Impact of Raahgiri Day

- Participants, Local Business, Environment & Safety

Amit Bhatt, Strategy Head – Integrated Urban Transport, EMBARQ India
Impact Analysis

- Participants
  - User survey
- Local Business
  - Business establishment survey
- Environmental Impact
  - Noise level survey
  - Air quality (PM 2.5) survey
- Road safety
  - Accident analysis (FIRs)
Participation

350,000 participants till 4/2014
User Survey Methodology

- Online and in person survey done in March 2014

- Raahgiri was NOT extended to Palam Vihar

- 185 samples collected
  - 85 on-line responses
  - 100 in-person interviews
Gender

- 43% Women
- 57% Men
- 73% Adults
- 19% Kids
- 8% Elders

Group size

- 17% Alone
- 31% Friends
- 53% Family
Frequency of Visit

29% First Timers

44% Regular visitors
Group Size

<table>
<thead>
<tr>
<th>Group Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>29%</td>
<td></td>
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<tr>
<td>20%</td>
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<tr>
<td>36%</td>
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</tbody>
</table>

56% More than 3 no’s
Reasons for Participating

87%
Safety, Activities, Community, Fun …

Time Taken to Reach the Venue

50% 10 MIN
40% 10-30 MIN
Distance to Venue

46% Within 2 KM
31% Within 2-5 KM

Mode to Reach Venue

59% Bicycle
Walk

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Arrival / Departure

51% Arrive 7AM-8AM

11AM-12PM Leave 77%
Time Spent

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Hour</td>
<td>7%</td>
</tr>
<tr>
<td>2 Hours</td>
<td>13%</td>
</tr>
<tr>
<td>3 Hours</td>
<td>20%</td>
</tr>
<tr>
<td>&gt; 4 Hours</td>
<td>60%</td>
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</tbody>
</table>
Activities – Raahgiri Day

- Zumba: 27%
- Yoga: 22%
- Skate: 9%
- Games: 22%
- Music: 20%

Activities – Non Raahgiri Sunday

- At home, relax: 61%
- Eat out: 25%
- Shopping: 14%
Cycle Sales

28% Bought Bicycles post Raahgiri

Non-motorized transport usage

87% Started Walking / Cycling for Short Trips
Extension

71%

In favor of Raahgiri beyond March 2014

Suggestions

<table>
<thead>
<tr>
<th>Awareness Building</th>
<th>Summer Timings</th>
<th>Make it a Full Year Event</th>
<th>Additional Activities &amp; Cycles</th>
</tr>
</thead>
<tbody>
<tr>
<td>16%</td>
<td>18%</td>
<td>19%</td>
<td>47%</td>
</tr>
</tbody>
</table>
Local Business Survey Details

- In person survey done in March 2014

- Total of 63 samples collected
  1) 23 from Galleria Market
  2) 16 from Sushant Arcade
  3) 13 from Super Mart
  4) 11 from Vyapar Kendra
## Typology of Establishments Surveyed

<table>
<thead>
<tr>
<th>Category</th>
<th>Apparels</th>
<th>Grocery</th>
<th>Informal / Hawkers</th>
<th>Formal Eatery</th>
<th>Health</th>
<th>Fine Dining</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>13%</td>
<td>9%</td>
<td>19%</td>
<td>22%</td>
<td>10%</td>
<td>11%</td>
<td>16%</td>
</tr>
</tbody>
</table>

- **Apparels**: 13%
- **Grocery**: 9%
- **Informal / Hawkers**: 19%
- **Formal Eatery**: 22%
- **Health**: 10%
- **Fine Dining**: 11%
- **Others**: 16%
Owners Awareness and Opinion About Raahgiri

90% were aware

79% liked Raahgiri

Marketwise Positive Opinion

Galleria Market 87%
Sushant Arcade 81%
Super Mart 61%
Vyapar Knd. 73%

Market Wise opinion
Reasons for Liking Raahgiri Day

- Increase in Sales: 27%
- Activities, Fun, Safety: 50%
- Health & Fitness: 13%
- Increased Environmental Awareness: 10%

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Shop Owners’ Perception Before the Start

80% of shop owners did not support Raahgiri before it's launch

Reasons for Negative Perception

- Impact mobility: 19%
- Not Related: 35%
- Lack of awareness: 46%
Consumer Opinion on Raahgiri Day – According to Business Owners

73% Activities & Fun
Impact on Local Business

vs

Raahgiri Sundays

14% 
Timings

14% 
Foot Fall

29% 
Sales

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Typology of Establishments Impacted Favorably

44%

Informal Eateries

17% Eateries
28% Fine Dining
5% Body Care
6% Grocery
Extension of Raahgiri Day

84% Shop owners wanted Raahgiri to extend beyond March 2014

Suggestions

40% Encourage more participation & start early in Summers

24% Improve Enforcement

20% Allow Marketing & Publicity

16% Increase Coverage
Noise Levels

- Non Raahgiri Sundays: 88 db
- Weekday: 90 db
- 74 db

-2% decrease

-18% decrease

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Impact on Noise Levels by Location

24% reduction near Sushantlok Police St.
Compared to average weekday noise levels at the same location

2% reduction near activity stage (Galleria Mkt.)
Compared to average weekday noise levels at the same location
Air Quality Exposure to PM 2.5

- Week Days Avg. 194 µg/m³
- Non Raahgiri Sunday Avg. 147 µg/m³
- Raahgiri Day Avg. 99.8 µg/m³

-24%
-49%
Reduction to Exposure to PM 2.5 by Location

Near Galleria Market

69% reduction compared to weekdays

25% reduction compared to non Raahgiri Sunday

Near Huda City Centre

28% reduction compared to weekdays

18% reduction compared to non Raahgiri Sunday
Road Traffic Fatalities – Shushant Lok Area

Jan – Oct, 2013

Fatalities

Jan Feb Mar Apr May Jun Jul Aug Sep Oct

Nov Dec Jan Feb Mar Apr

Nov 13 – Oct 2014

5 Fatalities

0 Fatalities

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Find more / Questions / Comments

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- EMBARQIndia.org

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