

## PRESS NOTE

The United Nations General Assembly has designated the 31st of October as **World Cities Day** to promote the international community's interest in global urbanization and cooperation among countries in meeting opportunities and addressing challenges of urbanization and contributing to sustainable urban development around the world. **Bengaluru Smart City** in the week starting from 25<sup>th</sup> October to 31<sup>st</sup> October, organized an advocacy campaign about World Cities Day, led by interns appointed under the **TULIP program**. The campaign focused to build a consensus around Sustainable Urbanism. Under this campaign, Bengaluru Smart City Limited introduced the Seven distinct themes of Sustainable Urbanism for Urban Planning and Building Cities to achieve the Sustainable Development Goals. The seven themes are Accessibility, Inclusivity, Sustainability, Resilience, Innovation, Heritage and Equity.

The World Cities week was celebrated with themes related to Sustainable Urbanism and Mobility through project objectives and posters, undertaken by Bengaluru Smart City. The posters were shared on the official social media handles of the organisation, with the intent of informing the public of projects undertaken. The week concluded with a plantation drive followed by a virtual dialog, organized by World Economic Forum in collaboration with Bengaluru Smart city.

The Plantation drive of 100 saplings commenced at 11:00 am along the Raj Bhavan Road as a part of enhancing the green buffer of the city and walkability on the footpath. During the event 50 saplings were planted each on Raj Bhavan Road and Planetarium Road by 100 individuals. The plantation event was inaugurated by Sri Manjunath Prasad, BBMP Commissioner, Bengaluru, in the presence of Hephysiba Rani Korlapati, Managing Director of Bengaluru Smart City.

The whole event was in accordance with the Smart Cities Mission, MoHUA, emphasising on the post-COVID-19 Sustainable Mobility Planning by more focus on the local commute and promoting the use of non-motorized transport.