RECLAIMING NEHRU PLACE
NEHRU PLACE MAKING
What is known as Nehru Place today was originally called Kalkaji Complex. It was the biggest of all the 15 District Centres proposed in the 1962 master plan of Delhi. Planned by Delhi Development Authority, the 38-hectare site was built atop the Aravalli mountain range. As rocks were removed, and the hills were blown, the first building that sprung up was Paras Cinema.

Kalkaji Complex was established in 1969 as a local community Centre, intending to serve its neighbouring areas and decentralise Connaught Place as a business hub. By the 1980s, it was renamed Nehru Place, after Jawaharlal Nehru, and functioned more as a regional commercial, financial and business centre. Today, it is one of Asia’s largest IT hubs. Hundreds of shops sell hardware from computers to spare parts, second-hand products, and pirated software. From textile and digital printing shops to multinational technology companies and hawkers, Nehru Place is a confluence of informal and corporate labour, bringing 1,30,000 people daily from all corners of Delhi.

However, since it was not planned to accommodate these numbers, the result is congestion, lack of sanitation, and a degenerating infrastructure in and around the areas surrounding Nehru Place.
NEHRU PLACE WAS PLANNED TO DECENTRALISE DELHI’S COMMERCIAL ACTIVITY FROM CHANDNI CHOWK AND CONNAUGHT PLACE

OVER THE YEARS, IT HAS BECOME A LARGE REGIONAL COMMERCIAL CENTRE. EVEN IT TRADERS FROM SRI LANKA COME TO NEHRU PLACE TO SOURCE MATERIALS
The main plaza of Nehru Place is a 4-storey complex, home to around 1500 offices, 400 registered IT dealers, computer retailers, textile and digital printing shops, and eateries. The common areas of the plaza are dotted with around 600 hawkers.

There are around 100 buildings, most of which are in poor condition – from the structure and paint to the dingy hallways and dysfunctional lifts. Initially, many large public sector companies had their offices in Nehru Place, but have now shifted to Gurgaon and Noida due to dearth of space.
IN THE LAST 24 YEARS, NEHRU PLACE HAS TRANSFORMED FROM GREY MARKET TO AN ORGANISED ONE

In the 1980s, there was a growing market for the IT industry, yet unfriendly import policies on electronic items. Nehru Place became the grey market to meet these demands, providing a wide range of IT products from international brands to pirated software and repair services. Electronic retailers from all over the country source their goods from Nehru Place, making it one of Asia’s largest IT hubs.
The existent structure of Nehru Place is only Phase 1 of the District Centre. Phase 2 will entail new constructions in the area opposite Astha Kunj, beside the upcoming metro line. This will only increase the footfall at Nehru Place. The aim should be to plan it in such a way that takes into account the needs of businesses and visitors at Nehru Place.

BETWEEN THE TEXTILE, DIGITAL PRINTING AND IT INDUSTRIES, AND HUNDREDS OF HAWKERS SELLING ITEMS FROM SPARE ELECTRONIC PARTS AND PIRATED SOFTWARE TO CLOTHES AND SHOES, NEHRU PLACE HAS BECOME A CITY OF ITS OWN.
ALL OF THESE ACTIVITIES BRING 1,30,000 PEOPLE TO NEHRU PLACE EVERY DAY

NEHRU PLACE IS NOT A LOCAL DISTRICT COMMERCIAL CENTRE
As a result, only 7% of
visitors come from a 2 km radius

HOW TO BRING 1,30,000 PEOPLE TO NEHRU PLACE EVERY DAY

Nehru Place does not function as a local community centre, as intended. 93% of visitors travel more than 2 kilometers to reach there. The transportation and infrastructure around Nehru Place was not designed to bring the multitude of people travelling long distances from various parts of the city. This results in traffic and chaos in the areas surrounding Nehru Place.
BRINGING OVER A LAKH OF PEOPLE TO NEHRU PLACE TRANSLATES TO

2 WHEELERS 16298
CARs 16353
3 WHEELERS 1739
BICYCLES 69
BUSes 5043

A FEW HUNDREDS OF GRAMEEN SEVA
ANOTHER FEW HUNDREDS ON FOOT

OBVIOUSLY, THERE WILL BE TRAFFIC CONFUSION
THANK GOD, THE METRO DOES NOT TOUCH THE ROAD
CITY-LEVEL CONNECTIVITY IS ONLY FROM THE SOUTH AND WEST

