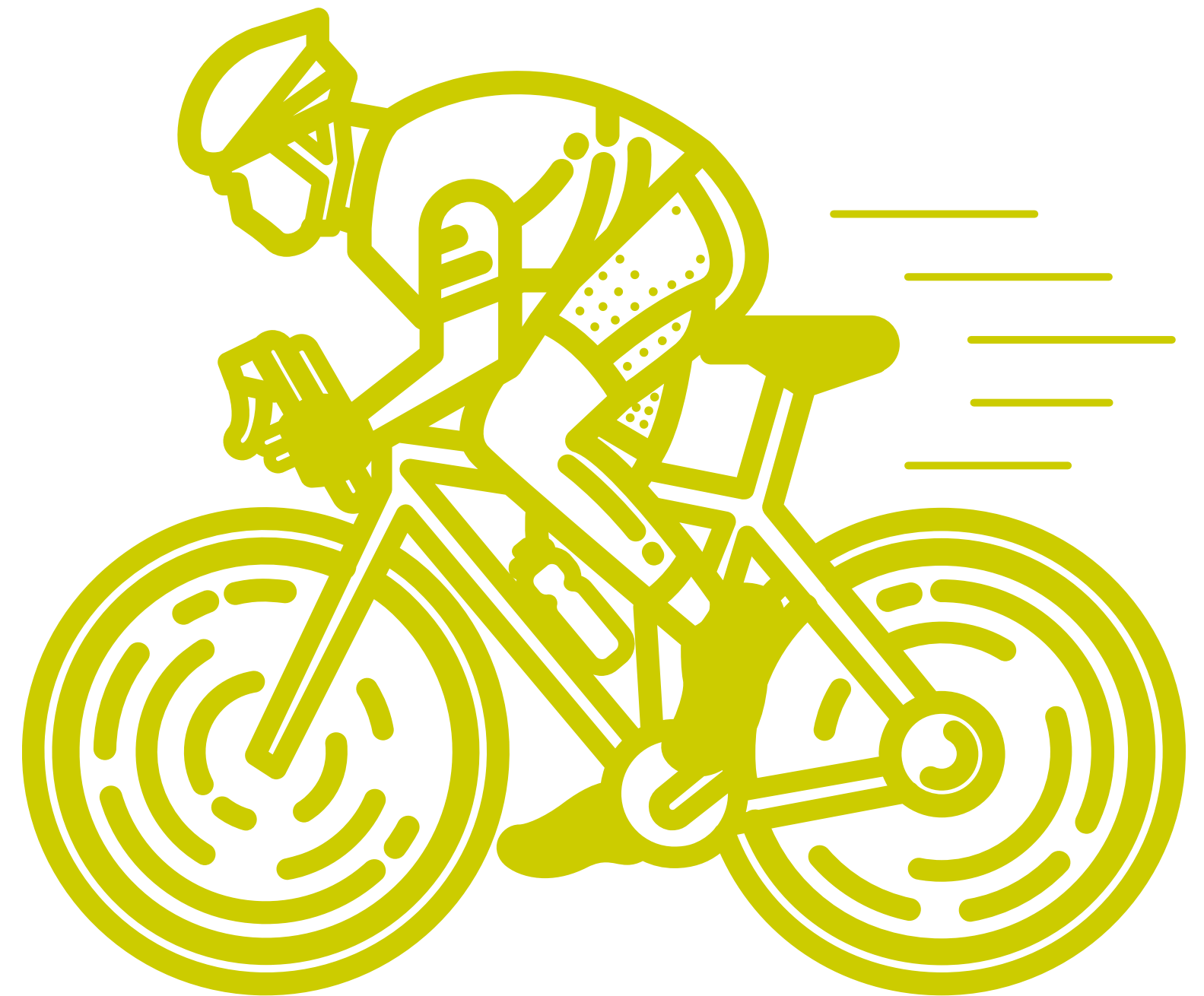




# AUDIO-GUIDED HERITAGE RIDES

GPS-enabled, bicycling tours of  
Bangalore to get **#BengaluruMoving!**

**#Bengaluru**  
moving **X** **YLAC**





**Chalukya Circle, Bengaluru (2019)**

**Source: @bengawalk, IG**

# The "Why"

In 2019, what Bangaloreans have known about the city's traffic became known across the globe – **Bengaluru was named the most traffic-congested city in the world!**

To date, unplanned urbanisation and lack of strengthened public transport lead to commuters spending *hours* in traffic in personal vehicles.

