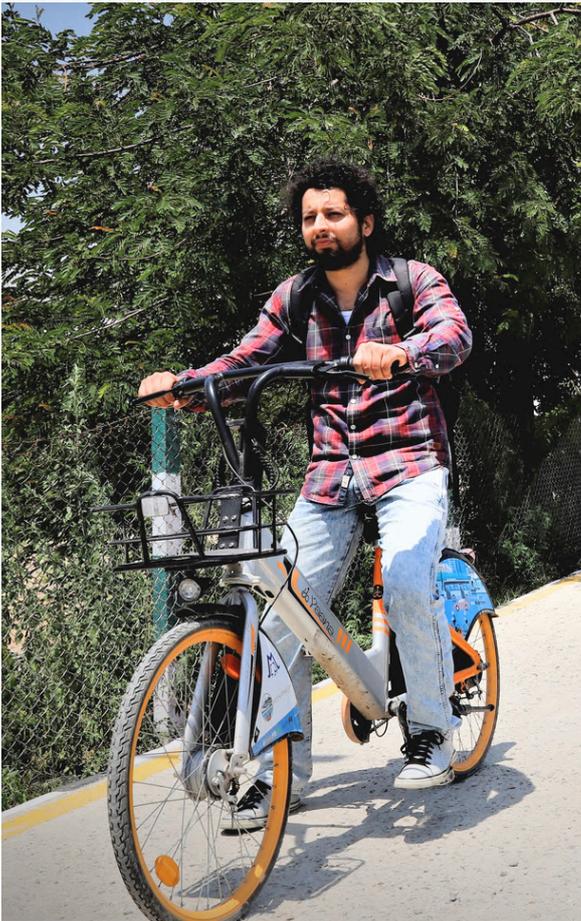
#### Download the Chalo App Now





## Jammu Public Bicycle Sharing system Surpasses 4.5+ Lakhs Rides Milestone

Marching Forward, Ride by Ride, Towards a Connected Future.



### Key Project Features

The Jammu Public Bicycle Sharing system comprises of 800 bicycles, including 80 pedal-assist electric bikes and 720 unisex bicycles. These bicycles are deployed across nearly 120 docking stations, each covering 8-12 bicycle stands, throughout the city. The bicycles are sturdy, equipped with a front basket, and have a lifecycle of 7 years.

The project aimed to provide an environment-friendly mode of transport for last-mile connectivity, offering commuters a healthier commuting option.

In the month of March 2024, the Jammu PBS system in Jammu achieved a landmark milestone achievement by surpassing a total of 477256 rides. This reflects the system's effectiveness in providing convenient transportation options to the public, promoting sustainable modes of travel within the city. The use of bicycles as a mode of transport reduced reliance on fuel-powered vehicles, thereby mitigating reducing the carbon footprint of the city.



**4,77,256**

**Total Rides in Jammu**

\* May 2022 - March 2024

1



**85295.49 KM**

**Distance Covered**

\* May 2022 - March 2024

2



**21323.7 KG**

**Carbon Saved**

\* May 2022 - March 2024

3





## Srinagar's Water -Based Public Transport Project: Ready to Navigate the City's Waterways

### Srinagar, Jammu & Kashmir

Srinagar, the picturesque capital of Jammu and Kashmir, is on the brink of a transportation revolution with the imminent launch of its water-based public transport system. After months of meticulous planning and construction, the project is now in its final stages, poised to transform commuting.

The Water-based trunk routes have been identified after detailed integrated public transport study based on which routes on river Jhelum and Dal have been identified. The Boat-based Public Transport System will be operated by a private agency on Gross Cost Contract (GCC) model for a period of 10 years under SSCL.

### Key Project Features



32 e-Boats-24 boats having a occupancy of 20 passengers, 8 boats having a occupancy of 12 Passengers at a time.



The interconnected network route length of 80 km has been planned in Dal Lake and River Jhelum.



Boats can be charged from solar or from the grid and the charging stations are provided at all major Ghats.

