



# Streets 4 People

CHALLENGE

WORKSHOP 7

## Campaign Guide for 75th Independence Day - W7

Templates & Guides



# Streets 4 People

## CHALLENGE

This independence day, let's experience streets free from cars!

Simply follow the instructions in the next few slides and help India share 10000's of stories on street life!

# LETS CAMPAIGN FOR FREEDOM THIS 75TH INDEPENDENCE DAY!

## **ONLINE Streets Stories!**

- Capturing Influencer Stories
- Capturing Citizen Stories

## **OFFLINE Open Streets!**

- Cycling rallies
- Night Open Streets
- Other Innovative Campaigns

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# STEP 1: Reach out to your networks and collect impact stories

Reach out to **city influencers—sports icons, celebrities, political leaders, state level officials, etc**—and get **“Story of Impact”** about street life.

**The stories could be between 50-60 words, along with a photo.**

Use the following questions to get the stories:

- What are your favourite street sightings?
- What about the streets do you enjoy the most?
- What’s a route you frequently walk on and why?

## Sample msg:

Hello, **City name** is participating in the India Streets4People Challenge. Our streets are not just for commuting, but also serve as public spaces.

On August 15th, we are launching #Walk2Freedom, a campaign that captures the stories of streets from **City name**. We strongly feel that a story about your connection with the streets of our city would be really inspiring for our citizens.

We look forward to your story.

Theme: Fondest memories of your streets

50 words with a photo of you enjoying the street life!

Reach  
out  
before  
Aug 15

# STEP 2: Put the story in a template and upload on social media

[Using the template](#), upload the story on your social media channels with a brief intro, tagging other CSOs and citizens, and the hashtags:

**#Walk2Freedom**  
**#Streets4People**  
**#ReclaimOurStreets**

If it is a story by a woman, please insert:

**#SafeStreetsforHer**



Malgudi Smart City Limited

Who else misses the fun of gully cricket?! We surely do. Here's ace cricketer <Name Surname> speaking about his fond memories from childhood, playing cricket on the streets! What is your favourite memory of your gully or street? We want to know!

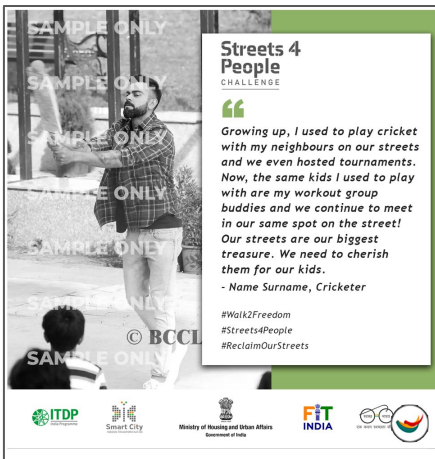
Tagging our friends at Malgudi Walkers Club, Malgudi Pedestrians, Walk on Malgudi, Friends of Feet-Malgudi to share their stories too!

#Walk2Freedom  
#Streets4People  
#ReclaimOurStreets

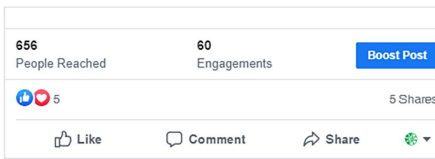
Give a brief intro

Tag others

Hashtags



Story



Share on Aug 14



# STEP 3: Upload the announcement poster for citizen stories on August 15th

After you have put the influencer story on August 15th, upload this poster, multiple times a day, on social media. Please add your city name and logo.

[The templates for the story and the announcement poster can be found in this link!](#)

Share  
on  
Aug 15

**Streets 4 People**  
CHALLENGE

**PEOPLE OF CITY NAME!**

**A walk through your city's streets can reveal its stories and we want to hear them!**

What are your favourite street sightings? What about the streets do you enjoy the most?  
What's a route you frequently walk on and why?

**Tell us some of your fondest memories of your streets.**

Jot a story,  
Write a poem,  
Sketch a memory,  
Or sing a song!  
Share with us your city's street stories!

