

2014

# Livable City India

Annual Report 2013-14

ESAF implements Livable city Programmes in three cities in India in partnership with HealthBridge Foundation, Canada, from 2008 onwards. This document present the annual Report for the year 2013-14.



Evangelical Social Action Forum, India

**Annual Narrative Report, 2013 - 2014**

**Name of Project: Liveable Cities Program, India**

**Name of Partner: ESAF (Bangalore, Nagpur, Thrissur)**

**ESAF's vision for the Liveable Cities program is:**

*"We want happy and healthy children and families in every neighborhood who have safe streets, free access to parks, playgrounds, open space and fun places to play around."*

In 2013/2014 we worked in the cities of Bangalore, Nagpur, and Thrissur to address these important issues. We expect that our programs will ultimately lead to:

- Decreased morbidity and mortality due to injury and chronic diseases.
- Increased social interaction and community cohesion.
- Decreased emissions of air pollutants leading to poor air quality and climate change.

#### **EXECUTIVE SUMMARY:**

Efforts were made to make cities livable by addressing pedestrian rights, access to safe routes to school by walking and cycling, building and reclaiming physical environment for safe, fun and accessible play space and creating active neighborhoods has been found to be successful during the project period.

**Community Engagement has been the major strategy used for Parks program in both** Bangalore and Nagpur. Local leaders in Bangalore have initiated activities to clean and maintain parks , which has resulted in the outcome of increased number of safe and accessible play spaces for children. This also had helped us to mobilize and organize park programs for children. The number of children has increased from zero to on an average 25 children coming to the park. Elderly women in the community have also started using the space, which increases the safety of children by having an adult presence in the park. The Nagpur program has focused on empowering the community to run programs and protect their space and the city also saw many new inclusive designs created for the needs of the special children. Government officials decided to take up the designs of all new parks with inclusive play space is a great achievement for the team. This supports the immediate outcome of increased number of inclusive park designs for the children with special needs. Also other immediate outcomes were achieved such increased numbers of safe, fun and accessible play space, increased number of children playing, especially girls and women, increased number of residents accessing parks, and increase number of disabled children playing.

**Pedestrian Rights Program** in Bangalore was more of an awareness creation and network-building project for 2013/2014. It has achieved the immediate outcome an increased number of likeminded people working towards pedestrian-friendly facilities such as promotion of NMT and street reclaiming for people. During the period, we built a strong network of people who work with government to promote non-motorized transport for short trips.

Thrissur had seen important results of their pedestrian rights program that has focused on creating greater awareness within the city to those unaware of pedestrian rights. In addition, ESAF's credibility has increased with government partners, which allows us to more effectively address pedestrian issues. This resulted in the city administration's willingness towards accepting the Charter of Pedestrian Rights. The continuous association with the government, enforcement agencies and the civil society is showing results in terms of changes in attitude: more people are concerned about pedestrian rights than before; drivers respecting pedestrians' right of way; and, Police more concerned on pedestrian accidents. A workshop organized by ESAF for decision-makers on prioritizing non-motorised Transportation was an eye-opener to many concerned. Newly paved footpaths near Thrissur railway station, pedestrian signals installed at 3 locations,

and zebra lines drawn at many parts in the city shows the Governments' increased commitment towards pedestrian issues. This has helped to achieve the immediate outcomes of "increased awareness and participation of stakeholders for better pedestrian/cyclists facilities" and "increased number of enforced policies related to pedestrian rights".

ESAF has organized the **Active & Safe Route to School Program** across the three states in India and we have created demand within schools for the program. These schools are now discussing the ways in which the children have to travel to school, which was never considered there before.

**Network activities** in the three programs has aided in building a greater number of organisations and individuals working towards achieving the livable cities outcomes. Disseminating information through E- newsletters and social media networks has facilitated in identifying key experts in the field.

**Media** has been supportive in creating awareness at various points of time. There were many occasions where a media house had contacted ESAF for opinion and is an acknowledgement for the rapport built with media houses.

**Future activities** will include:

Bangalore: Public space auditing for Mahadevapura Zone to highlight the magnitude of missing and encroached parks; working with network members for creating public space and complete streets; piloting ASRTS with one more school along with the existing one; exploring the possibilities of working with department of education under the respective zones; media advocacy for Commercial street to get pedestrian friendly infrastructure; strengthening the network for working for livable city issues and media networking.

Nagpur: Handing over two functional parks to the community; development and inauguration of two inclusive play spaces; walkability survey in Nagpur to understand the scenario and working towards pedestrian rights; safe route to school program with primary focus on working with government to make it as the program of department of education along with traffic department.

Thrissur: Working with Government bodies to implement ASRTS program at school level with more advocacy efforts for pedestrian rights and facilities; networking with government officials and other prominent stakeholders; situational analysis of parks; Network activities and media interaction will be the supporting program for the next year.

## PARK PROGRAM

**Immediate Outcome:** Increase number of children especially girls playing in parks, increase in safe accessible play space and increased activity in parks. Increased number of inclusive park designs for children with special needs.

Projected Activities – Hagadur Ward, Bangalore	Completed Activities (What did you do and how much of it did you do?)	Reach - numbers (How many people were directly reached?)	Result (What has changed as a result of this activity?)	Variance (Is this activity, result, or impact different from what you projected?)
Missing Parks – Park - 1 (Nallurahalli)	<ul style="list-style-type: none"> <li>Mobilising community and interaction with stakeholders                             <ul style="list-style-type: none"> <li>Local leaders (4)/elected members (2)</li> <li>Community members (22)</li> <li>Temple authorities (4)</li> <li>School authorities (2)</li> <li>Network members (4)</li> </ul> </li> <li>Government officials (6) 2 (from dept of horticulture/2 from planning department of Mahadevapura Zone / 2 from legal department, Bruhut Bangalore Mahanagare Palike (BBMP))</li> </ul>	44	<ul style="list-style-type: none"> <li>Increased awareness on the need of park and public space</li> </ul>	Despite the community understanding about the need of having park, community / government officials do not want to claim the space as the land is in litigation, which involves big land mafia.
	<ul style="list-style-type: none"> <li>Application through Right to Information Act (RTI's) 8 RTI filed</li> </ul>	23	<ul style="list-style-type: none"> <li>This information has helped to focus media attention to create awareness among different stakeholders about the condition of parks in the ward</li> <li>Government officials reported that through the RTI's sent, they could identify or receive details of parks which were lost track by the department</li> </ul>	None
	<ul style="list-style-type: none"> <li>Garnering support from local leaders and elected members for maintenance of the area</li> </ul>	2 local leaders 1 elected member	<ul style="list-style-type: none"> <li>Maintenance work was carried out by local ward office</li> <li>Increased support from local leaders</li> </ul>	
	<ul style="list-style-type: none"> <li>Working with government</li> </ul>	5 officials	<ul style="list-style-type: none"> <li>The result is not positive from the project perspective, as they were unable to do anything due to the litigation.</li> </ul>	They were not ready to do the development work since the land is in litigation. As per rule, further work in the area is not allowed
	<ul style="list-style-type: none"> <li>Working with media</li> </ul>	2 journalists Approximately 30,	<ul style="list-style-type: none"> <li>One media attention received stating the situation of the park</li> </ul>	None

