



Cycle Feeder & Rental Scheme

(Integration of BRT with an emission free Non-Motorized Public Transport Feeder Network)

Prepared by



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(A Joint Venture of Govt. of Delhi and IDFC Ltd.)

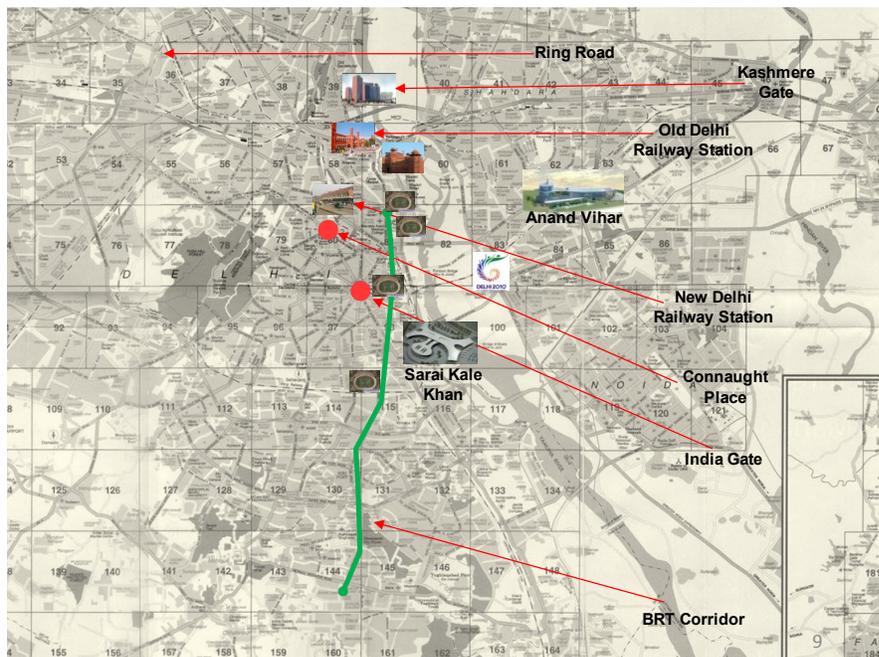
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1. Introduction

Delhi Bus Rapid Transit (BRT) Corridor joins the South part of city to the North side, is considered to be the main arterial road of Delhi. It is also surrounded by various tourist spots, business centers and Government offices where visitors throng daily. According to IIT Delhi field survey (2007), there are some high profile Bus Stops on BRT Corridor where necessity of cycle stands is felt' but due to non availability of the same commuters are deprived of this facility.



Picture 1: BRT Corridor (Dr. Ambedkar Nagar to Delhi Gate) and Key Landmark

Delhi BRT Corridor is 14.5 kms long and covers the stretch from Dr. Ambedkar Nagar to Delhi Gate. The first part of the corridor stretch from Dr. Ambedkar Nagar to Moolchand (5.8 kms) is operational since April 2008 and the second part of the stretch from Moolchand to Delhi Gate (8.7 kms) became operational in January 2010.

1.1. **Role of DIMTS – Corridor Manager**

Delhi Integrated Multi-Modal Transit System (DIMTS) is a joint-venture company of Government of National Capital Territory of Delhi. The Government has appointed DIMTS as a Corridor Manager for Delhi BRT Corridor. DIMTS is responsible for the operation & management (O&M), in lieu of complete rights from Transport Department. The company needs to generate revenue through advertising and other sources to meet the operational cost. Owing to this mandate, DIMTS needs to make consistent efforts to improve the commuters' amenities along the corridor, as well as, to finance all initiatives without putting extra burden on the Government exchequer.

DIMTS has also formed a Non-Motorized Transport (NMT) Cell under the chairmanship of Additional Commissioner (Transport). In 1998, Transport department funded the preparation of a Bicycle Master Plan (BMP) for Delhi. The key aim of BMP was to develop a network of bicycle corridors in the city. The study also showed that the existing arterial roads in Delhi could double the existing carrying capacity and achieve at least

40% reduction in fatal traffic accidents if the Government could develop a cycling network. However, there was no progress in this area till 2008. The first impact in this area was made in 2008, with the construction of 2.5 meters wide segregated bicycle lanes along the Delhi BRT corridor. Now, DIMTS is actively making efforts in this area and is consistently taking innovative initiatives in this sector. NMT cell is also responsible to update Delhi Bicycle Master Plan with an aim to popularize cycling for short trips and as feeder to other mass transit system.



Picture 2: Delhi's First Dedicated Cycle Track

DIMTS is actively lobbying for new policies to promote bicycle as a means of feeding the transit system and increase bike routes on secondary streets and main arterials where necessary so that the route system is continuous.

1.2. GreenBIKE – Cycle Feeder & Rental Scheme

GreenBIKE is first of its kind initiatives in Delhi (even in the country), which integrate Bus-based Transport system with cycling. In order to develop, an eco-friendly environment near BRT Corridor in Delhi by discouraging petrol/diesel driven vehicles on roads and encouraging use of cycles amongst commuters. DIMTS has constructed five (5) cycle stations along the BRT Corridor on Build-Own-Transfer (BOT) model.

Introduction of cycle renting facility would facilitate visitors to use cycles to visit adjoining area after alighting from buses and would get maximum patronage. Currently, the registered members can hire a bicycle at one place and can return it back at the other place. The unregistered members need to produce an identity proof to hire the bicycle. Moreover, the key Unique Selling Proposition (USP) is that you can also park your cycle at these GreenBIKE station at nominal charges.

DIMTS has signed an agreement with Planet Advertising Pvt. Ltd. to build, operate and manage these cycle station for a period of 5 years. The concessionaire pays Rs. 20,000 (US\$450) per month per station and make revenue through selling the advertisement space on cycle station and hire charges. On the other hand, the concessionaire made initial investment and bears the recurring charges for the maintenance and upkeep of the facility.



Picture 3: GreenBIKE Station inaugurated by Mr. Surajit Roy, Chief (Operation), DIMTS

GreenBIKE service was commenced on October 11, 2009 and a cycle rally was organized in collaboration with Delhi Cycling Club (DCC) on the inaugural day to enhance the awareness about the 'Cycle Feeder and Rental Scheme' along the BRT corridor.

