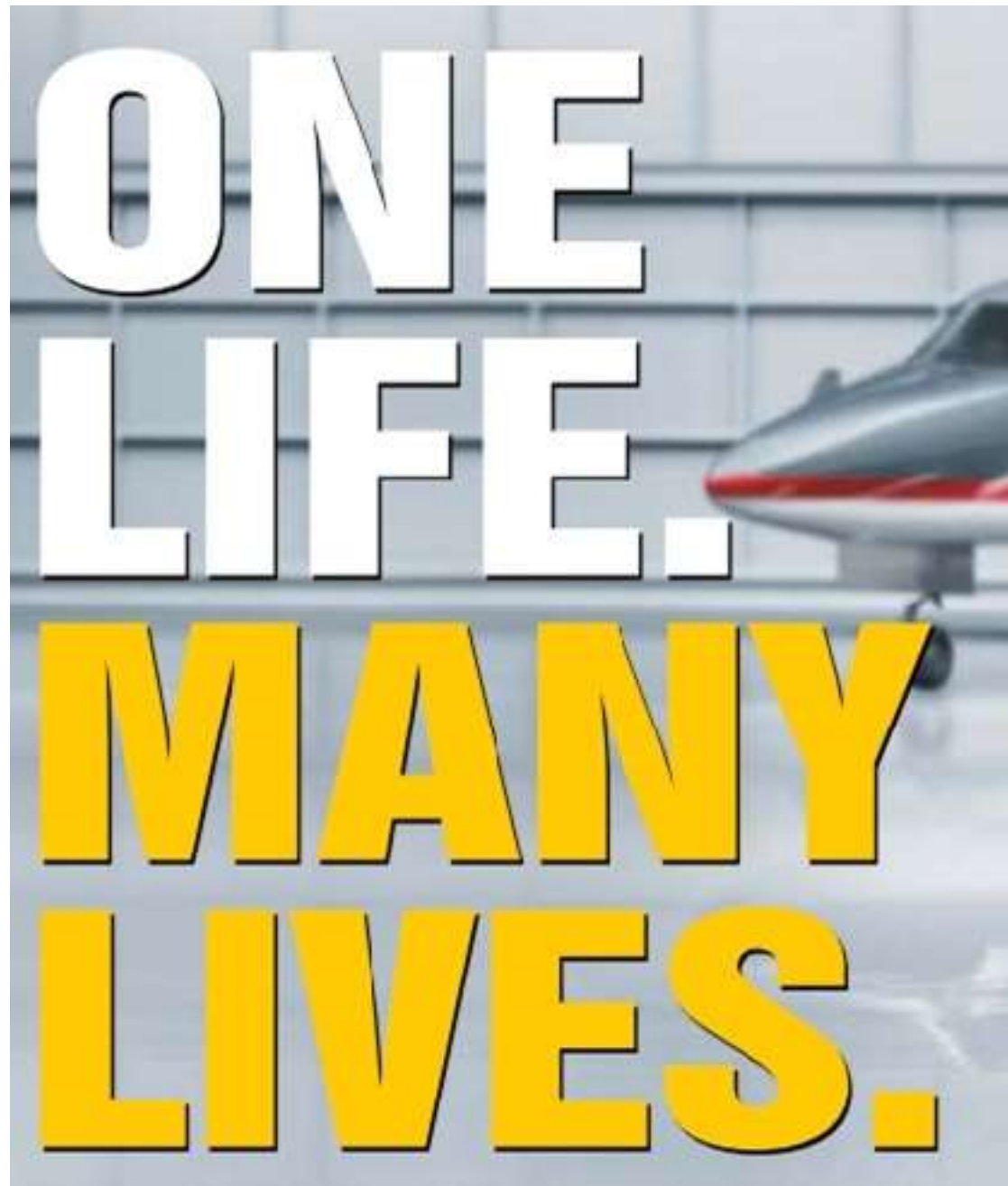


60%

OF ALL TRIPS IN BENGALURU CITY ARE WORK COMMUTES

TAG-LINES FOR CARS



**ONE
LIFE.
MANY
LIVES.**

**YOU HAVE ARRIVED.
BUT YOU STILL HAVE
PLACES TO GO.**

**COMMAND THE ROAD.
AND ALL THE ATTENTION.**

WHEN YOU WANT TO FLAUNT!

