



Ministry of Housing and Urban Affairs
Government of India



The journey of FREEDOM

2 WALK & CYCLE CHALLENGE

Round 2 | Jan '22



Message from the Secretary



Walking & cycling-friendly cities can help everyone access jobs, education, and healthcare in a safe and affordable way.

The *Freedom2Walk&Cycle Challenge* as part of *Azadi Ka Amrit Mahotsav* has witnessed cities hosting initiatives to become more walking-and-cycling-friendly.

I encourage cities to sustain this momentum to create a behavioral change and a better future for the coming generations.

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

What has come out of this Challenge is miraculous. Personally driven by champion city leaders who have not only taken on the task themselves, but also motivated their colleagues, staff, and citizens to cycle, walk and run.

This Challenge signifies the dawn of India's green transformation, where everyone is empowered to walk and cycle on the streets of their cities.

The smiles on the faces of the city leaders as they took up this unique Challenge reflects the success of the *Freedom2Walk&Cycle Challenge* across the country.

Aswathy Dilip
South Asia Director,
Institute for
Transportation &
Development Policy

We look forward to cities fulfilling their pledge commitments and improving infrastructure for walking and cycling, adopting progressive policies, and taking up community engagement initiatives.





Location: Valsad

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Location: Pimpri-Chinchwad

01

What is the **Freedom2Walk&Cycle Challenge?**

A month-long Challenge to nudge a long-term behavioral change in city leaders & citizens towards embracing walking and cycling

“

This competition has made our mornings cheerful and we take this energy to our offices everyday. I look forward to encouraging more colleagues to join this walk and cycle initiative and sustain this momentum throughout the year!

*Sanjay Jadhav,
Municipal Secretary, Kalyan Dombivli*



FREEDOM 2 WALK & CYCLE

Azadi Ka Amrit Mahotsav (AKAM) is an initiative of the Government of India to celebrate and commemorate 75 years of progressive India and the glorious history of its people, culture, and achievements.

This Mahotsav is dedicated to the people of India, who have been instrumental in bringing India this far in its evolutionary journey. The people of India also hold within them the power to enable Prime Minister Narendra Modi's vision of Atmanirbhar Bharat. As a part of AKAM, the Ministry of Housing and Urban Affairs (MoHUA) launched the nationwide *Freedom2Walk&Cycle Challenge* in October '21. 100 Smart Cities hosted over 220+ events to promote walking and cycling.

Building on this success, MoHUA launched an exciting Round 2 of the Challenge in January '22. Read on to know more.



Location: New Town Kolkata

12 lakh+ km
of walk, cycle,
and run activities
recorded across
the nation. That's
equal to **50 loops**
around India!



About Freedom2Walk&Cycle '22

A unique Challenge for citizens and city leaders to embrace walking, cycling, and running as a daily habit

Never before have citizens and city leaders walked, cycled, and ran on the streets of their cities to clock the maximum kilometers in the spirit of a healthy national-level Challenge!

This was witnessed in the *Freedom2Walk&Cycle Challenge*—a month-long Challenge, launched in January '22, with the aim of inspiring a long-term behavioural change among city leaders and citizens towards a healthier, fitter and happier India.

It focused on the following three activities:

FREEDOM
— 2 —
WALK

FREEDOM
— 2 —
CYCLE

FREEDOM
— 2 —
RUN

There were two distinct initiatives rolled out in Round 2:

- Freedom2Walk&Cycle Inter-City Challenge
- Freedom2Walk&Cycle for City Leaders Challenge

