



“VOTE MUMBAI”

(Mumbai Campaign for Municipal Governance Reforms)

Campaign Charter

What is VOTEMUMBAI?

VOTEMUMBAI is a non-partisan people's campaign comprising of concerned individuals and civil society organizations across Mumbai & the Mumbai Metropolitan Region. Its objective is to make citizens realize the need for systemic reforms and bring about a significant improvement in the existing Municipal governance system by overcoming the current crisis in governance. VOTEMUMBAI provides the necessary platform and effective tools for citizen participation.

VOTEMUMBAI has no affiliation to any political party.

Why VOTEMUMBAI?

At the heart of any healthy democracy are its citizens. Yet in our country, all too often, the ordinary citizen seems disempowered and marginal, with little recourse to rights and institutional support. The legal channels are long, tortuous and cumbersome, with little hope of justice unless one has both money and influence. The ordinary citizen is therefore left feeling cynical and alienated in this democratic monolith. Ironically, even politicians - supposedly the drivers of the democratic engine - more often than not get lost, taking to power and corruption rather than public good. In fact the system has become a kind of spider's web in which those on the outside neither want to nor can they get inside and those on the inside don't seem



to know how to get out. And each group watches the other with undisguised suspicion.

Yet we have so much to be proud of. Despite all the ills of democracy, the spirit of freedom is strong and robust in our country. More than half of our population is young, energetic and looking for opportunities to excel and improve the lot of their people. Many individuals and organizations across the length and breadth of the country are unsung heroes doing whatever they can to better the lives of those around them. Millions living abroad - moved perhaps by nostalgia or the spirit of service - wish to give back a little to the country they call their own. By identifying some of the root causes of Mumbai Municipal governance problems, VOTEMUMBAI attempts to bring together all these people and individuals to become one strong, forceful voice of change on a common platform of action. Can we not all come together to become one strong, forceful voice of change rather than being disparate, often conflicting whistles in the dark? The idea behind VOTEMUMBAI is just that.

PREAMBLE:

Mumbai city's problems are a classic manifestation of poor and short-term urban management, under development of rural India, and the consequent unchecked migration. Each of the over 12.5 million citizens of this city, living in stressful conditions and is suffering. There is therefore an urgent need to search for winning solutions. The events of 26th July 2005 only confirmed that there was something seriously wrong with the "system" of governance and the "system" is in urgent need of rectification or overhauling. The system should make the executive responsive and accountable. The avowed objective of VOTE MUMBAI Campaign is to develop a strong campaign



towards bringing about "systemic reforms" in the Governance so that in future one can hope to – [a] eliminate a 'repeat' of 26th July, or, in the alternative, [b] minimise the damage caused by such catastrophic events. Path to the fulfilment of the hope lay in carefully examining the basic structure of the Management under the BMC Act and the method and manner of framing, reviewing and modifying the Development Plan.

Commissionerate system was established by British and has seen the problems which are currently seen by the city. This system is not considered fully empowered as the commissioner's appointment, performance appraisal & term etc is in the hands of state government. Over a period of time it has been seen that state has assumed more & more role in city municipal governance either directly OR by creating Para startles. This layer of governance needs to be independent for its functioning on the lines of relations between Centre & State governments. This is only possible if this layer of executive is also elected as in the case of Centre & State executives.

THEREFORE WE BELIEVE: –

- 1- That the alternative to democracy is only a better democracy.
- 2- That the spirit of Indian Constitution provides for "THREE TIER" fully empowered government(S)
- 3- That deliberative dialogue process based on fact & logic can bring win – win solutions.
- 4- That we need to find out a local urban govt model which satisfies the following parameters in light of Mumbai Municipal Governance which is the third tier of govt.
 - A-** Fully empowered in its domain area of functioning
 - (a) Future city planning & Execution function.
 - (b) Regulatory Function.
 - (c) Service Provider's function.
 - B-** Directly accountable to its customers (In this case "CITIZENS").



5- That we have following five options of governance & each model of govt. has been examined with the above **two** tests.

- a- Mumbai as a union territory.
- b- Mumbai as a State.
- c- Commissionerate system.
- d- Indirectly elected Mayor in council system (MIC).
- e- Directly elected Mayor System.

