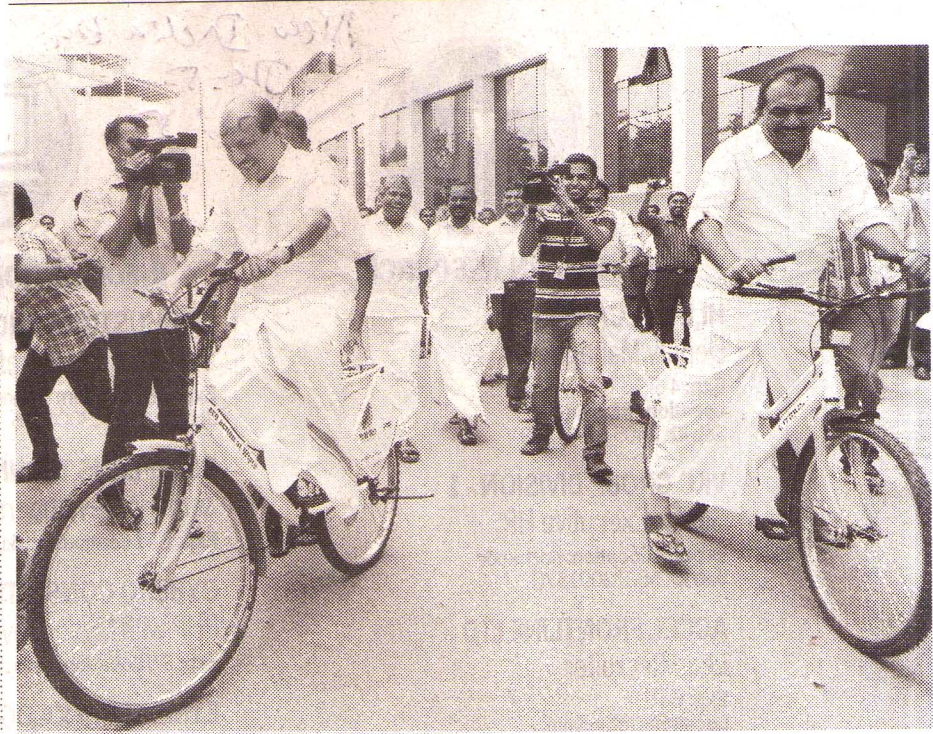


kochi, June 5 2013



Industry and IT Minister P K Kunhalikutty inaugurating the bicycle club set up in Kochi Infopark on Tuesday. Benny Behanan MLA joins him for a ride | K RAJESH KUMAR

Techies Cycle for a Good Cause

Express News Service

Kochi: In the backdrop of 'World Environmental Day', Infopark techies lead the cause for an eco-friendly life in the city. To reduce the use of cars and bikes for short distance travel, 50 brand new bicycles hit the Kakkanad Infopark road on Tuesday.

Industry and IT Minister P K Kunhalikutty inaugurated the initiative.

As to set the tone of personal involvement in the campaign, the Minister him-

self pedalled a few rounds with the cycle, inaugurating the initiative. "It's a good sign that the bright young minds are leading these campaigns. We need such innovative ideas to save nature," said the minister.

Infopark CEO Gigo Joseph said that the objective is to endorse cycling among techies and promote a green campus by reducing fuel consumption as well. "I wish all colleges and schools would implement such a system," he said.

The cycles are sponsored

by companies including Wipro, Fragomen, Litmus7, Calpine Solutions, UVJ Technologies and HDFC Bank.

Bicycle club memberships is absolutely free. The members will be charged ₹2 for an hour and this service is available around the clock. The club is fully automated and managed via SMS.

Techies wholeheartedly supported the initiative. "It's all about an eco-friendly, emission less and healthy life," said Manoj Ragunathan, a Wipro employee.