



Promoting
Behaviour Change
towards
Walking & Cycling





Campaign Host

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Special Thanks Smritika Srinivasan

Photo Credits We thank the participating cities for providing the photos featured in this compendium.



Disclaimer: The information in this report is collected from cities through digital forms. While efforts have been made to ensure accuracy, the team assumes no responsibility for errors or omission of data. Readers should verify and use this data at their discretion.

October 2024

The Ministry of Housing and Urban Affairs is the apex authority of Government of India to formulate policies, coordinate the activities of various Central Ministries, State Governments, Urban local bodies and other nodal authorities, and monitor programmes related to issues of housing and urban affairs in the country.

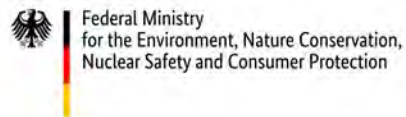
The Smart Cities Mission was launched by the Ministry in 2015 to promote sustainable and inclusive cities that provide core infrastructure and give a decent quality of life to its citizens, a clean and sustainable environment and application of 'Smart' Solutions.

The National Institute of Urban Affairs (NIUA) was established as an autonomous body in 1976 under the aegis of the Ministry of Housing and Urban Affairs (MoHUA). India's leading national think tank on urban planning and development seeks to provide innovative solutions to address the challenges of a fast urbanising India and pave the way for more inclusive and sustainable cities of the future.

Prepared by

The Institute for Transportation and Development Policy (ITDP) is a global non-for-profit organisation that works with cities worldwide to promote transport solutions that reduce traffic congestion, air pollution, and greenhouse emissions while improving urban liveability and economic opportunity. ITDP is represented in India by ITDP Pvt Ltd and works with governments, multilateral agencies, and civil society to make visible, on-the-ground improvements by providing technical expertise, policy solutions, research publications, and training programmes.

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Message from the Leaders



Rahul Kapoor

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

As India makes new strides in prioritising active mobility modes such as walking and cycling, developing robust and safe walking and cycling infrastructure is paramount. Being part of and experiencing the campaign firsthand has reinforced my belief in the importance of leading by example. Through the *Freedom2WalkCycleRun* campaign, city leaders have rediscovered the joy of walking and cycling and recognised the urgent need for cities to invest in safer and more inclusive infrastructure for everyone.

I urge all city leaders to prioritise non-motorised transport (NMT) infrastructure, fostering a culture where walking and cycling are not just alternatives but preferred modes of transport.



Aswathy Dilip

*Managing Director,
ITDP India*

The smiles on the faces of the city leaders as they took up this unique challenge reflect the success of the *Freedom2WalkCycleRun* campaign across the country.

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





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Acknowledgements

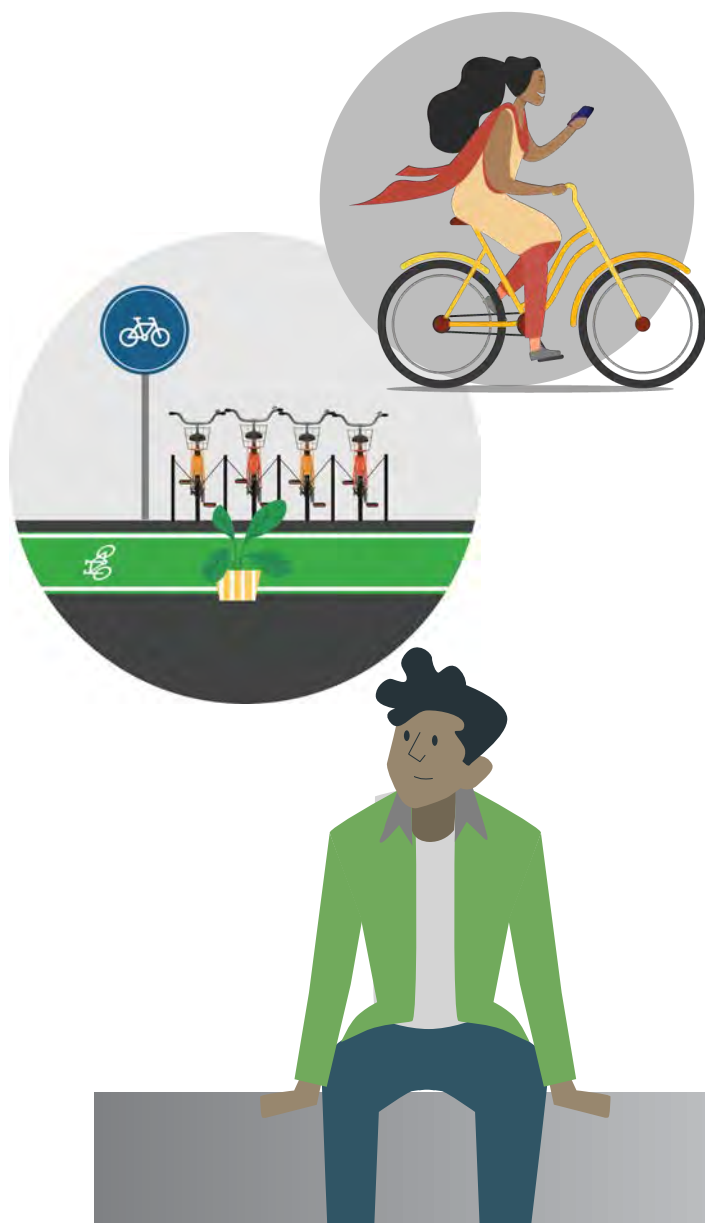
Recognition of collaborative efforts



Changing Behaviours Through Campaigns

Encouraging a walking and cycling culture





The age-old debate of ‘which came first, the chicken or the egg?’ finds a parallel in the realm of active transport in Indian cities: **Do we need high pedestrian, and cyclist counts to justify building the infrastructure, or does infrastructure come first to encourage these activities?**

This document challenges the premise of this question itself. Instead of viewing it as an either-or scenario, we propose that infrastructure development and behaviour change must go hand in hand to foster a thriving ecosystem of active transport. Alongside building wide footpaths, cycle lanes, and traffic-calming elements, there is a need for an intentional focus on creating an environment that makes walking and cycling exciting and turn them into achievable habits amongst the citizens.

This report highlights bold new initiatives designed to successfully initiate a change in commuting behaviours among city leaders and citizens. With this, we hope to inspire many more city leaders, practitioners, and civil society organisations to test and scale these ideas within their spheres of influence. Our goal is to move towards an India where walking and cycling are not just options, but the preferred choice for daily commutes.

The first-of-its-kind ideas outlined in this report have been undertaken by the Ministry of Housing and Urban Affairs (MoHUA) in collaboration with the Institute for Transportation and Development Policy (ITDP) India and serves as a testament to how campaigns can influence perceptions, encouraging people to embrace walking and cycling, while empowering them to make informed decisions for the improvement of their city based on personal experience. We invite you to explore these initiatives and consider how they can be adapted and implemented in your own communities to create a more sustainable, active, and transport-oriented future.

Freedom2WalkCycleRun: Pioneering Change

A first-of-its-kind behaviour change campaign targeting Indian leaders



Timeline

2021

Freedom2WalkCycle campaign launched

2022

Freedom2WalkCycle, a gamified second round was launched for citizens and city leaders for 26 days

2023

Freedom2WalkCycleRun launched: A 90-day campaign split into two 45-day long quarters for city leaders

Quarter 1

2nd February - 17th March

Quarter 2

3rd June - 17th July

Launching the Movement

As a part of Azadi Ka Amrit Mahotsav (March 2021 – August 2023), MoHUA, in alignment with the success of *India Cycles4Change* and *Streets4People* challenges, organised a successful nationwide campaign titled Azadi Ka Amrit Mahotsav- *Freedom2WalkCycle*. One hundred smart cities actively hosted over 220+ events, to promote walking and cycling. The events included activities to empower women and children to walk and cycle, attract more pedestrians and cyclists to the streets, test temporary interventions before making them permanent, and more.

Over the years, the Campaign evolved to use a gamified, incentive-based approach to encourage city leaders to choose walking or cycling as their mode of commute.

Furthermore, the Campaign provided decision-makers with a firsthand experience of the streets as pedestrians and cyclists, helping them empathise with street users and integrate their intuitive observations into decision-making processes to improve walking and cycling infrastructure.

The *Freedom2WalkCycle* campaign commenced in 2021 and was piloted with city leaders in 2022. In 2023, it was rolled out in two quarters with each round building on the previous efforts to foster a sustainable culture of walking and cycling among city leaders and citizens—one step at a time, literally!