1.1. Main objectives

The key objectives of the scheme are:

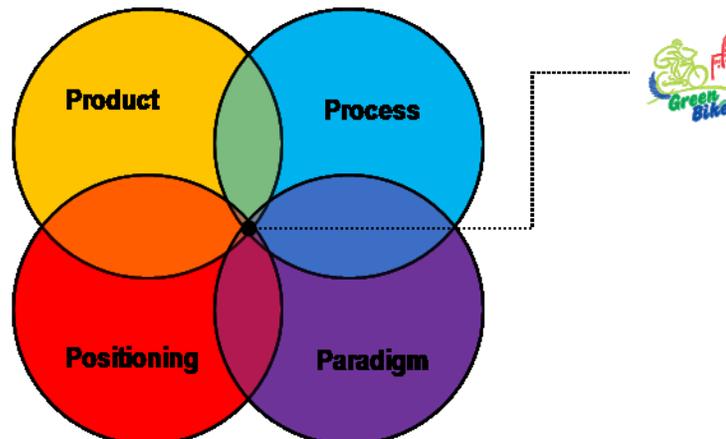
- To introduce cycling as a mode of sustainable transport in the city.
- To make cycling a fashionable statement, mainly among the youth and school children.
- To provide a platform to suggest possible changes to legislation, and the refinement of policy guidelines to better support cycling, in particular integrating it with public transport, and the development of fiscal incentives to promote cycling.
- To encourage people to cycle for short distance trips or as a feeder service to start or complete their journey.
- To provide safe and public parking space for the cyclists around the city.
- To create a single-platform for all information on cycling in the city, like route map and guides - showcasing safer routes and cycle lanes.
- To organize weekly or monthly training sessions for would-be cyclists and special awareness sessions in schools & colleges.

1.2. Innovative about the project

Innovation is a new way of doing something or "new stuff that is made useful". The goal of innovation is positive change, to make someone or something better (Max McKeown, 2008). There are four types of innovation or there are four pathways to investigate when searching for good ideas (Tidd et al, 2005):

- **Product Innovation** - new products or improvements on products.
- **Process Innovation** - where some part of the process is improved to bring benefit.
- **Positioning Innovation** – where an old product is repositioned in the market.
- **Paradigm Innovation** - where major shifts in thinking cause change.

Figure 1: GreenBIKE – Innovation Mapping



As per Figure 1, GreenBIKE positions at the centre of all these four types. It involves:

Product Innovation - introducing new modern bicycles

Process Innovation - introducing new cycle sharing concept in India

Positioning Innovation - repositioning cycling as a sustainable mode of transport then a poor man's vehicle

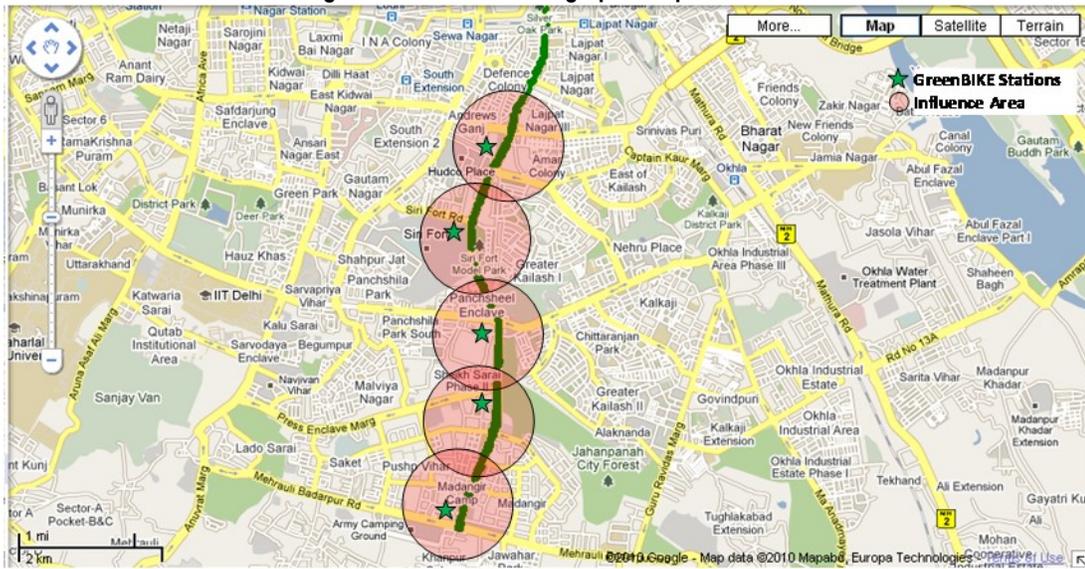
Paradigm Innovation - introducing cycling as a key feeder service than viewing it as an object of congestion.

GreenBIKE is a fast and convenient mode of transport and not only attracts captive cyclists but also curious young people from higher economic backgrounds. It has enormous potential to substitute motorized individual trips for commuting, shopping and leisure trips.

1.3. Geographic Scope

The feeder and rental scheme is currently introduced at five locations on the first stretched of BRT Corridor (between the section from Dr. Ambedkar Nagar to Moolchand) - Dr. Ambedkar Nagar, Shiekh Sarai, Chirag Delhi, Siri Fort and Andrew Ganj as these are the main junctions and near to bus stops.

Figure 2: GreenBIKE Geographic Impact



It is planned to introduce more number of GreenBIKE stations on the second stretch from (Moolchand to Delhi Gate) before Delhi Commonwealth Games 2010. According to RITES TDFS Study (2008), average person trip length of a bicyclist is 4 kms. Thus, the GreenBIKE station will be able to impact very large number of population directly. On the other hand, all the commuters using BRT Corridor will also be benefitted through this service.

Moreover, it is decided that network of GreenBIKE stations will be extended to other part of city after the construction of dedicated cycling track along the road. The Government of Delhi is already constructing separate cycling tracks around Outer Ring Road and Centre Delhi area.

1.4. Key Details

The key details of the project – GreenBIKE are as follows:



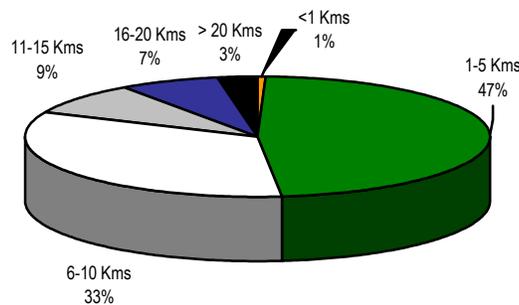
No. of Bicycles	50 (10 Cycles at each Station)
No. of GreenBIKE Stations	5 Stations
Public Parking Facilities	Available for 5 Bicycles
No. of Registered Members	80
No. of daily customers (average)	50-60
No. of employees involved	15 (5 DIMTS + 10 Concessionaire)
Average duration of trip (estimated)	2-3 hours
Average bicycle occupancy / day	1.23
Working Hours	5:00 AM to 10:30 AM
Fare Structure	
- First 4 hours	Rs. 10 (US\$ 0.25)
- Each extra hour	Rs. 5 (US\$ 0.12)

2. Impact of GreenBIKE

Innovations are part of our daily life and try to add little more value in our efforts. Thus, instead of looking to create something new, it is better to modernized existing modes of transport, which require no fuel and emit no gases. DIMTS desires to change the habit of cycling in Delhi. On the basis of this, DIMTS conceptualized the idea of GreenBIKE...

