



3rd Edition of PHDCCI WOMEN CAR RALLY 2023

Delhi ---- Jim Corbett ---- Dehradun

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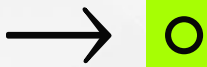
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About Women Car Rally 2023

About

- PHDCCI Women Car TSD Rally 2023, a one of its kind national level motorsports event, in its 3rd edition, holds compliance with the Federation of Motor Sports Clubs of India (FMSCI).
- Rally will run in Time/Speed/ Distance (TSD) format.
- All traffic and rally rules will be strictly followed through out the rally including the speed limit.
- Team get positive / negative points on completion / non-completion of the rally nearest to the actual time required to complete the rally.

Overview



@phdcci1905



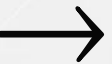
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Objective

- To spread awareness on Eco Friendly Drive
- To boost participation of Women in Motorsports
- To inspire and empower other women
- To aid the cause of Women empowerment
- To Promote gender equality
- To promote Green Wheel



Category



NOVICE

Freshers who have prior experience to participate in rally



PRO

Experienced



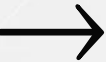
TEAM

Participating in a rally for the first time



CORPORATES

Participants from corporate to represent their respective organization



Details

FORMAT

Time, Speed &
Distance

TSD



GROUP

DRIVE

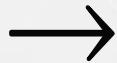
ROUTE

Delhi - Jim Corbet
- Dehradun



COMMUNITY

NETWROKING



Why is this day important?



**500 Plus
Participant**



**200 plus
Vechile**



3 Day Event



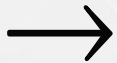
**Media
Coverage**



Print Ads



**Radio
Engagement**



Why is this day important?



**10K plus
Mailer**



**Digital
Integration**



**Unparalleled Branding
Opportunity**



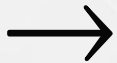
**Showcase
Brand**



**Engagement
Opportunity**



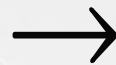
**Memorable
Experience**

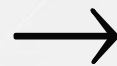




Glimpse

Compliance with the Fédération Internationale del'Automobile (FIA) and The Federation of Motor Sports Clubs of India (FMSCI).







Last Year





Media Coverage



Women from all over the country participated in the rally. Many prominent news channels covered Women Car Rally 2018 in their Sports and/or Lifestyle News.



Past Coverages

<https://www.youtube.com/watch?v=fGnzh4UQJsw> - NDTV 24X7 Coverage

<https://www.youtube.com/watch?v=FnpvL17P0I4> – NewsX coverage with Khurafati Nitin

<https://www.youtube.com/watch?v=VWzd7ZxuN6Q> – AajTak Coverage

<https://www.youtube.com/watch?v=D0pmEZQsTmQ> <https://www.youtube.com/watch?v=nP6QwnmfqM0> –

PHD Chamber <https://www.youtube.com/watch?v=wQwHg8S1pGU> – Delhi to Rishikesh Rally

<https://www.youtube.com/watch?v=FqAePcjW5Q> – AajTak Coverage

...wanted to be a part of it. Because I found the work

...and decided to take it further in life.

THE WOMEN'S CAR RALLY WAS AIMED AT CREATING AWARENESS ABOUT ISSUES SUCH AS WOMEN'S SAFETY AND BREAST CANCER



Paralympian Deepa Malik was present at the ceremonial flag off



Women take the wheels for spreading awareness

The route covered lightly treaded terrain with breathtaking views of Aravalli and Bhargava Fort, among others



Maina Arora

This was the first time that 10 lady officers from the Indian Air Force participated in a motor sports event," says Squadron Leader Pratima Verma, of the Indian Air Force, who has been ranked second in the team trophy category of the recent Women's Car Rally, organised by Sports & Youth Affairs Committee of PIED Cluster of Commerce and Industry. The

Madhulika Rawat, wife of Army Chief General Bipin Rawat, along with Kathak guru Padma Sri Gauri Shivara Narayan and Paralympian Deepa Malik. An ecstatic Verma, after winning the second spot, said, "We are challenging the antiquated notion that women can't drive," she adds. Based on the theme "Wheeling the women to power", the event invited 100 women from all walks of life.

