



INDIA  
CYCLES 4 CHANGE  
CHALLENGE



*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



# INDIA CYCLES 4 CHANGE CHALLENGE

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.

 **Malgudi Smart City Limited**

Ayushmann Khurana shares with his fans how cycling provides him with much-needed balance in the current times. Indeed, cycling helps in maintaining our physical and mental health. What's your cycling story? How has cycling changed your life? Share with us, we're listening!

Tagging our friends at Malgudi Cycling Club, Malgudi Riders, Malgudi Bikers, Pedal on Malgudi, Friends of Bicycles-Malgudi to share their stories too!






#Cycles2Freedom  
#Cycles4Change  
#ResetWithCycling

**INDIA CYCLES 4 CHANGE CHALLENGE**

*I have always been a cycling enthusiast! Cycling now amidst the pandemic has brought a much-needed balance to my routine. I urge fellow countrymen to pay attention to their health & cycle to fitness which will boost one's immunity to fight COVID-19.*

-Ayushmann Khurana, Actor

#Cycles2Freedom  
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Give a brief intro

Tag others

Hashtags

Story

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656 People Reached      60 Engagements      **Boost Post**

5 Shares

Like      Comment      Share

# 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/1VXC1q0PeB5i3VgN5fs9qEavpVSyOCc43/view?usp=sharing>



**INDIA  
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CHALLENGE**

**PEOPLE OF CITY NAME!**  
We want to hear your cycling stories.

How has cycling empowered you?  
How has cycling given you freedom?  
How did you feel when you first cycled?

**Tell us how cycling has made  
a difference to your life!**

Jot a story,  
Write a poem,  
Sketch a memory,  
Or sing a song,  
Share with us your cycling stories and  
nominate 10 other friends to share too!

**Please tag**  
#Cycles2Freedom  
#Cycles4Change  
#ResetWithCycling

 **ITDP**  
India Programme

 **Smart City**  
Housing and Urban Affairs

 **Ministry of Housing and Urban Affairs**  
Government of India

 **FIT  
INDIA**

 एक कदम स्वच्छता की ओर


**CITY  
LOGO**

# 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. **Do ensure you have more than 5 stories from women cyclists.**


 Malgudi Smart City Limited

Meet Sujata from Malgudi, who cycles everyday for 10km. Even with the lockdown, there has been no stopping her. Read her #SheCycles2Freedom story and share yours too!


Tagging our friends at Malgudi Cycling Club, Malgudi Riders, Malgudi Bikers, Pedal on Malgudi, Friends of Bicycles-Malgudi to share their stories!





#Cycles2Freedom  
#SheCycles4Change  
#ResetWithCycling

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**Post a story everyday for the next 2 weeks,  
and tag citizens to share their stories too!**

**We look forward to reading stories of cycling  
from around the country!**