F2WC - 2021

Freedom2WalkCycle (F2WC) campaign began in 2021, garnering participation from over 100 cities. Throughout the campaign, cities organised multiple initiatives, including open streets events, walkathons, cycloths, cycle rallies, competitions, handlebar surveys, and cycle training camps. Cities also launched targeted campaigns such as *Walk2Work*, *Walk2Shop*, *Cycle2Work*, and *Cycle2Shop*, encouraging individuals to use walking and cycling as a mode of commute. Additionally, cities experimented with tactical urbanism interventions, organised heritage walks and cycle rides, and health awareness walks and cycle rides to further promote active living and community engagement.

115

open-street events, walkathons, cycloths held, bringing pedestrians and cyclists onto the street.

40

night-time walkathons and cycloths, cycle training camps hosted to empower women to walk and cycle.

25

events aimed at children to take up walking and cycling.





220 walking-cycling events organised	41,000+ citizens engaged
850+ km of cycling initiatives	150+ km of walking initiatives

'At 62, I feel like 32; don't wake up with aches, pains anymore'

Health minister Ma Subramanian has emerged among the top three in the Freedom 2 Walk & Cycle Challenge for City Leaders launched in 100 cities as part of 'Azaadi Ka Amrit Mahotsav' celebrations. Results of the January 1-26 challenge will be out in a week. The 62-year-old minister speaks to Komal Gautham about his passion for fitness and the health infrastructure post Covid.

■ You have run more than 390km in the last 26 days and have several mentions in record books. How did this passion for running begin?

In 1995 I was diagnosed with diabetes and began walking 2km-5km every evening. In 2004, I met with an accident and doctor told me I would never be able to run or sit on the floor. I took part in my first marathon, in Pondicherry in 2014, completing the 21.1km run in 2.34 hours. I have participated in 133 marathons so far and have entered the Asia Book of World Records and World Records Union Book for the most number of marathons run by a person of my age.

■ During the pandemic, there has been an increased awareness on fitness. How important is it to stay fit?

I can see the changes in me as a person. I feel like a 32-year-old even though I am 62. I don't wake up with aches and pains anymore. Running for me is like breathing now...



■ TN's health infrastructure has always been good. What projects will you focus on post-Covid?

We want to ensure government hospitals can treat all diseases and become multi-specialty hospitals on a par with private hospitals. Amma Clinics didn't serve any purpose, but those doctors are now helping us in Makkalai Thedi Maruthivan in which more than 46 lakh people have been screened. We will improve healthcare in non-communicable diseases such as diabetes, hypertension and try to have separate wings for each care.

■ While the vaccine coverage has been high, many frontline workers are yet to be vaccinated.

We are holding mega vaccination camps, door-to-door camps and booster dose camps. No state or country has achieved 100% vaccination due to the hesitancy. We are helpless when some people refuse to take the jab despite constant counselling and pressure. However, we have more than 91% in first dose and 61% in second dose.

TALKING TO TOI

■ What is the status of the genome lab? It is mainly for surveillance purpose and to study the new variants. Over a period of time, we will continue to study the variations in the virus and help in better policy decisions.

■ What is the experts' view about the pandemic?

Experts say we need to live with these viruses. We will focus on preparing our infrastructure for it.



F2WC 2022

Recognising the critical role of city leaders in setting an example for their communities and paving the way for a greener future, city leaders were identified as important stakeholders to engage with in the subsequent editions of the Campaign. In January 2022, MoHUA launched another round of the Freedom2WalkCycle campaign for both citizens and city leaders.

A first-of-its-kind campaign, it was designed as a **competition between cities, with both city leaders and citizens competing** to bring their city on the top. The aim was to instil a habit of walking and cycling among them through a 26-day campaign. The Campaign focused on three main activities—cycling, walking, and running.

12 lakhs+

kilometres
of walking and
cycling activities

22,000+

citizens participated
in walking and
cycling activities

75

cities registered for
the Campaign



56,000 km
walking, cycling, and running
activities clocked by city leaders

127
city leaders participated

4,200 hours
spent on walking, cycling, and
running



2023 Edition: A Deep Dive

Building on the success of the 26-day pilot in 2022, MoHUA announced a year-long active mobility campaign for city leaders to ensure a long-term change in their behaviours – *Freedom2WalkCycleRun (F2WCR)*! The initiative highlighted the importance of sensitising city leaders to the needs of pedestrians and cyclists, ensuring that future urban planning and policies prioritise sustainable and inclusive transport options. Why city leaders? Here's the answer:



To experience

the situation first-hand

The *F2WCR* campaign required city leaders to personally engage in walking, cycling, and running activities. This immersive activity gave them a direct understanding of the daily challenges faced by pedestrians and cyclists.

To embed

compassionate decision making

City leaders tend to rely on the information and baseline assessments provided by other city officials, urban design experts and NGO's working in the urban development sector for decision-making. This firsthand experience fosters empathy for street users in the Indian context, which is essential for making informed and compassionate decisions about urban infrastructure.

To inspire

urban communities

The Campaign provided city leaders with a platform to set the right example by prioritising walking and cycling, and lead from the front. Their efforts become more visible to the public and other officials, promoting a culture of walking and cycling in their cities.

The *F2WCR* campaign was designed with these intentions and strategically divided into two quarters, each spanning 45 days. Cities nominated up to 10 leaders who participated in the Campaign to maximise their walking, cycling, and/or running kilometres for 45 days in a healthy competition with one another, as well as with city leaders from other cities. All participants interacted daily through a WhatsApp community and motivated each other by sharing their updates and stories. MoHUA officially recognised the winners and felicitated them through online and offline events.

