



**Healthy Streets  
Healthy Cities  
Happy Lives**

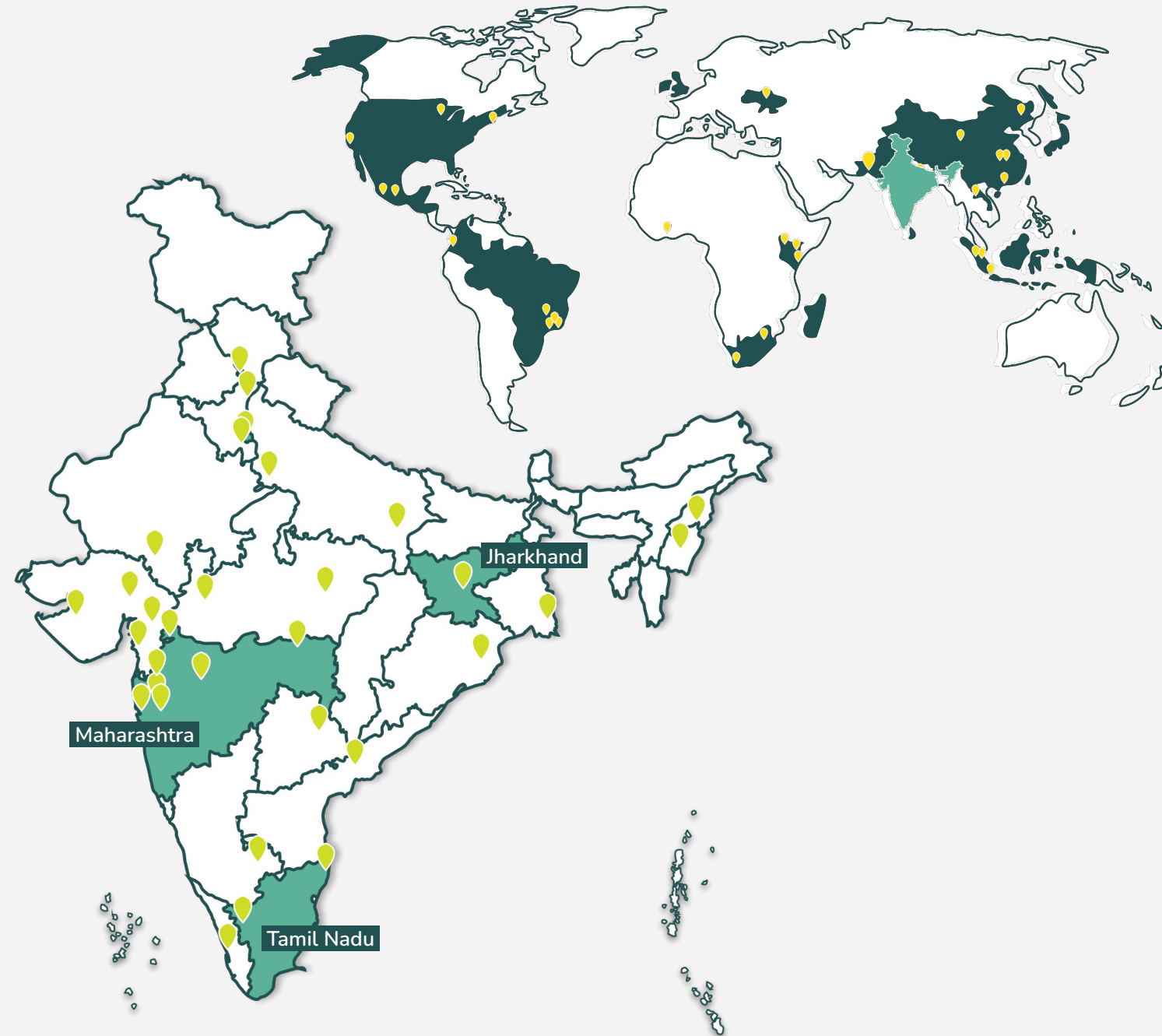
# ABOUT US

## our team and mission

The Institute for Transportation and Development Policy (ITDP) works with cities worldwide to create healthy and liveable communities through high-quality public transport including e-mobility, safe spaces for walking & cycling, traffic reduction mechanisms, and people-centered policies.

We believe that shifting from single-occupancy private cars to high-capacity public transport and zero-carbon modes such as walking and cycling, would drastically cut emissions, reduce traffic congestion, and better connect low-income communities to the opportunities and resources they need.

Since 2021, 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.



