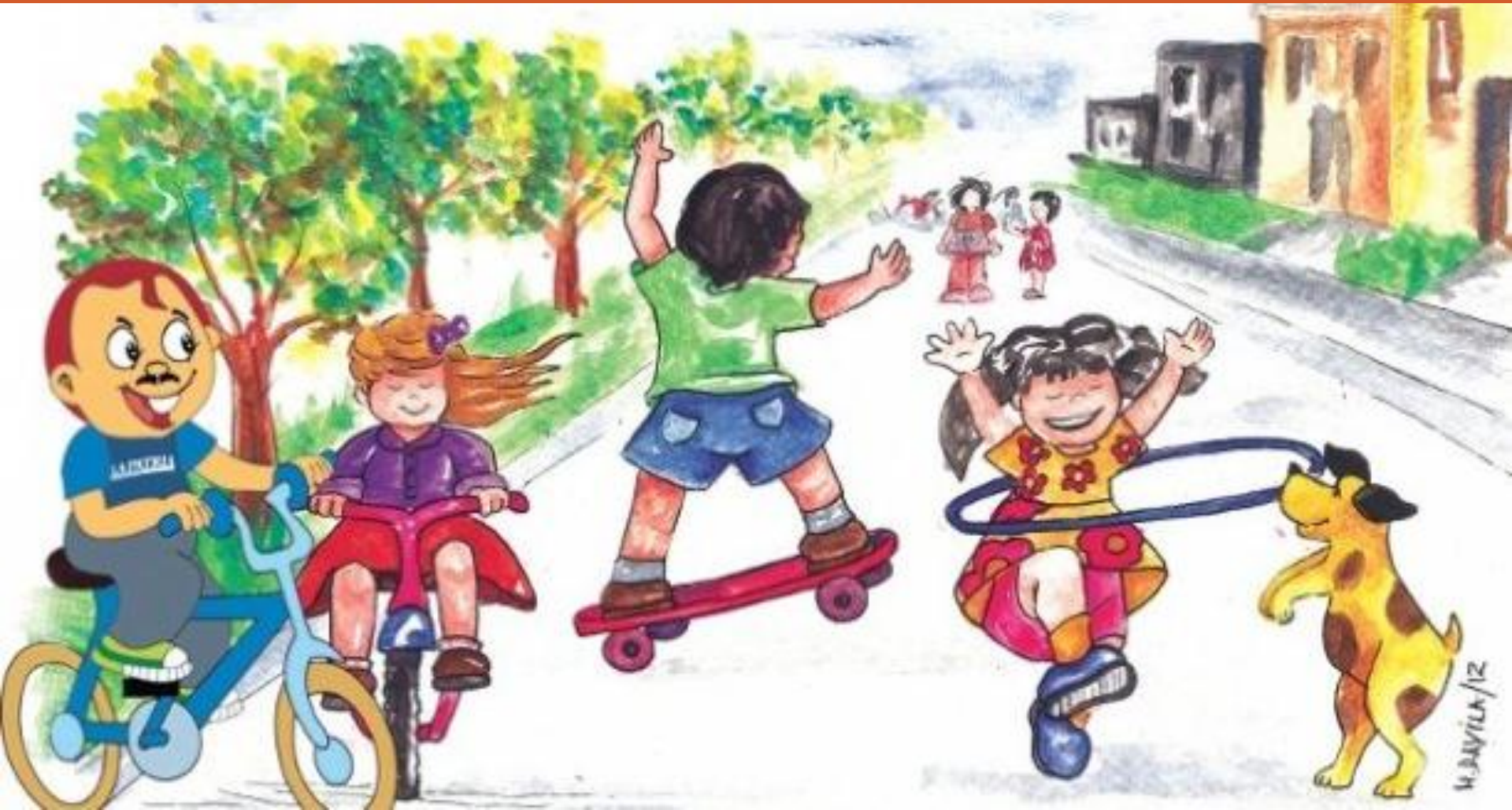


Liveable Cities Symposium, 2014

Creating People Friendly Streets - Raahgiri Day



Sarika Panda, Sr. Consultant – EMBARQ India
November 20, 2014- Izmir

Some alarming facts about our mobility



ROAD SAFETY



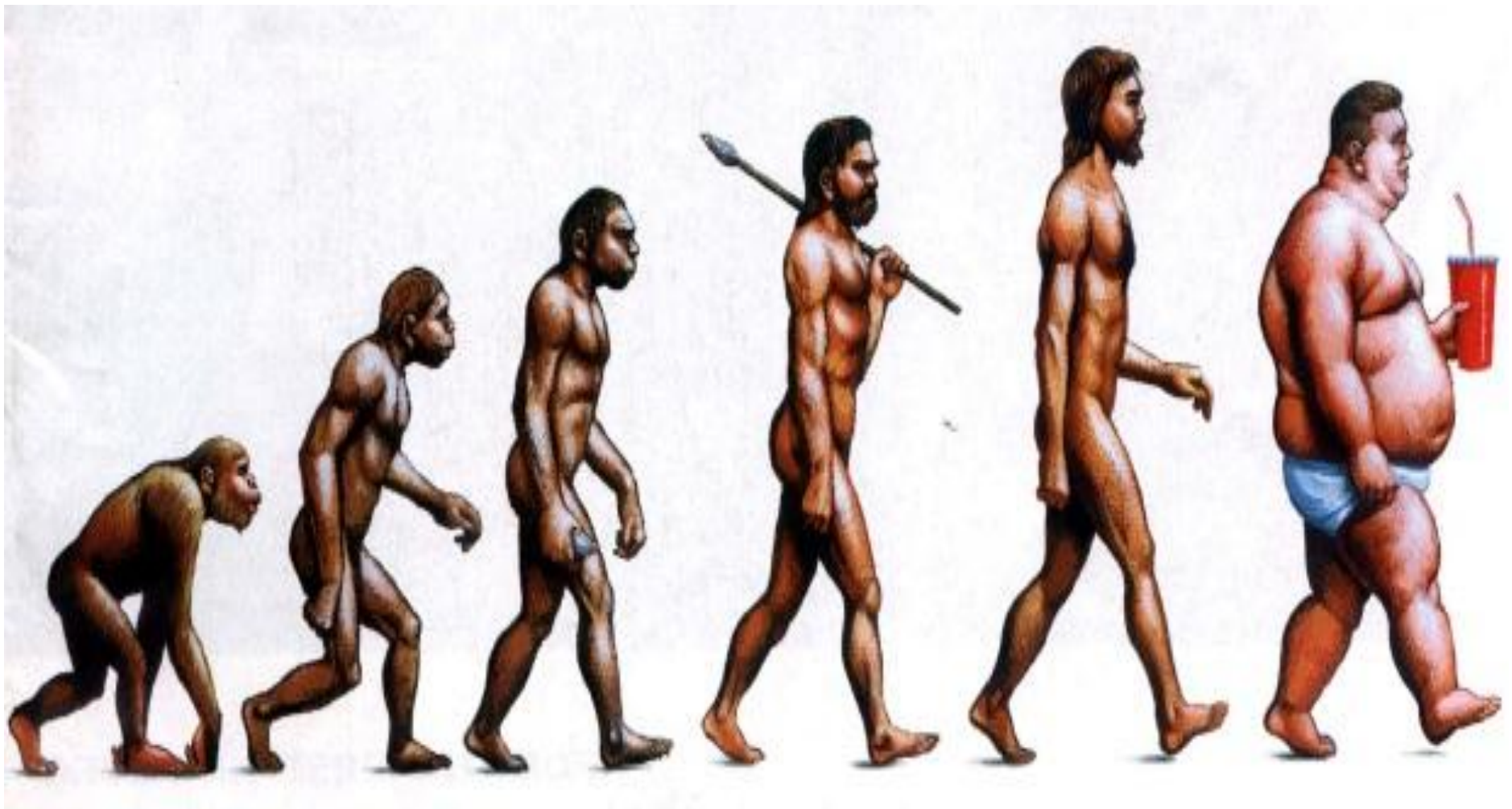
140,000 deaths every year in India due to road traffic crashes

AIR POLLUTION

A wide-angle photograph of a busy street in Delhi, India, completely obscured by a thick, grey layer of smog. In the background, the iconic white dome of the Parliament Building is visible through the haze. The street is filled with traffic, including yellow auto-rickshaws, a blue truck, and several motorcycles. Pedestrians are walking along the sidewalks. The overall atmosphere is one of severe air pollution.

