

INDIA  
CYCLES 4 CHANGE  
CHALLENGE

THE DAWN OF  
A CYCLING  
REVOLUTION



Ministry of Housing and Urban Affairs  
Government of India





Chandigarh

## MESSAGE FROM THE MINISTER



As COVID-19 brought our cities to a halt, citizens all over the country took to cycling as a way to access essentials and services, and even as a form of exercise. With this surge came the need to make our streets and cities safe for cycling.

In response to this, we at the Ministry of Housing and Urban Affairs launched the *India Cycles4Change Challenge*. 107 Indian cities embraced the initiative. The cities put citizens at the heart of a new approach—working with them to TEST solutions, LEARN from these experiments, and then SCALE them across the city.

We thank the public representatives and officials from all the cities for their efforts, which have inspired us to do even more to help them. We will continue to support them and ensure they have the funds they need to scale up solutions. We thank the civil society organisations and citizens who have been working with their cities in this endeavour. We also thank the Challenge team—the Smart Cities Mission and ITDP India—who have been guiding the cities throughout this process.

This document celebrates the outstanding efforts of these cities and I hope their exemplary work will inspire more cities to take India's cycling revolution to greater heights.

**Hardeep Singh Puri**  
Minister of State (I/c),  
Housing and Urban Affairs

## MESSAGE FROM THE SECRETARY



It's been exciting to see the wave of cycling transformation across Indian cities and I look forward to cities scaling up their initiatives. As we launch the second season of the challenge, I urge more cities to embrace this transformation and work towards creating cycling friendly cities.

**Manoj Joshi,**  
Secretary,  
Ministry of Housing and Urban Affairs

## MESSAGE FROM THE PARTNERS

**Kunal Kumar**  
Joint Secretary and  
Mission Director,  
Smart Cities Mission,  
Ministry of Housing and  
Urban Affairs

The India Cycles4Change Challenge has not just transformed cities for cycling, but helped create a community of champions for cycling in cities across the country. I've also started cycling to work and witnessed the change first-hand. We look forward to supporting the cities in becoming cycling capitals of the world.

**Ekta Vishnoi**  
Mission Director,  
FIT INDIA Mission

Cycling regularly can significantly improve the wellbeing of citizens, and reduce the risk of many serious conditions, like heart and lung disease. Creating healthy cities safe for cycling can go a long way towards improving public health.

**Aswathy Dilip**  
South Asia Director,  
Institute for  
Transportation &  
Development Policy (ITDP)

The smiles on the faces of the users and the positive feedback from the pilot intervention sites reflect the success of these cycling initiatives! Seeing cities prioritize pedestrians and cyclists through low-cost and quick interventions has been a real delight. It's time to make the interventions permanent and scale these initiatives across the cities.





Vadodara

# CONTENTS

- 01** What spurred India's cycling revolution?
- 02** What are cities doing?
- 03** Who are India's Cycling Pioneers?
- 04** What comes next?
- 05** How is the Challenge supporting cities?
- 06** Acknowledgements



Gurugram

01

# WHAT SPURRED INDIA'S CYCLING REVOLUTION?

## The launch of a new national programme

After decades of decline, cycling saw a revival in Indian cities starting in mid-2020. With the surge, came the demand for cycling-friendly cities. In response, the Government of India launched the *India Cycles4Change Challenge* to inspire cities to make cycling safe and fun for everyone.



# INDIA CYCLES 4 CHANGE CHALLENGE

In 2020, the Government of India launched the *India Cycles4Change Challenge* to inspire over 100 cities to become cycling havens. This is in line with the vision of **National Urban Transport Policy** (2006) that encourages cities to promote greener modes of transport like cycling.

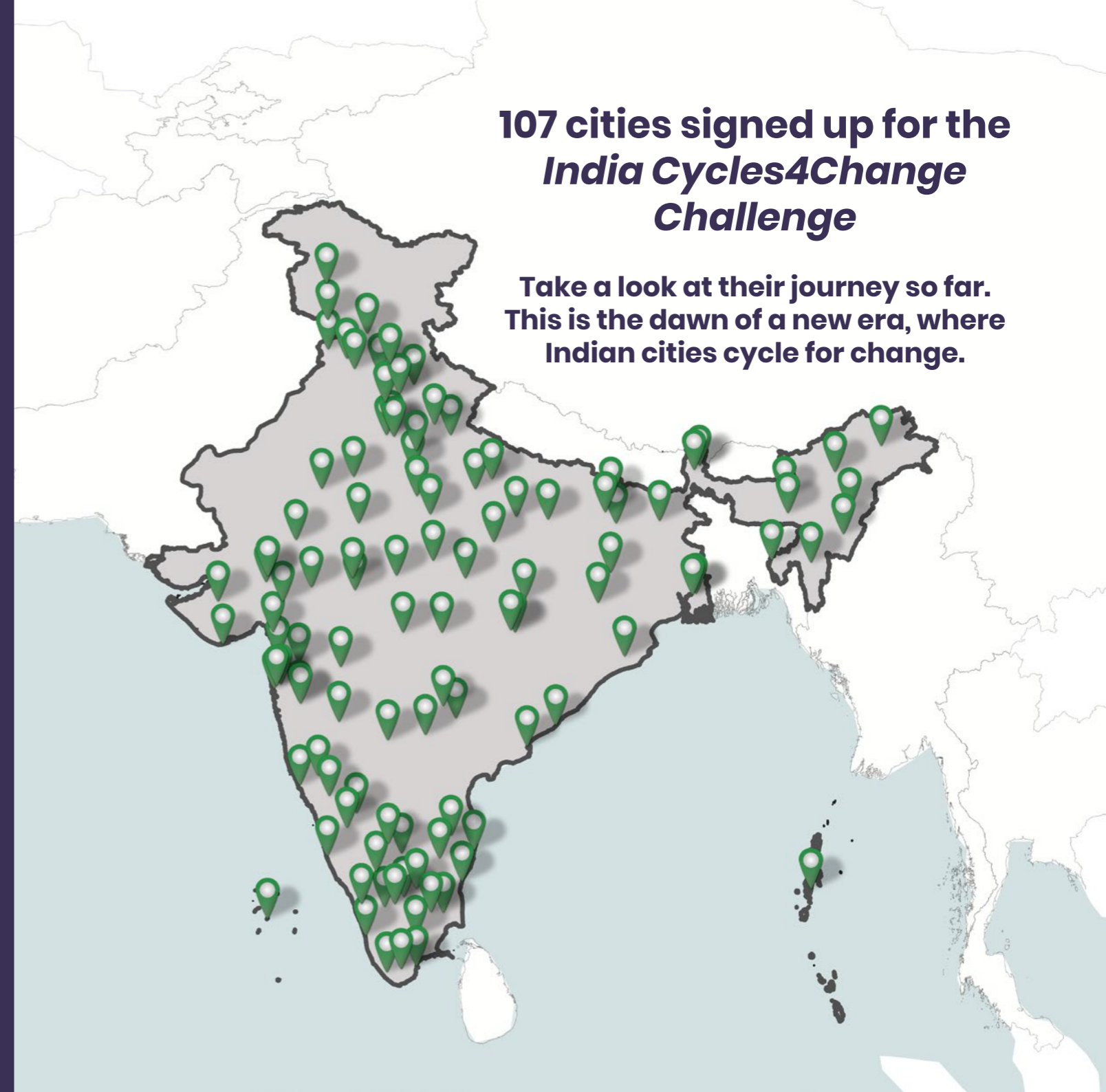
Cycling-friendly cities can help everyone access jobs, education, and healthcare in a safe and affordable way, especially public transport users who've been affected by COVID-19 restrictions. A shift to cycling, even for short trips, can result in an **annual benefit of 1.8 trillion<sup>1</sup> to the national economy**, and reduce traffic congestion and pollution. Cycling can also improve physical health and mental well-being, especially during these trying times.

