





My daughter gifted me this cycle when she got her first salary. I was able to travel within the locality, and soon I started to sell flowers. I saved up enough to buy myself a phone recently. I like cycling a lot, now I don't walk or depend on the bus.

-Sujata, Malgudi

#Cycles2Freedom #SheCycles4Change #ResetWithCycling













This Independence Day, let us celebrate cycling as a TOOL FOR EMPOWERMENT!

Simply follow the instructions in the next few slides and help India share 10000's of cycling stories!

STEP 1: Reach out to your networks and collect impact stories

Reach out to city influencers and get at least 1 "Stories of Impact" about cycling. The stories could be between 50-60 words, along with a photo. Use the following questions to get the stories:

- How has cycling given you freedom?
- How has cycling empowered you?
- How did you feel when you first cycled?
- How has cycling made a difference to your life?

Sample msg:

Hello, City name is participating in the India Cycles4Change Challenge. Cycling is now a popular activity, not just for commuting, but also for exercise and recreation.

On August 15th, we are launching #Cycles2Freedom, a campaign that captures the stories of cyclists from City name. We strongly feel that a story about your connection with cycling would be really inspiring for our citizens.

We look forward to your story.

Theme: Cycling for freedom

50 words with a photo of you on a cycle!

STEP 2: Put the story in a template and upload on social media

Using the template, upload the story on your social media channels with a brief intro, tagging other CSOs and citizens, and the hashtags:

#Cycles2Freedom #Cycles4Change #ResetWithCycling

If it is a story by a woman, please insert: #SheCycles4Change

Note: If you are unable to get a story by 15th, please share the cycling stories that we will send to you on 14th evening with the hashtags.



Give a brief intro

Tag others

Hashtags

Story













STEP 3: Upload the announcement poster for citizen stories on August 15th

After you have put the influencer story on August 15th, upload this poster on social media. Please add your city name and logo.

The templates for the story and the announcement poster can be found in this link:

https://drive.google.com/file/d/1VXC1 q0PeB5i3VgN5fs9qEavpVSyOCc43/view ?usp=sharing

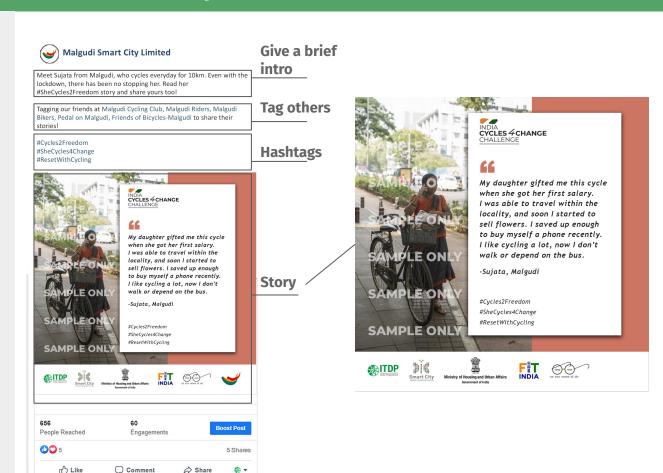


STEP 4: Collect more stories and keep the momentum on for 2 weeks!

Get more stories from the citizens:

- Through the support of your partner CSOs, NGOs and volunteer citizens
- Reach out to C4C survey participants and other contacts for stories
- Ask your team, family and friends to share
- Connect with people in your pilot neighbourhood for stories

It can also be in your local language. <u>Do ensure you have more than 5 stories from women cyclists.</u>



We look forward to reading stories of cycling

Post a story everyday for the next 2 weeks,

and tag citizens to share their stories too!

from around the country!