

News monitored for: Royal Enfield

UNESCO, bike company flag off Great Himalayan Exploration ride

ASIAN NEWS INTERNATIONAL

KOLKATA, 25 SEPTEMBER

UNESCO (United Nations Educational, Scientific and Cultural Organisation) and Royal Enfield, the world's oldest motorcycle brand in continuous production since 1901, flagged off 'The Great Himalayan Exploration' ride from the iconic Victoria Memorial in Kolkata on Saturday.

The unique partnership aims to contribute to the documentation, preservation and promotion of the Intangible Cultural Heritage of India,

an official statement read.

The ceremonial flag-off was led by Firhad Hakim, Mayor of Kolkata and Eric Falt, Director and UNESCO Representative to Bhutan, India, the Maldives and Sri Lanka, Major General Sandeep Singh Kahlon, Vishist Seva Medal, General Officer Commanding Bengal Sub Area and Bidisha Dey, Executive Director, Eicher Group Foundation, the CSR arm of Royal Enfield.

"India possesses a multitude of undiscovered cultural heritage practices that are passed down from generation

to generation. With our partnership with Royal Enfield we want to contribute to the collective knowledge and to the efforts of the Government of India to inventory all these Intangible Cultural Heritage practices," said Eric Falt, at the flag-off ceremony.

"As part of our social mission, Royal Enfield aims to partner with 100 Himalayan communities to build resilience and drive long-lasting change. We also intend to catalyse a global movement of 1 million riders who can actively partner with us in our endeavour," said Bidisha Dey.