



सत्यमेव जयते

GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS



एक कदम स्वच्छता की ओर

MOBILITY for **ALL** THROUGH INNOVATIVE CAMPAIGNS

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WHAT IS INNOVATION?

In 2020, India kickstarted a Walking-and-Cycling Revolution



INDIA CYCLES 4 CHANGE CHALLENGE

Inspiring Indian cities to create cycling-friendly streets in the wake of COVID-19, in collaboration with their citizens and with assistance from experts





Streets 4 People CHALLENGE

Inspiring Indian cities to create walking-friendly streets in the wake of COVID-19, in collaboration with their citizens and with assistance from experts



Mobility for All through Cycling, Walking, & Public Transport!



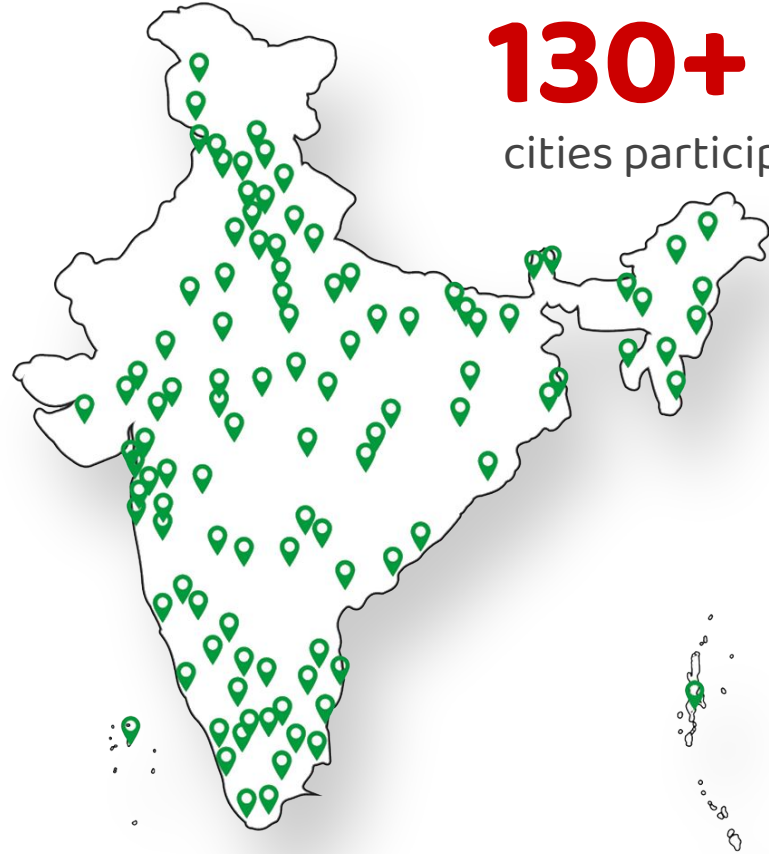
INDIA
CYCLES 4 CHANGE
CHALLENGE

**Streets for
People**
CHALLENGE

TRANSPORT 4 ALL
DIGITAL INNOVATION CHALLENGE

130+

cities participating



ADOPTING A NEW MANTRA

**Test-Learn-Scale isn't a new idea;
applying it to the Indian context was.**

The *India Cycles4Change Challenge* introduced this mantra to help cities create solutions that meet the needs of the people, while also garnering citizen support.

TEST

Experience the future before committing to it.

Testing ideas, especially during a pandemic, is a quick and inexpensive way to try new solutions. It also reduces resistance to change by allowing people to see a more desirable alternative before making permanent interventions.



LEARN

Evaluate solutions with critical input from all.

Once tested, ideas can be evaluated and evolved through citizen feedback, making people an integral part of the process. It helps address people's concerns and build public support.



SCALE

Expand successful initiatives across the city

After testing and learning, ideas can now be scaled up for wider impact. Expanding initiatives with the support of citizens ensures success and helps attract funding for projects.



