



Ministry of Housing and Urban Affairs
Government of India



INDIA
CYCLES 4 CHANGE
CHALLENGE

Guidance for
The Pledge Campaign



Share your city's success with key decision-makers and elected representatives!

As you move into Stage 2, **support from various city and state departments and political leaders** will be crucial to catalyse the process!

This simple step by step guide details an **innovative Pledge Campaign to gather maximum support** from the senior leadership in your city!

Steps to rolling out the Pledge Signing Campaign

The aim of the campaign is to get maximum city officials, state officials and political leaders **to sign a pledge to support Healthy Streets** as your city moves into Stage 2 of the India Cycles4Change Challenge!

1.

Get the **city commissioner, city mayor and standing committee** to **endorse** the Pledge!

2.

Get **other city officials** to endorse the Pledge!

Host events throughout to build support and spread the word about the pledge campaign!

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A: Set up a meeting with the city leader

Who are the city leaders:

- The city Commissioner
- The city Mayor
- Members of the Standing Committee

Let's get started:

- Based on your city's processes, request the leader's office to **set up a meeting with her / him**
- Follow the next steps from the following slides to prepare and conduct a successful meeting with them individually



B: Prepare for the meetings!

Ensure that you are well prepared for this meetings.

Meeting outcome:

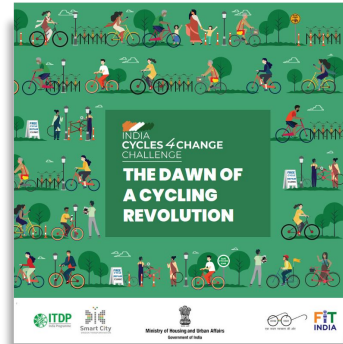
- To get the leader to endorse the Healthy Streets Pledge

Things to carry:

- 2 copies of the **Pledge Poster**
- 1 printed copy of the **India C4C Report**
- A printed copy of the **Healthy Streets Policy template**
- 1 OHP **black pen** for signing



[Click here to edit and download Pledge Poster](#)



[Click here to download the printable Report](#)



[Click here to download the Healthy Streets Policy](#)

C: Conduct the meeting

1

Showcase the work done by your city:

- Show the published work in the **printed copy of the report**
- If you have a laptop, open up your city's **exhibition page on the official C4C website**

2

Let the dignitary know that your city has been **awarded to proceed to Stage 2 of the Challenge!**

If you're one of the top 11 cities, mention the award as well.

Also inform the commissioner on the **next steps planned by the city!**

3

Request support from the leader as you move into Stage 2!

Request him to sign both copies of the pledge placard.

Remember: Maintain this copy with you & collect all departments signatures on the same copy!

4

Finally, **click a picture of the leader endorsing the Pledge Placard!**

Make sure the picture is in landscape mode with good lighting.

Put up this image on your social media!

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A: Set up meetings / appointments with the city official

Reflect on the Stage 1 process and **select the departments** whose support you will require as you proceed into stage 2. Reach out to:

- Departments within your urban local body
- Other external departments such as
 - Traffic Police
 - Highways etc.
- Political leaders
- State officials



Conduct an **Apex Committee meeting** to seek support and smooth coordination during the planning and implementation from departments within the ULB



Host a conference / meeting inviting **external departments, political leaders** etc. to inform on the HS programme and get their feedback



Conduct a **one on one meetings** with **state level senior officials** to address their concerns

[Click here to download the email template](#)

B: Conduct meetings with the city official for Pledge Signing!

Things to carry:

[Printed copy of the report](#)

[2 printed copies of the Pledge poster](#)

[Healthy Streets Policy](#)

And a black OHP pen for signing!

Reminder of the steps to conduct a successful meeting:



1 Showcase the work done by your city:

- Show the published work in the **printed copy of the report**
- If you have a laptop, open up your city's **exhibition page on the official C4C website**

Let the dignitary know that your city has been **awarded to proceed to Stage 2 of the Challenge!**

If you're one of the top 11 cities, mention the award as well.

Request support from their department as you move into Stage 2!

Request the city official to sign both copies of the pledge placard.

Remember: Maintain this copy with you & collect all departments signatures on the same copy!