According to Socio Economic Study of BRT Corridor Report (2006), the average distance for which households commuters along the BRT corridor commute is 8.6 Kms, though most of them are commuting between 1-5 Kms (47.7%) or 6-10 Kms (33.5%). This data clearly predict that with better cycling infrastructure and GreenBIKE initiatives, DIMTS can target 50% households' commuters.

Figure 3: Households Commuters - Distance of Destination from Home
(100% = 2,035 Commuters)



By creating a city-wide cycling infrastructure (Cycle track and GreenBIKE stations) and integrating them with public modes of transport like Metro, BRT and bus infrastructure, a lot of trips using private modes can be reduced. GreenBIKE is the first step towards the long journey. Delhi is experiencing car culture, where owning a car is not only mobility need but is also a status symbol. Around 1,000 new cars hits Delhi's road every day.

"Riding a bicycle in the old town truly inspires the mind. Something that should be shared with as many people as possible. You can't get this big smile off your face once you start cycling."

- Jack Leenaars, Founder - www.delhibycycle.com

It has been observed that the introduction of 'GreenBIKE' has created a niche for cycling culture in the city. People are coming forward to experience the joy of cycling.

2.1. **Readily available and reliable service**

The key essence of this initiative is that cycling and parking facility should be safe, reliable and efficient for the cyclists. In order to ensure the reliability and good quality of service, it is stipulated that the concessionaire will ensure that atleast 8 cycles available at all times to public at GreenBIKE station. Any deviation from this parameter should be rectified within 3 days from detection.

The Concessionaire keeps the record on number of users using the cycle services and also maintains a complaints or suggestions book for the users.

2.2. Public Awareness - Information Availability

GreenBIKE aims to change cycling to become the lifestyle product for citizens and encourage cycling as a key mode of transport among all strata of the society. Though, it is a difficult task but it can be achieved with the good marketing strategy. There is a need to create a new business culture integrating urban policies. In the initial phase, information dissemination to the public is important. DIMTS uses various channels to create awareness about GreenBIKE:

2.2.1. Public Outreach Program

DIMTS organizes cycle rallies frequently in collaboration with different groups on the BRT Stretch to motivate people to use cycle. Cycle rallies are organized with a motive to build ownership of the separate cycle track as it is very important to create confidence in the people to use the infrastructure as important as creating one.



Picture 4: Cycle Rally (Climate Ride) – December 2009



Picture 5: Cycle Rally (Earth Hour) – March 2010

Cycle rallies also provide a platform to citizens to discuss current issues and future plans. Each cycle rally is organized around a specific theme like recently the World Wide Fund (WWF) with support from organized a bicycle rally on BRT Corridor (starting from Ambedkar Nagar GreenBIKE Station) to support the 'Earth Hour 2010' campaign.

2.2.2. Social Media

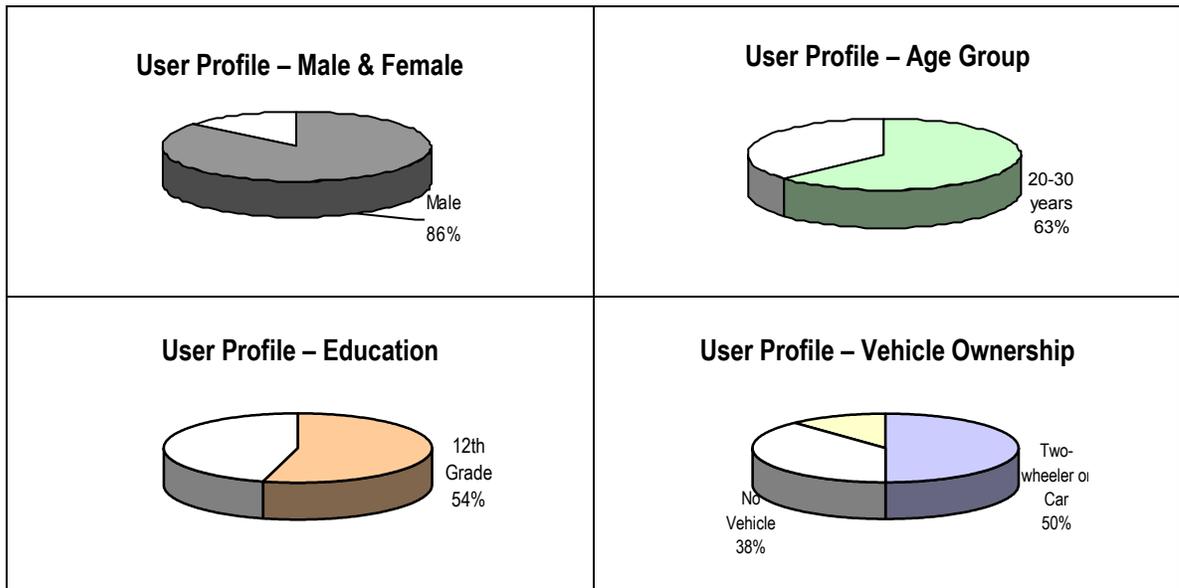
Social media is media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Social media uses Internet and web-based technologies to transform broadcast media monologues (one to many) into social media dialogues (many to many). In short, Social media is a fastest way of communication to reach to the larger audience (Source: Wikipedia).

In next three months, DIMTS is planning to exploit these tools by creating awareness among the public about cycling and GreenBIKE initiative, with special focus on youth. Currently, information related to cycle rental scheme is available on DIMTS's website but a special section will be created for GreenBIKE on the similar line as developed by Transport for London – Cycling Program (www.tfl.gov.uk/roadusers/cycling/11598.aspx)

2.3. Commuters' Survey

In February 2010 the German Development Agency, GTZ in co-operation with DIMTS, began to survey, GreenBIKE, the cycle feeder and rental scheme on the BRT corridor with a view to understand user needs, profiles and ways in which the scheme could be developed further.

