



SILVASSA SMART CITY LIMITED

(CIN No.: U93090DN2018PLC005538)

1st Floor, Silvassa Municipal Council Building

66 KVA Road, Amli

UT of Dadra & Nagar Haveli and Daman & Diu

Silvassa - 396230

Email: ssclsilvassa@gmail.com

No. SSCL/Sil/C4C/Ambassador/2020/312

Date: 01/11/2020

Application Notice

Silvassa Smart City is one of the 95 cities to have registered for the 'India Cycles4Change Challenge', an initiative of Smart Cities Mission, Ministry of Housing and Urban Affairs, Government of India. The India Programme of the Institute for Transportation and Development Policy (ITDP) is the knowledge partner of the Smart Cities Mission in conducting this challenge and guiding cities through it.

Through this Challenge, the registered cities will implement quick interventions to create a safe and cycling-friendly city. To ensure this transformation, Silvassa Smart City is committed to work with its citizens as it develops and implements the proposals. Community engagement is a key component of the initiative, and Silvassa Smart City seeks your support in making this programme a success.

Silvassa is conducive to cycling, yet only an eager population pedals their way in the city. There is a need to impart awareness and change people's mind-set regarding cycling in the city. Alongside this, there is a need for the city authorities to democratize sustainable urban development at the community level. Thus, a **Bicycle Ambassador** would facilitate a two-way conversation between people and city authorities to address and resolve key challenges in bicycling.

Bicycle Ambassador shall be a cycling enthusiast and a catalyst for transforming Silvassa into a bicycle-friendly city through innovative ideas and actionable solutions. He/ She shall be a community-driven change maker.

Roles and Responsibilities of Bicycle Ambassador:

1. Keep cycling and sustainable mobility high on the agenda in a positive way.
2. Accelerate the adoption of cycling in Silvassa.
3. Share cycling stories via social media, interviews and attending events around cycling. Inspire and motivate people to take up cycling.
4. Reach out to a diverse set of people involved in cycling. Engage with them with ideas and solutions to their challenges.
5. Ideate on solutions and formulate a focused action plan. Categorize into short-term and long-term interventions. Propose a measurable implementation plan for SSCL.
6. Conduct outreach activities by involving people of all ages and social backgrounds.
7. Be proactive and drive cycling initiatives by the Administration of UT of DNH and national bicycling programs/challenges.
8. Network with bicycle ambassadors/ mayors of other cities. Exchange ideas and identify the scope for implementing innovative ideas in the city.
9. Share the dais with the administrative personnel and political leaders in cycling/sports events.

Silvassa

Eligibility Criteria:

1. Resident of Silvassa and age 18+.
2. Cycling enthusiast who has either promoted cycling as an alternative to personal motor vehicles and/or understands the needs for bicycling in Silvassa.
3. Possess social networking skills, leadership and organizational skills.

Benefits to the City:

1. Enables affordable mobility solutions to people.
2. Enables greater access to essential services and economic opportunities in the city.
3. Increases physical and mental health; cleaner air to breathe; a strong and more cohesive community.
4. Reduce road deaths and injuries.
5. Accelerates sustainable development of land and transportation.

Benefits to Bicycle Ambassador:

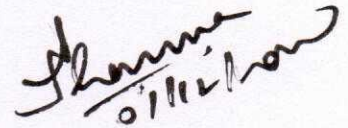
1. Opportunity to interact with city authorities and various other citizen groups and influence the change.
2. Opportunity to devise and lead actionable plan for Cycling in Silvassa.
3. Opportunity to speak at different platforms about Cycling and its benefits.
4. Networking opportunity to brainstorm or exchange ideas with other cities' representatives.
5. Felicitation for earning the honorary position and subsequent media engagement.

Therefore, **The Chief Executive Officer, Silvassa Smart City Limited**, Silvassa invites willingness/consent for being '**Bicycle Ambassador**' for **Silvassa Smart City** through Google Form which link is as follows:-

Link: <https://tinyurl.com/BicycleAmbassadorSilvassa>

Application start date : 01 /12/2020.

Application end date : 15/12/2020.



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