107 cities signed up for the *India Cycles4Change Challenge*. In the past year, they adopted a new mantra of engaging with citizens and testing innovative, inexpensive, and quick ideas to remove barriers to cycling. They have transformed the national programme into a city-led but community-driven movement.

1- T E R I. 2018 Benefits of Cycling in India: An Economic, Environmental, and Social Assessment New Delhi: The Energy and Resources Institute.

## 107 cities signed up for the *India Cycles4Change Challenge*

Take a look at their journey so far. This is the dawn of a new era, where Indian cities cycle for change.



# THE IMPACT OF CYCLES 4 CHANGE

**50+**

cities conducted  
events to build  
community support

**400+ km**

of main roads  
identified for  
transformation

**3500+ km**

of neighbourhoods  
streets identified for  
transformation

**600+**

CSOs signed up  
to support their cities

**700+**

national and regional  
news articles  
published

**60,000+**

people responded to  
surveys rolled out by  
cities

**AND THIS IS JUST THE BEGINNING...**



Chandigarh



Chandigarh

02

## WHAT ARE CITIES DOING?

### Testing, Learning, and Scaling

Cities started by listening to their citizens to understand their needs and concerns. They organised events and campaigns to encourage cycling. Testing quick and inexpensive solutions to make cycling safe and fun came next. And they are learning from these tests to scale up initiatives city-wide.

Dive in to learn about their approach and their journey.





# 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

Evolve 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 they must remove to make cycling safe and convenient for everyone.



## BUILDING MOMENTUM

Through campaigns and events, on-ground and online, cities built widespread support and encouraged more people to cycle.



## MAKING CYCLING SAFE AND FUN

Cities tested quick and inexpensive solutions to make streets and junctions safe to cycle. They also experimented with various other ideas like cycle rental schemes, training workshops, and repair clinics.



## SCALING UP FOR LONG-TERM IMPACT

Cities are embedding the vision of a cycling-friendly city by adopting policies, setting up dedicated departments and creating city-wide plans.



# LISTENING TO CITIZENS

**Innovation starts with empathy.**

A citizen perception survey was the cities' first step. Over 60,000 citizens from across the country responded, highlighting the barriers to cycling and what it would take to make cycling safe and fun.

To dig deeper, cities organised focus group discussions. They didn't stop there. City leaders hit the road on cycles—to experience first hand how difficult it is to cycle, and map the roadblocks to cycling.

“**Only the wearer knows where the shoe pinches; planning with people ensures that cities take care of their concerns by investing in the right places.**”

**V Manjula**

Commissioner & E/o Additional  
Chief Secretary to the Government,  
Directorate of Urban Land Transport,  
Government of Karnataka



Kakinada

## Identifying key citizen concerns

To ensure everyone's voices were heard, cities rolled out perception surveys in their local language and spread the word through social media and press.

They also held discussions with women and other vulnerable groups to understand their concerns.



**Rajkot's Postmen to the Rescue**  
Rajkot interviewed postmen to understand issues faced by daily commuters.



Rajkot



After identifying pilot locations, municipal officers and traffic police cycled with citizens—men and women, young and old, at different times of the day—to identify and map roadblocks to cycling. They found that a few of these were dealbreakers which, if fixed, could make cycling safe and fun for everyone.

## Mapping roadblocks to cycling

# Here's what cities found out

from the surveys

## What makes cycling inconvenient?

Speeding vehicles

Obstructions by parked vehicles

Potholes

Poor street lighting

Traffic congestion

Unruly street junctions

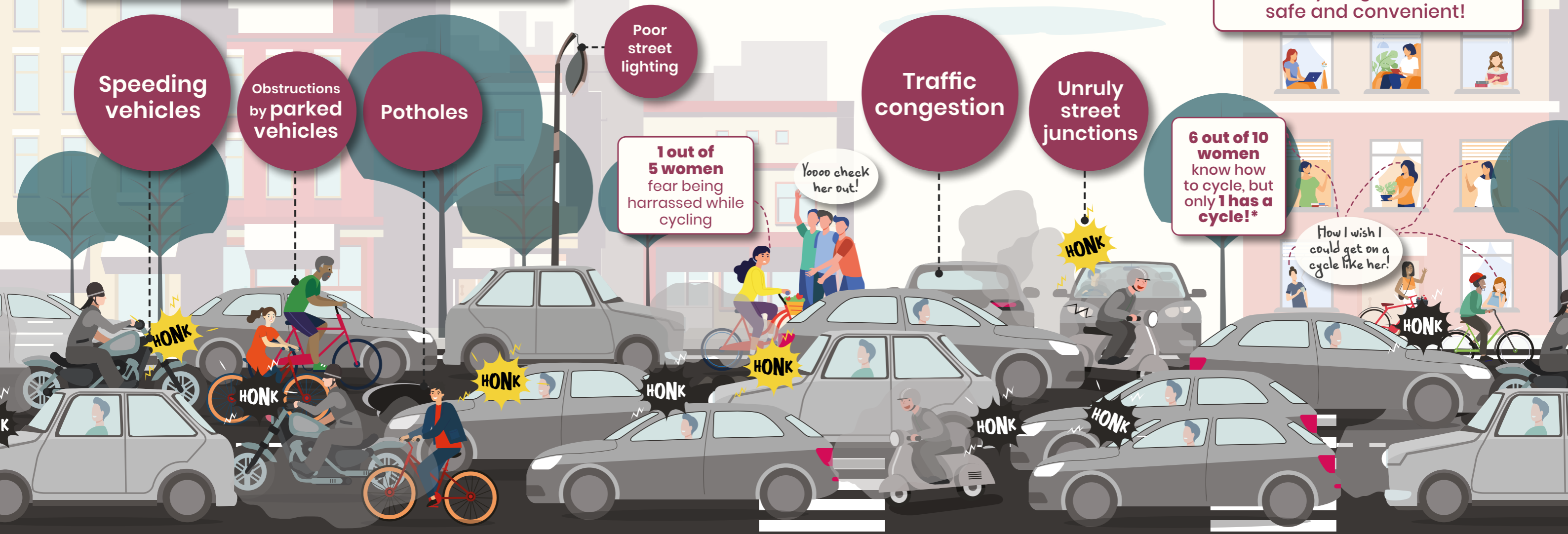
1 out of 5 women fear being harrassed while cycling

Yoooo check her out!

6 out of 10 women know how to cycle, but only 1 has a cycle!\*

How I wish I could get on a cycle like her!

95% of people across India said they would shift to cycling if it becomes safe and convenient!



\*Findings from a survey conducted by ITDP India in May 2020

# BUILDING MOMENTUM

COVID-19 demanded cities take swift actions, which in turn needed the backing of elected representatives as well as citizens. To build widespread support, cities hosted events and ran different campaigns.

In the last year, over 50 cities hosted these initiatives; Mayors, Ministers, and Members of Parliament have championed the cause; national and regional media have extensively covered the need for cycling.

It has changed how people perceive cycling—many Resident Welfare Associations now demand safer neighbourhoods for cycling.

“The new cycle tracks in Kochi are a welcome change for the cycling community. Combined with the cycle rental scheme in most metro stations, Kochi will witness a major mindset shift, also enabling people to adopt cycling for daily travel as well as leisure.

Rittu J Jacob

Co-founder, United By Cycling



Gurugram

# Organizing events

Cities wanted to showcase the growing demand for cycling by uniting new cyclists with more seasoned ones. They hosted events ranging from rallies and cyclothons that attracted thousands, to smaller neighbourhood events that catered to children and families.