GTZ conducted an initial survey of the customers from BRT rental stations (results only from first week n=28 → no representativity yet). The user profile is as follows:



Source: Sebastian Schlebusch, "Bicycle Sharing in Delhi" (GTZ, 2010)

Although cycling is also attractive for health and environment reasons, the majority of users hire cycles for practical reasons. Commuters observe that cycling is faster than any other mode of transport' for completing their trip. It is interesting to know that half of users are 'regular', sharing a cycle more than once a week. Customer satisfaction rates topped 99% with this proportion of customers saying they would rent again

Some of the key findings are shown below:

Figure 4: By Renting a Bicycle Your Trip was Faster Than with any Other Mode of Transport

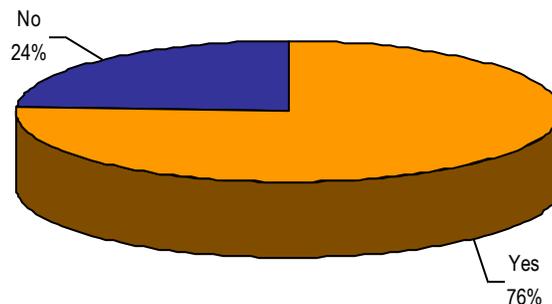


Figure 5: What was the Reason for you to Chose a Rental Bicycle

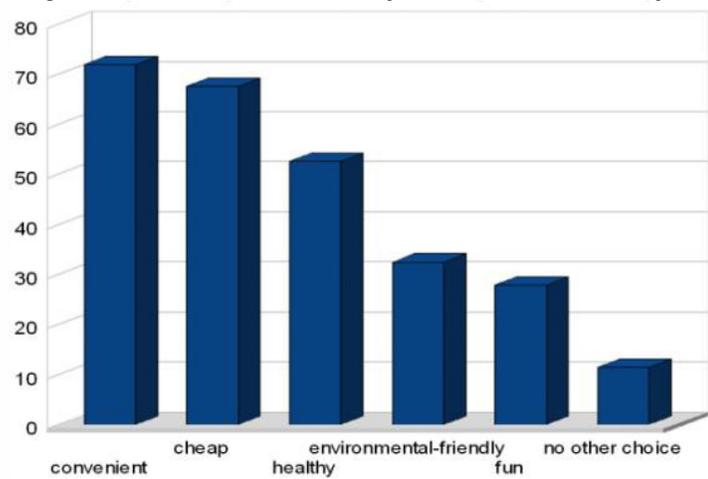
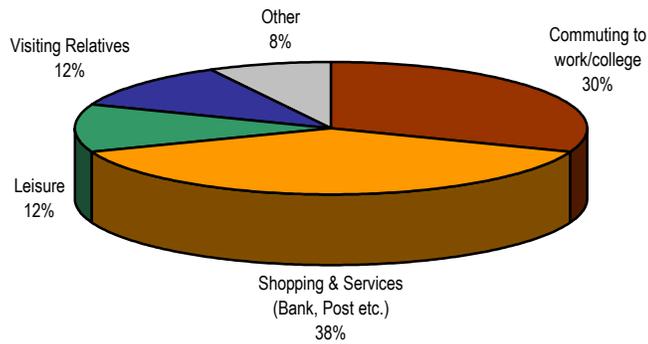


Figure 6: What was the Purpose of Your Trip with the Rented Cycle



3. Sustainability of the Public Transport System

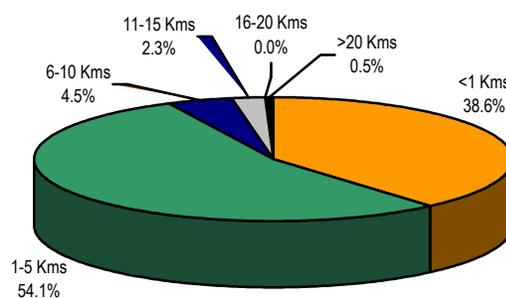
After its launch in April 2008, BRT System in Delhi faced a lot of criticism from all section of the societies. It attracted a lot of negative media attention in the early phase. It faces strong opposition from all sides – local residents, bus commuters, motorists, private vehicle owners, media etc. The idea of prioritizing road space to public transport may appear to be counter to the interest of private vehicle owners. Bus commuters opposed the idea of location of bus stops in the middle. Local resident were against with the fear that they might lose their control over the road as road side parking and jay-walking is not allowed. Thus, it faced opposition from all prospective beneficiaries.

DIMTS tried hard to sell the logic that separating different category of vehicles will improve conditions for private vehicles. Since buses stop more frequently and other non-motorized vehicle mixed with the traffic, the separation of these vehicles from mixed traffic can actually improve flows for all. A dedicated cycle track and pedestrian path is a boon for local residents. Besides marketing efforts, there is also need to implement some new innovative solutions to engage the interest of the larger public.

GreenBIKE has directly and indirectly helped to generate support for the Delhi BRT Corridor. It helped to promote the use of cycling as a feeder service to bus operation. As per the data shown in Figure 2 above, **GreenBIKE can target 50% households' commuters to come to bus stop using bicycle or to reach destination directly.**

In the similar pattern, the average distance of commuters to reach the place of destination from bus stop at the BRT Corridor is 2.2 kms. Around 54% of commuters have to travel a distance of 1-5 kms to reach the place of destination from bus stop and 39% have to travel less than 1 km. Thus, **GreenBIKE can target 93% households' commuters to use bicycle to reach to their destination using bicycle.**

Figure 7: Households Commuters – Distance of the Destination from the Bus Stop
(100% = 749 Commuters)



Source: Socio Economic Study of BRT Corridor Report 2006

Commuters have different options available to travel along and nearby area (radius of 5 kms) of BRT Corridor. The results of comparison between different modes of transport on different parameters are given below:

Comparison of Different Modes – Choice available with Commuter

	Bus 	Motorbike 	Auto rickshaw 	GreenBIKE 
Capital Cost	N.A.	Rs. 50,000 (US\$1,200)	N.A.	N.A.
Recurring Cost	N.A.	Rs. 4,500 (US\$100)	N.A.	N.A.
Distance	5.8 km	5.8 km	5.8 km	5.8 km
Wait Time	15 minutes	N.A.	10-15 minutes	N.A.
Journey Time	35-45 minutes	25 minutes	25 minutes	25-30 minutes
Cost per trip	Rs. 10 (US\$ 0.21)	Rs. 12* (US\$ 0.21)	Rs. 35 (US\$ 0.75)	Rs. 10 (US\$ 0.21)
Reliability	Very Low	High	Medium	High

*including Capital Cost, Maintenance and Parking charges

On the basis of above comparison, we can predict that GreenBIKE provides the flexibility of private vehicle at the price of public transport.

