



Ministry of Housing and Urban Affairs  
Government of India



Cohort Phase  
Round 2 Technical Workshop Series  
Tactical intervention in Indian conditions  
Tuesday, 20 July 2021  
3:00pm Onwards

#NurturingNeighbourhoodsChallenge

Credits : Jashwanth Tej Kasala, WRI India



Photo Credits: Urban95 Pune, Pune Municipal Corporation/Bernard van Leer Foundation and Taru Leading Edge

# Tactical interventions in Indian conditions

(WRI India)



# Why use Tactical Urbanism for ITC?



Create Value



Test and Try



Engage community



Showcase



Scale-up



Creating a  
**Campaign for Change**

Engage  
Community-  
Campaign idea  
**RAAHGIRI**



Streets are developed for **motorists** and not for pedestrians (all ages)



**11 %**

Pedestrian area



**89 %**

Vehicular area

**Raahgiri day – Giving back street back to people**



109393919

Photo Credit: Connaught place/Wikipedia

# Bringing back the streets to the people



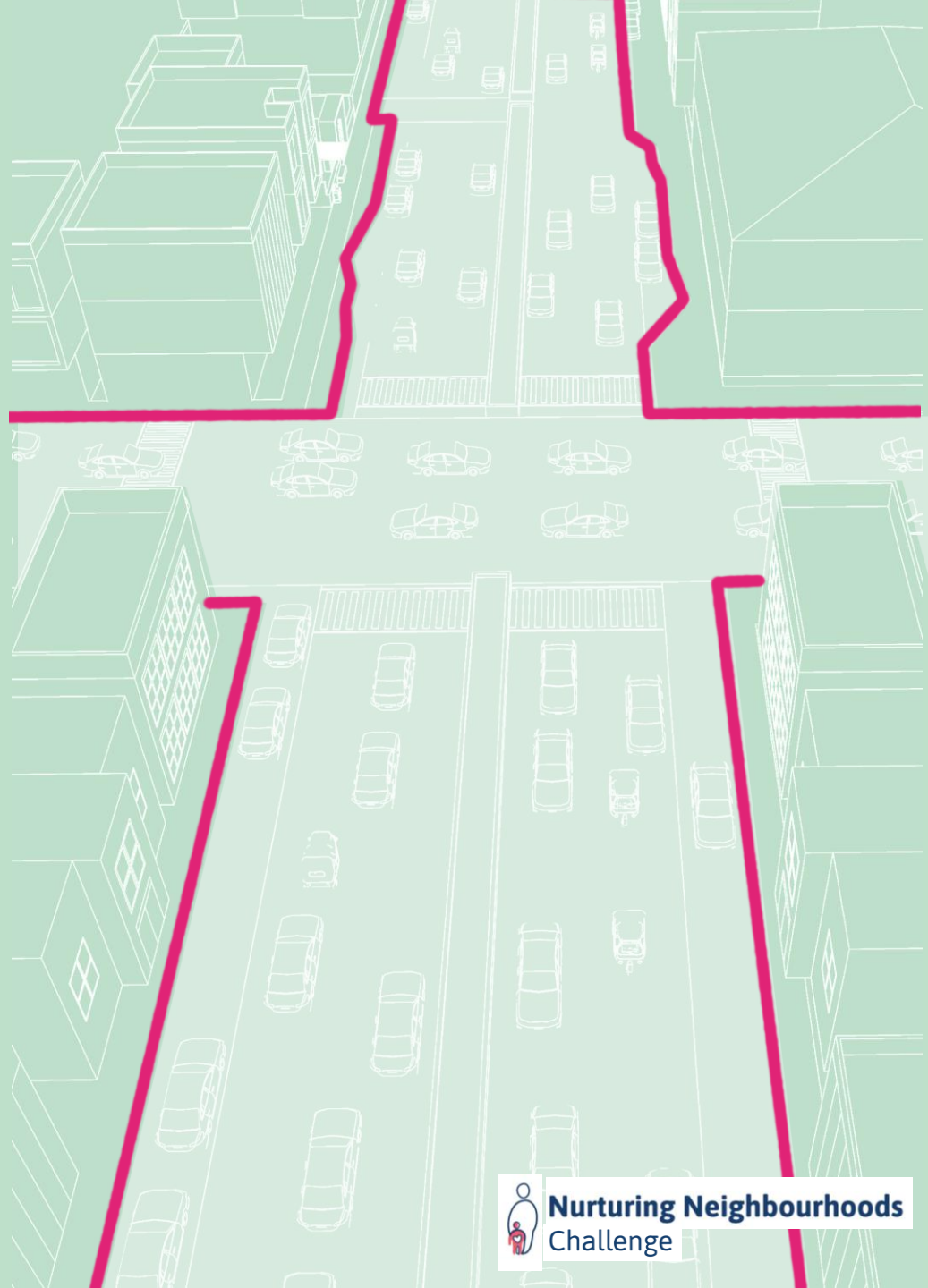
**90 %**

Of the users were  
Pedestrian area



**10 %**

Users were  
motorists









# Engagement Partners

## Organizing & Support Partners

1 Local Municipal Council/ Corporation

Ownership/  
Sponsorship/  
Enforcement

2 City Traffic Police

Traffic Control/ Safety

3 Local NGOs/ CBOs

Technical Support/  
Workforce

4 RWAs/  
Local Community/  
Volunteers

Participation/  
Ownership/  
