



FREEDOM
2
WALK & CYCLE



Azadi Ka Amrit Mahotsav – Social Media Guide for Cities

Inter-City Freedom 2 Walk & Cycle Campaign for Citizens



My city has rolled out the Freedom 2 Walk & Cycle **Inter-City Campaign.**
What do we do next?

Great job!
Here's what you can do next!

Keep your citizens motivated to keep pedalling, running and walking to record maximum kilometers for your city!

Take a look at some of the **outreach ideas in this guide...**





Step 1

Get maximum citizen registrations!

Your citizens can register till **26th January, 2022!**

Every ride, every walk, every run and every kilometer counts.

So continue reaching out to your citizens to participate in your city's Freedom to Walk & Cycle Campaign!

Quick reminder: How can you reach maximum citizens?

Reach out to your citizens via **multiple online platforms with your city's poster:**

- Social media platforms
- Existing citizens databases and groups
- Existing cycling groups on whatsapp or other platforms
- RWA groups in your network
- Via partner CSOs, their databases and more!

Cities can create their own [QR codes](#) and spread the word via newspaper articles too!

Sample postline:

Gear up for an exciting new challenge where you, as a citizen, can participate and make our city win!

The Freedom2Walk&Cycle Campaign is back and this time we compete with other cities across the nation. The city with the most kms of walking and cycling will be recognised for their efforts by the Smart Cities Mission, MoHUA!

Register for the Challenge and make our city champions in walking and cycling!

Register for Freedom2Walk Campaign: < Add registration Link >

Register for Freedom2Cycle Campaign: < Add registration Link >

Register for the Freedom2Run Campaign: < Add registration Link >

[Click here to download the registration guide](#)

[Click here to access data from the get involved form](#)

Don't forget to use your city's link and poster!

A few points to note:

- Add your city's **registration link for walk & cycle campaign with respective posters** on the platforms
- **Clearly state the incentives (if any)** that your city will be providing to top performers



Click here to access the [registration links](#) for your city!

Download the [Poster Templates here](#) and add your city name and logo

Add City Name

Add City Logo



Step 2

Keep your citizens motivated to walk, run and cycle!

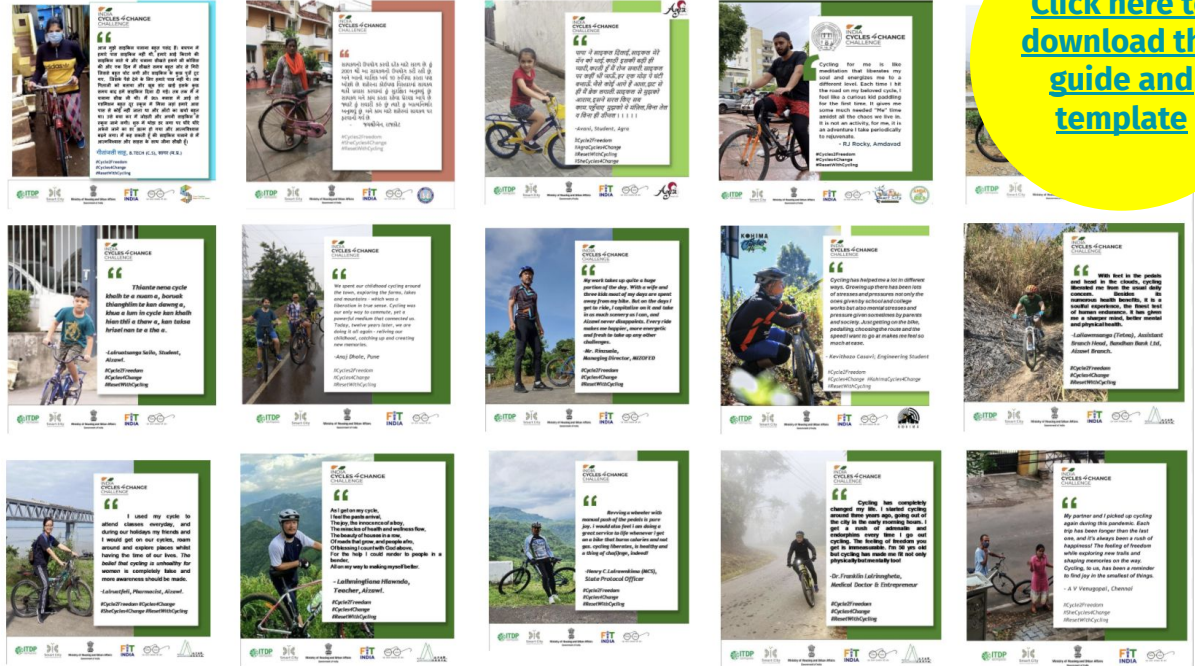
Make the most of social media platforms, communication platforms such as Whatsapp as well as print media. **Following are some outreach ideas to keep your citizens motivated...**

1. Post regular stories from citizen participants

Reach out to maximum citizens via the following steps:

1. Use your **email or whatsapp database**
2. Request them to **share their experiences, photos and videos**
3. **Regularly post these stories, photos and videos** on your social media platforms and whatsapp groups!

Use the guide and template provided alongside to get maximum citizen stories!



Remember to tag:

- Instagram - @itdp.india
- Twitter - @itdpindia, @MoHUA_India, @AzadiKaAmritMahotsav
- Facebook - ITDP India, Smart Cities Mission
- Linkedin - ITDP India, #AzadiKaAmritMahotsav

2. Get motivational bytes from city champions & leaders

Reach out to walking and cycling champions & your city leaders participating in walk/cycle/run activities

1. Request them to **share their experiences and motivate the other citizens**
2. **Regularly post these motivational bytes** on your social media platforms and relevant whatsapp groups!

