

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MoU) is made in New Delhi, India on 26th day of July, 2022 by and between President of India acting through Mission Director, Smart Cities Mission (Ministry of Housing & Urban Affairs, Government of India) office at Nirman Bhawan, New Delhi, hereinafter referred to as "MoHUA" which term shall, unless repugnant to the context or meaning thereof, include its successors and assigns of the **FIRST PART**.

And

All India Cycle Manufacturers Association, registered at Delhi bearing number S-14925 of 1984 with its office at 3rd Floor, PHD House, 4/2, Institutional Area, August Kranti, New Delhi – 16 (hereinafter referred to as AICMA) duly represented by its authorised Signatory, which term shall unless repugnant to the context or meaning thereof be deemed to mean its respective executives, administrators and permitted assigns Party of the **SECOND PART**,

together known as the "Participants" and individually as "Participant". A reference to a Participant includes a reference to that Participants executor, administrator, heirs, successors, permitted assigns, guardian, and trustee in bankruptcy; all of whom, respectively, are bound by the provisions of this MoU.

WHEREAS,

1. MoHUA launched the Smart Cities Mission (SCM) for development of 100 Smart Cities with the purpose of driving economic growth and improving the quality of lives of people through local area development and harnessing technology, especially technology that leads to smart outcomes.
2. The Smart Cities Mission statement and guidelines suggest that 'pedestrian friendly pathways, encouragement to non-motorized transport (e.g. walking and cycling), intelligent traffic management, non-vehicle streets/zones, smart parking, energy efficient street lighting, innovative use of open spaces, visible improvement in the Area (e.g. replacing overhead electric wiring with underground wiring, encroachment-free public areas, and ensuring safety of citizens especially children, women and elderly)' form an essential element of cities' Smart City project proposals.
3. MoHUA is committed to maximise the mode share of cycling in Indian Cities that aligns with the objectives of National Urban Transport Policy, 2006. Further, with the intent to ensure a green recovery from COVID 19, and to promote cycling infrastructure in cities, MoHUA launched the India Cycles4Change Challenge in 2020.
4. AICMA - a pan-India level not-for-profit society representing the interests of the bicycle industry, has its mission to work towards meeting ever increasing needs and

aspirations of all bicycle lovers and concurrently assist in building Ecologically Sustainable Transport and Communities based on cohesive capacity through close, continuous coordination, while ensuring desired credibility and due care.

Now, therefore, in consideration of the mutual promises and covenants contained herein, the Participants agree as follows:

5. **Purpose-** The purpose of this Memorandum of Understanding (“MOU”) is to enhance mode share of cycling to 30% by 2030 in all municipal areas in India. The intent is to cooperate in an open and transparent manner on projects that meet the objectives of the programme.

6. Roles and Responsibilities of Participants-

6.1. AICMA:

- Furnish updated data/information bicycle sector, technology and market trends
- Create a pro-cycling ad campaign focused on behavioral change for television and social media platforms. The campaign will be phased for short (1 year), medium (3 years), and long term (5 years)
- Fund and organize 2 capacity development workshops/seminars annually for diverse stakeholders on themes related to cycling which will be decided in consultation with the partners of this agreement
- Initiate conversations and conduct outreach with city and state stakeholders towards creating cycling cities
- Assign dedicated resources to coordinate and contribute towards efforts for cycling promotion stipulated in the scope.
- Measure, monitor and evaluate the progress of all initiatives undertaken under the purview of this MoU

6.2. MoHUA:

- To provide support to AICMA on best effort basis, so as to fulfill the responsibilities laid down from Points 1 to 4 below
- To provide guidance on planning and implementation of cycling interventions which will be decided in consultation with MoHUA.
- To provide guidance on communications and outreach, and community engagement strategies for such initiatives.
- To provide technical and knowledge support during any workshops/conference/events conducted as part of this MoU.
- To review and provide inputs towards mass media collaterals prepared for activities which will be decided in consultation with the partners of this agreement.