	<ul style="list-style-type: none"> <li>13 park programs organized for children (Dec-Feb)</li> </ul>	<p>000</p> <p>25 children / program 8 Girls 17 Boys, ie 325 altogether.</p>	<ul style="list-style-type: none"> <li>Higher officials ordered for enquiry</li> <li>Increase in number of children playing (0-11-25)</li> <li>Increase in number of girl children playing (0-3-8)</li> <li>Increase in number of children coming from different locations (2-3 kms)</li> <li>Children want the team to visit them on daily basis</li> <li>Parents appreciating the efforts of teaching them new games</li> <li>Increase in physical activities among children</li> </ul>	
Missing Parks – Park -2 (Asset Apartment Park)	<ul style="list-style-type: none"> <li>9 RTI's filed to know the whereabouts of the park</li> </ul>	24 People including the community members and government officials were contacted.	<ul style="list-style-type: none"> <li>Park information received was an eye opener for government officials as the parks were considered to lost to them</li> <li>Officials responded that because of RTI's filed they got to know the park details</li> <li>Information received could be used for media attention</li> <li>Higher officials ordered for enquiry for the lease period</li> </ul>	None
	<ul style="list-style-type: none"> <li>Working with government</li> </ul>	2 officials from department of horticulture	<ul style="list-style-type: none"> <li>The government officials made their stand clear that unless the community gets empowered and starts applying pressure for their rights on the land, they will not be able to do anything as the land is on litigation. Even though it's not a positive result, it endorses the project strategy of Community Engagement.</li> </ul>	Despite government being the protective body for public space, there has been a lukewarm response due to the land mafia involved in each area
	<ul style="list-style-type: none"> <li>Working with media</li> </ul>	1 journalist Approximately 30,000 members of general public	<ul style="list-style-type: none"> <li>One instance of media attention in newspaper received</li> <li>Increased awareness on the condition of parks in the city</li> <li>ESAF's effort acknowledged in bringing out the issues to the public</li> <li>Following the media attention, two of the network members referred us to the journalist of one of the leading newspaper for sharing our opinion</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>

			<ul style="list-style-type: none"> <li>on this issue</li> <li>Principal, Devamatha Public school shared our contact details to Resident Welfare Association in her neighbourhood for getting guidelines on developing a park</li> </ul>	
Missing Parks - Park -3	1 RTI filed	3 officials	<ul style="list-style-type: none"> <li>No result</li> </ul>	Despite government being the protective body for public space, there has been a lukewarm response due to the land mafia involved in each area
<p><b>Impact of the park program:</b> The strategies used to identify the missing parks have revealed the whereabouts of the park, which was otherwise considered to be lost parks. Information shared with higher officials has led to an order for further enquiry on the status of the park. Media has been supporting this issue and has created awareness among the public on the issues related to missing parks. ESAF has been identified and acknowledges as people working for parks and play space for children. Immediate outcome of increase in physical activities among children, increase in number of children especially girls playing in park has been achieved for the year.</p>				
<b>Parks Program, Nagpur - Inclusive Park (existing)</b>	<ul style="list-style-type: none"> <li>16 follow up discussions with Superintendent of Garden Department and Deputy Engineer of NMC for the maintenance and development work</li> </ul>	5 Officials of Garden Department	<ul style="list-style-type: none"> <li>Yoga space was constructed and made available for children</li> <li>Play space made inclusive for children</li> <li>Increased number of facilities (play equipment) for special children</li> <li>Increase in number of children coming to the park from 0 to 30 special children.</li> <li>Increased ownership and responsibility of staff in maintaining the area</li> <li>Increased number of safe and accessible play place from 0-2</li> </ul>	None
	<p>Awareness programs on the recreational needs of children with special needs</p> <ul style="list-style-type: none"> <li>- Discussion with teachers in Samvedna School</li> <li>- 2 awareness programs in Samvedna School</li> </ul>	18 teachers 70 special children	<ul style="list-style-type: none"> <li>Increased understanding on the need of play space for special children</li> <li>Increased number of inclusive play space from none to 2</li> <li>Increased number of special children benefitting from the space (70 children)</li> <li>Increase in physical activities among special children</li> </ul>	

	<p>Children's Day program- planning &amp; Orgnaising</p> <ul style="list-style-type: none"> <li>- 1 visit to Samvedna School</li> <li>- 2 visit to Blind relief association</li> <li>- 1 visit to Blind Boy's Institute</li> <li>- 1 visit to Deaf, Dumb and Blind School</li> </ul>	<p>22 teachers</p> <p>35 special children</p>	<ul style="list-style-type: none"> <li>• Increased understanding on the recreational and social needs of children with special needs.</li> <li>• Increased physical activities among children</li> <li>• Better utilization of inclusive play space</li> <li>• Increased awareness on the need of having inclusive recreational facilities for special children</li> </ul>	<p>Except Samvedna special school, all schools were closed for winter holidays.</p>
	<p>Observation of World Disability Day</p> <ul style="list-style-type: none"> <li>- 1 visit to School for special children</li> </ul> <p>Observation world disability day</p>	<p>9 teachers</p> <p>25 special children</p>	<ul style="list-style-type: none"> <li>• Increase understanding on the need of programs</li> <li>• Increased physical activities among children</li> <li>• Increased publicity about the facilities available</li> <li>• Increased recreational activity activities at school.</li> </ul>	<p>None</p>
	<p>Stakeholder consultation for network formation –</p> <ul style="list-style-type: none"> <li>- Sarwangi Vikalanga Santha</li> <li>- School for special children</li> <li>- Navjeevan Special School</li> <li>- Director India Peace Center, Bangalore</li> </ul>	<p>12 teachers</p> <p>1 director</p>	<ul style="list-style-type: none"> <li>• Increased understanding on the need of inclusive play space</li> <li>• Increased number of schools (4 schools) decided to work together for play space</li> <li>• Increased appreciation of our efforts in creation of a platform where teachers, parents of children with special needs can come together to discuss their issues.</li> </ul>	
<b>Inclusive Park Program – New</b>	<ul style="list-style-type: none"> <li>• 29 face to face meetings and follow ups with various government officials and elected members.( officials of Nagpur Municipal Corporation (NMC) ,local elected member (corporator),Mayor ,staffs from Garden department, security guard of the parks, Deputy Engineer, NMC etc..)</li> </ul>	<p>11</p>	<ul style="list-style-type: none"> <li>• Increased awareness among community, elected members and officials in Garden Department/NMC on the need of inclusive play space</li> <li>• Increased support rendered by different stakeholders</li> <li>• Increased number of safe and accessible inclusive play space from 0 to 2.</li> </ul>	<p>There is a delay in starting the work till May 2014 due to model code of conduct of election.</p>
<b>Park Programs – Functional</b>	<p><b>Weekend Park Programme:</b> 85 weekend evening park program in Park (New Thavre Colony and Karnal</p>	<p>28 Boys</p> <p>22 Girls</p>	<ul style="list-style-type: none"> <li>• Increased physical activities among the children</li> </ul>	<p>None</p>

