Digital Transformation of Urban Landscape

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By Abhishek Srivastava & Prasenjit Samanta
Oroprise Solutions Pvt Ltd
India – Europe – US - Middle East

Empowering towards Excellence

Who are we?

Founded in 2014

Established with a vision to deliver cutting-edge technology solutions

Experienced Leadership

Founded by a Jadavpur Alumnus & IT Industry veteran with extensive international experience

Global Presence

Serving customers across India, Europe, US & Middle East

Comprehensive Services

Delivering transformational and traditional software services, systems, infrastructure, network, and security solutions

Industry Expertise

Strong presence in City Management, Utilities & Healthcare

Select Reference Customers

- ✓ Trusted over a decade globally
- ✓ Across multiple sectors like cities, utilities and railways

USA

Europe

Middle East

India

Our Tech Verticals

- ✓ Maturing in multiple tech domains
- ✓ Accelerating digital transformation

Cloud Infrastructure

Seamless cloud migration and management across Azure and AWS platforms

Security Operations Center

24/7 monitoring and threat detection to protect your critical assets

Geographic Information System

Advanced spatial data solutions for smart city and utility management

Consulting

Strategic technology guidance to optimize business operatic

Digital Marketing

Data-driven marketing strategies to amplify your brand reach

Capability Profile at a glance

Our comprehensive technology stack encompasses enterprise applications, data analytics, cloud infrastructure, and managed services—delivering end-to-end solutions tailored to your business needs.

Business Applications

- Java/ Python development with Spring framework
- Microservices architecture and RESTful APIs
- Mobile apps for iOS and Android
- Microsoft Dynamics CRM & ERP
- Geographic Information Systems

Data Analytics

- Data modernization and engineering
- Data warehouses and lakes
- Integration via Informatica
- Visualization with Qlik, Power BI, Tableau
- Customer and strategic analytics

Cloud

- Microsoft Azure and AWS expertise
- Cloud migration and acceleration
- Cloud consulting services
- Cloud security implementation
- Cloud operations management

Infrastructure Management

- Network Operations Center (NOC)
- Security Operations Center (SOC)
- End-user support services
- Service desk management
- Comprehensive managed services

Consulting | Setup | Development | Managed Services | Application Management

Geographic Information System (GIS)

Intelligence & Surveillance through Spatial Application & Computation for Policing (ISSAC)

Our GIS-based application has immensely improved the preparedness for Law Enforcement personnel

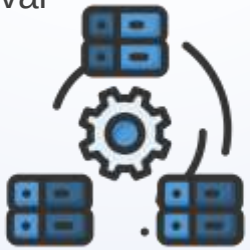
- ✓ Quick response to any Event
- ✓ Crime Mapping & Analysis
- ✓ VVIP Movement
- ✓ Efficient Management of Public Gatherings
- ✓ Large-scale Events Seamless Conduct of Elections

ISSAC is a versatile and adaptable platform to serve verticals such as Cities, Real Estate, Education, Health, Agriculture & Forestry

GIS Case Study – Kolkata Police & WBP

- Informed Decision Making
  - Creation of geo-spatial crime database with facility of geo coding
  - Tracking of traffic movement geographically by integrating with the camera coverage
  - To identify specific addresses (VIP, VVIPs, criminals) through geo-coding on the base map
  - Spatial crime analysis for crime patterns and trends with MIS report creation

- Improved Citizen Interaction
  - To facilitate time stamped digital reporting of incidents (crime, fatal, etc.)
  - To help citizens through integration with a mobile app with information on nearest police station within the applicable jurisdiction along with contact details thereof
  - To enable citizens to report any incident as e-FIR or General Diary (e-GD) through the mobile app and online submission for approval



GIS Case Study – Kolkata Police (contd)

Benefits Derived (For Police)

- Crime and Traffic Control through spatial visualization and locational intelligence
- To monitor real-time position of police personnel deployed within the jurisdiction
- Facilitation of digital & timestamped reporting of incidents (crime, fatal, etc.)
- To ascertain above-ground and underground utility network for for improved coordination
- Improved VVIP movement management