**Please tag**  
#Walk2Freedom  
#Streets4People  
#ReclaimOurStreets

**ITDP**  
ITDP Programme

**Smart City**  
Smart City

**Ministry of Housing and Urban Affairs**  
Government of India

**FIT INDIA**

**CITY LOGO**

# STEP 4: Collect more stories and keep the momentum on for 2 weeks!

## Get more stories from the citizens:

- Through the support of your partner CSOs, NGOs and volunteer citizens
- Reach out to S4P survey participants and other contacts for stories
- Ask your team, family and friends to share
- Connect with people in your pilot neighbourhood for stories

It can also be in your local language. **Do ensure you have more than 10 stories from women.**



Malgudi Smart City Limited

Sujata speaks about how a simple stroll with her sister relaxes her after work every day. Streets also double up as a playground for her! Imagine if streets could be this safe and fun everywhere!

Tagging our friends at Malgudi Walkers Club, Malgudi Pedestrians, Walk on Malgudi, Friends of Feet-Malgudi to share their stories too!

#Walk2Freedom  
#Streets4People  
#ReclaimOurStreets  
#SafeStreets4Her

A sample social media post for the 'Streets 4 People Challenge'. The post features a photograph of a woman in a striped shirt and another woman in a red patterned shirt playing badminton on a street. The text of the post reads: 'After a long day of work, my sister and I take an evening stroll around our neighbourhood. We always sit down to watch some of the girls play a game of badminton on these streets and sometimes even join in for a game or two! -Sujata, Malgudi'. Below the text are the hashtags #Walk2Freedom, #Streets4People, #ReclaimOurStreets, and #SafeStreets4Her. At the bottom of the post are logos for ITDP, Smart City, Ministry of Housing and Urban Affairs, Government of India, FIT INDIA, and the Malgudi Smart City Limited logo.

656

People Reached

80

Engagements

Boost Post



5

5 Shares



Like



Comment



Share



Give a brief intro

Tag others

Hashtags

Story

Share until Aug 31

A social media post for the 'Streets 4 People Challenge'. The post features a photograph of a woman in a striped shirt and another woman in a red patterned shirt playing badminton on a street. The text of the post reads: 'After a long day of work, my sister and I take an evening stroll around our neighbourhood. We always sit down to watch some of the girls play a game of badminton on these streets and sometimes even join in for a game or two! -Sujata, Malgudi'. Below the text are the hashtags #Walk2Freedom, #Streets4People, #ReclaimOurStreets, and #SafeStreets4Her. At the bottom of the post are logos for ITDP, Smart City, Ministry of Housing and Urban Affairs, Government of India, FIT INDIA, and the Malgudi Smart City Limited logo.



**Post a story everyday till the end of August,  
and tag citizens to share their stories too!**

**We look forward to reading stories of streets  
from around the country!**

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Streets 4  
People  
CHALLENGE

Come experience  
streets a new way!

**CITY NAME**

is hosting an open streets to reclaim  
our streets from motor vehicles!

On Sunday, 15th Aug' 20,  
join us for our  
"OPEN STREETS" event  
at ABC Nagar

**Location:** 16th Avenue Road,  
NearCool Supermarket,  
Opp. Petrol bunk

**Time:** 09.00am-1.00pm

For more details,  
contact: +91- 1234567890

Note: Masks and physical distancing  
to be followed strictly



CITY LOGO

# Streets 4 People

CHALLENGE

Cities  
registered in  
S4P and C4C  
can host a  
common  
open street  
event!

We know that the **top-most barrier that women, children and other vulnerable sections face is the fear of speeding vehicles.** This independence day, let's experience streets free from cars!

**Open Streets is a concept of closing down streets to motor vehicles,** so that people of all ages can get out on the streets and enjoy them as public places!

