



INDIA  
**CYCLES 4 CHANGE**  
CHALLENGE



## Agenda

The India Cycles4Change Challenge Vision  
by *Kunal Kumar, IAS*,  
Joint-Secretary,  
Smart Cities Mission (SCM), MoHUA

The Challenge Brief Explained  
by *Shreya Gadepalli*,  
South Asia Programme Lead, ITDP

Panel discussion with International experts

Q&A session to address all your queries

Vote of Thanks  
by *Rahul Kapoor*,  
Director, SCM, MoHUA

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**Tune in to know more:**

**Friday, July 10<sup>th</sup> 2020**

**3:00 - 4:00PM IST**








**Who would have thought that the world would come to a halt!**

*Photo: Mumbai in lockdown, March 2020  
Source: news18.com*

**How do we ensure the safe movement  
and well-being of all in the wake of  
COVID-19?**



A photograph of a busy street in India, likely during the COVID-19 pandemic. The street is filled with a dense crowd of people, many of whom are wearing face masks. In the foreground, a man in a light blue and white striped shirt and a light blue face mask is walking towards the camera. To his right, a large purple bus is visible, with several people standing near it. In the background, there are tall buildings and more people walking. A speech bubble is overlaid on the left side of the image, containing the text "How will I reach my office safely?".

How will I reach my office safely?





**How can my kids  
enjoy being  
outdoors safely?**



# Two green wheels are the answer

- A healthy and affordable personal mode of transport
- A green mode that cuts congestion and pollution
- Reduces the burden on public transport





**CITIES WORLDWIDE ARE REINVENTING THEMSELVES**

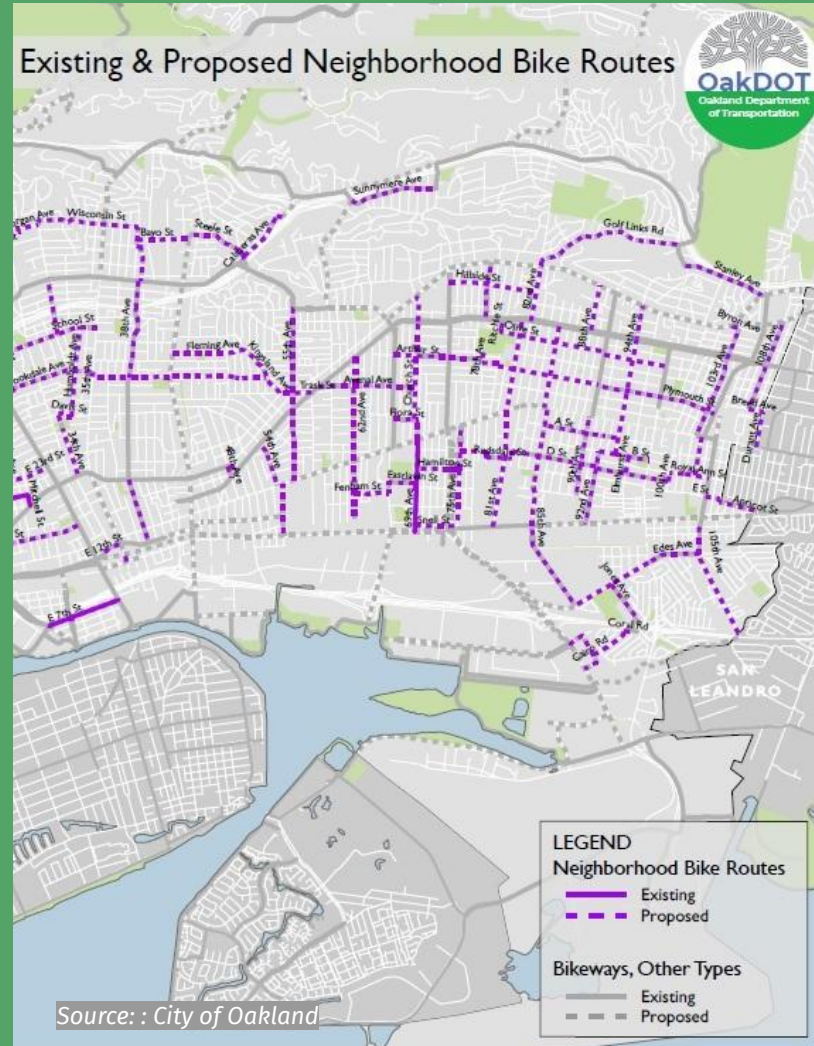


**Paris** building 650 kms of new cycleways.  
Plans to become a 15-min city



Source: JOE ROBINSON

**Oakland** announces 120 kms of “Slow Streets”



Source: : City of Oakland

**UK** announces £2 Billion plan to boost cycling and walking



Source: Joe Dunckley



# Cycling booms in India too ...

**DECCAN HERALD**  
Wednesday  
July 8, 2020

**METROLIFE**

## 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 ru, 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 ported cycles, which are more expensive than Indian ones.