627,426 premature deaths every year in India due to air pollution

PHYSICAL INACTIVITY

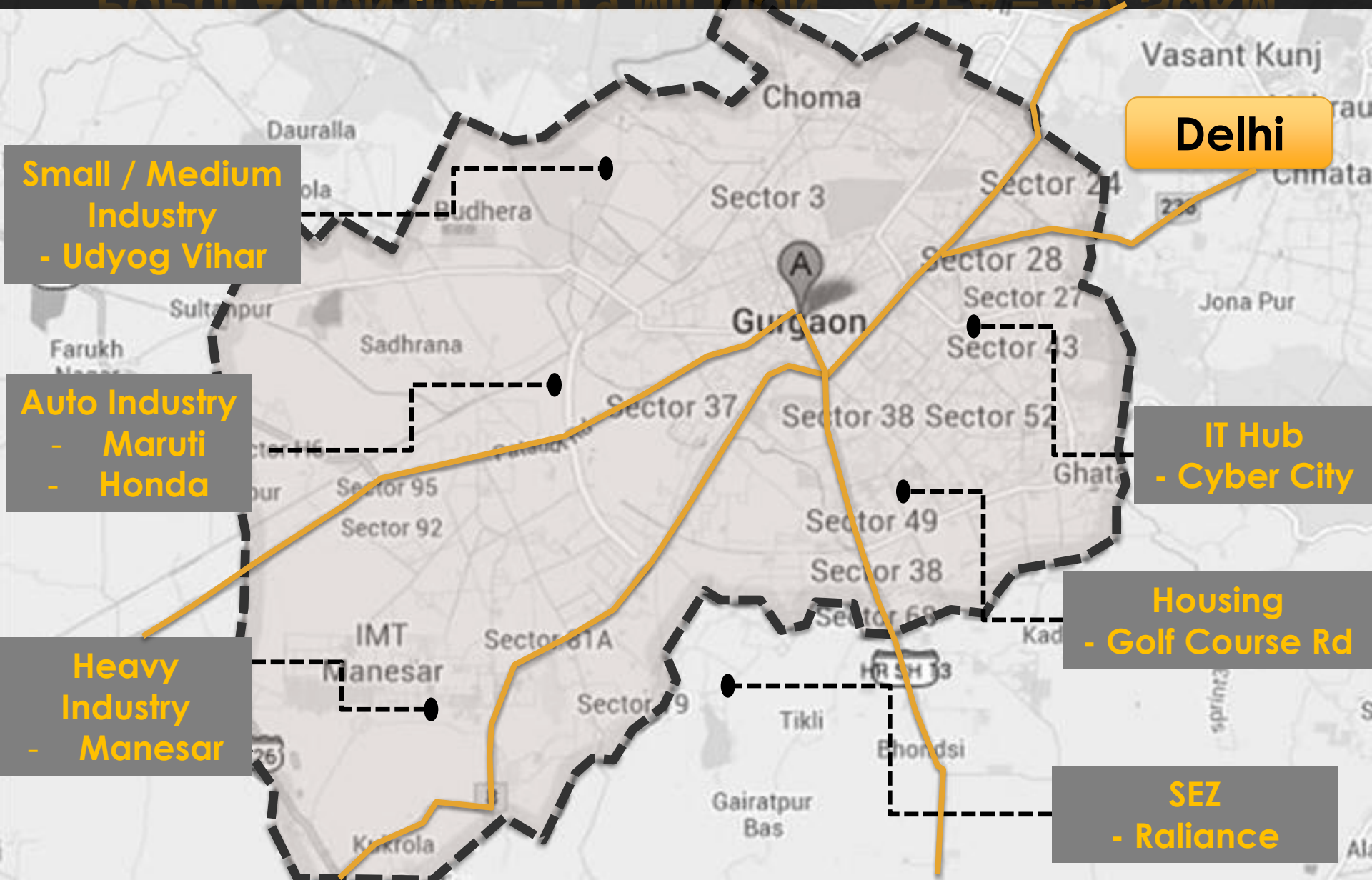


436,122 premature deaths every year in India

Source: http://www5.imperial.ac.uk/medicine/metabolic_risks/bmi/

GURGAON

POPULATION (UA) – 0.9 MILLION , AREA – 457 SQKM



Delhi

Small / Medium Industry
- Udyog Vihar

Auto Industry
- Maruti
- Honda

IT Hub
- Cyber City

Housing
- Golf Course Rd

Heavy Industry
- Manesar

SEZ
- Raliance

TRAFFIC SCENARIO (KEY STATISTICS)



About 106 cars add to Gurgaon's vehicle population every day

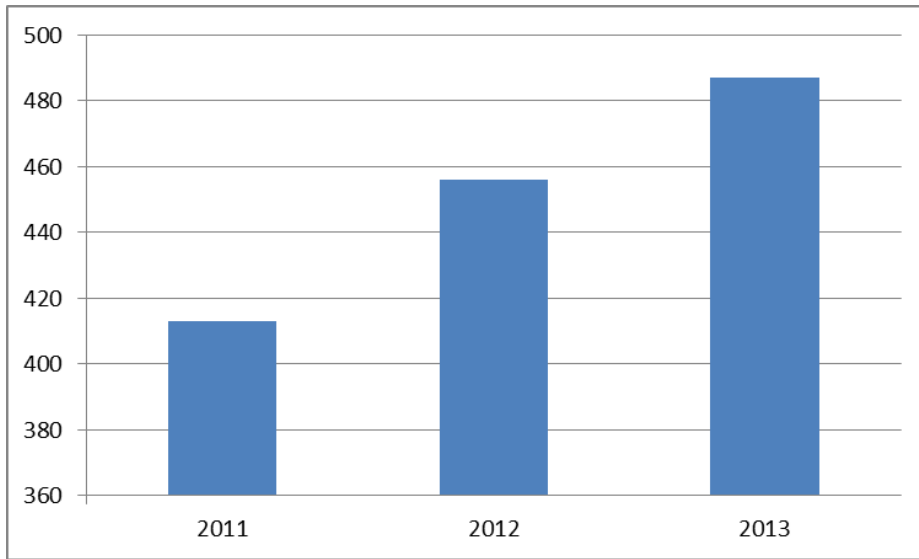
KEY STATISTICS



Average trip length – 7Kms

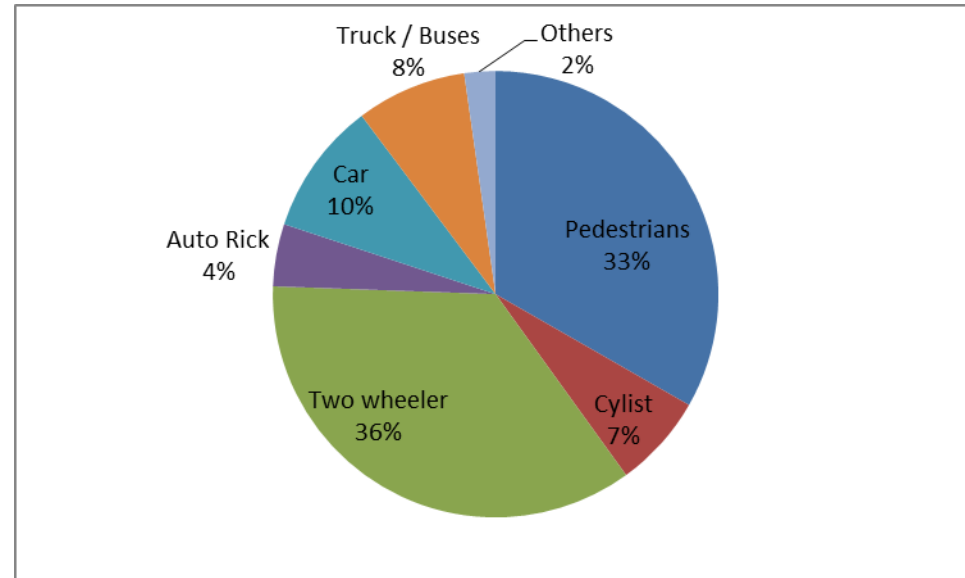
Public Transport share – 10%
Walking and Cycling – 33%

ROAD SAFETY SCENERIO – GURGAON



487 PEOPLE DIED
IN ROAD TRAFFIC CRASHES
IN 2013

40% OF THE
CRASHES ARE OF
PEDESTRIAN AND CYCLIST



STREET DESIGN (KEY STATISTICS)