THE PATH TO CREATING A CYCLING CITY

LISTENING TO CITIZENS

Perception surveys and focus group discussions gave cities a clear picture of the barriers to cycling



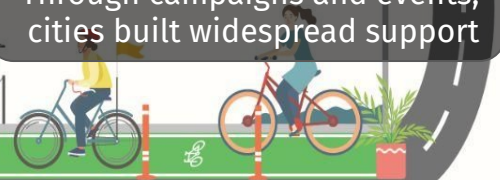
MAKING CYCLING SAFE & FUN

Cities tested quick and inexpensive solutions to make streets safe to cycle and cycles easy to access.



BUILDING MOMENTUM

Through campaigns and events, cities built widespread support



SCALING UP FOR LONG-TERM IMPACT

Policies, plans, and institution building are the steps cities are taking to scale up impact



10 snapshots

from India's cycling & walking
revolution!

1

Identified barriers by listening to cyclists



**Rajkot interviewed
postmen to understand
everyday cycling issues**



Location

*In picture: Rajkot
Out picture: Kakinada*

2

Created a cycling community



Kohima set up free cycle repair clinics making cycle services accessible and affordable

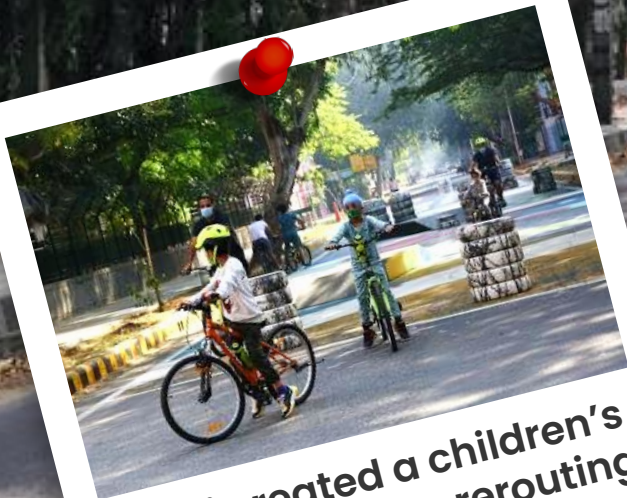


Location

In picture: Kohima
Out picture: Gurugram

3

**Made cycling
safe and fun**



**Delhi created a children's
cycling plaza by rerouting
car traffic**



Location

*In picture: New Delhi
Out picture: Bengaluru*

4

Empowered women to cycle



Bengaluru initiated cycle schools teaching women to cycle confidently



Location

In picture: Bengaluru

Out picture: New Town Kolkata

5

**Changed everyday
behaviour through
campaigns**



**Senior officials in Jabalpur
inspired citizens by
cycling2work everyday**

Location

*In picture: Jabalpur
Out picture: Chandigarh*

6

Crowdsourced design ideas through city-led competitions



Public voting for the design competition in Vijayawada



Location

In picture: Vijayawada
Out picture: Kota

7

Conducted walking audits to better understand the site



Walking audits with participants of the design competition in Nashik



Location

In picture: Nashik
Out picture: Udaipur

8

Hosted public consultations and discussions with different stakeholders



Designers capturing the feedback of the traffic police in Bengaluru

Location

In picture: Bengaluru
Out picture: Gurugram

9

Activated spaces through different interventions



Street music performances organised as part of the interventions in Pune



Location

In picture: Pune
Out picture: Gurugram

10

Used low-cost & quick design interventions



Aurangabad repurposed old tyres and light poles as bollards for their cycle lane



Location

In picture: Aurangabad
Out picture: Bengaluru

The impact till date!