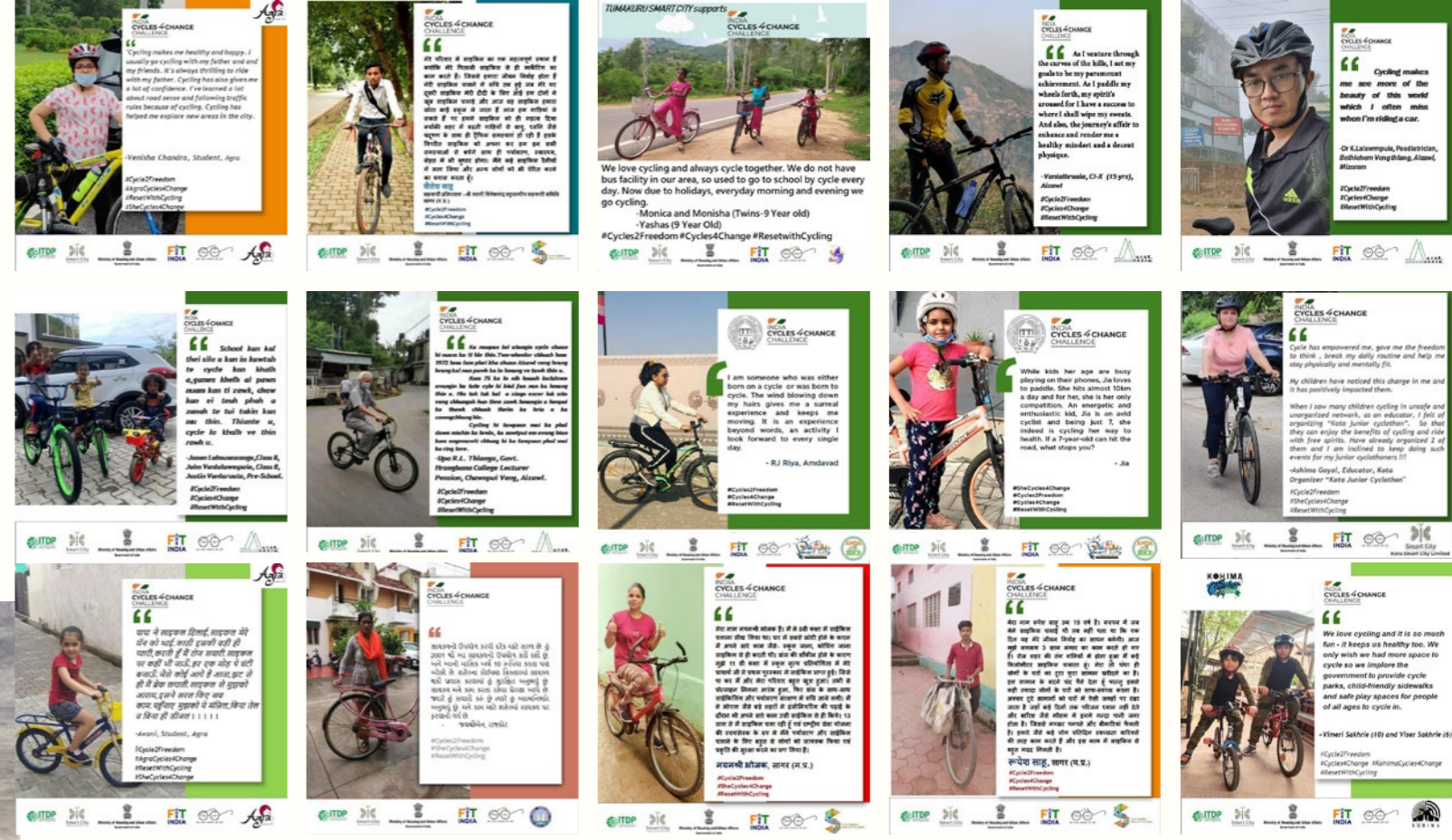


Elected representatives laud Open Street events  
Open street events got the attention of many leaders including Maharashtra's Environment Minister.



Pimpri Chichwad

Cyclothon 3



Given restrictions due to the pandemic, cities got digital-savvy to collaborate with citizens. They used social media to engage people, seek feedback on various pilots, and share regular updates. Kohima even launched an app!

Campaigns like #Cycle2Freedom—where citizens shared empowering cycling stories—and #ResetWithCycling built a lot of buzz with renowned cyclists and celebrities.

# Going online

## Getting women to cycle

A survey conducted by ITDP India last year showed that **9 out of 10 women didn't own cycles; 4 out of 10 didn't know how to cycle.** This was a crucial barrier cities had to break for more women to cycle.

Cities included women in the decision-making committees and tested many ideas: **Bengaluru initiated a cycle training school; Kakinada hosted women-only cycle rallies; Vadodara appointed an inclusivity manager.**



New Town Kolkata



New Town Kolkata

Cities like **Kohima** piloted cooperative cycle rental schemes. **Nagpur** and **Bhubaneswar** donated cycles for underprivileged citizens. Cities like **Rajkot** and **New Town Kolkata** also set up public bicycle sharing systems.

## Improving access to cycles

**New Town Kolkata's Cycle Sundays**  
The city started Cycle Sundays—conducting women-only cycle tours and training women and students to cycle.





## Leading Cycle2Work campaigns

**City officials led by example.** Many cycled to work regularly to highlight the need to shift to cycling. Their efforts **caught the attention of senior state officials**, who also started to cycle.

Cities **collaborated with private companies** to incentivise their employees to cycle to work. Cities like **Bengaluru** and **Rajkot** are measuring the resultant reduction in CO2 emissions.



Chandigarh



The India Cycles4Change Challenge has started a new era of cycling in India. We are already seeing the cascading impacts of this initiative on the environment, the economy, and above all, the wellbeing of citizens.

**Kamlesh Yagnik**  
Chief Resilience Officer, Surat and  
Chairman, Sarvajanic Education Society

Warangal

# MAKING CYCLING SAFE AND FUN

Through the Challenge, cities identified over 400 km of main roads and over 3500 km of neighbourhood streets to pilot different cycling-friendly solutions.

To execute these ideas on-ground, cities sought the help of citizens. They quickly learnt the art of using low-cost materials like paints, cones, and planters to create protected cycle tracks on main roads and calm traffic within neighbourhoods.

Cities realised how quick and low-cost interventions could get them results. Citizens did not have to wait long to see change. And the temporary nature of interventions meant that designs could be refined on the go, in real time.

“The India Cycles4Change Challenge brought together people of all ages to rediscover their love for cycling and gave them a platform to demand change.

**Nilesh Prajapati**  
Project Officer, ICLEI



Bengaluru

## Creating pop-up cycle lanes

Cities created pop-up cycle lanes to protect cyclists from the danger of speeding motor vehicles.

Surat, Bengaluru, and New Delhi used traffic cones and bollards to segregate, while Nashik and others fixed broken road surfaces to make rides more comfortable.



**Aurangabad recycles**  
The city reused old tyres (and added plants in them) to aesthetically separate cycle lanes from traffic.



Aurangabad



Gurugram

Junctions are a cyclist's nightmare, and cities found ways to make them safer: **Gurugram** painted colourful cycle crossings to catch the attention of motorists; **Vadodara** demarcated cycle boxes—a designated space giving cyclists priority in front of other vehicles at signals; **Chandigarh** installed cycle signals.

## Making junctions safer

## Developing cycling-friendly neighbourhoods

Cities like **Aurangabad** and **Bengaluru** took multiple steps to make neighbourhood streets safe for all: they **designated 'slow zones'** by restricting the speed of traffic (with speed breakers, chicanes, and road signs), **installed street lights**, **revamped isolated spaces** to improve women's safety.