Roads with usable
footpath-less than 23%

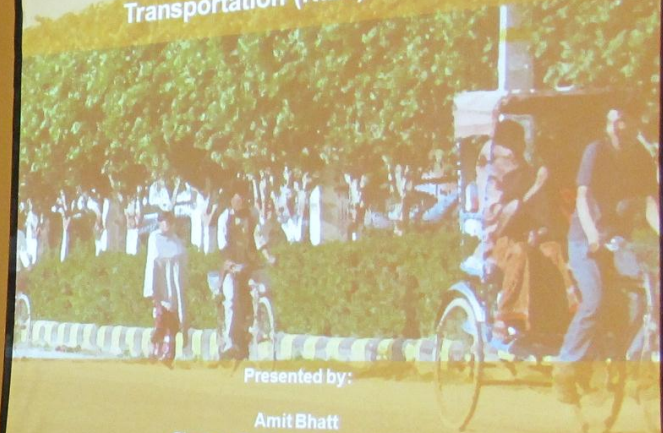


No Cycle track


WORKSHOP ON PLANNING ON NMT IN GURGAON – FEB 25, 2013



Workshop on Planning for Non Motorized Transportation (NMT) in Gurgaon



Presented by:

Amit Bhatt
Strategy Head – Urban Transport
EMBARQ India

Gurgaon

Feb 25, 2013

FOUNDING PARTNERS



In partnership with



Raahgiri Day – Giving Street back to people



raahgiriday
G U R G A O N

apni raahen | apni azaadi








For details
www.raahgiriday.com

SECTOR 27




HUDA CITY METRO

MAP KEYS

-  ONE-WAY MOVEMENT FOR RAAHGIRIS
-  TWO-WAY MOVEMENT FOR RAAHGIRIS
-  BARRICADES FOR VEHICLES
-  TRAFFIC MARSHAL
-  ACTIVITY AREA
-  GAMES AREA
-  CYCLES ON RENT
-  MOTORISED VEHICLE MOVEMENT DIRECTION
-  LARGE ROUTE MAPS
-  CAR PARKS
-  EATERIES
-  TOILETIERES

1. ADDITIONAL PARKING AT HUDA CITY CENTRE METRO STATION, IFFCO CHOWK METRO STATION, LEISURE VALLEY & EPICENTRE.
2. FOLLOW TRAFFIC MARKERS PLACED ON THE STREETS.
3. FOR ANY TRAFFIC ASSISTANCE TALK TO MARSHALS OR RAAHGIRI VOLUNTEERS.

SUPPORTERS

Road Safety
Officers

TheCityFix



hindustantimes

Civil Society

THE TIMES
OF INDIA


गुडगाव
की आवाज
107.8
FM
सामुदायिक
रेडियो
स्टेशन

 98.3 FM
RADIO MIRCHI
70's Reti
www.radiomirchi.com

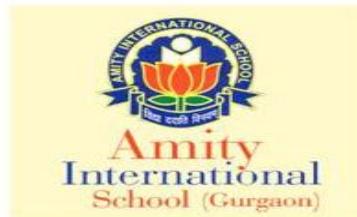
हिन्दुस्तान

suburb
Gurgaon's Very Own Magazine
on Lifestyle & Infotainment

R
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unleash your potential

VOLUNTEERS

Political Leaders, Councilors,
RWAs, Industry Leaders



POLICE COMMISSIONERATE



GURGAON



Press Conference to Launch Raahgiri

ON STREET PROMOTIONS

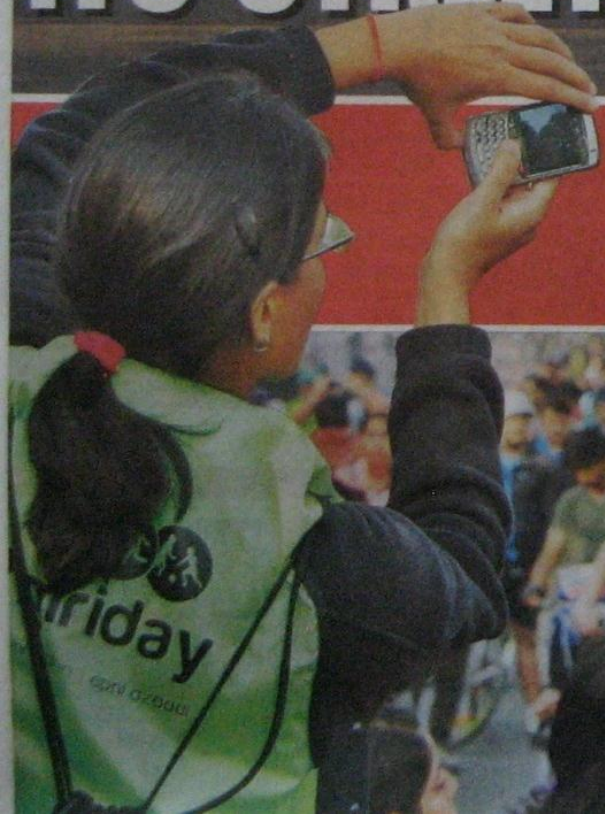


Billboards, Hoardings, Pamphlets



Nov 17, 2014

GURGAON RECLAIMS ITS STREETS



The first Raahgiri Day in the city saw hundreds take to the streets of Gurgaon and indulge in various car-free outdoor activities

Natasha Khurana

For once, Gurgaon streets were filled with more people than cars. Several people from all age groups took to the streets of Gurgaon on Raahgiri Day, participating in activities like walking, cycling and skating. Braving the nip in the air, people engaged in various outdoor activities from 7am on Sunday. Many kids were seen skating, cycling, playing cricket and with frisbees, while others chose to perform zumba, engage in cross fit training and even running with their friends.

"I have taken three rounds of the stretch already on my cycle and I feel so happy, because when you see so many people doing their own thing freely, it makes Gurgaon look like an eco-friendly city. The only bad thing is that many people who should have, didn't turn up," said Divya, a Class VII student at Heritage School.