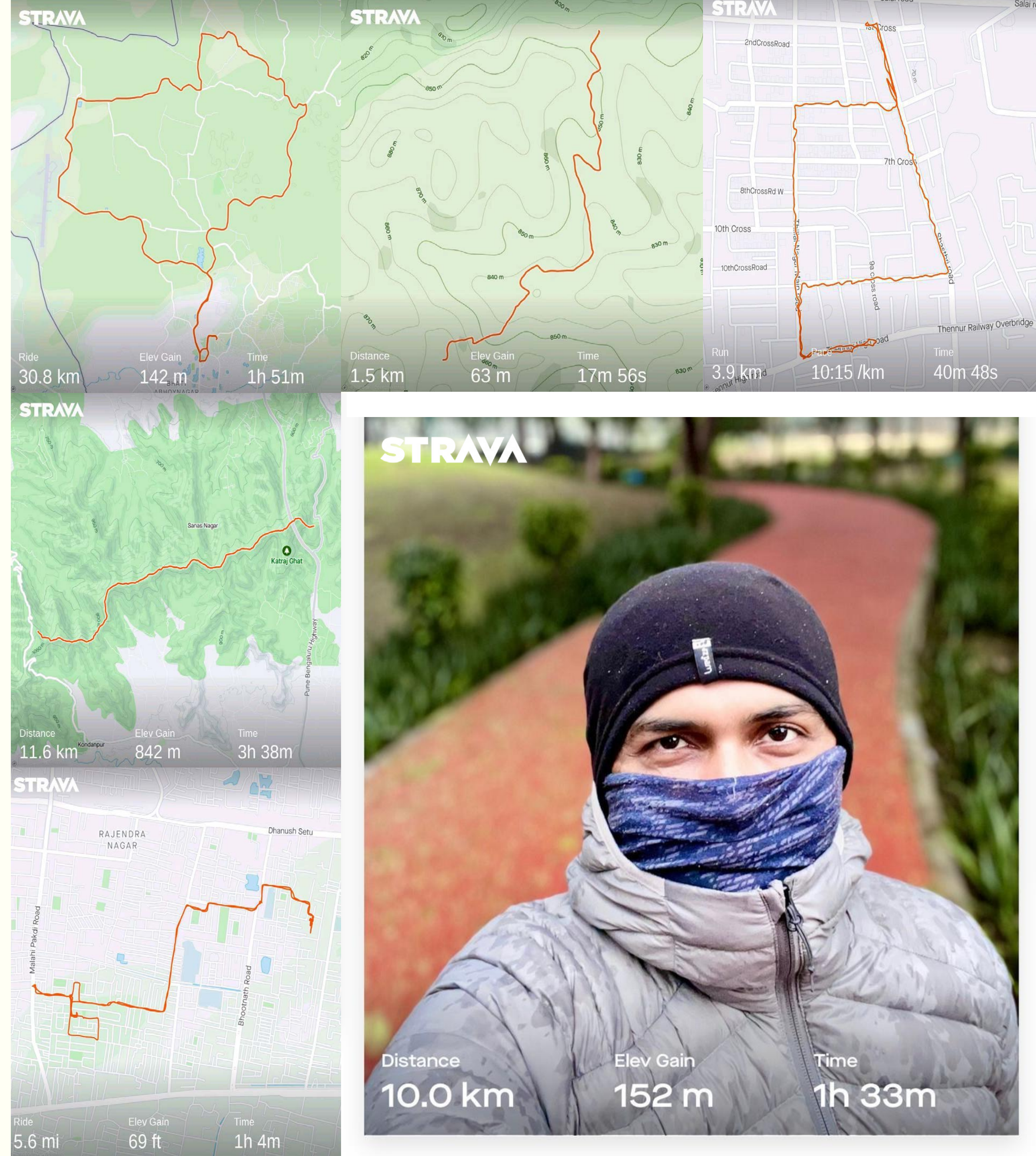
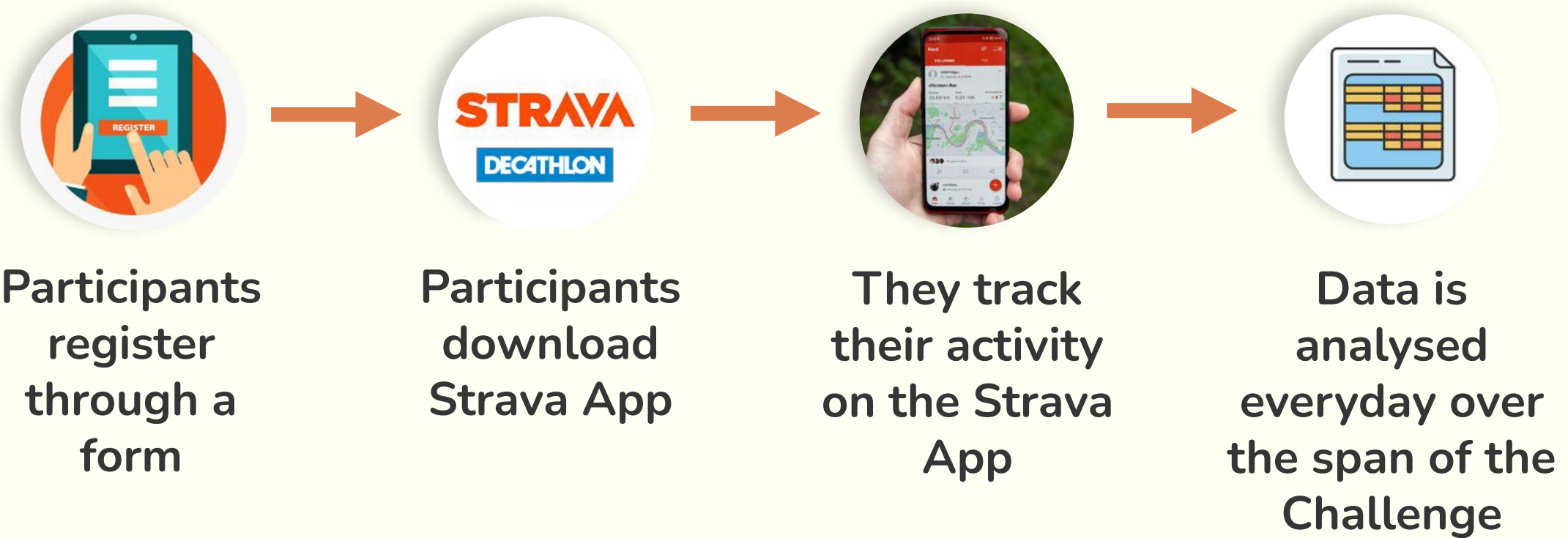
How was this Challenge executed?

