

Awareness rally started for February 12 Marathon

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 12 February 2017, 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.

Early Saturday morning on January '21st, 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. He gave a start by spreading message of sanitation and cleanliness and supported our ongoing efforts to mobilise and edu-



cate urban youth about making the right lifestyle choices that do not expose them to diseases.

In all we received excellent response of about 150 people participating in the rally spread across 5km lane starting at marine drive. 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.' With citizens of the city now becoming active participants in cleanliness activities across the nation, the dream of a 'Clean India' once seen by Mahatma Gandhi has begun to take shape.