1,26,000+ km

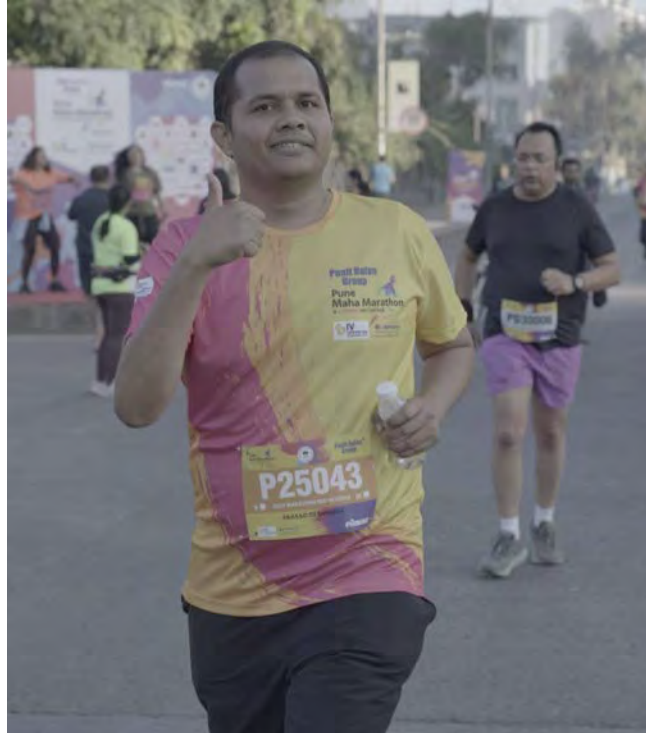
of walk, cycle, and run in 90 days

275+

city leaders
participated

50+

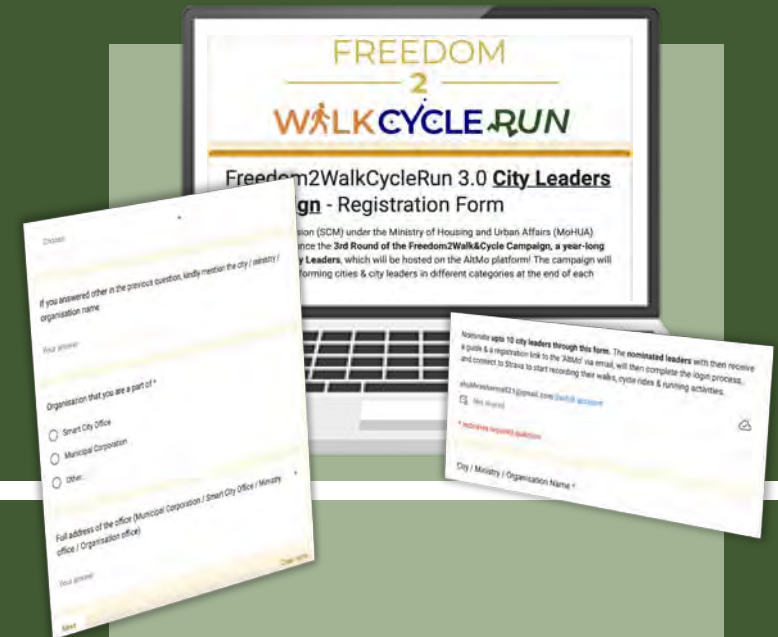
cities
participated



Process of the campaign

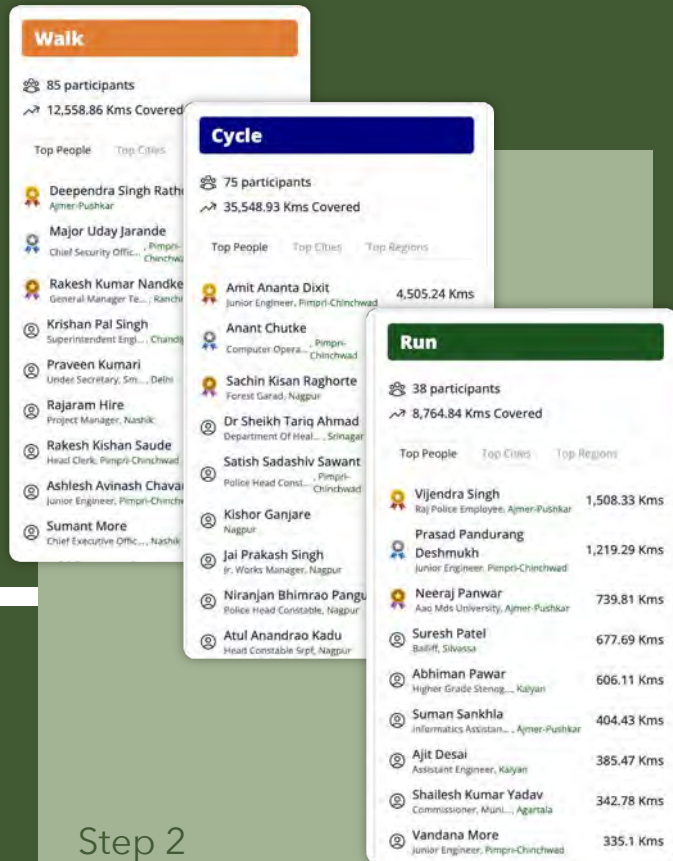


F2WCR campaign included several key steps designed to amplify the impact and engagement among city leaders.



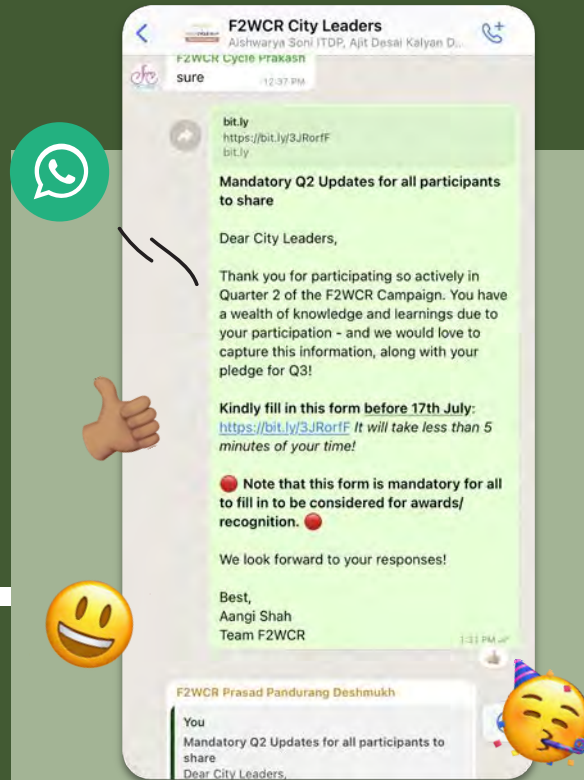
Step 1 Opening registrations from across the country

Facilitated open registrations nationwide, ensuring broad participation and inclusivity.



Step 2 Monitoring the progress digitally

Implemented digital dashboards to monitor progress comprehensively, track real-time progress, and analyse participant engagement.



Step 3 Creating a common communication platform

Established a dedicated community of participants, that motivated each other, creating a sense of belongingness.



Step 4 Recognising winners on official platforms

Acknowledged and honoured winners in all categories, celebrating their achievements with the hope that they will continue to engage in walking and cycling activities.

Step 1

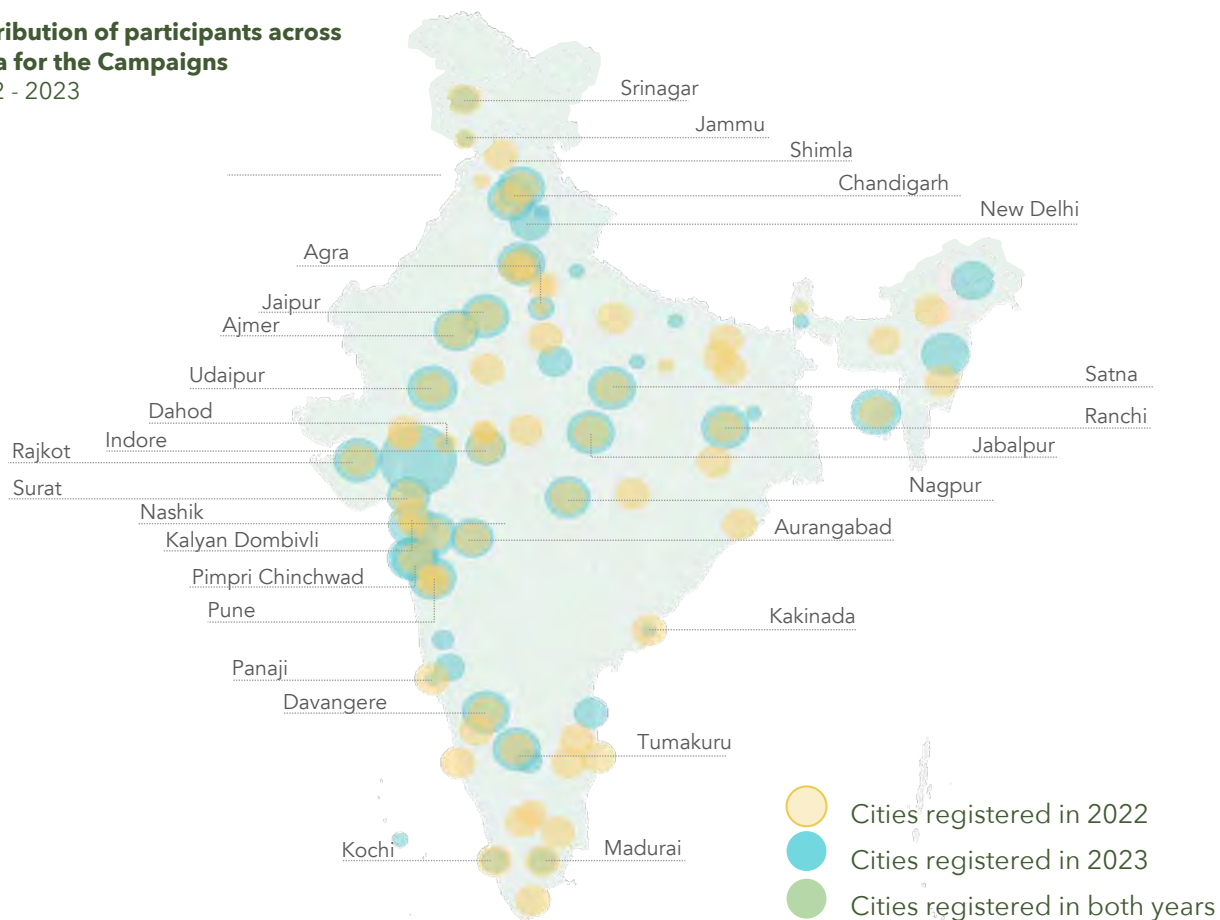
Opening registrations from across the country

The Campaign registrations were open to persons officially employed by a government department across the country, including

- Commissioners and Deputy Commissioners of city corporations
- CEOs of Smart Cities Limited
- Corporators/MLAs/MPs, Mayors, and other political representatives
- Collectors
- Police and Traffic Police personnel
- Heads of Central Government Missions and Teams
- Heads of Quasi-Government Organisations and Teams
- Other city officials

¹ *Smart Cities Limited is the Special Purpose Vehicle (SPVs) established under the Smart Cities Mission in each of 100 smart cities. Each SPV is responsible for planning, implementing, managing, and monitoring smart city projects in individual cities that are part of the mission.

Distribution of participants across India for the Campaigns 2022 - 2023



Campaign Launch:

MoHUA announced the Campaign and circulated a Google form for registration to all cities.

Participant Registration:

City leaders and officers registered on a dashboard portal called *Altmo* and joined the walk, cycle, and run clubs on *Strava* for the city leaders' campaign.

Activity Tracking:

Participants recorded their activities on *Strava* and shared updates on WhatsApp groups, over the 26 days.