Finally, **click a picture of the city official endorsing the Pledge Placard!**

Make sure the picture is in landscape mode with good lighting.

C: Share a keepsake!

Once you click a picture of the city official endorsing the Pledge Placard -

- Keep copies of the placard for the city official to take with them
- Request them to put it up on a bulletin board or post it on their office walls so that the staff is constantly reminded to support the cause for cycling in the city!



D: Let your citizens know via social media!

Let your citizens know that the **leaders of the city are now promising to make their city cycling friendly!**

- Share the photo clicked in Step 3 on your city's official **social media - twitter, facebook, instagram, LinkedIn** etc.
- Insert an inspiring **postline** (sample postline alongside)
- Make sure to tag the **city leader and the department** who has signed the pledge.

Sample postline:

Dear citizens of **(City Name)**,

As we move into Stage 2 of the India Cycles4Change Challenge, we're excited to announce that **(Name of Department(s) / Leader(s) / Political Party(s))** is now supporting us to make our city safe for cycling!

Thank you **(Name of Department(s) / Leader(s) / Political Party(s))** for your pledge to make cycling safe and fun in our city.

We are stronger together!

(Tag the Department / Leader / Political Party, India C4C Challenge)

Make sure to tag #cycles4change, #resetwithcycling, @ITDPIndia, @MoHUA, your state leaders as well as all your partner organisations!

E: Let your citizens know via newspapers

Get attention from the city officials, citizens and other CSOs by spreading the word via **newspapers** too!

It would be ideal to involve multiple media houses once you collect over 15 pledges!

Feel free to print in local languages too.

Pointers for your press note:

- **What are Healthy Streets?** Refer to this [Healthy Streets note](#) to add an introduction on Healthy Streets and spread awareness amongst your citizens
- **What has the city already done to achieve Healthy Streets?** Add all initiatives taken up by your city in Stage 1 of the Challenge.
- **What has been the impact and achievement so far?** Mention that the city has received national recognition for the work done so far by being selected in the top 25 (or 11!) for Stage 1 of the Challenge.
- **What does the city plan to do moving forward?** Add next steps planned by your city in Stage 2
- **Which departments / leaders / parties have shown support for creating Healthy Streets in your city?** Mention all the dignitaries and departments who have signed the pledge and thank them for their support.

Share the final Pledge Placard with all departments!



Replace all the signatures with department logos to make an official final Pledge Placard.

This final Placard is symbolic of all the city departments coming together to make the city safe for Healthy Streets!

Share a hard copy of this final Placard with all the city departments who have shown support to thank them and remind them to keep working towards the cause of creating Healthy Streets in the city!

Remember to **host events** throughout the duration of the campaign to **build support for Healthy Streets!**

Follow the upcoming steps to host successful events...

A: Invite all city officials to build support!

To get the buy in for Healthy Streets from senior city officials, host an exciting on ground event to build support for Healthy Streets!

Who to invite?

- City **commissioner** and senior officials from **the ULB**
- Other city leaders such as **the city mayor, members from the Standing Committee**
- Senior officials from **Traffic Police, Highways etc.**
- **State level** officials, **political leaders**
- **Other partner organizations**



[Use this poster to invite your city leaders!](#)

B: Plan the event

- Decide a date, time and venue
- Use this [template](#) to send an invite to all the dignitaries
- Also send **invitations to the Press Media** to cover the event to build the hype
- Spread the **word regarding the event on social media and newspapers!**
- Arrange for a **Pledge Signing at the event** with the Healthy Streets pledge poster!



C: Ensure the event is a success!

Ensure to **build support** from the city / state leaders who have been invited to the event. For this:

Activate:

- **Show people enjoying** by adding activities such as yoga, competitions, games and more!

Showcase:

- **Present** C4C and S4P works
- Put up a **stall explaining Healthy Streets**
- Present **stories from cyclists**
- Showcase the **data from the C4C perception surveys!**

Interact:

- **Set up photo-ops** for with **banners for Healthy Streets**
- Put up a **city map asking citizens to demand** more Open Streets!
- Keep **suggestion boxes** for citizens to add their own ideas and thoughts to improve the city's streets!



Source: Open Streets 704

Thank you

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

Facebook - India Cycles4Change

A programme of



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