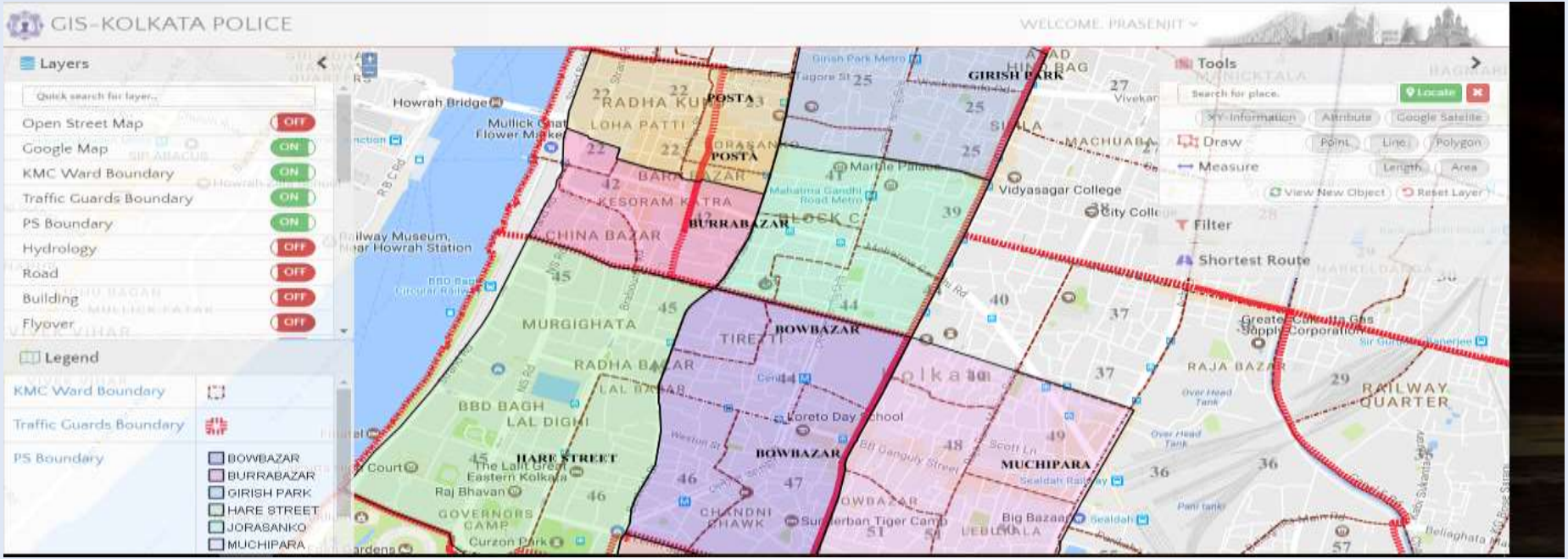
Benefits Derived (For Citizen)

