

A Report on Kick Start and Promotion of R4H, Ride for Huminity# India at L. D.

College of Engineering Ahmedabad on 12th October 2018.

On 7th of October L D College of Engineering had announced for active participation and support for the initiative started by BhushanGogad, a Mumbai based artist and trainer for music named as R4H, Ride for Humanity#India. As always L D College of Engineering was the first entity to support this noble cause for humanity.





Talking about the initiative Mr. Bhushan had explained the necessity, requirement and problems associated with transportsations associated in today's busy and competitive world to the students of LD College of Engineering. Afterwards students volunteers of NSS, Staff of LDCE had given as kick start to the initiative by stacking the sample R4H stickers on their bikes/two wheelers. Respected Principal LDCE Prof.Dr. G. P. Vadodaria, Prof.Dr. C. S. Sanghvi, Prof. K. G. Vaghela, LDCE Alumni Jatin Patel k-cad centre were among the active supporters during the event.



Later on the same day during the LAA GarbaMahotsav, Principal LDCE had announced and appealed all the LDCE Students, Staff and Alumni to participate actively in the event and give support to the noble cause. He also the R4H has 4(For) in the initiative let us take 4 as Four and pass the message to at least 4 different persons around us.



At the promotional event Bhushan made familiar about the by initiative by a nice introductory speech, he explain in his own words that, "Dear friends, travelling is a necessity in today's life and it has becoming costlier and time consuming day by day. But will it not be good if you travel sometimes without incurring any expenses?

I have started a campaign called *Ride for Humanity(R4H) where a biker can give lift to someone on the same route. It's a very simple help by a citizen to a fellow citizen. It's not going to cost us anything extra but will be a great help to society, to humanity. It will also help reduce traffic on roads. What you need to do is if u have a bike, you need to put a R4H sticker on your bike. If u are a passenger, you can ask lift from such bikers.

Well, there are certain guidelines to keep it safer. Avoid giving lift to, 1. From males to unknown females, 2. Very old senior citizens, 3. Suspicious person, 4. On lonely roads, 5. At late night. Once u drop the passenger, he may say Thank-you but you have to reply with 'Jay Hind'. That's because it's for national integration. Friends,

around 1000 bikers already started with this campaign in Mumbai and I will urge to all of Indians to be a part of this noble cause. Visit the Facebook page for more details-

[https://m.facebook.com/Ride4Humanity/?ref=bookmarks"](https://m.facebook.com/Ride4Humanity/?ref=bookmarks)



The initiative was promoted during Navratri Mahotsav, a festival dedicated towards MaaAmma, Prof. K. G. Vaghela added conveying that "Starting point of any worship is oblaizingnatute, and by joining R4H we are actually promoting our worship towards MaaAmma".



All the alumnis and students had welcomed the initiative with warmth as a service towards mankind. A group of students had a round sharing their bikes for rides provided the best demonstration to the *khaleya* during Navratri event on 12th Oct., 2018 at LDCE Cricket Ground.



IPS Officer DCP Akshay Raj Makwana had also appreciated the initiative with positivity and promised to spread among traffic police department also.



Stickers were being provided at the pass counters of the Navratri Event, and later after the event same be obtain from NSS Center, LDCE.



This initiative of Ride 4 humanity was given wide coverage in the print media mainly by Ahmedabad Mirror, Rajasthan Patrika and Divya Bhaskar