

**SPEECH OF HON'BLE GOVERNOR ON THE 3RD ANNUAL HORNBILL CYCLE RALLY
FLAG OFF ON 7TH DECEMBER 2014 AT HERITAGE, KOHIMA AT 11.30 AM**

It gives me great pleasure to be present this morning amongst you to flag off this cycle rally which is organised by 'Alaphra Group' in partnership with Department of Tourism, Nagaland. I am told that this cycle rally is organised to spread awareness and draw attention to the importance of environmental issues among the people and promote cycling as a sport. It is an initiative to increase public awareness and a confidence building measure. Spreading messages on hazards of climate change by organizing such programmes can be used as a platform to spread awareness among the people.

When we talk of Global warming we should think of the temperature of our earth. It is going higher and higher due to pollution and fossil fuel burning. We have to reduce it by avoiding the usage of more and more fuel. The promotion of eco-friendly vehicles will tackle the problem of global warming. This is the first step and we are all trying to cycle down and that means we will start trying cycles and other simpler modes of travelling. I am told that last year the **Go Green Initiative** of this awareness rally attracted about 150 participants including the VIPs from our State. Nagaland is a tourist destination and I believe the objective of this rally promotes sports and tourism in the state.

Bicycles are simply the most efficient form of transport. It is often praised for being energy efficient and non-polluting and improves our health and well-being. The amount of energy required to produce a bicycle is tiny compared to many other forms of transport. If enough people switch from polluting transport modes to a bicycle – a zero emission form of transport when in use – there is potential for reduced carbon emissions and improved air quality in our cities. This year's theme "**Bike the Ride-for-Sustainable Environment**" itself speaks the climate ride events to support citizens in the possibility of a green economy, educate the public about the interconnected web of environmental issues related to the climate crisis and raise the profile of green transportation.

Organizing such rally makes the young cyclists in such a way that they can have the same platform and can participate with competitors in their own backyard. I am confident that this Cycle Rally will capture the imagination of our people, in demonstrating the essential oneness of our integrated region. I

see this Cycle Rally as a journey into the future, demonstrating the possibilities that can come about in tourism and people bringing together.

I wish to express my appreciation for all those who have contributed to this Cycle Rally. I am confident that the success of this Rally will prompt a sense of adventure among our cycle enthusiasts and generate interest to make this a regular event. I wish the participants of the Cycle Rally all success.

THANK YOU, JAI HIND