



Ministry of Housing and Urban Affairs  
Government of India



INDIA  
**CYCLES 4 CHANGE**  
CHALLENGE

Guidance for monthly  
content calendar



To enhance the success of Stage 1's cycling initiatives, it is important to work towards the goals set out for Stage 2.

We have developed a tool to help curate your workplan for the coming months, to achieve the goals and milestones in this stage.

**And this tool is a CONTENT CALENDAR!**



[Click here to  
access the  
content  
calendar!](#)

**A content calendar is just like your regular planner/calendar!**

The only difference is that this calendar is curated to ensure that your city achieves the **Action, Foundation and Communication goals set out for Stage 2!**

**It's a one-stop-shop for all the activities the city needs to take up in Stage 2!**

# 6 Components of the content calendar

**1. Overall Monthly Tasks** - A list of **all the activities** that your city will work towards during the specified month. Pace it out as per your city's bandwidth.

**2. Monthly Reminders** - These will be special reminders for some of the key overall monthly tasks.

**3. Social media updates** - A weekly social media update for your citizens on the progress of Stage 2, in addition to other relevant updates.

**SAMPLE MONTH**

Overall Monthly Tasks	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<ol style="list-style-type: none"> <li>Get your <b>pledge</b> signed</li> <li>Set up your <b>Apex Committee</b></li> <li>Identify <b>sites</b> for the new TU</li> <li>Conduct <b>FGDs/Surveys</b> to identify pain points on site</li> <li><b>Design</b> the TU for the site</li> <li>Edit the <b>HS Policy</b> Template</li> <li>Initiate <b>conversations/events</b> on <b>Healthy Streets</b> and build support with commissioner and other elected representatives on the <b>Healthy Streets policy</b></li> <li><b>Present</b> to the Apex committee on the <b>Healthy streets and HS Policy draft</b></li> <li>Host <b>FGDs and workshops</b> to reflect and document <b>Stage 1 journey</b></li> <li>Identify <b>base strategies</b> for the <b>Year 1 Plan</b></li> <li>Get the <b>checklist items</b> for the <b>Bicycle Network Plan</b></li> <li>Take up the steps mentioned in the <b>content calendar</b></li> </ol>	1 ➤ Get your pledge signed	2	3 I Update your citizens on SOCIAL MEDIA about your journey so far!	4	5	6	7
	8	9	10 I Update your citizens on SOCIAL MEDIA about the Children's Day Event and invite them!	11	12	13	14 + It's Children's day! Host a cycling event to empower children to cycle!
	15	16	17 I Update your citizens on SOCIAL MEDIA about your bulletin and get them to subscribe to it!	18	19 + Host an open streets event to demonstrate Healthy Streets and get support for the HS Policy!	20	21
	22 ➤ Set up a meeting with the Apex Committee to present the HS orientation presentation & the HS Policy	23	24 I Update your citizens on SOCIAL MEDIA about your Apex Committee and share the HS poster!	25	26 ➤ Review and update the content calendar for December! + Update your bulletin and send it out!	27	28
	29 ➤ Have you gotten the signatures on the pledge?	30					

**Legend**

- Monthly Reminders
- I Social Media updates
- + Special Days
- + Bulletin updates
- + Monthly events for citizens/stakeholders

# 6 Components of the content calendar

**4. Special Days** - In addition to the national/international special days identified, add your local celebratory days to the calendar!

**5. Bulletin Updates** - Create and share your monthly bulletin!

**6. Monthly events for citizens/stakeholders** - Host frequent events for continued support towards cycling initiatives.



SAMPLE MONTH							
Overall Monthly Tasks	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1. Get your <a href="#">pledge</a> signed	➤ Get your pledge signed		! Update your citizens on SOCIAL MEDIA about your journey so far!				
2. Set up your <a href="#">Apex Committee</a>							
3. <b>Identify sites</b> for the new TU							
4. Conduct <b>FGDs/Surveys</b> to identify pain points on site	8	9	! Update your citizens on SOCIAL MEDIA about the <b>Children's Day Event</b> and invite them!				4
5. <b>Design</b> the TU for the site							
6. Edit the <b>HS Policy</b> Template							
7. Initiate <b>conversations/events</b> on <b>Healthy Streets</b> and build support with commissioner and other elected representatives on the <b>Healthy Streets policy</b>	15	16	! Update your citizens on SOCIAL MEDIA about your <b>bulletin</b> and get them to subscribe to it!	6	6	➤ Host an open streets event to demonstrate <b>Healthy Streets</b> and get support for the <b>HS Policy!</b>	
8. <b>Present</b> to the Apex committee on the <b>Healthy streets and HS Policy draft</b>							
9. Host <b>FGDs and workshops</b> to reflect and document <b>Stage 1 journey</b>	22	23	! Update your citizens on SOCIAL MEDIA about your <b>Apex Committee</b> and share the <b>HS poster!</b>		25		
10. Identify <b>base strategies</b> for the <b>Year 1 Plan</b>	➤ Set up a meeting with the Apex Committee to present the HS orientation presentation & the HS Policy				5	➤ Review and update the content calendar for December!	
11. Get the <b>checklist items</b> for the <b>Bicycle Network Plan</b>						➤ Update your bulletin and send it out!	
12. Take up the steps mentioned in the <b>content calendar</b>	29	30					
	➤ Have you gotten the signatures on the pledge?						