 **130+**  
Cities Actively  
Engaged  
Worldwide

 **35+**  
Years of  
Results

 **165+**  
Staff Around  
the World



# OUR APPROACH



## INSPIRE

urban leaders to take action on-ground through exchange of ideas to transform the paradigm.



## CREATE

best practice pilots that act as proof of concept and as models for others to emulate.



## EMBED

best practices into policies, as standards and urban mobility indicators, that provide the framework and channel large-scale funding to multiple cities.



## EXPAND


the impact through partnerships, capacity building, and peer-to-peer learning (between cities) for widespread implementation.



# OUR JOURNEY OF TRANSFORMING INDIAN CITIES THROUGH DEEP DIVE ENGAGEMENT Since 1998

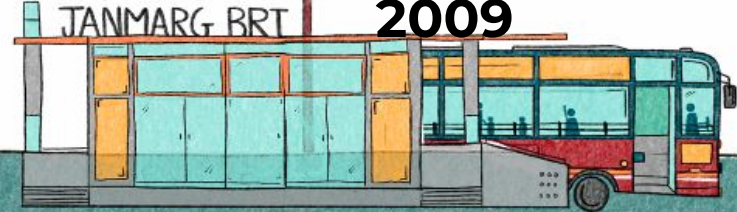
**1 TRANSFORMING CYCLE-RICKSHAW**  
 Complete transformation of over half a million modern cycle-rickshaws that served 4-5 million zero-carbon trips every day.

**2002**




**2 INDIA'S FIRST BUS RAPID TRANSIT**  
 Janmarg BRT launched in 2009—India's first high quality BRT that inspired Pune's Rainbow BRT in 2015 which is one of the largest and most used in the country.

**2009**



**3 NATIONAL PUBLIC BICYCLE-SHARING GUIDELINES**  
 National guidelines developed for Public Bicycle-Sharing for Ministry of Urban Development.

**2013**



**7 INDIA'S FIRST PARKING POLICY**  
 Pune adopted India's first progressive parking policy that inspired Jharkhand's state-wide parking regulation.

**2018**




**6 INDIA'S FIRST TRANSIT-ORIENTED DEVELOPMENT POLICY**  
 Jharkhand was the first state in India to notify a Transit-Oriented Development Policy.

**2017**



**5 PUNE'S URBAN STREET DESIGN GUIDELINES**  
 Pune's Streets Programme launched and 100 km of streets transformed based on the Urban Street Design Guidelines.


**2016**



**4 INDIA'S FIRST NMT POLICY**  
 Chennai adopted India's first Non Motorised Transport (NMT) Policy that inspired Pune (in 2016) and Pimpri-Chinchwad (in 2021) to adopt the same.

Chennai launched the Streets Programme with over 150+kms of streets transformed to date.

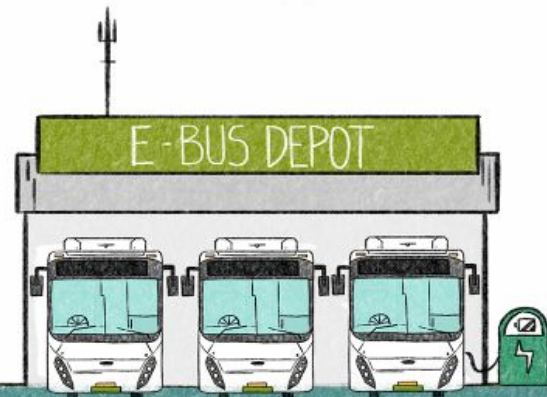
**2014**



**8 PUNE'S E-BUS EXPANSION; RANCHI LAUNCHES PBS**  
 Ranchi launched its State's first public bicycle sharing system with over 1200 cycles on ground.

With the largest e-bus fleet, Pune became one of the first cities in India to have a dedicated e-bus depot.

**2019**



**9 NATIONAL SCALE-UP OF WALKING AND CYCLING**  
 The launch of India Cycles4Change and Streets4People Challenge with MoHUA helped 35+ cities identify 4000+kms to transform into Healthy Streets.

**2020**



**10 DIGITALIZATION TO IMPROVE PUBLIC TRANSPORT**  
 Transport4All Challenge helped 100 cities create task-forces to enable seamless coordination across departments for efficient implementation of projects.

**2021**







India's target is set to give a firm push towards increasing renewable energy, switching to electric and hydrogen fuels for transport, and choosing greener modes over grey.



