

IIM-R Cycle Rally today

■ Staff Reporter

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IIM Raipur is organising a cycle rally on January 21, 2017, as a promotional event for 'Prayaas'-the IIM Raipur Marathon to be held on the

February 12. The rally is a part of the series of activities being conducted to promote the cause of 'Swacch Bharat' - the central theme of the Marathon. The event, which will start at 7.30 am is expected to witness participation from more than 50 cyclists that will include school and college students as well as different cycling clubs in Raipur. The rally will take place along Canal linking road and is expected to go on for around 2 hours.

This rally is a vital part of a series of events like Nukkad Natak,



wall painting, human chain and old age home visits that are all focused on spreading the idea of 'Swacchta' and leading up to the finale - the Marathon. Another vital aspect of the marathon is adoption of a village for bringing about behavioral and attitudinal changes in the minds of the people.

It is expected that this effort taken by the students of IIM Raipur will go a long way in supporting the cause and inculcating the ideas of cleanliness in the minds of the people.