IS THERE ANY EQUATION TO BALANCE PHYSICAL & MENTAL STRESS?

Nikita Lalwani
Bicycle Mayor of Baroda, India
MEDIA ENOUGH TO ENTHUSE?

HEARTY GUJARATIS HAVE WEAK HEART

By Alok Brahmbhatt, Ahmedabad Mirror | Updated: Dec 4, 2017, 02.00 AM IST

Most of us are very well aware that our lifestyle determines our health. But what might shock us is that lifestyle diseases are the biggest two causes of death in Gujarat. With little or no physical activity, poor food choices and a polluted environment have resulted in diseases that our grandparents may not even have heard about. 

Lifestyle diseases — called non-communicable by the health community — tops the list of reasons for deaths in Gujarat.
BALANCE THE IMBALANCE

- Lifestyle diseases top two causes of deaths in the state
- 25-35 age group most prone to cardiovascular diseases
- Little or no physical activity, poor food choices & polluted environment are major reasons
MY JOURNEY TO RESTART CYCLING
AND A WHOLE HOST OF REASONS

Scared of Riding on the Roads
It sweats so much
Is it Fun? Adventure?
Bought wrong cycle Last time
Good cycles are costly
I don’t have time

Need cycle lanes to cycle
Log kya kahenge? (Social Stigma)
Females shouldn’t ride
Traffic & Pollution
Comfort of cars, scooters
Extreme weather conditions
AND DISPARITY GROWS HIGHER

When I pedal, sweat drops always remind me of the farmers, daily wage earners. #solidarity.

See translation
HOW THE MOVEMENT STARTED

Introduce (Offline)
- Corporate Offices: Try Cycling & Ride to Work
- Behavioural Engagement
- Challenges
- Schools: Fun workshops for lifetime cycling
- College Campus: Bike-sharing & activations

Nudge (Online-Offline)
- Monthly & Yearly Signature events
- Mobile app to reward cyclists
- Merchandise to remind & spread

Advocacy (Online-Offline)
- Tech-enabled cycle leasing in low-income families as CSR project
- Online data-driven campaigns to understand behaviour and needs of people
TRING : TRY CYCLING PILOT IN OFFICE

100 + employees tried
10% bought cycles

Next : Ride to Work Challenges for Multiple Companies
GIFT A CYCLE: GIFT FREEDOM
Gift a cycle: gift mobility

Cycling Cities
This year's Gift A Cycle, we planned on giving cycles to house-maids to ease their effort in going home to home for work. But lot of them came to get cycle for their kids going to school 🚴
He is watchman living next door who spends Rs. 400-500 per month on his son's school transport (bus pass & sharing Auto) which is almost 10% of his income!
This Gifted Cycle will help him save good 😊
#GiftACycle #GiftMobility
BARODA BY CYCLE: HERITAGE TOURS
MANGO FARM RIDES (FOOD RIDES)
CYCLING CITIES – MOBILE APP

Join fastest growing PAN India Cycling Cities community.
Ride your bicycle anywhere and get rewarded for all the rides.
Additional bonus for your ride to work!
Dr. Bhagwati Oza
83 years old, Retired Gynaecologist
Sold her cars, started cycling after 65 years of age & since then winning accolades in running-swimming-cycling. With physical activities she is disease free & wants to create awareness for same
Mr. Sudhir Bhave
69 years old, Retired Mechanical Engineer
He has made 4 types of Cycles: Elliptical cycle, pennyfarthing family cycles (chainless), Hand Pedalling cycle, Tail Cycles (tandem cycles).