Promoting initiatives/  
Support

5 Corporates

Support/ Sponsorship

6 Schools

Participation/ Primary  
Education Initiative

## Media Partners

Media Houses

Promotion of ideas/  
Increase catchment



Photo credit: WRI India

# Steps to Follow

1 STREET IDENTIFICATION

2 TEAM FORMATION

3 EVENT PLANNING

DATE

MODEL

OUTREACH

CONSULTANT

4 EVENT MANAGEMENT

# Activities conducted during Raahgiri



Cycling & Street Art



Walking



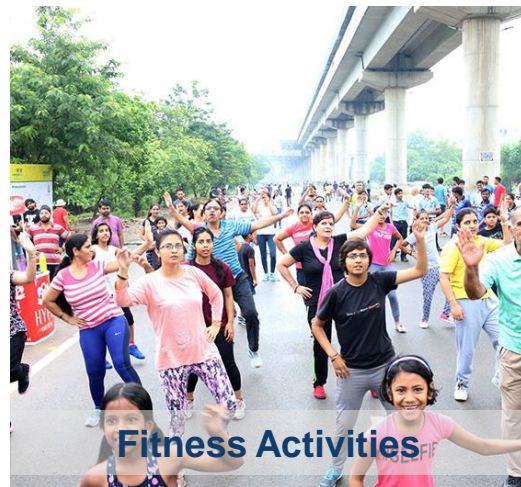
Marathon



Games on Street



Meditation- Yoga



Fitness Activities



Social Causes and Campaigns



Cultural Activities

# Activities for young children oriented **Raahgiri**



**Dramas and Katha's**



**artistic workshops and crafts**



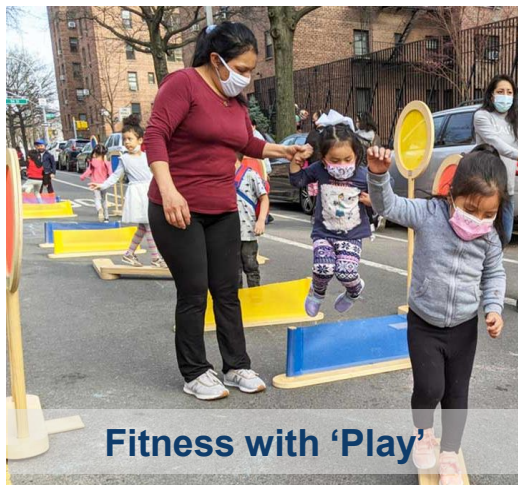
**Inflatable games**



**Games on Street**



**Sandbox**



**Fitness with 'Play'**



**Cycling and strolling activities**



**Loose Play**

# Funding Mechanism



**Corporate Social Responsibility (CSR)**



**Road Safety Fund**



**Barter System Partners**



**Women Schemes-  
*Beti Bacho Beti Padhao* funds**



**Swachh Bharat Abhiyan Fund**



SCHOOL

**Schools make arrangements and ensure participation during the event**



**Civic bodies & Corporates take up responsibilities to organize activities**

# Impact of Raahgiri Day

- **Sustainable mobility**
- **Inclusivity**
- **Citizen engagement**
- **Healthy lifestyle**

