

For Immediate Release

## **RBL Bank donates 200 bicycles to girl students in Goa under its CSR Initiative UMEED**

~ Over 4,800 bicycles and school kits distributed across India since 2023 ~  
~ 1,800+ bicycles and school kits to be distributed across cities in India in 2025 ~

**Goa, January 15, 2025:** RBL Bank, one of India's leading private sector banks, through its CSR initiative – UMEED, has distributed a total of 4,835 bicycles since 2023. Today, the Bank reinforced its dedication to supporting girl child education by distributing 200 bicycles to underprivileged girls in Goa.

The initiative addresses one of the significant challenges of school dropouts among the girl students, the long distance between their homes and educational institutions.

The bicycle donation drive was held at Ravindra Bhavan, Sanquelim Desai Nagar, Harvale, Goa in the presence of **Dr. Pramod Sawant, Hon'ble Chief Minister, Government of Goa, Shri Shailesh Zingde - Director Of Education, Shri Vijay B. Saxena - Director (DPSE)/ Jt. CEO, Goa CSR Authority**, and senior dignitaries from RBL Bank.

The UMEED initiative aims to offer a practical and sustainable solution by providing underprivileged girls with access to reliable transportation. These bicycles will empower them to commute to school efficiently while promoting an energy-conscious and environmentally friendly approach. This year, RBL Bank aims to distribute over 1,800 bicycles and school kits across India, reinforcing its commitment to supporting education and empowering young minds.

**R. Subramaniakumar, MD & CEO, RBL Bank** said, "At RBL Bank, we believe that education is the cornerstone of a bright future. Through our CSR initiative, UMEED, we strive to address critical barriers that prevent children from accessing quality education. By providing bicycles and school kits, we aim to empower young girls to overcome obstacles and pursue their dreams. This initiative underscores our unwavering commitment to creating a more inclusive and equitable society, where every child has the opportunity to learn, grow and thrive."

RBL Bank's UMEED initiative has been a beacon of hope for marginalised communities across the country. With a focus on enabling education and fostering opportunities, the Bank continues to lead impactful outreach programmes that bring meaningful change. The distribution of bicycles and school kits is yet another step toward building a brighter, more sustainable future for India's youth.