



YOUTH CAMPAIGN FOR NATIONAL PEDESTRIANS' DAY



Young Reporters
for the environment

SUM Net India

Sustainable Urban Mobility Network

CEE

Centre for Environment Education

Guidelines for today's webinar

- **This event is being recorded and is scheduled to last one hour.**
- **Only panelists will be speaking today.**
- **Please post your questions in the Q & A section.**
- **When posting a comment or question, please identify yourself and your school/ organization.**

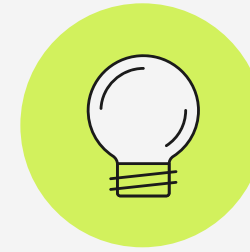
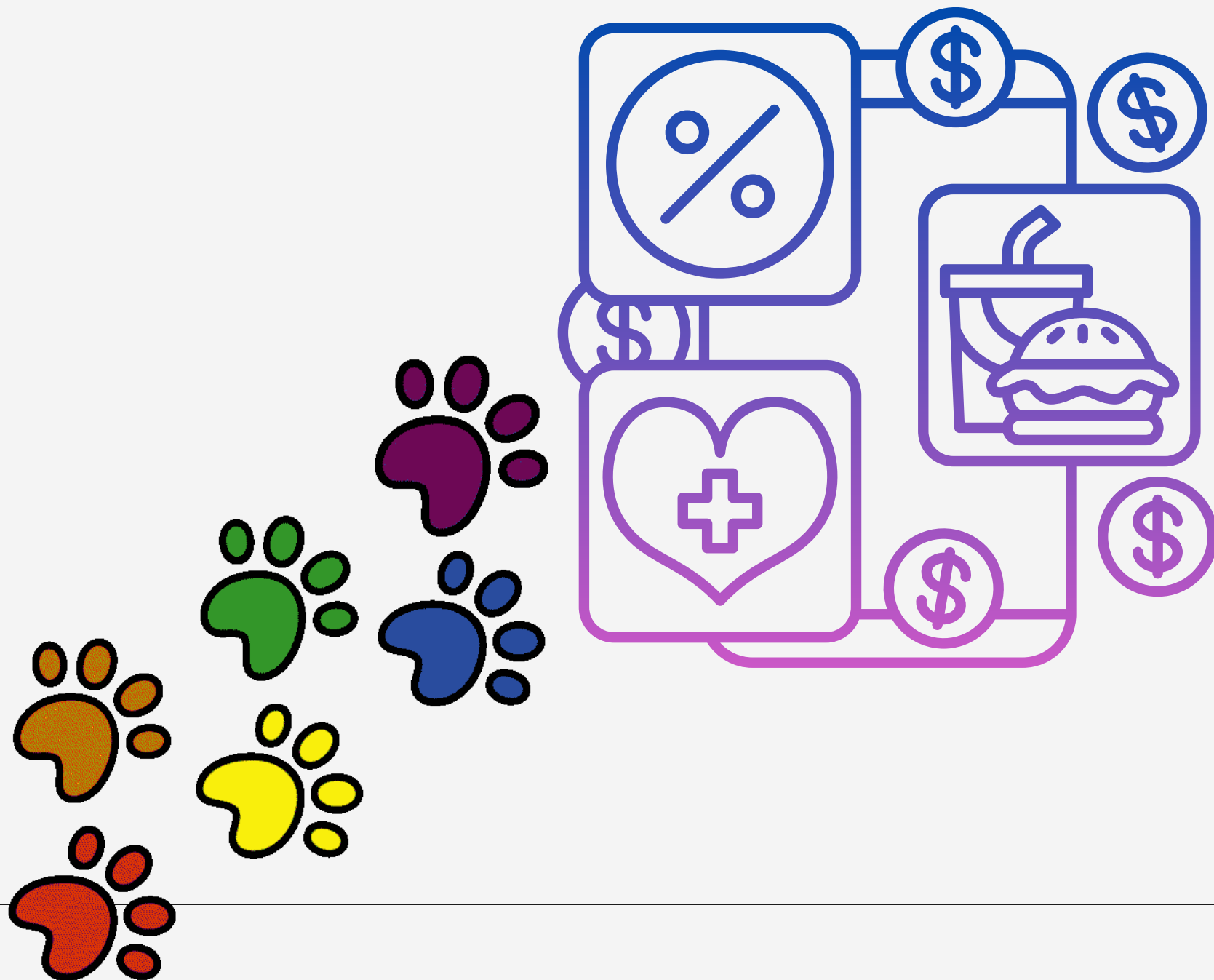


