

IIM Raipur's cycle rally gives 'clean city' message

■ Registrations will be open on January 23 online and can be registered through www.iimraipur-marathon-prayaas.com and bookmyshow.com

■ Staff Reporter

RAIPUR, Jan 21

VOLUNTEERS hit the road for a cycle rally to spread the word on Prayaas-IIM Raipur Marathon presented by SAKSHAM-Petroleum Conservation Research Association (PCRA) as a part of promotional event of mass marathon to be held on February 12, leading up to village adoption drive to be taken up by the students of IIM Raipur. IIM Raipur marathon, with its theme of Swachh Bharat aims to bring together citizens and students from across all walks of life to run for raising awareness of clean India.



Large number of school students participating in a cycle rally organised by IIM Raipur on Saturday.

Early Saturday morning, when most of the Raipurians were looking forward to savour their morning coffee or catch up with their weekend sleep, a group of young

crowd hit the city roads to cycle. All for a cause.

The Swachh Bharat cycle rally began with the inaugural function by guest of honor Pramod

Dubey Mayor-Raipur.

Children and adults turned out in large numbers and pledged for a neat and cleaner India.

People pledged to maintain clean streets and also to focus on sanitation and maintaining a hygienic environment. The event successfully spread the message of 'Cleanliness is next to Godliness.

The event ended with refreshments and photo sessions with the cheerful volunteers and budding artists. Additionally the event saw live bites on radio by our radio partners 94.3 hosted by RJ Animesh spreading the news across the city and encouraging the entire city to join on 12 February 2017 to run for a cause, to run for clean city.

Registrations will be open on January 23 online and can be registered through www.iimraipur-marathon-prayaas.com and bookmyshow.com and offline registrations will start on January 26 in the prime malls of the city.