

INDIA
CYCLES 4 CHANGE
CHALLENGE



Here's how it all started

A year ago, on **World Bicycle Day 2020**, the Ministry of Housing of Urban Affairs, Govt. of India, made a commitment, ***"Let's make our cities safe for cyclists"*** & thus was born...



INDIA
CYCLES 4 CHANGE
CHALLENGE



Location: Ahmedabad

But wait, why cycle during COVID?

- It's a **safe, personal mode** of transport!
- It **boosts immunity** and increases fitness
- It improves **mental wellbeing**
- It reduces **air pollution**



So, it's a
nationwide
revolution?

Yes, 107 cities across the
nation have started work
to make their cities
cycling friendly.

Their mantra?

To test **quick, low-cost
initiatives** and co-create
the future **with their
citizens!**



**Nice! But how
exactly did the
cities do it?**



Presenting:
**5 Snapshots from India's
cycling journey so far!**



Location

*In picture: Gurugram
Out picture: Chandigarh*

1

Identified barriers by listening to cyclists

Cities started with **perception surveys** to find out the real needs of citizens. **City leaders then hit the town on cycles**—with citizens—to identify roadblocks to cycling.



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



2

Created a cycling community

Rallies, cyclothons, and community events brought more people onto the streets. With the help of local organisations, the **people demanded for cycling-friendly neighbourhoods.**

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



3

Made cycling safe and fun

Cyclists got a dedicated lane on streets! Also, painted intersections and 'slow zones' restricted the speeds of cars, to help cyclists ride safely.



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



Empowered women to cycle

Through **cycle training camps**, cooperative **cycle rental schemes**, and public **bicycle sharing systems** in neighbourhoods, cities helped women move **freely** across their streets.



Bengaluru initiated cycle schools teaching women to cycle confidently



5

Changed everyday behaviour through campaigns

Yes, leading by example, **senior officials pedalled from the front** to inspire citizens to cycle everyday! Also, **free cycles and exciting incentives** were provided to employees who started pedalling.



Senior officials in Jabalpur inspired citizens by cycling2work everyday

This is great! So, what's next?

To ensure **permanent transformation**, cities are creating **committees**, adopting **policies**, and developing city-wide **cycling plans**.

In the long run, cycling can reduce air pollution and ease traffic congestion, addressing the climate emergency our planet is facing today.

Did you know?
Investing in cycling
can result in an
annual benefit of
INR 1.8 trillion!



How can my city join this movement?

- **Encourage cycling** as cities reopen
- **Test temporary interventions** to make cycling safe
- **Work with local organisations** to roll out campaigns like cycle2work
- Reach out to contact@cycles4change.org to actively **participate in the Challenge**



To recover from the pandemic, cities and citizens must continue working together to make cycling safe and fun, forever.