



Streets 4 People CHALLENGE

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INDIA CELEBRATES WORLD BICYCLE DAY 2022!









Ministry of Housing and Urban Affairs Ministry of Youth Affairs And Sports Government of India









स्वच्छ भारत

एक कदम स्वच्छता की ओर

Message from the Honorable Prime Minister of India

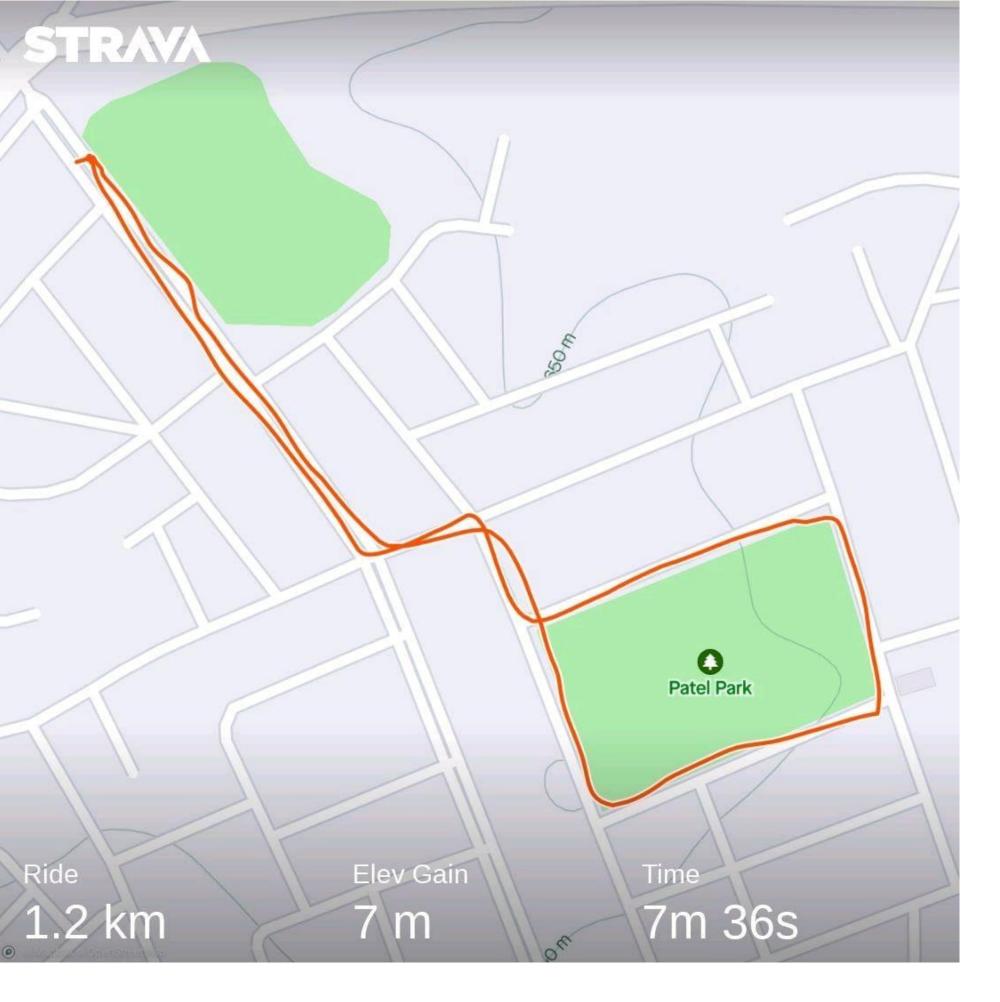


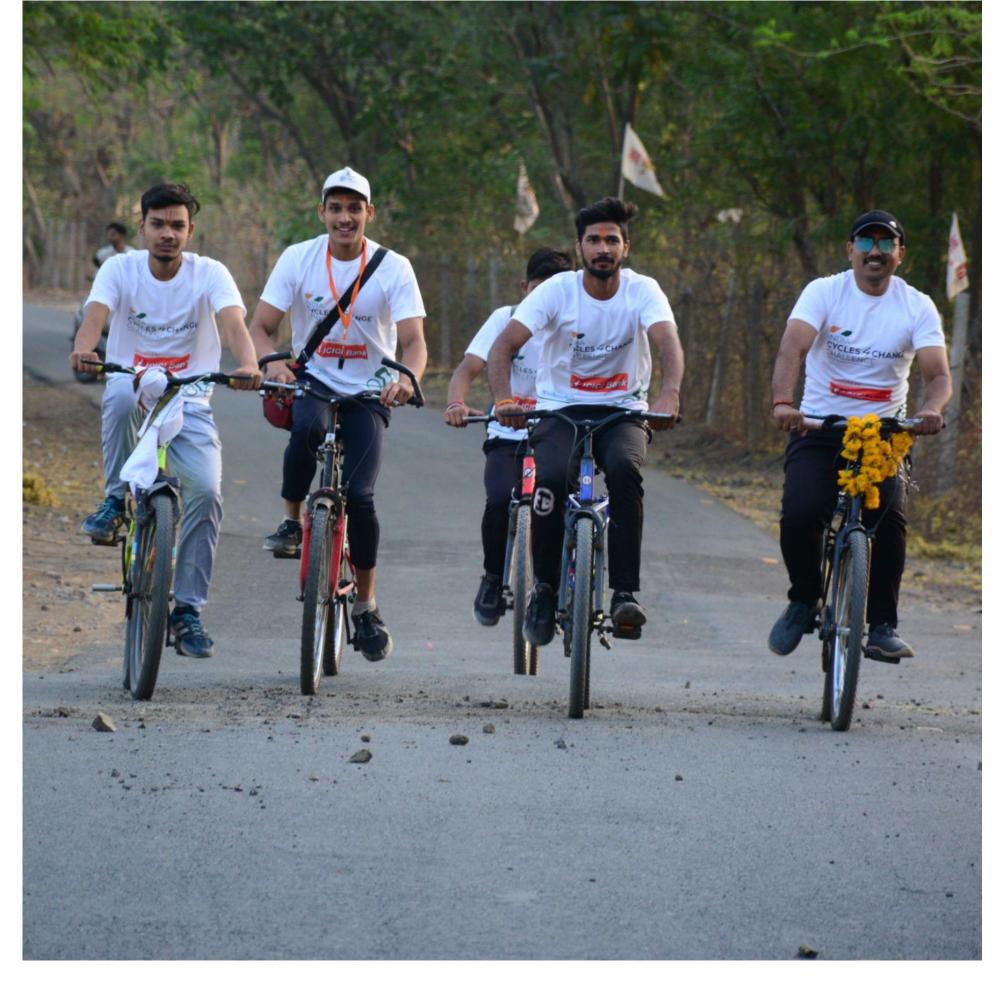
Shri Narendra Modi Honorable Prime Minister of India



Exploring new possibilities like National Cycling Plan and Car-free Zones in the discipline of Urban Planning is very important to promote a sustainable lifestyle. Smart mobility will not only improve the lifestyle in cities but will also help in achieving our carbon emission targets.

*The quote is taken from the conversation for the Startup India Awards, where Dharmin Dontamsetti MD, SmartBike proposed a National Cycling Policy covering Barricaded Cycling Tracks, Building Multi Modal Transport Systems, Car-free Zones etc.

