



BCC&i
AIDING BUSINESS
SINCE 1833

present



4th Edition of PEDAL THROUGH HERITAGE

An unforgettable Cycle Tour through the East Kolkata Wetlands, Celebrating the World Bicycle Day and World Environment Day



Date: 7th June 2025



Time: 7:00 a.m. onwards



**Starting from
New Town Business Club
to East Kolkata Wetlands**



A GLIMPSE BACK: 3RD EDITION SUCCESS STORY – 22ND JUNE 2024

Organized by the **Heritage Committee** of The Bengal Chamber of Commerce and Industry (BCC&I), the **3rd edition of Pedal Through Heritage** was held on Saturday, **22nd June 2024** to mark **World Bicycle Day** and **World Environment Day**.

FLAG-OFF DIGNITARIES:

- **Smt. Tripti Sah, IFS**, Chief Environment Officer, Govt. of West Bengal
- **Ms. Sukanya Bose, Director**, BCC&I

CONVENOR'S MESSAGE:

"A sustainable transportation system that includes and celebrates cycling is essential. It supports environmental conservation while promoting physical well-being."

– **Mr. G. M. Kapur, Chairperson
Heritage Committee, BCC&I**

EVENT HIGHLIGHTS

- **70+** Participants across sectors
- **Scenic route:** New Town → Chacker Bherry → East Kolkata Wetlands
- **Wetlands awareness** discussions
- Community participation in **heritage and sustainability** themes

CORE OBJECTIVES

- Promote cycling as a **sustainable transport** mode
- **Raise awareness** of air pollution and climate action
- Showcase the **cultural and ecological value** of wetlands
- Create a platform for **corporate & civic engagement**



OUR ESTEEMED SUPPORTERS (2024)

Presented by:

- Department of Environment, Government of West Bengal

Supported by:

- East Kolkata Wetlands Management Authority (EKWMA)
- New Town Kolkata Development Authority (NKDA)

Corporate & Community Partners:

- Swach Environment Pvt. Ltd.
- San Global Scientific OPC Pvt. Ltd.
- Tax Connect Advisory Services LLP
- Uniroy Bikes, United Group
- Chowman Hospitality Ltd.
- 2WheelsKolkata
- Cyclology
- Fast&Up (Energy Partner)



LET'S PARTNER FOR THE 4TH EDITION – JUNE 2025



We invite **corporate sponsors, government institutions, academic bodies** and **cycling communities** to collaborate with us for the **4th Edition of Pedal Through Heritage**.

SPONSORSHIP CATEGORIES:

- Event Supporter
- Sustainability Partner
- Cycling Partner
- Wellness & Energy Partner
- Hydration Partner
- Hospitality Partner

BENEFITS:

- ✓ **CSR/ESG** alignment
- ✓ **High brand** visibility
- ✓ **Media** coverage & **recognition**
- ✓ **Direct stakeholder** engagement
- ✓ **Networking** with changemakers



GET IN TOUCH

Join us in creating a greener, healthier, and culturally vibrant Kolkata.



CONTACT FOR SPONSORSHIP/ DELEGATE REGISTRATION

Ms. Sukanya Bose

📞 M: 98302 96033

✉ E: sukanya@bengalchamber.com

Ms. Sinchita Sen

📞 M: 62910 49699

✉ E: sinchita@bengalchamber.com

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ORGANIZED BY:

The Heritage Committee of The Bengal of Chamber of Commerce & Industry