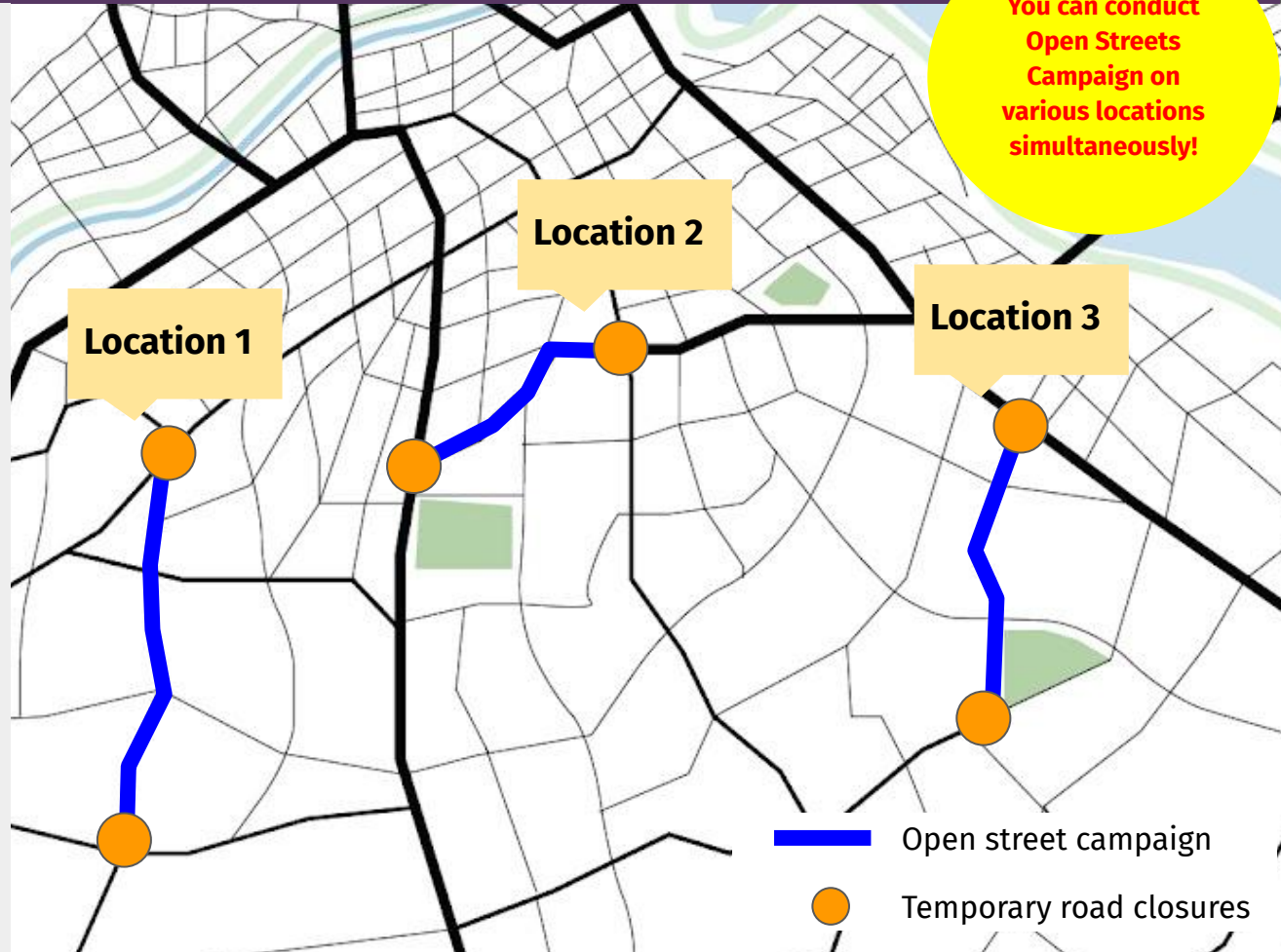
**These are some simple steps to conduct OPEN STREETS on Aug 15th,** do tweak the steps as per the context of the city.

# STEP 1: Identify a prime location near pilot stretch

Criteria for shortlisting location:

- Find a street that has high footfall, visibility or is **in the your pilot neighbourhood or close to the corridor.**
- Ensure that it is **visible & easily accessible**
- Ensure that **alternate traffic routes are available** since the road will be closed for vehicular traffic
- Ensure **sufficient street length** for better **crowd management**

Open Street Day is best done on weekends during the **morning hours**, before it gets sunny. It can also be conducted in the **evenings, after working hours** to involve more people.



## STEP 2: Release an official circular and inform the neighbourhood

- Seek support from the **Traffic Police**. They are an important stakeholder for Open Streets and all pilots going forward.
- Write a **letter seeking permission (or to inform) the local authorities**, such as the traffic police, and other concerned agencies.
- Specify the details such as **date, place and time** for official record.
- After the necessary permissions are received, **inform the residents of the street that movement will be restricted** during the Open Street hours.

