

**Primus Report**

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## **Primus Partners Survey Finds Urban Citizens Disconnected From Local Governance**



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### **Article Content:**

Primus Partners has released a new survey highlighting the limited civic engagement and deep disconnect between urban citizens and their municipal representatives in India. Covering over 2,500 citizens across 75 cities, the study reveals significant gaps in accountability, transparency, and participation within Urban Local Bodies (ULBs).

Despite high levels of electoral awareness, 40 per cent of respondents either did not vote or selected NOTA. Around 85 per cent were unaware or uninvolved in civic forums, showing a major community participation deficit. Low recall of campaign promises and limited interaction with elected were also noted, with only seven per cent finding representatives approachable.

Communication barriers remain significant, with 42 per cent never hearing from officials. Awareness of municipal budgets was also low at 20 per cent. Service inefficiencies were largely blamed on weak governance structures.

Millennials, who made up the majority of respondents, showed higher political awareness but sporadic civic involvement. This signals potential for greater future engagement if better strategies are introduced. Primus Partners stresses the need for systemic reforms, improved citizen-representative communication, and participatory planning to build a sustainable urban governance model.