### Delhi's Childrens Plaza

The city transformed its Lodhi Garden neighbourhood by rerouting traffic and using a splash of paint!



New Delhi



Jabalpur

Cities introduced **free cycle repair** clinics to make maintenance accessible to everyone. **Kohima** and **Jabalpur** went one step further, by offering **repair lessons** to cyclists and using vans as **mobile clinics** to reach all parts of the city.

## Providing affordable cycle repairs

# LEARNINGS FROM THEIR TESTS

## How did the cities capture learnings?

Cities documented their observations from all tests—surveys, on-ground pilots, and community engagement initiatives. They also sought external feedback through various ways:

- Discussions with traffic police, government department heads, and civil society actors
- Surveys and interviews with communities using the different pilots
- Feedback boards at events and social media



## What did the cities learn?

### 1 The C4C mantra works

- The approach of working with citizens to TEST-LEARN-SCALE proved invaluable to cities; they were able to respond swiftly and effectively even during a crisis.

### 2 Physical infrastructure must be strengthened

- A network of protected cycle lanes, safe intersections, and traffic calmed neighbourhoods is required to attract new cyclists.
- Cycle lanes need to be safeguarded from haphazard parking of motorcycles and cars.

### 3 Engaging with diverse groups is essential

- Civil society organisations and local champions can empower local communities and drive the work on the ground.
- Ideas are only successful if they cater to the needs of recreational cyclists and those who cycle to work. Both tend to have distinct barriers and needs.

### 4 Institutional resilience can ensure long-term change

- Changing leadership and priorities are a reality of the system and new cycling initiatives must be resilient to them.
- Collaboration between government departments can reduce pushback, enforce changes, and ensure success.



Bengaluru

03

## WHO ARE INDIA'S CYCLING PIONEERS?

### 25 cities going into Stage 2 of the Challenge

Of the 107 cities, 25 cities have led the cycling revolution by creating on-ground transformation through exemplary leadership, enthusiastic efforts, and effective collaboration with citizens.

Read on to find out who made it to the Top 25!



## INDIA'S CYCLING PIONEERS

### TOP 11 AWARDEES

Bengaluru | Bhubaneswar | Chandigarh  
Kohima | Nagpur | New Town Kolkata  
Pimpri Chinchwad | Rajkot | Surat  
Vadodara | Warangal

### JURY SPECIAL MENTION

Aurangabad | Gurugram  
Jabalpur | Silvassa

### OTHER CYCLING PIONEERS

Davanagere | Hyderabad | Indore  
Kakinada | Kochi | Nashik  
New Delhi | Panaji | Sagar | Udaipur



## BENGALURU

Why can't every neighbourhood be a cycling neighbourhood?

Building on the success of its pop-up cycle lanes, Bengaluru launched a platform—the Sustainable Mobility Accord—to create cycling neighbourhoods. The accord provided an opportunity for citizens and local organisations to work with the city to identify and redesign different neighbourhoods. It started with a bang right at the city centre, creating slow zones to make streets safer for cycling. Bengaluru plans to expand its initiatives across the city, and make every neighbourhood a cycling neighbourhood!

## TOP 11 AWARDEES



## BHUBANESWAR

### How can cycling expand the reach of public transport?

To get more people to cycle, cities must integrate cycling with existing modes of transport. Bhubaneswar realised this early on, and created a city-wide cycling network plan along high density development and existing transit corridors, with special focus on making cycling the go-to mode from and to stations. Fixing parking was also a key aspect of the city's plan—a parking policy and a city-wide parking management plan is in the works!



## CHANDIGARH

### How to make sure cycle tracks work for everyone?

Ask people what they need.

With an existing cycling network, Chandigarh went to its citizens with one simple question: What is one thing the city could do to make cycling better? Here's what they found: cyclists needed to feel safe at all places and at all times of the day. This guided the city's efforts to revamp its cycle tracks—installing street lights along the tracks and cycle signals at junctions. A *Cycle Safety Squad* formed by the Traffic Police—to assist cyclists and prevent encroachments on the tracks—was another big step.

“Our city has devised a strong scale-up plan to connect the city periphery with the city center through dedicated cycle tracks. Chandigarh will soon have India's largest public bicycle sharing system with 617 docking stations and 5000 cycles, the best in the country!”

**N.P. Sharma**  
Chief General Manager,  
Chandigarh Smart City Ltd.







# KOHIMA

## Can cycling in the hills be fun?

The city officials faced an uphill battle—to convince citizens that cycling in the hills could be safe and fun. Here's what they did. With a new bicycle training arena and workshops, they trained people to cycle on the slopes. Regular events and cycle rallies also got more people cycling. Today, there are more cyclists on the streets of Kohima than ever before, many even cycling to work. Some have also stepped up to champion cycling in their own communities, and make cycling in the hills the new normal.



# NAGPUR

## How to win people over with cycling?

### Listen to what they want.

Nagpur is a shining example of listening to citizens at every stage of the process. A whopping 15000 people responded to a survey by the city, highlighting their barriers to cycling. These learnings shaped the city's plans to improve cycling. The city went back to the people with its plans, and worked with Resident Welfare Associations to identify neighbourhoods to test out these plans. So, when the city tested its first pilot, citizens actively participated in the test and provided feedback. It now plans to build on these efforts to scale up across the city.





# NEW TOWN KOLKATA

**How to get more people to cycle?**  
**Get them cycles and teach them to cycle.**

New Town Kolkata worked on this simple principle to get more cycles to people, and train them to cycle. The roll-out of a city-wide public bicycle sharing system with 1000 cycles was the first step. The next was to train people—especially women—to cycle through weekly training camps. The city is now planning larger awareness programmes and a 70 km network of cycle tracks across the city.

**“New Town Kolkata has taken several steps to actively promote cycling, including cycle tracks, safe signages, cycle clinics, smart cycle stands, and cycle training. Cycling is a safe and healthy mode of transport, an absolute need of the hour during the pandemic!**

**Debashis Sen**  
Chairman  
West Bengal Housing Infrastructure Development Corporation  
New Town Kolkata Green Smart City Ltd.  
New Town Kolkata Development Authority



# PIMPRI CHINCHWAD

**What if there was a green cycling network through the entire city?**

Pimpri Chinchwad tested a pop-up cycle lane connecting green spaces in the city. Building on the success of the test, the city created a city-wide *Harit Setu* masterplan, with inputs from citizens, local CSOs, and experts. The masterplan envisions developing a cycling network connecting green spaces in the city. And to ensure this plan doesn't just remain on paper, the city has already allocated the funds to make it a reality.

**“People are at the core of any public project. The response Pimpri Chinchwad has received from citizens for the initiatives under the *India Cycles4Change Challenge*, makes me believe that the future of Pimpri Chinchwad is sustainable!**

**Usha alias Maai Dhore**  
Mayor,  
Pimpri Chinchwad





## RAJKOT

### How to get more people to commute by cycle everyday ? Rajkot has the right answer!

They started by speaking to people who already cycled everyday—such as postal workers—to understand the issues they faced and then fix them. Over 1500 municipal officials led by example by cycling to work. The city also encouraged private companies to start cycle-to-work programmes and incentivise their employees to commute by cycle. Many have already launched these programmes. The city has now identified 40 frequently used routes to make them safe for cycling.



## SURAT

### How can we change how people perceive cycling ? Start young!

Surat started out with a focus on creating a whole generation of children who look at cycling as a lifestyle. The city started a first-of-its-kind cycling curriculum for schools; selected Cycling Ambassadors to champion the cause of cycling; and launched design competitions for children to envision cycling-friendly streets. Piloting pop-up cycle lanes along schools and residential areas also ensured children were able to test them and give their inputs. While changing today, Surat is already pedalling towards a better tomorrow!