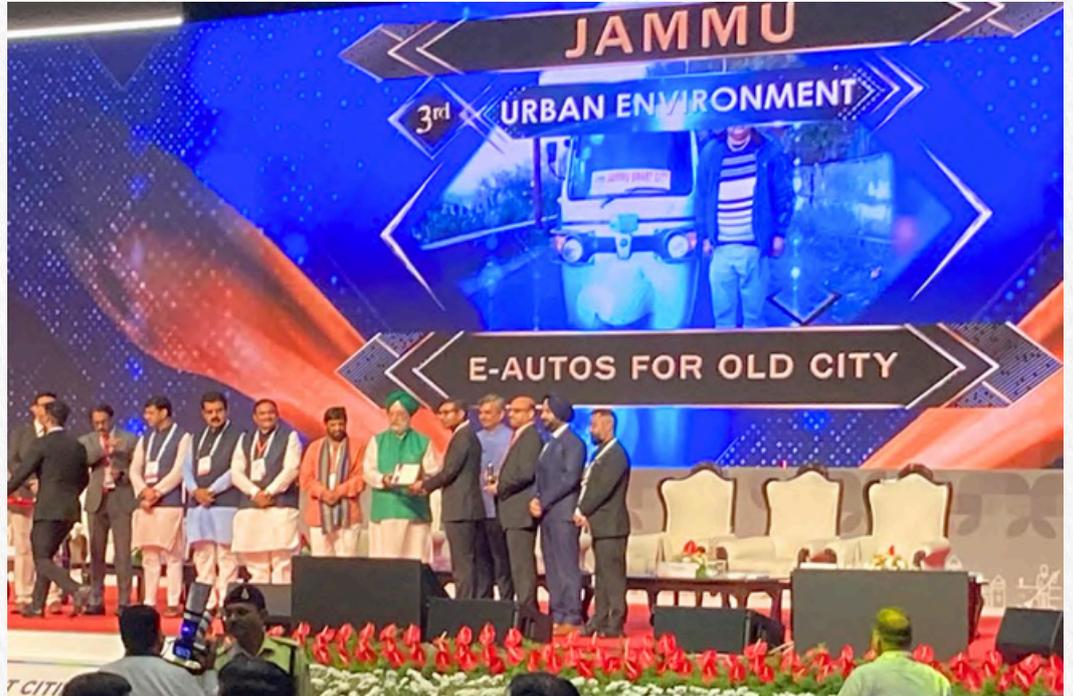


Pay Via - National Common Mobility Card (NCMC) Launched By Hon'ble Prime Minister Of India.





## Jammu Smart City Honored for E-Mobility Project at India Smart Cities Awards Contest, 2023



### Indore, Madhya Pradesh

In a commendable recognition of its pioneering efforts, Jammu Smart City has been lauded by the Central Government through the Smart City Mission for its outstanding e-mobility project. The E-auto for old city project, characterized by successful operation of e-autos and e-rickshaws, has received accolades under the urban environment category of the India Smart Cities Awards Contest (ISAC).

The ISAC is organised under the Union Ministry of Housing and Urban Affairs' Smart Cities Mission. It rewards cities, projects, and innovative ideas that promote sustainable development across 100 smart cities.

Jammu Smart City bagged the third spot under the Urban Environment Project category while first and position in this category was bagged by Indore and Shivamogga (Karnataka).

### Key Project Features



#### Employment Generation

The initiative provides employment opportunities for unemployed youth in Jammu by supporting them in becoming e-Auto and e-Rickshaw drivers.



#### Reduction of Pollution Levels

By focusing on electric vehicles, it addresses this problem and aligns with the goal of achieving a green corridor and cleaner air.



#### Affordable Transport

The project aimed at eco-friendly public transportation more affordable and accessible to a broader section of the population, thereby improving urban mobility.



#### Sustainable Development Goals

The project's goals align with several Sustainable Development Goals (SDGs), including Affordable and Clean Energy, and Sustainable Cities and Communities.



#### Partnerships

The collaboration with OEMs and authorized agencies, as well as the provision of subsidies, demonstrates a comprehensive strategy for implementing the project.



## Srinagar Smart City Bags 'Smart Urban Mobility Award' in Smart Cities India Awards, 2024



### Pragati Maidan, New Delhi

Adding another accolade to its achievements, Srinagar Smart City Ltd. has clinched the “Best Smart Urban Mobility Award” at the Smart Cities India Expo in New Delhi.

Dr. Owais Ahmad, Commissioner, Srinagar Municipal Corporation (SMC) and CEO Srinagar Smart City Ltd, expressed his elation at the recognition. “It is indeed a moment of pride for Srinagar city to have won the ‘Best Smart Urban Mobility Award’ at the Smart Cities India Expo in New Delhi today. This accolade is a testament to the collaborative efforts of the citizens of Srinagar and the tireless dedication of Jammu & Kashmir Housing & Urban Development Department and the entire smart city team,” he stated.