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

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

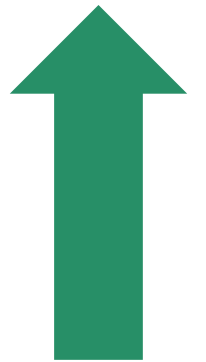
"We have been working for long to encourage people to use sustainable modes of transport, but it took a lockdown for our city to finally move in that direction," he says. Cycling groups to close certain streets to motor vehicles, and reserve them for pedestrians and cyclists. "It is the ideal way to 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.

**With the vision of making Mumbai the Bicycle capital of the country, city's first bicycle mayor Firoza Suresh is on her way to shortlist councillors. This team of 24, one for each ward in the city will be responsible to promote benefits of cycling and why it's a must for the future. This team which includes, urban planners and doctors will also interact with local authorities.** 03 Jul 2020, 5:06PM IST | 278 views | Source : Mirror Online

**Cycle Chala, City Bacha: Mumbai gets bicycle councillors**

**With the vision of making Mumbai the Bicycle capital of the country**

Cycling expected to increase by **50-65%**



Source: ITDP India survey on travel behaviour post-lockdown



# WHAT SHOULD INDIAN CITIES DO?

TEST



Test cycling interventions

LEARN



Learn from pilots together with citizens

SCALE



Scale up solutions to transform the city



# Seville's transformation:

80km cycle network built in 18 months! (160+ km today)

Cycling increased over 1000% in 5 years (2006-11)

The cost: \$20M (just 2% of cost of an 18-km metro)

Cycling trips are twice of metro trips







Ministry of Housing and Urban Affairs  
Government of India



present



# INDIA CYCLES 4 CHANGE CHALLENGE

Inspiring Indian cities to implement quick cycling-friendly interventions in the wake of COVID-19 in collaboration with their citizens and assistance from experts





# INDIA CYCLES 4 CHANGE CHALLENGE

An opportunity for Indian cities to create  
safe, attractive, inclusive and quick  
cycling solutions,

FOR THEIR CITIZENS, WITH THEIR CITIZENS

## **Which Cities are Eligible?**

Those with over 5 lakh citizens  
Smart Cities Mission Cities  
Capitals of states/Union Territories



# **MAKING CYCLING SAFE & FUN: Cycle lanes | Cycle parking**



*Photo: Segregated bicycle lane in Toronto, Ontario, May, 2020*

*Source: Bloor Annex BIA*



# ***MAKING CYCLING SAFE & FUN: Slow zones (on narrow streets)***



Photo: Streets of Tokyo  
Source: Andrew Price



# WHAT ELSE CAN CITIES DO?

Cycle-Sharing & Rentals



Cycle Clinics (for easy repairs)



Source : Julian Walker

Learn-to-Cycle Programs



Source : flickr.com



# CHALLENGE PLAN

## Stage 1

( July to October 2020)

## Stage 2

( October 2020 to June 2021)

Implement a pilot

Develop a proposal

Scale it up



+



Source: Rethinkurban

11 cities shortlisted at the end of Stage 1 » Award of Rs.1 Cr each » Intensive support



# REINVENTING THE CITY WITH CITIZENS

Plan and implement  
with the community



Spread the word  
to get citizen support



Learn and improve  
through monitoring





# EVALUATION CRITERIA AND JURY

The submissions would be reviewed on the basis of the quality of:

- Pilot intervention
- Participatory processes
- Scale-up plan
- Innovative funding mechanisms

*List of the jury members and the performance indicators for evaluation will be announced later*

*Visit: <https://smartnet.niua.org/indiacyclechallenge/>*



Photo:Coimbatore Smart Streets Exhibition



# CHALLENGE TIMELINE

**July  
2020**

**10<sup>th</sup> July 2020**

Online registration opens

**21<sup>st</sup> July 2020 | 23:59 IST**

Online registration closes

**Oct  
2020**

**14<sup>th</sup> October 2020 | 23:59 IST**

Submission of Stage 1 Proposals

**28<sup>th</sup> October 2020**

Announcement of short-listed cities

**28<sup>th</sup> October 2020**

India Cycles4Change Online Exhibition

**May  
2021**

**31<sup>st</sup> May 2021 | 23:59 IST**

Submission of Stage 2  
Implementation report

**July  
2021**

**Commencement of the next  
cycle of the challenge**



Any changes to the timeline will be intimated to the cities



**“In the middle of difficulty lies opportunity”**

*- Albert Einstein*



*Photo: Cyclists revolutionizing Amsterdam streets in 1980's*

*Source: Wikipedia*



# **KEY POINTS OF THE CHALLENGE BRIEF**



# Challenge brief

## Key points to note

- The interventions can be a **pan-city initiative** and not limited to ABD area
- Cities to **implement at least one pilot intervention in stage 1.**
- **Interventions implemented before July will not be considered. However, cities can build on the existing interventions at design stage.**
- **Cities that do not qualify in Stage 2 will be eligible to re-apply.** The process will repeat multiple times to encourage other cities to embrace a cycling transformation