**1.3 cr**

People have already claimed streets of the country on Raahgiri Day

**67%**

Came for the event with their family & friends

**96 %**

People want well designed cycle tracks

**87 %**

People Walking / Cycling for Short Trips

**66 %**

People bought a Cycle after Raahgiri





Photo Credit: WRI Brazil

# How to host ITC centric Raahgiri

- Identify a strategic location- streets which is frequented by ITCs
- Involve Child experts, local leaders campaigning the event.
- Identify Programming design solutions and interventions centric for ITC,

**Raahgiri day – Giving back  
street back to people**



Testing a solution  
**H.P.Junction,  
Mumbai**



# Tactical to permanent

At H.P petrol pump, Mumbai

Before



After (Tactical)



Permanent



a pop-up initiative to redesign a junction reclaimed space for pedestrians

There has not been a **single major crash** at the HP Petrol Pump intersection since



**100,000**

people everyday have been benefitted

**12**

More high-risk intersections using same framework



**20% to 17%**

Decrease in road deaths from 2017 to 2018

# Low-cost, temporary changes to physical infrastructure can help make our cities safer, more walkable, and more liveable



Photo Credit: WRI India

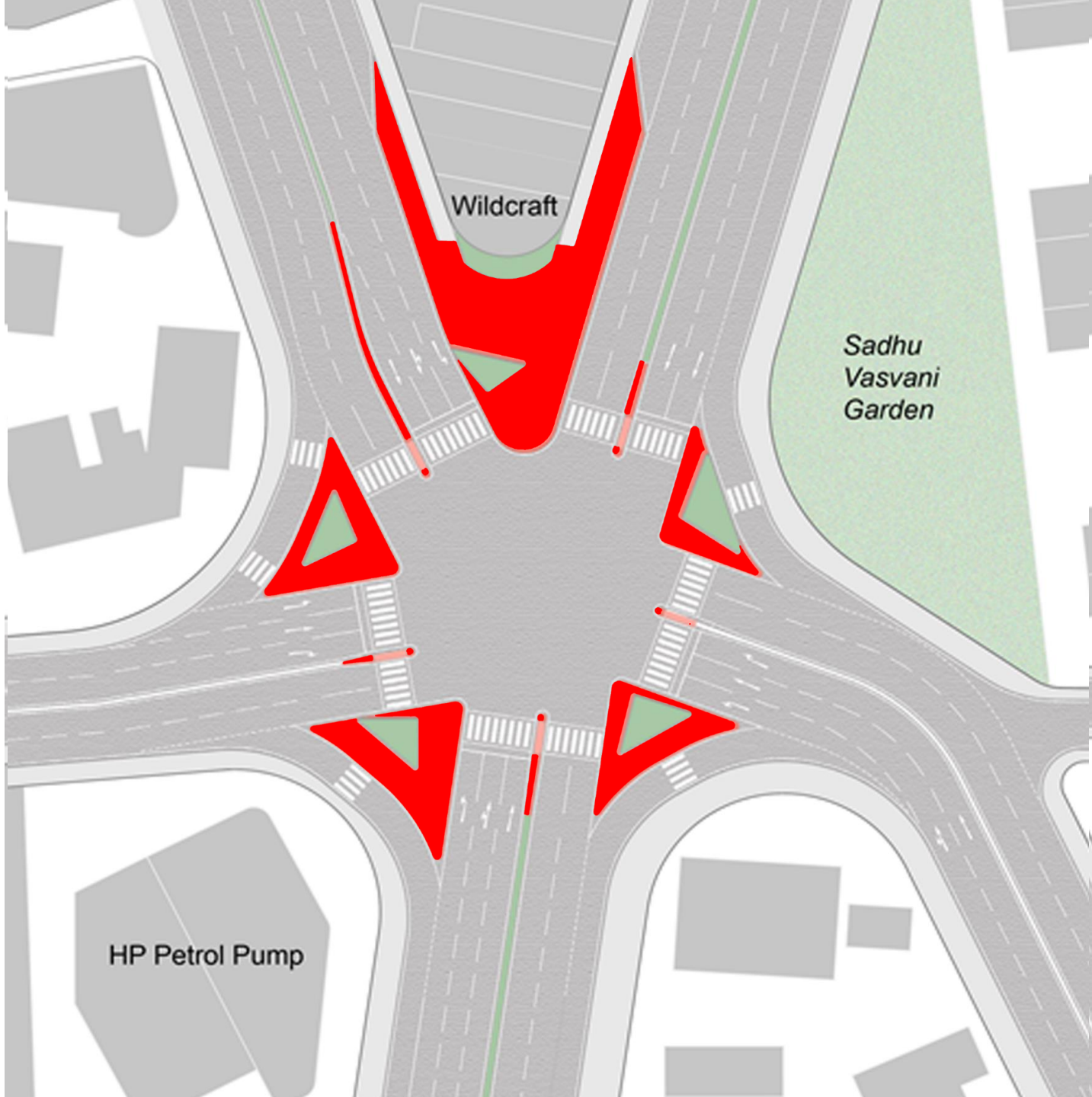
# Issues

At H.P petrol pump, Mumbai