<b>(existing)</b>	Bagh, Kanchipura and Mattipra) till August.	17 women (Average number of participants per programme)	<ul style="list-style-type: none"> <li>• Increased social interaction</li> <li>• Increased number of girls and women coming to the park (22 girls and 17 women).</li> <li>• Increased physical activities among children</li> <li>• Increased social interaction</li> <li>• Increased community cohesion in the neighborhoods</li> </ul>
	Park handing over program - Park -1	9 Women 2 Men	Two Park had been handed over to the community members.
	- Park -2	6 Women 2 Men	
	64 Follow ups with volunteers in four parks	4 park volunteers( 1 from each park)	<ul style="list-style-type: none"> <li>• Increased understanding among volunteers on the need of park programs for community</li> <li>• Community owning the program. After the handing over program, 16 evening program were organized by the community members in order to continue the functionality of the park and the community participation.</li> </ul>
	4 summer camp of 15 days each in four parks	79 Boys 70 Girls (Average number of participants per programme)	<ul style="list-style-type: none"> <li>• Increased physical activities among children</li> <li>• Increased social interaction</li> <li>• Increased community cohesion in the neighborhoods</li> <li>• Increased number of girls and women coming to park (70 girls)</li> <li>• Active and healthy community in the</li> </ul>
	2 winter camp of 10 days each in Park – 3 & 4	44 Boys 27 Girls 9 Women (Average number of participants per programme)	<ul style="list-style-type: none"> <li>• Increased Community participation</li> <li>• Increased Community Cohesion and socialization</li> <li>• Increased sense of Ownership of the park. As the community is take care of the park and they are very interested in the cleanliness and functionality of the park.</li> <li>• Increased community empowerment.</li> </ul>
3Christmas celebration in Park -3	14 Boys 10 Girls 3 Women (Average number of participants per		



		programme)		
	Funfair for children park - 3	22 Boys 16 Girls 5 Women		
	2 Medical Camp (Health & Hygiene) in park - 3	10 Boys 7 Girls 3 Women (Average number of participants per programme)		
	4 Walking week celebration in four parks in commemoration of UN road safety week	79 Boys 70 Girls (Average number of participants per programme)		
<b>Scale up of park program – Involvement of SHG’s of ESAF</b>	<p>Discussion with ESAF Microfinance senior Management</p> <p>Discussion with the Regional Manager and Area Managers</p> <p>Orientation program</p> <ul style="list-style-type: none"> <li>- Branch Manager</li> <li>- SHG members</li> <li>- Park identification</li> <li>- Identification of park volunteers and capacity building</li> </ul> <p>Exposure visit to Inclusive Play space</p>	<p>4</p> <p>3</p> <p>1</p> <p>62 Women</p> <p>2 parks selected</p> <p>59 Women</p> <p>38 Women</p>	<ul style="list-style-type: none"> <li>• Increased understanding on how ESAF Microfinance can play a role in making cities livable where ever they operate.</li> <li>• Increased understanding on a unique model of Bridging Microfinance with Livability.</li> <li>• Increased understanding on how effectively the SHG members can be mobilized for Park Programme.</li> <li>• Increased understanding of the need for park programme.</li> </ul>	None

	Three Weekend evening program in Park -1 (Naik Talab Garden) 8 follow up with SHG members	10 Women 6 Boys 3 Girls 27 SHG members	<ul style="list-style-type: none"> <li>• Increased number of women coming to park (10 women)</li> <li>• Increased number of safe and accessible play space</li> <li>• Increased physical activities among women</li> <li>• Increased community cohesion and socialization</li> <li>• Increased understanding of the power of community. Now the community members are reaching the cooperators regarding the issue related to park.</li> <li>• Empowerment of the community as shown by women deciding to work on another four more parks in their neighborhoods</li> </ul>
	SHG Mela in Park – 2 (Kapil Nagar Park) (Capacity Building activities)	15 (SHG Members) 40 Community Women	<ul style="list-style-type: none"> <li>• Increased understanding on the need of scale up of park program</li> <li>• Selection of park done by SHG members</li> <li>• Volunteers are capably to run the program</li> </ul>
<b>Video documentary</b>	Documentary was shot on the condition of parks in Nagpur and activities of ESAF to revive <a href="http://www.youtube.com/watch?v=XtA5MiGgMVU&amp;feature=em-upload_owner">http://www.youtube.com/watch?v=XtA5MiGgMVU&amp;feature=em-upload_owner</a> .  Shared in different national and international platforms	74 views by general public.  1000	<ul style="list-style-type: none"> <li>• Increased awareness created on the need of play space for children</li> </ul>

**Impact of Park Program:** The SHG involvement in the park program prove to be very successful. This will help to motivate the SHG members of other areas to work toads the development of parks in their respective area. The success that was achieved through Lendra Park has motivated the NMC officials to think and develop more number of inclusive parks in the city. The handing over program had given a direction to ESAF regarding how to bring sustainability in the program. Park volunteer’s continuing efforts to m make park functional is an example of sustainability of park porgrammes through community engagement.

## PEDESTRIAN RIGHTS PROGRAM

**Immediate Outcome: Increased number of likeminded individuals and organizations working for pedestrian rights, increased awareness on the issues of pedestrians**

<b>Pedestrian Friendly C. St, Bangalore</b>	<b>Stake Holders Meeting:</b> 7 meetings with Merchant Association Secretary and senior shop owners.	6 merchants	Verbal assurance that they will work on the infrastructure and basic amenities	Failed to hold a joint meeting with merchant association office bearers
	Meeting with media – Reports shared (4)	2 journalists	<ul style="list-style-type: none"> <li>Not succeeded in getting an article for C. St</li> <li>Following the meeting, one of the journalist have written about another stretch of street (Brigade Road) and making it pedestrian-friendly</li> </ul>	Need to identify different strategies to create awareness and attention through media
	Networking with likeminded individuals /organization	2 organisations	Could not succeed as they have decided not to work on C. St program	High profile of merchants association as well as link of them with political big wigs is a hindrance for working towards the concept
	Video on perception of visitor's to C. St developed	20 people viewed	Increased understanding on people's perception on C. St <a href="https://www.youtube.com/watch?v=IUNG-WY-1Bc">https://www.youtube.com/watch?v=IUNG-WY-1Bc</a>	None
	Updating I Change My City (ICMC) webportal- Efforts were made to initiate poll in I Change My City (ICMC) and change.org for pedestrian friendly Commercial Street	Less than 15	<ul style="list-style-type: none"> <li>Didn't get much support</li> </ul>	Feedback was given that because people have to create a log in id, many were choosing not to participate
<b>Car Free Day Campaign</b>	Contacted different stakeholders- IT, colleges, apartments, eateries, gymnasiums <ul style="list-style-type: none"> <li>- Poster display</li> <li>- Signature Campaign</li> <li>- Leaflet distribution</li> </ul> Starting from 18 <sup>th</sup> September, most of the places had poster displayed till month end. On an average displayed for the week, till Sunday 22 <sup>nd</sup> September	5 IT companies – approximately 25000 3 colleges (2) – Approximately 5000 2 apartments – Approximately 2500  2 eateries – Approximately 500 2 gymnasiums Approximately 50 people	<ul style="list-style-type: none"> <li>Increased awareness among people on active transport</li> <li>Increased discussion on various issues related to active transport</li> <li>Cycling group formation initiated in CTS</li> <li>Blog was created in CTS for popularizing and acknowledging environment pro champion</li> <li>In a month one person was identified and acknowledged by the company through their intra mail group as</li> </ul>	None

			environment pro champion.	
	2 IEC materials developed newly and shared along with last year material (3 sets distrib	6000 through newspaper- Approximately 18,000 people Other locations – Approximately 5000	Increased awareness among people in the city in various location	
	On road campaign: at NGEF (New Government Electronic Factory) - Kasturi Nagar junction leading to Old Madras Road – 2 kms – 1.30 hours (This campaign was done in a busy stretch)	500 people	<ul style="list-style-type: none"> <li>• Increased awareness among people</li> <li>• People who were using car pooling (2 sets of people) said 'THANK YOU' for creating awareness</li> <li>• Many started talking about first and last mile connectivity</li> <li>• Single occupants gave different excuses and were sheepish when approached.</li> </ul>	
	Signature and awareness campaign organised in Cognizant Technologies Solutions. (CTS)	Approximately 500 people Nearly 100 people committed by signing	<ul style="list-style-type: none"> <li>• Increased awareness among people on different means of active transport</li> <li>• Many people committed for car pooling or public transport which included transport arranged by company.</li> <li>• People whom we had met last year had taken initiative to share their experience – more of failure stories and how the system discourages them.</li> <li>• This information was shared with the concerned HR team to look into the concerns of employees</li> <li>• Couple of people who do carpooling shared their experience and success strategy</li> <li>• Initiated a conversation with HR team on their strategy to popularize the concept.</li> <li>• One employee at director level shared that after last year's awareness campaign he initiated changing room in other campus of the company.</li> <li>• Also shared that his cycling group has increased to 25 from 10 (details of</li> </ul>	

