



SILVASSA SMART CITY LIMITED
(CIN No.: U93090DN2018PLC005538)
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Dated: 17/12/2020

PRESS RELEASE

Subject: **Call for Bicycle Mayor for Silvassa City**

Bicycling is fun and a great way to keep oneself active amidst busy daily routine. It is affordable and contributes to a cleaner environment at large! Acknowledging its socially positive activity, Silvassa Smart City Limited in association with BYCS intends to facilitate the appointment of Bicycle Mayor for a period of 2 years.

Who's a Bicycle Mayor?

Bicycle Mayor shall be a cycling enthusiast and a community-driven change maker. He/She shall be a catalyst for transforming Silvassa into a bicycle-friendly city through innovative ideas and actionable solutions. The elected Bicycle Mayor will get an opportunity to work with citizens, BYCS India and BYCS global network for realizing the dream of 50by30!

What are the Roles and Responsibilities of a Bicycle Mayor

1. Work in close association with BYCS and BYCS India.
2. Plan and implement strategies to meet the vision of BYCS.
3. Devise and implement actionable plan keeping people in the center of decision making.
4. Advise on global best practices to adopt sustainable mobility.
5. Accelerate adoption of cycling for daily commute.
6. Drive global and national cycling initiatives.
7. Conduct outreach programs and promote on social networks.
8. Network and ideate with Bicycle Mayors across the globe.

Who are eligible to apply?

1. Bicycle Mayor is a person who lives Silvassa.
2. The function of a Bicycle Mayor is a voluntary and honorary position.
3. The Bicycle Mayor is an individual, he/ she cannot act in the name of an organization or product or apply with commercial interest.
4. With the submission of the application, the candidate gives BYCS permission to use his/ her name during the campaign for promotional purposes.

Who's BYCS?

BYCS – Formerly known as Cycle Space, is a Dutch organization based in Amsterdam working towards the ambitious goal of a world where 50% of all city trips are by Bicycle by 2030. To realize the dream of 50by30, BYCS initiates and coordinates with various cities and supports the Bicycle Mayor Network. This network is a global initiative to locally represent and accelerate the progress of cycling in cities. The program is dedicated to accelerating the shift from a car-centric to a human-centric city. There are several Bicycle Mayors across the globe; with 30+ Bicycle Mayors in India alone.

To apply, visit <https://airtable.com/shrIZGMN7H549KAPo>

Important dates:

Application deadline: 28th December 2020

Interview: 04th January 2021

Announcement & Felicitation: date to be announced later

A handwritten signature in black ink, appearing to read 'Sharma' with a date '17/12' written below it.

(Dr. Apurva Sharma)
Chief Executive Officer,
Silvassa Smart City Limited.