



**ONLINE WORKSHOP 1 of 6**  
**Kickstarting  
the Cycle of  
Change**

**22<sup>th</sup> July '20, Wednesday**  
**3.00PM – 5.30PM IST**



**INTRODUCTION**

by Mr. Kunal Kumar IAS,  
Joint-Secretary, Smart Cities Mission,  
Ministry of Housing and Urban Affairs

**PRESENTATION**

**INDIAN CITIES ON CYCLING INITIATIVES  
AND LEARNINGS**

by Coimbatore, New Town Kolkata, and  
Chandigarh

**PANEL DISCUSSION WITH EXPERTS**

**INITIATIVES AND LEARNINGS FROM  
CITIES AND WAY AHEAD FOR THE  
INDIA CYCLES4CHANGE CHALLENGE**

Dr. Abhijit Lokre, Partner, The Urban Lab

Ms. Sanskriti Menon, Programme Director,  
Centre for Environment Education

Ms. Zohra Mutabanna,  
Associate – General Manager, IBI Group

**PRESENTATION + Q&A SERIES**

Moderated by ITDP India Programme

**CYCLING INITIATIVES FOR INDIAN CITIES**

**ENGAGING WITH CITIZENS AND  
INTERESTED ORGANIZATIONS**

**SURVEY TEMPLATE FOR CITIES**

**CYCLE NETWORK PLANNING STRATEGIES**

We will start the  
session at 3PM IST

We request you to drop in the  
following information on the  
'CHAT' box

City - Name - Email address  
Are you part of the city  
corporation/smart city team or  
are you a CSO/interested  
organisation supporting the city





# INDIA CYCLES 4 CHANGE CHALLENGE





GOOD INTENTIONS ARE A GREAT START  
**BUT THEY ARE NOT ENOUGH**





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**Mahasagar**  
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Source: Tashi Tobgyal



**What is SMART?**

Learning from one's mistakes

**What is SMARTER?**

Learning from others' mistakes!



# **PRINCIPLES**

## OF A CREATING A CYCLING-FRIENDLY CITY

# SAFETY | Segregation, traffic calming, safe intersections, etc



Source: ChicagoDOT

# CONTINUITY | End-to-end connectivity without obstructions



Source: Paul kubalek

# COMFORT | Shade, Smooth Riding Surface, etc



Source: [momentummag.com](http://momentummag.com)

# PERSONAL SECURITY | Lighting, Active Edges, etc



Source: Barry Rueger

# ACCESS TO ALL | Rental Schemes, Training Programmes, etc



Source: P. Sainath

# ESSENTIAL INTERVENTIONS: A FEW EXAMPLES

## SEGREGATED CYCLE LANES



Source: [peopleforbikes](#)

**Segregation with  
barriers**

## TRAFFIC CALMED STREETS



Source: [smartgrowthamerica.org](#)

**Slowing down  
vehicles with traffic  
calming elements**

## SAFE INTERSECTIONS



Source: [Rachel Quednau](#)

**Compact junctions  
Cycle boxes  
Safe signals**

# DESIRABLE INTERVENTIONS: A FEW EXAMPLES

## CYCLE RENTALS



**Making cycles available for citizens**

## TRAINING PROGRAMS



Source: : flickr.com

**Training and building confidence to cycle**

## CYCLE REPAIR CLINICS



Source: : Julian Walke

**Providing repairs and maintenance**

## CYCLE PARKING



Source: : @bricycle (Twitter)

