

For Immediate Release

## **RBL Bank distributes 250 bicycles to girl students in New Delhi under its CSR Initiative UMEED**

~ Over 1,800 bicycles and school kits to be distributed across cities in India ~

**New Delhi, December 10, 2024:** RBL Bank, one of India's leading private sector banks, under its CSR initiative – UMEED – today reaffirmed its commitment to supporting girl child education by distributing 250 bicycles to underprivileged girls in New Delhi.

The initiative addresses one of the significant challenges of school dropouts among the girl students — the long distance between their home and school.

The bicycle donation drive was held at the MCD School Ground, RK Puram, New Delhi in the presence of prominent officials of the Municipal Corporation of Delhi (MCD), including **Ashwani Kumar, Commissioner** and senior officials from RBL Bank. The event witnessed high enthusiasm from the girls.

Other MCD dignitaries included **Shri. Amit Kumar Sharma, Addl. Commissioner, Education, MCD; Shri. Veer Singh Yadav, Additional Commissioner - Finance; Shri. Mohit Bansal, Director - Education Department; Shri. Shyam Sundar, DCA - Finance, MCD HQ; Smt. Seema Sharma, Additional Director, Education; Smt. Sujata Malik, Additional Director, Education; Shri. Muktmay Mandal, Additional Director, Education; Shri. Naveen Kumar, Assistant Deputy Commissioner, Education; and Smt. Manju Khatri, Deputy Director – Physical Education.**

The UMEED initiative seeks to provide a practical and sustainable solution by ensuring underprivileged girls have access to reliable transport. The bicycles will enable them to travel to school in an energy-efficient and environmentally friendly way. Earlier this year, RBL Bank successfully distributed 2,000 bicycles and school kits across India, benefiting students in cities like Patiala, Jaipur, Nagpur and Guwahati.

**Speaking on the occasion, 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 commitment to creating a more inclusive and equitable society, where every child has the opportunity to learn, grow and thrive."

With a focus on enabling education and fostering opportunities, RBL 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.

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