- Distance between citizens and police bridged

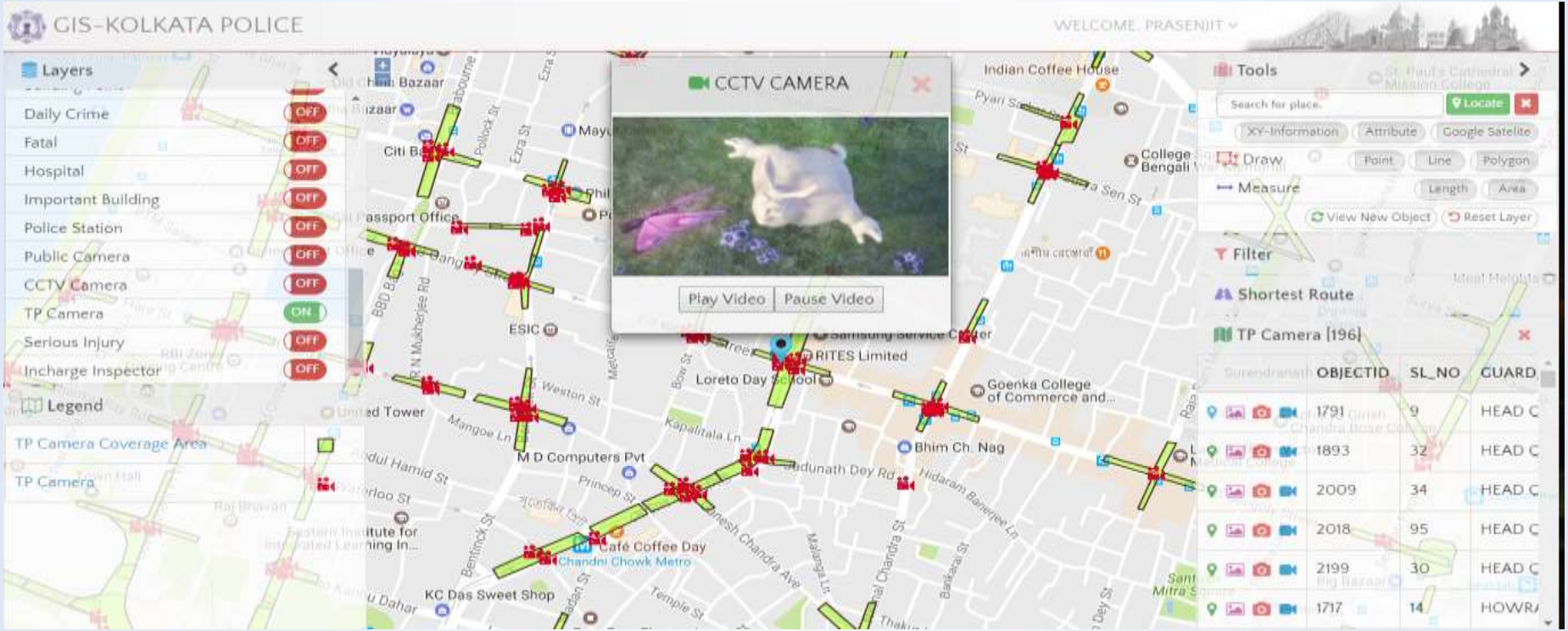
Solution Overview

- Web based
- Mobile Application for citizens and police in-built
- Open source architecture
- SSO enabled for enhanced security
- Accessible from anywhere, anytime
- Analytics / MIS in-built
- Easy to maintain (can be easily backed up and restored to last point of failure)

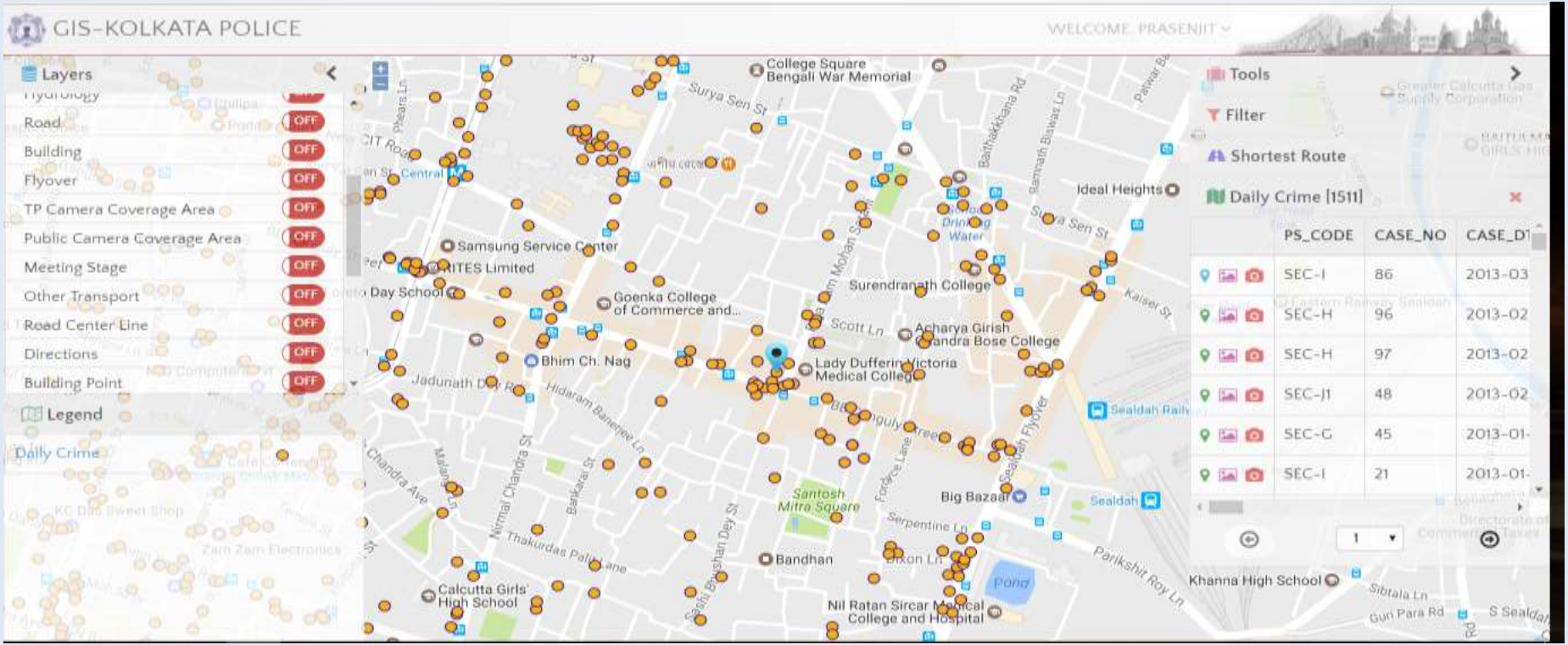
Superimposing of available maps



Incorporating live feed from cameras



Monitoring of Traffic Movement



Our Vision & Goals for Cities & Urban Bodies

IMPETUS (Important Municipal Program for E-governance & Transformational Urban Services)