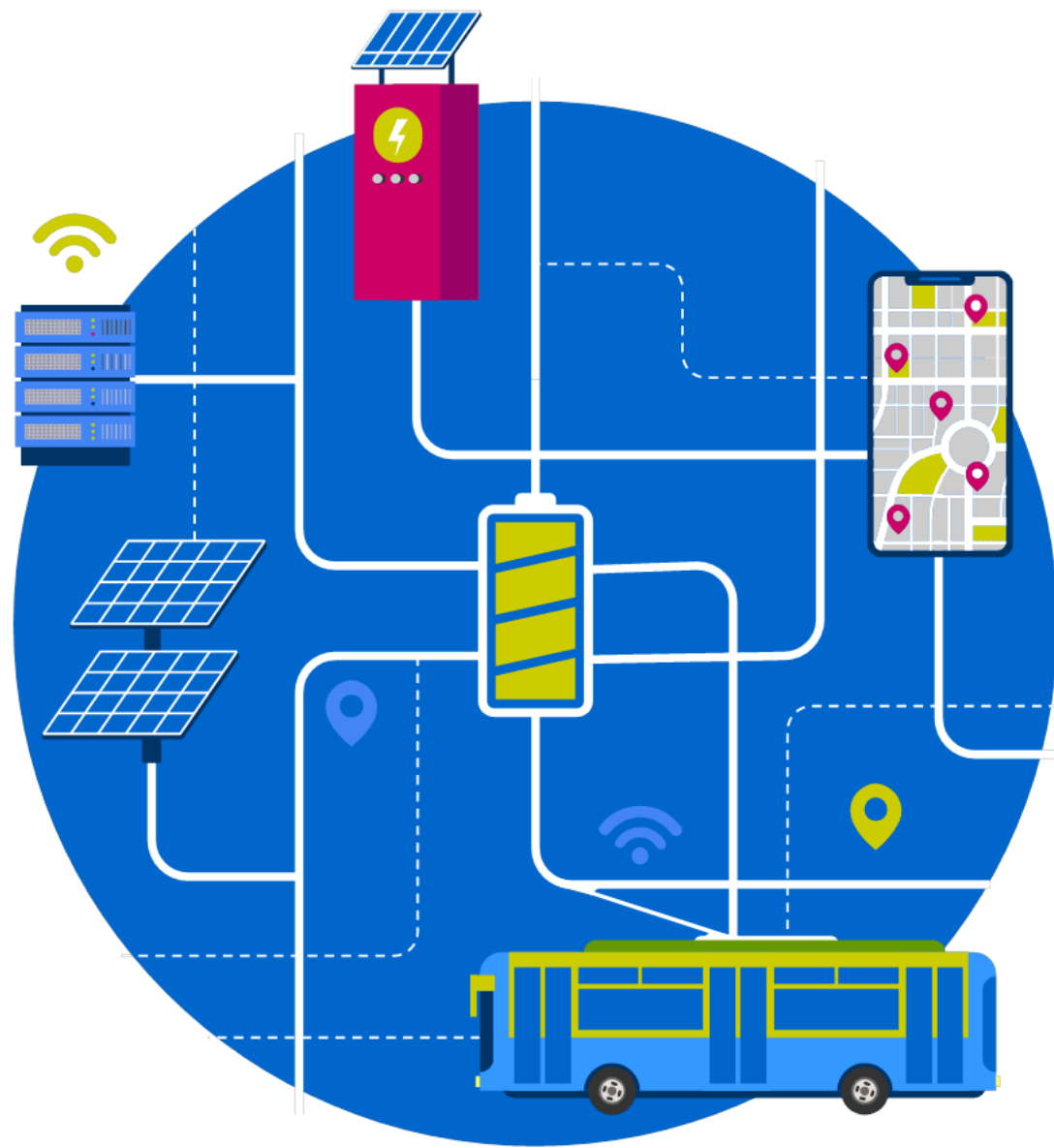


Bengaluru's mobility woes compound its air pollution problems.

Vehicular exhaust, on-road dust and construction dust will lead to a **74% increase in PM10 pollution by 2030** if we sleep on this issue.







In response to the city's burgeoning mobility and pollution woes, **YLAC joined hands with the #BengaluruMoving campaign in 2020 with the aim to get Bangaloreans moving sustainably.**

The campaign's initiatives have brought civil society, mobility experts and government bodies together to create a demand for better public transport and **build support for scalable mobility solutions.**

