



GO GREEN GO CYCLING

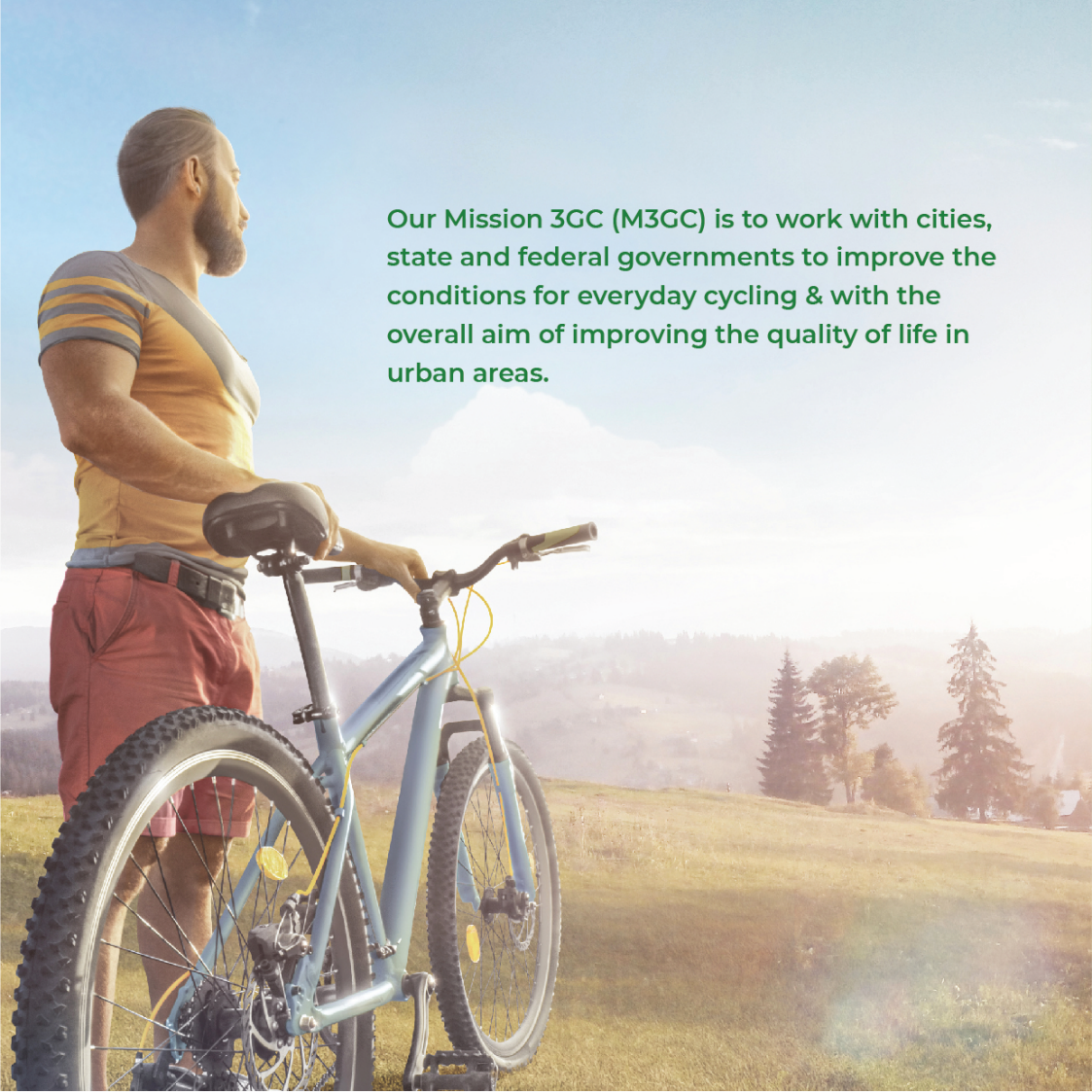
[www.3gcpune.com](http://www.3gcpune.com)

**GO  
GREEN  
GO  
CYCLING**



**Engagement Program**  
for Cycle Plan

**3GC**  
Pune City



**Our Mission 3GC (M3GC) is to work with cities, state and federal governments to improve the conditions for everyday cycling & with the overall aim of improving the quality of life in urban areas.**

### **Make a Difference, Mission Go Green Go Cycling (M3GC)**

The Initiative is an effort towards reestablishing the bicycle as a feasible, accepted and practical form of transport. The reason for taking the bicycle seriously as commutation once again continues unabated around the world. Every city used to be bicycle friendly before planners and engineers started to change the paradigm and plan for motor vehicles and relegate bicycle users, pedestrians and public transport users. Now we are taking up the challenge and modernizing ourselves by implementing bicycle rental schemes, bike share systems, leveraging bicycle infra usage, etc. - as well as restricting car use - and look for New Century inspirations.