❖**Vision** :

To become a citizen friendly and commercially sustainable ULB in 3 years

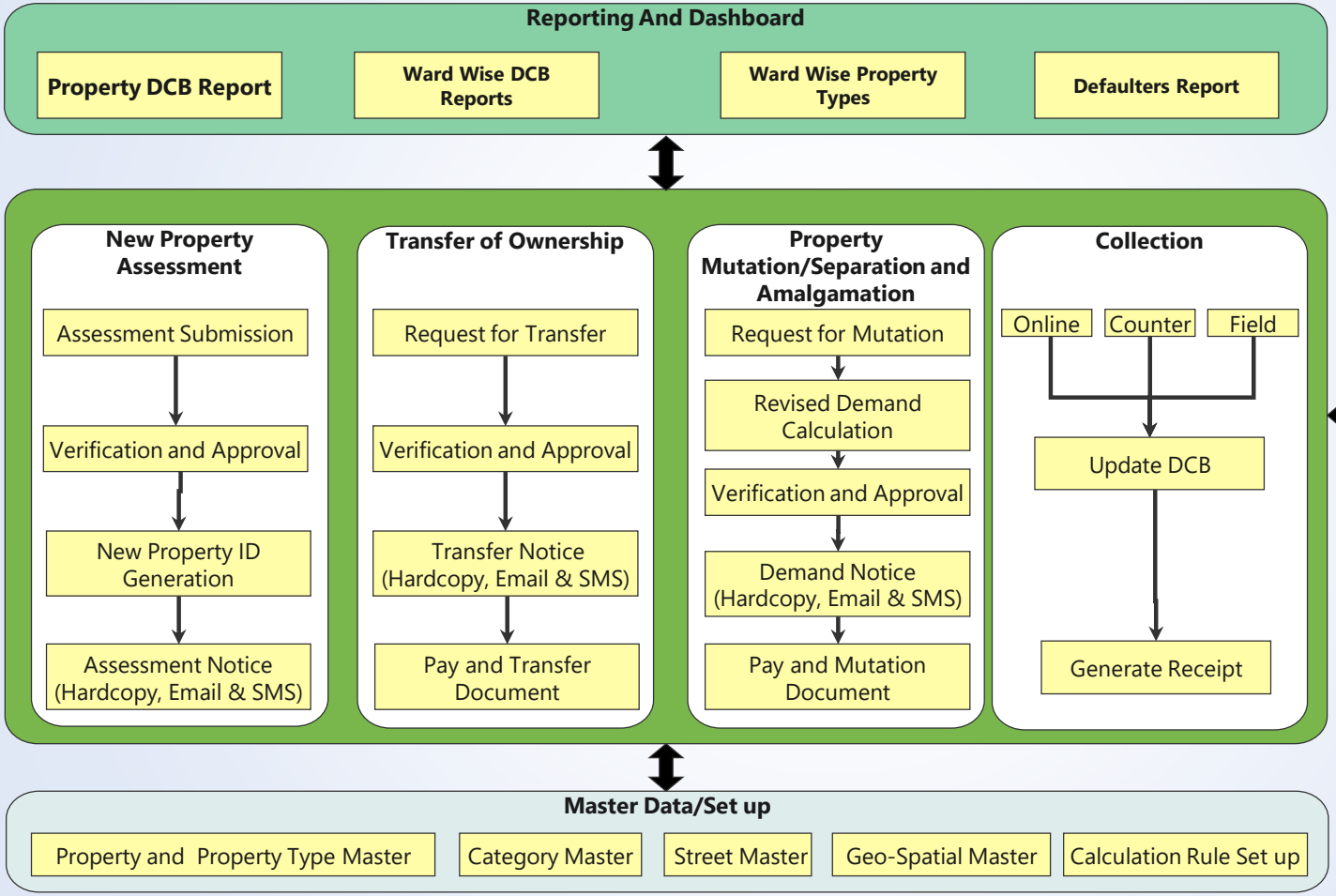
❖**Objectives:**

- Ensure ARTS (Accountability, Responsiveness, Transparency & Speed) in governance
- Empower Citizens with FACTS (Faceless, Automated, Cashless, Touch-free Services)
- Enhance own revenue collection by three times in three years

