

SPTM Conquest

One minute.
One complaint.
One change.



Save Pune Traffic Movement

March 2025

Dear {Firstname},

Greetings from SPTM!

The first quarter of 2025 brings us hope, as we see little actions making an impact. It is upon all of us to make a mighty ocean out of little drops!

'Systems' may seem lethargic, but they can clean footpaths, paint zebras and repair signals. People can join hands to make neighbourhoods walkable. Cyclists can ride together to improve safety. And people can enjoy shopping in a vehicle-free market!

Yes, all this is possible, and all this has happened. Let us not lose hope, for hope is everything!

▮ Using PMC Care to fix issues!

Want to get something fixed?

We've all seen it — broken footpaths, unmarked zebra crossings, debris blocking walkways, or traffic signals not working. It's easy to get frustrated and wish “they” would fix it.

But here's the truth: Sometimes, all it takes is — **you reporting it.**

That's exactly what we did — and guess what? PMC responded and fixed it!

We used the **PMC Care** system to raise a simple complaint. Check out these Before & After photos — proof that reporting the problem works!



So the next time you see something that needs fixing, don't wait.

Take a minute. File a complaint. Make a difference.

Yes, 'The System' works!

In February and March, we **reported 30** non-working pedestrian signals.

PMC has **fixed 23** of them. They also reported the remaining 7 as “switched off by Traffic Police”, thus completing the job.

All this in just 4-6 weeks. Not bad, right? Actually, **pretty great!**

Want to try it out yourself?

Get your gang together. Neighbours, colleagues, classmates, your Katta or Bhishi group.

We'll come to meet you, walk you through the simple steps — and help you **create the change you want to see.**

Let's fix the city, one small step at a time. **Together.**

Please reply to this email to let us know that you are interested in making a change, no matter how small!

▮ Nudging Pune towards using the Metro

The **Pune Knowledge Cluster Foundation (PKCF)** — an initiative supported by the Govt of India — is working with **MahaMetro** on an exciting project: **Foundational Nudges**. The aim? To nudge more people to using the Metro.

PKCF has teamed up with **SPTM and CEE**:

- **SPTM** brings in technical knowledge and insights of transport planning
- **CEE** shapes engaging interactions with local communities

The project focuses on the first five stations of the Aqua Line — **Vanaz, Anandnagar, Ideal Colony, Nal Stop, and Garware College**.

MahaMetro is already clocking **~1.5 lakh** daily trips, with a target of **2.5 lakh** by year-end.

This initiative will test simple, smart ‘nudges’ that can not only boost Metro use — but also **spark a demand for inclusive, sustainable and safe transport**.

▮ Design matters, but usability matters more!

The proof is in the pudding!

We’ve always said — infrastructure isn’t truly successful unless it actually works for the people using it, no matter how well it ticks the design boxes.

In February, this idea found the perfect stage when Padmabhushan Vasantdada Patil College of Architecture invited SPTM Director Harshad Abhyankar to speak at their event **“Making Indian Neighbourhoods Walkable.”**

Harshad’s session, titled **“Understanding and Prioritizing NMT Users’ Needs,”** highlighted how even infrastructure that conforms to design standards can fail if it doesn’t address the real needs of pedestrians and cyclists.

The talk struck a chord with the 40+ attendees — practicing architects and urban designers from all over India — who appreciated the grounded, user-first perspective.

Here are some examples...



How wide should a footpath be? It must be wide enough to accommodate all pedestrians!



Dividers can't stop people from crossing roads. Instead, they should integrate well designed gaps to allow people to cross roads safely!

▮ Walk the talk

Reclaiming streets for people

For years, a three-headed monster — motor vehicle giants, fuel companies, and roadbuilders — has dominated our cities, pushing people into car dependency. So much, that it doesn't strike us that **our streets must be walkable, come what may!**

To change that, SPTM has launched a pilot project to reclaim pedestrians' rights on public roads, starting with **Bhosale Nagar near Pune University**.

Once a week, a dedicated group of volunteers clears garden and construction waste, beautifies the footpaths, and reclaims the space — for people, not cars.

Three such spots have already been transformed and are now being maintained by the local community with SPTM's support. Now we want to take this across Pune — and **spark a citywide domino effect**.

Let's reclaim public spaces, restore dignity of pedestrians, and push for the inclusive, sustainable and safe streets our city deserves.

Interested? **Please reply to this email!**



Footpaths cleaned up, beautified, and **made walkable!**

▮ Cycle Bus: A safer ride to school!

