



**SILVASSA SMART CITY LIMITED**  
(CIN No.: U93090DN2018PLC005538)  
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66 KVA Road, Amlī Silvassa - 396230  
UT. of Dadra and Nagar Haveli and Daman & Diu.  
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No. SSCL/Sil/C4C/Ambassador/2020/380

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### **PRESS RELEASE**

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. Work in close association with urban development dept., sports dept., tourism dept. and other government institutions.
2. Devise and/or lead actionable plan (short & long-term) in line with government programs and projects.
3. Drive cycling initiatives of local and national level programs and challenges.
4. Promote bicycling and share stories across social networks.
5. Collaborate with Bicycle Mayor of Silvassa for ideating and implementing innovative ideas in the city.
6. Share platform with administrative personnel and political leaders in events related to cycling.

**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 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 as follows:-

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

Application end date: 22<sup>nd</sup> December, 2020

Date of Interview: 25<sup>th</sup> December, 2020

Announcement & Felicitation: date to be announced later.



**(Dr. Apurva Sharma)**

Chief Executive Officer,  
Silvassa Smart City Limited.