Neena Anrol, whose team ranked fourth, says, "One must have good skills for controlling the wheel on rough road, sand dunes, and at times, off-roads." Major K. Bhaskara from Team Army Adventure, with members from Assam, Meghalaya, Punjab, and Utt. Pradesh, that ranked first on the scoreboard, says, "This was my first time in a women's car rally, and the experience was very good." The two-day journey

A picture is worth a thousand words

First Lady...

The love for Indian folklore inspired Bhagat to take up writing

Print Coverage



DIRT TRACKING IN JAIPUR: Umesh (third from left), Raj Singh, Yogesh and Sunil

It's a burn-off on the circuit

In Jaipur to promote rallying, Umesh Raheja and Sunil Dutt speak to *After Hrs* about the recovery of motorsports in India, after two decades of decline

Aman Kapoor

"It's not just entertainment, it's a sport." Thus did rally driver Umesh Raheja describe the Motorsport scene in India. But he seems miffed over the decrease of interest in Motor-

the last three years have seen growth in the Indian rally scenario, with automobile players coming forward.

Also one of the organisers for a women's car rally between Delhi and Jaipur, Raheja, who was in town on Wednesday, spoke to *After Hrs* about the ups and downs of the Indian rally circuit, saying, "Rallying is a sport which is not gender-biased. In fact, we are witnessing an increase in woman rally drivers nowadays."

With him was Sunil Dutt, another rally driver from Delhi. And, though both of them happen to be businessmen by

Women behind wheels, again

They believe in promoting motorsport, especially amongst women. Also catering to social causes every year, i-Sports have come up with the fourth edition of the annual Women's Car Rally To Be flagged off from Delhi on September 24, the rally will head for Jaipur via Sariska.

After an overnight stay in Jaipur, the participants, along with their teams, will head back to Delhi the next day. "We will be supporting causes like Save Tigers and Women's Empowerment, by travelling to remote areas," said Umesh Raheja of i-



कार रैली के जरिए ब्रेस्ट कैंसर अवैयरनेस

IndiDaily

महिलाओं के बीच ब्रेस्ट कैंसर के प्रति जागरूकता बढ़ाने के लिए एक कार रैली का शुभारंभ दिल्ली में हुआ है। इस रैली में महिलाओं के बीच ब्रेस्ट कैंसर के प्रति जागरूकता बढ़ाने के लिए एक कार रैली का शुभारंभ दिल्ली में हुआ है। इस रैली में महिलाओं के बीच ब्रेस्ट कैंसर के प्रति जागरूकता बढ़ाने के लिए एक कार रैली का शुभारंभ दिल्ली में हुआ है।

दिल्ली से निकली गाड़ी जयपुर चली

दिल्ली से निकली गाड़ी जयपुर चली



Calling women who drive

By Vinod Rajput

Section for Breast Cancer patients announced a car rally to support this medical cause on March 15 at Sariska. The rally, which will depart on April 1 from DLF Phase 1 to spread awareness about breast cancer.

As per FICP doctors, women are the victims of large size tumours of precancerous nature that defect the safety in the initial stages. Breast cancer patients generally do not share with family members and seek medical treatment due to lack of awareness. Even infections persist among urban patients too. Patients think that once they tell others their social life

will be destroyed," said Dr. Binodh Sarawa. Jaipur will be the major stop over of the rally, which will pass through the sector road to Bani Park, The Mobile (Charan) and other villages before reaching back to the capital.

"This rally consists of about 50-60 professional drivers and enthusiasts who will take the highway rally participants will also stop at the events that will be organised in villages. Making these women aware about breast cancer prevention is also another aim," says Vinod Rajput, an organizer of the rally.

Any lady with a car can join this rally. Enthusiasts say that the rally will be a fun-filled and noble journey.



