

INDIA  
**CYCLES 4 CHANGE**  
CHALLENGE



## Here's how it all started

A year ago, on **World Bicycle Day 2020**, the Ministry of Housing of Urban Affairs, Govt. of India, made a commitment, ***"Let's make our cities safe for cyclists"*** & thus was born...

  
INDIA  
**CYCLES 4 CHANGE**  
CHALLENGE



Location: Ahmedabad

## But wait, why cycle during COVID?

- It's a **safe, personal mode** of transport!
- It **boosts immunity** and increases fitness
- It improves **mental wellbeing**
- It reduces **air pollution**



So, it's a  
nationwide  
revolution?

Yes, 107 cities across the  
nation have started work  
to make their cities  
cycling friendly.

Their mantra?

To test **quick, low-cost  
initiatives** and co-create  
the future **with their  
citizens!**



**Nice! But how exactly did the cities do it?**



Presenting:  
**5 Snapshots from India's cycling journey so far!**



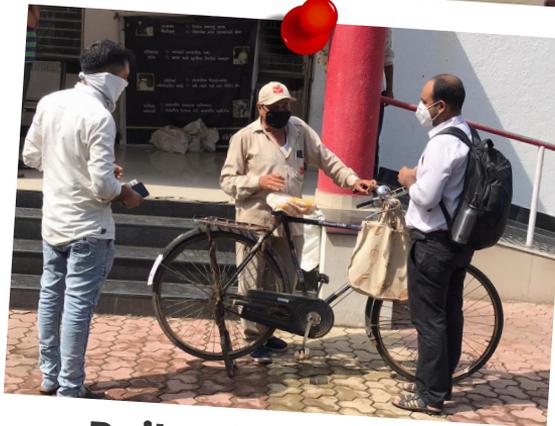
**Location**

*In picture: Gurugram  
Out picture: Chandigarh*

1

## Identified barriers by listening to cyclists

Cities started with **perception surveys** to find out the real needs of citizens. **City leaders then hit the town on cycles**—with citizens—to identify roadblocks to cycling.



**Rajkot interviewed  
postmen to understand  
everyday cycling issues**



**Location**

*In picture: Rajkot  
Out picture: Kakinada*

2

## Created a cycling community

Rallies, cyclothons, and community events brought more people onto the streets. With the help of local organisations, the people demanded for cycling-friendly neighbourhoods.

Kohima set up free cycle repair clinics making cycle services accessible and affordable



3

## Made cycling safe and fun

Cyclists got a dedicated lane on streets! Also, painted intersections and 'slow zones' restricted the speeds of cars, to help cyclists ride safely.



**Delhi created a children's cycling plaza by rerouting car traffic**



4

## Empowered women to cycle

Through **cycle training camps**, cooperative **cycle rental schemes**, and public **bicycle sharing systems** in neighbourhoods, cities **helped women move freely** across their streets.



**Bengaluru initiated cycle schools teaching women to cycle confidently**



5

## Changed everyday behaviour through campaigns

Yes, leading by example, **senior officials pedalled from the front** to inspire citizens to cycle everyday! Also, **free cycles and exciting incentives** were provided to employees who started pedalling.



Senior officials in Jabalpur inspired citizens by cycling2work everyday



**Location**

In picture: Jabalpur  
Out picture: Chandigarh

## This is great! So, what's next?

To ensure **permanent transformation**, cities are creating **committees**, adopting **policies**, and developing city-wide **cycling plans**.

*In the long run, cycling can reduce air pollution and ease traffic congestion, addressing the climate emergency our planet is facing today.*

Did you know?  
Investing in cycling  
can result in an  
annual benefit of  
**INR 1.8 trillion!**



## How can my city join this movement?

- **Encourage cycling** as cities reopen
- **Test temporary interventions** to make cycling safe
- **Work with local organisations** to roll out campaigns like cycle2work
- Reach out to [contact@cycles4change.org](mailto:contact@cycles4change.org) to actively **participate in the Challenge**



**To recover from the pandemic, cities and citizens must continue working together to make cycling safe and fun, forever.**