Location: Pune

## INDIA'S 2030 GOALS

### and why focus on transport

In 2021, India declared a new climate target at COP26 and pledged to cut its total projected carbon emissions by 1 billion tonnes by 2030. Along with three other short-to-medium term strategies, India aims to achieve the target of Net Zero by 2070. Ambitious targets open massive investment opportunities to reduce its ever-expanding energy needs while working towards removing the tag of being one of the most polluting nations in the world. This is an exciting moment for India.

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**So, how can the transport sector help India achieve one of its most ambitious targets?**

Transportation is one of the fastest growing source of global climate emissions and the largest single source of black carbon, that is damaging our health, straining economic growth, and compromising our quality of life. Hence, tackling this sector will go a long way in curbing carbon emissions and fulfilling our commitment to the world.

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India not only needs to walk the talk but rather run the talk! Here's how...



Location: Pune.

# OUR AREAS OF WORK

Through high quality public transport, safe and vibrant spaces for walking & cycling, and a focus on reducing traffic congestion, we believe that cities can provide equitable access to economic and social opportunities for everyone, including women, children, the elderly, and differently-abled people.





# HEALTHY STREETS

## for walking and cycling

A majority of the Indian population travels primarily by foot or cycle, but on unsafe streets that are designed for cars. In 2020 alone, India reported over 23,000 pedestrian deaths. Increasing the use of cycles and making walking easier are some of the most affordable and efficient ways for cities to reduce greenhouse gas emissions, boost access to economic opportunities, and create a more people-friendly city for all.

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Since 1998, ITDP has been working with Indian cities to design and distribute cycle-rickshaws, build footpaths, cycle tracks and cycle sharing systems, initiate 'car-free days', and draft progressive non-motorised transport policies, that give citizens a glimpse of how changes in street space can truly create an equitable and vibrant city.

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Our work with the Smart Cities Mission since 2020— in over 100 cities through the *India Cycles4Change* and *Streets4People Challenges*—aims to transform cities at-scale. Cities like Pune, Chennai, and Surat and many more are setting the stage with the on-ground implementation of *healthy streets* supported by high-quality designs, community support, and institutional reform.



Location: Chennai.



Through the *India Cycles4Change* & *Streets4People Challenges*, cities worked with experts to TEST bold temporary transformations, LEARN from citizens' feedback, and SCALE up by making the transformations permanent.





Through the *Transport4All Challenge*, 46 cities with the support of 300+ NGOs, academic institutes, and startups are working towards improving their formal and informal public transport systems.



Location: Pune

## **PUBLIC TRANSPORT** for all

Public transport has the power to connect cities and get people moving fast. However, the shortfall in quality public transport and the lack of services in many cities, along with high private motorization rate in urban India, is the leading cause of congestion and transport-related carbon emissions.

Our work with Smart Cities Mission through the Transport4All Challenge aims to bring together cities, citizens, and startups to develop solutions that improve public transport to better serve the needs of all. Through the Challenge, 2.4 lakh citizens, Informal Public Transport drivers and bus staff were surveyed to identify problems they faced with public transport. As of February 2023, 8 key problem statements have been shortlisted for which more than 160 startups have signed up to develop digital solutions.

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**Cities need to invest in bus services including e-buses. Since 2008, we have assisted cities like Ahmedabad and Pune implement bus-rapid-transit (BRT) systems, and Ranchi to bolster its bus fleet.**

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# TRAFFIC REDUCTION

## for congestion free streets

Free on-street parking and road spaces encourage driving and increase traffic congestion. Measures like regulating parking and ensuring that motorists pay for the privilege of driving in the city have the greatest potential to reduce traffic congestion.

Pune even heralded a new era of parking management by regulating and charging on-street parking. In 2018, we guided the city to adopt a Parking Policy that introduces a fee for on-street parking based on demand levels, as well as better enforcement techniques such as IT-based parking management system that eliminates the need for cash collection, thereby reducing revenue leakage.

In many countries including Singapore and London, congestion pricing is another such mechanism to manage driving demand by charging a fee to drivers entering the city centre during peak hours—our congestion pricing study in Mumbai, aimed to do just that.

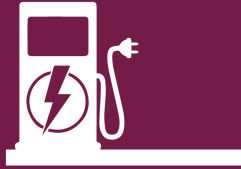


Location: Pune.



Charging on-street parking and congestion pricing will encourage commuters to switch to alternative modes of transport and promote better use of public spaces in the city.





ITDP India has been supporting Chennai and Pune to creating a long-term implementation roadmap to augment e-buses through alternate procurement models, including direct investments by the city or through development banks.