## VADODARA

**Can children safely cycle to school even today?**  
**Vadodara thinks so!**

It all started with one neighbourhood and nine schools. Officials cycled to school with children to understand their challenges and then worked with them to develop and test ideas to make cycling safer. Vadodara invited kids to not just help identify issues, but also paint cycle lanes in vibrant colours, and create unique signboards that would go with them! These initiatives are only the start of a cycling network that will make every neighbourhood in the city a joy for children to cycle in.



## WARANGAL

**What if cycling was made attractive for all?**

Warangal went the extra mile to ensure diverse groups of citizens took to cycling, with something for everyone: safe rallies for the elderly; cycling-themed events like drawing and essay competitions as well as kite festivals for children; tree planting and cleanliness drives for college students; slow cycle races and rangoli festivals for women. With cycle donation drives for the underprivileged, the city also made sure cycles reached everyone who needed them. Warangal is ensuring that every citizen—young, old, rich, and poor—is a part of the city's cycling journey!

**“Warangal has developed beautiful cycle lanes that promote a healthy lifestyle while causing no pollution. We aspire to see many more of these in our towns and cities of Telangana, for a greener future.”**

**K T Rama Rao**  
Minister for Municipal Administration and Urban Development,  
Government of Telangana



## JURY SPECIAL MENTION

How can we build the new without forgetting the old?

**AURANGABAD** has the answer!

The city set out on a nostalgia trip—on two wheels! With a Cycles4Heritage campaign, the city sought to get people out on the streets to cycle and explore heritage sites across the city. Even its pop-up cycle lanes followed the same idea—to give old things new life—by repurposing recycled old tyres and light poles as bollards to define their cycle lanes. Now, the city aims to create a network of cycle lanes connecting all heritage sites in the city.



## JABALPUR

What can we learn from a city that did it all? Leadership matters.

Enthusiastic city leaders across departments came together to promote cycling with open street events, rallies, webinars, social media campaigns, and even drawing competitions! The city went all out testing solutions as well—cycle lanes, roundabout and junction redesigns, floating bus stops, and interventions to calm traffic in neighbourhoods. The next step—a Healthy Streets Committee to bring key decision-makers together and scale up the transformation across the city.



## GURUGRAM

What happens when citizen groups drive the Cycles4Change?

A lot more gets done, faster!

Leveraging existing capacity in the city, Gurugram brought together multiple citizens groups, residents associations, and local councillors. Building on their strengths, they supported the city in multiple cycling initiatives from rolling out weekly car-free days to piloting a pop-up cycle lane and redesigning intersections! Working together, they've helped Gurugram become a front-runner of the cycling revolution, with plans to create over 60 km of pop-up cycle lanes in the coming year.



What if cycling became a city-wide celebration?

Every citizen would cycle!

## SILVASSA

launched the Cycling Palooza—a month-long cycling festival across the city—with Cycle Melas for children, community cycle rides, training programmes, cycle donation drives, open streets events, even outdoor movie screenings! The celebrations also gave the city an opportunity to test and improve its pilots—new pop-up cycle lanes and redesigned junctions—based on feedback from citizens. Silvassa envisions a future where the city celebrates cycling not just for one month, but every day of the year.





## OTHER CYCLING PIONEERS

What happens when a city creates a new identity for cycling? Cycling becomes a local trend!

### DAVANAGERE

launched a local campaign to make cycling cool again—with exclusive cycling-themed merchandise at cycle rallies, campaigns with LED displays across the city, and even cycling anthems spread through local radio shows. The rebranding campaign paid off! When the city launched its first pop-up cycle lane, citizens showed up in large numbers to support cycling in their city.



What happens when a city revives an old cycling culture?

### INDORE

once was a shining example of what a cycling-friendly city could look like. Over the years, cycling has reduced, but even today the city has over 2000 cycle stores renting out more than 100,000 cycles! Indore embraced this opportunity to revive cycling, testing cycle lanes at the city centre and launching rallies to get people on cycles again! The city now plans to fix the gaps in its existing cycle network, and give its old cycling culture new life.

What happens when different city departments work together? They clear all bottlenecks!

### HYDERABAD

fostered a strong collaboration between the municipal corporation, the traffic police, and transport authorities at every step, from identifying pilot sites and mapping issues to developing design solutions. They tested a pop-up cycle lane using paints, bollards, and signages. Hyderabad now aims to institutionalize this collaboration by setting up a Healthy Streets Committee responsible for implementing a city-



What if cities had a network of champions for cycling? Cycling reaches everyone!

### KAKINADA

identified a Cycling Champion for every ward in the city to build widespread support for cycling. Over 1000 citizens participated in 12 cycle rallies across the city, leading up to the launch of the city's first pop-up cycle lane. The Champions also ensured that surveys and consultations organised by the city saw strong citizen participation from diverse groups—including women, children, and persons with disabilities.





## How can a city rally support for cycling?

By putting people first.

### KOCHI

started small and built momentum for cycling through a series of increasingly larger cycle rallies. This culminated in a Republic Day mega rally with over 700 cyclists to launch its first pop-up cycle lane! Getting a great response and feedback from citizens, the city now plans to expand the pilot to a network of cycle lanes, also adding a cycle sharing system with over 1000 cycles across the city.



### NEW DELHI

## What happens when cycling meets art?

In the heart of an artists community, the country's capital created a vibrant cycling plaza. The city took the idea of street art to a whole new level, bringing together artists to paint the streets in one neighbourhood, transforming even the cycle lanes into pieces of public art. The city has now opened this opportunity out to other neighbourhoods to expand this initiative across the city.

## How to use data to drive change?

### NASHIK

embraced a data-driven decision-making approach.

One, they analysed the most used cycling routes for diverse groups—including industrial workers, students, tourists—to select a strategic route to test cycle lanes. Two, a detailed analysis of the selected site at different times of day helped them identify the most pressing issues. And three, they collected data on the increase in number of cyclists, and also displayed this information across the city to inspire others to start cycling as well. The city now plans to redesign over 100 km of streets, building on its learnings from the pilot.



## How can cycling help reinvent a tourist hub?

### PANAJI has an idea!

Imagine visiting Panaji and cycling through its quaint Goan neighbourhoods, along a view of the sparkling Mandovi river, and suddenly, the whole wide ocean opens up to you. This is exactly what Panaji had in mind while creating its pilot cycle lane to redefine how visitors would experience the city. The city now plans to make cycling fun across all its neighbourhoods by retrofitting heritage streets for cycling and conducting regular cycle rallies.





Can a lake get more people cycling?

**SAGAR** thinks so!

Living up to its name, Sagar centred its cycling interventions around water—the *Lakha Banjara Lake*. Connecting surrounding schools, heritage monuments, parks, transport nodes, and a sports stadium to the lake, Sagar tested a pop-up cycle lane providing a scenic and attractive ride for all! To encourage those who do not own cycles, Sagar strategically placed cycle rental stands along their pilot. Building on its learnings and the newfound enthusiasm for cycling, Sagar plans to expand this initiative across the city.

What if the spine of the city is made cycling-friendly?

**UDAIPUR**

decided to test its pilot on one of the city's most important thoroughfares connecting multiple hubs of the city including the main bus stand, government offices, local institutions, and a military campus. This location, along with an active cycle-to-work campaign by the city, inspired a lot of daily commuters to shift to cycling. The pilot also caught the eye of the Mayor and Udaipur now aims to make this a permanent cycling intervention!







Chandigarh

04

## WHAT COMES NEXT?

### STAGE 2: SCALING UP SUCCESS

Cities will scale up their efforts by expanding their cycling initiatives, adopting policies, setting up departments, and creating city-wide plans.