About CEE

- A national institution, established in 1984 as a Centre of Excellence of the Ministry of Environment, Forest and Climate Change
- CEE works throughout India in all major languages
- 7 Regional Offices, other offices and camp sites across the country
- Working in 16 programmatic thrust areas
- Works on Education for Sustainable Development



Benefits of walking



Save money on transportation



Healthier people, fewer bills



Saving on parking



Time saving and improved safety



More travel = More productivity



Why be concerned about pedestrians?

Have you encountered these?



**Vehicles take
over foot path**



Broken foot path



**Absence of
foot path**



**Obstruction
on foot path**

Have you encountered these?




Absence of safe crossing facilities



Traffic not managed to allow pedestrians to cross

walking on the streets is neither easy nor safe!



Yet a large number of people walk!!

- About 60% of children walk to school
- Indian workers travel on foot or by bicycle
- In cities, more women workers are pedestrians

58% in rural areas of which 47% are women

49% in urban areas of which 68% are women

Sources:
National Statistical Office
Census 2011, in Indian Institute of Technology Delhi Report

The lack of facilities for pedestrians is a humanitarian concern

Road Safety

- In 2019, pedestrians were 17% of all road fatalities.
25858 pedestrians were killed in road crashes in India.

Forced shift to motorization and its ill-effects

- The lack of facilities for pedestrians, cyclists, public transport forces a shift to motorized modes for those who can afford it.
- Increased private motor vehicles lead to more air pollution, resulting in health impacts, contribution to climate change.
- Increased motorization induces more public expenditure on facilities for motor vehicles than for walking & cycling.



What can be done?

World Day
of
Remembrance
for
Road Traffic Victims



21st November 2021



Efforts are underway in some cities....

Improving facilities for sustainable mobility

Delhi

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INDIA

Delhi government inaugurates revamped Chandni Chowk; find out what all has changed

The market was slated to be inaugurated on 17 April, but it had to be deferred due to the rise in COVID-19 cases

FP Trending | September 13, 2021 12:50:24 IST



Screen grab showing an aerial view of revamped Chandni Chowk market. Twitter/@SatyendarJain

Delhi Chief Minister Arvind Kejriwal inaugurated the revamped and **newly redeveloped Chandni Chowk market** on 12 September. During the inauguration, Kejriwal informed that the entire market will be converted into a tourist hub and street food joints will be allowed to operate till midnight. The move is expected to fuel both the tourism and business sectors.

<https://indianexpress.com/article/cities/delhi/only-feet-no-wheels-karol-bagh-stretch-gets-makeover-5705732/>

The Indian EXPRESS Home India World Cities Opinion T20 WC Entertainment


Home / Cities / Delhi / Only feet, no wheels: Karol Bagh stretch gets makeover SUBSCRIBE

Only feet, no wheels: Karol Bagh stretch gets makeover

Nine years since it was planned and approved by the Unified Traffic and Transportation Infrastructure (Planning and Engineering) Centre, Ajmal Khan Road market has been declared a vehicle-free zone by the North Corporation.

f t

Written by **Amil Bhatnagar** | New Delhi | May 2, 2019 2:28:56 am



The project was conceptualised during the 2010 Commonwealth Games. (Express photo)