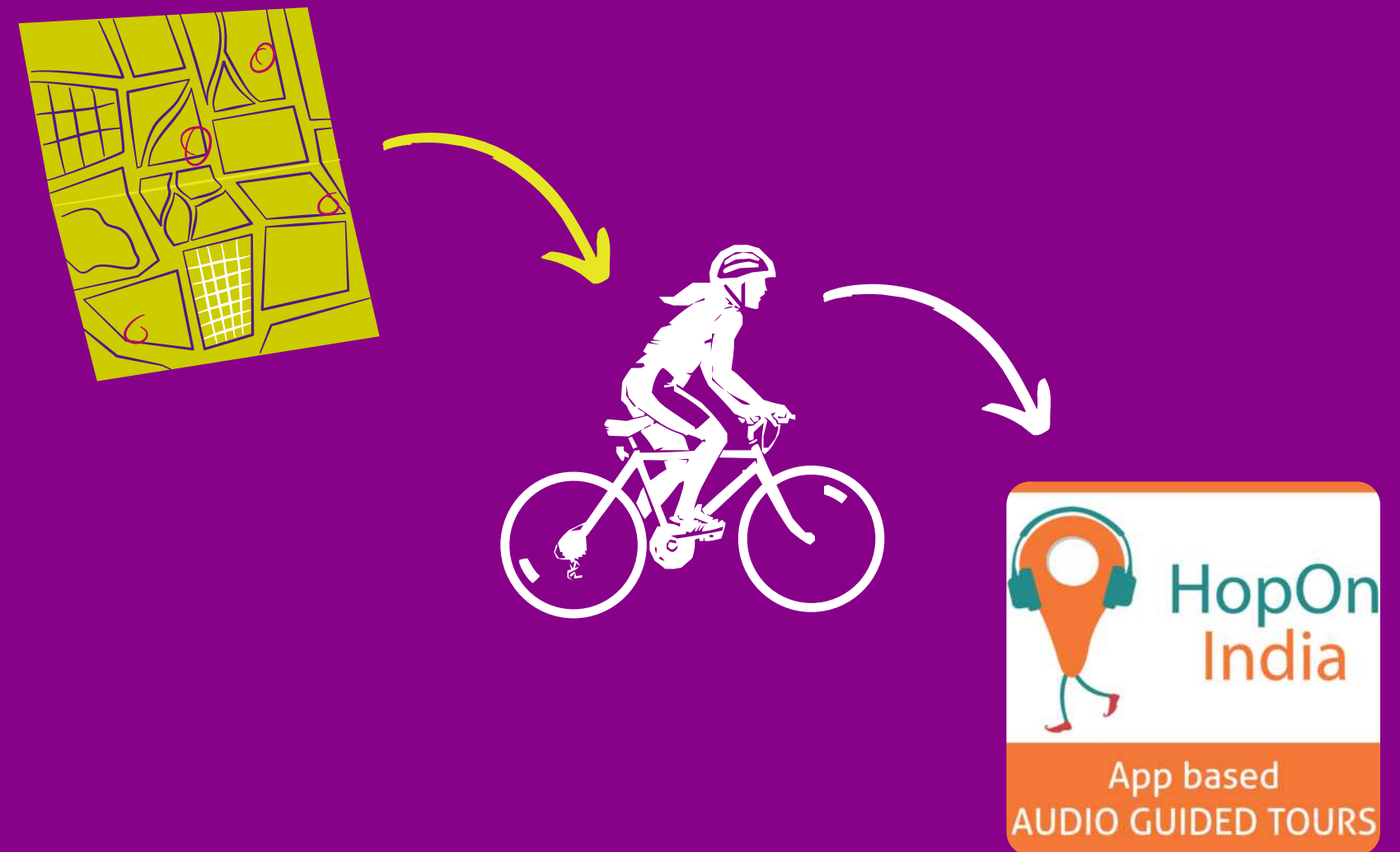


# AUDIO-GUIDED HERITAGE RIDES

As part of the campaign, we have leveraged the surge in cycling during the pandemic and combined the idea of heritage walks with cycling to birth the **Audio-Guided Heritage Rides** – certainly amongst the more *fun* initiatives under the #BengaluruMoving Campaign.

# Creation & Testing

We **identified routes** in the city that were conducive to cycling, rich in heritage and had stories waiting to be told. We **tested** these routes and then wove these stories into **GPS-enabled, guided cycling tours** hosted on Hop On India.





# Creation & Testing

Curious about how we tested these routes? Head to this [video](https://youtu.be/vp7UFHFiBNA) to watch Bangalorean and bicyclist, Abhijith Giridhar, test one of the Central Bangalore tour routes.