GOOD SAMARITANS



WOMEN CAUSE: A woman's car rally to spread awareness on breast cancer prevention and protection of tigers arrived in Jaipur from Delhi on Friday

कार रैली से दोगे बर्बाद कड़ी घवाने का संदेश

जयपुर, 1 फरवरी (आईएनए)। एक महिला ने ब्रेस्ट कैंसर के प्रति जागरूकता बढ़ाने के लिए एक कार रैली का शुभारंभ दिल्ली में हुआ है। इस रैली में महिलाओं के बीच ब्रेस्ट कैंसर के प्रति जागरूकता बढ़ाने के लिए एक कार रैली का शुभारंभ दिल्ली में हुआ है। इस रैली में महिलाओं के बीच ब्रेस्ट कैंसर के प्रति जागरूकता बढ़ाने के लिए एक कार रैली का शुभारंभ दिल्ली में हुआ है।

→ Coverage



कार रैली के जरिए ब्रैस्ट कैंसर अवैयरनेस

Rediff.com

ब्रैस्ट कैंसर के प्रति जागरूकता बढ़ाने के लिए, कई दिनों से चल रही है 'गुड सैमरिटान्स' की कार रैली। इस रैली में दिल्ली से निकलने वाली कारें हर 100 किलोमीटर पर एक दिन के लिए रुकती हैं और वहाँ पर जाकर ब्रैस्ट कैंसर के प्रति जागरूकता बढ़ाने के लिए कार्यक्रम आयोजित किए जाते हैं।

गुड सैमरिटान्स कार रैली का उद्देश्य ब्रैस्ट कैंसर के प्रति जागरूकता बढ़ाना है। इस रैली में दिल्ली से निकलने वाली कारें हर 100 किलोमीटर पर एक दिन के लिए रुकती हैं और वहाँ पर जाकर ब्रैस्ट कैंसर के प्रति जागरूकता बढ़ाने के लिए कार्यक्रम आयोजित किए जाते हैं।



GOOD SAMARITANS



WOMEN'S CAUSE: A woman's car rally to spread awareness on breast cancer prevention and protection of eggs arrived in Jaipur from Delhi on Friday.

Calling women who drive

By Vinod Rajput

Parties for Breast Cancer: Perceptions suggested a car rally to support this terminal illness, on March 15 at Jaipur. The rally, which will depart on April 1 from DLP Phase aims to spread awareness about breast cancer.

As per PNH doctors, women are the pillar of large are unaware of preventive measures that deter the cancer in the initial stages. "Breast cancer patients generally do not share with family members and are seek medical treatment due to lack of awareness. Even infections prevail among urban patients too. Patients think that once they tell others their social life

will be destroyed," said Dr. Ranjesh Sharma. Jaipur will be the major stop over of the rally which will pass through the various road links like the Mohla (Moryada) and other villages before reaching back to the capital.

"This rally consists of about 10-12 professional drivers and volunteers who will take the interior roads rather than take the highway fully participants will also stop at the events that will be organized in villages. Making rural women aware about breast cancer prevention is also another aim," explained Vinod Rajput, an organizer.

Any lady with a car can join this rally. Permits say that the rally will be a five-day and night journey.



Organizers of the rally.



Print Ad

**PHD CHAMBER
WOMEN
CARRALLY**
DELHI to JAIPUR
30-31 March, 2018

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For participation, contact:
Anamika Dogra +91 7042694960 | Praful Chugh +91 98730 09323
info@womenscarrally.com | www.womenscarrally.in

QUARTER PAGE ADS IN LEADING ENGLISH
DAILY HINDUSTAN TIMES

Terms & Conditions

3rd PHDCCI WOMEN CAR TSD CAR RALLY 2023

Delhi – Jim Corbett – Dehradun

Saturday & Sunday | 2-3 Sept 2023

Terms & Conditions

S. No	Take Away
1	All participants will be awarded a Participation Certificate certified by FMSCI.
2	All winners per category will be awarded a Trophy each
3	The largest team participation category will be awarded to the Best Corporate Team award
4	Each team comprising of 2(Driver & Navigator) will be provided with a hotel room Two-night stay, One at Jim Corbett on 2nd Sep & other at Rishikesh on 3rd Sept 2023-Additional team members will be in the same room
5	Breakfast, Lunch, and Breakfast Buffet will be provided to all participants
6	Fun-filled and thrilling driving cum adventure experience, with a well-planned route and support systems
7	An opportunity to engage and network with your fellow participants

Terms & Conditions

3rd PHDCCI WOMEN CAR TSD CAR RALLY 2023

Delhi – Jim Corbett – Dehradun

Saturday & Sunday | 2-3 Sept 2023

S. NO	Terms and Conditions
1	Participants (Driver & Navigator) Maximum 2 additional co-passenger will be allowed. All must be above 18 years of age.
2	No more than 2 co-passengers are allowed in each vehicle.
3	The entry fee is non-refundable in case of a show or cancellation of the entry by the participant herself.
4	All fuel, rally insurance, toll, parking, repair, and maintenance charges on the route shall be borne and paid directly by the participants
5	The right to participate in the event is reserved by the Organizer.
6	Participants are required to carry all the below documents in original throughout the Rally and/or Event.