THE NEW DRESS CODE FOR INDIAN ROADS.

**FOR EXPERIENCES
LARGER THAN LIFE.**

CAPTURE LIFESTYLE

**Light up your
life with a sedan
like no other.**

**MONEY
TO BURN**

BUT THE GOOD SENSE NOT TO.

**NO CARBON
FIBRE. JUST
CARBON DATING.**

#CYCLETOWORK

Incentivise more work trips



GLOBAL SUMMARY


880


22184


195075 km

THE LEADERBOARD

1

+ BOSCH - BENGALURU

1%


169


2207


22913km

2

+ QUALCOMM - BENGALURU

3%


115


2586



16535km

3

CISCO SYSTEMS INDIA - CESSNA

1%


80


1374


8216km

Riders * Trips

Bicycle mode share

1

REGISTER ON [HTTPS://CYCLETO.WORK](https://cycleto.work) AND CONNECT TO STRAVA



2

BECOME AN AMBASSADOR FOR YOUR COMPANY



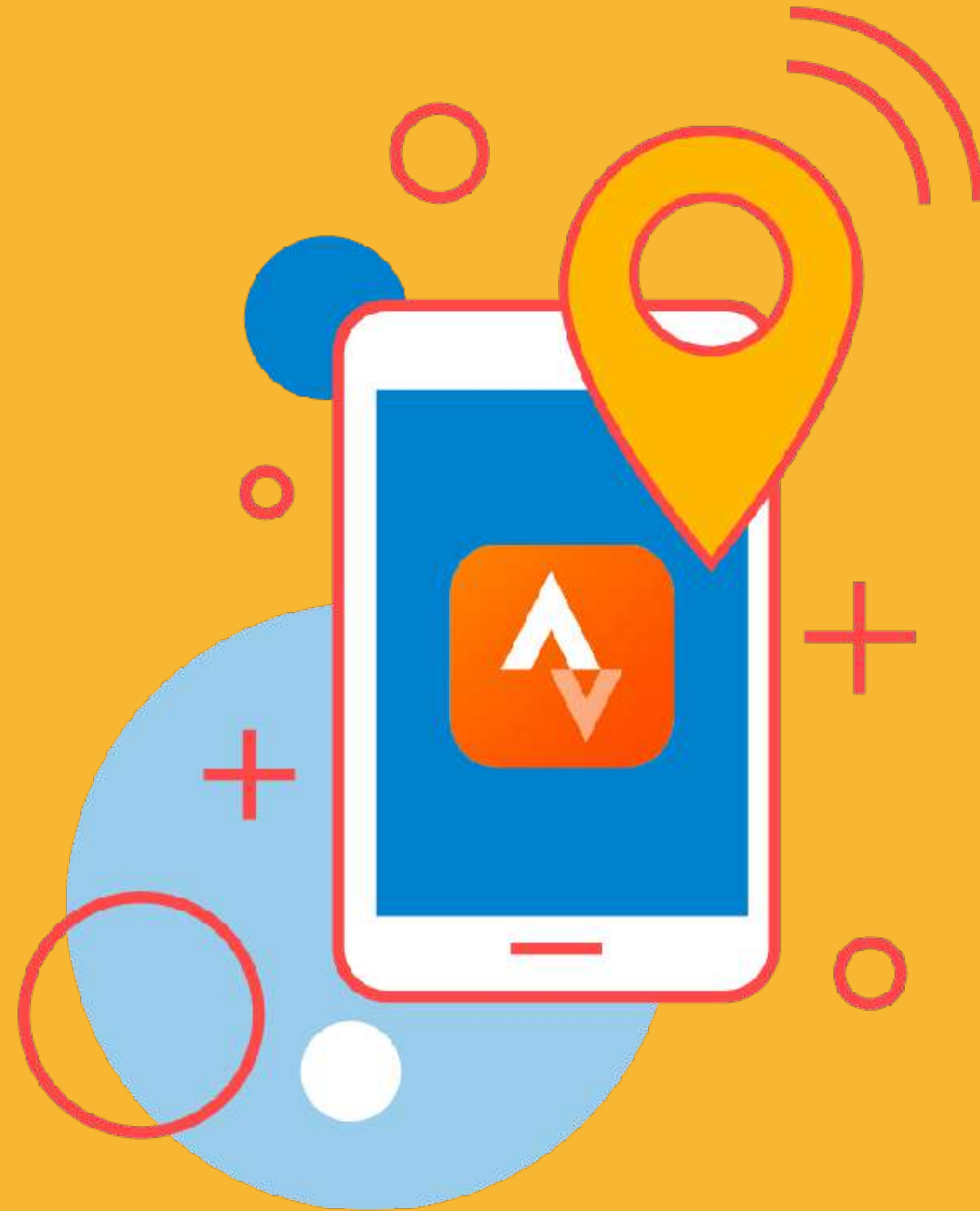
3

RECRUIT FRIENDS, COLLEAGUES AND MANAGEMENT INTERFACE



4

TRACK YOUR WORK RIDE ON STRAVA



5

CHECK THE LEADERBOARD TO SEE HOW YOUR COMPANY IS DOING

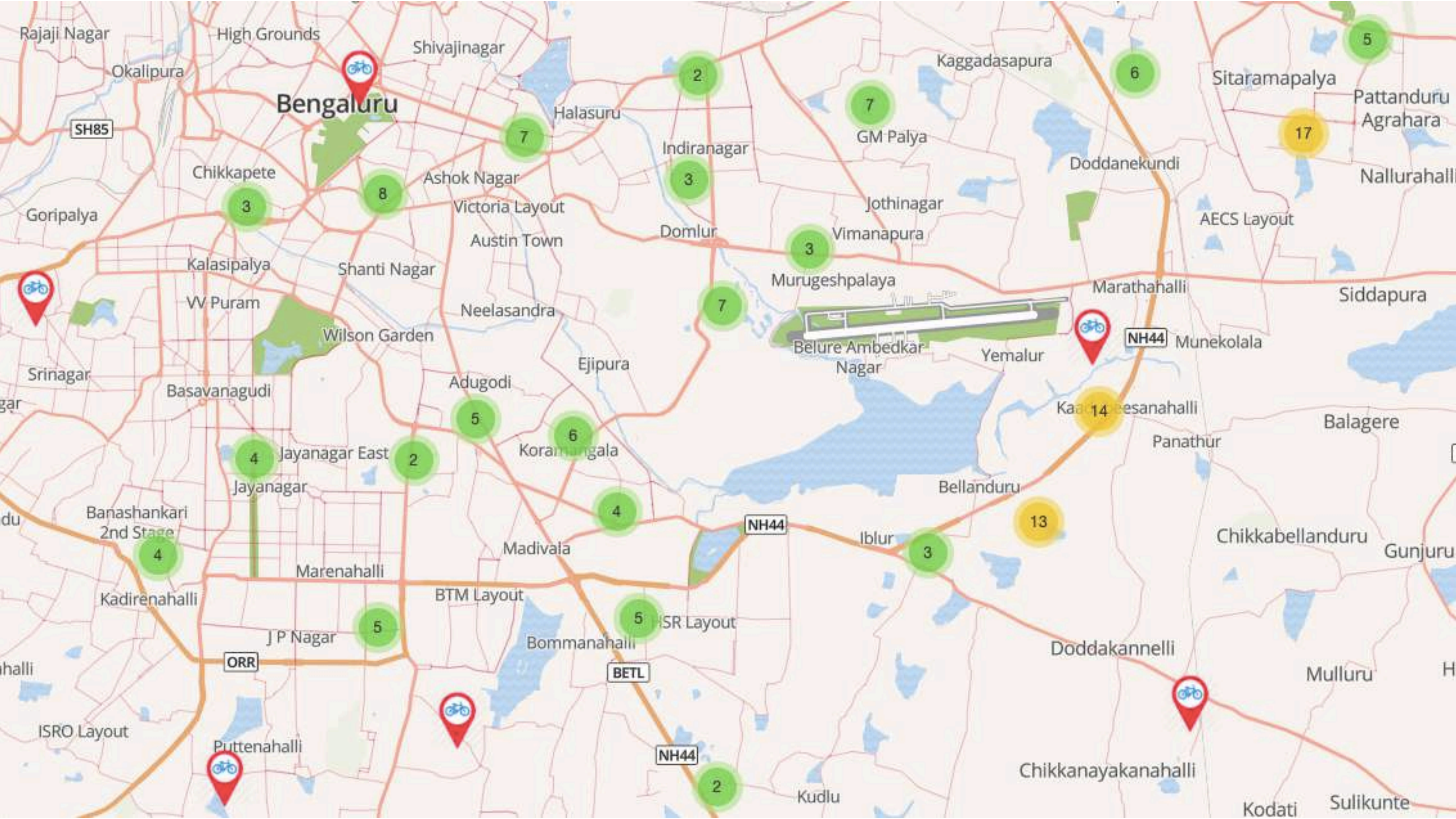


183

COMPANIES REGISTERED

3

NEW RIDERS SIGNING UP EVERYDAY



ADOPTION CONCERNS

1

SAFETY ON THE ROADS

2

HEALTH



OVER 3K PEDAL FOR SAFER ROADS



Participants at the event organised by Citizens for Sustainability in Bengaluru on Sunday | **NAGARAJA GADEKAL**

EXPRESS NEWS SERVICE
@Bengaluru

MORE than 3,000 cyclists gathered at Cubbon Park on Sunday, urging motorists to ride safely on city roads. The event was organised by Citizens for Sustainability in association with various government departments. "It marked the launch of a year-long campaign called