NO BUS ROUTES ENTER NEHRU PLACE

BUS STOPS, INFORMAL 3-WHEELER STANDS, PARKING, PEDESTRIAN CROSSINGS ARE ALL MERGED INTO ONE ‘SURVIVAL-OF-THE-FITTEST’ SYNDROME
When the metro line was first introduced, the footfall at Nehru Place increased. The new metro line, still under construction, will inevitably do the same. This increase should be accounted for and turned into a positive thing.
PUBLIC TRANSPORTATION DROP-OFF AND PICK-UP POINTS ARE SEPARATED FROM NEHRU PLACE BY A CIRCUMFERENCE OF PARKING

THERE IS NO PEDESTRIAN CONNECTIVITY FROM BUS OR METRO STATIONS

NO DESIGNATED STOPS FOR GRAMIN SEWA VEHICLES OR OFFICIAL AUTO RICKSHAW STANDS

LACK OF INTEGRATION CREATES CHAOS AND DISCOURAGES PEOPLE FROM USING PUBLIC TRANSPORTATION
Poor integration of public transportation, along with subsidised rates for parking invites a profusion of private vehicles.

In a thriving commercial center like Nehru Place, the demand for parking is continually on the rise. Given this trend, increasing the number of parking lots would only be a temporary fix. Currently, Nehru Place attempts to meet parking demands through unauthorised and illegal parking in vacant areas and even roads, making them narrow for moving traffic.

A more sustainable solution is to decrease the demand for parking by improving public transportation connectivity, and increasing parking rates.
CURRENT PARKING RATES:
- ₹ 10 FOR SCOOTER/4 HOURS
- ₹ 20-30 FOR CARS/4 HOURS

NEHRU PLACE WAS PLANNED FOR 5500 ECS PARKING SPOTS. (BUT THEY WERE NOT MADE)
CURRENT DEMAND: 6621 ECS
PROJECTED DEMAND IN 2020: 9530 ECS

ECS=ESTIMATED CAR SPACE

PARKING SPILLOVER ONTO 14% OF ROAD AND FOOTPATH AREAS
PROJECTED TO TAKE UP 20% BY 2020
To plan parking for the future most efficiently, projections of demand, and an understanding of parking needs by the hour is important. The design will not only accommodate these projected demands, but also designate vehicles to different parking lots, according to duration of stay and time of the day. This would avoid the maze that parking attendants have to navigate in order to take out parked vehicles.
ACCESS DENIED
Public spaces are meant to be universally accessible by vehicles, pedestrians and the physically challenged. The accessibility at the periphery of Nehru Place is poor due to steps, barriers, and spillover parking. There are no entry or exit signs, maps or info-graphics to direct visitors.

Nehru Place spans 38-hectres, yet much of the crowd is concentrated around the main plaza, where hawkers are set up throughout the common areas. Meanwhile, other areas are under-utilized, neglected and accruing garbage.
Nehru Place is an obstacle course for pedestrians, most daunting for newcomers.

Inactive outer edges and dead corners are used as dumping sites and go-downs.

Pedestrian entrances are blocked by barriers and people have to navigate between parked vehicles to enter the plaza area.
BEST OFFLINE SHOPPING
As unauthorized employees of Nehru Place, hawkers bear the brunt of its deteriorating infrastructure. Without a proper shop, they are in constant flux, having to pay off authorities both on a monthly and daily basis, just to occupy footpath space. Official employees also consider them a nuisance, leaving them most vulnerable to the conditions at Nehru Place.
NOT SO SMOOTH OPERATION, DAY OR NIGHT
Nehru Place is unsafe at night, with no activity and poor lighting. The desolate plaza and surrounding areas are susceptible to crime such as pick-pocketing, and especially unwelcoming to women.
Once Nehru Place was built by DDA, the buildings were leased out for 99 years to owners, who then sublet the spaces as offices and shops. In this trickling down of ownership, nobody ends up accountable for maintenance.

As a result, the buildings are in poor condition, with broken structures, peeling paint, dysfunctional lifts, dark corridors and inadequate electric and water systems. Toilets are shared by hundreds of employees, and sometimes even rented out as offices.

The common areas, which are in DDA’s jurisdiction, are handed over to private contractors to maintain. Since this is not done properly, public spaces are filled with garbage, and the overall sanitation of Nehru Place remains poor.
With the number of visitors far exceeding its capacity, Nehru Place lacks the infrastructure to manage the waste it produces – from packaging material to electronic waste. Poor drainage systems cause water from ACs and restaurants to stagnate. Garbage in the common areas, created by visitors, eateries and hawkers, remains in piles. The garbage from offices is taken outside Nehru Place. Although ragpickers collect recyclable items, there is no system in place to manage waste. If garbage was managed and segregated at source, ragpickers could do their job more efficiently.
WHERE IS THE PUBLIC TO LET?