❖**Portfolio of IMPETUS** :

- Delivery of Urban Services
- Municipal Finance
- Structural Institutionalization
- Capacity Building of People

Revenue Management System Overview



Integration

- Employee Information System
- Financials
- Collections (UPI/card/ECS etc)
- ISRO Data
- ULB
- DISCOM

Case Study of ULB in WB

❑ Demographics:

- Second largest city in West Bengal with Population of 14 Lakhs spread over 350 sq-km
- Ratio of Male to Female: 52:48 having an overall literacy rate of 80%

❑ Scope

❖ Digitalization for e-Governance & Citizen Services

- Automate & optimize municipal processes like Property Tax Management, Trade License, Building Plan Approval, Advertisement & Rental on a Software Platform
- Municipal GIS for locational intelligence & taxation
- Mobile App for Citizen information and seamless interaction

❖ Commercialization

- Sanitize tax, licensing & advertisement/rental data through door-to-door survey
- Employ different means and methods to improve revenue collection of ULB
- Institutionalize and delegate operations at the Borough/Ward level

Why Commercialization along side Digitalization?

- Under-assessed and un-assessed properties, unlicensed trading establishments & unauthorized building are crippling the financial performance of ULB
- Property/citizen/trading establishment records are archaic – 50%-plus of them are not in the ULB records! Moreover, Property tax collection is less than 50%
- Similarly, business license records, water connection details, building status are incorrect
- Internally, the ULB processes are required to be automated or optimized
- Citizens' access to the municipal services needs to be improved manifold.
- Thus transformational initiative of IMPETUS conceived to improve citizen service & step-function improvement in revenue collection.