			interested people were shared by ESAF last year for him to coordinate).	
	<p>Campaign in Kristu Jayanthi College-</p> <ul style="list-style-type: none"> <li>Organised signature camapign</li> <li>Collage competition on "The City I want to Live in"</li> </ul>	<ul style="list-style-type: none"> <li>70 Students</li> <li>5 faculty in department of Social work</li> </ul>	<ul style="list-style-type: none"> <li>Increased awareness among youth on the need of NMT</li> <li>Increased support and knowledge on issues related to motorized vehicles</li> </ul>	
	Contacted media houses	8 media houses were contacted 3 media attention received (Two vernacular and one local English weekly	Increased awareness among people on various issues – approximately 1,00,000 people	
	Contacted community radio station	Radio Active 50,000 people per day for a week	<ul style="list-style-type: none"> <li>Increased awareness on various mode of transport that can be adopted among people.</li> <li>Increased rapport with community radio team. Earlier they had denied our initiative as not popular but this year agreed to telecast</li> <li>Increased acknowledgement of efforts of ESAF.</li> <li>Discussion is on for 20 episode program</li> </ul>	
	Updated CFD page in FB	54 likes 31 people talked about it 429 reach	<ul style="list-style-type: none"> <li>Increased number of people talking about the FB page</li> <li>Go Green Rao (active cyclist in the city who has nearly 500 followers for promoting cycling) appreciated our efforts and assured to join us for the campaign next year</li> <li>Many network members appreciated our efforts and strategy in creating awareness among people through social media</li> <li>Feel Bengaluru Cycle Day campaign organising by Directorate of Urban Land Transport (DULT) and other civil society organisation has entrusted us to moderate their FB page</li> </ul>	
Car Free Day Research in	Permission was denied and thus could not do the study in the IT company			

Corporate Sector				
Reclaiming streets for children in Kasturi Nagar	<ul style="list-style-type: none"> <li>Traditional games were introduced, games selected had importance of physical activities, team work, encouraging creativity and mental ability</li> <li>1 IEC material developed</li> <li>3 Media instances</li> </ul>	<p>49 children 20 parents</p> <p>Approximately 50</p> <p>Approximately 3, 00, 000 people</p>	<ul style="list-style-type: none"> <li>Acknowledged the effort of such programs more often</li> <li>Both parents and children alike want to organise similar program more often in different streets of the area</li> <li>Increased awareness on the need of street reclaiming for children</li> <li>Increased awareness on the need of physical activity</li> <li>Increased awareness on similar events in the city</li> </ul>	<p>Though not planned as per the timeline, we felt that organising programs like this will encourage children for more outdoor activities, community networking and pedestrian safety.</p> <p>This was also taken into as a piloting for next year programs on reclaiming streets in different neighbourhood</p>
Awareness created on pedestrian Rights- Violation of pedestrian rights brought to the notice of officials through their social media networking site	Uploaded snaps in the website of Bangalore Traffic Police under the program 'Public Eye Campaign' of 8 vehicles which were parked on footpath	8	<ul style="list-style-type: none"> <li>Cases have booked against all these 8 cases who had flouted the pedestrian right of safe walking</li> </ul>	None
<p><b>Impact of the program:</b> Car Free Day awareness was created successfully with the print, radio and by distribution of IEC materials. Major impact of this program was ESAF could be part of Government's initiative on making cycling a priority for city dwellers. ESAF has been asked to moderate the FB page of cycle day campaign. ESAF is also one of the major stakeholder in organising cycle day in the city on every last Sunday of the month. Programs organized for children and adults on street reclaiming are a big hit in the city. Commissioner who once rejected us is highly appreciative about our programs and acknowledges publically. Rapport built with the government agencies is a major achievement for the period. ESAF also could build a strong network of people who work for promotion of NMT.</p>				

<b>Thrissur - Driver Education Program</b> 1. Autorickshaw drivers 2. Bus drivers	Discussed with the auto drivers association members, bus owners association members and traffic police for conducting classes for drivers  Developed & Distributed IEC material	6-drivers  2-bus owners association members  2-traffic police officials	➤ Better rapport with the drivers and police  ➤ Increased knowledge and awareness among drivers on issues of pedestrian safety and their right.	None
	Organized half day education program for auto drivers on pedestrian safety at Police club, Thrissur on July 13, 2013.	95 drivers	➤ Increased skills among drivers ➤ Increased sensitivity towards pedestrians and their rights. ➤ Capacity built on various issues related to pedestrian rights	
	Organized half day education program for bus drivers on Jan 12, 2014, in association with National Transportation Planning and Research Center (NATPAC) the bus drivers are better now because of the improved enforcement after the new transport commissioner took charge in kerala.	45 Bus drivers	➤ Increased skills among bus drivers ➤ Increased knowledge about the need for respecting pedestrian rights	
Workshop for decision makers	Organized a one day workshop for decision makers on January 7, 2014	60 Government officials, Elected representatives from Thrissur corporation & district panchayat & Network members	➤ Increased awareness among the policy makers and Govt officials on prioritizing NMT ➤ Served as a platform for discussion on NMT ➤ Increased skills among stakeholders ➤ 3 instances of media report in newspapers	None
Observation Study on pedestrian facilities	➤ Prepared photo documentation of pedestrian facilities in the city ➤ Dissemination of observation study report to the stakeholders and media ➤ Meeting with different stakeholders with the report (Assistant engineer PWD Town planner)	60 Government officials, Elected representatives from Thrissur corporation & district panchayat & Network	➤ Increased awareness among the policy makers and other stakeholders regarding present situation of pedestrian infrastructure and possible solutions ➤ 2 instances of media report based on observation study in newspaper (1 english 1 malayalam)	None

<p>Car Free Day Awareness Campaign</p>	<ul style="list-style-type: none"> <li>➤ Organised signature campaign at one Media house and ESAF Head office</li> <li>➤ Organized a seminar at ESAF HQ on Livable cities n general and CFD in specific.</li> <li>➤ Discussed with police officials and corporation mayor for a car free street on CFD</li> <li>➤ Created awareness through 3 flex hoardings in the city</li> <li>➤ Created awareness through FM radio <a href="http://snd.sc/16VYRxu">http://snd.sc/16VYRxu</a></li> <li>➤ Done Power point presentation on car free day and its importance at ESAF HO</li> </ul>	<p>300 staff in Media house and ESAF HO</p> <p>100 ESAF staff</p> <p>5 Mayor, Corporation councilors and 2police officials</p> <p>Many(general public)</p> <p>Approx.10000 General Public</p>	<ul style="list-style-type: none"> <li>➤ Increased awareness among the media personnel &amp; ESAF staff members about Livable city project and about CFD.</li> <li>➤ ESAF Director Operations proposed a separate CAR free day for ESAF .</li> <li>➤ Our Executive Chairman /Managing Director made a commitment to walk down to office whenever possible on Saturdays.</li> <li>➤ Project Director Mr.Jacob Samuel also said he would walk down to office every morning.</li> <li>➤ Increased awareness about Car Free Day among city administrators though we didn't get any road car free</li> <li>➤ Created awareness among the general public about CFD.</li> <li>➤ Could initiate a discussion on car free day NMT etc. through radio</li> <li>➤ Many ESAF staff switched to public transport, walk Monday, 23<sup>rd</sup> September, 2013</li> <li>➤ 3 instances of media reports</li> </ul>	<p>None</p>
<p>Signing the Charter of pedestrian rights</p>	<ul style="list-style-type: none"> <li>➤ Discussed with corporation Mayor, councilors and MLA about signing the charter by the Mayor</li> <li>➤ Developed the charter of Pedestrian rights in vernacular language</li> <li>➤ Released the charter of pedestrian rights during the walkathon</li> </ul>	<p>90 General public</p>	<ul style="list-style-type: none"> <li>➤ Increased awareness about the charter among the city administration</li> <li>➤ MLA has assured that he will join the team of delegation to visit Mayor to get it signed</li> <li>➤ Improved knowledge among the LC network members and walkathon participants The charter will be signed by the mayor once the parliament election will be over by 10-4-14</li> </ul>	<p>None</p>