Leveraging technology to capture data

The Challenge leveraged technology to collect data of the walk, cycle, and run activities taken up by the participants.

Strava, a fitness tracking app, played a crucial role in collecting this data. Data was tracked, collated, verified, and analysed with utmost precision by the backend team.

Here is the Challenge process:





Location: Chennai

02

How did citizens lead the **Freedom2Walk&Cycle Inter-City Challenge?**

Over 22,000 citizens of India took to the streets and clocked more than 11 lakh kilometres of walking, cycling, and running activities



I cycled nearly 1250 km. It feels great to see Chennai topping the leaderboard. This will inspire many more Chennai-ites to take up cycling, and will better people's health, push for better cycling infrastructure, and help reduce pollution—thereby improve the environment.

Anil Sharma

A cyclist from Chennai

About Freedom2Walk&Cycle Inter-city Challenge

Inspiring a healthy lifestyle for over 22,000 citizens!

Cities launched campaigns on social media and hosted multiple events to encourage their citizens to pick their cycles and walking shoes and get moving. 22,000 citizens—women, men, young, and old—from over 75 cities registered for the Challenge and logged in their activity on the Strava App.

With a healthy competitive spirit, a leaderboard with the list of top performing cities was shared on common Whatsapp groups. These cities were honored by the Smart Cities Mission during an online Awards Ceremony held on 17th February '22.

Together, citizens clocked over 11 lakh kilometres of walk, cycle, and run activities.

11 lakh+ km
of walking,
cycling, and
running activity
recorded by
citizens



Location: Jaipur





Location: Pimpri-Chinchwad

03

What is the Freedom2Walk&Cycle City Leaders Challenge?

Over 300 city leaders brought in the New Year with healthy habits for a healthy lifestyle. Together, they clocked over 56,000 km of walking, cycling, and running activities over 4,200 hours.



The consistency of the other participants and the appreciation from my fellow colleagues has been motivating me every single day to ride my cycle. I also urge my fellow women leaders to break the stereotypes and take to cycling. It has empowered me and I'm sure it will empower you too.

