



INDO BANGLADESH FRIENDSHIP MOTORING DRIVE 2020  
M O I T R I



Press Release

## **'MOITRI' - The First Ever Indo-Bangladesh Friendship Motoring Drive 2020 To Commemorate The Birth Centenary Of Bangabandhu Sheikh Mujibur Rahman Flagged Off Ceremonially**

**- Aimed At Promoting Road Safety, Strengthening Bilateral Ties and Conservation, The Route Will Cover Extensive Stretches Of Bangladesh Finally Concluding At Siliguri -**

**Kolkata, 28<sup>th</sup> February, 2020:** The ceremonial flagging off of 'MOITRI' - the first ever Indo-Bangladesh Friendship Motoring Drive 2020 took place amid huge enthusiasm at Calcutta Club today. Present on the occasion were **Mr Md Mofakkharul Iqbal**, First Secretary (Press), Bangladesh Deputy High Commission- Kolkata, **Ms Rachana Banerjee**, Renowned Actress, **Ms Simran Virk**, Secretary General, Federation of Indian Automobile Associations (FIAA) and **Mr Milon Mukherjee**, Chairman, Automobile Association of Eastern India (AAEI) among others. A yellow taxi, befittingly decked up for the occasion with pictures of the stalwarts from both nations, will lead the drive in India.

The Rally with 21 cars will proceed to Bangladesh via Benapole border on 1st March, 2020 and end at Siliguri on 7th March, 2020 covering about 2000 Kms and touching Jessore-Dhaka-Comilla-Chitragong-Coxbazaar-Mymensingh and Rangpur en-route. The formal Flag off will take place in Bongaon on the morning of 1<sup>st</sup> March. On 2<sup>nd</sup> March the entire team will pay homage to Bangabandhu Sheikh Mujibur Rahman at Bangabandhu Memorial Museum in Dhanmondi. A joint cultural function has been planned in Dhaka and Chittagong as a part of this initiative.

"In our efforts towards advocacy of 'Safe, Clean, Fair and Green Mobility for all', we are proud to flag off 'Moitri', the first ever cross - country Motor Car Rally involving Bangladesh and India. The focal objective of 'Moitri' is to spread the Golden Rules of road safety amongst the masses of the two nations in commemoration to the birth centenary of revered and the great leader, Bangabandhu Sheikh Mujibur Rahman", said **Mr Milon Mukherjee, Chairman, Automobile Association of Eastern India (AAEI)**.

The rally falls in tune with the FIA's Action for Road Safety. FIA has been campaigning worldwide to create safe roads through various road safety measures. It is pertinent to note that 3500 lives including lives of 500 children are lost everyday throughout the world in road accidents. The major causes of road accidents are behavioural aspects that include negligence of road stakeholders and lack of proper knowledge on traffic safety rules and regulations. For past many years AAEI, as a part of its advocacy campaign for safer roads, has been adopting various Road Safety measures, in tune with the 'FIA Action for Road Safety' guidelines.

"The rally will also highlight that political border between the two Bengals can never erase the myth "Rice and Fish makes a Bengali". The songs and literature are filled with what we share in common. Rivers and paddy fields are at the heart of our culture. Over the centuries both the 'Bengals' have innovated, assimilated and developed a rich culinary heritage. Our songs, Rabindra sangeet, Nazrul geeti, Baul, Bhatiali, Bhawaia, Jatragaan, Kobigaan to nowadays various Bengali Bands are part of our everyday life. Bengalis from both sides of the border in various fields gratify us with their unique contributions. These similarities always stir our emotion and memory. This rally aims to strengthen the



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friendship and brotherliness between the two Bengals” said **Mr Madan Mitra, Chairman, Automobile Association of Eastern India (AAEI).**

**Environ**, a popular English wildlife magazine, has come up with innovative car stickers focusing on tiger conservation that will be put on each car. This initiative is to generate awareness among the people about tiger conservation, as Sundarbans, the largest mangrove forest of the world, lies in both the countries.

#### **About Automobile Association of Eastern India (AAEI)**

Automobile Association of Eastern India (AAEI), established 1904 is one of the oldest motoring clubs of the world - being even senior to the Automobile Association of Great Britain. It is affiliated as a constituent member to the Federation of Indian Automobile Associations (FIAA), the national forum for all Automobile Associations in India and Federation of Internationale de l'Automobile (FIA), the international body for all federations of automobile associations and motor sports clubs in over 145 countries around the world.

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