India Cycles4Change Challenge:



50+

cities conducted
various events to
build community
support

400+ km

of main roads
identified for
transformation

3500+ km

neighbourhood
streets identified for
transformation

600+

CSOs signed
up to support the
cities

700+

national and
regional news
articles published

60,000+

people responded
to surveys rolled
out by cities

bit.ly/c4cexpo

Streets4People Challenge:



42

cities rolled out the
design competition

1900+

designers register
for design
competition

21

cities have initiated
work for pilot test

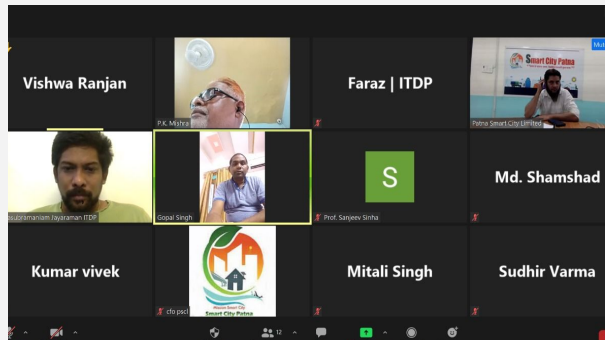
600+

CSOs signed
up to support the
cities

100+

Open streets
events conducted

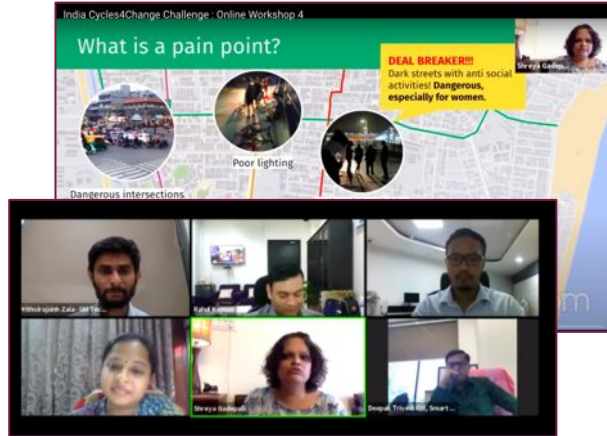
Forming task forces to institutionalize change



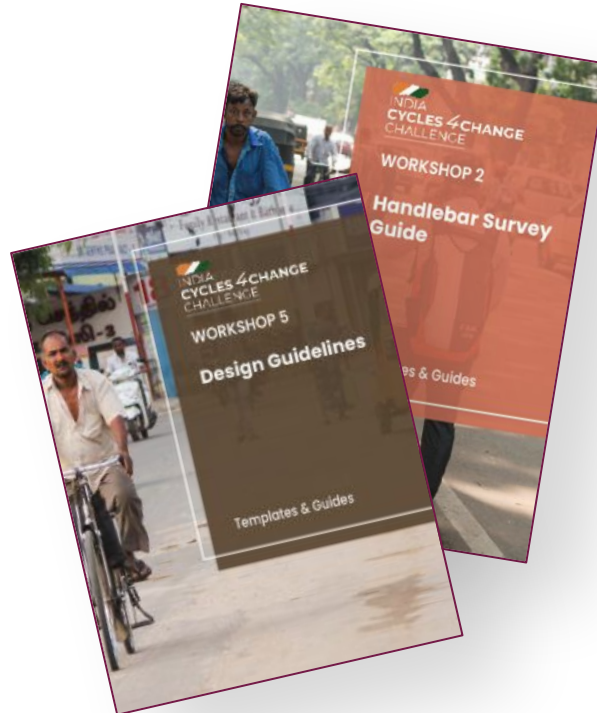
How was this achieved?

Enabling transformation at scale

Workshops



Guidelines



Templates



The way forward

to make walking & cycling
safe and fun for everyone!

Scaling-up: the focus of the next stage



Creating policy & institutional changes



Developing plans and budgets



Building widespread support



Transforming temporary to permanent



Managing parking

Healthy Streets Policy

40+

Cities are in the process of adopting a healthy streets policy



In Stage 1, cities learnt how to walk and cycle;

In Stage 2, cities will make walking & cycling everyone's mode of choice.



THANK YOU



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