



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!

Location
New Town Kolkata

LETS CAMPAIGN FOR FREEDOM THIS 75TH INDEPENDENCE DAY!

ONLINE Cycling Stories!

- Capturing Influencer Stories
- Capturing Citizen Stories

OFFLINE Open Streets!

- Cycling rallies
- Night Open Streets
- Other Innovative Campaigns

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

Reach out to **city influencers—sports icons, celebrities, political leaders, state level officials, etc**—and get **“Story 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.

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

 **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

Share on Aug 14

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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, multiple times a day, 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!](#)



**INDIA
CYCLES 4 CHANGE
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

**CITY
LOGO**


Share
on
Aug 15

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

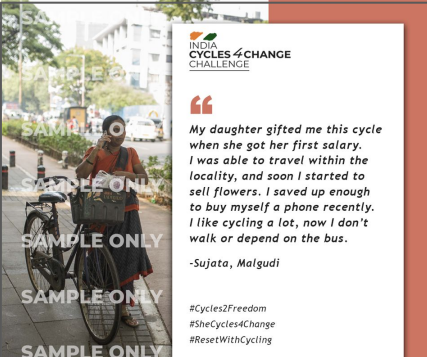
It can also be in your local language. **Do ensure you have more than 10 stories from women cyclists.**

 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
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 **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



Give a brief intro

Tag others

Hashtags

Story

Share until Aug 31


 **INDIA CYCLES 4 CHANGE CHALLENGE**





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656 People Reached 60 Engagements [Boost Post](#)

 5 Shares

 Like  Comment  Share 

**Post a story everyday till the end of August,
and tag citizens to share their stories too!**

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

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Closed for traffic, Open for life!

CITY NAME

aims to reclaim its streets from polluting vehicles, to create a safe and fun place for cycling!



On Sunday, 15th Aug' 21,
join us for our
"OPEN STREETS" event
at ABC Nagar

Location: 16th Avenue Road,
Near Super
Supermarket

Timings: 09.00am-1.00pm

For more details,
contact: +91- 123456789

Masks and physical distancing
to be followed strictly.



Cities
registered in
S4P and C4C
can host a
common
open street
event!

We know that the **top-most barrier that women, children and other vulnerable sections face is the fear of speeding vehicles.** This independence day, let's experience streets free from cars!

Open Streets is a concept of closing down streets to motor vehicles, so that people of all ages can get out on the streets and enjoy them as public places!

These are some simple steps to conduct OPEN STREETS on Aug 15th, do tweak the steps as per the context of the city.



CITY LOGO

Why do OPEN STREETS?

We all share a unified vision of making cities cycling-friendly for all. Extra efforts must be taken to make cycling for women and children barrier free, empowering them to ride fearlessly and independently.

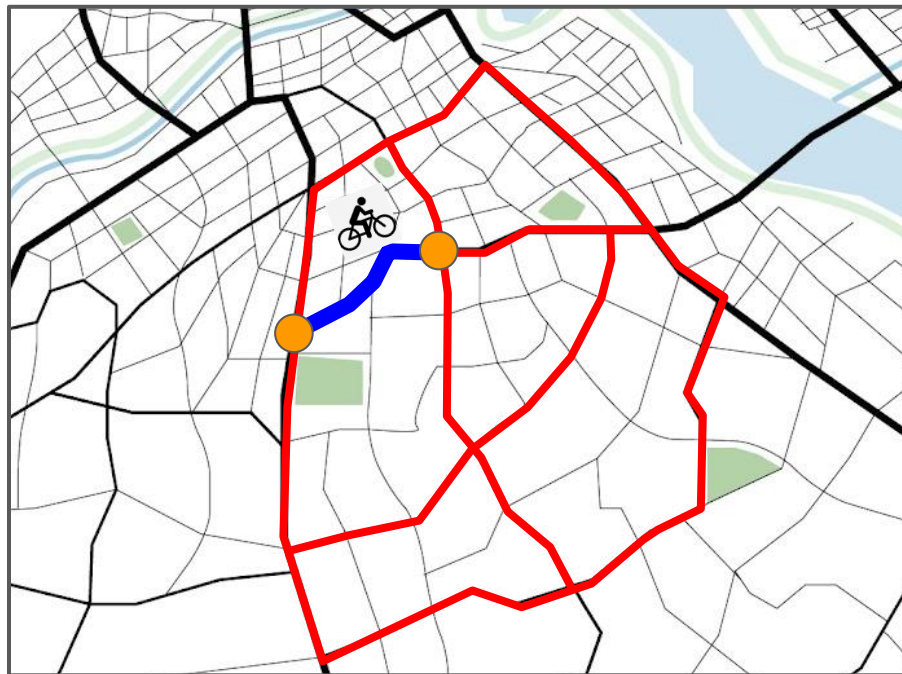
- Open streets help citizens understand the impact of **slowing down motorised traffic** and **prioritising walking and cycling** on streets.
- They **build more support** for initiatives in the area
- They **encourage more participation from all groups**, especially women and children