#ABetterBangalorean, which will spread the message of safety of cyclists among motorists," said the Bicycle Mayor of Bengaluru, Sathya Sankaran. The quarterly 'Cycle to work' awards were distributed to top performers- Qualcomm, Bosch and Cisco. The Rising Star award went to Juniper. Additional Chief Secretary Mahendra Jain on the occasion

cycled all the way from HSR Layout to Cubbon Park. He later said, "The state government is promoting use of bicycles and public transport vehicles in the city. We have allotted more than ₹80 crore in the budget for bicycling lanes and over ₹200 crore for improving footpaths to make sure that the city roads are friendly to walkers and cyclists."

THE NEW INDIAN EXPRESS Mon, 03 June 2019
epaper.newindianexpress.com/c/39992282



#KEEPMESAFE

Location



Name

write incident (mandatory)

2 Write about it

SUBMIT

KeepMeSafe Incidents

Summy Sumanth at Bengaluru 

Was about to hit by a signal jumping cab near St.Johns circle... and cab driver's response 'Slow hogidu nin thappu' ! this is just one of the smallest incident. If I go on and write all the road rages I've been in, this section would be like my personal blog, seriously people should learn how to drive and respect and show concern cyclists , if not concern ,they should at least follow road rules.

Rohit Chandrashekhar at Bengaluru 

Old airport road : near Manipal hospital, an Auto rickshaw cut me and took a left. Hit him hard and had a fall. Picked up my things and caught up with the auto that was trying hit and run. Driver claims that his auto didn even touch me. Sad that no pedestrian was Interested to help out when I was down on the street.

Rohit Chandrashekhar at Bengaluru 

Jp Nagar 6th phase, near nandini Hotel : Road rage display by motorist (two wheeler) who thinks the roads are not for bicycles. Yelled at me to ride within the white line near the footpath. A small argument and a lot of rage

Directorate of Urban Land Transport



Consul General Of Netherlands

Consul General Of Switzerland



Bangalore Metro Rail Corporation

Urban Development Department

Karnataka State Reserve Police



Actor Sampath talks about the sights and sound of old Bangalore P4 >>>



OVER 3K PEDAL FOR SAFER ROADS



Participants, Citizens for S on Sunday | M

Mon, 03 June 2019
epaper, newindianexpress

City gears up for CycleToWork challenge

Bengaluru: This Saturday, Bengalureans will be thrown CycleToWork challenge so that more people are encouraged to use the sustainable mode of transport. The challenge coincides with International Car-Free Day, observed on September 22.