Go Green Go Cycling (Pune City) is an annual program under the Mission 3GC for twin cities of Pune & Pimpri- Chinchwad.

### **Go Green Go Cycling (Pune City)**

is a flagship program of Pune Municipal Corporation & Pimpri-Chinchwad Municipal Corporation jointly to encourage people to take up cycling by promoting Healthy life & Environment conservation benefits in association with Pune City police

– Conceptualized & Managed by Neo Era Infotech.

### **Manifesto**

#### **Let's Get Pune Rolling- What is "Go Green Go Cycling..?"**

Take the most pleasurable form of transport ever invented; bicycle, it not only helps protect the environment but also is beneficial to your health and your wealth. By taking up the cause of Go Green Go Cycling it encourages people of Pune city to take up cycling & by promoting dockless bike sharing (public bicycle system) initiative by PMC & PCMC for better communication, curtailing carbon emission (Pollution) & reducing traffic menace for last mile connectivity.



Explore Pune's most stunning landscapes and take on a challenge, for fitness, health & public transport safety. If you're looking for a rigorous workout or a leisurely ride that can also provide a public awareness, Go Green Go Cycling is sure to provide you with an incredible experience and a real sense of well-being.

Cycling provides you with benefits that are almost endless



#### Environment

Cycling is a great way to go green for the environment as it avoids use of fossil fuels and is a pollution-free mode of transport.



#### Health

Regular cycling stimulates and improves your blood circulation, heart and lungs reducing your risk of cardiovascular diseases.



#### Wealth

Cycling can help you save a lot of your money, when you compare the costs of maintenance, insurance, fuel, parking fees and depreciation associated with a car versus a bicycle.



GO GREEN GO CYCLING

The  
Bicycle  
Solution is a simple



to some of the  
**WORLDS** most  
complicated **PROBLEMS**



#### Business Case

PMC & PCMC realization of the potential of cycling as transport, investment in infrastructure, and a desire to make the city much better in terms of quality of living.

**Keeping up with the guidelines from the State Govt. of Maharashtra & the Central Govt.**

#### The positive results for the population will be multiple:

- ▶ Reliability and low travel time,
- ▶ Low in car congestion,
- ▶ Low health expenditure,
- ▶ Positive impact on purchasing power

Committee for M3GC (Partners on board)

**Pune Together -3GC**

## CYCLOTHON

### GREAT EVENTS AREN'T FORGED IN BOARDROOMS

Cyclothon de Pune City intends to encourage cyclist which offers an endless amount of new possibilities to tackle health issues and environmental pollution, with the easiest and simple method of cycling. Conceptualized by Neo Era Infotech for Pune Municipal Corporation (PMC) & Pimpri-Chinchwad Municipal Corporation (PCMC) to promote cycling. Cyclothon a mass promotional event aims to provide public health awareness for a good and healthy society.

### GET HEALTHIER, BOND AS A TEAM AND GET YOURSELF NOTICED

- ▶ The Cyclothon experience is sure to deepen participant's connection with the cause and help them to understand the importance and value placed on the concept of Go Green Go Cycling.
- ▶ Get inspired by how much we can give back to nature and understand the value of environment conservation, healthy lifestyle in personal & national interest.
- ▶ Blending in activities that encourage participation in taking up cycling for Health &

Environment benefits and give her/him the opportunity to share their experiences on the event & the cause for it.

- ▶ Connect with all potential individuals, supporting the values of the organization and creating a memorable and exciting experience for all participants & the stakeholders.

### KEY STATS

Take the spirit of cycling to beat the carbon emission for a pollution-free city and join the ranks of those pounding the pavement in supporting the cause of Go Green Go Cycling.

## Vision and values

### Inspiratory

We aim to highlight the significance of "Go Green Go Cycling, showing how the power of "Go cycling" is being used to drive a positive change not only for us but also for our surroundings.

### Celebratory

Cyclothon can help inspire and showcase to the world how a lasting change that "Go Green Go Cycling" makes with the smallest of the contribution & participation.

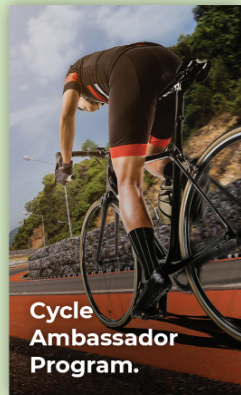
### CYCLOTHON EVENT DAY ITINERARIES

We are glad to organize Cyclothon de Pune City, our event day itineraries come under the following categories.