<https://youtu.be/vp7UFHFiBNA>



# The Tours



Lalbagh, Gandhi Bazaar & More – A Bicycling Tour of South Bengaluru



Cycling Through Central Bengaluru – Soul Food, An Art Hub & A Royal Abode



St. Mary's Basilica to Rangoli Metro Art Center



Cubbon Park to St. Mark's Cathedral

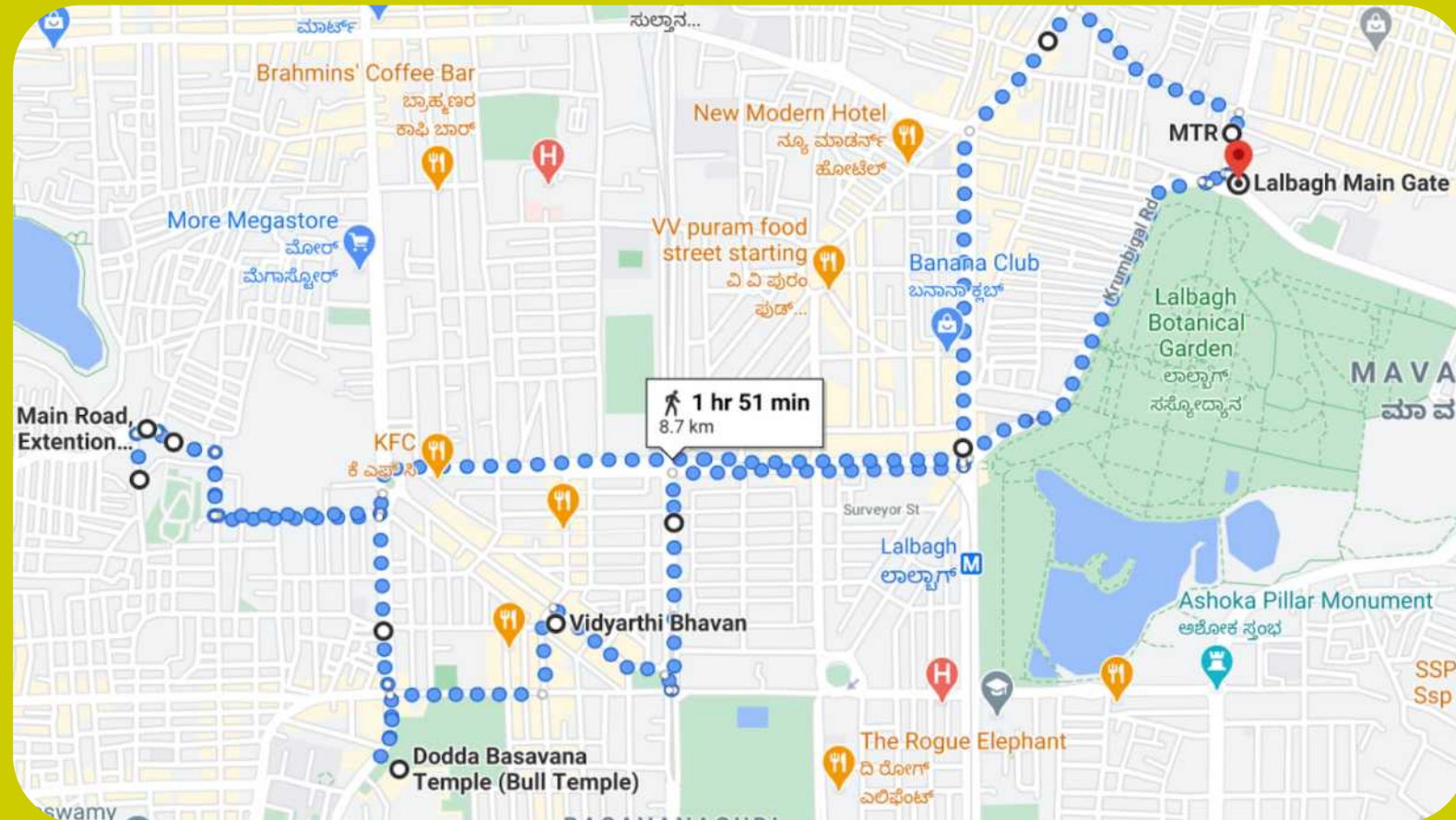