**Providing parking for greater dependence**



# WHAT SHOULD BE OUR APPROACH?

TEST



Test cycling interventions

LEARN



Learn from pilots together with citizens

SCALE



Scale up solutions to transform the city

# PRINCIPLES OF A GOOD NETWORK

SAFE



Source: PennDOT

**It provides safe crossing  
and movement**

CONTINUOUS



Source: Macon Connects

**It is unobstructed and  
recognisable; and links  
key destinations**

SECURE



Source: downtownseattle.com

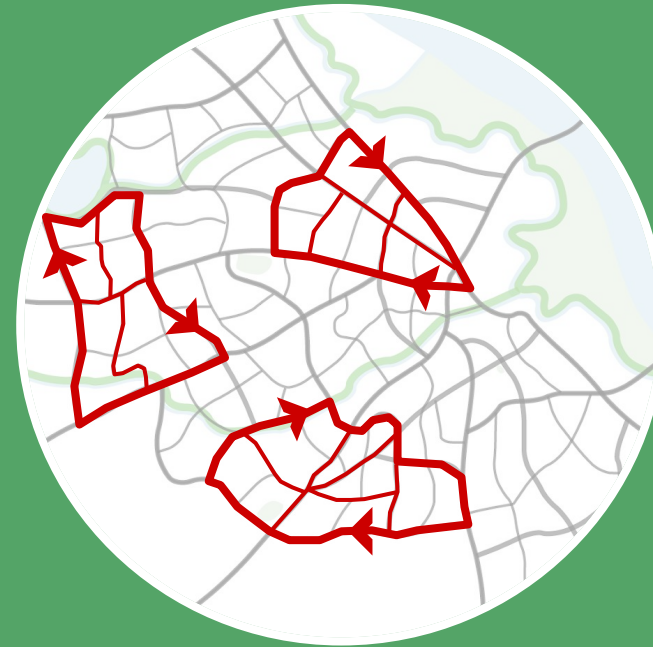
**It makes one feel  
secure**

# NETWORK PLANNING APPROACH

Corridor

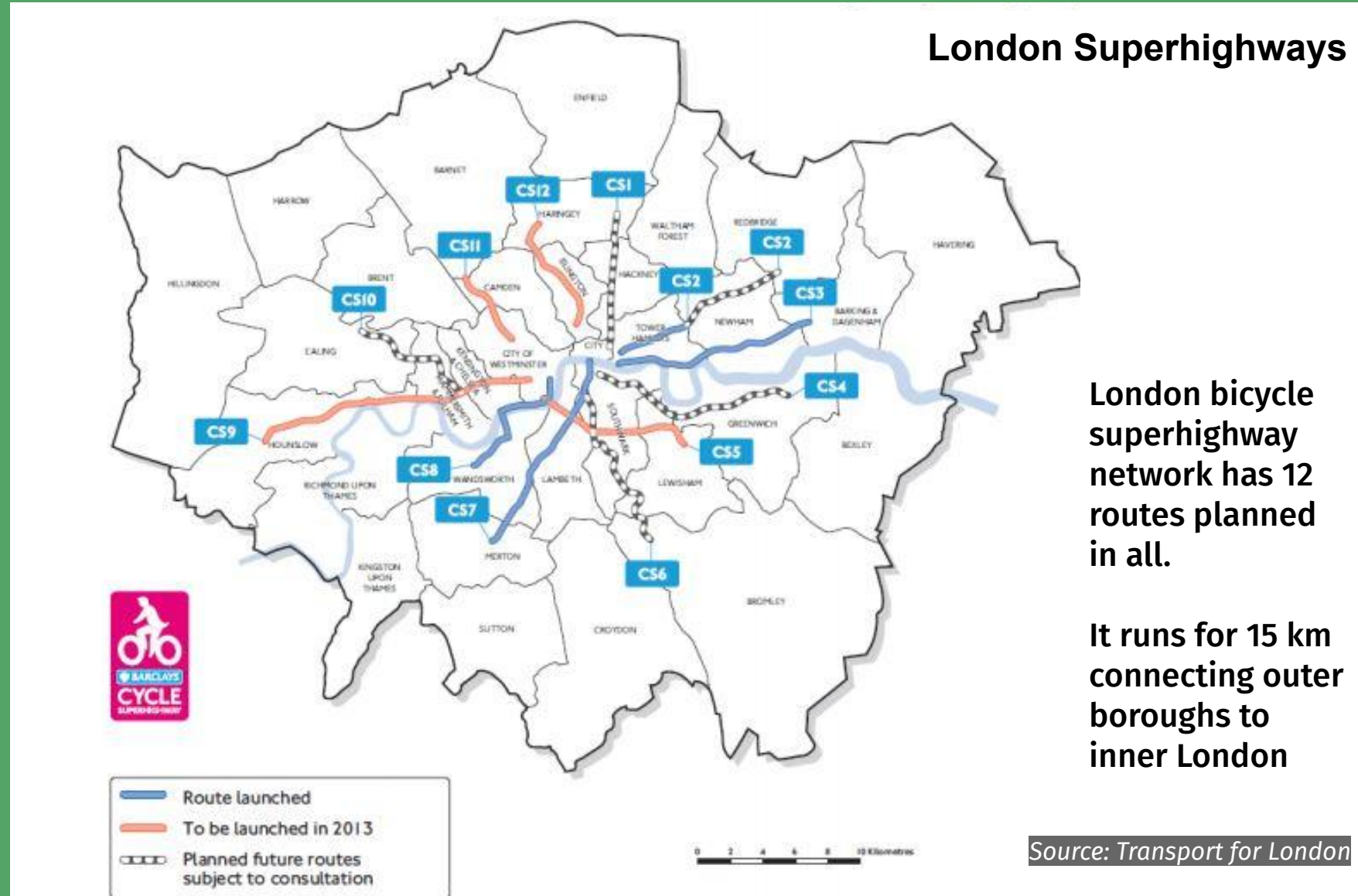


Neighbourhood



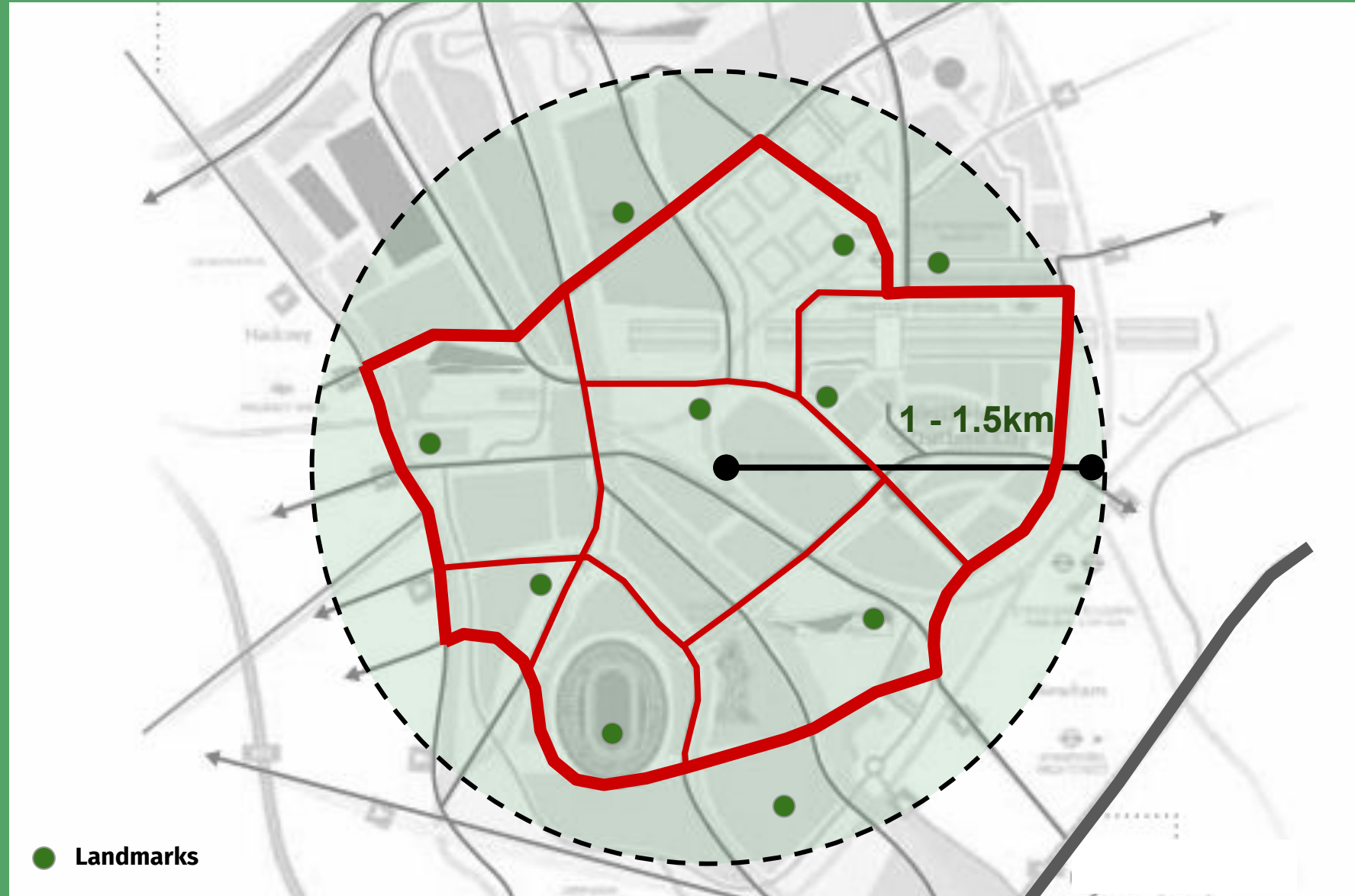
# CORRIDOR BASED APPROACH

- Consider an arterial road network
- Connect key destinations - business districts, markets, hospitals, natural elements etc.
- Pilot at least one corridor.
- Different interventions can be implemented along the corridor.



# NEIGHBOURHOOD BASED APPROACH

1. Consider a radius of 1.5km
2. Connect the key landmarks within the neighbourhood