The city’s innovative urban mobility initiatives stood out among leading smart cities across the country. Other delegates also took out their time to appreciate the work of SSCL.

The award-winning initiatives reflect the city’s commitment to leveraging technology for efficient and sustainable urban mobility solutions. Srinagar’s smart city projects have not only enhanced the quality of life for residents but have also positioned the city as a leader in the national smart cities landscape.

Dr. Owais Ahmad (IAS) credited the citizens of Srinagar for their active participation and cooperation, acknowledging their role in making the city’s urban mobility strategies successful. He also commended the hard work and dedication of the smart city team, whose relentless efforts contributed to this significant achievement. The “Best Smart Urban Mobility Award” recognizes Srinagar’s commitment to incorporating innovative, people-friendly, convenient, affordable and technology-driven solutions to address urban mobility challenges of today and for the coming times.



## Srinagar Smart City's Public Bicycle Sharing System

### 900 Cycles

with  
80 docking stations



### 200 E-Bikes

with  
20 docking stations



### Mobile App

Cycle Renting via  
Dedicated  
Chartered App



### Electric

Battery assisted  
E- Bike



### Live Tracking

On board GPS  
Tracking System



### User Safety

Real time monitoring  
with Srinagar ICC





## e-Bus Service Launched from Jammu to Suchetgarh to Boost Border Tourism

### 📍 Jammu, Jammu & Kashmir

In a stride towards advanced sustainable transportation, Chief Executive Officer (CEO) of Jammu Smart City Limited (JSCL), Mr. Rahul Yadav (IAS) flagged off electric-bus service from Jammu to Suchetgarh border for locals and tourists.

The launch of the e-bus service coincided with the Border Security Force (BSF) extending the evening half an hour long beating retreat ceremony, a major attraction for locals and tourists, at Border Outpost Octroi near the International Border in Suchetgarh from weekend days to 4 days a week - Wednesday, Thursday, Saturday & Sunday, Mr. Rahul Yadav (CEO), JSCL said.

The e-bus of Jammu Smart City will ferry locals and tourists from Jammu Bus Stand to Suchetgarh border and vice-versa. This initiative aims to provide an eco-friendly transit option for locals and tourists, an official said during the flag off event.

Historically, R.S Pura Town being as an important railway station of undivided India in pre British times. It is 28 kms from Jammu and the border between India and Pakistan lies 9 kms from R.S Pura and is known as Suchetgarh border. This border town is on Westside of J&K state. The forest Octroi Post for the state was at Suchetgarh and hence has a great historical importance.





## Driving Towards a Greener Future: Navigating the Landscape of India’s e-Bus Initiatives

The Faster Adoption and Manufacturing of Electric Vehicles (FAME) scheme was launched in April 2015 under the National Electric Mobility Mission, to encourage electric & hybrid vehicle purchase by providing financial support.

### About FAME-I & FAME-II:

FAME.I focused on 4 core areas i.e. Technology development, Demand Creation, Pilot Projects and Charging Infrastructure. The scheme covered Electric and Hybrid technologies like Mild Hybrid, Strong Hybrid, Plug in Hybrid & Battery Electric Vehicles.

Government of India approved Phase-II of FAME India Scheme, for three years commencing from 1st April 2019 with total budgetary support of ₹ 10,000 Crore (\$1.3 billions). Unlike phase one of the scheme, the main focus of this phase is the electrification of public & shared transportation.

### Salient Features of PM-eBus Sewa

The Ministry of Housing and Urban Affairs (MoHUA) is launching ‘PM-eBus Sewa’ with a view to increase the modal share of electric bus (eBus) based public transport in Indian cities.