*Location: Mumbai, India
Source: Equal Streets*

STEP 1: Identify a prime location near pilot stretch

- Find a street that has high footfall, visibility or is **in the your pilot neighbourhood or close to the corridor.**
- Ensure that it is **easily accessible**, so that people can get to the street without needing too much guidance.
- As traffic needs to be rerouted, ensure that **alternate routes are available**, especially for emergency services.
- Open Street Day is best done on weekends during the **morning hours**, before it gets sunny.



- Selected pilot routes
- Open street campaign
- Temporary barriers

STEP 2: Release an official circular and inform the neighbourhood

- Seek support from the **Traffic Police**. They are an important stakeholder for Open Streets and all pilots going forward.
- Write a **letter seeking permission (or to inform) the local authorities**, such as the traffic police, and other concerned agencies.
- Specify the details such as **date, place and time** for official record.
- After the necessary permissions are received, **inform the residents of the street that movement will be restricted** during the Open Street hours.

To,
Concerned Authority

Sir/Ma'am,

Sub: Reg. India Cycles4Change Open Street at _____ on _____

As part of India Cycles4Change Challenge launched by the Smart Cities Mission, Ministry of Housing and Urban Affairs, Govt. of India, we the core team of [City Name] Cycles4Change would like to host an OPEN STREET day on _____ at _____.

The OPEN STREET day is a 3 hour event that temporarily closes the movement of vehicles on the street. This creates a safe environment for women and children to learn and practice cycling, enabling them to become confident riders, so that they can cover short and medium-length trips on their cycles. Empowering women and children is essential to create an inclusive, cycling-friendly city in which people of ages and genders can cycle comfortably without any fear.

We would therefore request you to give us the necessary permissions and support us with conducting the OPEN STREET Day, and supporting [CITY NAME] to become a cycling haven for all.

STEP 3: Spread the word about Open Streets Day

- **Spread the word** a few days in advance through **neighbourhood and city newspapers, and social media**- [use the editable poster here](#).
- **Invite journalists** to participate and cover the event.
- To prevent crowding, **consider a slot system** so that a lot of people do not gather.

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COME ON!
YOU CAN
DO IT!

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ITDP
India Programme

Smart City
VISION THROUGH OPEN STREETS

Ministry of Housing and Urban Affairs
Government of India

FIT INDIA

एक कदम स्वच्छता की ओर

CITY LOGO

STEP 4: Include cycling groups and experts to teach cycling

- To ensure that the right training is given to women and children who have no experience with cycling, **collaborate with cycling experts and invite them to the Open Street day.** You can refer the [2000+ CSO database](#) for cycling experts and volunteers.
- Consider keeping **few cycles on stand-by** (with adjustable seat height), if some participants do not bring along a cycle.



*Location: Berlin, Germany
Source: Deutsche
Fernsehlotterie/Jan Ehlers*

STEP 5: Use pots/ planters/ cones/barricades to close the street!

- Use **simple items such as pots, planters, tyres, cones etc.** to indicate that the street is closed for vehicular movement.
- **Display a notice about Open Street Day** to inform motorists about the street closing, and to spread awareness about the India Cycles4Change Challenge.



STEP 6: Document the event through and through!

- **Document** the event in progress through **photos and videos**. Hire freelance photographers and videographers for this. Please share them via email to contact@cycles4change.org
- **Capture the emotions of the women and children** as they learn how to cycle and become confident riders.
- Conduct **short interviews** with participants to find out about their experience at the event.
- Put the photos and videos on your social media handles post the event as **highlights of the Open Streets Day**.



Location: Buellton, California
Source: Santa Maria Times

You can also explore different open street event strategies to suit your city. You can **organise cycle rallies, organise cycle rallies for children, conduct open streets at nights** to create safe environment for women, and so much more!

After testing and learning from the Open Street Day,
you can improve and scale it to other parts of the neighbourhood!

You can engage volunteers to help you with managing the event.

You can even make it more regular,
by conducting it once or twice every month.

The possibilities are endless. Let's do this!