DLF Cybercity pedals towards a healthier & greener future

The "United India Ride", unveiled the new face of DLF Cybercity as a business district where the urban Indian can enjoy commuting to work while soaking in Gurgaon's world class infrastructure.

In a first of its kind initiative in Delhi/NCR, DLF in association with The Athens Foundation (TAF), organised a cycling event aimed at promoting cycling as an eco-friendly and healthier lifestyle choice amongst corporates in Gurgaon. The event owe its genesis to recent studies indicating that people who cycle to work maintain a healthy weight and pre-empt diseases like obesity, diabetes and high blood pressure. For a corporate professional, this blessing in disguise means saving on time and also big bucks spent at the gym. Pedaling through the convenient cycle tracks within India's largest integrated business district also means that the cyclist's safety is maintained from the fast-moving vehicles dotting Gurgaon roads.

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"In these competitive times, it is difficult to strike a balance between work and life. We want to introduce cycling for a healthier, environment friendly and efficient city. As a responsible developer, the concept is in accordance with our landscaping integrated with pedestrian walkways for a truly integrated DLF Cybercity. It's a cost-effective, fuel efficient solution to Gurgaon pollution and avoids traffic jams.”

-- Amit Grover
National Director, DLF Offices

The "United India Ride" was an initial step towards the vision of making DLF Cybercity as the first "Cycle Ready Business District" that took "Active Commuting" to a next level.

What's Active Commuting?
Walking, bicycling, car pool, metro and using other forms of transportation to get to work or school that increases physical activity, reduces traffic congestion, improves air quality, saves money, reduces stress, and increases safety.
to the employees of over many corporates like KPMG, Deloitte and United Technologies. The event also underlined charitable causes like “girl child education” and “female empowerment”.

The event spanned a maximum distance of 29 kms with security personnel dotting the area to provide a safe and hassle free ride to the cycling enthusiasts. It featured two types of routes – a 29 km signature ride for hardcore cycling buffs, and a 2 km special ‘joyride’ stretch for families of employees.

“T’ve never experienced something like this in my life,” said a Deloitte employee. “This concept is a great idea to save on fuel and promote healthy habits.”

For another participant, the event turned out to be a window to self discovery. “This event has come as a pleasant surprise to me. I tested my limits and realised that there’s a lot more than I can do”. Another participant opinion that “it’s about discovering your strengths and weaknesses”.

Cycling keeps you fit, energetic & disease free
Saves on petrol and is low on maintenance
Greener option to cars and other fuel driven vehicles
Win-win situation: Enjoy the infrastructure as you glide to work
Cycling is great fun but it is important to get the right equipment for the activity. Head gear, kneepads, elbow pads should all be in place when cycling.

Clearly, the ride into the future has begun!
Cybercity corporate sing their own tunes, thanks to Friday Jam @ CyberHub

After their weekly grind of hard work & stress, DLF Cybercity professionals can now unwind and unleash their hidden talent at a public platform. In an innovative move, DLF has created 'Friday Jam', a first-of-its-kind event for the employees working in DLF Cybercity to promote team spirit & camaraderie that extends beyond work boundaries.

Nearly a month after its launch, 'Friday Jam' which is held at DLF 'CyberHub Amphitheatre' every Friday evening, boasts of performances from corporates like Ericsson, Coca Cola, Infosys, American Express. “We e-mailed to companies inviting participation from their employees. Friday Jam is held between 7pm-9 pm and individuals can perform solo or with a group in form of a band,” CyberHub team explains.

As the name suggests, 'Friday Jam' is built along the lines of a music concert and acts as an ice breaker. The performing bands engage the audience to participate by singing and dancing along during their performance. On the sidelines of this event, an errand keeps the audience entertained with fun activities.

Retired Group Captain K.K. Devgan and his wife Shushi Devgan who frequently visit ‘CyberHub’ were pleasantly surprised to stumble upon the ‘Friday Jam’. “Watching these youngsters perform was such an electrifying experience. I’m not a fan of flamboyant music, but the enthusiasm, positivity and happiness they exuded during performance, touched a chord somewhere,” said Captain Devgan who resides in DLF Park Place.

“These kind of activities are often held abroad to help the corporate professionals relax and get to know each other better. It is nice to see something similar in Gurgaon which too has world class infrastructure and a young spirit,” said Aman, an NRL.

While a lot of bathroom singers have made it to the stage and received glowing reviews, 'Friday Jam' has also strengthened bonds amongst colleagues and teams. People from the participating band have not only drawn closer but often the presence & encouragement from their colleagues has fostered team spirit and kinship. “This is a fantastic platform to showcase the talent of our band. Corporate jobs can be very monotonous and ‘Friday Jam’ has broken that mould by giving us exposure,” said Ericsson employee Ankit Gupta whose band ‘Blue Odessey’ has already performed.

American Express employee Raghav Sehgal of the band ‘Soul Indication’ bonded with strangers who are now his friends. “Friday Jam is a cool concept and a fabulous experience. It takes the pressure off work and is a great way to de-stress after a week of hard work” says Raghav.

Friday Jam aims to spread its wings further by eventually hosting a competition event between teams of ‘Cybercity’ organizations through an inter-corporate phase.