Summer 2009

Urban Sustainability in Developing India
About Parisar

• Founded in 1982
• Urban and development planning, environmental intervention with focus on transportation policy
• Funded by UN Small Projects Grant, private donations
• Bicycle Partnership Program with Interface for Cycling Expertise (Netherlands)
Cycling Awareness Project

- Raise awareness about how cycle-friendly transportation policies can create a different kind of “developed” city
- 1 hour program presented to 7-10th standards in local schools
car-friendly  Cycle/people friendly

Bogota, Colombia
Other Materials

- 15 min. I-CE video about cycle-friendly cities
- Discussion with students
- Questionnaires about cycling attitudes
- School charter and posters
- Safety cards and cycle badges
- Signed letter to the PMC Commissioner with student comments
Accomplishments

- Presented 8 workshops to 6 schools, reaching a total of 1300 children
- Received over 2500 surveys from parents and students
- Schools sent 6 separate letters to PMC
- Devised manual detailing summer experiences for next program coordinators
Constraints

• Size

• Pune environment
  – Subtle message due to safety concerns
  – School constraints

• Internal
  – Organization
  – Commitment and accountability
Hope for the Future