- ▶ 15 Kms Pride Ride, (Men & Women).
- ▶ 5 Kms Go Green Joy-Ride, (Open- All age groups).
- ▶ Go for the ultimate victory and win whopping prize money of.... Lakhs in the Cycle race event only for corporates (40 Km).
- ▶ Zumba at the finish point.



## Go Green Go Cycling Program Itineraries



# INTERACTIVE WEBSITE & MOBILE APPLICATION WILL BE MADE FOR THE “GO GREEN GO CYCLING”

[WWW.3GCPUNE.COM](http://WWW.3GCPUNE.COM)



## SYMPOSIUM

### Cycling to Good & Health Society (CG&HS)

Cycling offers benefits for individual and for society as a whole. For individuals, cycling is healthy, flexible and fast. For society, a large number of cyclists increases the smooth flow of traffic, reduces congestion and pollution, and brings societal health benefits as a result of increased exercise. This simple fact was the driving force behind a joint public information program launched by New Era Infotech in association with Pune Municipal Corporation (PMC) & Pimpri-Chinchwad Municipal Corporation (PCMC).

#### The Theme

“Go Green Go Cycling” Championing the cycling initiative in the city of Pune for a good and healthy society.

#### The objective of Symposium on (CG&HS)

1. Cycling offers vast potential as a healthy and sustainable mode of transport, if only leaders could find effective ways to promote it.
2. Cycling has an enormous amount to offer to a broad range of societal and policy objectives ranging from improving health to local economic regeneration and combating climate change.

3. To improve public understanding of health issues in order to increase the odds of early preventive measures pertaining to common lifestyle diseases.

4. To influence people to take up exercise & sports/ physical activity as an important part of their life.

5. Direct target audiences are opinion leaders such as distinguished personnel's, Business leaders, Government officials, and the general public is reached indirectly through accompanying literature.

New Era Infotech's endeavour is the program “Go Green Go Cycling” becomes a landmark event in Pune. This will do much to improve the general public understanding of the role of exercise & fitness in their lives, and through cycling in particular.

#### Business case

To advocate for the transformation of cities into clean, safe, pleasant and green places where cycling is viewed as a desirable form of transportation, In Pune city with the initiative of New Era Infotech's mission 3GC.

#### Mission 3GC will get PMC & PCMC clear business benefits:

- ▶ The PMC & PCMC launched the Cycle Plan to introduce environment-friendly means of transportation in 2018. The focus is on the development of a sustainable urban transportation system and smart city solution to reduce traffic congestion
- ▶ The event has a clear educational & promotional purpose, to increase public health awareness related compliance & sustainable urban transportation system.
- ▶ The partner companies would to be recognized as a responsible corporate citizen, partnering with PMC & PCMC to disseminate information about diseases and preventing them through low cost fitness exercises like cycling et al'.



GO GREEN GO CYCLING



# Pune & Pimpri-Chinchwad

The Cycling Capital of India, is on its way!



## PCMC Commissioner's Message



For many years, our city has served as a magnet for the number of people looking for a "good life" and it's been an honor. The twin city of Pune & Pimpri-Chinchwad offers a pleasant atmosphere and exceptional living environment, thanks to its wonderful heritage and surrounding nature. Located close to Mumbai & termed as cultural capital of Maharashtra, its growing population and thriving economy are only included in its attractiveness.

In terms of mobility, Pune & Pimpri-Chinchwad has an efficient intermodal network that is constantly being

optimized by the PMC & PCMC. New and some Pune & PimpriChinchwad, The Cycling Capital of India experimental solutions will be added to reduce the presence of private vehicles and related pollutants and promote the use of clean combined modes of transport (NMT): public transport, soft modes of transport (walking, cycling).

With all these advantages, the twin cities Pune & PimpriChinchwad are the perfect place to promote the use of bicycles. For several years, we have been supporting and encouraging the use of bicycles, fulfilling our desire to protect the environment, reduce congestion and maintain a high quality of life. This is just the beginning! Although our city is already in the lead in terms of cycling policy, we want to maintain this as long as possible and increase the share of cycling to 15-20% as soon as possible. We will introduce a new cycle scheme investing Rs. ....over the next ....Years. This will place our city at the forefront of the Indian podium. In terms of investment, wheels are in favor of bicycles.

The twin cities of Pune & Pimpri-Chinchwad, The Cycling Capital of India, is on its way!

About

Mission

# Go Green Go Cycling (M3GC).

To advocate for cycling in India...

Our Mission 3GC (M3GC) is to work with cities, state and federal governments to improve the conditions for everyday cycling as well as cycling culture in the cities.

M3GC is clear: to make more people cycle more often and longer distances. Through M3GC we strive to make more cities, as cycling cities. Promote the use of the bicycle as an environmentally friendly means of transport within the urban context. With the overall aim of improving the quality of life in urban areas, M3GC encourages the development of bicycle



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