



GOVERNMENT OF KERALA  
Industries (J) Department

No: IND-J1/158/2018

Thiruvananthapuram,  
Dated:10/07/2018

02/834  
25/7/18

CIRCULAR

Sub: Make in India- Public Bike Sharing (PBS) Projects – Reg

Ref: D.O letter no. K-14012/101 (17)/2017-SC-III-A dated 28.05.2018 from Secretary, Ministry of Housing and Urban Affairs, Government of India.

As part of "Make in India" initiative, launched by the Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce & Industry, Government of India, a Public Procurement (Preference to Make in India), Order was issued on June 15, 2017. Public Bike Sharing (PBS) projects are gaining momentum in the Smart cities, as a non-motorized public transport system, which also serves the role of a sustainable zero emission feeder alternative to access public transit networks, besides being an integral part of the mobility solutions for all Indian cities. Bicycles fitted with GPS technology are helping the citizens in their last mile connectivity. Many of the Smart cities are implementing PBS projects with public private partnership. But it has been brought to the notice of MoHUA that there is an inadequate participation by the Indian bicycle manufacturers in the public bike sharing projects, being implemented by the Smart Cities even though the Indian bicycle industry has both the capacity and capability to roll out bicycles needed for public bike sharing system. While it is absolutely necessary for the Smart City SPVs to stipulate necessary stipulations for quality and sustainability, it is also important to facilitate a level playing field to the Indian manufactures of bicycles.

It is therefore desirable that while implementing Public Bike Sharing projects by the Smart Cities, adequate opportunity be given to the Indian manufacturers of bicycles by making necessary provisions in the RFPs/MoUs for selecting PBS operators for both the dock-less and dock station model of development. Provisions in the order issued by the DIPP on 15 June, 2017 may also be considered while implementing PBS projects in the Smart cities.

**K.RADHAKRISHNAN**  
Additional Secretary  
(For Principal Secretary )

To:  
All Heads of Departments.  
All Public Sector Undertakings  
All Sections in Govt. Secretariat  
All sections of Industries department

Forwarded / By order,

*Bondur*  
Section Officer.