Chief Guest Alok Mittal, Commissioner of Police, who also cycled a stretch of four kilometres along with other cyclists, said, "Although I don't cycle every day, my idea of staying fit involves adequate intake of food and a brisk walk, along with the conscientiousness to stay fit. I am very happy to be a part of this exciting initiative which we are planning to hold every Sunday with as much enthusiasm



htgurgaon

WE ARE RESIDENTS OF GURGAON AND WOULD LIKE IT TO PROGRESS AS A CITY. Deepak Jolly, Coca-Cola India

Raahgiri Day focuses on road safety and self-defence

LIGHT A CYCLE Following the death of an executive in a hit-and-run case last week, the spotlight was back on dangers faced by cyclists and pedestrians every day

GURGAON: Raahgiri Day celebrated this Sunday was not all about fun and celebrations as organizers mourned the death of an IT executive a day before.

Arun Kumar Garg was cycling on his way to work in Sector 39 on Friday, when a speeding car hit him and he died.

Taking a cue from the accident two street plays on road safety were organized by DAV Public School and Laxmi Public School respectively.

To help increase safety of bicycles and rickshaws plying at night, 'Light a Cycle' campaign was arranged by a volunteer group that took donations from people present at Raahgiri Day and used the money to put reflective tapes on bicycles belonging to the under-privileged and on rickshaws, so that vehicles can spot them in the night.

There were lots of activities organised and people came out in hordes to participate.

Gurgaon police commissioner, Alok Mittal, attended the event and promised that regular self-defence training camps for women in the city headed by DCP (East) Nazneen Bhasin, would be held.

Ten horses from Madhuban and Bhandsi also took a round of the Raahgiri stretch and displayed their equestrian skills.

Bhawana Daga repeated her street yoga session with a surya namaskar Marathon of 108 surya namaskars in one hour, which also saw CP Alok Mittal and his family participating.

REFLECTIVE TAPES WERE PUT ON CYCLES, RICKSHAWS SO THAT VEHICLES COULD SPOT THEM IN THE DARK AND AVOID ACCIDENTS

face to face

DARIO HIDALGO

'Time to make streets people-oriented'

Dario Hidalgo, Director of Research and Practice, Embarq, and former Director of TransMillennio, the Bus Rapid Transit (BRT) system in Bogota, Columbia, which is considered one of the best in the world. Present at the Raahgiri Day on Sunday in Gurgaon, he talked to HT about the need for cycling tracks and the failure of the Delhi BRT System.



■ Dario Hidalgo at the Raahgiri Day celebrations. PARVEEN KUMAR/HT

What do you think of the organization of Raahgiri Day in Gurgaon and the response?

So many people coming out to witness this event is a clear sign that people here are willing to see a change in the transportation system. The message to take home from this event is that it's time the streets are more people-oriented so that they feel safer travelling and developing permanent cycling tracks is one way of doing so.

How commuter friendly do you find Gurgaon? And what is the need for permanent cycling tracks?

From the way the suburban city of Gurgaon has been developed, it is clear the roads are not meant for walking or cycling. This is because the sectors have long stretches of roads with intersections placed far apart. This has two implications—one, people need to walk longer distances which is difficult and two, people tend to overspeed on roads without intersections. Therefore, there is a need for

demarked footpaths and cycling tracks with physical barriers for the safety of people.

Some government authorities here do not think the idea of permanent footpaths and cycling tracks is viable. What do you think?

All world class cities are creating exclusive spaces for cyclists and pedestrians. It should be understood that accommodating cyclists and pedestrians is the way forward.

Another argument is that increasing number of cars warrants more space for cars. Then aren't cyclists a disruption of smooth traffic?

That idea is outdated. Cities now are shifting focus to public transport and non-motorised forms which are healthier, safer and greener.

Since you have headed the

BRT project in Bogota, considered one of the best in the world, what would you say about the BRT experiment in Delhi and its failure?

The experiment in Delhi was a failure because it was not BRT—it was a busway. The concept of BRT was misunderstood. It was not scientifically designed. It was a good initiative in spirit but for it to be successful the technicalities should have been taken care of.

The BRT in Delhi may soon be scrapped. What do you think of this?

If this happens, Delhi will be dropping off from the list over 166 cities in the world which have adopted BRT successfully, including cities which have fewer resources than Delhi. What's worse is that the bad experiment in Delhi is making other Indian cities apprehensive about the BRT model.

Senior citizens trapped in elevator for an hour

Siddhartha Rai

■ siddhartha.r@hindustantimes.com

GURGAON: Lack of adequate maintenance in Gurgaon highrises was brought to the fore once again when an elder couple were stranded in the lift of one of the 16-storey towers of the Parsvanath Exotica residential complex in Sector 63, for almost an hour.

Lalit Jain, 67, had come to the tower of the Exotica when he got stuck in the lift with his 64-year-old wife on Saturday.

"The lift had suddenly stopped between the sixth and seventh floors and no emergency device inside the lift worked. We were finally rescued by security guards who somehow opened the lift," Lalit told HT on Saturday night.

Residents of the complex alleged this is not the first time this had happened.

Exotica Condominium Owners Association, responsible for looking after the maintenance of lifts, say that their annual maintenance contracts are in place.

"The lift got stuck in the changeover from one to the other floor; when it should have stopped at the next floor it should have opened. We have approached the maintenance company and they will do complete audit all over again," said Amit Bansal, president of the body.

HEIGHT RISKS

Present situation in Haryana:

- Gurgaon has about 50,00 registered lift and escalators
- Nearly 1000 lifts installed before 2009 are still to be fitted with Automatic Rescue Devices (ARDs)
- All new lifts installed after 2009 claim to have pre-fitted ARDs
- The cost of ARDs range from ₹1.5 lakhs to ₹5 lakhs

A melting pot of activities, Raahgiri Day shows the way

HT Correspondent

■ hreporter@hindustantimes.com

GURGAON: With a constant increase in footfall every Sunday, Raahgiri Day is gaining popularity among the residents of Gurgaon as well as Delhi who are looking forward to the variety of entertaining events held along the vehicle-free stretch of road.