National Gallery of Modern Art to Champaca Bookstore, Cafe & Library





AUDIO-GUIDED  
**HERITAGE  
RIDES**



## Lalbagh, Gandhi Bazaar & More - A Bicycling Tour of South Bengaluru

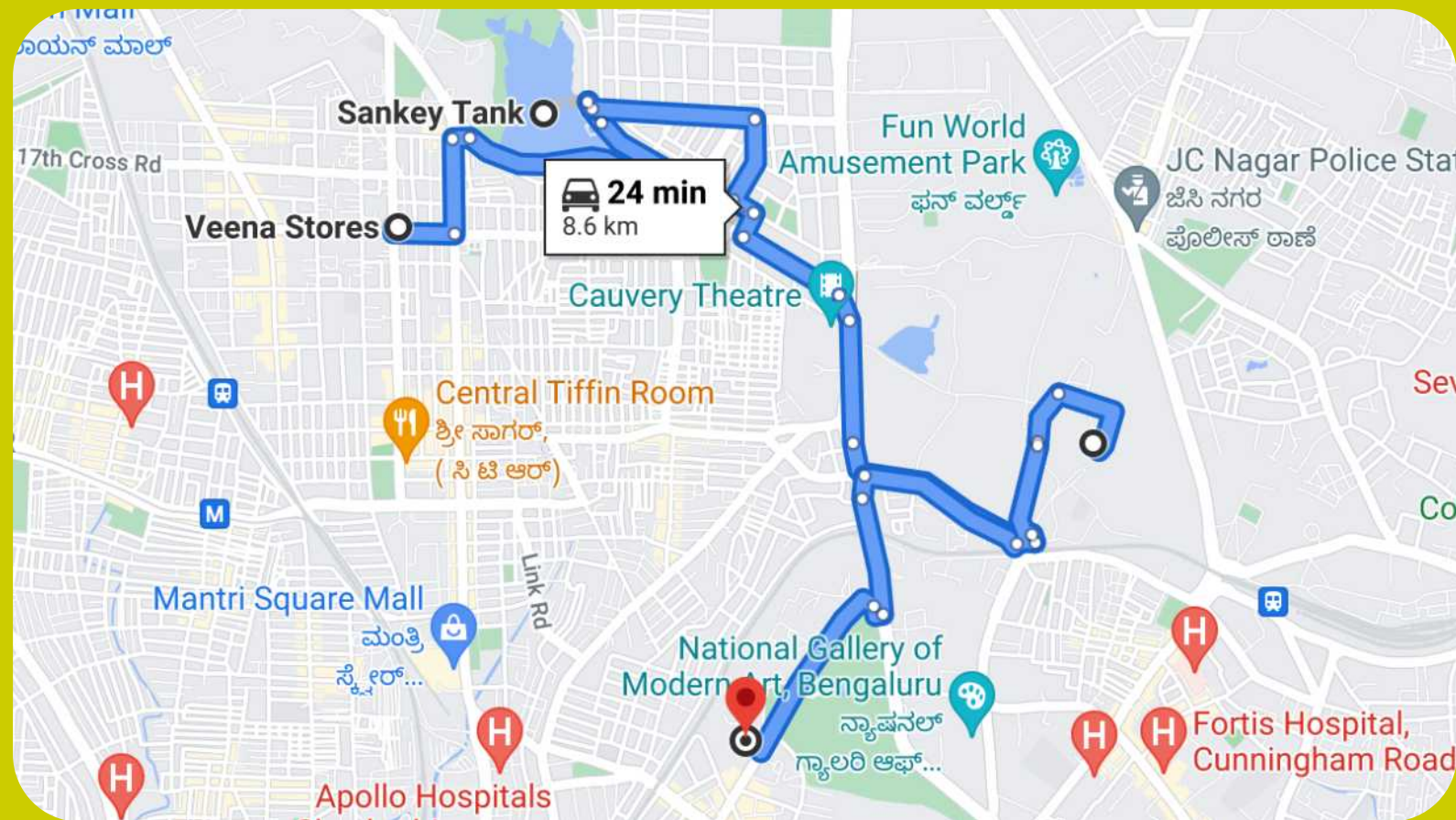
### Stops

- Basavanagudi Union Service Club
- Vidyarthi Bhavan
- Bull Temple
- Bugle Rock Park
- Sri Gavi Gangadhareshwara Temple
- Mavalli Tiffin Room (MTR)