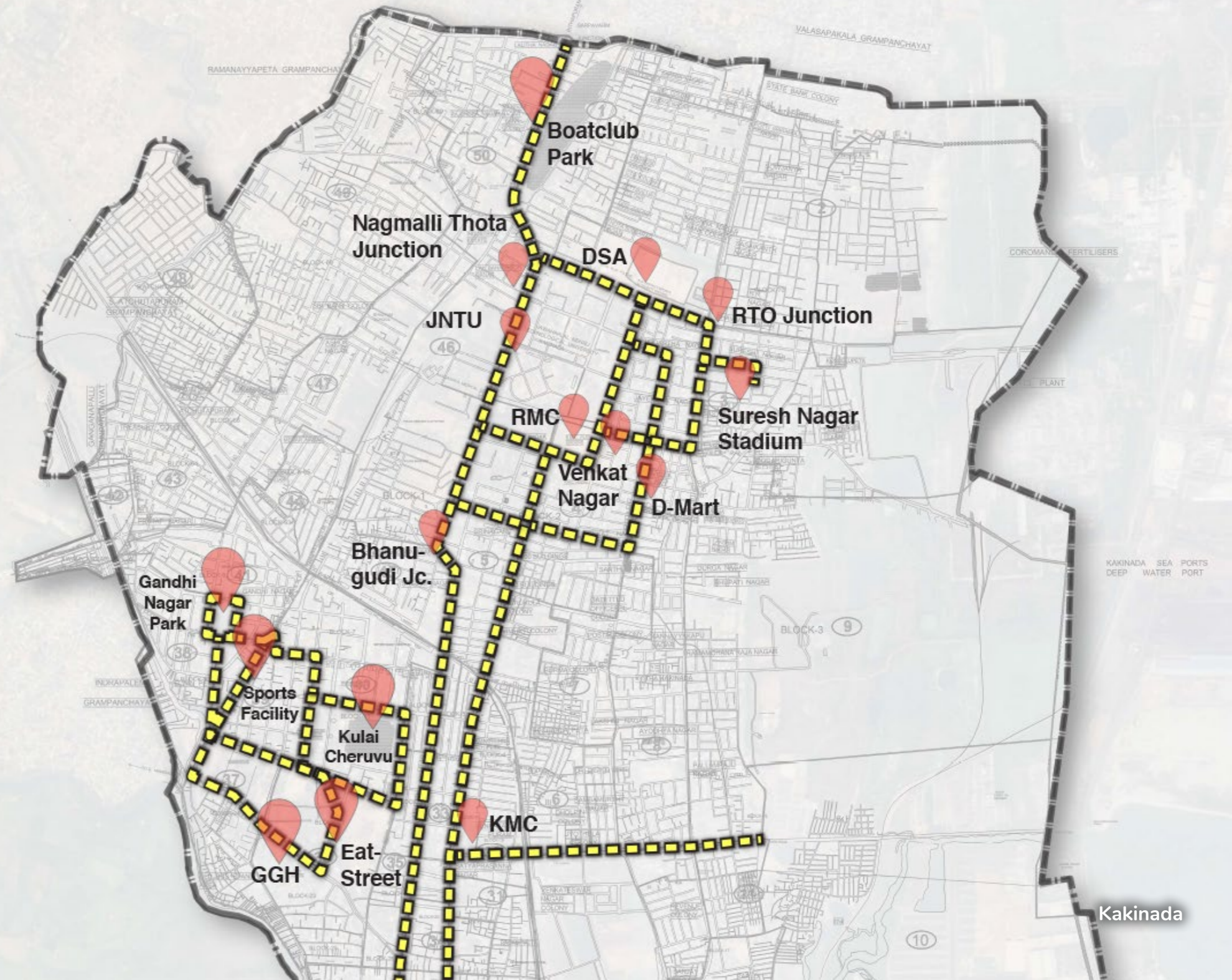


# SCALING UP FOR LONG-TERM IMPACT

In Stage 2, the cities will use their learnings to continue to prioritise cycling beyond the Challenge. Now, cities will work towards a vision for “Healthy Streets”—integrating walking, cycling, and public transport to make streets safe and convenient for all.

Through sustained **Healthy Streets programmes**, cities will develop short- and long-term cycling plans that go beyond physical infrastructure to include policies, campaigns, and community initiatives. They will transform themselves into lighthouse cities, leading the way for the rest of the nation.

To achieve this goal, cities need state leaders to support these programmes financially and invest in a future where chaotic congested roads are a thing of the past and safe cycling-friendly streets are the new normal.



## Adopting a Healthy Streets Policy

To make a public commitment towards creating better streets for all, cities will adopt a Healthy Streets Policy. The policy lays out a clear framework for cities to **prioritise walking and cycling—including developing plans and budgets for scale-up, building institutional capacity, and garnering public support.**

Cities like **Pimpri-Chinchwad, Chandigarh, and Aurangabad** have started reaching out to citizens to get feedback, the first step towards adopting the policy.



Nagpur



Pune

Cities like **Bhopal, Hyderabad, and Pimpri Chinchwad** have started setting up **Healthy Streets Apex Committees** and **Design Cells** with representatives of relevant public agencies, civil society organisations, and mobility experts. Other cities will soon follow suit.

The committees will drive the cycling transformation by envisioning projects, coordinating between stakeholders, and monitoring progress. The Design Cells will oversee the implementation of projects.

## Establishing Cycling Departments

## Developing scale-up plans

Using the Healthy Streets principles, cities will develop an **ambitious five-year vision** to become cycling-friendly and **annual plans and budgets to ensure action**. The plans include expanding cycling initiatives across the city and **converting temporary interventions into permanent infrastructure**.



### Bengaluru's Cycling Districts

Working with citizens and local organisations, [the Sustainable Mobility Accord \(SuMA\)](#) has laid out plans to create six cycling-friendly neighbourhoods.



Bengaluru



Pune

Cities have realised that chaotic **motor vehicle parking** is a major roadblock to cycling.

In the next stage, through **progressive parking policies** and **parking management plans**—that include appropriate pricing and effective enforcement—cities shall ensure that **parking is streamlined** and **private motor vehicle use is discouraged**.

Parking shall also be a **key source of revenue** to improve and expand cycling facilities.

## Managing on-street parking

## Increasing support from the community

With **dedicated teams**, cities will develop **contextual communication strategies** to increase local support and encourage more people to shift to cycling.

Cities will plan **regular activities and events**—including cycle rallies, cyclothons, and open streets—and **campaigns** like Cycle2Work to engage with their citizens and celebrate cycling in their city.



Ahmedabad



“This initiative by the Smart Cities Mission broke societal barriers and empowered women and girls by inspiring them to step out of their homes and cycle.”

Meena Pimplapure  
Social Activist,  
Sagar

Chandigarh



Sagar

05

## HOW IS THE CHALLENGE SUPPORTING CITIES?

Through an innovative capacity building programme

The Challenge cities are supported by a team of 25—from the Smart Cities Mission and ITDP India.