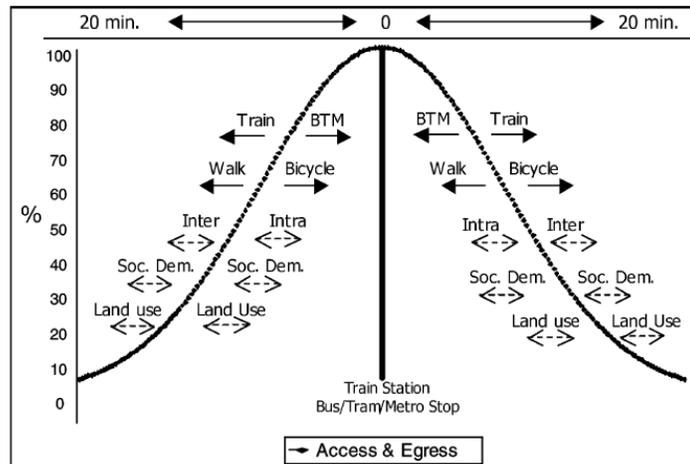
4. Intermodal Interface in the Public Transport System

Theoretically, it seems appropriate to integrate bus system with cycle. However, DIMTS also tried to look out for scientific evaluation of GreenBIKE concept. The extensive research in this field is done by Prof. Stephen Krygsman and has developed a model to evaluate the multimodal transport system.

The quality of public transport is determined not only by the quality of the main transport mode, but also by the before (access) and after (egress) modes. Access and egress are the weakest links in a public transport chain. The interconnectivity of the different modes also becomes important in order to realize a trip and determine the availability and convenience of public transport (Krygsman, 2004). Initiatives aimed at improving access and egress hold potential to significantly reduce public transport trip time and are inexpensive options compared to the expensive infrastructure and vehicle enhancement alternatives frequently considered.

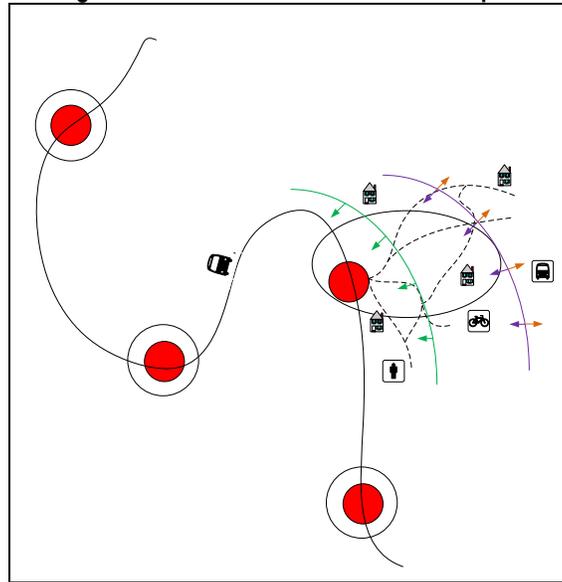
According to research, access and egress times are a function of access and egress modes and trip orientation rather than of socio-demographic characteristics. Land-use has a different impact on access and egress and in both cases the relationship seems non-linear (Krygsman, July 2004).

Figure 8: Probability curves for access and egress trips in The Netherlands



Access and egress times increase with increasing trip time, however, the increase is not as strong as line-haul time and as a result the interconnectivity ratio (access and egress time as proportion of total trip time) declines as trip time increases. For most multimodal trips, the ratio falls within a modest range of 0.2–0.5. The results can be used, amongst other, in planning the catchment area of public transport and predicting choice sets of realistic multimodal trips.

Figure 9: Catchment area of Public Transport



Passenger catchment areas for integrated bus-bike trips are influenced by the distance of the origin to the main haul line based on hypothetical distribution curve:

- **Green:** bus-walking catchment
- **Purple:** bus-bicycle catchment
- **Orange:** bus-feeder bus catchment

Based on above finding, it is observed that cycles can be efficient and cost-effective means of transport to access the BRT system in Delhi. Cycles are zero polluting that will help reduce carbon emissions and if implemented with proper planning, could help the public transport system become carbon-neutral.

5. Innovative Cooperation and leadership

Delhi is a state elective assembly and the local body administrative responsibilities are shared between three agencies - Municipal Corporation of Delhi (control 96% of the Land area), New Delhi Municipal Council (control 3% of the Land area, mainly Central Delhi) and Delhi Cantonment Board (control 1% of Land area). Thus, different agencies are responsible for the development of their own area. Besides these agencies, there are two more civic agencies – Delhi Development Authority and Public Welfare Department, which are responsible for planning, designing, construction and maintenance of the Government assets in the city, mainly infrastructure. Moreover, these different agencies are also responsible for different roles related to Transport Sector in their area.

The key tasks in the transportation sector are executed by Transport Department, Govt. of Delhi. Under which, Delhi Metro Rail Corporation is managing the mass transit system and Delhi Transport Corporation is managing the public bus services. DIMTS is designated as a public transit authority, with a mission to develop integrated multi-modal city wide network. Owing to multiplicity of authority, it is always difficult to execute any city-wide project.

GreenBIKE has certainly provided teeth to Non-motorised Transport (including cycle and cycle rickshaw) promoting agencies to create advocacy at the political level. This is the first of its kind initiative under NMT Cell, which comprised representatives from other government departments like the Transport department, MCD, NDMC, PWD, Delhi Traffic Police, and local bodies, along with, Individuals and organizations (Centre for Science & Environment and TRIPP, IIT Delhi). Through its NMT Cell, DIMTS will play the role of key coordinator to manage the GreenBIKE initiative. It has certainly created a platform to provide a city-wide cycle feeder and rental service.

GreenBIKE has received good response from different sections of the people. It has also helped to sensitize policy makers like Hon'ble Chief Minister of Delhi and Chief Secretary of Delhi. Now, there is need to replicate this model across the city. It is decided that the small network will be expanded to establish cycle stations at popular origin and destination points in the vicinity of the Metro Station or BRT stop (shops and markets, universities and workplaces).

6. Co-benefits of the Scheme

The following are the co-benefits of GreenBIKE projects:

- Fuel Saving: Currently around 50-60 people are using the GreenBIKE service, out of which 50% own two-wheeler and four-wheeler. If we assumed that the commuters were earlier using two-wheeler for to and fro that will generate 60 trips in a day or 300 kms distance. On this basis, per day savings by two-wheelers will be 6 liters of petrol on a stretch of just 5.8 kms. Per day saving of fuel will multiply with the increase in number of users and number of GreenBIKE stations.



