



## Cycle Conclave

### The Future of Bicycle & Light EV Manufacturing & Infrastructure in India: “Pedalling Towards Green and Sustainable Mobility”

**Venue:** Conference Hall, Hall 3 (First Floor), Bharat Mandapam, Delhi

**Date:** 18th January 2025 | **Time:** 3:00 PM

**Preface:** As the world gravitates toward sustainable mobility, India stands at a pivotal juncture to revolutionize its bicycle and light EV ecosystems. This seminar brings together policymakers, industry leaders, and innovators to discuss actionable strategies for:

- Scaling up manufacturing capabilities.
- Enhancing urban infrastructure for cycling.
- Supporting MSMEs and ensuring sustainable supply chains.
- Advocating for quality standards and regulatory support.

Our collaborative dialogue aims to align industry growth with the nation’s broader goals for green and sustainable urban mobility.

#### Focus Areas

1. **Demand & Supply Dynamics:** Building world-class sustainable mobility ecosystems for bicycles and light EVs.
2. **Manufacturing Growth:** Addressing challenges and solutions for supply chain localization and industrial competitiveness.
3. **Quality Standards:** Advocating for mandatory compliance to boost product reliability.
4. **MSME Empowerment:** Rationalizing GST, duties, and supporting MSMEs to enhance localization.
5. **Smart Infrastructure:** Creating futuristic and safe mobility spaces under the Smart City Mission.
6. **Cycling Culture:** Promoting workplace and institutional initiatives for active mobility.

#### Key takeaways

- ✓ Gain actionable insights from policymakers and industry leaders.
- ✓ Explore innovative solutions for sustainable mobility ecosystems.
- ✓ Network with key stakeholders driving India’s green mobility vision.
- ✓ Be part of shaping India’s future in bicycle and light EV infrastructure.



Join us in pedalling towards a sustainable tomorrow!





## Agenda

### 3:00 PM – Welcome Remarks:

- *Mr. Pradeep K Aggarwal*, Panel Chairman, Bicycle Parts and Similar Items & Regional Chairman (NR), EEPC India.

### 3:10 PM – Chief Guest Address:

- *Mr. Sanjiv*, Joint Secretary, DPIIT, Ministry of Commerce and Industry  
**(Policy Reforms and Industrial Support for New-age Bicycle Manufacturing)**

### 3:15 PM – Context Setting:

- *Mr. Aditya Munjal*, President, AICMA & Director, Hero Cycles  
**(Goals, Challenges, and Strategic Insights for the Bicycle Sector)**

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## Panel Discussion

**Moderator:** *Mr. Aditya Munjal*, President, AICMA & Director, Hero Cycles

### Panelists:

#### Policy Perspectives

- *Mr. Subendu Jyoti Sinha*, Programme Director, NITI Aayog **(Supply Chain and Manufacturing Ecosystem Policies)**
- *Ms. Anindita Mitra*, CEO, Chandigarh Smart City Ltd. **(Integrating Cycling into Smart Cities)**
- *NDMC Smart City Ltd Representative*

#### Industry Supply Strategy

- Senior Technical Member, AICMA **(Localization and Supply Chain Dynamics)**
- Senior Member, UCPMA **(MSME Challenges and Support Frameworks)**

#### Research and Innovation

- *Dr. (Prof.) K. Ramachandra Rao*, Head, TRIP, IIT Delhi **(Research-backed Innovations for Global Competitiveness)**

#### Demand-side Mobility Insights

- *Mr. Juergen Baumann*, Project Director, SMART-SUT, GIZ **(Lessons from Europe on Cycling Infra)**
- *Ms. Aswathy Dilip*, South Asia Director, ITDP India **(Policies to Boost Urban Active Mobility)**
- *Delhi EV Cell Representative*, SWITCH Delhi, Department of Transport

**4:20 PM – Closing Remarks & Vote of Thanks:** *Dr. K.B. Thakur*, Secretary General, AICMA



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