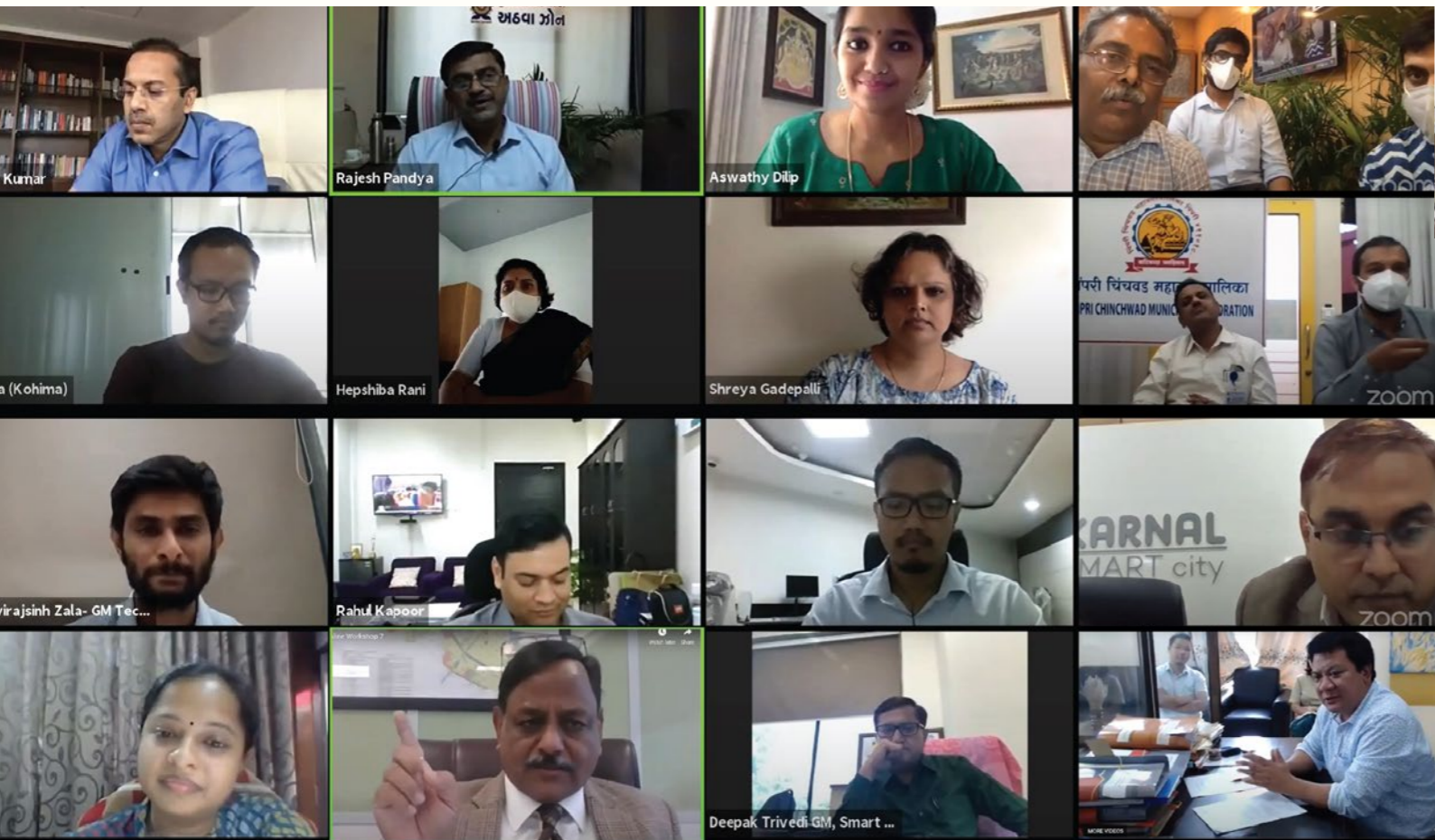
Here's more on what happens behind the scenes.



# Conducting workshops

Becoming cycling-friendly during a crisis was an uphill task. To simplify the process for cities, we divided **the Challenge into smaller milestones** and are supporting them every step of the way.

Monthly workshops sustain the momentum of the Challenge by bringing cities together regularly, **introducing new concepts, and facilitating peer-to-peer learning**. Design discussions with experts help cities refine their proposals.



The pandemic necessitated that we find innovative ways to guide cities virtually. Drawing from our decades of experience supporting Indian cities to implement sustainable transport solutions, we are creating resources including **technical guidelines**—to create pop-up cycle lanes, safe neighbourhoods and junctions—and **editable communication templates**—survey forms, media notes, and posters.

Finally, these resources are being curated on a [knowledge hub](#) that is open for everyone to use.

# Creating a library of resources

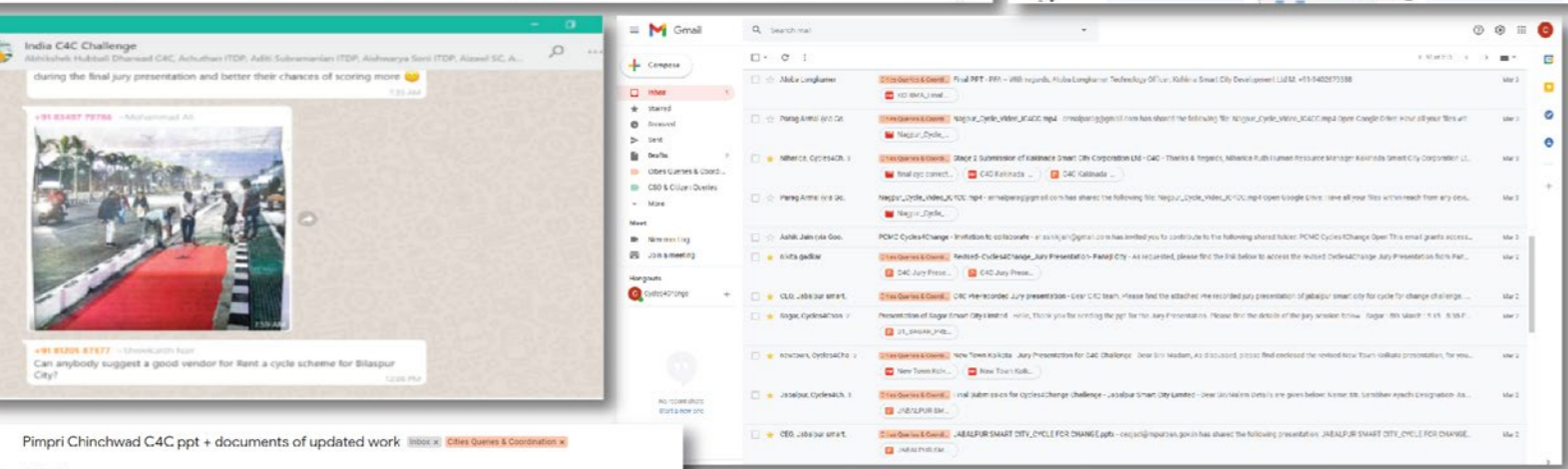
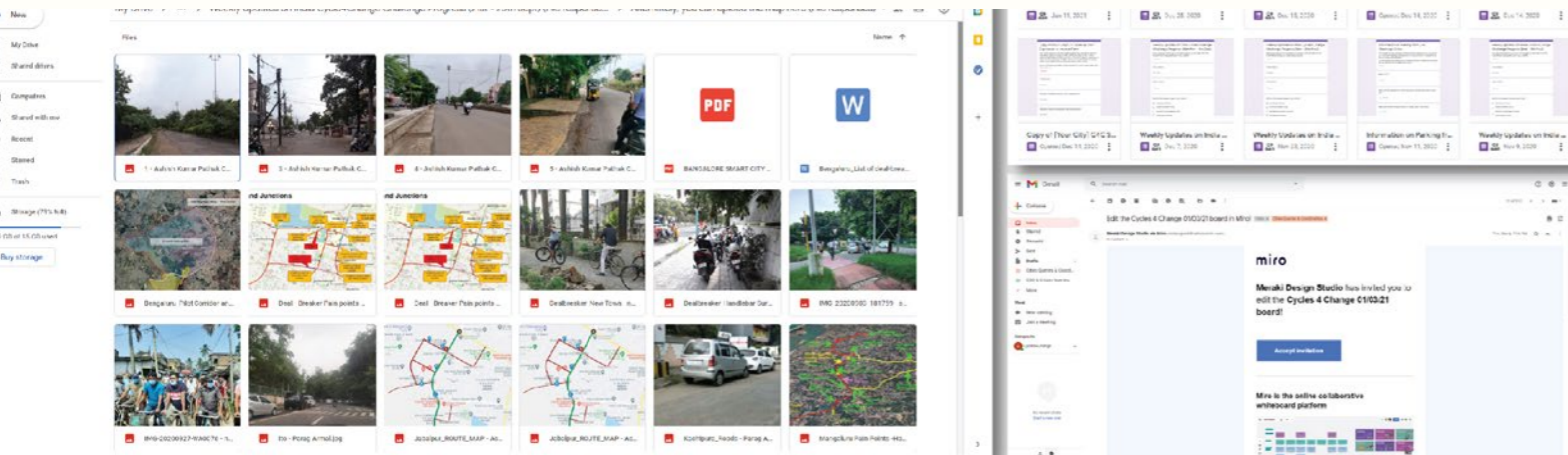


Scan this code to know more!