Bengaluru cycle mayor Sathya Sankaran, in association with like-minded organisations committed to making the city green, will launch the campaign at Cubbon Park bandstand at 7am.

The hourlong event will comprise a ride besides talks by eminent cyclists and CycleToWork adherents.

"All are invited to join the

Metrolife on the move

Cycling to work gains momentum

It took a while for techies to start pedalling to office, but the good news is that the numbers are looking up

The CycleToWork campaign, launched by bicycle mayor Sathya Sankaran in September last year, has picked up across 115 organisations in Bengaluru.

The campaign extensively uses a website (https://cycle-to-work) to enroll and advise cyclists. When starting a ride to work, cyclists must use the Strava app (a network that tracks cycling and running through GPS data) and stop it after reaching the workplace. The application provides data to the website; it helps companies compete in promoting cycling.

As of now, 464 cyclists are listed on the website. Sathya says, "Most cycle events are once or twice a month but this concept aims to make cycling a part of daily life."

The competition and the visibility on the website are spurring more cyclists to join in.

"The online visibility is also encouraging the



A screenshot of the leaderboard of CycleToWork website.

Repair workshop
Anand Kurlekar, business development manager, Robert Bosch, says the company has six campuses in Bengaluru and is trying to promote cycling on all of them.

"Twice a month, we circulate emails, including



Many like Kuruvilla Choolackal (centre second from left) are encouraging cycling to work in their own companies.

464 Cyclists competing for daily honours

Benefits of cycling

Why the hesitation?

Promoting cycling
Some of the companies competing are Qualcomm-Bangalore, Cisco Systems India, Bosch, Quintype Technologies India, Dell EMC, Infosys (Electronic City), Aveva, BumsOnTheSaddle, Juniper Network India - Outer Ring Road and Shell India Markets.

tered on the CycleToWork website. It is important to have the support of top executives for such initiatives, he says.

shower essentials for cyclists. Kuruvilla cycles from Kothanur to Old Airport Road.

"Most people feel they are not safe on the road. I think the city's infrastructure is



'Command respect on the road'

"One of the biggest problems cyclists face is harassment from motorists. One can create awareness or change one's attitude. The message of how cyclists need to be respected can be conveyed on the road."
- Sathya Sankaran
Bengaluru bicycle mayor

Why so few women cyclists?

Less than 10 per cent of those who have signed up on the website are women.

"The workplace participation of women in the IT industry is around 34 per cent," he says.

Women have to battle prejudices on the road, says Shilpi Sahu, staff engineer at Qualcomm.

"When most people see a woman riding, they assume she doesn't

Unique #CycleToWork project gets 1st winner

Rasheed Kappan
BENGALURU, DHNS: Which Bengaluru company has the most number of employees cycling to work and the most rides?

Ranked by a unique leaderboard, the toppers will be rewarded on January 24 as part of the unique #CycleToWork project launched on World Car-Free Day.

Kicked off by the city's first bicycle mayor Sathya Sankaran, the project ranks companies on the basis of the number of registered riders and the trips done. Any private company or team of employees keen on cycling to work can register. Cisco Systems India's Cessna facility has topped the first quarter (October, November and December



The project ranks companies on the basis of the number of registered riders and the trips done.

2018) with 397 rides by 64 registered riders, edging out Quintype Technologies India, with 496 rides by 15 riders. Qualcomm India's Outer Ring Road facility has

is to encourage more people to make more trips even if it means they do fewer kilometres. I will be incentivising the top three companies on the leaderboard with awards every quarter."

The initiative's objectives are clear: "Use technology to track and measure the number of people cycling to work and the trips they make; Make this data transparent to authorities so everyone knows there are cyclists on the street and where they go so that infrastructure can be provided to them."

The third intention is to bring together cycling products and services ecosystem so that the riders can benefit from it. But why the emphasis on only work commute? Sankaran elaborates: "Most of the peak congestion is a

B'luru quantifies cycle-to-work distance, clocks nearly 30,000km in three months

Charan.Sadu@timesgroup.com

Bengaluru: The city has started to quantify the distances clocked by lifestyle cyclists commuting to their offices — probably a first in the country — and the figure of the first quarter ending December 2018 stands at nearly 30,000km.