<p>Pedestrian friendly events / pedestrian awareness programs</p>	<ul style="list-style-type: none"> <li>➤ Organized street play on pedestrian rights at 3 locations in the city on Dec 10, 2013 by facilitating training for college students</li> <li>➤ Organized Walkathon on Feb 16,2014</li> <li>➤ Developed pedestrian safety poster which was formally released by the District Collector</li> <li>➤ Displayed pedestrian safety awareness hoarding at 1 location and posters at 50 locations</li> <li>➤ Participated in the UN Long short walk campaign by uploading photos from Thrissur</li> <li>➤ Organized a month long pedestrian awareness program for drivers in association with Thrissur city police and student police cadets- students distributed IEC materials every day for a month at major locations in Thrissur</li> <li>➤ Conducted pedestrian safety awareness program in association with Accident Care and Transport Services(ACTS)</li> </ul>	<p>700 General public</p> <p>90 network Members and general public</p> <p>Many_general public</p> <p>Many general public</p> <p>Many (Police, , student polic cadets, general public)</p>	<ul style="list-style-type: none"> <li>➤ Increased awareness among the general public, city administration and students</li> <li>➤ Increased number of supporting organizations and individuals participating and supporting activities of ESAF</li> <li>➤ Increased awareness</li> <li>➤ Improved support from the city administration</li> <li>➤ Increased awareness among the general public</li> <li>➤ Better rapport with the police department and increased support from them</li> <li>➤ well received media attention both in print and visual <a href="http://www.youtube.com/watch?v=iRj2KQf1CfYE">http://www.youtube.com/watch?v=iRj2KQf1CfYE</a></li> </ul>	
<p><b>Impact of the program:</b> Awareness programs organized during the project period has been encouraging. It is rewarding to know that the city has started talking about pedestrian issues and the infrastructure required, which was not the case when we started our work. Visible change in the attitude towards pedestrian has seen in stakeholders at different level, which includes government officials as well. Consensus reached to sign the pedestrian charter is an excellent example of the same. Newly paved footpaths near Thrissur railway station, the pedestrian signals installed at 3 locations and zebra lines drawn at many parts in the city shows the Governments' increased commitment towards pedestrian issues. The number of media incidents covering Pedestrian issues has increased to many in a single day from a once in a blue moon situation when we stated the project.</p>				

**ASRTS:**

**Immediate Outcome: Increased awareness among stakeholders on the need of walking/cycling to school, increased number of safer routes to walk/cycle to school**

<b>Projected Activities Bangalore</b>	<b>Completed Activities (What did you do and how much of it did you do?)</b>	<b>Reach - numbers (How many people were directly reached?)</b>	<b>Result (What has changed as a result of this activity?)</b>	<b>Variance (Is this activity, result, or impact different from what you projected?)</b>
ASRTS Research	Completion of research/ dissemination	4 principals	<ul style="list-style-type: none"> <li>Schools denied permission citing safety issues for the program</li> </ul>	This was against the plan for the year
ASRTS Feasibility and implementation	2 IEC materials and 1 banner	300 Students 1 Principal 25 Teachers	<ul style="list-style-type: none"> <li>Increased knowledge and awareness on road safety rules and benefits of walking and cycling to school</li> </ul>	None
	Identification of new school	1 school	<ul style="list-style-type: none"> <li>Increased support from school authorities</li> <li>Children had discussed and few parents responded positively and few have shared their concerns on safety</li> </ul>	
	ASRTS Feasibility Study	278 parents 300 students 34 teachers	<ul style="list-style-type: none"> <li>Increased understanding on student's travel pattern</li> <li>Increased understanding on the perception of teachers and parents about the program</li> </ul>	
	Road Safety Awareness program organized in association with traffic warden and traffic police, Bangalore	Approximately 70 students 5 teachers 2 traffic wardens 3 Traffic police in the ranking of Inspector, Sub Inspector and Constable	<ul style="list-style-type: none"> <li>Increased understanding on road safety rules and safety precautions</li> <li>Increased support from government officials</li> </ul>	
	Drawing competition : Road Safety while walk or cycle to school	Approximately 200 children (5-7 <sup>th</sup> grade)	<ul style="list-style-type: none"> <li>Increased understanding about the issues faced by students</li> <li>Increased knowledge among students on the issues</li> </ul>	
	Research report sharing	1 principal and 2 senior teachers	<ul style="list-style-type: none"> <li>Increased understanding on the potential of promoting ASRTS program</li> </ul>	
Impact of the program: Awareness created was the major highlight for the year. Research report shared with the school made them realize the potential of the program and would like to continue for the next year from the beginning of academic year. In view of this, we will be working with one more school along with the involvement of government stakeholders involved in the program.				
<b>Nagpur</b>	Awareness Program in 8 schools - ZP School	1272 students 52 teachers	<ul style="list-style-type: none"> <li>Increased awareness on ASRTS program</li> </ul>	None

	<ul style="list-style-type: none"> <li>- Blue Diamond School</li> <li>- NMC Secondary School</li> <li>- Pandit Nehru School</li> <li>- Pithade Shastri High School</li> <li>- NMC School, Momni Pura</li> <li>- St Martin School</li> <li>- NMC Primary School</li> </ul>		<ul style="list-style-type: none"> <li>• Increased understanding on the benefits of walking and cycling to school</li> </ul>	
	3 Route Mapping for school -1	24 students	<ul style="list-style-type: none"> <li>• Increased understanding on the safe routes available for students</li> <li>• Identification of safe route for students</li> <li>• Increased understanding of the challenges faced by students.</li> <li>• Increased awareness of importance of walking by students</li> </ul>	
	3 Route mapping for school -2	46 students		
	I walk Club Orientation in 2 schools 3 I walk club formed in one school	8 teachers 153 students		
	3 Walking Bus Program in one school	1 Teacher 25 students 4 MSW students 2 parents		
	Celebration of Walk to School Day one school	300 Students 8 Teachers		
Observation of Car Free Day	<p>Observed Car Free Day at St. Thomas Evangelical Church, Poonam Chamber, and Life Café Church</p> <p>Brochure distribution and delivered message on the importance of Car Free Day in the perspective of safety of children.</p> <p>Spoke to shopping mall owner in order to create awareness on pedestrian rights Spoken to car owners (30) on safety and pedestrian rights of which 20 agreed to leave their car for 8 hrs</p>	312 People 500 printed- 350 distributed	<ul style="list-style-type: none"> <li>• More people found to be willing to adopt active transport such as walking, cycling and car pooling</li> <li>• Three streets were made partially car free for 5-6 hours.</li> <li>• Increased awareness among people on car free days and their benefits</li> </ul>	Though this was not in the work plan, initiative was to explore the feasibility of pedestrian rights programs for the next year
	Car Free Day Celebration with Radio Michi	1 Manager 1 Radio Jockey		
Impact of the program: Awareness created on ASRTS program has led to many schools advocating for the same. The "I walk club" formed in the school has encouraged two other schools to explore the possibility of walk / cycle to school to understand the nuances of the program. This has encouraged them to go on with walking / cycling bus. Participation and cooperation from the schools are highly important for the success of the program. Observation of car free day in two churches and a busy market stretch shows that people are ready to change their life style pattern provided adequate information and awareness is created.				
<b>Thrissur</b> SRTS Travel pattern Survey	Conducted survey in 3 schools to know the travel pattern of students Govt. L.P School (40 students) Bethlehem school (445)students	1021 students	<ul style="list-style-type: none"> <li>• Understood the travel pattern of students and finalized Bethlehem School for conducting ASRTS program based on the travel pattern</li> </ul>	None