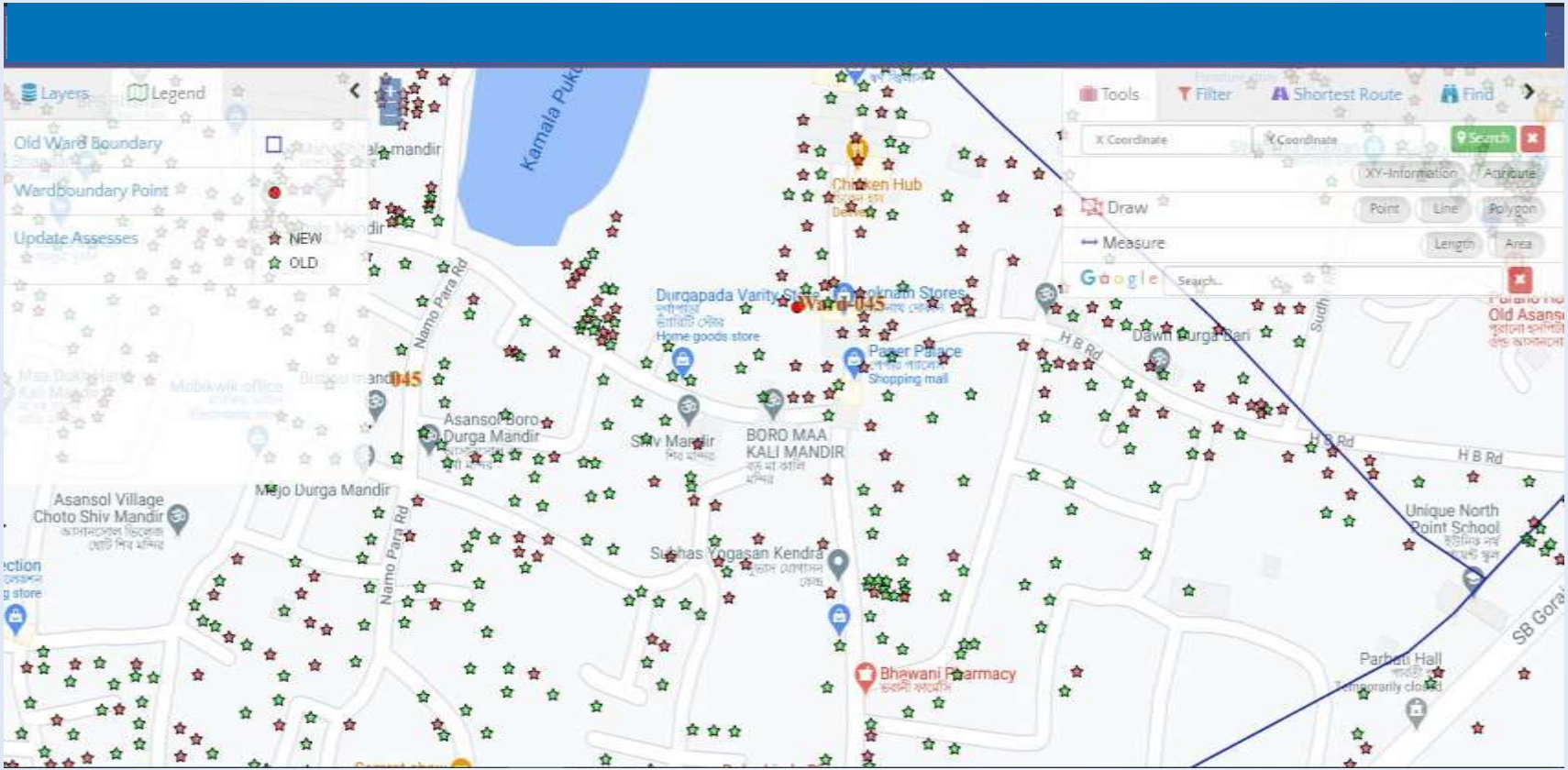
Impact of IMPETUS

- Dramatic reduction in lead time for delivering municipal services
- Limited footfall in Municipal hall
- At least 2x increase in property assessees & 2x increase in Average Realized Tax (ART) for each property holding.
- Three (3x) times increase in business licensee count
- 50% Reduction in Arrears
- Improvement in employee productivity gains to be measured in Revenue Collected/Per Employee & No of Employees Per lakh of Population
- Incremental Collection to ULB over its initial level : INR 250 to INR 300 over three years

