

## **SURAT SMART CITY PROJECTS**

- 1. Name of the Project:** MySurat Citizen Engagement (Part 1 - Digital Media Agency for Social Media Management)
  - 2. Background:**
  - 3. Vision:**
  - 4. Sector:**
  - 5. Cost and financing:**
  - 6. Brief Description (Technical Details):-** <sup>1</sup>- SMC plans to establish citizen engagement platform promoting citizen partnership in the development of the City. MySurat is a unified platform for citizen engagement in governance, has been conceptualized, as a medium for information dissemination, consultation, exchange ideas/ suggestions, collaboration. The project is expected to gain momentum under the 'Smart Cities' and 'Digital India' initiative from Government of India. The project will also be supplemented by Social Media platforms: Facebook, Twitter, WhatsApp and YouTube riding on the popularity of social media and increased digital penetration.
    - One of the track for active citizen engagement is to have a Digital Media Agency.
    - Scope of Digital Media Agency - The city-wide branding, content creation, content management, content moderation & channel management for all the channels of citizen engagement
  - 7. Speciality:**
  - 8. Implementation Plan:**
    - **Current status:** Work Order Issued. Work execution is in Progress.
  - 9. Impact/ Envisaged Impact of the project:**
  - 10. Photos:**
- Google Map:** NA
- Site photo:**