# Building a community of champions

To support the transformation of cities across the country, we created a community of champions, bringing together city officials and civil society organisations to raise queries, share learnings, showcase their efforts, and inspire each other.

We are using different methods to enable interaction in the community including **Whatsapp groups** to share updates, **regular check-ins with city officials**, and **weekly update forms** to track and monitor their progress.



Silvassa

# Setting up CSO networks

With the announcement of the Challenge came a surge of support from over **600 civil society organisations** across the country who signed up to help their cities. We are facilitating partnerships between them and their cities, and building their technical and communication capacity.

Cities like **Gurugram, Bengaluru, and Pimpri Chinchwad** are collaborating with their local organisations to fuel public participation, connect with diverse communities, and evolve ideas through citizen feedback.





Chennai

06

## ACKNOWLEDGEMENTS

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“The success of the *India Cycles4Change Challenge* would not have been possible without the relentless efforts of our partners. I thank the team at the Smart Cities Mission, ITDP India, and the FIT INDIA Mission, for guiding and supporting all cities in their cycling revolution.

Rahul Kapoor  
Director, Smart Cities Mission,  
Ministry of Housing and Urban Affairs,  
Government of India

# A BIG SHOUT-OUT TO THE SUPPORTING ORGANISATIONS

We thank all the organisations, Bicycle Mayors, cycling groups, and Resident Welfare Associations supporting the cities for relentlessly driving the work forward to make cycling safe and fun across the nation.



Ahmedabad

## OUR JURY

We thank all our jury members for taking the time to evaluate the submissions and for sharing their invaluable feedback with the cities.



**Chris Bruntlett,**  
Marketing and  
Communication Manager,  
Dutch Cycling Embassy



**Rutul Joshi,**  
Associate Professor,  
Faculty of Planning,  
CEPT University



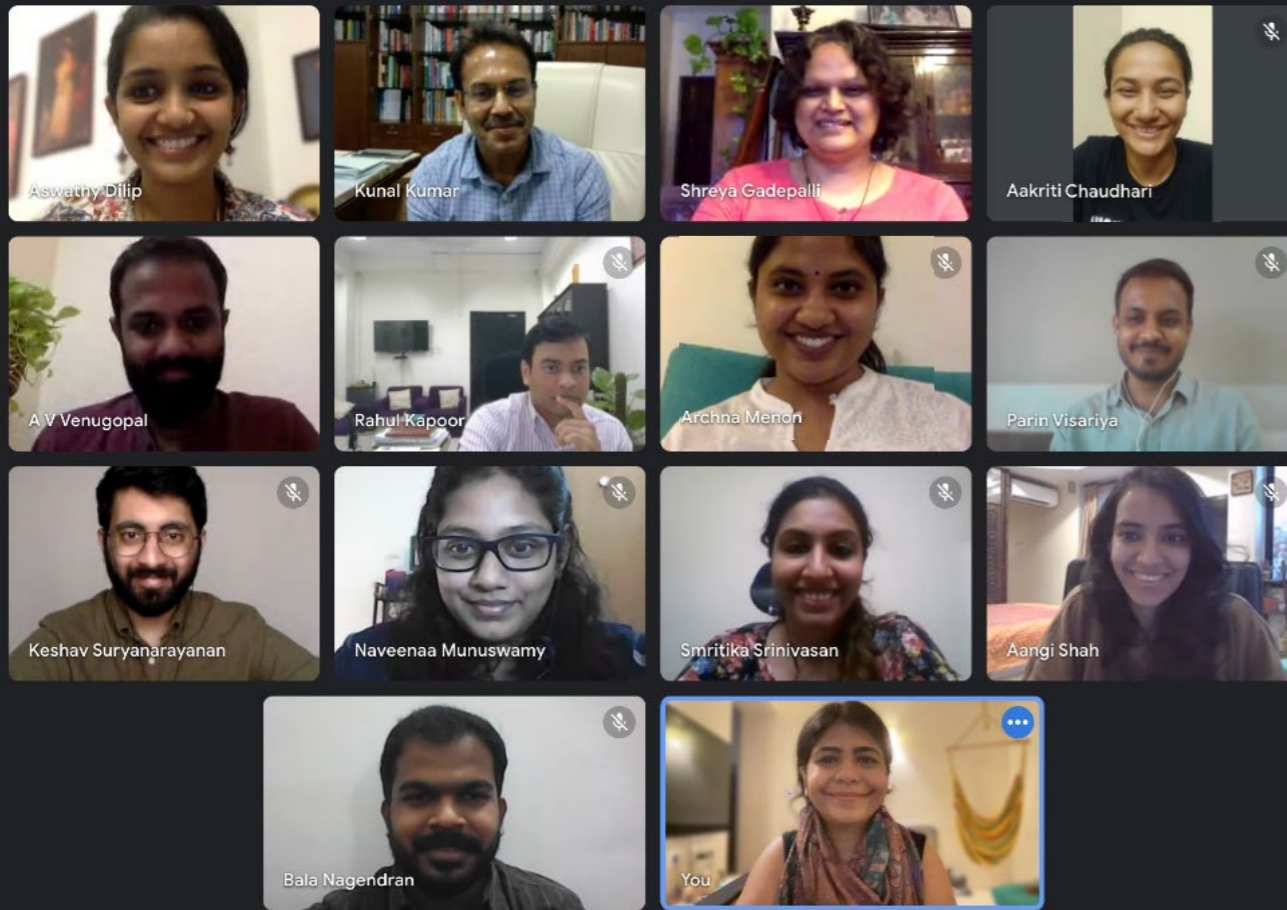
**Swati Khanna,**  
Senior Sector Specialist,  
Urban Development and  
Mobility, KfW



**Shreya Gadepalli,**  
Founder and  
Managing Trustee,  
The UrbanWorks Institute



**Hitesh Vaidya,**  
Director,  
National Institute for  
Urban Affairs



## MEET THE PEOPLE BEHIND THE SCENES

Challenge host



Team

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Joint Secretary and  
Mission Director,  
Smart Cities Mission,  
Minsitry of Housing  
and Urban Affairs

**Rahul Kapoor**  
Director,  
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Minsitry of Housing  
and Urban Affairs

**Pooja Sharma**  
Deputy Director,  
Smart Cities Mission,  
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**Aakriti Chaudhari**  
Urban Mobility  
Specialist,  
Smart Cities Mission  
Management Unit,  
Minsitry of Housing  
and Urban Affairs

“**The India Cycles4Change Challenge acted as a catalyst to redefine not just our approach towards redesigning streets, but also how we perceive cycling in the city.**”

**Ashik Jain**  
Bicycle Mayor,  
BYCS

## Challenge co-host & coordinator



### Technical guidance and coordination

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Aditi Subramanian | Smritika Srinivasan

### Communication, campaigns, & outreach

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### On-ground support

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### Website design

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### Mentors

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Prepared by