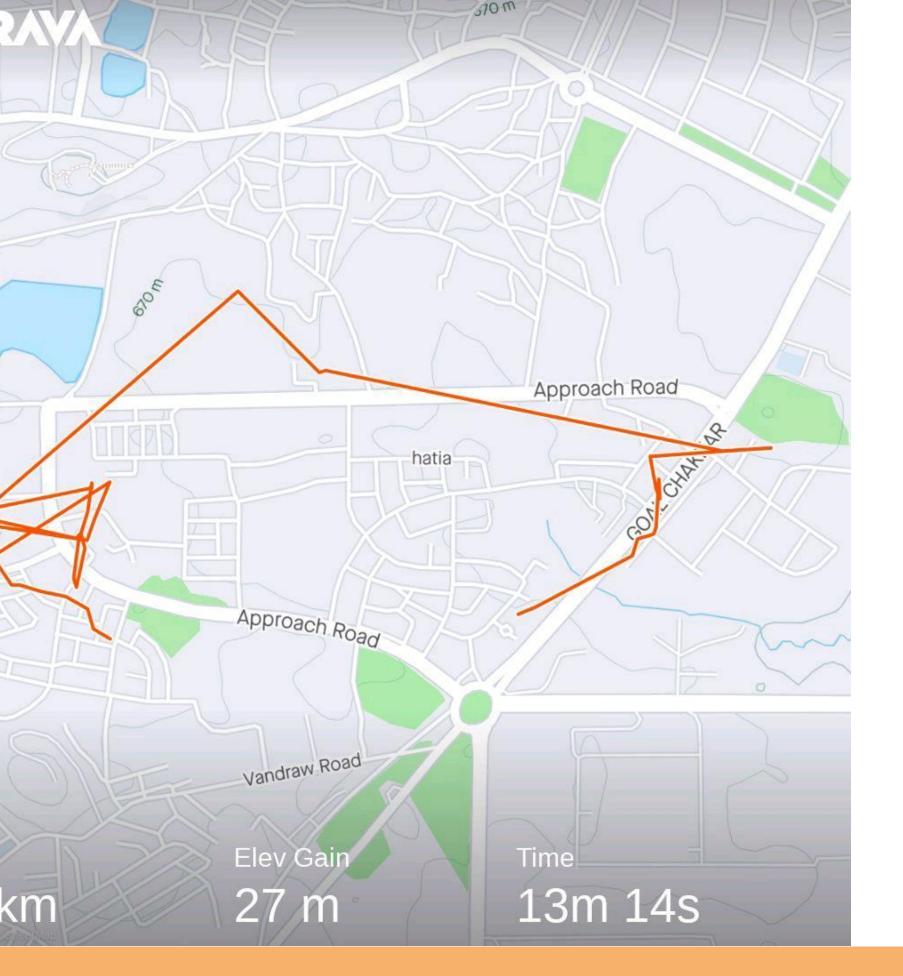








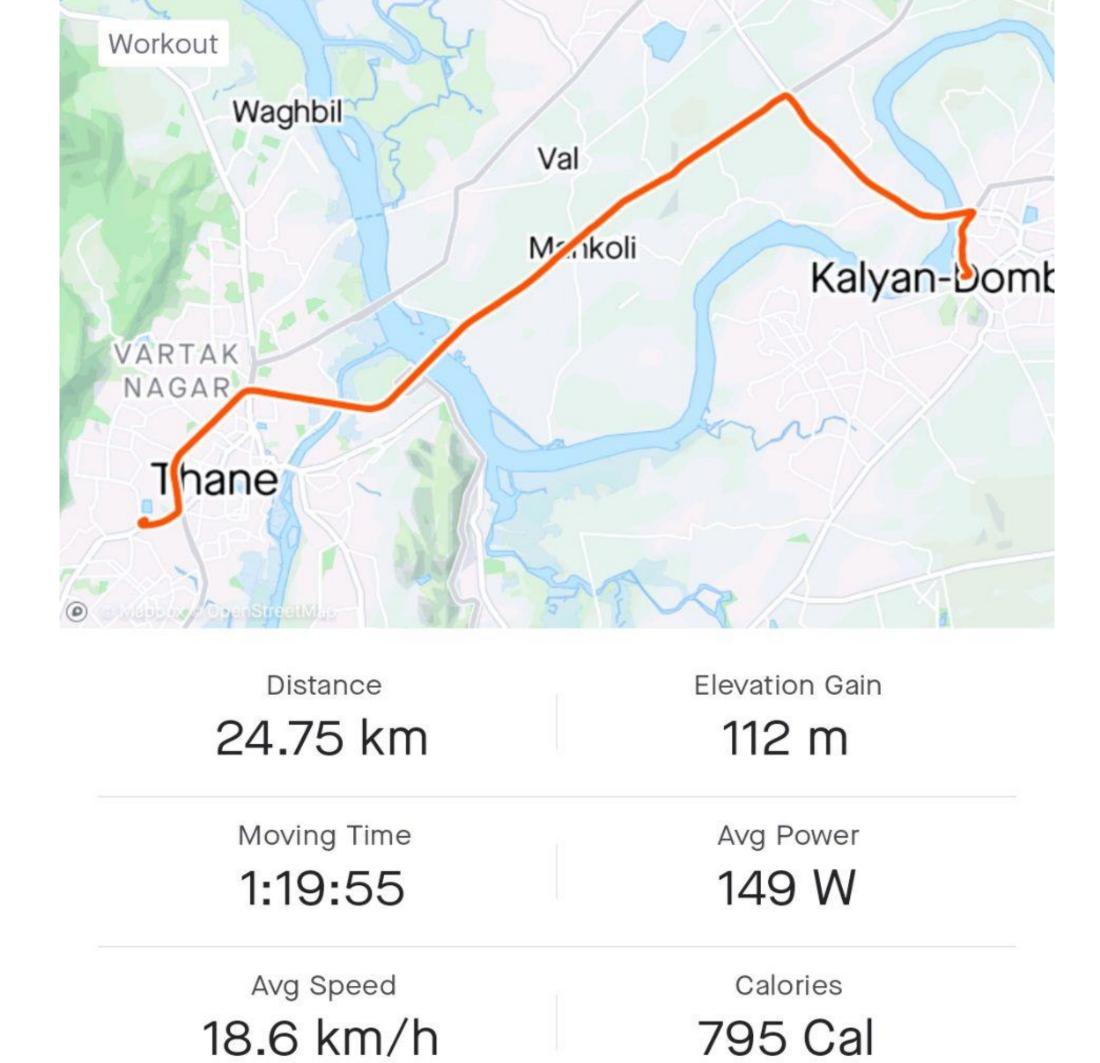








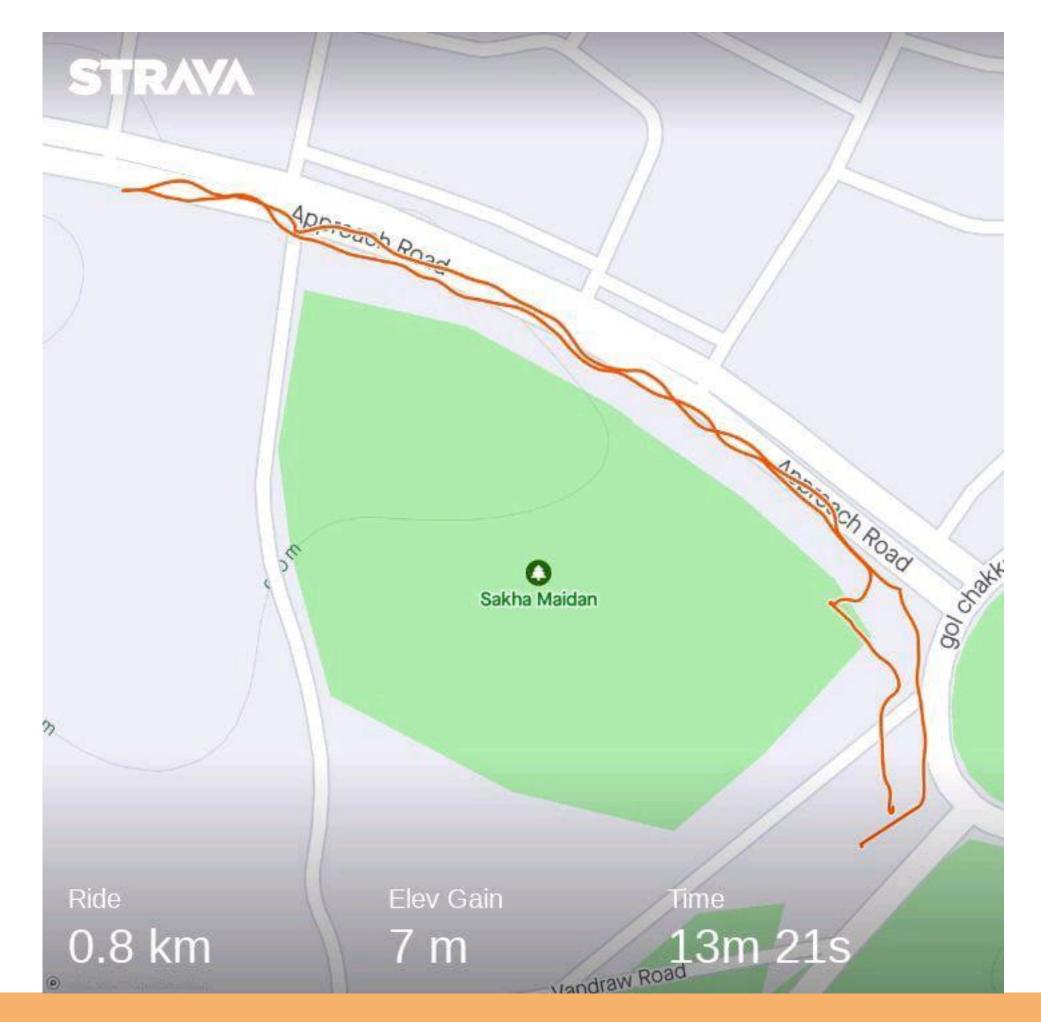
View Analysis



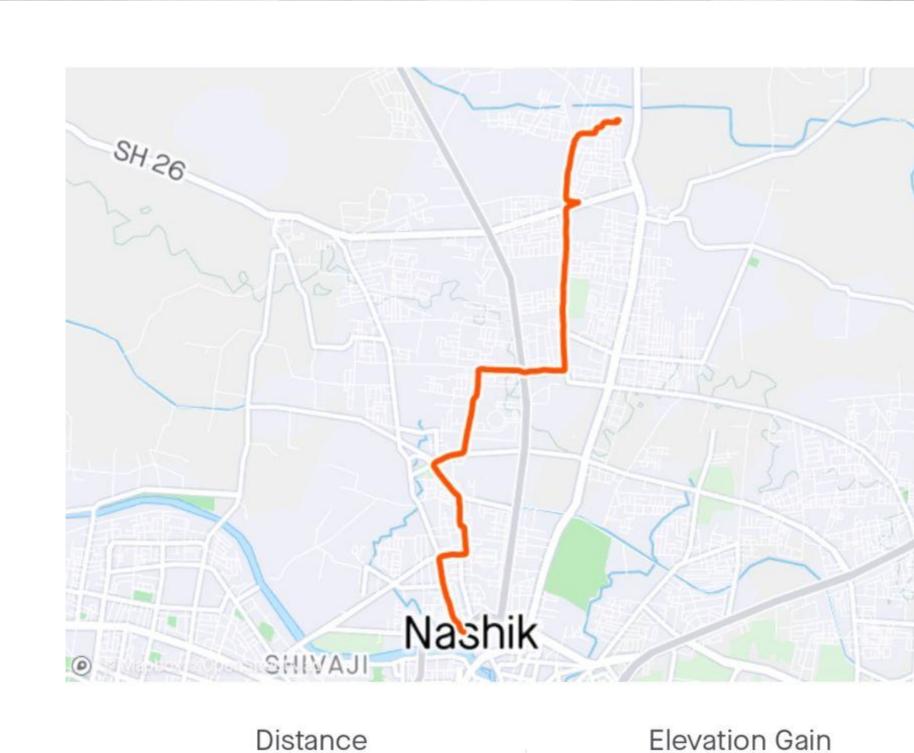












4.61 mi

Moving Time

43:00

Max Elevation

2,090 ft

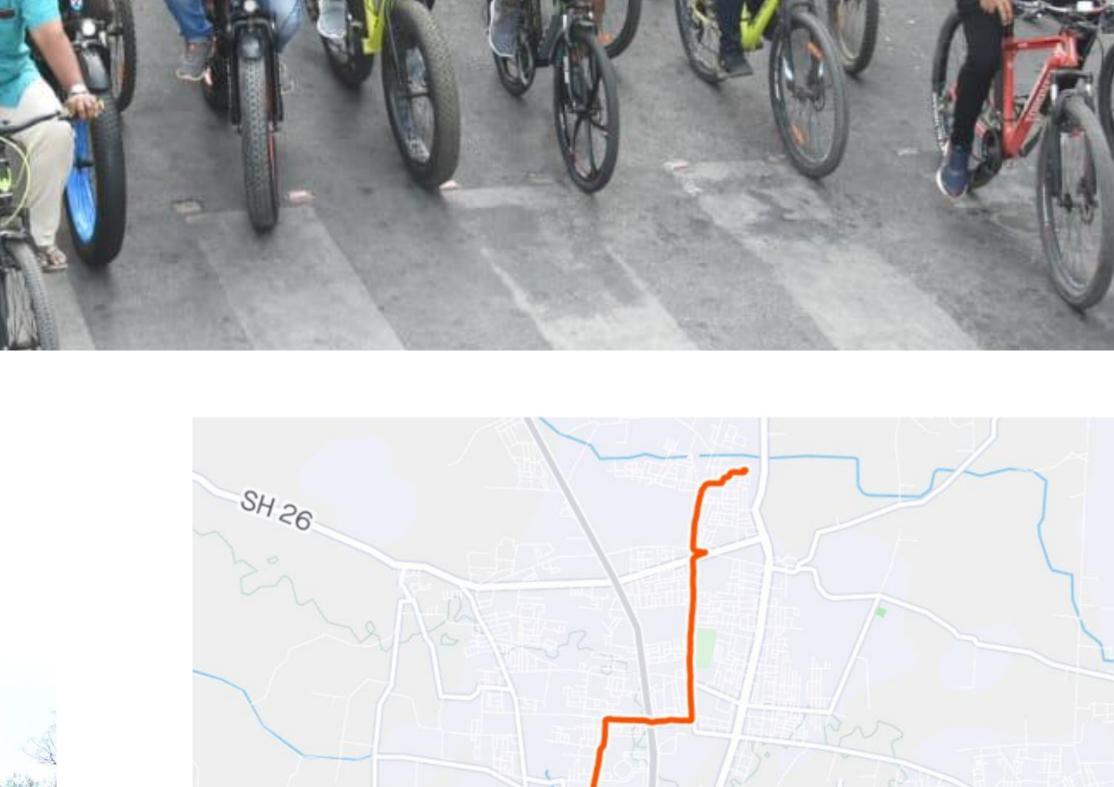
253 ft

Avg Speed

6.4 mi/h

Max Speed

17.0 mi/h





View Analysis





50+ City Officials

cycled 1200+ kms*

*Data from participation on June



One-day National Cycling Challenge

Citizens and city leaders cycled nearly 6,000 kms as part of the 'One-day National Cycling Challenge', raising awareness and committing to cycle more— for work and errands.

Silvassa Smart City team urged mothers to pick up the long forgotten habit of cycling, assisted them in brushing up their cycling skills and reinvented the confidence they lacked. Going to the neighbourhoods, talking to them, engaging them helped us reach more and more citizens."

Charmie Parikh, CEO, Silvassa Smart City

Smart Cities Mission and Royal Danish Embassy celebrate World Bicycle Day

Celebrations under the India-Denmark Green Strategic Partnerships along with members from FIT India, Public Health Foundation, NIUA, All India Cycle Manufacturing Association & Delhi Street Art

Championing for IndiaCycles4Change on World Bicycle Day, Rahul Kapoor, Director, Smart Cities Mission and H.E. Freddy Svane Danish Ambassador led a bicycle rally from Nirman Bhawan to the Embassy of Denmark with 55 other participants