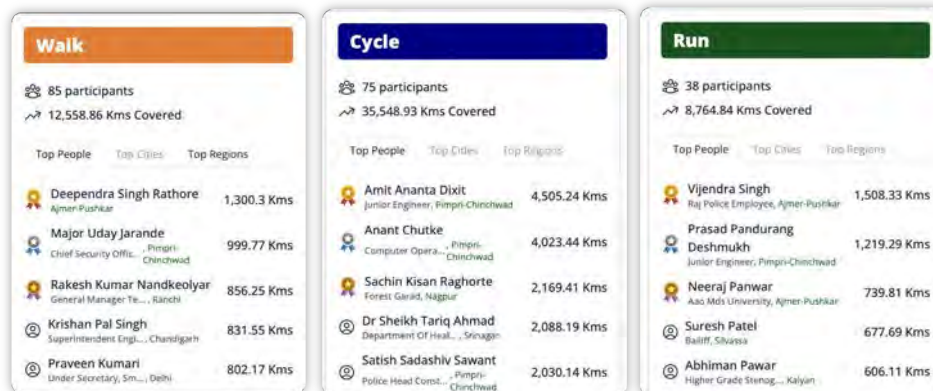
Data

Collection:

Campaign's data was collected from *Strava* for evaluation.

Registration Form





Regular scores were maintained and shared via a dashboard!

1. Observe the pain points on the streets

WHAT ARE THE PAIN POINTS?

Pain points can include:

- Broken footpaths, bad road surface (Uneven/open drains, potholes, unpaved footpaths, bad surfaces etc)
- Vehicles coming on the wrong-side
- Difficulty crossing a road junction/turning
- Right / lack of pedestrian crossing
- Blind turns/street corners
- Fear of/Encounter with stray dogs/animals
- Fear of eve-teasing/mugging/theft
- Poor lighting
- Blinding glare from vehicle headlamps
- Obstructions such as parked vehicles, pedestrians, garbage bins, etc
- Fast-moving vehicles
- Lack of shade
- No waiting space at traffic signals
- Hindrances affecting speed of walk / cycle (Signals, Access roads, structures in the way etc)
- Steep terrain

Examples of pain points

Poor street lighting



Broken footpath



Unsafe intersections



Obstructions such as parked vehicles



Any other pain points you come across!

Regular nudges and guidance provided to leaders

Step 2 Monitoring the progress digitally

City leaders' progress in the Campaign was closely monitored through a streamlined process. Upon registration on *Altmo**, a dashboard integrated with the *Strava***, participants' *Strava* activities were automatically recorded on the dashboard. A dedicated leaderboard on *Altmo* tracked and maintained the scores of all activities undertaken by the participants. Additionally, regular nudges were sent to city leaders to encourage city officials to engage in walking and cycling activities and observe on-site issues firsthand. This proactive approach ensured consistent engagement and progress tracking throughout the Campaign duration.

**Altmo - A climate action platform for quantifying the impact of climate positive sustainable transport choices. Altmo validates and tracks participants' activities to provide real-time data insights that helps measure progress and impact on urban mobility.*

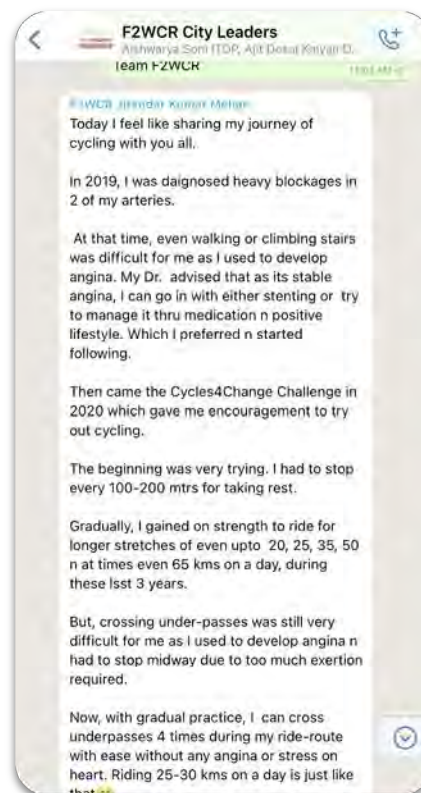
*** Strava is a GPS-based app designed for tracking and sharing physical activities such as walking, cycling, and running. Widely used for its social features, Strava allows users to monitor their progress, compete with others, and connect within a community of active participants.*

Step 3 Creating a common communication platform

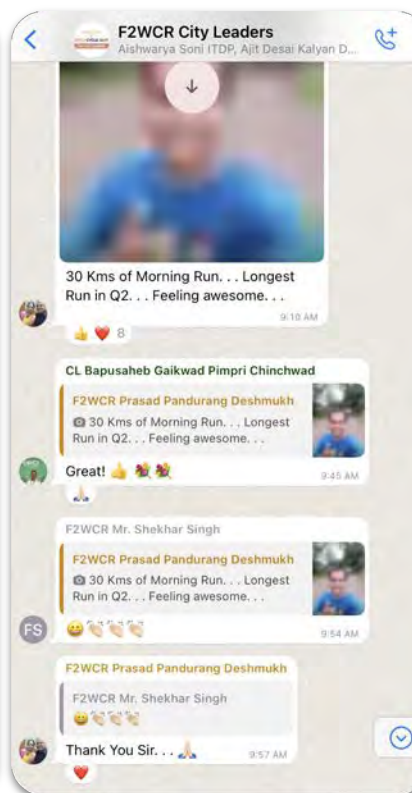
A vibrant WhatsApp community was established among city leaders—an easy-to-access platform for sharing progress updates, exchanging insights, and encouraging one another. Leveraging the widespread usage of WhatsApp among city leaders in India, this community ensured active and consistent engagement due to its familiarity and convenience. Through regular interactions, members motivated each other, driving collective momentum towards shared goals of promoting sustainable urban mobility and active living.



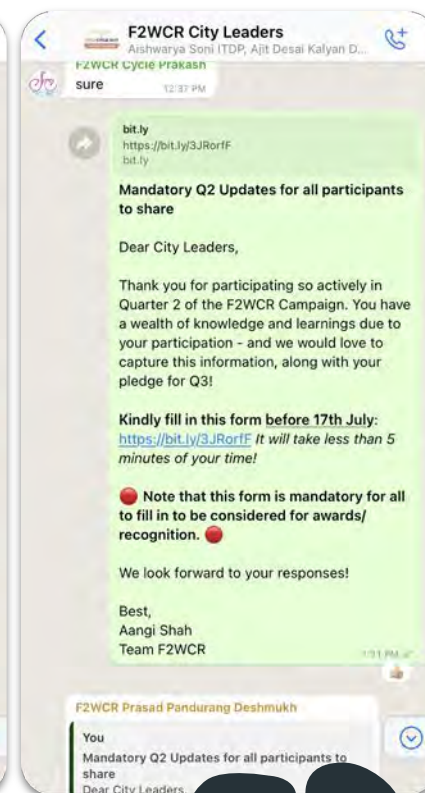
The community
**encouraged
sharing.**



The community
**fostered peer
motivation.**



The community acted as an
**announcement
channel.**

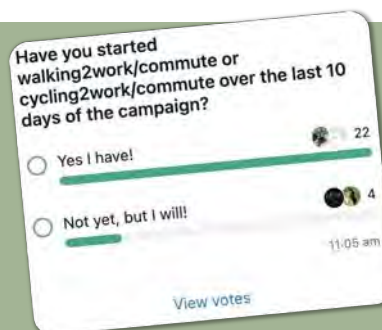


200+

city leaders are part of the WhatsApp community

28+ Posts

every day, sharing updates with high engagement



Polls

check-ins and nudges through interactive polls

Pledges

9,630 km pledged for short distance commute rides for the year 2023





Cities and their leaders competed in nine different categories, as seen below:

City	Maximum Kilometres	Walk	Cycle	Run
	Maximum Time Spent			
	Maximum Number of Activities			
City Leaders	Maximum Kilometres	Walk (Top 5)	Cycle (Top 5)	Run (Top 5)
	Maximum Time Spent			
	Maximum Number of Activities			
	Maximum Number of Activities	All Activities Combined (Single Award)		
Women City Leaders	Maximum Kilometres	Walk	Cycle	Run
	Maximum Time Spent			
	Maximum Number of Activities			
	Maximum Number of Activities	All Activities Combined (Single Award)		

Step 4

Recognising winners on official platforms

The Campaign celebrated and honoured winners across various categories, serving as a powerful motivator for all participants.

The digital dashboard supported in estimating the performance ranking of the participating city leaders. A second level of manual verifications was carried out as well. All final totals were cross-verified with the participating city leader to ensure fairness.