3. Derive the network



# CHALLENGE PLAN

## Stage 1

( July to October 2020)

## Stage 2

( October 2020 to June 2021)

Experiment & learn

Develop a proposal

Scale it up



Source: Rethinkurban



## KEY POINTS

- Essentials are essential.  
Desirables can be an addition.
- The Challenge is an invitation to TEST, LEARN, and SCALE.
- Make citizens your partners.  
They can help you succeed.

**CITIZEN ENGAGEMENT  
IS THE KEY TO SUCCESS**







THIS STORY IS FROM FEBRUARY 10, 2020

## Gurugram's cycling tracks overrun by encroachments, garbage

TNN | Updated: Feb 10, 2020, 10:57 IST

✉ 🖨 A- A+



*Most of the cyclists are unaware about the existence of reserved cycling tracks.*

GURUGRAM: While the city's infrastructure has never been cycling or pedestrian-friendly, some of the existing tracks are not only inadequate, but also unsafe.

In 2017, the National Highways Authority of India (NHAI) had built the cycle tracks on the side of the highways from Signature Towers to Rajiv Chowk to IFFCO Chowk.



Source: Sarika Panda Bhatt

# Cycles in huge demand

**Bengaluru is buying cycles like never before, with stores reporting up to a 400 per cent increase in sales this quarter**

ANILA KURIAN  
TEAM METROLIFE

**S**purred by a fear of public transport, the demand for cycles has skyrocketed in the last two months.

Decathlon, sports goods chain with showrooms across Bengaluru, markets several brands of cycles, including B-Twin.

A salesman at its Whitefield store told *MetroLife* many people were ordering cycles on the website.

"Most customers prefer cycles priced between Rs 15,000 and Rs 20,000", he says. Gautam Shah, CEO of Jayant Probikes and Fitness in Jayanagar, says his store has seen a 150 to 200 per cent increase in monthly sales since the lockdown began. "Where we used to sell 10 bikes a week, we now sell 25 to 30," he says.

## Adults over kids

The demand is spurred by people cycling to keep fit during the pandemic. Cycling is also seen as an alternative to taking the bus, where maintaining social distancing is not easy.