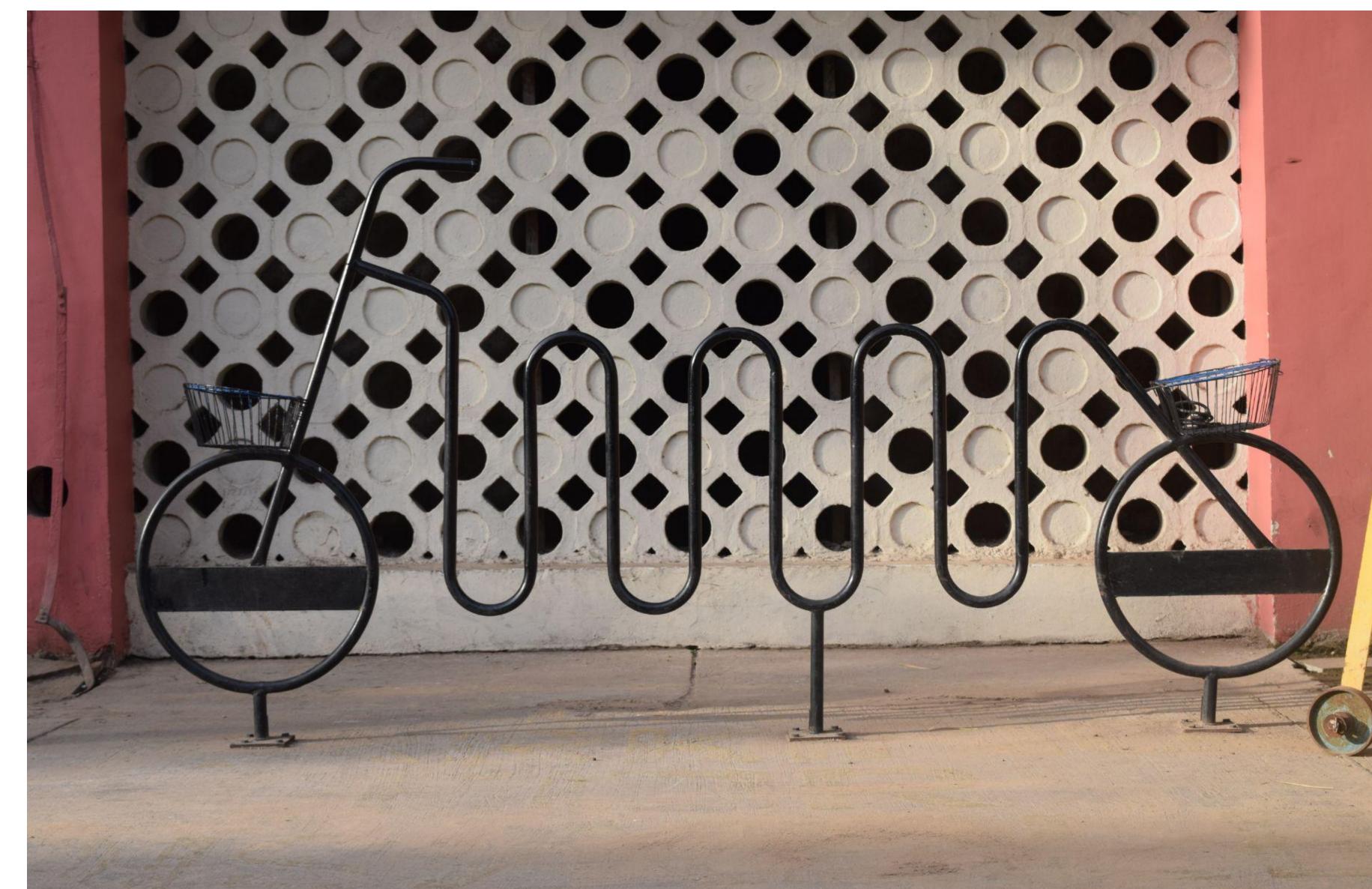
As murals have become powerful tools for communication, Kunal Kumar, Mission Director, Smart Cities Mission along with H.E. Freddy Svane, Danish Ambassador inaugurated urban art mural on cycling at the Embassy of Denmark's street wall











CYCLE FOR SUSTAINABILITY CYCLE FOR GREEN TRANSITION



II,000+ Citizens & City Leaders participated in the events



Week-long Nation-wide festival

Cities organised cycle rallies, pledged to institutionalise campaigns, adopt progressive policies and set systems to create a safe walking and cycling environment for all.

The India Cycles4Change Challenge has changed the way we look at cycling, from a poor man's vehicle to a status symbol. During the challenge, the leaders were on cycles, and therefore, the perspective has now changed. We hope to continue this momentum together."

Bhairrvi Joshi, CEO, BYCS India

Knowledge-sharing Sessions for citizens

Cities conducted knowledge-sharing sessions for the citizens about adoption of cycling and future of e-bikes in India.

The sessions highlighted the need for creating cycling-friendly cities. City officials from all departments in the city & state, cycling enthusiasts & champions, students from Universities and schools participated in these sessions across the country.

The sessions started with the sharing of work done so far & what is being planned ahead by the city. The local champions shared their learnings through the journey and the citizens shared inputs on their experiences.



2000+

People attended Knowledgesharing sessions on adoption of cycling and future of e-bikes in India

Source: Kochi



4000+ kms

On-ground transformations proposed



IoHUA New Delhi



athya Sankaran





R SMART C

Aangi Shah





Two years of India Cycles4Change

The virtual celebration involved the sharing of reflections on the challenge so far by the city leaders and cycling champions from across the country.

Over the last two years of the India Cycles4Change Challenge, cities have on-boarded women as part of the decision-making committees. Cities tested ideas like cycle training schools, women-only cycle rallies, free cycle repair clinics, cycle donations for the needy, and cooperative cycle rental schemes.