The rising participation at Raahgiri has also led to its emergence as the core of popular movements in the city, with various events being planned around the same venue.

Various NGOs, citizen groups and corporate social responsibility initiatives have been taking place in the area.

"It is always an advantage to have people gathered at a spot in terms of networking and also finding like-minded people. It makes an impact when social messages are discussed on a larger platform," said Vinita, founder trustee, We the People.

The mixture of events this Sunday was another crowd-puller. The day started by races for underprivileged children taken up by the group Bhagta Bharat. Performances of Raagini, a traditional folk art of Haryana, were also put up by an amateur group. One of the major attractions was the dog show by Haryana Police, where sniffer dogs belonging to the department showed interesting tricks.

While Gurgaon residents have been joining the event in large numbers, people from Delhi have also begun to show interest in Raahgiri. "We were to visit our



■ (Top) A Haryana Police dog entertains the crowd; (above, in pink) JCP (traffic) Bharti Arora tries yoga. MANOJ KUMAR/HT PHOTO

relatives in Gurgaon today, who told us to come early so that we could witness Raahgiri. We have been here for three hours now and the children don't want to leave. It's like a carnival for us", said Manish Singh, a businessman who lives in Dwarka, New Delhi. The city's top officials also

participated in the event along with their families. While police commissioner Alok Mittal was spotted enjoying a cycle ride along with his family, joint commissioner of police (traffic) Bharti Arora, along with her daughter, practiced yoga on the Raahgiri stretch.



MY FAMILY LOVES RAAHGIRI DAY

Manish Paul

GURGAON'S 10am ROCK CONCERT AT RAAHGIRI

Is 10am in the winter too early to attend a Euphoria concert? Gurgaon's Raahgirs don't think so



Pics: Ajay Kumar Gaud

Palash Sen



POWER GAMES



Natasha Khurana

Gurgaon celebrates Raahgiri Day with Euphoria forming on Gurgaonwallahs to reinvent commuting. After running, jogging, cycling, working out, they go to the band's music. After his band's told us, "This was the on the road in Gurgaon of people and the energy of the audience. Having two-and-a-half hours like a dream come true was as wild as the concerts and I am thrilled to be at Raahgiri Day."



Taekwondo enthusiasts by Kishoregan Martial Arts Academy

Top 14 Experiences in Gurgaon



10. Raahgiri: We all know that getting up early on a Sunday morning is not a piece of cake, but when you see that you're not the only one who's out on Gurgaon's streets – jogging, walking, cycling or doing some form of physical activity you'll get motivated to go out each week. A few roads are closed and from 5.30am residents come out on the streets taking part in skating, yoga, aerobics etc. It's a delightful experience for the kids as well.

Pathways to Green Cities

Innovative Ideas from Urban India



Raahgiri Day

Raahgiri Day is a street event held on Sundays. It turns major city roads of Gurgaon into car-free zones from 7 am till noon to allow citizens to participate in community or recreational activities.

The first-of-its-kind Raahgiri Day in India was held on 17 November, 2013. 10,000 people participated in the inaugural event. That number has grown each week, reaching over 60,000 by week 8 and nearly 2.5 lakhs by Week 16. With the event garnering significant public and media attention, a strong message is being sent that Indian roads have great potential to positively benefit urban residents when they are made accessible not just to vehicles but also to pedestrians, cyclists and for recreational purposes as well. More importantly, the event has succeeded in driving home the fact that many of India's urban residents are willing to use sustainable modes of transport, provided they have access to safe and secure infrastructure.



SAFER ROADS, SAFER INDIA

gamechanging innovations that save lives


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NEWS

We are thrilled to announce the two Early Entry Prize winners of the challenge: Raahgiri Day and Road Accident Sampling System - India (RASSI). These two submissions stood out from the rest for their innovative approaches to advancing road safety in India. Each will be awarded INR 60,000 to move their work forward.

[Read More](#)

INR 1.8M IN PRIZES

Connect with us on [Facebook](#) and track [#saferoads](#) and [@changemakers](#) on [Twitter](#) for the latest innovation trends and news about the competition.



Raahgiri Day in Gurgaon, India

In Gurgaon, an equal proportion of residents travel by motorized modes, formal and informal public transport, cycling, and walking, but almost all the infrastructure is designed for cars. Raahgiri is an attempt to reclaim what belongs to certain stretches of roads to automobiles and opening them to the public for four to five hours every week creates a healthy, sustainable, and vibrant city experience, demonstrating that people in cities are willing to cycle or walk, provided they are given safe and secure infrastructure.



VARIETY
The Matrix directors
hire Jai Ho
choreographer
Page 2

GurgaonTimes

MONDAY, NOVEMBER 17, 2014
ADVERTORIAL, ENTERTAINMENT, PROMOTIONAL FEATURE

ENTERTAINMENT
Amanda
threatened to kill
parents?
Page 4

OF INDIA

BOGOTA, COLUMBIA (WHICH STARTED
CAR-FREE SUNDAYS) HAS 102KM CLOSED
FOR IT. DELHI AND GURGAON TOGETHER
ARE TWICE THE SIZE. IT SHOULD HAVE AT
LEAST 200KM CLOSED OFF

— ENRIQUE PENALOSA, EX-MAYOR OF BOGOTA

The ex-mayor
of Bogota,
Columbia, with
Gurgaon's
PedalYatri
members

RAAHGIRI TURNS 1!