A- The first two systems have been straightway ruled out since they are "UNCONSTITUTIONAL" as they are not the third tier of government

B - Commisionerate system was established by British and has seen the problems which are currently seen by the city. This system is not considered fully empowered as the commissioner's appointment, performance appraisal & term etc is in the hands of state government. Over a period of time it has been seen that state has assumed more & more role in city municipal governance

either directly OR by creating Para startles. This layer of governance needs to be independent for its functioning on the lines of relations between Centre & State governments. This is only possible if this layer of executive is also elected as in the case of Centre & State executives. Commissionerate system also does not pass the test of democracy at the third tier of governance. It also does not pass the test being not directly accountable to customers (CITIZENS).

C - Therefore that leaves last two systems. Both pass the tests of democracy at third tier. The directly elected Mayoral system passes the test of "Directly accountable to Customers". While retaining the supremacy of State government over city municipal government in similar fashion that Centre has over State, the directly elected Mayor has a problem of dictatorial phenomena. After taking in to account these reasons we the citizens of Mumbai have concluded the following comprehensive agenda with suitable check & balances in the system.

A- Mumbai Municipal Governance frame work:

1- Directly elected, fully empowered, executive City Mayor with Commissioner as COO under direction of Mayor.



2- Corporator chaired ward committees for each councilor wards. (Equivalent to Gram Panchayat). Members of the Ward Committees, to be elected by the registered voters of each polling booth, who will constitute themselves as the legitimate body, called "Area Sabha", electing its representative and able to exercise control to make the representative accountable. Some fixed number representation to be provided to business/commercial interests in that area.

3- Polling booth wise area sabhas (Equivalent to Gram Sabhas)

4- Right to recall.

5- Division of Functions/Funds/Functionaries as far as practical and possible.

6- Ombudsman (few).

7- Disclosure Norms

8- Mandatory provisions to frame Citizen Charters with penalties etc.

9- Appropriate accounting package to support bench marking of various services.

10- Disaster Management committee.

11- Municipal Accounts Committee.

12- Municipal Town Planning Committee.

13- Other Functional committees.

14- Independent out side Auditors.

16- Mandatory Provisions for establishing institutions for capacity building programs for Area Sabha & Ward Committee members.

B: Regional Development Plan (DP), City Development Plan (CDP) and Electoral Ward Plan (EWP) process framework.

1- "Metropolitan Planning Committee" (MPC) in letter & spirit as envisaged in Constitution of India.

2- The MPC shall be democratic and shall have representation from all Local Government falling in the Metropolitan Region.

3- The Role of MPC shall be that of, Planner - Coordinator - Moderator Regulator - Data Generation and Data Maintenance.

4- Development planning to be two way consultation & institutionalised process between MPC - Local Government (Say Town Planning Department of BMC) - Ward Committees - Area Sabhas.

5- MPC to have appropriate administrative mechanism to undertake above role.



6- An "Integrated Transport Authority" for the region under MPC as Transport planner - Coordinator - Moderator - Regulator - Data Generation and Data Maintenance

The agenda as defined above is not restrictive and can further evolve & develop during the deliberative process which this campaign envisages to make it more accountable governance which would allow balanced sustainable, ecological and environment friendly growth and development of the city and metropolitan region.

ROAD MAP FO THE CAMPAIGN :-

1- Advocacy with:

- (a) All party central political leadership.
- (b) All party state political leadership.
- (c) Key state MPS, MLAS & MLCS
- (d) ALL city & regional MPS, MLAS,
- (e) All party city & regional political leadership.
- (f) ALL City & regional Corporators.
- (g) State / City key bureaucrats.
- (h) Key Citizens / opinion makers / Trade Union Leaders / Community Leaders / Grass Root Leaders,
- (i) Media

2- Mass Communication:

- (a) - Documentation



- (b) - Communication tools - Pamphlets / Citizen's hand book / Hoardings / T-Shirts / Caps / Badges etc.
- (c) - A series of TV, Radio and News paper adds.
- (d) - A series of electronic media debates.
- (e) - A series of orientation programs for Trainers / volunteers and supporters with ready made tool kits.
- (f) - A series of Seminars and workshops.
- (g) - A series of Presentation & Public Consultation Programs.
- (h) - A series of Street Plays.