'Cycle Bus' can improve school commute in Pune

Our Cycle Bus pilot in March last year with Paranjape School, Kothrud, showed that **kids' cycle rides to school can be safe — and even fun!**

Naturally, it became a hot topic during the “**How to Improve School Commute in Pune**” conference hosted by Parisar and CEE. As a panelist, Harshad Abhyankar introduced the Cycle Bus concept and shared ways to make it work better.

Many school teachers heard about it for the first time and loved the idea. Now we are working on collaborating with more schools to make **Cycle Buses a regular part of Pune's school commute** — giving children a safe, healthy, and sustainable way to get to school.



The 'Cycle Bus' of Paranjape School, led by an adult chaperone, safely taking a right turn on a busy road.

▮ Scaling up, with you on board!

Expanding our impact

We wish to take our efforts to the next level — **scaling up our activities 100x!** To do this, we are approaching large donors and CSR funds.

Know someone we should connect with? **Simply reply to this email** and let us know!

Road safety- Catch 'em young!

We are rolling out custom Road Safety sessions for schoolchildren in the upcoming academic year.

Want to bring one to a school you are connected with? **Let us know** — we'd love to collaborate!

Volunteer Energy is Rising!

Pedestrians' Day 2024 sparked incredible energy! Over 30 visitors to our stall have now become active SPTM Volunteers.

In February, we hosted a hands-on PMC Care session where they filed real-time complaints about missing zebra crossings and pedestrian signals — and guess what? PMC resolved many of them within weeks!

We're excited to build on this momentum with even more volunteer-led actions.

Be a part of the Movement!

Want to contribute your time, skills, or guidance?

- Join the 'sptm-sunrise' **email Google Group** to stay in the loop and get involved in ways that work for you.
- Or hop into our new **SPTM Volunteers' WhatsApp group** — and harness the energy of everyone ready to make a difference.

Just reply to this email and we'll take it from there!

How can you contribute for improving Pune's transportation!

Donations: While we are approaching large CSR donors for the larger Phase 3, every small donation from individual donors will help us provide enough volunteers to conduct Phase 2 effectively. [Please donate generously!](#)

Volunteering: We frequently need volunteers for campaigns and surveys. We can make use of some 'off-road' skills too, in addition to 'on-road' activities. [Interested?](#)

Connections: Do you very closely know a big company or business who can give us a handsome donation? Or a large group of volunteers that can be useful to SPTM? [Let us know!](#)

Use the buttons below for the respective actions. Thank you!

Donate for the cause:
Personal, CSR

Volunteer in the
campaign

Connect us with the
right people

Sus-trans Challenge!

Test your knowledge of sustainable transportation 📖

A 'trip' is any travel you do when you leave home. A trip has an origin, a destination, and a purpose. A trip could be done in multiple stages, each with a different 'mode' (e.g. you *walk* to the bus stop, take a *bus*, and then a colleague gives you a ride on a *scooter* till your office) — yet, a trip generally has one dominant mode, to which the trip is attributed. The example above is therefore a 'bus trip'.

The 'modal share' of a mode is the *% share of all trips* in a city that are attributed to that mode.

What percent of all trips in Pune are done by *walking*?

- Between 5-10%
- Between 10-20%
- Between 20-30%
- More than 30%

Last time we asked, "About how many buses should a city have, per lakh population?"

Answer: **About 50**. Of course, more the better! Just for information, Pune has only about 25-26 buses /lakh. What is infuriating is, we had about 30 buses /lakh in 2010 or so!

👉 शाब्बास!

Vehicle-free day at Pimpri Market

The **Pimpri Chinchwad Municipal Corporation** opened up the Pimpri Market street only for pedestrians, on 8th March. This allowed thousands of people to 'shop-till-you-drop' without worrying about whether a vehicle will hit them.

The best part is, the idea was proposed and championed by a **local political leader Shri Dabbu Waswani**! It is nice that even political leadership is slowly understanding the importance of prioritizing pedestrians over vehicles.



People enjoying the Vehicle Free Day in large numbers. Many shops found **~10% increase** in their footfall!

Enroll yourself as a volunteer, or for an internship for projects that improve people's lives! [Fill up this form](#).

Stay tuned in with us!



Please make sure that SPTM Conquest issues are not going in your 'Spam' or 'Forums' folders.

If you would like to unsubscribe, please [click here](#).