- Legend**
- Monthly Reminders
  - ! Social Media updates
  - Special Days
  - Bulletin updates
  - Monthly events for citizens/stakeholders

**Detailed guidance for each of the components will be shared offline.**

**Some documents will be linked within the calendar for quick access.**

**Resources will be available on the website, so be sure to check them often!**

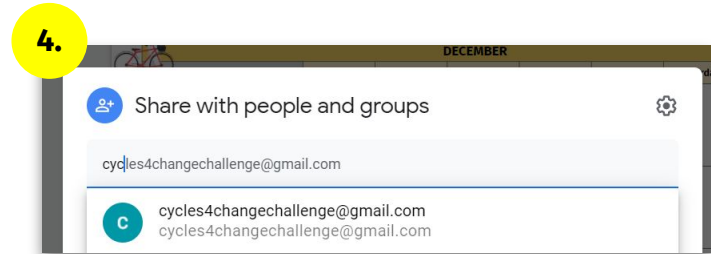
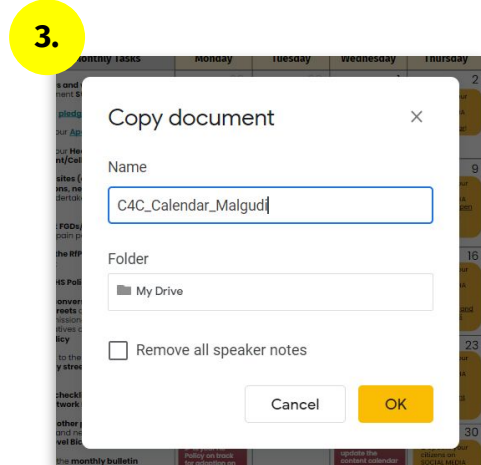
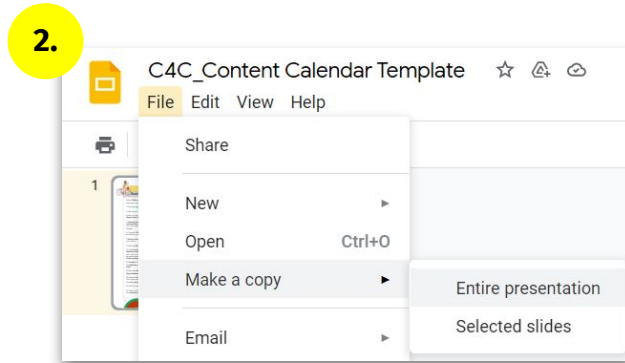
**So, how can I use this  
content calendar?**

# Step 1: Access your content calendar

[Click here to access the content calendar!](#)

1. Click on the link to access the content calendar
2. Make a copy of the Google Slides document
3. Rename the file to say **C4C\_Calendar\_CityName**
4. Share it back with Cycles4Change

**You are now ready to start using the content calendar!**





# Step 2: Review and edit your content calendar

- Take a look at the activities listed for each of the dates on the calendar.
- Feel free to modify some of the dates if that works better for your city. But, **be sure to keep all the mentioned tasks.**
- Feel free to add in your city's tasks/special days, **in addition to what has been provided.**

Malgudi's updated calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 ➤ Get your pledge signed	2	3	4 I Update your citizens on SOCIAL MEDIA about your journey so far!	5	6	7
8	9	10	11 I Update your citizens on SOCIAL MEDIA about the Children's Day Event and invite them!	12	13	14 ➤ It's Children's day! Host a cycling event to empower children to cycle!
15	16	17	18 I Update your citizens on SOCIAL MEDIA about your bulletin and get them to subscribe to it!	19 ➤ Host an open streets event to demonstrate Healthy Streets and get support for the HS Policy!	20	21
22 ➤ Set up a meeting with the Apex Committee to present the HS orientation presentation & the HS Policy	23	24 ➤ Malgudi Founding Day! Organize a cycle rally through Malgudi's landmarks	25 I Update your citizens on SOCIAL MEDIA about your Apex Committee and share the HS poster!	26 ➤ Review and update the content calendar for December! ➤ Update your bulletin and send it out!	27	28
29 ➤ Have you gotten the signatures on the pledge?	30					