	Marthoma school (546) students		survey	
ASRTS Feasibility survey	Feasibility survey was done among parents of students from Bethlehem school	248 parents	<ul style="list-style-type: none"> <li>Better knowledge about student travel behavior</li> <li>Increased awareness among parents on active transportation to school</li> </ul>	
Walking Wednesdays	<ul style="list-style-type: none"> <li>Introduced walking Wednesdays at St.George U.P school school</li> <li>IEC material displayed at school</li> </ul>	18 students	<ul style="list-style-type: none"> <li>Increased awareness among students and teachers regarding the program</li> <li>18 additional students walked to school on the walking Wednesday- 120 normally walk to school</li> </ul>	
Stakeholder Consultation at Bethlehem School	<ul style="list-style-type: none"> <li>Discussion with school authorities</li> <li>Organised awareness program in Parents Teachers Association (PTA) general body meeting of Bethlehem School on ASRTS</li> <li>Distributed IEC materials</li> </ul>	2-school principal and vice principal  300Parents teachers & students	<ul style="list-style-type: none"> <li>Increased understanding on importance of active transport for children</li> <li>Increased understanding of roles of teachers &amp; parents for safety of the children while they commute to and from school</li> </ul>	
Awareness Creation	<ul style="list-style-type: none"> <li>Awareness creation through FM Radio by participating 2 students and a PTA executive member in the recording at the radio station <a href="https://soundcloud.com/bibinjose/club_fm">https://soundcloud.com/bibinjose/club_fm</a></li> <li>Organized one hour class for students</li> </ul>		<ul style="list-style-type: none"> <li>Created awareness among the general public on Walk to school</li> <li>Increased awareness among children on safe and active mode of transportation.</li> </ul>	
Identification & Traffic Guides training	<ul style="list-style-type: none"> <li>10 students from Bethlehem school who were good at sports were selected as traffic guides</li> <li>Conducted training for these students</li> </ul>	10 students	<ul style="list-style-type: none"> <li>Better understanding among children on how to help other children cross the roads, who to report cases of rash driving, and how to look for safety issues while on road.</li> </ul>	
Walk to school	<ul style="list-style-type: none"> <li>Walk to school rally organised at Bethlehem School</li> <li>IEC Material; Cap -150 Badge- 200 Placards- 20</li> </ul>	260 students, 4 parents 3 teachers	<ul style="list-style-type: none"> <li>Awareness among children and community on the importance of International Walk to School and active transport</li> </ul>	
Pilot testing of routes	<ul style="list-style-type: none"> <li>Discussion with school principal and physical education teacher regarding</li> </ul>	2 Principal and Physical education	<ul style="list-style-type: none"> <li>Got information on various routes used by the students to</li> </ul>	

	pilot testing of routes <ul style="list-style-type: none"> <li>• Mapping of different routes from North direction to school (3 routes)</li> <li>• Physical verification of routes &amp; took photos</li> </ul>	teacher	reach school <ul style="list-style-type: none"> <li>• Better knowledge among the project staff regarding the physical conditions of the 3 routes</li> </ul>	
IEC materials distribution	Supreme Court Guidelines for school van drivers translated and printed in local vernacular for awareness and displayed at schools	6 schools	<ul style="list-style-type: none"> <li>• Increased awareness among students, teachers and drivers on Supreme Court guideline.</li> </ul>	
<b>Impact of the program:</b> Awareness programs were organized at various platforms and have created a ripple effect in the city where people started discussing the issues. Many schools are now aware of the benefits of the program; they themselves have started designing their own ways to own the program in their respective schools. Over the period, we have seen that many children had a shift in their travel pattern to active transportation.				

**NETWORK ACTIVITIES:**

**Immediate Outcome: Increased number of likeminded individuals and organizations working together for pedestrian rights and promotion of non motorized transport, increase number of safe streets demonstrated, increase in awareness on the issues**

Projected Activities, Bangalore	Completed Activities (What did you do and how much of it did you do?)	Reach - numbers (How many people were directly reached?)	Result (What has changed as a result of this activity?)	Variance (Is this activity, result, or impact different from what you projected?)
Organised "The Long Short Walk" as part of UN's Road Safety Week, 2013 along with members of Child Friendly City Network	Walkathon organised which involved children, 7 NGO's, 7 government officials from 4 government departments and 10 media houses	Approximately 2,000 members of the general public	<ul style="list-style-type: none"> <li>• Increased awareness on pedestrian issues</li> <li>• Increased network among members for common issues of children</li> <li>• Increased support from media house in highlighting the issues</li> <li>• Increased support and acknowledgement from government officials</li> </ul>	None
	Media attention received- <ul style="list-style-type: none"> <li>• 12 media attention for the activity conducted</li> <li>• 1 news covered in online news magazine</li> </ul>	Approximately 5,00,000 members of the general public		

Cycle Day	Last Sunday of every month is cycle day and ESAF plays a major role in planning, organizing the events for children and adults	Every month 1500-2000 people directly	<ul style="list-style-type: none"> <li>Increased awareness on the need of similar events</li> <li>Increased safe places for people to walk and cycle</li> <li>Increased rapport built with government agencies and network members</li> <li>Strong network that can work for making NMT and pedestrian friendly streets</li> <li>Increased appreciation for ESAF in ideation and organizing the programs meticulously every month for children and adults (By EMBARQ, members, participants, Directorate of Urban Land Transport)</li> </ul>	
	Media attention received 29 print media 7 online	Through media approximately 5, 00, 000 every month	<ul style="list-style-type: none"> <li>Increased rapport built with media</li> <li>Increased awareness through media on NMT and the need of street re claiming</li> </ul>	
Case Study compilation & Publication –	<ul style="list-style-type: none"> <li>2 case studies were conducted on promoting NMT as the primary mode of transport/short trips</li> <li>Case study published in a leading newspaper</li> <li>Case study published in international INGO – Clean Air Asia Initiative (CAI-Walkability.org) <a href="http://walkabilityasia.org/2014/03/24/pedal-to-school/">http://walkabilityasia.org/2014/03/24/pedal-to-school/</a></li> </ul>	Approximately 1, 00, 000	<ul style="list-style-type: none"> <li>Increased awareness on the importance of NMT for short trips</li> <li>Increased understanding on the benefits of schools owning and promoting NMT among children for safety/health perspective</li> <li>Increased appreciation and acknowledgement in promoting the concepts</li> </ul>	
Building rapport with different NGO's, INGO's and colleges -	Communication with Clean Air Asia India representative- Explored the possibilities of proposal opportunities on promoting Low carbon Urban Transportation invited by Clean Air Asia Initiative (CAI)	1	<ul style="list-style-type: none"> <li>Appreciated the effort of ESAF in three cities for promoting ASRTS</li> <li>Assured support through their India counterpart</li> </ul>	Proposal has to be sent through city corporation and thus could not apply
	Discussion with Pranav Jha, Praja.in	1	<ul style="list-style-type: none"> <li>Extended his team's support for NMT and ASRTS programs in Bangalore</li> <li>Invited to be part of their campaign on NMT in Bangalore which was scheduled for October 2013</li> </ul>	None