To,  
Concerned Authority

Sir/Ma'am,

**Sub: Reg. Streets4People Open Street at \_\_\_\_\_ on \_\_\_\_\_**

As part of Streets4People Challenge launched by the Smart Cities Mission, Ministry of Housing and Urban Affairs, Govt. of India, we the core team of [City Name] Streets4People would like to host an OPEN STREET day on \_\_\_\_\_ at \_\_\_\_\_.

The OPEN STREET day is a 3 hour event that temporarily closes the movement of vehicles on the street. This creates a safe environment for all neighborhood residents to come together for various activities and experience their streets safely. Empowering the citizens is essential to create an inclusive, walking-friendly city in which people of ages and genders can walk comfortably without any fear.

We would therefore request you to give us the necessary permissions and support us with conducting the OPEN STREET Day, and supporting [CITY NAME] to create safe streets for all.

# STEP 3: Spread the word about Open Streets Day

- **Spread the word** a few days in advance through **neighbourhood and city newspapers, and social media**- [use the editable poster here](#).
- **Invite journalists** to participate and cover the event.
- To prevent crowding, **consider a slot system** so that a lot of people do not gather.

**Streets 4 People**  
CHALLENGE

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**ITDP**  
India Programme

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Housing and Urban Affairs  
Government of India

**Ministry of Housing and Urban Affairs**  
Government of India

**FiT INDIA**

**CITY LOGO**

# STEP 4: Conduct fun activities!

## i. Include activities and invite local champions

Ensuring all COVID-19 related safety precautions, include engaging activities during the campaign such as:

- Yoga, aerobics, zumba etc.
- Games for kids
- Music, dance and art workshops
- Cycle training workshops
- Social initiatives and awareness programmes

Cities can **invite artists, local champions and other influencers** to liven up the event!



Location: Mumbai, India  
Source: Smart Cities Dive

# STEP 4: Close your streets for traffic!

## ii. Use pots/ planters/ cones/ barricades to close the streets

- Use **simple items such as pots, planters, tyres, cones etc.** to indicate that the street is closed for vehicular movement.
- **Display a notice about Open Street Event** to inform motorists about the street closing.
- **Communicate alternate traffic routes and parking slots** through signages and marking.





# STEP 4: Open up your streets!

## iii. Document the event through and through!

- Capture the emotions of all, especially the elderly, women, and children through photos and videos.
- Conduct **short interviews** with participants to document their experience at the event.
- Share the photos and videos on your social media handles post the event as **highlights of the Open Streets Event**.
- Share photos and videos via email to [contact@streets4people.in](mailto:contact@streets4people.in)



Location: Mumbai, India  
Source: Times of India

# STEP 4: Open up your streets!

## iv. Host Open Street at night for women and children!

- To ensure **safe streets and public spaces, women and children must feel safe** in them at all times **including at nights**.
- Organize **various activities** to cater to both women and children and also organize **lively events such as music shows, dance performances, competitions** and so on.
- Ensure that the streets are **well-lit** and have **necessary safety measures** in place with support from local departments.



Location: Chennai, India Source: ITDP India Programme

# STEP 5: Scale-up to more locations

## Reimagine streets across more neighbourhoods

- **After testing and learning from your first Open Street Event, you can improve and scale it to other parts of the city!** Follow a similar process to identify locations and to open up multiple streets!
- **Support from citizens** is the key for successful Open Street Events. Reach out to various CSOs and volunteers in your city from the [S4P database](#).
- **Make this a regular event that everyone looks forward to!**



Location: Chennai, India Source: ITDP India Programme

You can also explore different open street event strategies to suit your city—**cycle rallies, cycle rallies for children**, and so much more!

After testing and learning from the Open Street Day, **you can improve and scale it to other parts of the neighbourhood!**

You can engage volunteers to help you with managing the event.

You can even make it more regular, by conducting it once or twice every month.

**The possibilities are endless. Let's do this!**

# Thank you

Website Link <https://smartnet.niua.org/indiastreetchallenge/>

Streets4People is a programme of



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