AUDIO-GUIDED  
**HERITAGE  
RIDES**



## Cycling Through Central Bengaluru - Soul Food, An Art Hub & A Royal Abode

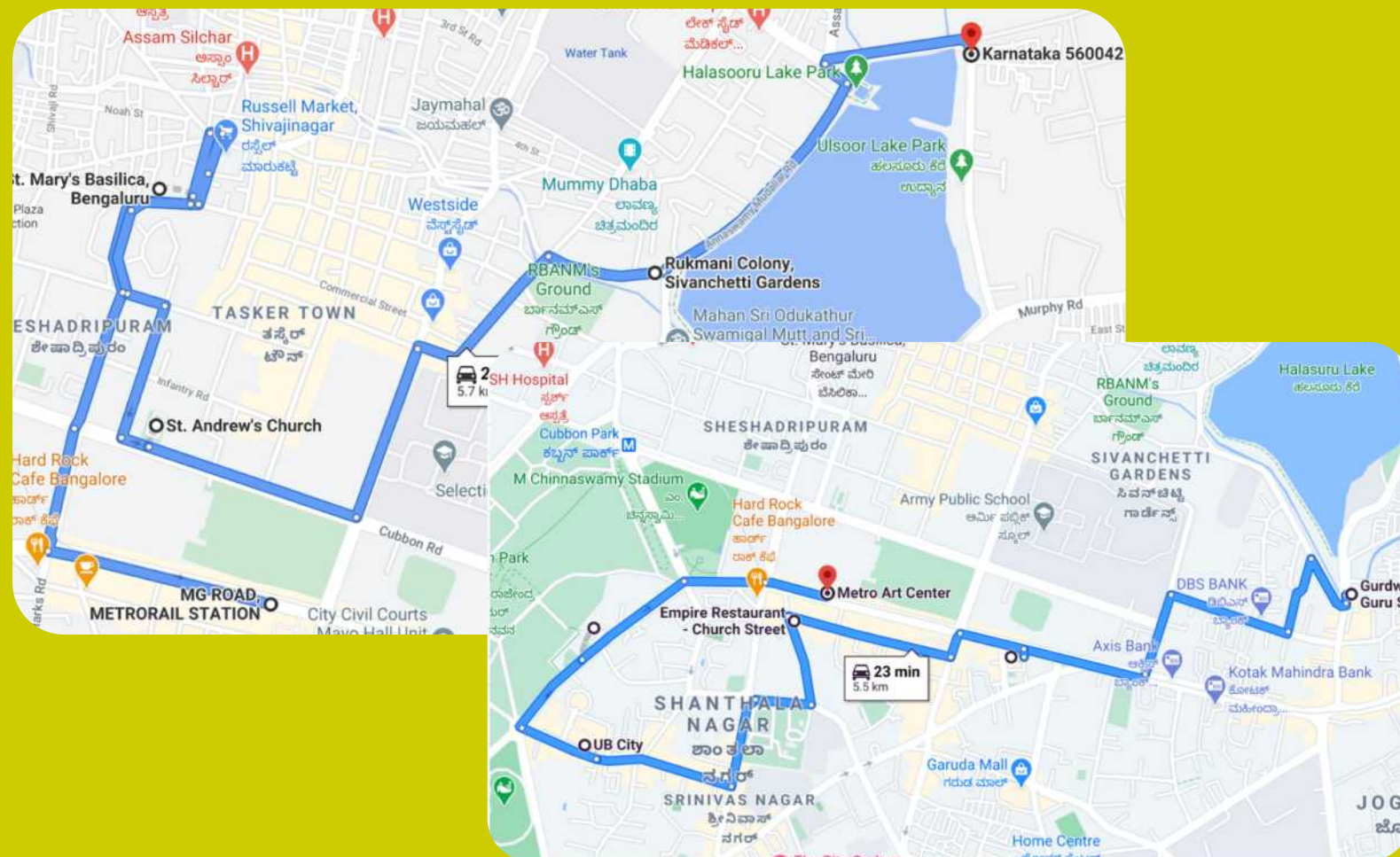
### Stops

- 📍 Veena Stores
- 📍 Sankey Tank
- 📍 Bangalore Palace
- 📍 Karnataka Chitrakala Parishath





## AUDIO-GUIDED HERITAGE RIDES



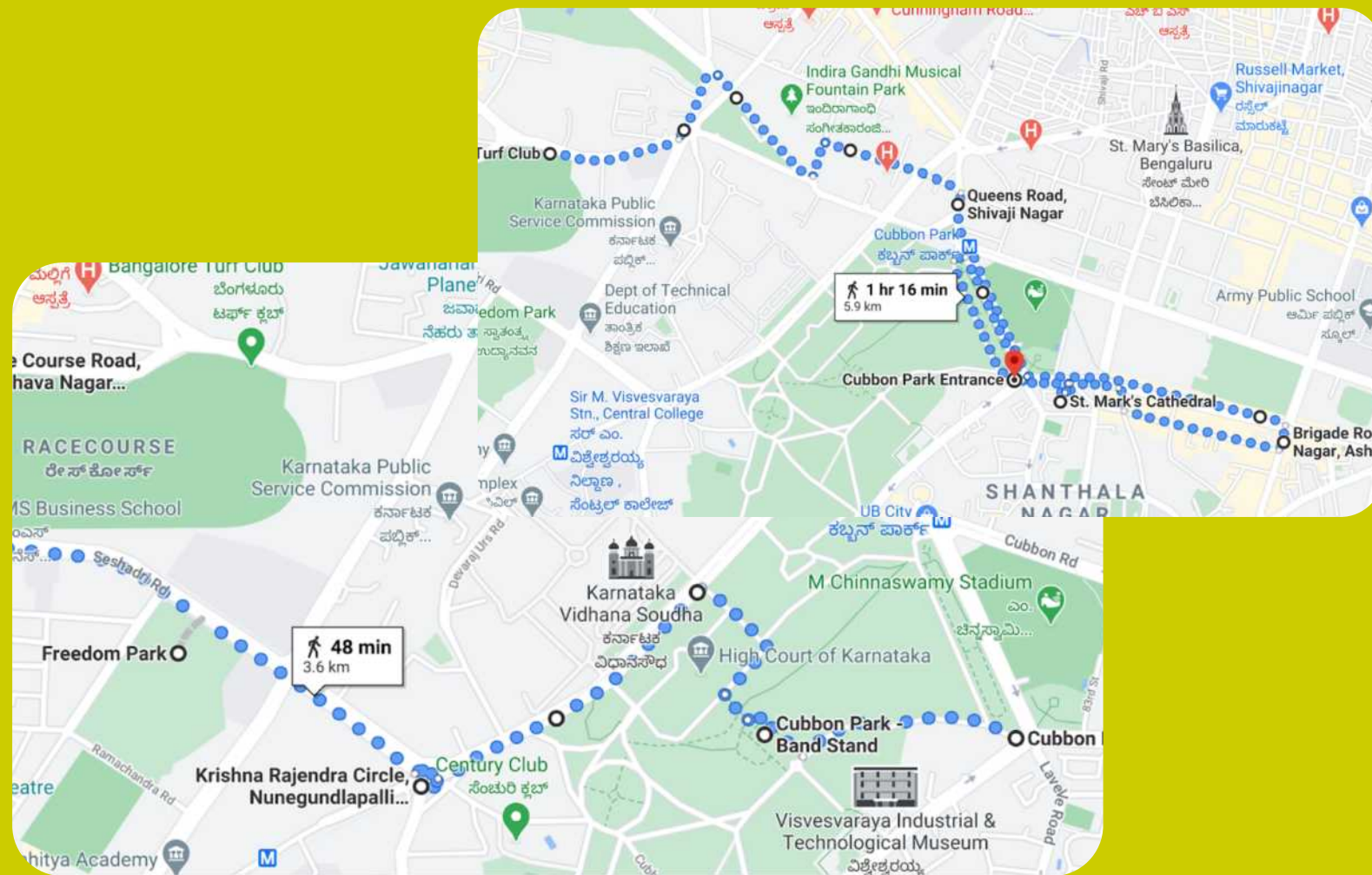
# St. Mary's Basilica to Rangoli Metro Art Center