"Usually, between April and June, we find kids coming in to buy cycles. For 20 adults buying cycles, we would have 80 kids. This time, we saw 80 adults and 20 kids showing interest," Shah says.

Many customers are also wheeling in their old cycles to get them repaired.

Indian and imported cycles enjoy equal demand, say shop owners.

Customers are not always looking for cheap buys; a good number spend on im-



Close to 20 cycles are sold every week from BumsOnTheSaddle store in Jayanagar.

ported cycles, which are more expensive than Indian ones.

## Home products

Abhijit Pavar, franchise development head of Cycle World, which has branches across the city, has seen good demand for Indian-made Hero cycles.

"About 40 to 50 per cent people are eager to buy made in India products, whereas the others aren't too picky," he says. With the demand increasing and manufacturing slowing down because of the pandemic, stocks may run out soon, he says.

## Supply chain

Rohan Kini, owner of BumsOnTheSaddle, says he has never before seen such healthy sales figures.

"In 14 years of my working in the industry, this April to June has been the best quarter. We've had about a 400 per cent increase in sales, mostly in the last two months," he says.

BumsOnTheSaddle sells only imported cycles, so Rohan is wondering how to keep things going when stocks run out.



Customers at Jayant Probikes & Fitness in Jayanagar. Adults have shown more interest in cycles than children this year.

About 15 to 20 people are buying cycles every week from the store in Jayanagar. "Our most popular bike is the Specialized. It is from a US-based

## WELCOME CHANGE

Sathya Sankaran, bicycle mayor of Bengaluru, is thrilled to hear of the rise in cycle sales.



"We have been working for long to encourage people to use sustainable modes of transport, but it took a lockdown

for our city to finally move in that direction," he says. Cycling groups have proposed to the government to close certain streets to motor vehicles, and reserve them for pedestrians and cyclists.

"It is the ideal way to maintain social distance. We're also talking to the BBMP to create a cycle lane on Outer Ring Road. A 17 km lane on either side will soon come up," he says. Another idea is to have one crore cycles in Bengaluru. Sathya calls it 'Vision One Crore.'

## GOOD YEAR

Many industries have suffered terribly because of the lockdown. But cycle traders have met and exceeded their monthly and yearly targets in just two months.

## BUSY ON SATURDAY

Bicycles stores are the busiest on Saturdays, with Sundays being locked down. Most stores allow only two people at a time and give them five to 10 minutes. Trials aren't encouraged. Cycles are sanitised after each customer has left.

company, but most of their manufacturing is done in Taiwan," he says.

International flight restrictions have resulted in supply chain concerns. The demand for cycles has risen worldwide, and manufacturers are ramping up production, he says.



People have been repairing their old, unused bikes at Cycle World.

