

For Immediate Release

## RBL Bank distributes 120 bicycles and school-kits to underprivileged girls in Siliguri

- In an endeavor towards women empowerment in India, RBL Bank supports the cause of girl child education, under its CSR initiative UMEED 1000
  - Over 1,000 bicycles and school-kits being donated across different cities in India

**Siliguri, March 24, 2023:** To uphold women empowerment in India, RBL Bank, under its CSR initiative - UMEED 1000, has donated 120 bicycles to the underprivileged girl children in Siliguri. The Bank held the donation drive in the presence of **Shri. Ajit Ranjan Bardhan, IAS – Additional Chief Secretary, North Bengal Development Department, Government of West Bengal**, **Shri. Akhilesh Kumar Chaturvedi, IPS – Commissioner of Police, Siliguri Metropolitan Police**, **Mr. Surajit Neogi – State Head, West Bengal Project Office ActionAid** and senior representatives from RBL Bank. The girls showed high enthusiasm as they assembled at Ram Krishna Samity to receive the bicycles. The beneficiaries were identified by the Bank with the support of the District Magistrate of Darjeeling, District Magistrate of Jalpaiguri, District Magistrate of Alipurduar and ActionAid India.

One of the major reasons for children dropping out of School is distance. This initiative will provide the much-needed means of transport to increase access to education. The bicycles will help the girl-children go to school in a way that is both energy-efficient and environmentally sustainable. The Bank is distributing over 1000 bicycles and school-kits across India, including Siliguri, Hyderabad, Raipur, Chennai, Kolhapur, Guwahati, Kolkata, and Goa.

Commenting on the initiative, **R Subramaniakumar, Managing Director and CEO, RBL Bank**, said, “True to our mission of ‘Community as the Cause’, we stand fully committed to help the marginalized communities with our unique CSR outreach programmes. The world over, education is the key to unlocking a brighter future for girls. By facilitating access to education, we can break down barriers that prevent young girls from achieving their dreams.”