1. Large intersection area
2. No pedestrian markings
3. Inaccessible traffic islands
4. No median refuge for pedestrians



Photo Credit: WRI India



## Proposed Design

For improvements at the junction

- Extending Medians
- Reclaiming space
- Create public space
- Correcting Lane Alignment
- Compacting Intersection Area



# Worked out on Paper, **NOW WHAT?**

- City Authorities
- Advocacy Groups

## **PLANNING**

- Local Stakeholders
- Politicians
- Citizen Groups
- Local Residents

## **PROGRAMMING & ACTIVATING**



**ON ONE FINE NIGHT...**

**100 BARRICADES**

**+  
PAINT**

**+**

**PROPOSED DESIGN DRAWINGS**







Photo Credit: WRI India

# Tactical interventions done during the trial



Extended Medians and corrected Street Geometry

Compact Intersection Area



Catering to all Age Groups



Walkable Sidewalks

Photo Credit: WRI India

# Steps Followed

**TRIAL** for the span of 45 days



**Measured BEFORE & AFTER** Scenarios



**Collected DATA** to support design



**Revised the design** as per **LEARNINGS** from **TRIAL**



**Got City Authorities** on board for **IMPLEMENTATION**



**CAPACITY BUILDING** for Engineers and Contractors  
working on ground

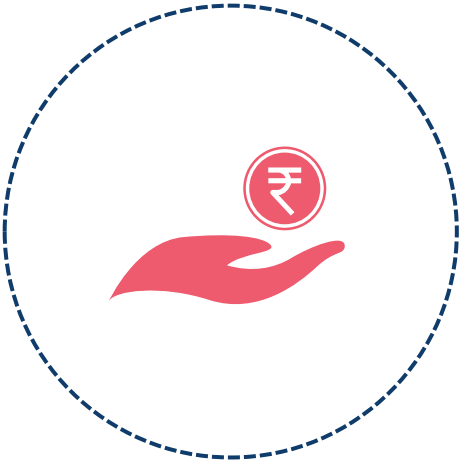


**LONG TERM CHANGE**

How NNC cities can  
**identify tactical  
interventions in  
their pilot projects**