# **EMBRACING A CITIZEN-LED APPROACH**

**Test-Learn-Scale Method**

# How can citizen groups support you?



**Plan and design initiatives**



**Coordinate the roll-out of initiatives**

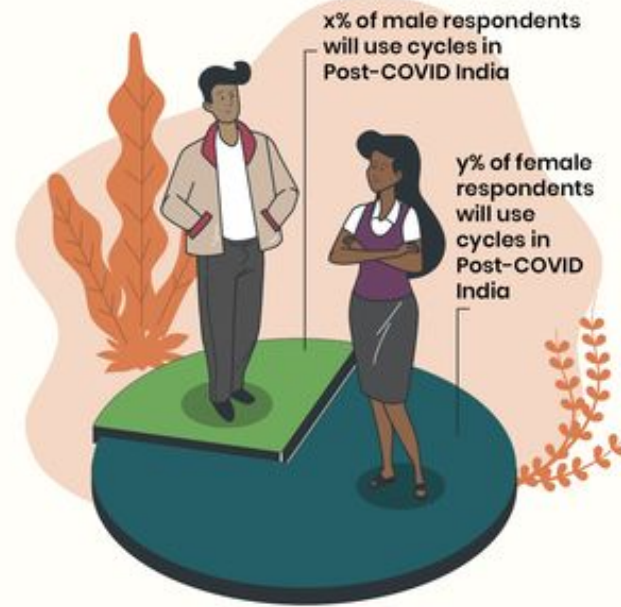


**Organise consultations with citizens**

# How can citizen groups support you?



**Mobilise volunteers for initiatives**



**Be a volunteer for initiatives**



**Spread the word through social networks**

# How can citizen groups support you?



**Document through photos, videos, blogs**



**Monitor and evaluate the impact of the initiatives**



**Sponsor or bring in sponsors**



# Engaging with citizens, organisations, and experts

- Citizen collaboration will be a **key metric in the evaluation of proposals** submitted by the cities.
- **Cities can decide with whom to collaborate.**
- **Team C4C\*** will also **connect cities with interested citizens** who have signed up to support.
- Cities should **identify key partners** - organisations and individuals **who can join them for future workshops.**

**BUILDING MOMENTUM  
THROUGH COMMUNICATIONS  
AND OUTREACH**

# What are the ways to communicate?

## to INFORM



**Poster to ask citizens to support the Challenge**

## to ENGAGE



**Galiyara Campaign in Kurukshetra**  
Source: Pedal Beyond

## to PERSUADE



**Campaign for safe mobility during COVID-19**  
Source: MVD, Kerala

# Inform about the Challenge and the city's progress

Are you a civil society organisation, consultant, corporate or concerned citizen eager to support your city in the India Cycles4Change Challenge? Here are 10 ways you can join the movement and offer your support!

To be part of the cycling revolution in your city, register here- <https://bit.ly/3hf1wdA>

The India Cycles4Change Challenge aims to inspire and support the cities to quickly implement cycling-friendly initiatives in response to COVID-19. Through the Challenge, cit... [See more](#)



INDIA CYCLES 4 CHANGE CHALLENGE

10 ways you can make INDIA a cycling nation!

TOGETHER, WE CAN DO IT!

10 ways you can make INDIA a cycling nation!

Encourage and support your city to register for the challenge

2 Help your city plan and design cycling initiatives

ITDP Smart City Ministry of Housing and Urban Affairs FIT INDIA



10 ways you can make INDIA a cycling nation!

3 Help your city coordinate with citizens and other organisations in programme rollout

4 Ensure participatory planning through

5 Mobilise volunteers for surveys and implementing cycling initiatives

6 Be a volunteer for surveys and implementing cycling

7 Spread the word through social media and local newspapers

8 Document through photos,

Home >> Kolkata

## Kolkata to take part in Cycles 4 Change Challenge competition

| Tuesday | 21st July, 2020



Kolkata: The Kolkata Metropolitan Development Authority (KMDA) on behalf of city Kolkata has evinced its interest to take part at the national level competition "Cycles 4 Change Challenge" to be held in the month of October organised by the Ministry of Housing & Urban Sector. "It has been decided that initially we will create 4-5 model stretches in the city and will allow the movement of cycles through it. The various stakeholders have also been asked to share their opinion about cycle lane in the city," said a senior KMDA official. The challenge is open to all cities under the Smart Cities Mission, capital cities of states or union territories and all cities with a population of more than 5 lakh. Sources in KMDA said that they have already earmarked 10 to 12 routes where they can allow cycles to move.

# Engage through surveys for collaborative decision-making



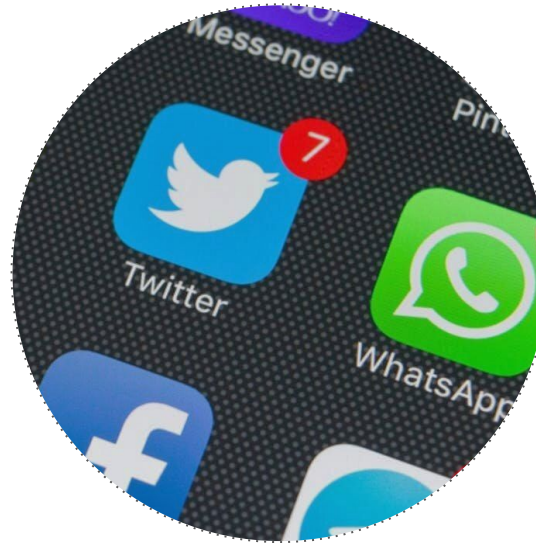
Source: Sathya Sankaran

# Engage through surveys for collaborative decision-making

The purpose of the survey is to understand **present perception of cycling**, **different barriers** to cycling, and establish the people's **interest in cycling**.