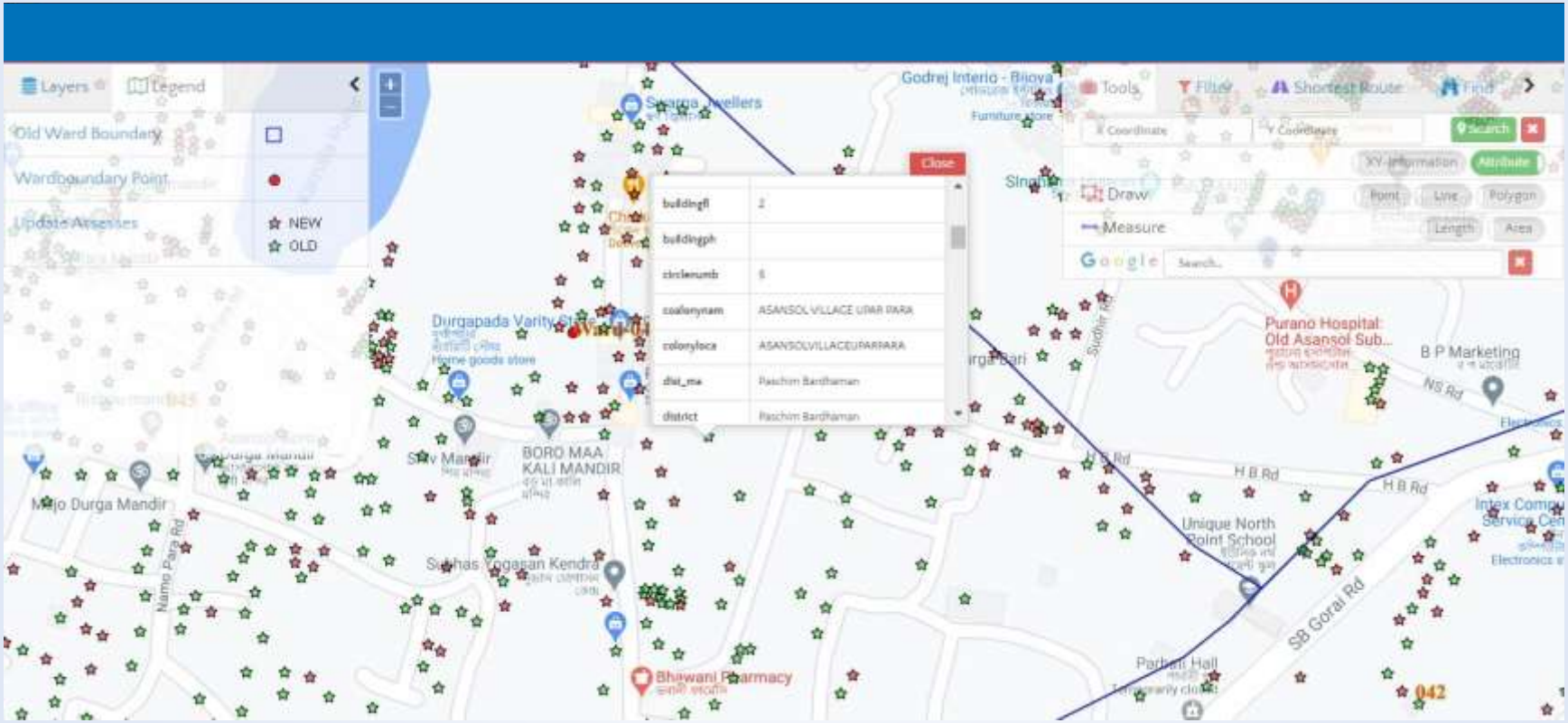
Challenge Matrix for Implementation

Sl. No	Challenges encountered	Solutions under implementation
1	Asymmetrical data in respect of un-assessed and under-assessed property holdings and un-licensed business entities.	Mobile App based Door-to-door for sanitization of the database for property assessees and business premises
2	Non-uniformity in processes across different zones	Process standardization and documentation
3	Resistance from Citizens for the fear of the “unknown”	Citizen awareness campaign & local political support
4	Internal resistance to change	Continuous Counselling and capacity building and formation of Task Force
5	Ambiguous demarcation of ward boundaries	Verification through old documents and drawing on knowledge of local leadership

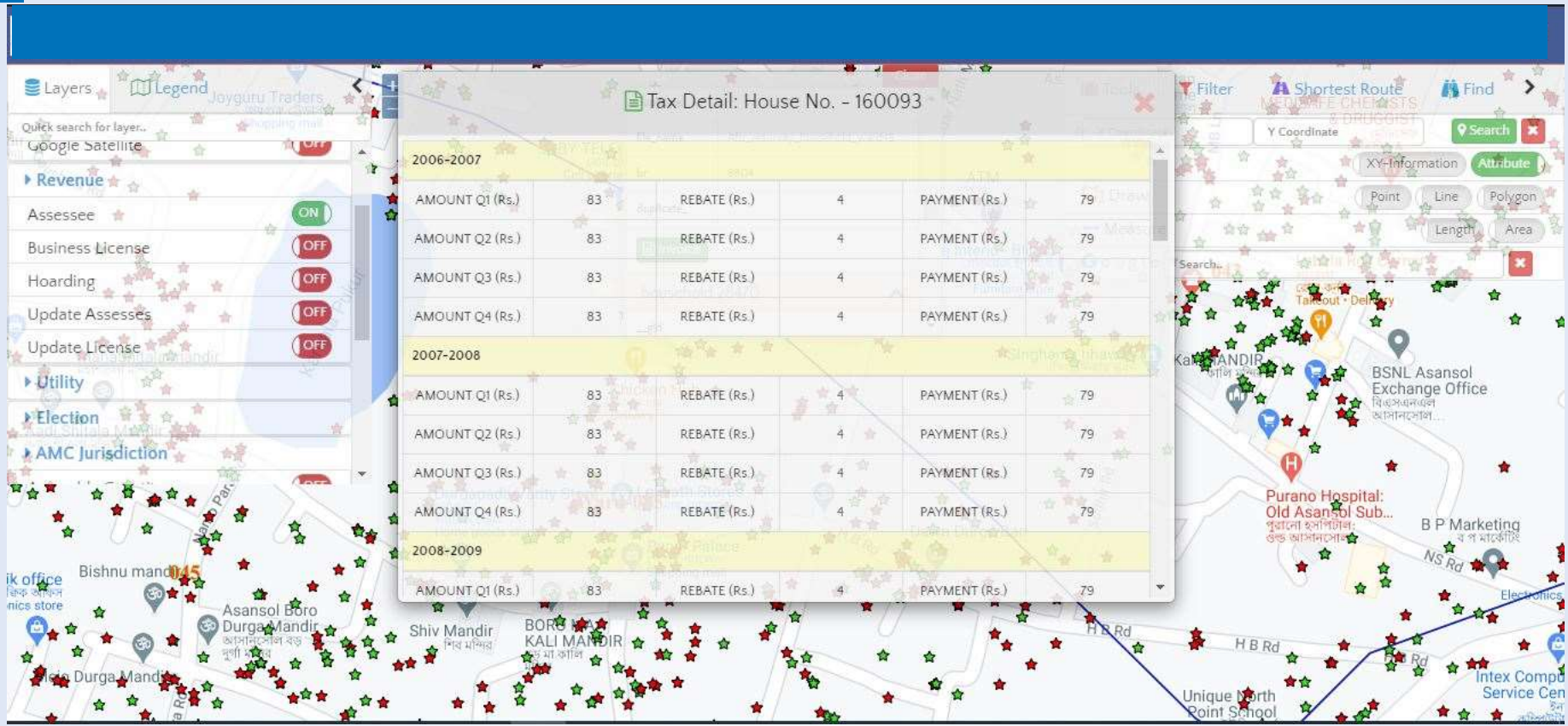
Overview of Property Holdings – *Ward 45 ULB*