Picture 6: GreenBIKE Station

- Wheelchair Facility: All GreenBIKE stations are near the bus stops at BRT Corridor. This enables to station Wheelchairs for disabled and sick persons at these stations. With the help one assistant, these people can easily board the bus.



Picture 7: Assistant Helping Old Person with Wheelchair

7. Additional Information

7.1. Financial Impact

The project is executed on BOT basis with a private player – M/s Planet Advertising Pvt. Ltd. The scope of work of the Concessionaire includes installation of cycle stations of ultra modern design, carry out regular up-keep of the stations and operation & management of the facility on day-to-day basis. In lieu of this, the concessionaire has sole rights for display of advertisements on the cycle stations.

As per the agreement, the concessionaire will pay a fixed rental amount of Rs. 20,000 (US\$435) per month per station, subject to an increase of 10% annually.

Particulars	DIMTS Limited 			The Concessionaire 		
	2010	2011	2012	2010	2011	2012
Revenue (Inflows) – In US\$						
- Advertising Revenue ¹	26,100	28,700	31,600	78,260	86,000	94,500
- Membership Fees ²	--	--	--	450	850	1,300
- Hire Charges ³	--	--	--	60,000	60,000	60,000
Total Revenue – In US\$	26,100	28,700	31,600	138,710	146,850	155,800
Expenditure (Outflows) - In US\$						
- Initial Investment ⁴	--	--	--	80,000	15,870	15,870
- Operation & Maintenance	--	--	--	37,826	41,609	45,770
- Manpower Cost	--	--	--	14,609	16,070	17,677
- Misc. Expenditures				5,243	5,768	6,345
- Payment to DIMTS	NA	NA	NA	26,100	28,700	31,600
Total Expenditure – In US\$	--	--	--	163,126	108,016	117,260
Net Profit / Gain – In US\$	26,100	28,700	31,600	-24,416	38,834	38,540

Source: DIMTS and Planet Advertising

Assumptions:

1. The occupancy level of 80% as per the basis of 5 months of operation in 2009.
2. The membership fee of Rs. 100 is charged for one year.
3. Every day around 40-50 persons use the facility and daily collection is around Rs. 200-250. It is assumed that the number of daily commuters will increase by 20%.
4. It is expected that the Concessionaire will need to invest 20% of initial investment each succeeding year due to high level of wear & tear and theft etc.
5. Exchange rate US\$ 1 = Rs. 46

7.2. Future Expansion

Construction of Dedicated Cycle Tracks around the city

The success of the GreenBIKE initiative can be measured in the sense that after a positive response from all sections of the society, the Government has planned to construct dedicated non-motorized vehicle tracks and footpaths on all Delhi's roads, which have required minimum space.

The construction work at NDMC area and Outer Ring Road has been already started. Some of the key stretches are as follows:

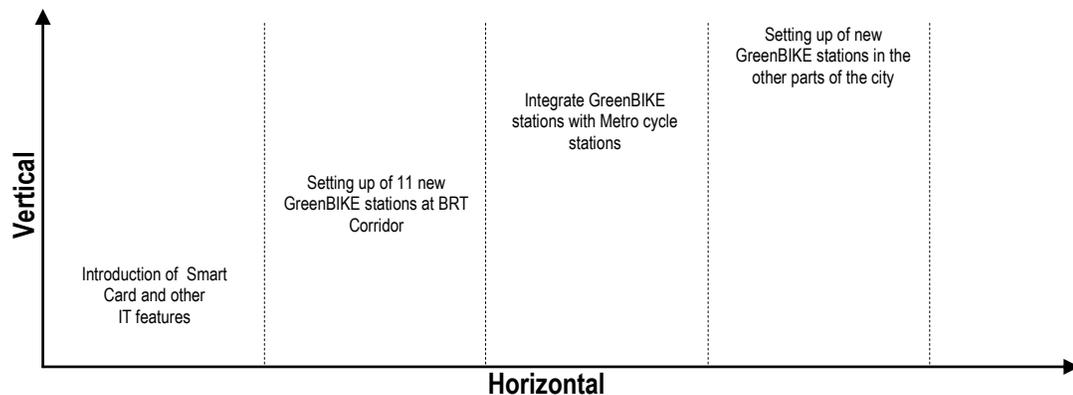
- The stretch from Kali Bari Road to Talkatora Stadium
- The stretch from Commonwealth Games Village to Noida

Clearly, the success of GreenBIKE initiative has resulted in additional investment in non-motorised transport, mainly bicycle.

Computerized Cycle Feeder Service

After the successful implementation of the GreenBIKE at BRT Corridor, there is a plan to work on both the horizontal (new geography) and vertical (new features) expansion of the scheme. GreenBIKE project will be fully developed as a fully computerized cycle feeder and rental service, which will use modern technology tools and online services.

Figure 10: GreenBIKE Initiative – Future Expansion Plan



DIMTS will develop a membership system with possible online registration to enable faster collection of cycles (presently the user must carry a passport or ID card EVERY time they wish to take a cycle, a system which usually excludes students). Commuter will be issued contactless smart card after verification on payment of refundable fees of Rs. 300 per card. Activation code will be sent to commuter's mobile. Stations will be equipped with hand held devices which will read the smart cards and the cycle will be issued after validation. DIMTS will maintain the customer care and website will all information and live-stock will be maintained.



7.3. Media Coverage

GreenBIKE receive good coverage from the media. All media houses liked GreenBIKE idea and published a positive story in the newspaper.

In green lane: Cyclists get dedicated tracks

As the city gears up for the Commonwealth Games, Somender Gupta, 47, is happy to see the silver lining in the cloud of dust and grime left behind as the city rushes to complete the infrastructure projects.

"At least they are bringing back our cycling tracks," says the Plumbara resident who goes on his own cycling expeditions within the city every weekend.

Recalling his impression of Delhi in 1954, when he first arrived as a young student from Dehradun, Gupta says, "We all used bicycles to wind around the city but the tracks marked along the roads gradually began to disappear as they (authorities) kept widening the roads and building flyovers."

More than 45 years later, Gupta signed up with the Delhi Cycling Club (DCC), an NGO which organises rides and rallies to promote cycling and has members from across the Capital. "Began by buying bicycles from stands set up by the Delhi Metro stations. Recently, I bought my own bicycle and helmet and often go on heritage rides and other trails organised by the group."

"Though the tracks are still not safe enough for cyclists, at least there is a revival of concern and interest."

Gupta is not the only one participating in this surge in promoting cycling. While the Delhi government has planned cycling tracks along stretches around Games venues and in Laxmi, Delhi, the Delhi Integrated Multi-Modal System (DIMTS) has built five cycle stands along the BRT corridor.