“I HAVE NO CLUE” • “MAYBE THE METRO STATION” • “IN THE FOOD COURT... BUT YOU NEED TO BUY SOME FOOD” • “GO TO SOME OFFICE, IF YOU KNOW ANYONE THERE” • “I ALWAYS GO TO A RESTAURANT, LIKE KFC, OR MCDONALD’S” • “BEHIND THE CARS” • “ALL TOILET SPACES HAVE BEEN TURNED INTO SHOPS”
“WANT DRINKING WATER? GO, BUY SOME. 2 BUCKS A GLASS, 20 BUCKS A BOTTLE”
• “PEOPLE TAKE DRINKING WATER FROM RESTAURANTS... CAFES” • “HAVE TO GO VERY FAR TO FIND DRINKING WATER” • “IF YOU DON’T HAVE 10-20 BUCKS, YOU MAY DIE OF THIRST”
Although DDA has the mandate to maintain Nehru Place, the multiplicity of agencies involved means that nobody is singularly accountable. Between shop-owners, shareholders, and various associations present in Nehru Place, no one agency has a sense of ownership, and there is no unified body to oversee maintenance. Also, the revenue generated, such as from parking, is not invested back into Nehru Place.

In addition, Non Government institutions involved: NEHRU PLACE IMPROVEMENT AND WELFARE ASSOCIATION (NIWA) • ALL DELHI COMPUTER TRADERS ASSOCIATION (ADCTA) • EXPORT FABRIC SUPPLIERS ASSOCIATION (EFSA) • COMPUTERS MEDIA DEALERS ASSOCIATION (CMDA) • PROGRESSIVE CHANNELS ASSOCIATION OF INFORMATION TECHNOLOGY (PCAIT)
Although Nehru Place is a legitimate business complex that pays tax, there are no returns to improve its condition. There is a need for a unified body with representatives from all agencies -- such as stakeholders, shop and office owners, hawkers, tempo union members etc. -- to oversee maintenance, upkeep, waste management and revenue collection and utilization.

**NEW MANAGEMENT**

![Diagram](image)

- **Delhi Development Authority (DDA)**
- **Nehru Place Trader’s Association / Co-operative Society**
- **Nehru Place Development Agency**
  - Development
  - Maintenance
  - Revenue Collection
  - Revenue Source
- **3rd Party** (Eg. Knight Frank, etc)
- **From Advertisement**
- **From Shops and Vendors**
- **From Parking**
- **Shop Owners**
- **Existing Workers** (Plumbers, Electricians, Cleaners, etc.)
1 new metro line and 2 new stations would connect Nehru Place to South and East Delhi.

In the proposed design, the bus terminus can be accessed from multiple directions. New bus stations on LL Marg and Outer Ring Road, and 3 new bus stations within the Nehru Place precinct will decrease congestion in existing stops.

Bus and Gramin Sewa routes will be better connected to the metro and to Nehru Place

Official Auto Rickshaw stands within Nehru Place will improve access to other transportation

BETTER INTEGRATION WILL ENCOURAGE PEOPLE TO USE PUBLIC TRANSPORTATION OVER PRIVATE VEHICLES
Improved integration of public transportation, private vehicle, and pedestrian routes
Multi-level parking lots would increase the number of available spots, without cutting into limited ground space. Cars parked for over 8 hours can be allotted to these lots.

Since multi-level parking is currently under-utilized, rates will be set lower than at-grade parking, changed from Rs. 30 and Rs. 60 for short-term and long-term parking, to Rs. 45 and Rs. 180, respectively.

In the proposed design, freight vehicles will be allotted to the vacant bus parking lot in EROS tower, and charged formally on a monthly basis.

With subsidised parking rates and poor public transportation, use of private vehicles is on a steady rise. Given this trend, providing more parking spaces would only be a temporary solution. Increasing at-grade parking rates from Rs. 20 to Rs. 125 for short-term parking, and Rs. 40 to Rs. 475 for long-term parking would reduce the number of vehicles, and decrease the parking demand.

NEW PARKING DESIGN WILL ONLY BE **85% OCCUPIED, TO ACCOMMODATE FULL PROJECTED DEMAND**
Top: Barrier-free Pedestrian Access

Bottom: 8 locations are proposed for public toilets, placed every 250m; 50 WC for men and 50 for women
NEED MORE RATIONAL USE OF SPACE
Public spaces should be universally accessible, well maintained, and equipped with basic amenities such as toilets and water. Phase 2 of Nehru Place is yet to be built, including hotels, and service apartments. Imagine, a restructured Nehru Place that is not just a commercial centre, but also vibrant with recreation on nights and weekends. With careful planning, it can be turned into a welcoming and aesthetically pleasing public space.
AFTER NEHRU PLACE MAKING
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