



INDIA CYCLES 4 CHANGE CHALLENGE



New Town Kolkata Green Smart City – A Snapshot

1. City Area: **7000 + acres** 2. Formation of SPV: **24th October 2018** 3. Total SCP Fund: **INR 1532 Crore**

4. **Strategic Focus Areas of Development** for New Town Kolkata Green Smart City:

A. Improve **Mobility & Connectivity**

C. Creating **Economic Opportunity**

B. Enhance **Safety & Security/ Surveillance**

D. Enhance **Quality of Living**

GLIMPSES OF NEW TOWN, KOLKATA



Biswa Bangla Gate in New Town



Heart of the City, New Town



Canal Top Solar Panel in New Town



Convention Centre in New Town



New Town- an over head utility-free zone



240 Acre water body in Eco park in New Town

Cycling Events in New Town, Kolkata



Fig 1. 'Cyclothon' in New Town in 2015: Minister, Shri Firhad Hakim leading the event along with HIDCO and New Town Kolkata Green Smart City Chairman, Shri Debashis Sen

June 3, 2018

World Bicycle Day being observed in Kolkata



Housing Infrastructure Development Corporation (HIDCO) is observing the first-ever World Bicycle Day in Newtown today. The United Nations has declared June 3 as World Bicycle Day this year and it will be celebrated globally.

In Newtown, the celebration is more significant as it is the only place in India where the Cycle Sharing Scheme has been introduced and it has become extremely popular.

Housing and Urban Development Corporation (HUDCO) under the ministry of Housing and Urban Affairs had awarded the scheme introduced by New Town Kolkata Development Authority (NKDA) in the Urban Transport category at a function in New Delhi in April.

To mark today's occasion, cycles have been kept in front of the golf course off Eco Park to be used by the enthusiasts. The ride is free and cycle lovers can take a ride to popularise cycling. Eco Park has a special zone where people come and do cycling and duo cycling as well and it is extremely popular among visitors.

New Town has graded cycle paths and the Cycle Sharing Scheme is becoming popular.

Fig 2. New Town has been consistently celebrating 'World Bi-Cycle Day' ; above image shows the media coverage for the 1st 'World Cycling Day' in June 2018 in New Town

Cycling Events in New Town, Kolkata



Fig 1. World Cycling Day, 2019 in New Town



Fig 3. Cycle Rally in New Town, February, 2018



Fig 2. World Cycling Day, 2020 at New Town Business Club



Fig 4. Event 'Explore Eco Park on Cycle', 11th June 2017

Cycling Intervention 1 : **Dedicated Cycle Track/ Lane** in New Town, Kolkata

A. Project was well-used by the users because:

1. New Town has **11.0 km** of dedicated cycle track/ lane.
2. Cycle track/ lane being present across major part of the city, forms an **integrated network** (Fig 1).
3. Cycle tracks have **proper signages & markings**, ramps (Fig 2), connections at the property entrances (Fig 1), etc.



Fig 1. Dedicated Cycle tracks in New Town, Kolkata



Fig 2. Signages & markings on Cycle tracks in New Town, Kolkata

B. The Project has scope for below improvements:

1. Increase dedicated cycle **cross-overs** (Fig 3)
2. Installation of traffic **signals** for bicycles
3. **Awareness Generation** for Bi- Cycle Riding (Fig 4)



Fig 3. Cross- Overs for Cycles present in New Town, Kolkata



Fig 4. IEC material for Bi- Cycle Awareness being use in New Town, Kolkata

Cycling Intervention 2 : Introduction of **Public Bi-Cycle Sharing** Scheme in New Town, Kolkata

A. New Town Kolkata Development Authority in December 2017 tied up with Zoom car and introduced an app-based cycle share service PEDL .

B. Project was well-used by the users because:

1. **4,500 cycles** rolled out with around **400 pick-up** points across the city, by December 2018.
2. **App- based system** with no manual intervention in the process of hire, use and return.
3. **GPS tracking system** with map showing the nearest renting station along with directions to it.
4. **Low Trip cost** with linkage to 'Paytm' Account (Fig 2)

C. Project discontinued in 2019

1. **3,000 odd special cycles** with solid tyres, **sold at low rates** to local people
2. Sharp **increase in Cycle population** in the city