# Why do tactical interventions for NNC pilot projects



**LOW-COST SOLUTIONS**



**Quick TRIAL AND TESTING**



**ACTIVATING SPACES**



**CREATING MOMENTUM ABOUT CHILD-FRIENDLY PROJECTS IN THE CITY**

# Where can Tactical happens for ITC



Streets and Intersections



Parks and Gardens



ECD Premises



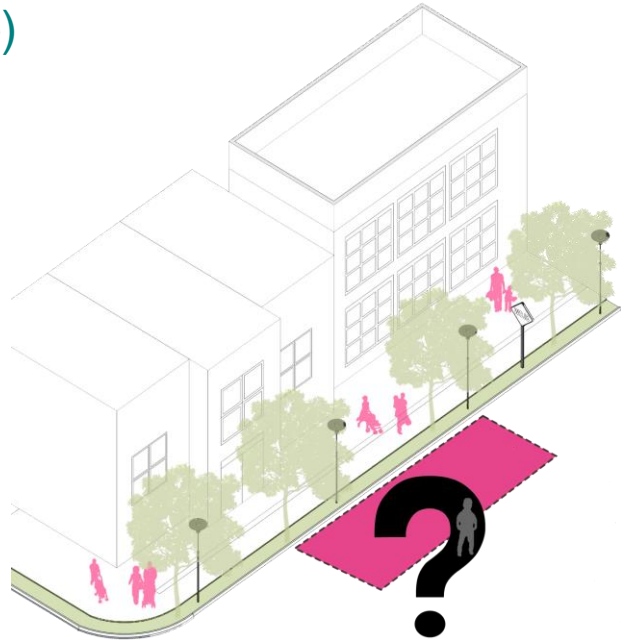
Residual Spaces



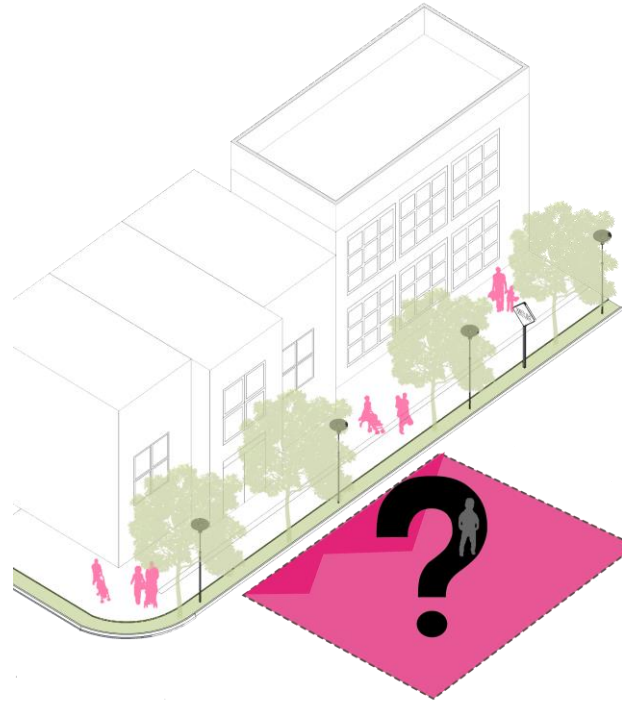
Transit Stops

# Where can we intervene on streets

(as example)



**PARKING SPACE**  
How can parking space be adapted?



**STREET SPACE**  
How can Street space be adapted?



**RESIDUAL SPACE**  
How can Residual space be adapted?

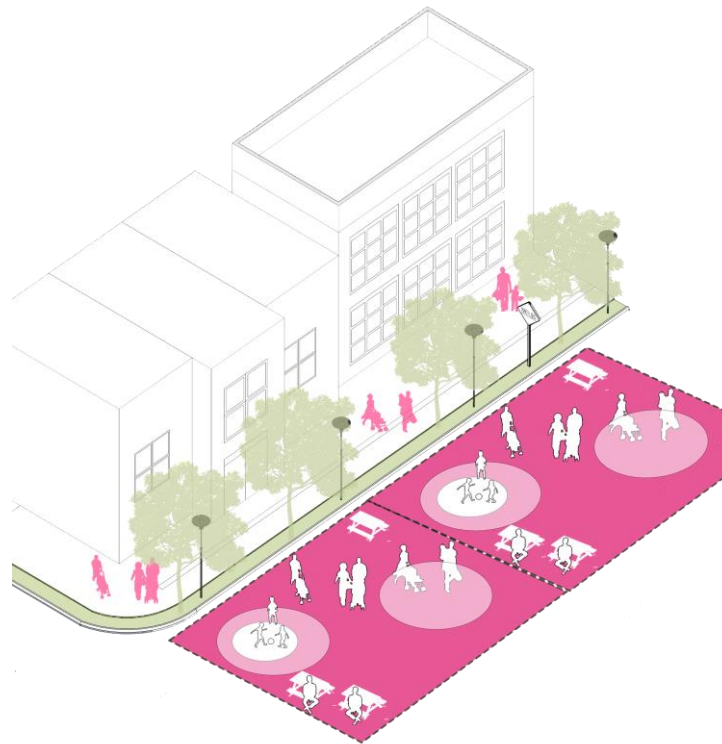
# Where can we intervene on streets

(as example)