3- Mass mobilization.

- (a) - Public Meetings
- (b) - Public Morchas
- (c) - Public Dharnas

RUNNING A CAMPAIGN :-

During the course of this campaign, VOTE MUMBAI Agenda will be further strengthened through the combined knowledge & experience of leaders / communities / citizen's who will be participating.

While all the other activities will be completed by NOV/DEC, the series of orientation programs for society at large will continue to build capacity & ensure effective participation by citizens in "LOCAL SELF GOVERNANCE" through available legitimate platforms like Area Sabha. Ready made tool kits will be made for each participant.



While the task is daunting but we all at VOTE MUMBAI Campaign have no choice but to go for it OR continue to see citizens living in misery & suffering.

Media Partners:

The campaign will not have any print and electronic (TV, RADIO, CABLE) media partner. Vote Mumbai will work with all media to reach out to maximum citizen.

Communications Strategists:

The campaign will have Communications Strategists partner.

PR Agency:

The campaign will have Communications Strategists partner.

Response Capturing Mechanism:

The Campaign will have a web site & a call centre.

Who can participate in VOTEMUMBAI?

Indian citizens and organizations in Mumbai & Mumbai metropolitan Region who share the goals of VOTEMUMBAI can become participants or partners or supporters.

Categories



Participants: Any individual subscribing to the goals and objectives of VOTEMUMBAI and actively participating in the campaign

Partner: Any organization subscribing to the goals and objectives of VOTEMUMBAI and actively participating in the campaign.

Supporters: Organizations or individuals who share the goals, and wish to extend support of any kind or in any form in furtherance of the campaign.

Core Group

The campaign will be driven by a Core group comprising of Participants & Partners and shall assume responsibility for the conduct of the campaign, enlisting support and evolving and implementing strategies for achieving the objectives. The core group will be free to create as many sub – group(s) as required. The number of core group participant will not be restricted.

Coordinator

The Core Group will have a Campaign Coordinator to synchronise the campaign and fulfill the mandate given by the Core Group from time to time.

Secretariat

The core group will establish a secretariat for better coordination.

Meetings

Core group will meet as many times as required at a place and time decided by the Coordinator in consultation with the core group participants. Summary of proceedings will be prepared and circulated to all the participants of the core group.



Pooling in of Resources

Each participant and partner will be free to decide the extent and manner of its contribution and for participation.

Funds:

Campaign will encourage a sponsorship for each activity as the first choice

The most minimum funds required by the campaign shall be collected in a designated & separate bank account opened for the campaign purpose of a partner who is registered & eligible for tax exemption. That partner will have the responsibility to account for them. The Core Group will periodically review and approve the accounts.

GUIDING PRINCIPLES OF THE CAMPAIGN

Positive attitude:

Believe that real change is possible.

Research:

Don't hit the road without detailed home work.

Effective Communication:

Use communication tools to reach out all.

Belief in the power of the Community:

Recognize that the central means of all actions is a collective assertion. From an inclusive community comes collective strength.

Constructive Engagement:



Engage in the spirit of partnership. Build alternative modules OR change of rules.

Non Partisan Culture:

No Political Affiliation

Propolitical Approach:

Politicians are victims of the vicious cycle, not villains

Respect for political process:

Recognition that the politics is the central to democracy and the true politics is a noble endeavor

Political Alternatives:

There is no alternative to democracy; the alternative to democracy is a better democracy

Professionalism:

Deliver on individual roles and responsibilities at the highest degree of commitment and capability at all times.

Core Purpose of Campaign:

To improve the quality of life by improving the quality of governance

WE, therefore now appeal to one and all to realise the enormity of the task involved in bringing about the desired changes. The campaign will have to



Ensure that the masses are effectively educated regarding the topics close to their heart and relevant for their every day living. We appeal to all to extent every help within their powers, be it by way of physical participation or monetary contribution or moral support to the VOTE MUMBAI CAMPAIGN launched for the specific purpose of bringing about 'SYSTEMIC REFORMS'.

In the end, there can be no better way of putting all this than saying, - IF MUMBAI WINS WHO LOOSES?