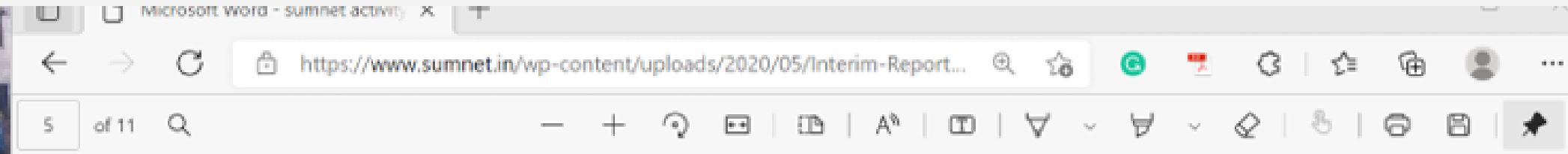
<https://www.firstpost.com/india/delhi-government-inaugurate-s-revamped-chandni-chowk-find-out-what-all-has-changed-9959911.html>



Pune

<https://www.firstpost.com/india/delhi-government-inaugurates-revamped-chandni-chowk-find-out-what-all-has-changed-9959911.html>

Almora



<https://www.sumnet.in/wp-content/uploads/2020/05/Interim-Report-2019-2020.pdf>

Jorhat, Assam

Safer Roads for Safer Childhood initiative

by CEE Northeast with support from Botnar Child Road Safety Challenge program

- Markings at junctions and crossings help children cross safely near the school.
- Sidewalks are to be further improved for the comfort and safety of pedestrians and children.



**Improving facilities for sustainable mobility
requires attention to pedestrian safety and comfort**

**Much more needs to be done, and
youth have a key role to play!**





Kartikya Sarabhai on National Pedestrians' Day

Video Link:https://www.youtube.com/watch?v=mhF0V_hPKT8



Youth Campaign for National Pedestrians' Day

“Live as if you were to die tomorrow. Learn as if you were to live forever.”
Mahatma Gandhi

SUM Net India

Membership based coalition of grassroots organizations, voluntary organizations and civil society networks.

SUM Net seeks to improve the quality of life for all by securing deeply democratic processes of decision-making, to ensure that urban transportation systems are

- universally accessible
- socially just
- safe and secure
- economically viable, and
- environmentally sound



30 members including individuals and organizations or groups from cities across India

Young Reporters for the Environment

YRE gives young people aged 11-25 a platform to research environmental issues and promote solutions through investigative reporting, photography, and video journalism.

Our projects engage young people to tell stories about the world and environment.



YRE's 4 Step Methodology



How You Can be a part of this National Movement ?

Step 1: Attend the orientation (you are here)

Step 2: Refer to the Campaign toolkit and start the campaign in your college/community. (plan to engage a minimum of 5-7 People)

Step 3: Conduct the campaign using the toolkit

JOIN US

Step 4: Endorse the campaign by signing the petition and share with your friends

Step 5: Organize National Pedestrians' Day event in your college/community on 11 Jan

Step 6: Submit your campaign report and collect the certificate

Activity 1 - Conduct a walkability study and Interview

Mode: Offline

Purpose: Youth conduct a study of walkability and interview/document pedestrian/hawkers to understand issues faced by local citizens

Method

1. Understand and share the video of National Pedestrians' day by SUM Net.
(<https://www.youtube.com/watch?v=KvoThXPOTIA>)
2. Identify the type of issues regarding walkability on roads
3. Identify and research the issues faced by local citizens and hawkers using the same road.
4. Research the possible solution to the issues identified by you.
5. Look for research papers and facts.
6. Fill in the survey; interview different people using the road on regular basis.
You could take photos, video interviews.



Survey Form for Activity 1- Conduct a walkability study and Interview

Student name:

Date:

Area:

City:

Street:.....