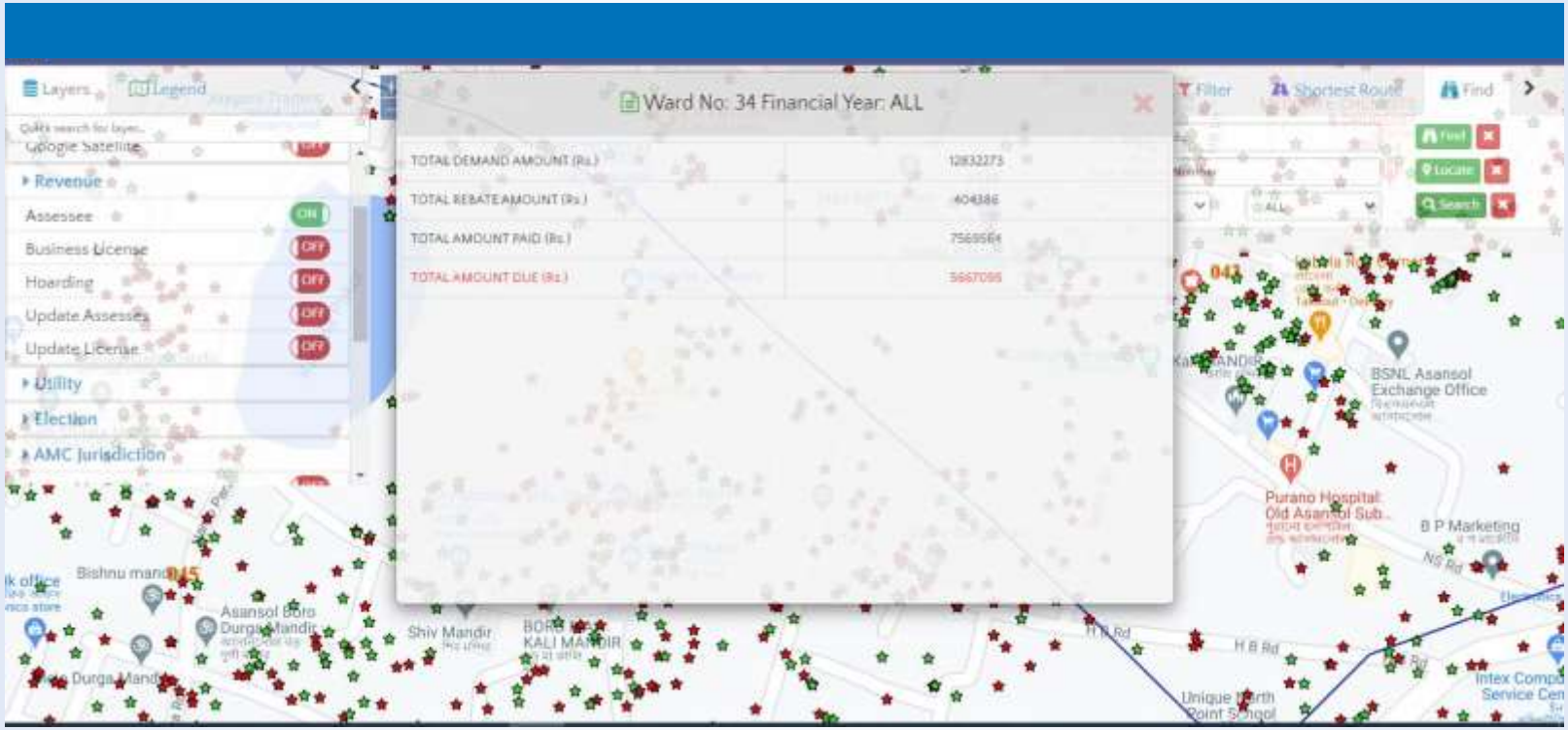
Illustrative Property Information



Illustrative Tax Details



FY Wise Demand Information



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