

Azadi Ka Amrit Mahotsav

A glimpse of Freedom 2 Walk & Cycle
Initiatives from across the country!



75
आज़ादी का
अमृत महोत्सव

Azadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of progressive India and the glorious history of its people, culture and achievements.

This **Mahotsav is dedicated to the people of India**, who have not only been instrumental in bringing India thus far in its evolutionary journey, but also hold within them the power to enable Prime Minister Modi's vision fuelled by the spirit of **Atmanirbhar Bharat**.



Location: Nagpur



Wow!
What is the Freedom to Walk and Cycle campaign?

In alignment with the **India Cycles4Change and Streets4People Challenges**, The Ministry of Housing and Urban Affairs has kickstarted the -

FREEDOM
2
WALK & CYCLE

to ensure **health safety and empowerment** for all!



FREEDOM
2
WALK & CYCLE

Location: Jabalpur



Walking & cycling-friendly cities can help everyone access jobs, education, and healthcare in a safe and affordable way!

The Freedom 2 Walk & Cycle campaign as part of Azadi Ka Amrit Mahotsav, has witnessed all the smart cities hosting initiatives to reimagine its cities as walking and cycling havens. I encourage cities to sustain this momentum to create a behavioral change and a better future for the coming generations.'

Mr. Durga Shanker Mishra IAS

Secretary, Ministry of Housing and Urban Affairs



It is indeed a historical moment to see over hundred Indian cities celebrating the Freedom 2 Walk and Cycle to commemorate Azadi Ka Amrit Mahotsav towards India's 75 years of Independence.

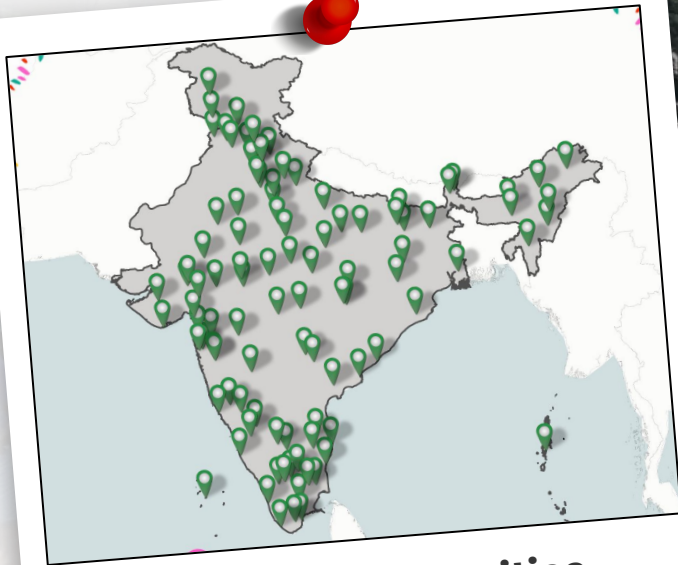
This campaign signifies the dawn of India's green transformation, where every citizen is empowered to feel safe to walk and cycle on the streets of their cities. Let us come together and do our bit by supporting the city!'

Mr. Kunal Kumar IAS

Joint Secretary, Smart Cities Mission,
Ministry of Housing and Urban Affairs



That's amazing!
So, it's a nation-wide
movement?



Absolutely. Over **100 cities**
across the nation joined the
revolution!



Location: Coimbatore



And... How many events
did the cities host?

The **Freedom to Walk and
Cycle Campaign** rolled out

220

walking and cycling events!

115 events held to bring more **pedestrians
and cyclists on the street!**

40+ events held to empower **women to
walk and cycle!**

25 events held to identify **junior walk and
bicycle champions!**

20 events held to **change behaviours**
through campaigns!

15+ temporary interventions tested to
make walking and cycling safe and fun!



Location: Pimpri Chinchwad



Wow, what an impactful initiative!

Oh yes, definitely! Check out the impact in numbers:

41,000 +

Citizens engaged!

850 + km

Of cycling initiatives!

150 + km

Of Walking initiatives!



FREEDOM
2
WALK & CYCLE

Location: Pimpri Chinchwad



Nice!
But what kind of
initiatives were these?



Presenting:
**5 themes from the Freedom
2 Walk & Cycle Campaign!**



1

115 events held to bring more pedestrians and cyclists on the street

Cities across the country organised initiatives like **Open Streets, Walkathons, Cyclothons, and much more**, to build support for walking and cycling!



2

40+ events held to empower women to walk and cycle!

A large number of cities planned women only events such as **night time walkathons and cyclothons, cycle training camps and other innovative initiatives** to ensure **women feel safe to walk and cycle!**



3

25 events held to identify junior walk and bicycle champions!

Many cities recognised the need to focus on children to get them into walking and cycling at an early age and **organised cycle rallies, competitions, handlebar surveys and much more!**



4

20 events held to change everyday behaviour through campaigns!

Cities initiated campaigns like **Walk2Work**, **Walk2Shop**, **Cycle2Work**, **Cycle2Shop** to encourage people to switch to sustainable modes of transport!



5

15+ temporary interventions tested to make walking and cycling safe & fun!

Testing out tactical urbanism interventions, organising heritage walks and rides, health awareness walks and rides were just some of the initiatives cities took up to make walking and cycling safe and fun!



FREEDOM
2
WALK & CYCLE

OPPO A9 2020 ©BR.Drone 8065105201

[Click here to know more about how cities can organize such activities!](#)





Let's hear what the City Officials have to say...



To reduce congestion & Pollution, and to improve your health, Active Mobility – **Cycling & Walking are the only way out!**

– Mr. Rajesh Patil, Municipal Commissioner, Pimpri Chinchwad



After getting a commendable feedbacks from public, **we feel like organizing more such events for them!**

– Jubin C Roy DCP(P), Vijayawada Municipal Corporation



& let's hear from the Citizens too...

I had not ridden a cycle since many years but after learning how to cycle in Training Camp, **I feel confident and I will ride a cycle daily.**

– Mrs. Pooja Shrivastava, Sagar Smart City



The Walkathon was a wake up call for citizens like us who are completely dependent on cars, **it brought back the thought of walking as a medium of transportation!**

– Mr. Pradeep Kumar, Dehradun Smart City





This is so inspiring!
How can I be a part of this
change?

Well, change starts at
home!

- Start cycling/walking to get your **groceries and to work**
- Be part of a **local cycling group**
- Participate in the upcoming **cycling and walking initiatives planned** by your city!





**What's next?
Let's embed the change into
our cities permanently!**

You can set an example in your city by leading from the front!

- **Learn from the campaigns** you have already hosted to maximize success
- **Regularly host such campaigns** and **institutionalise** it as a part of your city's processes
- **Adopt the the Healthy Streets Policy** to set the right intention for permanent change



Find out more about the National Challenges, focussed on cycling and walking, by visiting the links below



<http://bit.ly/c4conline>



<https://bit.ly/s4ponline>

Thank you!