Car-free day observed in Bengaluru on September 22, 2018 marked the beginning of the exercise under Cycle-to-Work (C2W) campaign, which is being spearheaded by Bengaluru cycle mayor Sathya Sankaran.

Under C2W, city-based companies register themselves on cycle-to-work website and encourage their employees to be a part of the campaign, for which they take the help of "ambassadors" (cycle evangelists working in the company) to push the cause.

The quantification is based on an app to which all the riders are



HEALTHY COMMUTE: While most firms are in the 300-700km range, some have crossed the 1,000km mark

connected. Figures pertaining to the number of riders of the respective companies, along with the trips they complete and the distance they cover, are updated on the website.

Most of the 91 companies registered so far are active. With the help

PAT ON RIDERS' BACK

The cycle mayor said they are planning to incentivise companies at the end of each quarter. "Adding new members matters a lot, especially in maximising the distance. LG Soft India has managed to cover 443km with just two employees in 86 trips. That way, adding even one member makes

a big difference in terms of the final distance. The product of the number of riders and trips has a direct bearing on reducing the carbon footprint."

Using cycles which are part of public-sharing system and the last mile pedalled from Namma Metro stations to office is also counted, the cycle mayor added.

MAKING A DIFFERENCE

Kuruvilla Choolackal, who is the "ambassador" for Quintype Technologies India, accredits the office's cycle group QBikers for topping in the first quarter. "I started riding over a year ago, and it made a lot of difference with regard to boosting my energy and losing weight," said Kuruvilla, adding that it also made him encourage his colleagues to cycle.

trips. Cisco Systems India-Cessna stands third with 2,307km with the help of 64 riders doing 334 trips. While most companies are in the 300-700km range, some have crossed the 1,000km mark. However, 30 companies are yet to open the account.



*You can start
in your city
now*



SIGN UP



COMPANY INFORMATION (2 OF 3)