As Raahgiri Day turned
one this Sunday, Gurgaonwallahs
were treated to a concert by Euphoria,
flash mob, puppet show and more

Sameen.Husain@timesgroup.com

Gurgaon's Raahgiri Day has turned one, and it looked like the entire city was celebrating its birthday this Sunday at Sushant Lok. The Raahgiris were present in full force as an array of activities took place. The highlight of the celebration was the performance by Euphoria. The band performed many songs - right from its popular numbers to nursery rhymes like *Old MacDonald Had A Farm* and *Queen's We Will Rock You*. Palash Sen, who felt a little uncomfortable performing in the broad daylight, told the audience, "*Raat mein toh sab chhup jaata hai*, but performing in full daylight with so many people looking at us is a real challenge." After the performance, Palash told us, "Raahgiri should be taken to each and every corner. Give a chance to everybody to have at least one great day in a week."

A SPECIAL GUEST FROM COLUMBIA

For those who didn't know, the concept of car-free Sundays orig-

Pics: Ajay Kumar Gauram



Impacts....

Users

Local Business

Noise

Air Pollution

Road Safety

Participation

about
700,000

People participated

User Survey (185 samples)

28%

Participants bought Bicycles post
Raahgiri



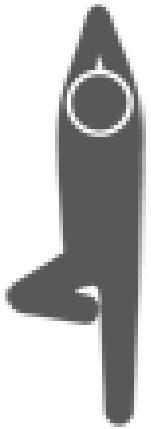
NMT Usage

87%

Started Walking / Cycling for Short Trips



Activities – Raahgiri Day



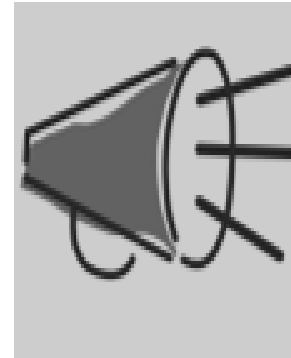
22%
Yoga



9%
Skate



22%
Games



20%
Music



27%
Zumba

Activities – Non Raahgiri Sunday



25%
Eat out



9%
Shopping



**At home
- Relax**

61%

 **EMBARQ**
India

Local Business – Perception before Raahgiri

80%

Did not like Raahgiri before the start



Major concern before Raahgiri

Impact on
mobility

19%

Impact of
Sales

35%

Can't
understand

46%

Impact on Local Business

87%



are aware

79%



like Raahigiri

50%

Activities, Fun, Safety

27%

Increase in Sales

13%

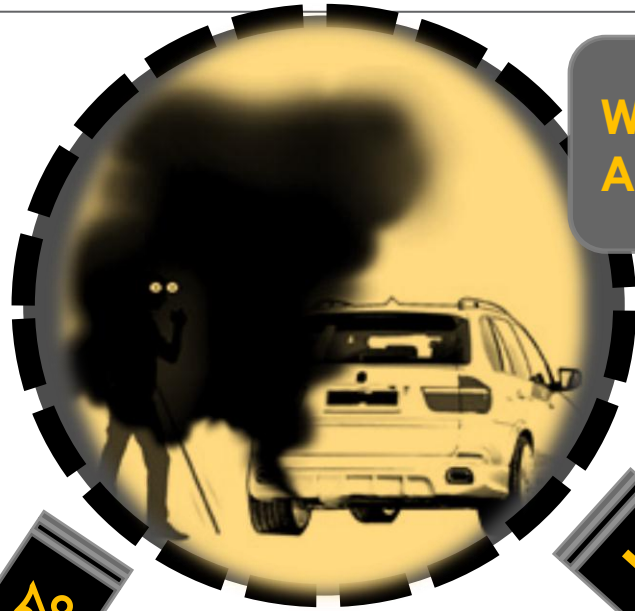
Health &
Fitness

10%

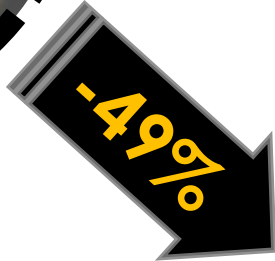
Environmental
Awareness

Reasons for Liking

Air quality - exposure to PM 2.5



Week Days
Avg. 194 $\mu\text{g}/\text{m}^3$



Avg. 99.8 $\mu\text{g}/\text{m}^3$



Non Raahgiri
Sunday
Avg. 147 $\mu\text{g}/\text{m}^3$



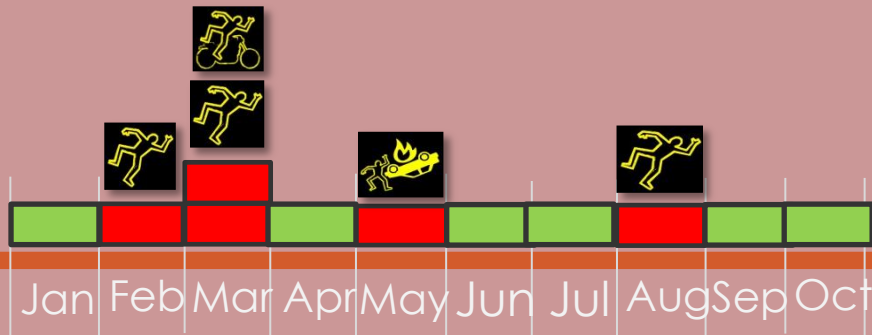
India

Road Traffic Fatalities (Sushant lok area)