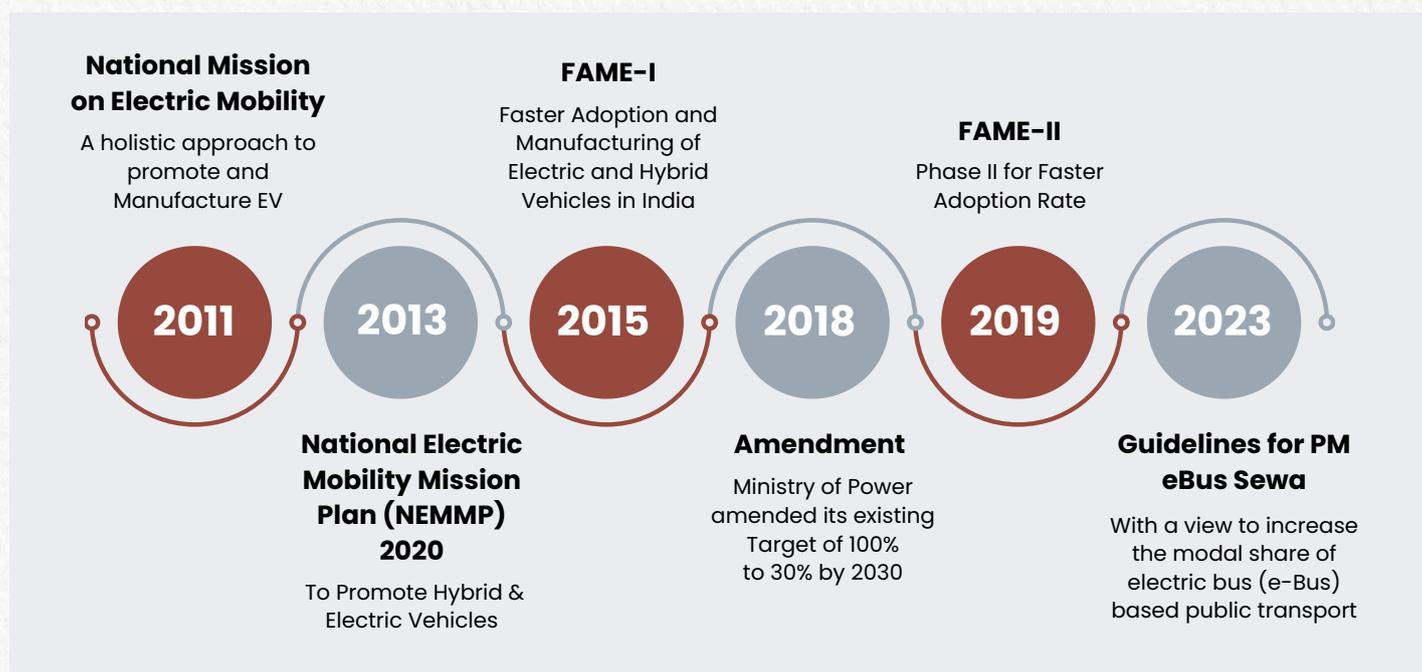
The Details of the Scheme is listed below:

- Cabinet approval of Rs. 57, 613 Crs.
- Augmenting city bus operation, 10,000 e-buses, PPP Model
- Promote E-mobility and reduce pollution.
- About 10,000 E-buses with 45,000 to 55,000 direct jobs

### Eligible Central Assistance for J&K

- For Development of Depot Infrastructure- 90% for Hilly region cities.
- Bus Operations- Per/ Km Rs. 20 (Mini), Rs. 22 (Mid) and Rs. 24 (Standard)

### The Timelines



## Voices of Satisfaction: Real Experiences, Great Results

To ensure that smart urban mobility projects align closely with user needs and expectations, JSCL and SSCL have instituted a robust feedback mechanism. This feedback loop allows to gauge satisfaction levels, identify pain points, and pinpoint areas for improvement.



### Jammu e-Bus Passenger



Thank you for providing such a comfortable and safe bus journey experience. The seats were cozy, and I appreciated the presence of CCTV cameras, which added an extra layer of security and peace of mind.



### Jammu e-Bus Passenger



Having air conditioning on the buses is a game-changer, especially during the scorching summer heat. It made my journey so much more comfortable and enjoyable.



### Jammu e-Bus Passenger



I wanted to share my experience riding JSCL bus recently, and I must say, I was pleasantly surprised by the ample leg space provided. It made my journey incredibly comfortable, and I truly appreciate it.



### Srinagar e-Bus Passenger



With real-time updates, we can easily monitor bus locations, allowing for efficient planning and timely arrivals at our destinations. Thank you SSCL for this wonderful initiative.



### Srinagar PBS User



As a user, I must say, the public cycle sharing system truly feels welcoming. It's refreshing to see such attention to detail in a public service.



### Srinagar PBS User



As a frequent user, I can attest that the city cycle tracks are exceptionally well-maintained and make commuting a breeze. It's evident that the city authorities prioritize the comfort and convenience of cyclists.



## Housing and Urban Development Department

Government of Jammu and Kashmir

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