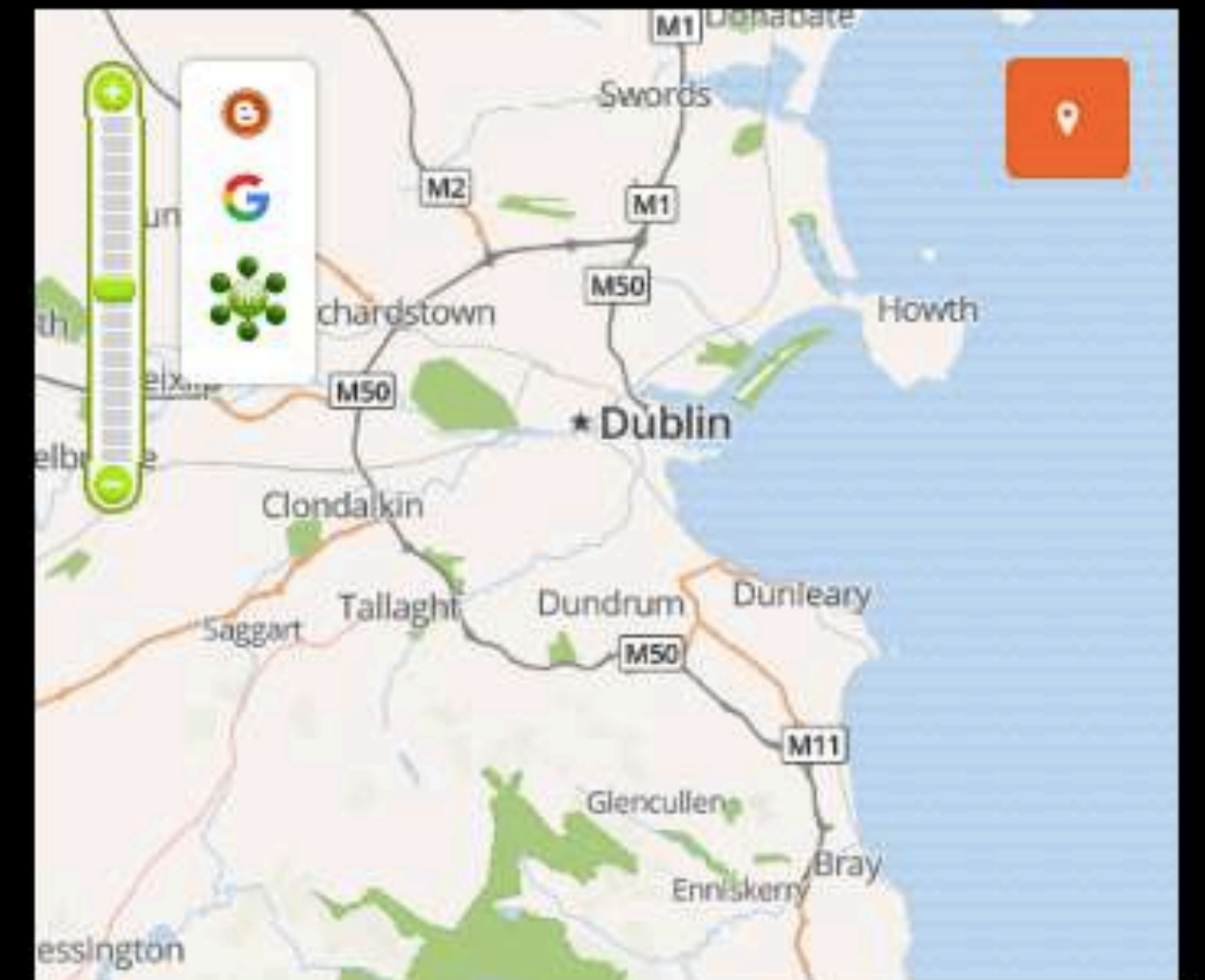
Ireland

Leinster

Dublin

Add New Company

ADD NEW COMPANY



Company Name (mandatory)(TCS-Whitefield)

Company Address(mandatory)

No of Employees(mandatory)