(Note: While posting the videos on Instagram and facebook, the reach can be increased by putting it up as reels, provided the video is in portrait format.)



Rahul Shrouti, Technical And Operational Manager, Indore Smart City shared his experience to motivate citizens and other Leaders!

3. Get your leaders to inspire!

Your city leaders are also walking, running and cycling everyday towards the **CITY LEADER'S CHALLENGE**.

Make the most of this momentum!

- Reach out to your city leaders to share **quick motivational video bytes** for the citizens
- Request the city leader to **share his / her experience** of walking / cycling / running
- The video byte can be in the **local language** for deeper connect with the citizens
- **Post the activities, photos and video bytes** from city leaders on print media, social media and whatsapp groups!

सेहत की बात



पत्रिका अभियान
आओ, चलाएं साइकिल

पत्रिका न्यूज नेटवर्क
patrika.com

साइकिल चलाने के कई फायदे

साइकिल चलाने से बढ़ती है याददाश्त और इम्यूनिटी



क्रीडा. साइकिल चलाने के कई फायदे हैं। समूह में साइकिल चलाने से सहयोग, सामाजिक समरसता, साहद की भावना जागृत होती हैं। साथ ही, पर्यावरण के प्रति भी जागरूकता बढ़ती है। सुबह हर रोज कम से कम 30 मिनट साइकिल

चलाने से आपको अपने काम को अच्छी तरह से करने में मदद मिलती है। एमबीएस अस्पताल के बरिष्ठ चिकित्सा अधिकारी डॉ. संजीव

सकने बताने हैं कि हर रोज 30 मिनट तक साइकिल चलाने से याददाश्त अन्य लोगों की तुलना में 15 फीसदी तक बढ़ सकती है। दिल

महिम

स्वस्थ विन्ती के लिए साइकिलिंग जरूरी

राजस्थान पत्रिका
09 मार्च को प्रकाशित

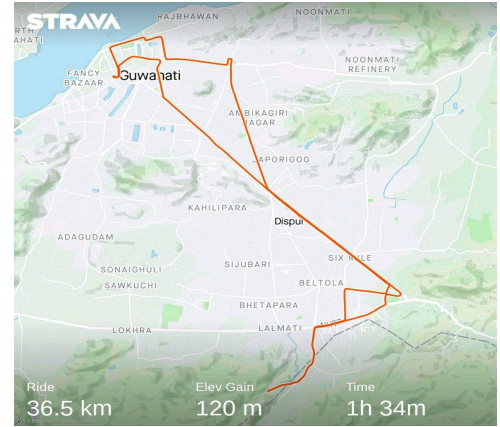
की धड़कने बढ़ जाती है, जिससे शरीर में रक्त संचार ठीक रहता है। दिल के दोरे जैसी समस्या नहीं आती है। एक शोध के अनुसार, साइकिल चलाने से दिल मजबूत होता है। दिमाग में नई कोशिकाओं का भी विकास होता है। प्राकृतिक नजार भी दिखाई देते हैं। वे खुद पांच साल से साइकिलिंग कर रहे हैं। साथ ही, सीएडी के इन्फिनियर सोरभ भटनागर भी साइकिलिंग करते हैं।

रोग प्रतिरोधक क्षमता होगी स्ट्रॉन्ग

नियमित रूप से साइकिलिंग करने से इम्यूनिटी सिस्टम मजबूत बनता है। एक शोध के अनुसार, जो लोग साप्ताहिक में कम से कम पांच दिन आधा घंटे साइकिल चलाते हैं। उनके बीमार होने की संभावना 50 प्रतिशत तक कम रहती है।

तनाव से मिलती है राहत

नियमित रूप से साइकिल चलाने वाले तनाव और अवसाद के शिकार दूसरों की तुलना में काफी कम होते हैं। साथ ही, पॉजिटिव हार्मोन व बीडी मेंटोबैलिज्म उत्पन्न रहता है। बेन में पॉजिटिव एंथोरॉनिज रहते हैं। शरीर में चर्बी नहीं बढ़ती है। जोड़ों की स्ट्रेचिलिटी बढ़ती है।



4. Connect with your influencers to motivate citizens

Click here to
access the
[registration
links](#) for your
city!

Connect with local social media influencers of your city and leverage their follower base to increase the reach of the message.

1. **Identify a set of local / regional influencers** - preferably champions for walking, running or cycling
2. **Reach out to them** via email, social media or personally via phone
3. **Send out a detailed write up / photos etc** - requesting them to motivate the citizens

Feel free to use the attached sample message as you reach out to them!

Sample message text to connect with potential influencers

Dear Influencer,

The Freedom2Walk&Cycle Campaign is back and this time we compete with other cities across the nation. The city with the most kms of walking and cycling will be recognised for their efforts by the Smart Cities Mission, MoHUA!

To reach out to maximum number of citizens, we would like to collaborate with you. It would be great if you could put out a message on your platforms in **support for the Freedom to Walk&Cycle Challenge motivating the citizens to participate.**

(Attach your city's registration links for the influencer to share)

Regards,



Step 3

Award best performing citizens!

Recognise the citizens who have got maximum kilometers!

The Coordinating team will share the citizen data with all cities at the end of the Challenge:

- **Collate the data and finalise the top 10-15 best performers** from your city across all 3 categories!
- **Host a cycling or walking event** where these participants are recognised
- **Felicitate these winners with incentives** as declared in the start of the challenge!





The more your citizens walk, run and ride, the higher chances of your city winning!



This guide was useful! Can not wait to **motivate our citizens to keep cycling, walking and running!**

Glad to see your enthusiasm.

Let's start recording the kilometers!
**The Challenge will end at 11:59 pm IST
on 26th January, 2022.**



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!