Padmini Singh

Chief Account Officer, ASCL, Ajmer

About Freedom2Walk&Cycle City Leaders Challenge

Inspiring each other and the entire nation to walk, cycle, and run

With the intent to inspire citizens and make walking, cycling, and running an everyday habit, over 300 city leaders signed up from over 60 cities and hit the streets of their cities. **City leaders motivated each other by regularly posting their walk, cycle, and run updates on a common Whatsapp group!**

The impact was impressive! From weight loss stories to an IAS officer with visual impairment cycling to work, the country witnessed a Challenge like never before. **As leaders experienced the challenges of cyclists and pedestrians first hand, they pledged to make long term transformations such as improved infrastructure, policy adoption, weekly car-free days, annual pedestrian days, and much more.**

**56,000 km
& 4,200**

hours of walk, cycle, and run activities recorded by City Leaders



Location: Pimpri-Chinchwad



Awards for Freedom2Walk&Cycle Round 2

Recognising frontrunner cities and leaders

Following were the award categories for the City Leaders Challenge:

- Cities with Maximum Kilometers
- City Leaders with Maximum Kilometers
- Women City Leaders with Maximum Kilometers
- City Leaders with Maximum Time Spent in Activities
- City Leaders with Maximum Number of Activities
- Awards for Ministers, CEOs & Commissioners with Maximum Kilometers
- Super Hero Award

Following were the award categories for the Citizens Challenge:

- Cities with Maximum Kilometers in Walking
- Cities with Maximum Kilometers in Cycling
- Cities with Maximum Kilometers in Running

[Click here to view the list of winners](#)

CONGRATULATIONS



Pledge for long-term transformation

Scaling up Healthy Streets across the city

As a step towards committing to enable active mobility on our streets, officials from **20 cities pledged to create walking and cycling infrastructure, build institutional capacity and resilience, and conduct campaigns to encourage walking and cycling** eg. Cycle to Work and more!

The pledges were taken by multiple stakeholders—leaders within the City Corporation, local partners, as well as representatives from citizen groups; initiating the first step towards collaborative change in the city, towards a common vision of making streets better for everyone..

We must initiate the implementation of cycling infrastructure on our streets so that cyclists feel safe and comfortable to ride.

*Sanjeev Saxena,
Senior Medical Officer, Kota*

20+ cities
have pledged
towards
making long
term
commitments



Location: Nagpur



Location: Surat

04

Towards long-term commitment

Over 20 cities have now pledged to support the implementation of Healthy Streets in their cities



Cycling feels very empowering to me. I'm able to ride through the traffic, take some of the beautiful quiet streets in our city, and experience my city from a different lens. We still have a long way to go. We need to build good infrastructure so that many more people can experience our cities and be empowered in the process.

*Neelabh Saxena
Collector, Rajsamand*



Location: Pune

2023 Vision & Goals

Working towards measurable goals together!

Cities are working towards the following goals to be achieved by 2023:



Foundation

Cities will adopt a **Healthy Streets Policy and Parking Policy** as a commitment towards creating better streets for all. **Healthy Streets Apex Committees and Design Cells** will strengthen institutional capacity and drive the transformation. Further, **cities will develop an ambitious three-year walking and cycling plan.**



Action

Cities will **expand existing walking, cycling, and placemaking initiatives**, and convert their pilots into permanent infrastructure.



Communication

With dedicated teams, cities will **develop communication strategies to increase local support for street transformation** activities. Cities will institutionalise campaigns such as Cycle2Work, Cycle2Shop, Open Streets, and Pedestrian Days.

What can your city do?

Let's work together to make India a cycling-and-walking-friendly nation

Together, we have come a long way. But this is just the beginning. We must ensure that the same momentum is continued throughout the year, regularly bringing citizens and city leaders together to celebrate walking and cycling in our cities.

Click on the following links to know more about what your city can do:

[Take up exciting walking and cycling campaigns](#)

[Join India Cycles4Change & Streets4People Season 2](#)



Location: Surat



**Let's keep the momentum
for walking, cycling, and running to
create a healthier, fitter, and happier India!**

FACES BEHIND THE SCENE

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Sivasubramaniam Jayaraman



Aswathy Dilip



Kashmira Dubash



Challenge host



Team

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FREEDOM 2 WALK & CYCLE

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