Cities with Maximum Kilometres

In Walking

Nashik
Kalyan Dombivli
Chandigarh
Davangere
Tumakuru

In Cycling

Pimpri Chinchwad
Kalyan Dombivli
Ajmer
Silvassa
Rajkot

In Running

Pimpri Chinchwad
Kalyan Dombivli
Jaipur
Silvassa
Rajkot

Q1

Winners

City Leaders Maximum Kilometres

In Walking

B N Phaniraju, Chief Engineer, Tumakuru
Rakesh Kumar Nandkeolyar, General Manager Technical RSCCL, Ranchi
Anil Tamore, Garden Superintendent, Kalyan Dombivli
Sumant More, CEO, Nashik
Satish Malathesh, General Manager-Tech, SPV, Davangere

In Cycling

Amit Ananta Dixit, Junior Engineer, Pimpri Chinchwad
Neeraj Panwar, AAO Mds University, Ajmer
Dattatraya Tulsidas Shinde, Additional Commissioner of Police, Kalyan Dombivli
Anant Chutke, Computer Operator, Pimpri Chinchwad
Nitin Suryawanshi, Assistant Police Inspector, Kalyan Dombivli

In Running

Ajit Desai, Assistant Engineer, Kalyan Dombivli
Prasad Pandurang Deshmukh, Junior Engineer, Pimpri Chinchwad
Pravin Gajera, Additional Assistant Engineer, Rajkot
Dr Sheikh Tariq Ahmad, Department of Health Kashmir, Srinagar
Swapnil V Shirke, Junior Engineer, Pimpri Chinchwad

Women City Leaders Maximum Kilometres

In Walking

Mautusi Chaudhuri, Environmental and Social Nodal Officer, Agartala
Apoorva Parashar, Deputy Town Planner, Udaipur
Madhuri Jawale, Urban Planner, Nashik
Hargunjit Kaur, Special Secretary Finance, Chandigarh
Praveen Kumari, Under Secretary, MoHUA, Govt of India

In Cycling

Manisha Agarwal, Company Secretary, Indore
Meghana D Parmar, Office Assistant (HR/Admin), Silvassa
Tigul Megu, Adi Bane Ane Kebang (CBO), Pasighat
Freny Bansilal Modi, Official, Municipal Corporation, Surat
Aishwarya Kadam, Account Executive, Nashik

In Running

Freny Bansilal Modi, Official, Municipal Corporation, Surat
Meenu Yadav, City official, Agartala
Padmini Singh, FA ASCL, Ajmer
Charmie Parekh, Chief Executive Officer (CEO), Smart City, Silvassa
Meghana D Parmar, Office Assistant (HR/Admin), Silvassa

City Leaders with Maximum Number of Activities

Durgesh Ozarkar, Project Manager Civil,
Nashik

Dr Sheikh Tariq Ahmad, Department of
Health Kashmir, Srinagar

Apurva Sharma, Chief Executive Officer,
District Panchayat, Dadra and Nagar Haveli

Krishan Pal Singh, Superintendent Engineer
(Horticulture), Chandigarh

B N Phaniraju, Chief Engineer, Tumakuru



Bicycle Mayors and BYCS India Team was felicitated by Shri. Kunal Kumar for their Cycling Advocacy and Human Infrastructure work towards building safe cycling cities in India.

Women City Leaders with Maximum Number of Activities

Freny Bansilal Modi, Official, Municipal
Corporation, Surat

Meghana D Parmar, Office Assistant
(HR/Admin), Silvassa

Praveen Kumari, Under Secretary, MoHUA,
Govt of India

Mautusi Chaudhuri, Environmental and Social
Nodal Officer, Agartala

Madhuri Jawale, Urban Planner, Nashik



Cities with Maximum Kilometres

In Walking

Pimpri Chinchwad
Nashik
Ranchi
Ajmer-Pushkar
Chandigarh

In Cycling

Pimpri Chinchwad
Nagpur
Srinagar
Surat
Rajkot

In Running

Ajmer Pushkar
Pimpri Chinchwad
Kalyan Dombivli
Agartala
Silvassa

Q2

Winners

City Leaders Maximum Kilometres

In Walking

Deependra Singh Rathore, Police Personnel, Ajmer
Major Uday Jarande, Chief Security Officer Pimpri Chinchwad Municipal Corporation
Rakesh Kumar Nandkeolyar, General Manager Technical RSCCL, Ranchi
Krishan Pal Singh, Superintendent Engineer (Horticulture), Chandigarh
Parveen Kumari, Under Secretary, MoHUA, Govt of India

In Cycling

Amit Ananta Dixit, Junior Engineer, Pimpri Chinchwad
Anant Chutke, Computer Operator, Pimpri Chinchwad
Sachin Kisan Raghort, Forest Guard, Nagpur
Dr Sheikh Tariq Ahmad, Department of Health Kashmir, Srinagar
Satish Sadashiv Sawant, Police Head Constable, Pimpri Chinchwad

In Running

Vijendra Singh, Police Employee, Rajasthan
Prasad Pandurang Deshmukh, Junior Engineer, Pimpri Chinchwad
Neeraj Panwar, AAO Mds University, Ajmer
Suresh Patel, Bailiff
Abhiman Pawar, Higher Grade Stenographer

Women City Leaders Maximum Kilometres

In Walking

Praveen Kumari, Under Secretary, MoHUA, Govt of India
Mautusi Chaudhuri, Environmental and Social Nodal Officer, Agartala
Kamakshi Dhawan, Legal Expert, Shimla
Apoorva Parashar, Deputy Town Planner, Udaipur
Manisha Agarwal, Company Secretary, Indore

In Cycling

Freny Bansilal Modi, Official, Municipal Corporation, Surat
Tigul Megu, Adi Bane Ane Kebang(CBO), Pasighat
Praveen Kumari, Under Secretary, MoHUA, Govt of India
Manjuli Komut, CEO, Smart City
Meenu Yadav, City Official, Agartala

In Running

Suman Sankhla, Informatics Assistant in RTO Ajmer
Vandana More, Junior Engineer, Pimpri Chinchwad
Meenu Yadav, City Official, Agartala
Freny Bansilal Modi, Official, Municipal Corporation, Surat
Bhanupriya Thakur, Company Secretary, Nagpur

City Leaders with Maximum Number of Activities

Krishan Pal Singh, Superintendent Engineer (Horticulture), Chandigarh
Praveen Kumari, Under Secretary, MoHUA, Govt Of India
Dr Sheikh Tariq Ahmad, Department of Health Kashmir, Srinagar
Mautusi Chaudhuri, Environmental and Social Nodal Officer, Agartala
Freny Bansilal Modi, Official, Surat Municipal Corporation



Women City Leaders with Maximum Number of Activities

Praveen Kumari, Under Secretary, MoHUA, Govt Of India
Mautusi Chaudhuri, Environmental and Social Nodal Officer, Agartala
Freny Bansilal Modi, Official, Municipal Corporation, Surat
Suman Sankhla, Informatics Assistant in RTO Ajmer
Meenu Yadav, City Official, Agartala





Impacts of the Campaign



F2WCR campaign 2023 had a profound impact—not just in terms of the actual kilometres walked/cycled/run by city officials but also experiences and learnings shared by them. Towards the end of the Campaign, there were many heartwarming stories and testimonials shared by the participants about how the Campaign improved their understanding of the street, their physical and mental well-being and their ability to influence more citizens to walk and cycle regularly.

Here's a comprehensive look at the Campaign's significant outcomes >>

Participation and Consistency

Starting with 151 active participants from 30 cities, the *F2WCR* Campaign maintained remarkable engagement levels throughout its duration. Over the duration of two quarters, city leaders consistently participated in walking, cycling, and running activities. This consistent participation highlights the Campaign's success in raising awareness about active mobility, encouraging leaders to rethink their approach towards urban mobility planning.