Nilgiris's updated calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 ➤ Get your pledge signed	2 I Update your citizens on SOCIAL MEDIA about your journey so far!	3	4	5	6	7
8	9 I Update your citizens on SOCIAL MEDIA about the Children's Day Event and invite them!	10	11	12 ➤ Children's day weekend cycling camps for children and young adults!	13	14 ➤ It's Children's day! Host a cycling event to empower children to cycle!
15	16 I Update your citizens on SOCIAL MEDIA about your bulletin and get them to subscribe to it!	17	18	19 ➤ Host an open streets event to demonstrate Healthy Streets and get support for the HS Policy!	20	21
22 ➤ Set up a meeting with the Apex Committee to present the HS orientation presentation & the HS Policy	23 I Update your citizens on SOCIAL MEDIA about your Apex Committee and share the HS poster!	24	25	26 ➤ Review and update the content calendar for December! ➤ Update your bulletin and send it out!	27	28
29 ➤ Have you gotten the signatures on the pledge?	30					

The cities of Malgudi and Nilgiris have the **same base tasks to complete in the month but have customised it as per their local needs**

# Step 3: Print your content calendar

- To ensure that you and your team are all aware of the target dates, **print out the content calendar and hang it up in your office.**
- **Save the calendar as a PDF**
- Print it on an **A3 sheet of paper.** If A3 is not available, print the calendar on **2 A4 sized papers and stick them along the center.**



***Be sure to refer to the online calendar for live updates through the month***

# Step 4: Monitor and track the tasks

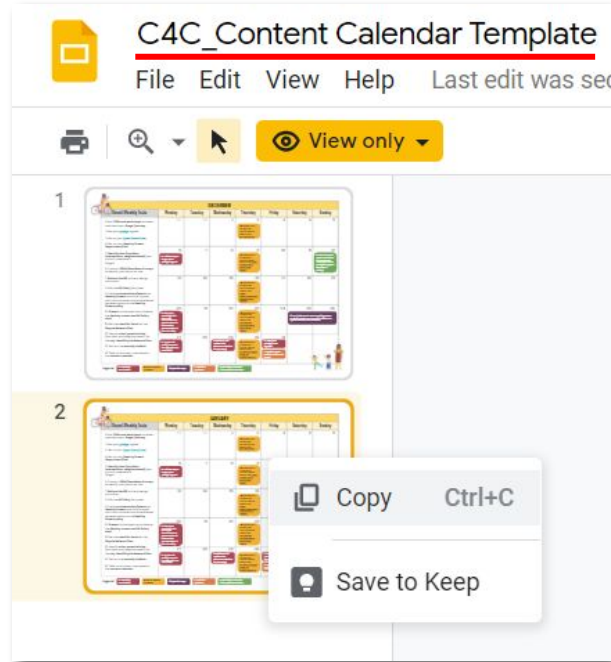
- **Monitor** the calendar and its monthly tasks on a daily basis and **strikethrough items if they have been completed.**
- Use the **guidance documents** to get more insights on each of the tasks.
- These will **be available on the website and will also be shared offline** with your city by the coordination team.



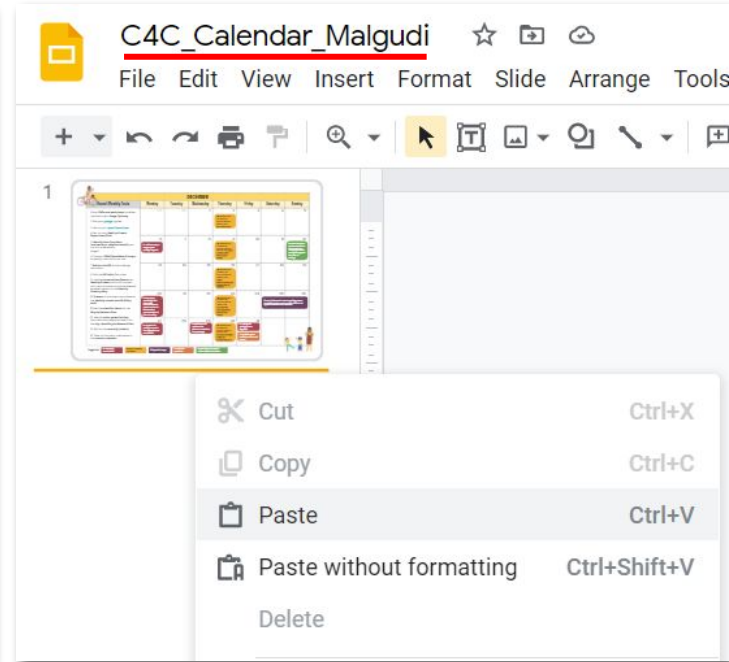
# Step 5: Repeat the process for the new month

The following months will be **added to the same document** around the **last week of every month**.

1. Right click on the newly added month slide
2. Click Copy
3. Open your local content calendar named **C4C\_Calendar\_CityName**, **created in Step 1**
4. Right click below the previous slide and click on Paste



**New month's calendar added in the template file**



**Adding the new month's calendar to your city's content calendar file**

**Be sure to access the content calendar frequently and curate a plan to achieve the goals set out for Stage 2!**

# Thank you

Website - <https://bit.ly/3ju3ZCY>

Facebook - India Cycles4Change

A programme of



Conducted by



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