For details refer **India C4C challenge brief**







*Photo: Street design workshop in Chennai*

# What support can the cities expect from MoHUA?

- Access to knowledge resources and online workshops
- Support from experts and feedback from peers
- Connect with citizens & CSOs for assistance in implementation



# What knowledge resources can the cities expect?

- Design and implementation of interventions
- Collaborative planning with citizens
- Communications and outreach
- Measuring the impact



*Photo: Participants in workshop*





*Photo: City level workshop in Erode*

# What would the city's team be?

- Identify a nodal officer and other team members
- Local CSO partners
- Interns (eg., through MoHUA's TULIP Programme)



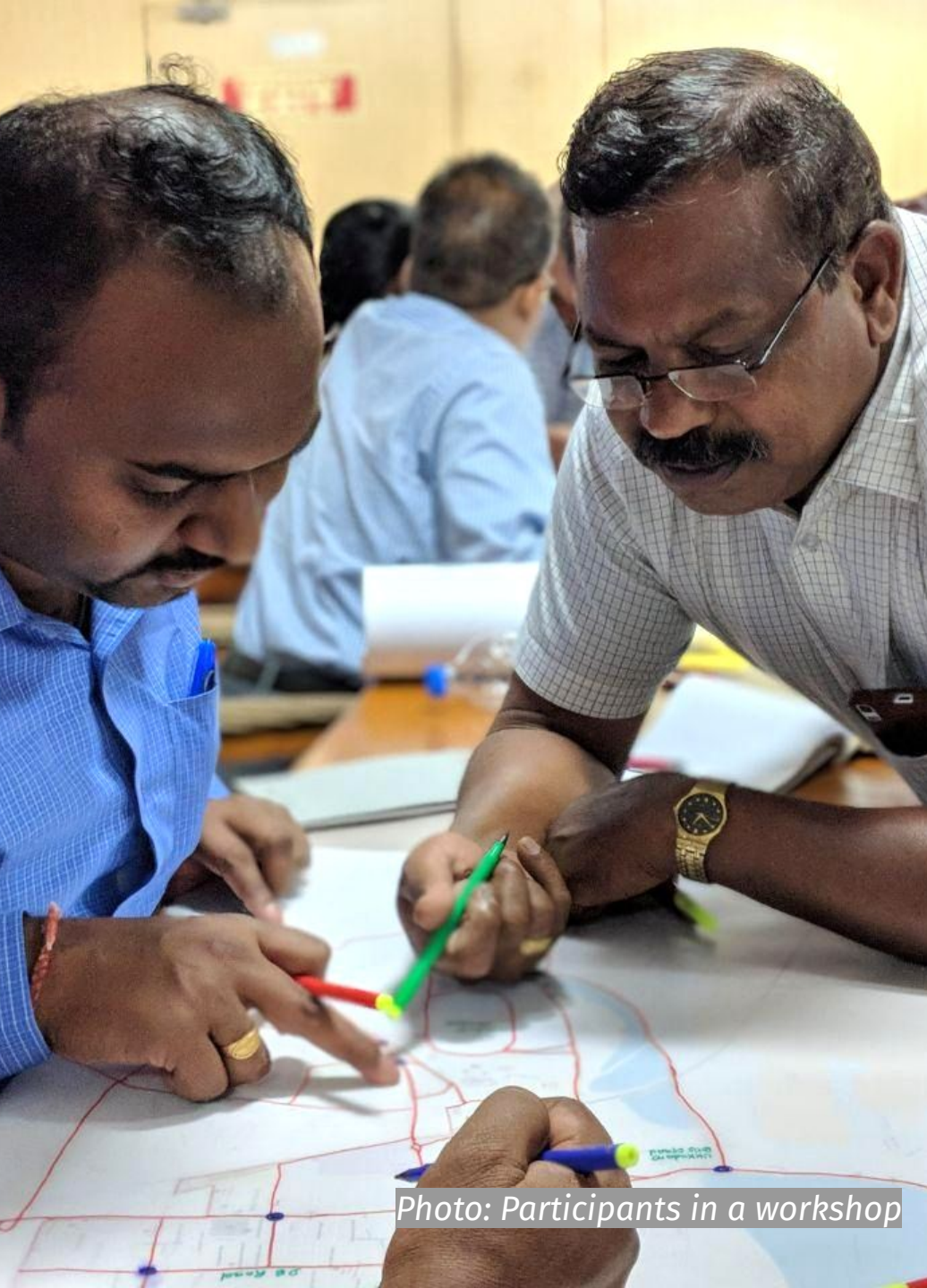


Photo: Participants in a workshop

# How can citizens/CSOs support the city?

- Design & implementation
- Community participation (Eg. - RWAs, SHG)
- Documentation & social media outreach
- Mobilising volunteers
- Sponsorship



# Thank you

To register, please visit -

[www.smartnet.niua.org/indiacyclechallenge/](http://www.smartnet.niua.org/indiacyclechallenge/)

To know about ITDP India Programme

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