D. New Town, Kolkata to come up with a **new PBS** shortly.



Fig 1. Cycle Pick-up point for PEDL in New town, Kolkata

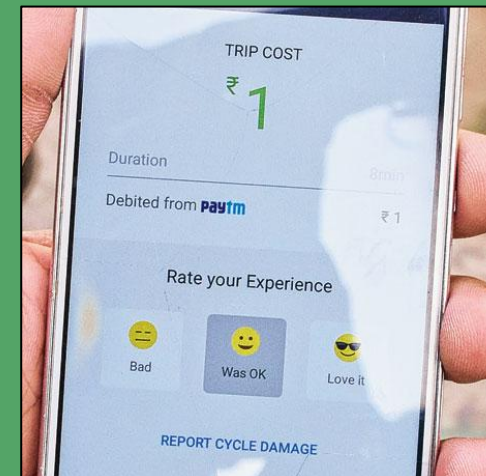


Fig 2. Payment Interface for PEDL



Fig 3. Cycle Locking System by QR Code

Cycling Intervention 3 : **Smart Cycle Stand** in New Town Kolkata



Fig 1. Front View of the Smart cycle stand in New Town, Kolkata

Design Components:

1. Bi Cycle parking with **lockable docking stations**
2. Amenities like Vending Kiosks, Seating, **Drinking Water Fountain**, Tree Beds, etc.
3. Smart Components like **Public Information System**, CCTV, Advertisement Panel, Mobile Charging Points, etc.



Fig 2. View of the part , left of Subway Outlet

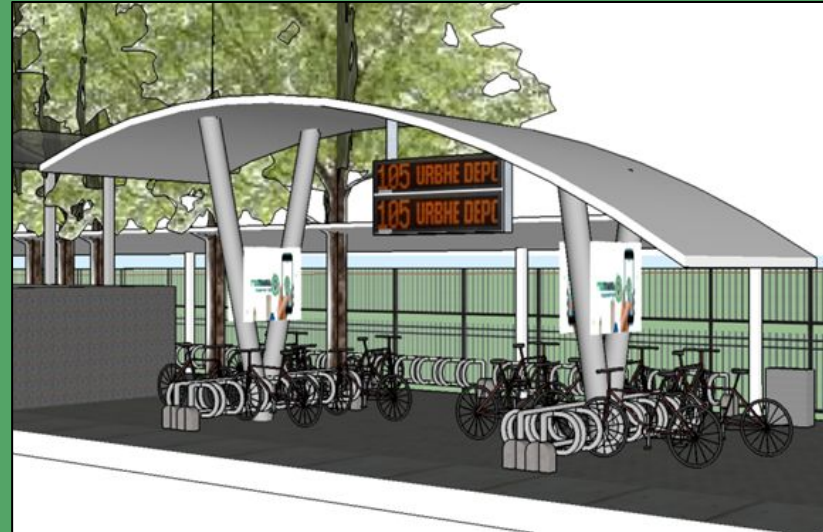


Fig 3. View of the part , right of Subway Outlet



Fig 4. Ongoing Construction Work for Smart cycle stand

Way Forward

1. Plans for 'Cycle Sundays'; Distribute red reflecting sticker ribbons to all cyclists (for safety at night) through Cycle Sunday
2. Increase dedicated cycle tracks/lanes in New Town, Kolkata



Fig3. Awareness Generation Posters in New Town for Bi Cycle Riding



Fig 1. New Town Plans for Cycle Sundays

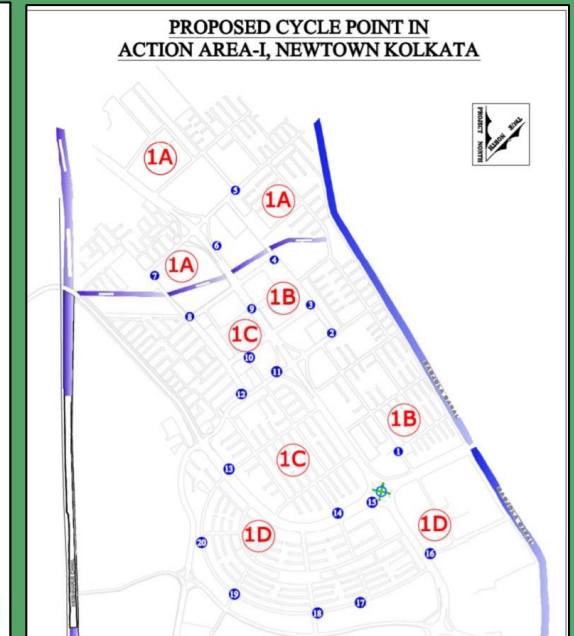


Fig 2. New Town Plans for Cycle Docking stations at multiple locations

3. Re- instate PBS on PPP Mode
4. Development of cycle infrastructure and ancillary supports
5. IEC Campaigns for Stakeholder Consultation and Awareness Generation

Thank you