



Cyclists on a mission to raise Rs. 50 lacs for girl child education on Fueladream.com

Riding from Kanyakumari to Khardungla on Bamboo bikes

Bangalore, 21st July 2016: Sumeet Paringe (26) and Prisiliya Madan (22), cycling enthusiasts from Mumbai, are on a mission to raise funds for girl child education. Extremely passionate about the subject, the two young cyclists have taken up a challenge to raise over 50L INR by spreading awareness about girl child education through their cycling expedition on a crowdfunding platform, Fueladream. The '**Cyclists for Change**' flagged off their journey on their bamboo bike, on July 14th from Kanyakumari and are expected to travel 11 states in the next 70 days.

"Education is the key to empower women and girls, which helps bring about social equality. When you educate a girl, you educate a family", says Sumeet Paringe as he starts this journey. Prisiliya who has always been encouraged by her parents to live her dreams has just completed her Masters in Computer Science and believes that every girl should be given the opportunity to pursue education.

Mr. Ranganath Thota, Founder and CEO Fueladream.com said, *"This is a very special initiative on multiple counts! One, Sumeet & Prisiliya riding across the length of this country. Two, they are riding on an eco-friendly innovation from Godrej – Bamboo bikes. Three, they're raising funds for girl child education, which is a pressing need in this country. And lastly, the crowdfunding campaign is off to a rousing start - 9L INR has already been collected out of the 50L INR goal!"*

The ride is rather unique given that the cyclists are travelling on bamboo bikes specially designed and manufactured for them by Godrej. This is the first time in India that any cyclist will ride this route and distance on a Bamboo bikes. Committed to girl empowerment through education and skilling, Godrej brought on board IIMPACT, a registered Non-Government Organisation (NGO) and crowd funding platform Fuel a Dream to support this cause. Individuals can contribute towards girl education by visiting the Fuel a Dream website, which has already raised approximately 6L INR even before the journey began!

The team looks forward to supporting the education of 1500 girls at the minimum, which is the objective of this initiative.

You can read the full story here - <https://www.fueladream.com/home/campaign/275>

About FuelADream.com

FuelADream is a crowd funding marketplace for people & organizations that aim to raise funds for creative ideas, causes, charities etc. Founded in Mid-2015 and based in Bangalore, the start-up aims to impact 2.2 billion people in India, Africa & S.E Asia. Fuel A Dream has raised \$ 250,000 in an initial round of funding over the last 8 months from a clutch of individual investors from the corporate world.

Fueladream.com is the brainchild of Ranganath Thota. His team is focused on transforming how people raise and contribute money for ideas, social causes and other activities. **FuelADream.com**



connects the campaign owners (people who want to raise money) to funders in a very productive and engaging way.

About Godrej & Boyce

Godrej & Boyce, the holding company of the Godrej group operating across 14 diverse businesses, began its journey in 1897. The company started with the manufacturing of high quality locks and continues with its outstanding engineering capabilities across diverse categories – from consumer goods and furniture, precision manufacturing and aerospace, infrastructure development, and industrial logistics to real estate and power distribution. Headquartered in Mumbai, Godrej & Boyce specializes in appliances, furniture & interiors, security solutions, locking solutions, AV solutions, vending, material handling, industrial logistics, aerospace, nuclear power, defense, precision tools, process equipment, power infrastructure, real estate, green building consulting. Godrej is one of India's most trusted brands serving over 1.1bn customers worldwide, every day.

About IIMPACT

IIMPACT is a registered Non-Government Organisation (NGO) committed to educating and thereby empowering the rural girl child between the ages of 6 & 14 years in an attempt to reduce the levels of illiteracy prevailing in India.

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