Location: Pune

## ELECTRIC MOBILITY for a better future

The benefits of electric vehicles in public transport over traditional ICEs cannot be overlooked to achieve India's commitment to net-zero emissions by 2070. Indian cities have faced several challenges to secure the future of electrification albeit national procurement schemes (FAME) due to high capital investments, knowledge gap for its operations, and an inconducive policy environment.

ITDP India has been supporting Chennai and Pune to augment e-buses through alternate procurement models, including direct investments by the city or through development banks. With a total of 12,700 buses e-buses, the two cities combined can expect to see a reduction of 7,85,000 tons of CO2 emissions. Pune's e-buses are proving to be more cost-efficient to operate and close to 80% of commuters prefer to travel by them due to it's high levels of comfort.

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While progress in Chennai has been gradual, we have focused on state-level policy interventions to accelerate adoption. The recently revised Tamil Nadu EV Policy incorporated demand-based energy pricing to reduce costs, as well as incentives for charging infrastructure and privately owned & operated. This is a significant feat as over 95 % of buses in India are operated by the private sector that have historically lacked any incentives to transition.

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Location: Chandigarh

# OUR CORE STRENGTHS

We help cities by providing technical expertise, policy guidelines, capacity development training, and effective communications which is pivotal to our ability to connect with decision-makers and partners for widespread replication of best practices.





## TECHNICAL EXPERTISE for on-ground implementation

Active projects in more than 10 Indian cities in Maharashtra, Tamil Nadu, Gujarat, and Jharkhand for the designing and implementation of sustainable transport projects and policy solutions.

Catalytic transformation in over 35+ cities on walking and cycling projects through the *India Cycles4Change*, *Streets4People*, and *Transport4All Challenges*.



## CAPACITY DEVELOPMENT through workshops, study tours, and knowledge products

Trained over 2000 government officials and other stakeholders on sustainable mobility.

Developed knowledge products for best practice references including *Complete Street Framework Toolkit* for the Smart Cities Mission; authored guidelines and manuals for the Indian Road Congress (IRC) and *National Guidelines for Public Bicycle-sharing* for the Ministry of Urban Development.



## POLICY DEVELOPMENT for institutional reform

Helped cities draft and adopt policies including:  
Non-Motorised Transport Policy in Chennai, Pune and Pimpri-Chinchwad;  
Parking Management Policy in Pune;  
Policy brief on Women and Transport;  
Sustainable Urban Mobility Policy;  
and Jharkhand TOD Policy.



## EFFECTIVE COMMUNICATION AND OUTREACH

to garner support and engage in  
conversations that inspire cities

Develop key messages to advocate for change among city leaders & officials, community stakeholders, and media houses through:  
Project specific communications strategy;  
Urbanlogue webinar series;  
Easy-to-read publications;  
Videography of projects;  
Monthly blogs and newsletters.



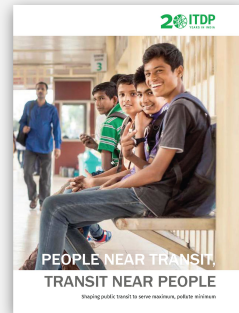


# RESOURCES



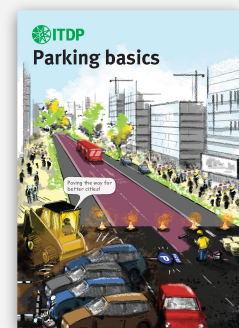
## Complete Streets Framework Toolkit

A comprehensive guide to reimagining streets in India—from policy reforms to evaluating implementation.



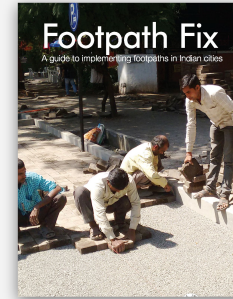
## People Near Transit, Transit Near People

The report establishes the levels of urban transit services in Pune Metropolitan Region and the accessibility gaps that affect its residents.



## Parking basics

A guide that covers the key principles and steps involved in managing on-street parking and regulating off-street parking.



## Footpath Fix

A step-by-step guide on footpath construction for urban designers, municipal engineers, and contractors.



## Congestion Pricing Basics

A step-by-step guide on how cities can implement congestion pricing.



## India Cycles4Change & Streets4People Challenge Stage 1 Booklets

Read about the journey of 100+ Indian cities who participated in the *India Cycles4Change & Streets4People Challenges*.



Visit [itdp.in](https://itdp.in) to access more than 150 resources



## Technical and Knowledge Partners for



Join hands to be the change!

Write to us at [india@itdp.org](mailto:india@itdp.org)



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