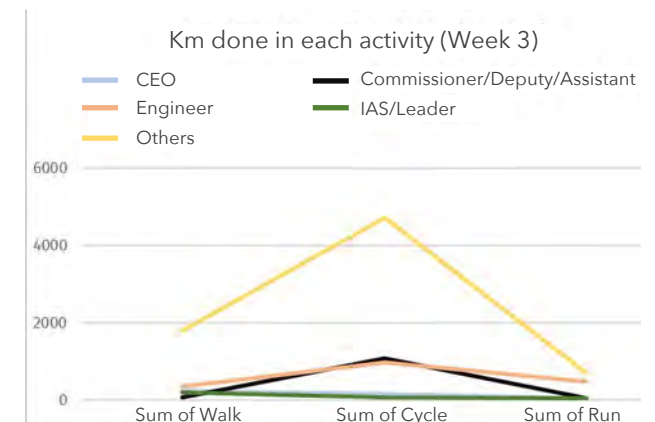
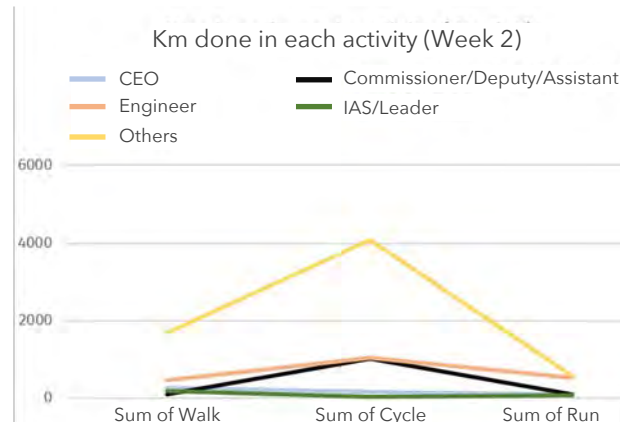
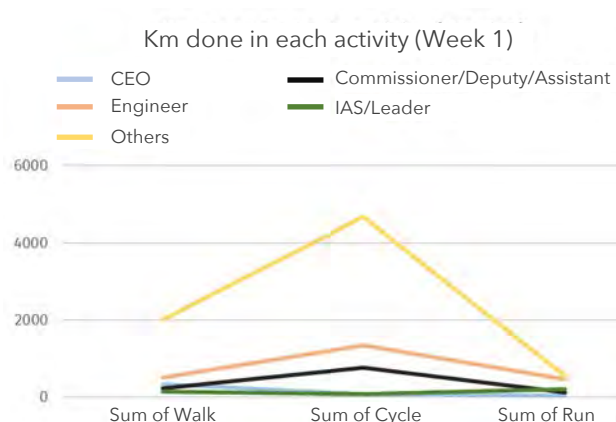
Achievements across Quarters

	Walking	Cycling	Running
Quarter 1	16,875 km	46,190 km	8,937 km
Quarter 2	13,443 km	35,580 km	8,861 km
Total	30,000+ km	80,000+ km	17,000+ km

Distance covered by all activities totalled up to **1,27,000+ km**

That's like circling the globe three times!

The graphs below demonstrate consistency in activities week by week in the campaign. ▼





Environmental Benefits

Based on the responses provided by participants through feedback forms, it was noted that many participants started walking and cycling as a mode of commute to replace motor vehicle trips. The numbers are as below:

6,500+

trips were completed through walking or cycling

2,700 km

covered by walk or cycle

1,350 litres

of fuel saved at an average of 0.05 litres/km, reducing expenditure as well



3,796 kg of CO₂ offset, almost equivalent to the carbon emissions from three passenger flights from Jammu to Kanyakumari.



Stories of Change from Our Champions

What are the participants saying after the campaign?

Source: The testimonials were collected through feedback forms distributed in March and July 2023, with over 142 responses.

75 Azadi Ka Amrit Mahotsav

FREEDOM 2 WALK & CYCLE

I am extremely grateful for the Freedom to Walk & Cycle Challenge for having triggered a regular walking habit and I look forward to continuing the walks even after the Challenge is complete! Overall, walking is a great solution for physical and mental health and I see the benefits first hand. It keeps my mind agile, fresh, active and focussed throughout the entire day! Over and above this, it is also a good environmental solution in times of climate change. Walking and cycling short distances to work, or to run small errands is absolutely doable by everyone. I urge my fellow colleagues, friends, other city leaders as well as citizens to pick up this habit as a way of life.



Pallavi Bhagat
Deputy Commissioner,
Kalyan Dombivli

75 Azadi Ka Amrit Mahotsav

FREEDOM 2 WALK & CYCLE

The Challenge is an excellent initiative that brought me closer to my old love, cycling. The consistency of the other participants and the appreciation from my fellow colleagues has been motivating me every single day to clock in a ride. 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 do so for you too. Let's seek inspiration from Serena Williams, Krishna Punia, Mithali Raj, PV Sindhu and let's choose to be more fit, enjoy the thrill, and contribute to making the planet green.



Padmini Singh,
Chief Account Officer
ASCL, Ajmer

75 Azadi Ka Amrit Mahotsav

FREEDOM 2 WALK & CYCLE

This competition has made our morning cheerful and we are taking this energy to daily office work. I look forward to encouraging more colleague to join this walk & cycle initiative and sustain this momentum throughout the year!



Sanjay Jadhav
Municipal Secretary
Kalyan Dombivli

FREEDOM 2 WALK & CYCLE

Smart City

75 Azadi Ka Amrit Mahotsav

Walking is the Best Medicine....

Diagnosed with asymptomatic COVID-19 during the 2nd wave, developed pain in joints, this caused me a mental block for not doing enough exercises after recuperation. Received GO to organize Freedom2Walk and Cycle, contemplating, having watched 'Check De India' again recently, the 'keeda' within me awakened, the thought of delegating the challenge of the city leaders to some youngster within the organization died within me.

Before taking up the challenge I was under impression that "I Can't" but after some thought, started to think "Why Not" try, geared up in December 2021 and Davanagere Smart City is the first Smart City to register. The initial walk/ pedaling has started from 6 kms a day, to currently, about 20 kms a day. While walking for fun, to office and pedaling for small strip paved a way for bigger advantage. Now I feel "I Can" do much better and contribute to reduce green house gases and contribute to mother nature.

Now 'junoon aisa hai ki' even if I want to stop, I can't. The concept of MoHUA has taught me to believe myself "I can't" to "why not" and finally "yes, I can. Shall endeavor to keep the momentum during the upcoming days/years. And, thank you to MoHUA and to the team who worked behind the scene to make the concept happen.



Chandrashekar S K
General Manager - Admn
Davanagere Smart City Limited

**Replaced car trips
with cycle...**



**Insights to city's
infrastructure...**

**Improved health and
well being...**

**Better coordination
between
departments...**



**Initiative for green
cities to reduce air
pollution...**

Shift to Active Mobility

The Campaign has encouraged both city leaders and citizens to increasingly adopt active transportation modes like walking and cycling.

In their own words >>



"I felt more active and certainly felt healthier. The campaign gave me an opportunity to observe the city infrastructure closely and the challenges faced by fellow citizens in adopting walking or cycling as preferred means of their daily commute."

- **Sandeep Malvi**, CEO, Thane Smart City Limited

"I have replaced many car rides with either cycling or walking."

- **Nikhil Bhoir**, Project Manager, Nashik Municipal Smart City Development Corporation Limited

"This campaign truly pushed me beyond my comfort zone and made me more active. Thanks to F2WCR, I now comfortably walk six kilometres to my office, inspiring my colleagues and friends to take up walking and cycling too. Seeing me cycle to work motivated others, including my family, to adopt healthier commuting habits. The support and encouragement from fellow city leaders on the Strava app further fuelled our collective progress."

- **Tigul Megu**, General Secretary, Adi Bane Ane Kebang, ESDU (CBO). Cum Finance and Accounts Officer, Pasighat Municipal Council

"I have chosen cycling as my primary mode of commuting to work. To support this shift, I recommend cities invest in expanding cycling networks. Integrating cycling infrastructure should be a priority in urban planning policies."

- **Pawan Singh**, Urban Planner, Jhansi

Over 85% city leaders replaced private car trips with walking, cycling, or running during the challenge.

City leaders gained firsthand experience of the challenges faced by pedestrians and cyclists.

"I converted this Campaign into an opportunity. I cycled in my municipal jurisdiction area and monitored my department work. During cycling, I got to understand city observations at the macro level which helped me to take decisions to improve my department work also."

- **Prashant R Bhagwat**, Executive Engineer, Kalyan Dombivli Municipal Corporation

"It was quite an enriching experience with a real zeal to know the ground situation of the urban infrastructure. It helped me take a recourse of the issues to be handled by different executing agencies and lessons for course correction in future planning processes."

- **Kapil Setia**, Chief Architect, Chandigarh Administration

"Cycling has given me a new perspective of the streets and roads that I travel daily on. Moving at a slower pace compared to driving, I noticed many new locations and details around my city that I previously missed."

- **Rajveer Singh Rathore**, Project management expert, Jaipur Smart City Limited

"Thanks to the F2WCR Campaign, I have pledged to travel 2000 km by cycle this year. I have started to see the beauty in my city from the cycling point of view. The smaller details that I can observe while cycling have connected me with the city."

- **Sambhav Ayachi**, Deputy Commissioner, Jabalpur

"Participating in the F2WCR Campaign encouraged me to make walking a daily habit and explore nearby areas and marketplaces on foot. It is crucial for decision-making city leaders to join such Campaigns to understand the real issues affecting our city streets first-hand."

- **Bhanupriya Thakur**, Company Secretary, Nagpur Smart City Limited



Insights into city infrastructure and understanding mobility needs

City leaders gained crucial insights into the actual state of urban infrastructure and mobility needs, highlighting the need for targeted improvements and informed decision-making to enhance safety and accessibility for all.