## Stops

- St. Mary's Basilica
- St. Andrews Church
- Ulsoor Lake
- Gurudwara
- Essentials, Utility Building Mural
- Church Street
- UB City
- Venkattapa Art Gallery
- Technological Museum
- Government Aquarium
- Rangoli - Metro art center



## AUDIO-GUIDED HERITAGE RIDES



## Cubbon Park to St. Mark's Cathedral

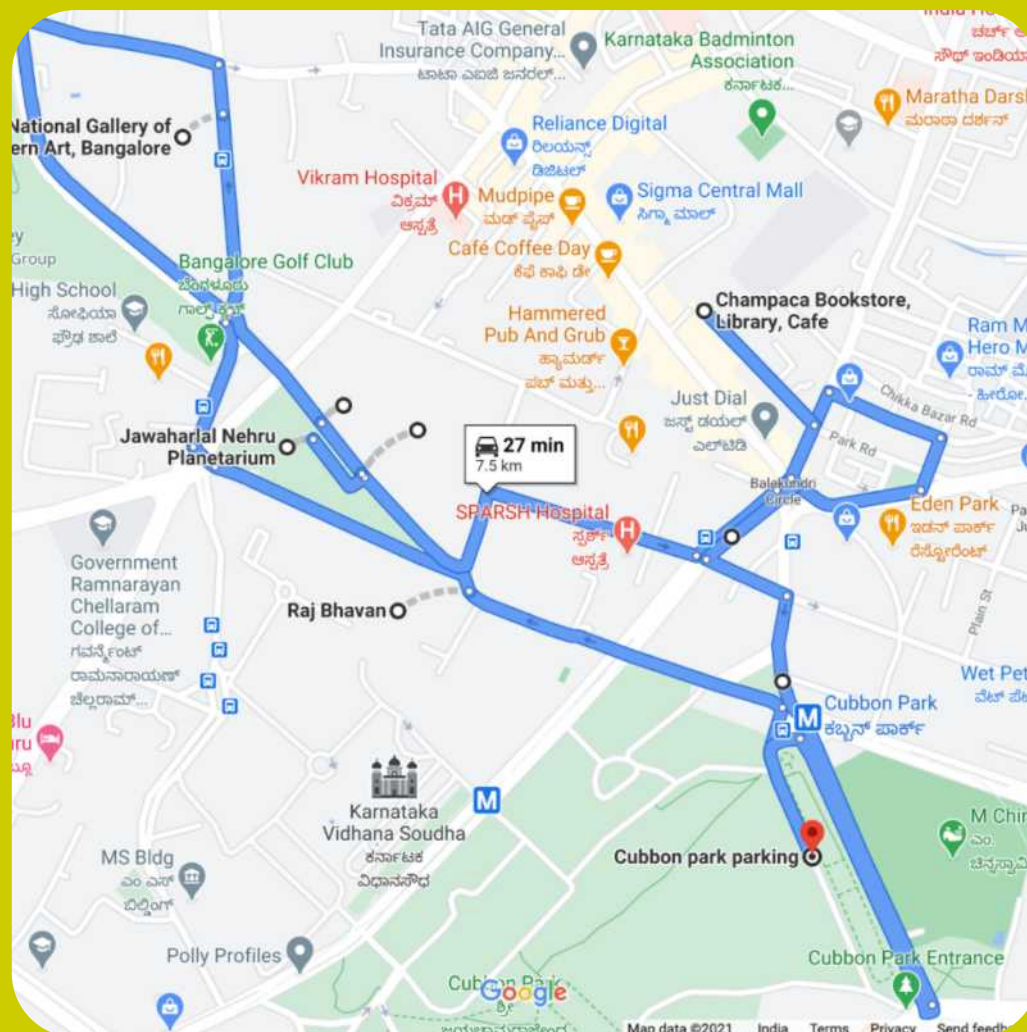
### Stops

- 📍 Cubbon Park
- 📍 High Court
- 📍 Vidhana Soudha
- 📍 Freedom Park
- 📍 Samrat Restaurant
- 📍 Chinnaswamy Stadium
- 📍 Church Street
- 📍 St. Mark's Cathedral





AUDIO-GUIDED  
**HERITAGE  
RIDES**



# National Gallery of Modern Art to Champaca Bookstore, Cafe & Library

## Stops

- 📍 National Gallery of Modern Art
- 📍 National Military Memorial Park
- 📍 Indira Gandhi Musical Fountain Park
- 📍 Jawaharlal Nehru Planetarium
- 📍 Champaca Bookstore, Library & Cafe