Bicycles are available for rent at these stands.

"The idea was to promote cycling as a mode of transport for short distances," a DIMTS spokesperson says. "We have got a good response in the last one month. People from all walks of life — office-goers, foreign tourists and even young people — are hiring our bicycles."

The spokesperson says DIMTS now plans to increase the number of such cycle stations along the BRT corridor.

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Delhi has seen at least three cycle rallies organised by DIMTS along the corridor this year, including a 'vertical mass rally' in September.

Transport planner Anvita Arora says the sudden interest in cycling as an alternative transport has gathered interest largely due to the National Urban Transport Policy mooted by the Urban Development ministry in 2006. "The policy clearly looks at developing modes of transport that are people-based, and not vehicle-based, and mandates provision for active transport (non-motorised forms of commuting)," Arora says.

"Cities and states applying for funds under JNNURM scheme have to adhere to these principles, so cycling as an alternative mode of transport has begun to penetrate down to the government's drawing board."

Arora is co-founder of the Centre for Active Transport that recently developed guidelines for the government on infrastructure development for pedestrians.

An designer Ashita Murgai, 35, says she re-discovered her passion for cycling with her two children two years ago. For her, cycling is a win-win—sheover Delhi's smoggy weather. "We have been on rides through the Ridge and often meet people from different walks of life and different age-groups during group rides and rallies," she says.

PEDAL YOUR WAY

- Rent a cycle for Rs 10 from 5 stations set up by DIMTS along BRT corridor or from Metro Stations at Delhi University, Barakhamba Road and PF Esplanade.
- Sign up with Delhi Cycle Club and participate in rallies and rides organised every weekend.
- Sign up for a heritage ride through the Moolchand Corridor organised by Delhi By Cycle, an NGO.

Surrender Gupta (above) and Ashita Murgai with son Madhav.

ANAND KUMAR

The Indian Express (Express Newslite)
Date: 31-12-2009 | Edition: Delhi | Page: 02

From Monday, rent a cycle & avoid BRT jam

For Only Rs 10, Commuters Can Ride For 4 Hours

Megha Suri Singh | twx

New Delhi: From Monday, those living around or visiting the Bus Rapid Transit (BRT) corridor in south Delhi will be able to rent bicycles to travel around the colonies. Delhi Integrated Multi Modal Transit System (DIMTS) is starting a facility to rent bikes at five locations on the operational part of the corridor between Ambedkar Nagar and Moolchand, from where cycles will be available at a nominal rent of Rs 10 for four hours.

The cycle stations are coming up at Siri Fort crossing, Andrews Ganj, Sheikh Sarai, Chirag Dilli and Ambedkar Nagar.

All the cycle stations will also double up as parking facilities for bikes. So if you live in GK, you can cycle up to the nearest station, leave your bike to take a bus or metro, complete your chores and return home on the cycle again. "The idea is to provide a fast, economical and eco-friendly feeder service to the corridor, which also has the Metro coming up at near Jangpura, Defence Colony and Moolchand. DIMTS is planning to tie up with the malls in Saket and LSR college to make similar cycle stations there as well where people can park their bikes."

Even before the service has kicked off, the enquiries have already begun. "Lots of people

cycles and enquire about the facility. I have also had people wanting to rent the cycles. But that will only start from Monday," said Saraj Kumar, a security guard manning the station near Siri Fort crossing. Seeing the response, DIMTS is already planning to extend the facility to other BRT stretches, even as it hasn't become operational yet.

A spokesperson added: "On Sundays, from 9am to 11.30am, people will be allowed to rent and cycle on the track for pleasure. Marshals will be deployed at the corridor for their safety and convenience. We plan to tie up with one school every month to conduct cycle training sessions for school children

ECO-FRIENDLY: Cycle stations are coming up at Siri Fort crossing. **Andrews Ganj, Sheikh Sarai, Chirag Dilli & Ambedkar Nagar**

Pragathi/Photo: Anvita Arora

The Times of India
Date: 10-12-2009 | Edition: Delhi | Page: 06

Rally held to promote cycling

Cyclists participate in a rally on the occasion of UN Climate Change Summit to be held at Copenhagen, at Moolchand BRT Corridor in New Delhi on Sunday. Tribune photo: Manas Ranjan Bhowmik

TABLET NEWS SERVICE

Rent a bike at Rs 10 for 4 hrs

New Delhi, December 13 More than one hundred youths participated in a cycle rally today that was organised by the National Cyclist Union (NCU) on the BRT corridor from Moolchand to Ambedkar Nagar. The rally was held a day before Delhi Integrated Multi-Modal Transit System (DIMTS) would start renting bicycles to passengers.

A representative of the NCU, Krishnan said that the rally was organised in support of Copenhagen Climate Change Summit. This mode of transport should be promoted in Delhi. People should be discouraged from driving motor vehicles as they are a major source of air pollution in the Capital, he said.

He said that rally started at 10:30 in the morning from Moolchand flyover which culminated at 1:30 pm at Ambedkar Nagar.

An official of the transport department said that the DIMTS would start providing

rent will have to present their identity proof, issued by the government and a passport size photograph. Those who want to use their own cycles can get the parking facility at the stations.

In the beginning, 10 cycles will be available at each station. It may be increased as per demand.

Marshals will be deployed at corridor for safety and convenience of the cyclists.

The DIMTS also has a plan to tie up with schools to give children training in the art of cycling.

Those want to get cycles on

The Tribune
Date: 15-12-2009 | Edition: Delhi | Page: 04



Cycling being promoted in a big way in BRT corridor

Aimed at encouraging cycling as a critical tool in fighting the effects of global warming

Gaurav Vivek Bhatnagar

NEW DELHI: To promote a clean and healthy environment in the Capital, Delhi Integrated Multi-Modal Transit System (DIMTS) has started providing bicycle renting facility on the much talked about Bus Rapid Transit (BRT) corridor. It is also trying to promote its bicycle tracks for leisure and on every Sunday morning from 9 a.m. to 11-30 a.m. people will be allowed to rent and cycle on the bicycle track purely for pleasure.

Brand new bicycles

Under the scheme, people can now rent brand new green coloured bicycles from the five cycle stations that have come up on the corridor at Sir Fort Junction, Andrews Ganj, Sheikh Sarai, Chirag Dilli and Ambedkar Nagar.

The purpose of the scheme is to promote cycling as a sustainable mode of transport and as a critical tool in fighting the effects of global warming.

Besides, as per DIMTS, cycling provides a healthy and environmentally clean option to people as it is an excellent form of exercise and does not pollute the environment with toxic fumes.