Approximate distance covered (metres):

From

To

Download a text version of this format - click here

<https://docs.google.com/document/d/1FJu9CDKKrMQdrfsBA1LAKQqWgB3D8eODQuHmBCj0AAU/edit?usp=sharing>

Number	Parameter
	FOOTPATH AB SENT
FOOTPATH CONDITIONS	
· Surface of the footpath	
	Broken or not suitable for walking
	The footpath is slippery or has water
· Width, height and level of the footpath	
	The footpath is too narrow
	The footpath is too high
	The footpath is not level throughout, breaks are given for property entrances
· Obstructions	
	Property entrances have gates opening onto the footpath
	Vehicles are parked on the footpath or drive on the footpath
	Garbage, debris, construction material etc are present on the footpath
	Bus stop, toilet or other construction is placed on the footpath
	Signage poles - location and/ or signage height obstruct the footpath and may injure pedestrians
	Trees obstruct convenient use of the footpath
	No clear space is allocated for street vending
CROSSINGS	
	· Divider present with over 300 metres distance between crossings (long walk to cross)
	· Traffic does not stop for long periods, making it difficult for pedestrians to cross
	· Subway or overbridge only with steps, making it non-accessible / difficult to use
	ANY OTHER ISSUES

Activity 2: Prepare output as - photostory/ article/ photo post or photo reportage



Mode : Online /Offline

Purpose: Youth will articulate the problem and solution related to road safety using journalistic methods

Method:

1. Look for an appropriate journalistic method to articulate findings of the walkability survey/study. It could be a video of interviews, article highlighting findings, photo-story
2. The output should either focus on the problem or on the solution or it can be both.
3. Give proper citation or credits wherever required
4. If video then give subtitles in the English language.
5. For photo and photo reportage provide a catchy caption.
6. The output should be compatible with social media like YouTube, Instagram, and Facebook.

Activity 3 - Take action

Mode: Online/Offline

Purpose: Youth will showcase their intention to bring change and show progress

Method

1. With your team take action on the ground
2. Clean up the footpath and make it walkable
3. Make one or more complaints about footpath/ crossing status
4. Write a letter to the municipality /road department/ public works department (PWD)
5. Document the action in form of photos or videos.



Activity 4: Highlight and make a post for types of issues on social media

Mode: Online

Purpose: Youth will narrow down on different types of problems and issues on roads

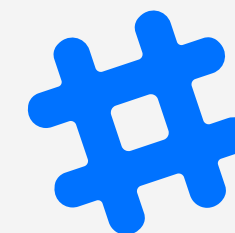


Method:

1. List down the reasons leading towards difficulties for pedestrians to walk.
2. Categorizes them into types eg. management and lack of awareness.
3. Make a poster or creative with a suitable and catchy caption.
4. Post the creatives on different social media to increase awareness.
5. Use proper # tags and do tag local municipal authorities.



Mandatory hashtag
#WalkIndia #YREIndia



Activity 5 - Make post of whatever you manage to do

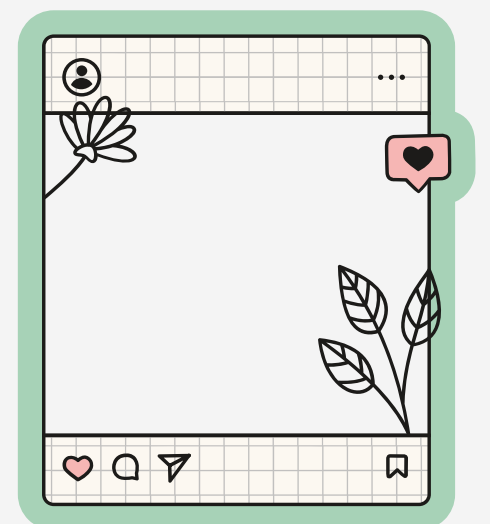
Mode: Online

Purpose: Youth will gather the entire work they have done during this campaign and make posts on different platforms.



Method:

1. Assemble all the action done for this campaign
2. Make a collage or a video or an article by compiling details of each activity
3. Make a post on your social media account
4. Tag 5-7 of your friends and ask them to join you for the cause.