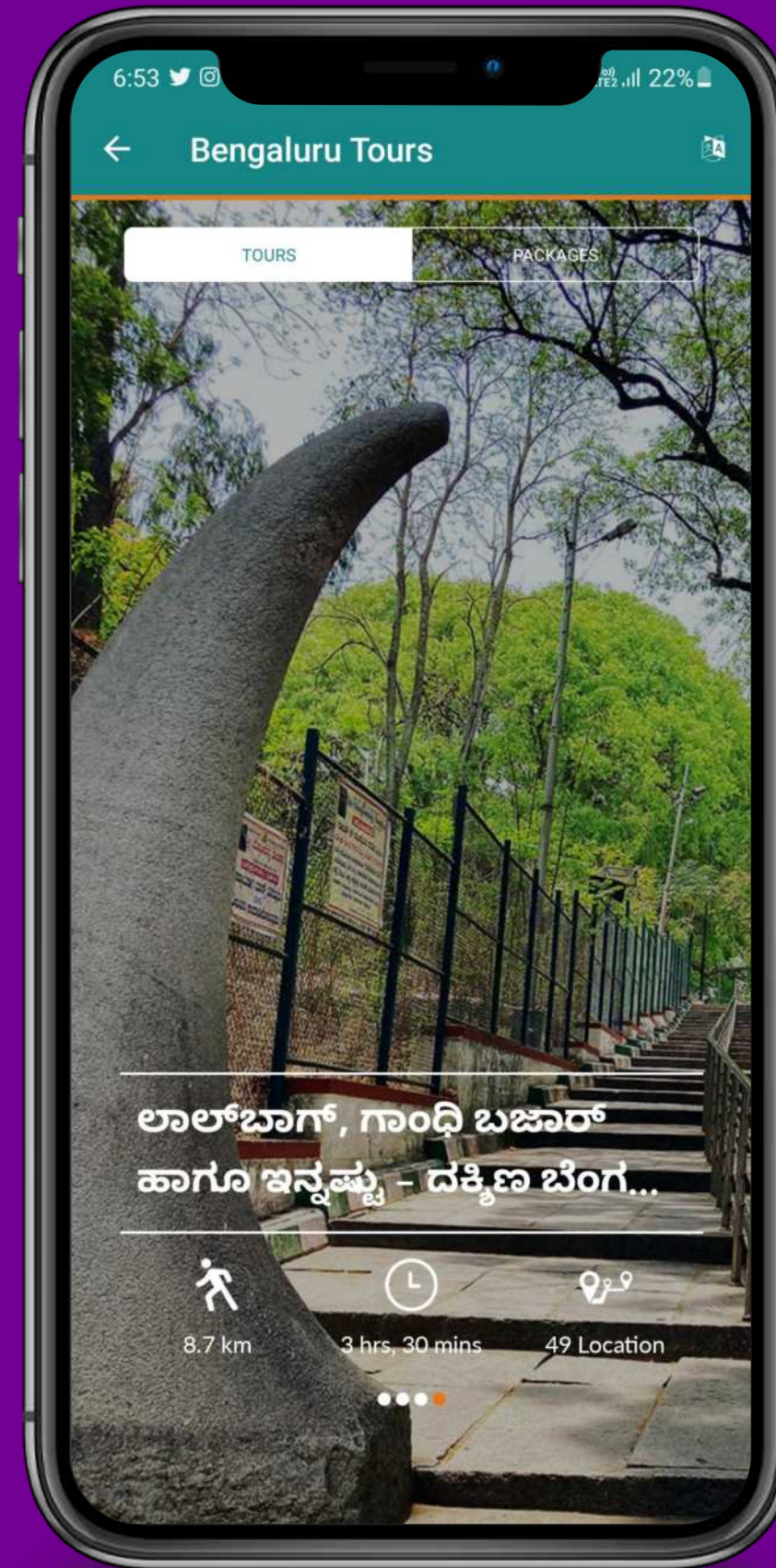




# Take the tours!

You can download the **Hop On India App** or visit their [website](#) to take the tours.

Download the  
**Hop On India**  
App







GPS-ENABLED AUDIO-GUIDED  
DIY CYCLE RIDES TO  
EXPLORE NEIGHBOURHOODS  
IN BENGALURU

The tours are **GPS-enabled** and available in **Kannada** and **English**.

You can take the tour in **Virtual mode** from the comfort of your home, or in **Navigate mode** when you are at the location.

The tours are best enjoyed in the morning. Read the tour's description and tips before you set out.



## AUDIO-GUIDED HERITAGE RIDES

### What people say



Bhavani Pasumarthi

"The roads were very scenic – lots of greenery and empty wide roads – it was perfect for cycling! Loved the historical background behind Veena Stores, Sankey Tank and the Bangalore Palace. The overall experience was really good! "



Abhijith Giridhar

"I'm hearing the first bits of the Gandhi Bazaar tour as I take it virtually after having tested the route myself, and it makes me want to take the trip all over again. I'll be taking my dad along next time. It should be fun!"



Join the **#Bengaluru**  
moving campaign!



AUDIO-GUIDED  
**HERITAGE  
RIDES**

How?

Take your cycles out for a spin along any of  
our **five specially curated heritage rides**  
and rediscover Bengaluru, **sustainably!**

Join the **#Bengaluru**  
moving campaign!

Share your #BengaluruMoving stories by  
tagging **@ylacofficial** on Instagram and  
**@bengalurumoving** on Twitter.





# Have feedback for us?

Reach out to us at

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[www.theylacproject.com](http://www.theylacproject.com)