• People can now rent bicycles from the five cycle stations that have come up on the corridor

• The initiative also targets commuters who need to travel only short distances

Convenient option

But the biggest reason for promoting cycling is that it is also a convenient option for travelling short distances. So while the larger distance can be covered by bus, the shorter ones can be made on bicycle. With the recent hike in bus fares, this initiative also hopefully targets commuters who need to travel only short distances.

To begin with, the bicycles will be available on a rent of Rs.10 for four hours. They would also be available for hire for a full day and would have to be returned to the station in the evening.

Identity proof

To take a bicycle on rent, the commuter will have to present an identity proof issued by the Government and also a passport size photograph which will be kept as security.

At every station, ten bicycles have been made available and their numbers would be increased if there is a higher demand. The scope of the scheme would be expanded from Monday, December 14, when those desirous of using their own bicycles would also be able to avail of the parking facility available at these stations.

For the safety, comfort and convenience of the cyclists, marshals will be deployed in the corridors. Another programme, being planned is a tie-up with schools to impart



THE GREEN WAY: Commuters are increasingly taking to bicycle rides on the BRT corridor in Delhi. PHOTO: SANDEEP SAXENA

ment of Economic Affairs of the Union Government. He cited the example of Velib system in Paris which allows payment through credit card system, thus allowing the station to function 24 hours and suggested provision of such facilities in Delhi's university areas as well.

Bicycle rally

Meanwhile, a bicycle rally is being organised by the National Cyclists Union, Delhi, in association with several social and residents groups on the BRT corridor from Mool Chand to Ambedkar Nagar this Sunday to demand separate bicycle lanes in the urban infrastructure.

The organisers of the rally, who have also invited social activist Media Fakar to speak up for them, are demanding that the BRT corridor be built and extended to other parts of Delhi as per the original plan and design, which among other things provides for a separate bicycle lane, something that is missing in the second phase of the project.

and there are plans to extend it further along the corridor, said DIMTS over the weekend.

The concept has also been lauded by several bureaucrats. "The system is very useful for short travel," said Sourya Ghattopadhyay, Under Secretary in the Department of Economic Affairs of the Union Government.

The Hindu

Date: 11-12-2009 | Edition: Delhi | Page: 04

साइकल बचाएनी बीआरटी के जाम से 4 घंटे के लिए सिर्फ 10 रुपये में



मेधा श्री सिंह // टोलरान

साइकल दिल्ली में बीआरटी कॉरिडोर के आसपास रहने वाले या काम से उतर जाने वाले यात्री, तो सोमवार से सुबह की कलियों में जाने-आने के लिए साइकल किराए पर लेकर बीआरटी को जाम से बच सकते हैं। आंबेडकर नगर और मूलचंद में चारू चूके कॉरिडोर के बीच बीच लोकेशन पर दिल्ली इंटीग्रेटेड मल्टी मोडल ट्रांजिट सिस्टम (डीआईएमटीएस) कम्प्लेक्स के लिए किराए पर साइकल की सुविधा शुरू कर रहा है। मात्र 10 रुपये देकर कोई भी चार पहों के लिए साइकल किराए पर ले सकता है।

सौर कोर्टे क्रॉसिंग, एंड्रयूज गंज, रोहतास नगर में साइकल स्टेशन तैयार किए जा रहे हैं। फिलहाल हर स्टेशन पर 10 साइकलें होंगी, जिनको संभाला डिमांड के हिसाब से बढ़ाई जा सकती है। साइकल किराए पर लेने के लिए साइकल ड्राइवर्स को आईडी प्रूफ और एक पासपोर्ट साइज फोटो होना जरूरी है, जिसे सिस्कुएंटि के लिए जमा किया जाएगा। डीआईएमटीएस के जलाल मीनज (ऑपरेशंस) कर्नल अशोक कुमार सिंह के मुताबिक, कम्प्लेक्स को एक स्टेशन पर से साइकल किराए पर लेकर दूसरे स्टेशन पर इसे इस्तेमाल कर सकते हैं। साइकल स्टेशन पर पाकिंग की सुविधा भी बढ़ाने की तैयारी है। लाला परमल साइकलें भी बाइको खरीद कर सकते हैं। उदाहरण के लिए, जोके में रहने वाला कोई चाहे, तो सबसे नजदीक के स्टेशन तक साइकल से आकर वहां अपनी साइकल खड़ी कर आगे के लिए बस जा सके तो सकता है। काम पूरा कर वापस आने से पहले साइकल को ठीक करवा कर वापस जा सकता है। इस पूरी योजना का कन्वर्ट कॉरिडोर तक के लिए बजट वर्ष में सार्व और ईको फ्रेंडली मोडल सर्विस सुविधा करवाया है।



जयपुर ही बंगलौर, चिकित्स कालोनी और मूलचंद के पास इस कॉरिडोर पर मेट्रो स्टेशन भी बन जायेगी। इसी तरह के साइकल स्टेशन बनाने के लिए डीआईएमटीएस सांकेत के मॉडल और लेटो श्रीराम कॉलेज के साथ तालमेल बिटाने की योजना बना रहा है। अभी

सोमवार से मिलेगी...

- साइकल दिल्ली में बीआरटी कॉरिडोर पर पांच लोकेशन पर बन रहे हैं साइकल स्टेशन
- स्टेशन सौर कोर्टे क्रॉसिंग, एंड्रयूज गंज, रोहतास नगर, चिराग दिल्ली व आंबेडकर नगर में होंगे
- हर स्टेशन पर 10 साइकलें होंगी, डिमांड के हिसाब से चार से बढ़ाई जा सकती है संख्या
- साइकल किराए पर लेने के लिए आईडी प्रूफ और पासपोर्ट साइज फोटो होना जरूरी है

Navbharat Times
Date: 11-12-2009 | Edition: Delhi | Page: 05

Delhi's green wheels of change



Delhiites at a cycle rally to promote eco-friendly modes of transport on Sunday. ARIJIT SEN / HT



A participant rides a modified rickshaw.

Pledge to cut carbon footprint

NEW DELHI: The Delhi Cycling Club on Sunday organised an 11-km-long cycle rally between Ambedkar Nagar and Moolchand to raise awareness about climate change and promote cycling as a healthy and eco-friendly way of commuting. The rally saw the participation of a large number of people from all walks of life. A pledge board was also installed at the event venue to encourage participants and the general public to sign a 'voluntary pledge' to reduce carbon footprint in daily life. **HTC**

Hindustan Times
Date: 22-03-2010 | Edition: Delhi | Page: 03