Activity 6 - Sign the petition

Mode: Online

Purpose: Youth will articulate and demand their right to a safe walking environment

Method:

1. Sign the petition to demand for a National Pedestrians' Day on 11th January
2. Recapitulate the learnings from previous activities and brief youth groups about the National Pedestrians' Day campaign.
3. Inform groups and colleges to sign the petition for the Declaration of 11 January as National Pedestrians' Day.
4. Ask young people or the community for their ideas for awareness activities to be done on 11 January in colleges or in the community to create a buzz about the need for safe and walkable pedestrian facilities.

Support the National Pedestrians' Day Campaign

Walking is our most basic means of transport and part of our every day life as human beings. Walking helps us to study, to meet our friends, fulfil everyday needs, and explore our world. Walking provides health benefits and is good for the city's environment.

As we walk, we learn about our neighbourhood, become independent. Sixty per cent of children walk to school. Many of our families and elders go to work by foot. We walk to and from a bus-stop, six-seater, or rickshaw.

Sadly, we note that walking on the streets nowadays is neither easy nor safe especially for children, women and senior citizens. Unsafe roads force families to use motorized modes which increases air pollution and climate change. Differently-abled people have much greater difficulty, or are not able to go out independently at all.

We believe this can change! We request our governments and all concerned to pay attention to pedestrians' needs. We want our roads to be safe, convenient and comfortable for everyone, and enjoyable to use.

We endorse the cause for a nation-wide campaign to declare 11 January as a National Pedestrians' Day.
We will observe 19 January as National Pedestrians' Day at our College.

Name (Professor/Mentor/Youth Leader) *

Your answer

College/Youth Group *

Your answer

City *

Your answer

State *

Your answer

PIN Code *

Your answer

NPD Endorsement: https://docs.google.com/forms/d/e/1FAIpQLSeVcW-KUDvX8gZ83BX0msAoFts_0ZBsIY3Q4qgW_NRTsvQDOA/viewform

Online petition for Youth

Who can sign?
Anyone

[https://act.jhatkaa.org/campaigns/demand-national-pedestrians-day-for-a-walkable-india?
utm_source=whatsapp&utm_medium=social&utm_campaign=parisar_partners_SUM_Net_India_sign_20211008](https://act.jhatkaa.org/campaigns/demand-national-pedestrians-day-for-a-walkable-india?utm_source=whatsapp&utm_medium=social&utm_campaign=parisar_partners_SUM_Net_India_sign_20211008)



Demand National Pedestrians' Day for a Walkable India

In 2019 ~26,000 pedestrians were killed in road crashes - an 85% increase in 5 years!

Indians walk a lot. As per the 2011 Census, one-third of all work trips are by foot. And while women walk to work more than men, people walk less when urbanization increases. The National Statistics Office (NSO) states 60% of children walk to school.

But this mode has been ignored in policy, planning and implementation. Walking on the streets is neither easy nor safe - especially for children, women and senior citizens - which makes it an inconvenient, uncomfortable, unpleasant and consequently less preferred mode of locomotion.

First name:

Last name:

Your email:

qwerty@mail.com

Pincode

[Click](#) if you live abroad

9023456789 for India or +485001234567 for internati

Sign the petition

Your personal information will be kept private and held securely. By submitting information you are agreeing to Jhatkaa keeping you informed about campaigns and agree to the use of cookies in accordance with our [privacy policy](#)

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South Asia Youth Environment Network



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<https://www.sayen.org/sayennew/#carousel-example>

<https://www.sayen.org/sayennew/>

Timeline

Activities	Suggested schedule
Campaign Launch	19 November 2021
Sharing campaign toolkit with colleges/Youth	24 November 2021
Campaign activities by Youth and Signing of the Petition by colleges/Youth groups	24 November to 31 December 2021
Celebration of National Pedestrians' Day	11 January 2022

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Increase your Handprint !

Decrease your Footprint!



Questions?

Suggestions!

*Thank
you!*