Post

5 Fatalities



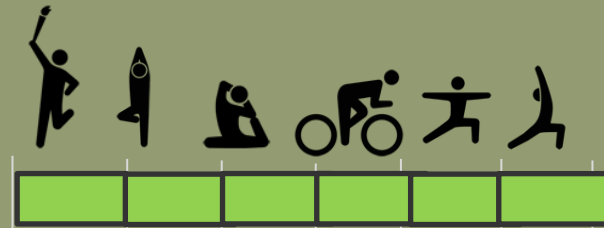
Jan - Oct, 2013

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Zero Fatalities



Nov 2013 - Aug 2014

Frist Cycle Track in the City



Nov
17
onwards

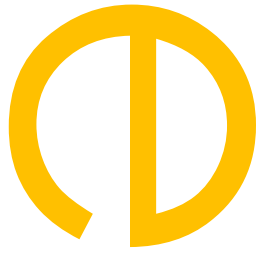
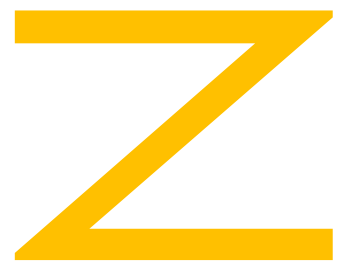
Health,
Environment,
Equity,

Safe

Fun



What



Raahgiri in Other Cities

Ludhiana



Navi Mumbai

New Delhi



Bhopal



Ahmedabad



Big Picture – Infrastructure Change



Raahgiri Day moments....

www.raahgiriday.com



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CUT & STYLE









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STREET







THE TIMES OF INDIA

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ARENA

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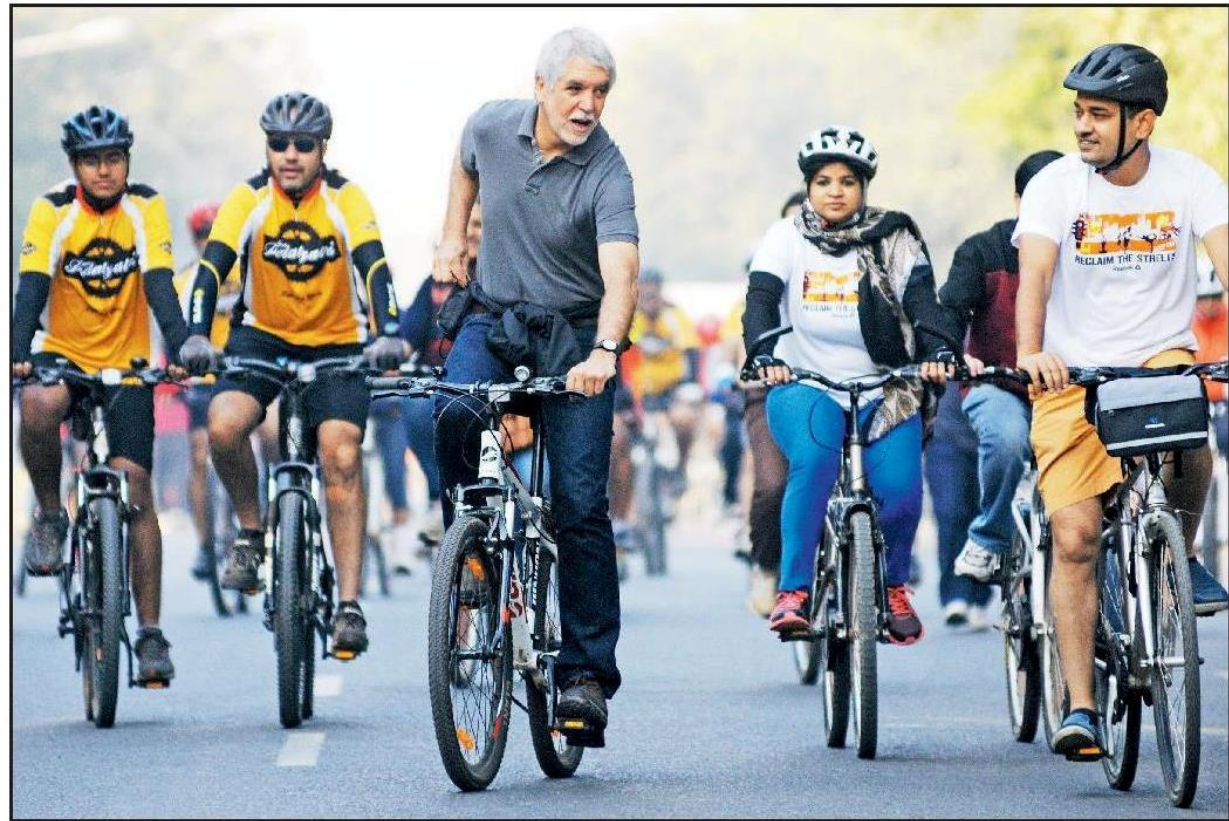
ENTERTAINMENT
Amanda
threatened to kill
parents?
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VARIETY
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BOGOTA, COLUMBIA (WHICH STARTED CAR-FREE SUNDAYS) HAS 102KM CLOSED FOR IT. DELHI AND GURGAON TOGETHER SHOULD HAVE AT

The ex-mayor of Bogota, Columbia, with Gurgaon's PedalYatri members



MATTER
OR WHERE
HE TRIP
WITH
YOU...

one Woman With
Courage
is a
Revolution

Work
baby
worry
Responsible
Brave
Cook

Education

एक नारी की
पहचान उसके
धैर्य, मातृत्व
एवं सहनशीलता
में है।

WOMEN
EMPOWERMENT

BREAK THE CHAINS

AGENCE
AGAINST
WOMEN

EMPOWERING
WOMEN
TOGETHER

A right is not what someone gives









THE TIMES OF INDIA

Swachh Giridays

apni rachna apni zama











I am Pedalyatri

Life is a Cycle

I am Pedalyatri

Life is a Cycle

I am Pedalyatri

Life is a Cycle

HALT AND GO PLACES FOR TSR

THE TIMES OF INDIA

APNI RAAHEIN APNI AZAADI



GENPACT conscient nagarro Reebok Coca-Cola India THE TIMES OF INDIA suburb

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