Leading by example, city officials Cycled to Work, highlighting the ease of mobility and benefits of cycling, inspiring their citizens to cycle too! Following this, several cities are now partnering with private organisations to incentivise their employees to cycle to work.

<u>Click here</u> to view the virtual celebration

Moving towards long-term change

Cities are now conceptualising ways to scale-up cycling initiatives & to bring long-term resilience through city-wide cycle network plans, policy changes and institutional setups.

The India Cycles4Change Challenge has been an amazing platform for all the cities to try new things. When we started putting cycle lanes in the Indian scenario we realised the hurdles that we need to overcome. The Challenge has given the opportunity for cyclists like us to engage positively with government agencies to provide solutions."

Sathya Sankaran, Bicycle Mayor, Bengaluru



Source: Kavaratti

#HumansWhoCycle



My interest was in morning rides for fitness, but in order to make it a habit, I eventually chose cycling as my primary mode of transport.

Felix John Bicycle Mayor of Chennai

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#HumansWhoCycle

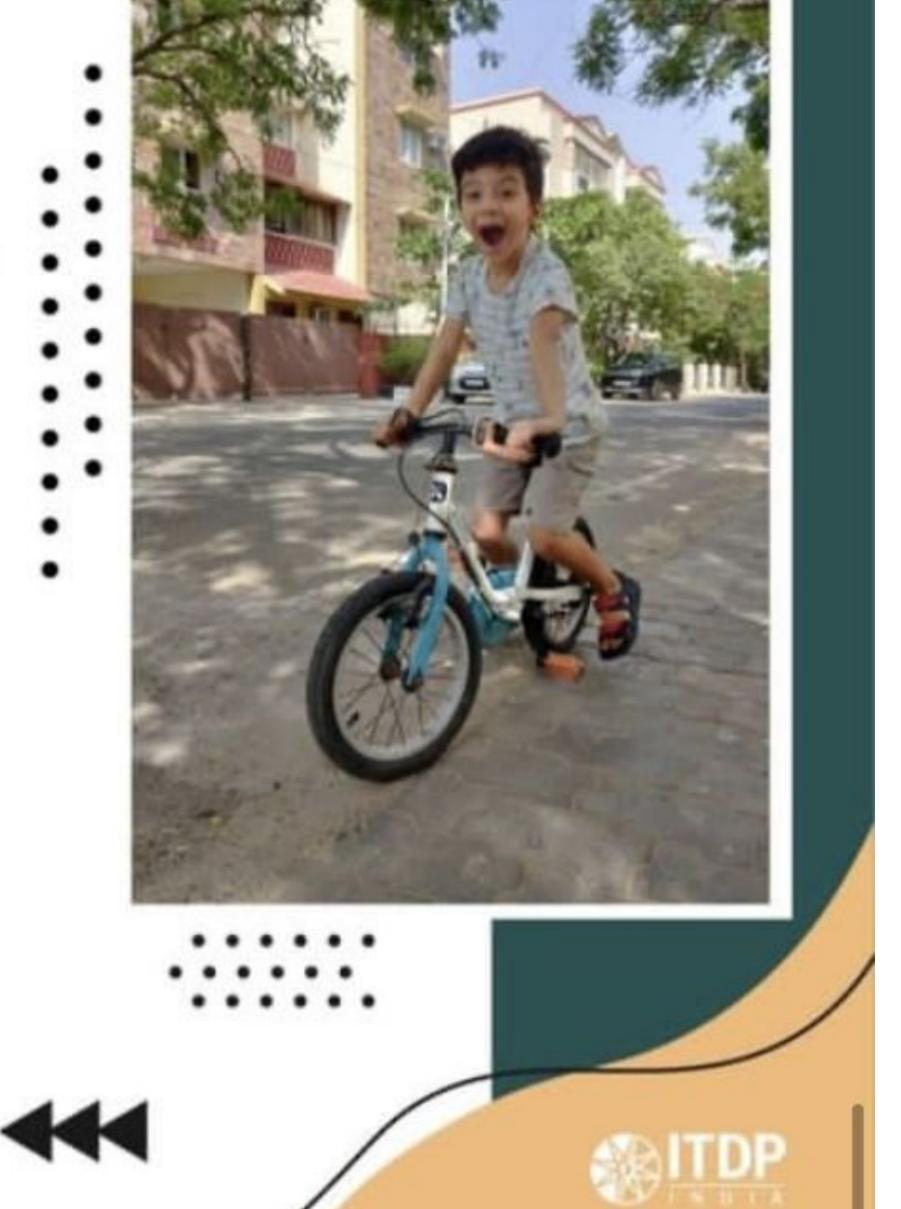


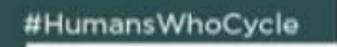
Karl 5 years old

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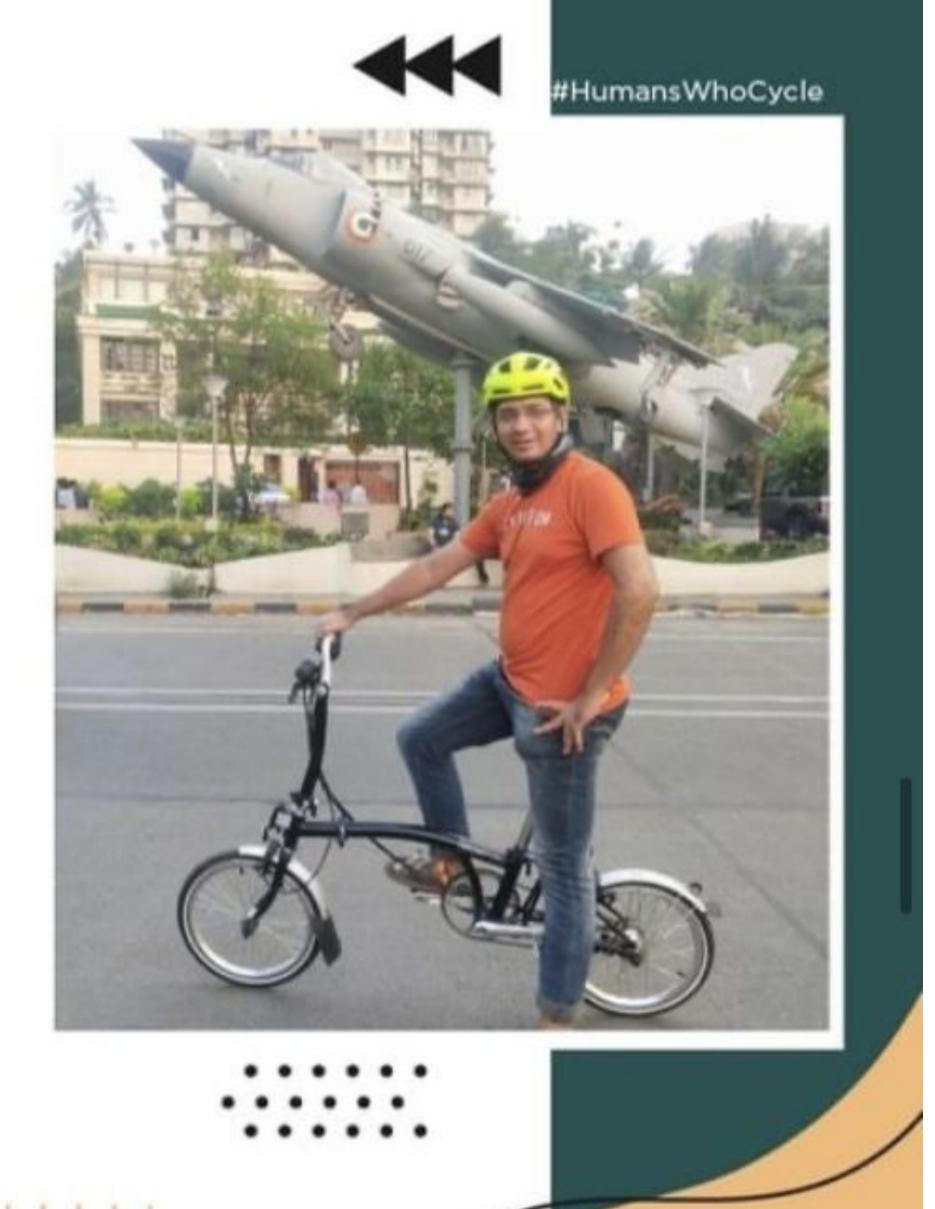
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Overcoming my fears and being able to learn cycling quickly at this age gave me immense joy, and teaching others to cycle increased it. I have taught almost 81 students in a span of 1.5 months.

Zeenath Trainer, "Cycle with Kochi" Project

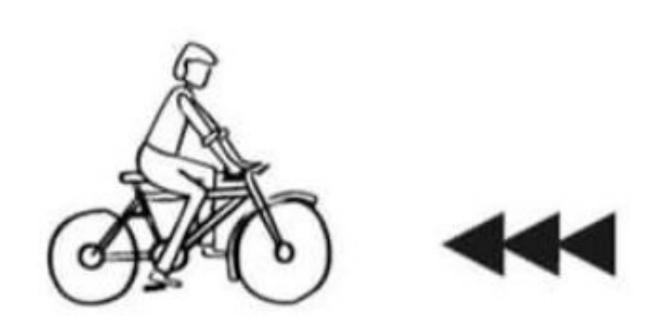
Cycling unlocked several barriers and transformed my thinking. A cautious experiment of 'Pedal to Work' became a confident affair.

Vijay Malhotra Founder, pedalandtringtring.com Sr. Manager Zee Entertainment Enterprises Ltd.



Celebrating #HumansWhoCycle





I have always felt that cycling gave me freedom -freedom of movement, freedom of thoughts, and the freedom to fly. On the ground like a bird.

Charmie Parekh CEO, Silvassa Smart City

















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