PREVIOUS

NEXT

BYCS

MOU

OCT 2018

Maud DeVries

Amsterdam

Areli Carreon

Mexico City

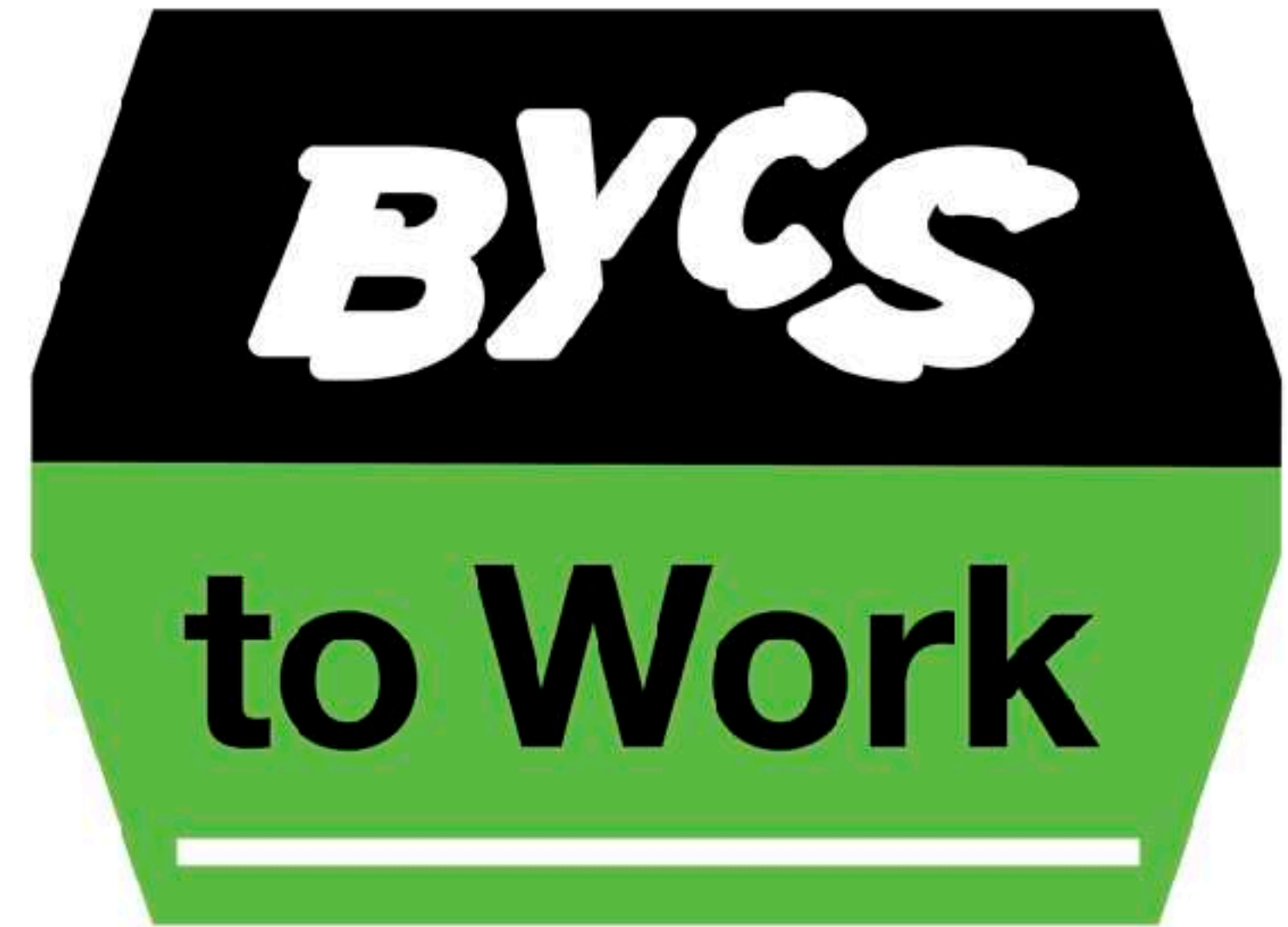
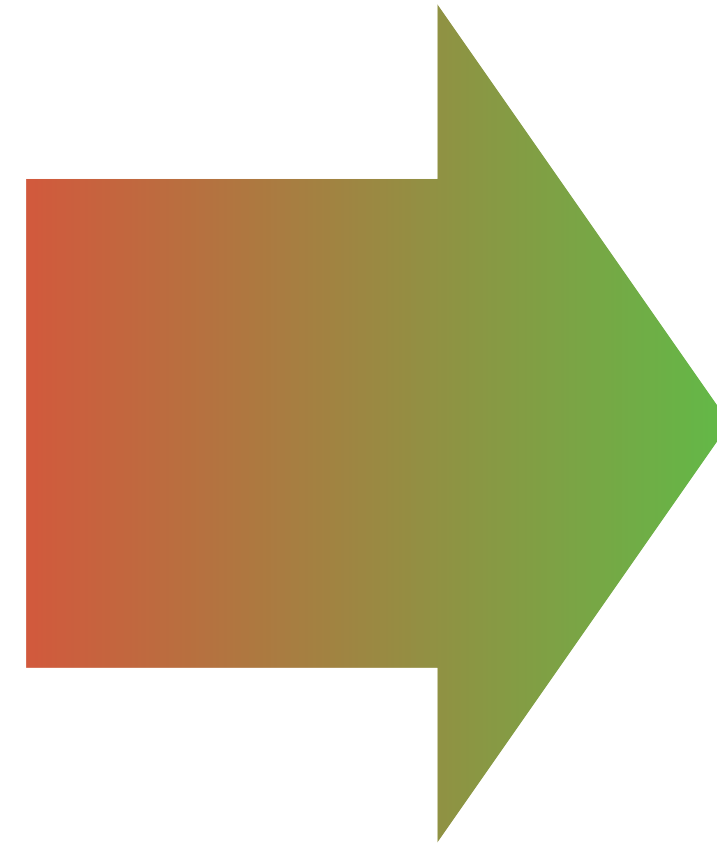
Sathya Sankaran

Bengaluru





CYCLE TO WORK



**100 CITIES
BY 2020**



[HTTPS://CYCLETO.WORK](https://cycleto.work)



SATHYA SANKARAN

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[twitter/instagram @bicyclemayorblr](https://twitter.com/bicyclemayorblr)