			<ul style="list-style-type: none"> <li>Increased rapport built with likeminded individuals</li> <li>ESAF has given responsibility of FB page management followed by the strategy used for CFD page</li> </ul>
	DAKSH Sharing of their analysis on elected members of Government of Karnataka in view of funding allocated for public space development	1 Program Manager	<ul style="list-style-type: none"> <li>Rapport built with new NGO</li> <li>Increased knowledge on elected members who are people friendly and pro public space development</li> </ul>
	Hope Foundation – Road Safety program, program Director and team	3	<ul style="list-style-type: none"> <li>Increased rapport built</li> </ul>
	Communication with Corporate Social Responsibility (CSR) of Renault, France - Explored the possibility of working together with Renault in creating awareness among school children on safety	1	<ul style="list-style-type: none"> <li>Appreciated the efforts of ESAF in creating awareness on pedestrian rights and ASRTS</li> <li>Assured that once they start the program in India, will be contacted</li> <li>Shared our details to their offices in India for working together in future</li> </ul>
	Three students are placed for field work on Thursdays and Fridays of every week for 21 days from St Joseph’s College for Arts & Science	3 students	<ul style="list-style-type: none"> <li>Increased knowledge among students on livable City Concepts</li> <li>Increased support in organizing park programs</li> </ul>
Network meetings attended	Namma Kere Namma Bengaluru – Save Benagaluru’s lake	4 people	<ul style="list-style-type: none"> <li>Increased rapport built with likeminded stakeholders</li> <li>Increased awareness on budget allocation for children in Karnataka</li> <li>Worked on budget related to play space and shared the budget analysis report</li> </ul>
	India Inclusion Summit	10 people	
	Attended the meeting organised by CIVIC on RTI	50 people	
	Attended meeting organised by KCRO on Karnataka Budget on children	50 people	
	Actively participated in a meeting organised by Lake Development Authority (LDA) on lake rejuvenation	25 people	
Quarterly E news letter	4 themes were addressed in each quarter related to the program	Approximately 100 people of general population	<ul style="list-style-type: none"> <li>Increased awareness on the issues we are working on</li> <li>Increased awareness on the scenario on the concept</li> <li>Greater appreciation from network members</li> </ul>

Social media activities	Facebook was extensively used to share information, discussion and build rapport	Approximately 500 likes hits per month	<ul style="list-style-type: none"> <li>• Increased awareness on the issues we are working on</li> <li>• Increased awareness on the scenario on the concept</li> <li>• Stronger network and key personalities in the field is identified and rapport built</li> <li>• Appreciated the efforts of creating awareness on pedestrian rights by Make Road Safe (WHO)</li> </ul>	
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**Impact of the program:** We built a strong network under various core themes: the cycle day promotion in Bangalore; and, awareness of the importance of road safety. As part of network building, identified key experts in the field and data base is managed periodically. Social media activities have proven to be a highly effective tool in creating awareness as well as in building the network. During the period, we were successful in disseminating information through quarterly newsletters to likeminded individuals and organizations.

Nagpur - Networking	<b>Networking with NGO's –</b> - Discussion with director of Sarwangin Apang Vikas Bahudeshiya Kalyankari Sanstha	1 organization	<ul style="list-style-type: none"> <li>• Increased awareness among stakeholders on the need of inclusive play space</li> <li>• Increased number of likeminded individuals ready to work together</li> <li>• Increased knowledge on NCD related issues</li> </ul>	None
	- Red Cross Society of India	3 staff members		
	- National Association Development of Handicapped	5 staff members		
	- Resource Centre for Dyslexia Management and Learning difficulties.	1 Doctor 2 Teacher		
	<b>Networking with government officials –</b> - Department of traffic	1 government official		
	<b>Networking with schools / colleges –</b> - 2 MSW Colleges	2 Teachers 9 MSW students 2 BSW students		
	- Blind Relief Association School	1 Doctor		
	<b>Networking with medical fraternity –</b>	1 doctor		

**Impact of the program:** Increased rapport built with likeminded individuals. The awareness created has led to the discussion of forming a network for working together for common cause.



<b>Net working -Thrissur</b>				
Report sharing	Shared of Walkability report with network members	33 Hard copies	Better understanding on pedestrian issues of Thrissur among different stakeholders	None
Case Study	Experience of a cycling activist from city administration documented and shared on social media and through emails	Many	Increased awareness on benefits of choosing NMT for short trips	None
	Case study send to Car free times for publication	Many	<ul style="list-style-type: none"> <li>➤ The case study got published <a href="http://www.carfree.com/cft/i071.html">http://www.carfree.com/cft/i071.html</a></li> <li>➤ Efforts of ESAF being acknowledged internationally</li> </ul>	
Networking with colleges	<ul style="list-style-type: none"> <li>➤ Discussion held with college staff, National service society(NSS) coordinators on LC activities and</li> <li>➤ Created awareness among college students</li> <li>➤ Organized a collage competition for students on the theme “Sustainable cities- with major focus on urban transport and green spaces” from 5 colleges</li> <li>➤ Distributed IEC materials at colleges</li> </ul>	<p>7 coordinators</p> <p>Many</p> <p>10 students</p> <p>150 students</p>	<ul style="list-style-type: none"> <li>➤ Increased awareness among the college authorities and students</li> <li>➤ Increased participation among students in LC activities</li> <li>➤ Increased awareness on livability concept among students</li> </ul>	
Networking with stakeholders	<p>Face to face meetings with different stakeholders</p> <ul style="list-style-type: none"> <li>- District collector</li> <li>- Regional Transport Officer (RTO)</li> <li>- Railway station master</li> <li>- Police officials(10)</li> <li>- Corporation representatives(7)</li> <li>- Resident’s association members(9)</li> <li>- Architects and Engineers’ association members(2)</li> <li>- Principal , Sandipani School</li> <li>- NATPAC officials (5)</li> <li>- PWD engineer(2)</li> </ul>	39 stakeholders	<ul style="list-style-type: none"> <li>➤ Increased awareness about Livable Cities program of ESAF among decision makers of the city</li> <li>➤ Increased rapport built and support received for project activities</li> <li>➤ Increased understanding on the issues faced by pedestrians and shared experiences. increase</li> <li>➤ Increased number of organizations and individuals working for pedestrian issues</li> </ul> <p>Agreed to start ASRTS programme in their school.</p>	None

	<ul style="list-style-type: none"> <li>- Child rights activist(1)</li> <li>- In charge, Child Resource Chair, Kerala Institute of Local Administration (KILA).</li> </ul> Participated various meetings and seminars and shared our concepts		Increased awareness among various stakeholders and increased support  Promised his support in Child friendly governance initiative.	
<b>Impact:</b> The Network activities resulted in increased awareness among various stakeholders and brought many likeminded organizations forward to work together. Association with NATPAC and the thrissur city police department has helped us to achieve many project results including the driver education program, workshop for decision makers and the month long pedestrian awareness campaign.				