<< In their own words

Enhanced Community Connection

The Campaign fostered a stronger sense of community among participants, encouraging city leaders and citizens to connect through shared experiences of walking and cycling, thereby enhancing social bonds and communal engagement.

In their own words >>



Participants felt a stronger connection to their cities while cycling, which enhanced their sense of community.

"I have become more consistent, saw a marked difference in my endurance. The gamified platform also helped in competing with others and knowing the leaders from other cities."
- **Charmie Parekh**, CEO, Silvassa Smart City Limited

"Initially it was very tough to do long distance running. But now, it has become daily routine."
- **Prasad Pandurang Deshmukh**, Junior Engineer, Pimpri Chinchwad Municipal Corporation

"The Campaign has created an inspiring atmosphere where my colleagues and I join each other on Strava and discuss our activities. I have also started walking for short-distance commutes."
- **Mautusi Chaudhuri**, Environmental and Social Nodal Officer, Agartala Smart City Limited

"I am a regular walker but walk around 6-8 km per day. But due to this Campaign, I used to walk around 15-20 Kms daily. This keeps me more fit and seeing myself my other colleagues have also started walking regularly."
- **Rakesh Kumar Nandkeolyar**, General Manager, Ranchi Smart City Ltd

Leaders strongly echoed that campaign helped them get fitter, stronger with improved productivity.

"Regular walking has energised me and boosted my immunity, reducing joint pain and keeping seasonal flu at bay. It has also helped me reconnect with old friends during evening walks. I now prefer walking within a 5 km radius of my home for social gatherings and plan to continue this routine beyond the campaign."

- **Chandrashekar S K**, Davanagere Smart City Limited

"Walking and cycling have significantly improved fitness and reduced lifestyle diseases in our community. Over time, I've witnessed a remarkable transformation: from a doubling of cyclists and walkers in the first quarter to a tenfold increase in the second quarter, spanning all ages from toddlers to senior citizens. My colleagues and friends have also adopted walking and cycling as daily modes of transport."

- **Parveen Kumari**, Under Secretary, Smart Cities Mission MoHUA

"I am proud to be a part of this campaign, commuting daily to the office by bicycle and using it for work in the city. This lifestyle change has helped me shed 18 kg and helped me to inspire 13 colleagues and neighbours to also bike to work. I often cycle to nearby cities like Indore and Devas from Ujjain."

- **Sachin K Jain**, E-Governance Manager, Ujjain Smart City Limited

"It changed my life. With health condition of having blocked arteries with stable angina, the cycling after entering into Campaign gave a U turn to my health condition."

- **Jitendar Kumar Mehan**, Director, Smart Cities Mission, MoHUA



Improved health and wellbeing

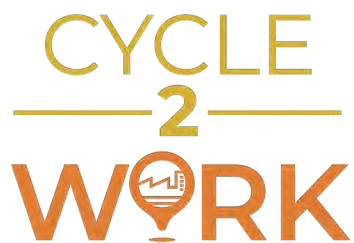
Participants have reported that regular walking and cycling have contributed to better fitness levels, reduced stress, and a more active lifestyle, highlighting the personal benefits of active transport.

<< In their own words

Trailblazing Cities: Spotlight on Effective Campaigns

Campaign ideas that have been led by MoHUA and tested out by the cities as a component of the *India Cycles4Change* or the *Streets4People* Challenge starting from 2021





Cycle2Work campaign nudged individuals to make an everyday choice to cycle—which is a healthy, non-polluting, and space-efficient mode for commute.

The Campaign incentivised citizens to start cycling as a mode of commute to their workplaces. It used a gamified approach to nudge citizens towards a long-term behaviour change by bringing on board multiple stakeholders.

Anchored by the city and organised through a network of organisations and industries, the campaign aimed to get employees to replace the use of private motor vehicles and switch to cycling for work trips. Partner/Civil Society Organisations (CSO's) kept the momentum going by promoting and managing the campaign.

Step 1: An application process invited cities to apply for campaign implementation.

Step 2: Applications were evaluated on criteria such as city capacity, cycling infrastructure, healthy street policies, and existing partnerships.

Step 3: A WhatsApp group was created to facilitate communication and coordination with the selected cities.

Step 4: The cities received ongoing support through webinars, workshops, resource sharing, regular check-ins, troubleshooting, and site visits.

The top 8 cities, including **Ahmedabad, Bengaluru, Chandigarh, Indore, New Town Kolkata, Pimpri Chinchwad, Rajkot, and Surat** were chosen based on their scores.



Silvassa led the first pan-city *Cycle2Work* campaign in India.

Here's their journey for 45 days from June 2022:

- Kicked off a 45-day pilot phase of *Cycle2Work*
- Six industries onboarded on *Altmo* platform
- Industry ambassadors drive employee participation through social media and incentives like token money, rewards, etc.
- Progress was actively tracked on a leaderboard via *cyclo.work* platform (now branded as *Altmo*)
- City used *Altmo* data to identify and plan and prioritise the implementation of cycling infrastructure
- 2,800 km cycled, 305 litres of fuel saved, 706 kg CO₂ reduced in 45 days
- Pan city roll out inviting all industries and organisations to join the campaign



Building on the learnings from Silvassa, *ITDP India* supported four cities—New Town Kolkata, Indore, Rajkot, and Chandigarh—by managing the campaign, promoting it, providing outreach templates and webinars, and facilitating communication through a city-wide WhatsApp group. *BYCS India* maintained momentum and engagement in Surat, Ahmedabad, Pimpri Chinchwad, and Bengaluru, while *UrbanMorph* developed the *Altmo* portal to track rides, improving the campaign's overall accuracy and credibility.

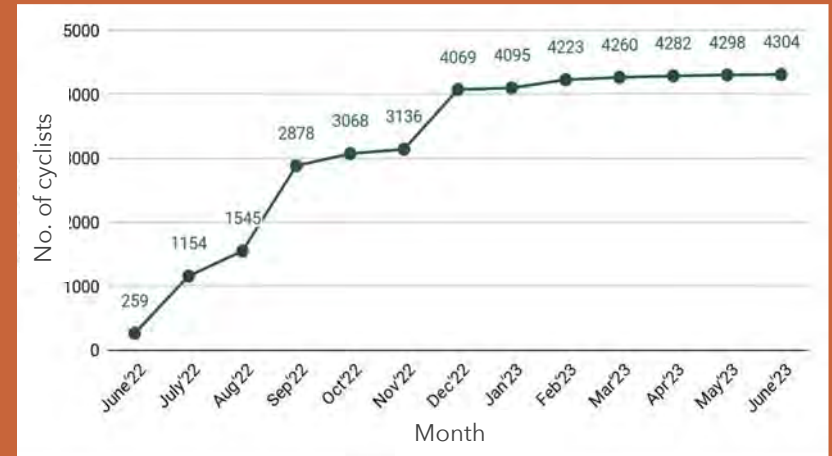


After the pilot, Silvassa has consistently seen a rise in the numbers!

Companies registered increased from 6 to 44



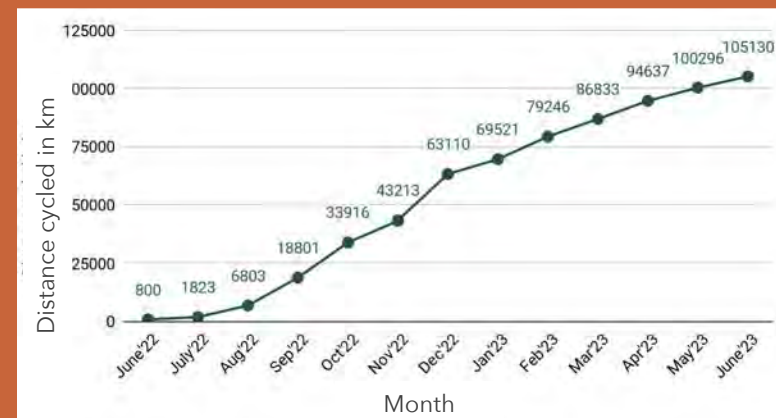
16x times increase in the number of cyclists in a year



Number of riders skyrocketed from 47 to 13,500 per month



The total distance cycled increased from 800 km to 1,05,000 km in a year.



Number of riders and total distance cycled skyrocketed in Silvassa in 1 year!





Ahmedabad

3,300 km
covered by cycling

350 litres
fuel saved

800 kg
of CO₂ offset



Pimpri Chinchwad

19,700 km
covered by cycling

2,100 litres
fuel saved

4,900 kg
of CO₂ offset



Surat

200 km
covered by cycling

20 litres
fuel saved

50 kg
of CO₂ offset

As the campaign was rolled out across the nation, eight cities followed the same process with support from *ITDP India* and *BYCS India* and were monitored on the *Cycleto.work* (now branded as *Altmo*) digital platform.

