

Press Release

IIM Jammu organizes Bicycle Rally on the eve of “World Bicycle Day.”

03rd June 2023 Saturday Jammu: Indian Institute of Management (IIM) Jammu organized a bicycle rally to commemorate World Bicycle Day on 03rd June 2023. The faculty, staff, and students assembled in large nos. and actively participated in a cycling rally organized by the Institute. The event was organized as per the mandate of the Ministry of Education and the Ministry of Health and Family Welfare, Government of India, and the event aims to foster a vibrant community, promote a healthier lifestyle, and protect our environment.

Prof. B. S. Sahay, Director, IIM Jammu reiterated that physical, and mental fitness and well-being are essential for every citizen to lead a quality life. IIM Jammu has always encouraged the cycling culture among the faculty, staff, and students to create a wellness environment at the institute by giving equal importance to health and fitness through the regular practice of sports, cycling, and yoga. He mentioned that “World Bicycle Day” sheds light on the advantages of bicycles and aims at making people more active through cycling.

Prof. Jabir Ali, Dean Academics, IIM Jammu stated that the use of bicycles needs to be increased, for optimum health and wellness. He further added that riding a bicycle is not only beneficial to our health but also saves the environment, it cuts down on the usage of motorcars, which in turn minimizes the use of petrol/diesel and hence saves nature. Promoting cycling culture in our country with a large population like ours will promote fitness and environmental protection.

Through the observance of World Bicycle Day at IIM Jammu, the community of IIM Jammu gave an active call to make a resolution to include physical activity daily in their routine lives. The cycling rally organized also envisaged to enhance the spirit of brotherhood and nationalism, to popularize the usage of cycles to solve the dual issues of global warming and unhealthy lifestyle. The cycling rally organized by the IIM Jammu fraternity ended on a positive note followed by refreshments. The entire event was coordinated by the Student Affairs office.

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Glimpses from the bicycle rally organized on the eve of World Bicycle Day at IIM Jammu