**Immediate Outcome: Increased awareness among stakeholders and general public, increased rapport built with media houses and journalists**

Projected Activities, Bangalore	Completed Activities (What did you do and how much of it did you do?)	Reach – numbers (How many people were directly reached?)	Result (What has changed as a result of this activity?)	Variance (Is this activity, result, or impact different from what you projected?)
Media scan	5 English daily and E news of vernacular	n/a	<ul style="list-style-type: none"> <li>• Increase knowledge and awareness on various themes related to program</li> </ul>	None
Responding to media articles as and when the issue arises	Responded to 103 articles and news		<ul style="list-style-type: none"> <li>• Increased awareness among general public and media of our issues.</li> <li>• Appreciated the efforts of ESAF in creating awareness</li> </ul> Acknowledges the effort when we had face to face meetings	
Rapport built with journalists (face to face meetings)	12 journalists were met once	18 journalists were contacted Face to face meetings with 12 journalists	<ul style="list-style-type: none"> <li>• Increased rapport built with media houses/journalists</li> </ul>	
Press releases or articles published 6 articles (apart from individual program wise) <a href="http://www.deccanchronicle.com/130926/news-current-affairs/article/special-where-do-our-children-go-out-play">http://www.deccanchronicle.com/130926/news-current-affairs/article/special-where-do-our-children-go-out-play</a> <a href="http://cityplus.jagran.co">http://cityplus.jagran.co</a>	General article: on public space/NCD/Organisation/ Park reclaim by RWA/	Approximately 5, 00, 000	Increased awareness on various issues	

m/city-news/manju-george-promoter-of-green-initiative_1393574219.htm 1 <a href="http://cityplus.jagran.com/city-news/residents-want-a-new-park_1395390229.html">http://cityplus.jagran.com/city-news/residents-want-a-new-park_1395390229.html</a>				
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Impact of the program: Media has been very supportive and encouraging. 18 new journalists were contacted of which the majority was met face to face for further interaction and sharing. Media attention was received both program wise as well as issues in general is rewarding for the efforts made to build rapport with them. There were instances of new journalists contacting us for giving comments on various issues we are working on which is an example of appreciating our efforts in the city like Bangalore.

Nagpur	Face to face meeting with journalists – 4 meetings with editor of 2 media houses	2 journalists?	<ul style="list-style-type: none"> <li>Increased awareness on livable city issues</li> <li>One article published on ASRTS</li> </ul>	None
	Corresponding to articles	3 journalists?	<ul style="list-style-type: none"> <li>Appreciated the efforts of team</li> <li>Increased acknowledgement on the work</li> </ul>	

**Impact of the program:** Though it is slow process, Nagpur is also in the process of networking with media agencies and creating awareness through press releases. The media has started appreciating the efforts of ESAF in bringing changes to the city and making it livable.

**Thrissur**

Face to Face Meeting with journalist	Rapport built with journalists from different media houses	10 journalists	<ul style="list-style-type: none"> <li>➤ Increased reach for the activities of ESAF</li> <li>➤ Increased interaction and rapport built</li> </ul>	None
Newspaper analysis	News paper analysis of 4 dailies (vernacular and english)		<ul style="list-style-type: none"> <li>➤ Increased knowledge about the issues, responded to media in 3 cases</li> </ul>	None
Media Attention	36 instances media attention for activities	Many	<ul style="list-style-type: none"> <li>➤ Increased awareness among general public</li> <li>➤ Increase reach of ESAF activities</li> </ul>	None
Articles written to media house	6 articles send to media houses which got published in the media	Many	<ul style="list-style-type: none"> <li>➤ Increased awareness among general public on pedestrian issues and public spaces</li> <li>➤ The Muncipal Corporation took steps to clear the debris in a children's park after the media report</li> </ul>	
Face Book Interaction and	Social media is used for interaction and	Many	Increased interaction and knowledge	None

blog updates	building network			
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**Impact:** The increase in number of media instances for activities are great sign of media's increased interest in Livable cities activities. There is a remarkable shift in media reporting pedestrian issues, the project staff has noticed more than 25 such media instances other than the news/articles given by them.

**Effectiveness of the program during project period:**

(How effective was your program in achieving your immediate and intermediate outcomes?)

**Bangalore:**

The activities carried out have been enabling to achieve the outcomes set in each program. There has been an increase in the number of children, especially girl children, coming to parks. Prior to our program the number of girls playing along with boys was virtually nonexistent. Though we need to put almost one and half year efforts to convince the local leaders to clean the park, at the end of the project period this was achieved and thus allowed us to meet our objective to increase the number of safe and accessible play spaces in the neighbourhood and increase the number of activity in parks. Through our efforts, we were able to bring attention of government officials on the missing and encroached parks and as a result they have designed many useful programs to protect the spaces. This also made them understood that effective monitoring of the programs are highly essential to protect the spaces.

The awareness created in the segment of pedestrian rights through various campaigns and social media network has been enriching. This also enabled us to identify key experts in the field. Interaction with new NGO's and I'NGO's as opportunities knocked enable us to share and ideate on various issues. There were many instances of I NGO's like WHO, EMBARQ, UN appreciating our efforts in creating awareness on pedestrian rights and road safety. This also supports the immediate outcome of increased awareness and participation of stakeholders for better pedestrian/cycling facilities, increased number of organizations working towards pedestrian rights

Our greatest achievement and efforts were made in building networks with likeminded individuals and organizations during this project period. ESAF is part of major program run by government in promoting non-motorized among the city dwellers. Appreciation from various sectors, especially from government agencies, has been highly rewarding and encouraging. The media has been a great supporter of our program and has been very accessible this year with many issues addressed at various levels.

**Nagpur:**

The support received during car free day and international walk to school day for advocating and creating awareness among various stakeholders for safe route to school program was very helpful in support of achieving our outcome. Similar efforts were seen in making parks functional and safe for children. The greatest impacts of the project have been the efforts made by the community itself to advocate with the NMC officials for the better maintenance of parks in their locality and the special schools advocating for more parks in different neighborhoods. Apart from lobbying with Government, its equally important to engage the community and empower them and this is the biggest learning during the project period. During the project period, there has been an increase in number of parks made functional, more parks with inclusive designs, and a scaling up of the park program by working with SHG members of ESAF. These are major achievements. This has increased the number of safe play spaces for children and especially for girls and has increased the number of disabled children accessing to safe play spaces in the neighborhoods.

**Thrissur:**

The activities conducted have enabled us to achieve the immediate outcome of increased awareness and participation of stakeholders to advocate for better pedestrian facilities. The support from the Thrissur City Police, National Transportation Planning, Research center (NATPAC) and the City administration to bring the pedestrian issues to the fore have added value to our efforts in bringing positive changes in the pedestrian environment. Media attention received throughout the project period was a great support in creating awareness among the stakeholders. The huge support received during walkathon and street play for advocating and creating awareness among various stakeholders for safe route to school program was directed to achieve the outcome.

**Lessons Learned:**

- Identifying organizations interested in similar activities will help us to share the expertise each other
- Continuous efforts in building rapport with media personnel is rewarding and worth trying

- Face to face meetings with journalists and setting the expectation at right note is essential
- Building networks at different levels is essential to bring a change at city / state level and this will be an ongoing effort
- Social media is a great platform to ideate, share and take issues forward at a different level
- Need to be consistent and on regular follow up with ASRTS program, plan in advance in sync with school calendar will be more effective
- ASRTS programs needs to be owned by the School and the education department in order to be sustainable.
- More in depth study needs to be done to showcase the impact of ASRTS on Children in order to use for further advocacy.
- Setting the goals realistically and minute planning of activities is essential for successful completion
- Putting the larger goals/outcomes in mind in whatever activities being done will give a definite direction

**Sustainability:**

- Building networks and actively engaging with the network will bring the essential changes required
- Media will be constant partner in dissemination
- Working with concerned government agencies will lead to proper implementation
- Engaging and utilizing the platform of social media network

**Recommendations:**

Experience from the last year encourages us to move forward for expansion of programs and we envision the following outcomes:

- More safe, accessible and fun play spaces reclaimed,
- Increase in number of parks with inclusive designs for the needs of special children
- Increase in physically active neighborhoods
- Increase number of safe routes to school for children
- Increased awareness and participation of different stakeholders for advocating for better pedestrian facilities and promotion of NMT for short trips
- Increased number of organizations or members working for pedestrian facilities and enforcement