In three months
Here's what the cities achieved

Rajkot

5,700 km
covered by cycling

500 litres
fuel saved

1400 kg
of CO₂ offset





Bengaluru

9,90,000 km
covered by cycling

1,06,900 litres
fuel saved

2,47,600 kg
of CO₂ offset



Chandigarh

700 km
covered by cycling

70 litres
fuel saved

180 kg
of CO₂ offset

CYCLE
— 2 —
WORK

New Town Kolkata

23,000 km
covered by cycling

2,400 litres
fuel saved

5,700 kg
of CO₂ offset



Indore

5,700 km
covered by cycling

500 litres
fuel saved

1,400kg
of CO₂ offset



Open Street Events

Reclaiming Urban Space for Pedestrians and Cyclists

Open Streets events are a bold declaration of a city's commitment to promoting non-motorised transportation and enhancing public spaces.

As part of MoHUA's *Streets4People* challenge, cities showcased the growing demand for walking and cycling by closing streets to vehicular traffic and opening it up for pedestrians and cyclists to enjoy.

In addition to hosting these open street events, cities organised heritage walks, walkathons, rallies, and cycloths that attracted thousands of participants. Smaller neighbourhood-level events catered to older people, children, and families, and gathered residents' support for Healthy Street initiatives.

Pune Pedestrian Day



A landmark example is Pune's Pedestrian Day on December 11, 2021. Through a series of events across the city, Pune reclaimed space for pedestrians, showcased facilities created for them, and reinforced the need for safe, comfortable, and universally accessible walking infrastructure.





Location: Panaji

Educating the Young

Making walking and cycling a fun part of growing up

Engaging children in walking and cycling initiatives is crucial for cultivating a generation that values active, healthy lifestyles and is sensitised to sustainable transport. To encourage younger generations to walk and cycle more often, some cities appointed Junior Cycling Ambassadors, hosted walkathons, and launched design competitions to reimagine their streets.

In many cities, children painted cycle lanes, demarcated public spaces, and created street signages as part of tactical urbanism interventions. Cities also created designated play areas for children as they redesigned their streets.

Surat's Cyclogy



The city started a first-of-its-kind cycling curriculum developed by *BYCS India* for schools to explain the importance of cycling to children through poems, stories, and practical lessons.



Training for Tomorrow

Empowering Women to Walk and Cycle

A survey conducted by *ITDP India* with 60,000 responses showed that 9 out of 10 women didn't own cycles, and 4 out of 10 didn't know how to cycle. This was a crucial barrier that cities had to break for more women to cycle. These 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. Some cities also organised walkathons at night to raise awareness on women's safety on urban streets.

Cycle with Kochi



Kochi Municipal Corporation, in collaboration with *BYCS India*, conducted the 'Cycle with Kochi' project, training nearly 600 women from Kudumbashree units and other women's groups to cycle, promoting green commuting.





Towards a Sustainable Future

Reflecting on the journey and charting the path forward





With India's urban population projected to soar past 50% in just over two decades, we must prioritise behaviour change initiatives today. This is a critical juncture, where we face a pressing question: will the newly urbanising masses seize the opportunity to adopt sustainable active modes of transportation, or will we simply revert to the status quo? The choice is ours, and the time to act is now.

To achieve a nation that walks and cycles, it is crucial for government agencies at all levels to recognise the power of behaviour change in complementing the infrastructural investments. Tangible results can be achieved if the agencies prioritise these initiatives not merely as one-off events but as systematic, long-term, and results-oriented programmes. These programmes should not only be deeply integrated into the daily operations with dedicated teams but also be reflected in the policies and budgetary allocations of the agencies.

To this end, the leadership demonstrated by the Smart Cities Mission in spearheading bold, experimental initiatives such as the *Freedom2WalkCycleRun* and *Cycle2Work* campaigns is commendable. Further, at the national level, initiatives like *Lifestyle for Environment (LiFE)*, introduced in 2021 by Honourable Prime Minister Narendra Modi at the COP26, pave the way for encouraging Indian citizens to adopt environmentally mindful lifestyles.

However, transforming the behaviour of the masses is a complex process that requires time, strategic planning, and consistent effort. Through *ITDP India's* involvement in the development and implementation of behaviour change campaigns across multiple cities, we have gained valuable insights that are critical to the success of such initiatives. These learnings, drawn from practical experience, are summarised below -

- 1. Strong leaderships and partnerships are instrumental for the success of behaviour change campaigns:** Strong leadership can provide clear vision, direction, and sustained motivation, ensuring that behaviour change campaigns are prioritised and consistently pursued over time. Effective partnerships, particularly with local stakeholders, ensure the

campaign resonates with the community by leveraging on-ground insights and fostering trust. Together, leadership and partnerships must create a collaborative environment that can drive broad adoption of sustainable behaviours in cities.

2. Competent teams and dedicated resources are crucial for the effective implementation of behaviour change campaigns:

Cities must allocate adequate budgets and committed team members to ensure the seamless operation of such campaigns. Personnel involved should possess key skills, including strategic thinking, experience in community engagement, and strong communication and design skills, to effectively manage and execute the campaigns.

3. Leveraging digital tools and technologies for monitoring behaviour change campaigns ensures an accurate and effective measure of desired outcomes:

Cities can leverage digital tools and technology to facilitate real-time data collection and analysis. This enhances the accuracy of measuring the success of behaviour change campaigns while significantly reducing the scope for errors. These tools enable cities to track key performance indicators, assess progress, and promptly identify areas for improvement.

4. Documenting processes and institutionalising campaigns ensures longevity of the initiatives:

Government agencies must document the entire campaign process and embed them within existing systems to ensure that the campaigns are resilient to changes in leadership or political environments. Institutionalising the campaign ensures its continued effectiveness, regardless of any future transitions in governance.

Over the past years, *ITDP India* has played a pivotal role in designing, managing, and monitoring such campaigns, involving participation from over a hundred cities, and ensuring their successful completion towards impactful outcomes. For the *Freedom2WalkCycleRun* and *Cycle2Work* campaigns, we would like to acknowledge the invaluable contributions and efforts of our partners, *BYCS India* and *Altmo*.





Acknowledgements

Recognition of collaborative efforts

5

Ministry of Housing and Urban Affairs

The Ministry of Housing and Urban Affairs is the apex authority of Government of India to formulate policies, coordinate the activities of various Central Ministries, State Governments, Urban local bodies and other nodal authorities, and monitor programmes related to issues of housing and urban affairs in the country.

Smart Cities Mission

The Smart Cities Mission was launched by the Ministry in 2015 to promote sustainable and inclusive cities that provide core infrastructure and give a decent quality of life to its citizens, a clean and sustainable environment and application of 'Smart' Solutions.

National Institute of Urban Affairs

The National Institute of Urban Affairs (NIUA) was established as an autonomous body in 1976 under the aegis of the Ministry of Housing and Urban Affairs (MoHUA). India's leading national think tank on urban planning and development seeks to provide innovative solutions to address the challenges of a fast urbanising India, and pave the way for more inclusive and sustainable cities of the future.

Participating Cities and Champions

We appreciate the enthusiasm and dedication of all the participating champions from various cities. Your commitment has been instrumental in driving this campaign forward.

BYCS India

BYCS India Foundation, established in 2021, is the regional hub of BYCS Global, an Amsterdam based NGO. It is dedicated to fostering a cycling-driven transformation in Indian cities by focusing on building human infrastructure for cycling. It aims to create a collective movement by supporting community initiatives, promoting active mobility, and encouraging citizens to incorporate cycling into their daily lives. The foundation achieves this through strategic communications, research, inspirational urban activations, stimulation programs, and network building.

Urban Morph

Urban Morph is a sustainability-focused ecosystem orchestrator in India dedicated to promoting clean energy transitions and sustainable transportation solutions. Through their flagship platform, Altmo, Urban Morph aims to revolutionise urban mobility by encouraging cycling as a daily mode of transport. Urban Morph collaborates with government bodies, development sector and private organisation to implement projects that enhance active mobility, reduce reliance on fossil fuels, advance SDG and ESG goals.

AICMA

'The All India Cycle Manufacturers' Association (AICMA) is a registered not-for-profit organization based in New Delhi. It serves as the apex organisation for bicycle manufacturers in India, offering end-to-end services related to the cycling industry, including policy advocacy. Additionally, AICMA is a key member of the World Bicycle Industry Association (WBIA).

ITDP India

The Institute for Transportation and Development Policy (ITDP) is a global non-for-profit organisation that works with cities worldwide to promote transport solutions that reduce traffic congestion, air pollution, and greenhouse emissions while improving urban liveability and economic opportunity. ITDP is represented in India by ITDP Pvt Ltd and works with governments, multilateral agencies, and civil society to make visible, on-the-ground improvements by providing technical expertise, policy solutions, research publications, and training programmes.

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