Cities should **collaborate with organisations** to roll-out the survey



*Source: Shutterstock*

Cities should widely share the survey to get **large number of responses**



Data should be collected for **2-3 weeks**

# Engage through surveys for collaborative decision-making

## Ensure Inclusivity

- Collect data from **people of all ages and the following groups** -
  - Women
  - Economically weaker sections
  - People with disabilities
- Translate the survey form into **local languages**
- Use **different mediums to collect data** - Digital applications, telephonic surveys, etc



# Persuade through campaigns to nudge change



Let's cycle till the store?

Okay. We should disinfect our cycles first.



All done! It's safe to ride now.

Yes, remember to clean it after the ride as well

We'll follow all the safety guidelines





# Persuade through campaigns to nudge change

**Galiyara campaign, Kurukshetra, Haryana**



Source: Pedal Beyond

# How to communicate? - Use multiple tools

**Create a page on social media platforms**



**Facebook page of Bhubaneswar Smart City Limited**

**Publish content on print and electronic media**



**Facebook page of Bhubaneswar Smart City Limited**  
Source: ITDP India

**Identify local champions - Celebrities, cycling groups**



**Facebook page of Bhubaneswar Smart City Limited**  
Source: ITDP India

**Spread information through local citizen groups**



**Learning through engagement with citizens**

**NEXT STEPS**

# Form a team of CSOs, citizens, and experts - Diversity is key!

**Citizens, CSOs,  
Consultants,  
Corporates,  
get involved!**

**Register here:**

**<https://bit.ly/2OKK1z3>**



# Disseminate notes to print media - Share information!

[Home](#) >> [Kolkata](#)

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# Create or use existing social media pages - Engage with citizens!

**India Cycles4Change**  
9m · 🌐

Launching India **#Cycles4Change** Challenge!

An initiative by the Smart Cities Mission, Ministry of Housing and Urban Affairs, in partnership with the ITDP India programme.

The Challenge aims to inspire and support Indian cities to implement quick cycling-friendly initiatives in response to COVID-19, in collaboration with their citizens and assistance from experts. Now, more than ever, cities must prioritise urban resilience through sustainable and equitable transportation to ... [See more](#)



Visit  
[smartnet.niua.org/indiacyclechallenge/](https://smartnet.niua.org/indiacyclechallenge/)

YOUTUBE.COM  
**It's time to flag off the India #Cycles4Change Challenge!**

- **Share content from the India Cycles4Change Facebook page**
- **Use the hashtag #Cycles4Change**

# Start a campaign using templates - Get creative!



diamirzaofficial • Follow  
Bandra World of Storytellers



diamirzaofficial I feel like a 12 ye  
old on a bicycle! You? #TBT

Outfit @nicojournal ❤️

19h

19 HOURS AGO

Add a comment...



# Conduct a survey - Know what people are thinking!





## Until Workshop 2, let us

1. Form a diverse team
2. Conduct perception surveys
3. Frame campaign strategies
4. Plan a cycling network network

## Let's aim to

1. Identify team members for Workshop 2
2. Compile survey results
3. Create or use existing social media pages
4. Initiate planning of cycle networks

## C4C team will share

- Press note about city registration
- Survey form template in few languages
- Poster templates for campaign & outreach
- Resources - Presentation and video of Workshop 1

# Thank you

Website - <https://bit.ly/3ju3ZCY>

Facebook - India Cycles4Change

A programme of



Conducted by



[www.itdp.in](http://www.itdp.in)