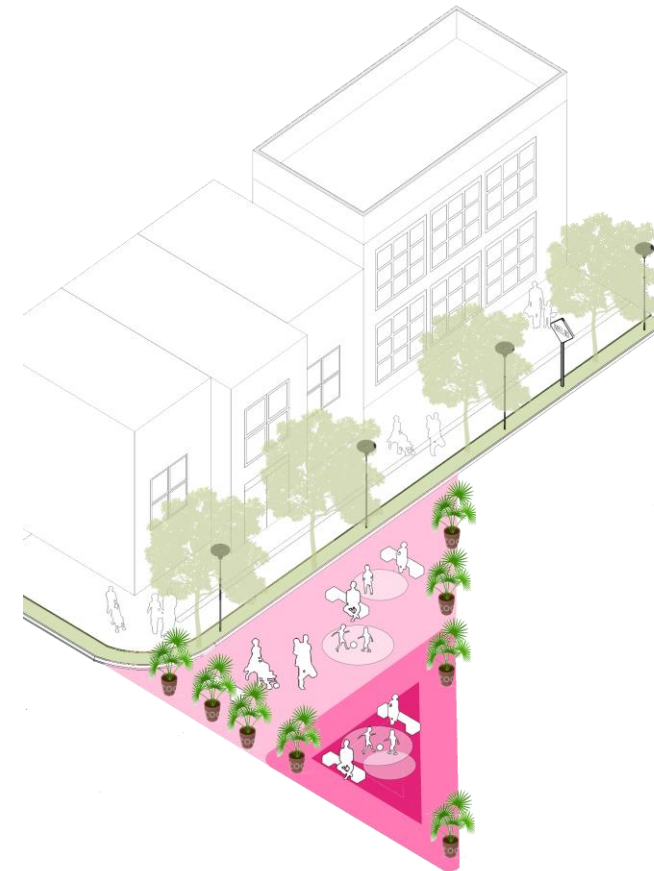
## PARKING SPACE

- PARKLETS
- CURB BULBS
- SIDEWALK EXTENSIONS



## STREET SPACE

- PLAY STREETS
- SHARED STREETS
- STREET CLOSURES



## RESIDUAL SPACE

- PLAZA
- ECO MEDIAN
- STREET END PARK



# Where to look for opportunities



Ground Surfaces



Vertical Surfaces



Landscape Elements



Lighting



Street Furniture



Utilities



Photo Credit: ICLEI-Udaipur

**Vidhya Bhawan Preprimary** school entrance



Street condition before the trial



Street condition after the trial



# Vidhya Bhawan Preprimary school entrance



Photo Credit: ICLEI-Udaipur



# Kids Mela at Marikya Lal Verma Park, Udaipur



Delineation & cleaning, leveling



Excavation



Building the play elements



Painting



Fencing



Happy faces!

# Shanthi Nagar Slum, Bhubaneswar



# CHILDREN PARTICIPATION

, Bhubaneswar



# BIRSA MUNDA GROUND, Bhubaneswar



# EKAMRA VIHAR PRIMARY SCHOOL, Bhubaneswar



# How to communicate

Involve local leaders, child experts, key influencers

Create branding – Local/ City level

Initiate ITC related conversation on Social Media Platforms

Mass communication through Newspaper articles, Radio shows

# Involving people

## Who, When, How

### Step 1: Involve

- Nodal Agency (CDPO's, Engineers)
- Multilateral agencies
- Local NGOs
- Community groups

Identifying the Project



### Step 2: Evolve

- Engineers, Urban planners and Designers (SPV's)
- Local Child Experts

Assess and Design



### Step 3: Implement

- Police departments, RWA's
- Involving Local leaders (Champions)
- Contractors
- Volunteers/ NGOs/ Students

Approvals Engagement



### Step 4: Evaluate

- Nodal Agency-Monitor
- Local Media, social media to record response and share.

Evaluation & Monitoring



Communication & Documenting in all the stages of the project

Now lets  
**Break out**