Terms & Conditions

3rd PHDCCI WOMEN CAR TSD CAR RALLY 2023

Delhi – Jim Corbett – Dehradun

Saturday & Sunday | 2-3 Sept 2023

S. NO	List of Documents
	Documents to be submitted along with this Entry Form: (https://docs.google.com/forms/d/e/1FAIpQLSdacwU6Evr6DjhxIMBpt-VjELnuiW7XN7HoPUI-vCvphISTKg/viewform?usp=sf_link)
	Indemnity Declaration Form
1	Owner's Letter of Permission (If applicable)
2	Two Passport sized photographs per participant/passenger
3	Participants are required to submit updated valid copies of:
4	Valid Driving License of (Driver and Navigator-if Driving)
5	Vehicle Registration Book
	· Vehicle Tax Book
	· Valid Vehicle Insurance Policy
	· One Day Rally Insurance
	· Valid Pollution under Control (PUC) certificate of the vehicle.

Registration Fees

Each team comprising 2 participants (Per Car) must pay an Entry Fee of Rs. 28,000/- plus GST for participating in the rally or event including membership charges. All Registration payments will only be accepted via Online Transaction.

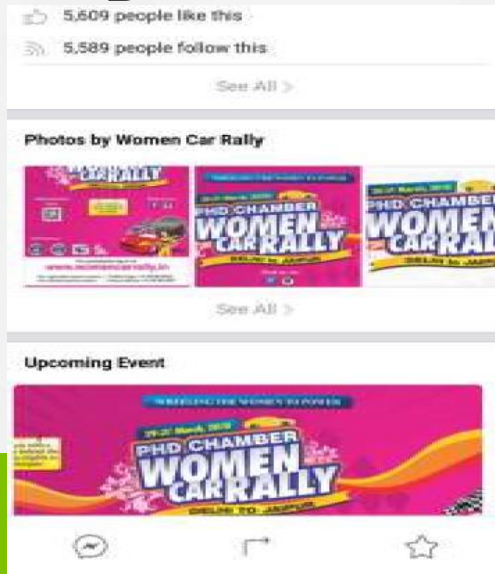
Details

Participating teams need to submit the entry forms duly filled and completed in all respects, with the appropriate valid supporting documents to confirm these regulations.

- Participants also need to bring all documents originals for verification purposes only.
- By the very fact of signing & submitting the entry form, the participants are bound to resort to the FMSCI rules and regulations.

S. No	Note
1	Participants are required to carry all the above documents in original throughout the Rally and/or Event.
2	No participant / co-passenger below 18 years of age will be allowed.

Digital Presence



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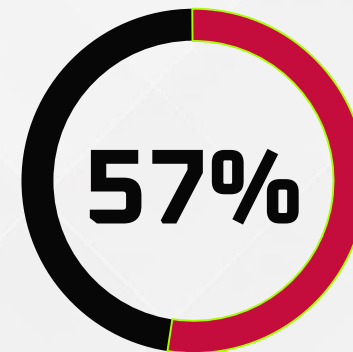
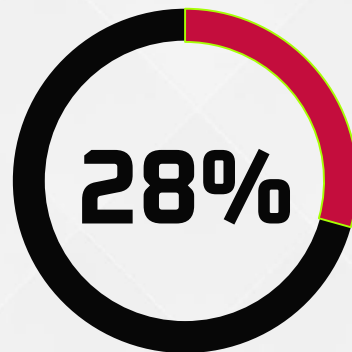
400 Plus

No of Participants

200

Teams

Participants



Corporates / Team

- Corporate Team
- Airforce Team
- Armed Forces team

Individuals

Novice and entrants

Pro's

Experienced Elite Driver

Day 1



Scrutiny

All Participant need to report
with their Cars

01

Car Scrunity

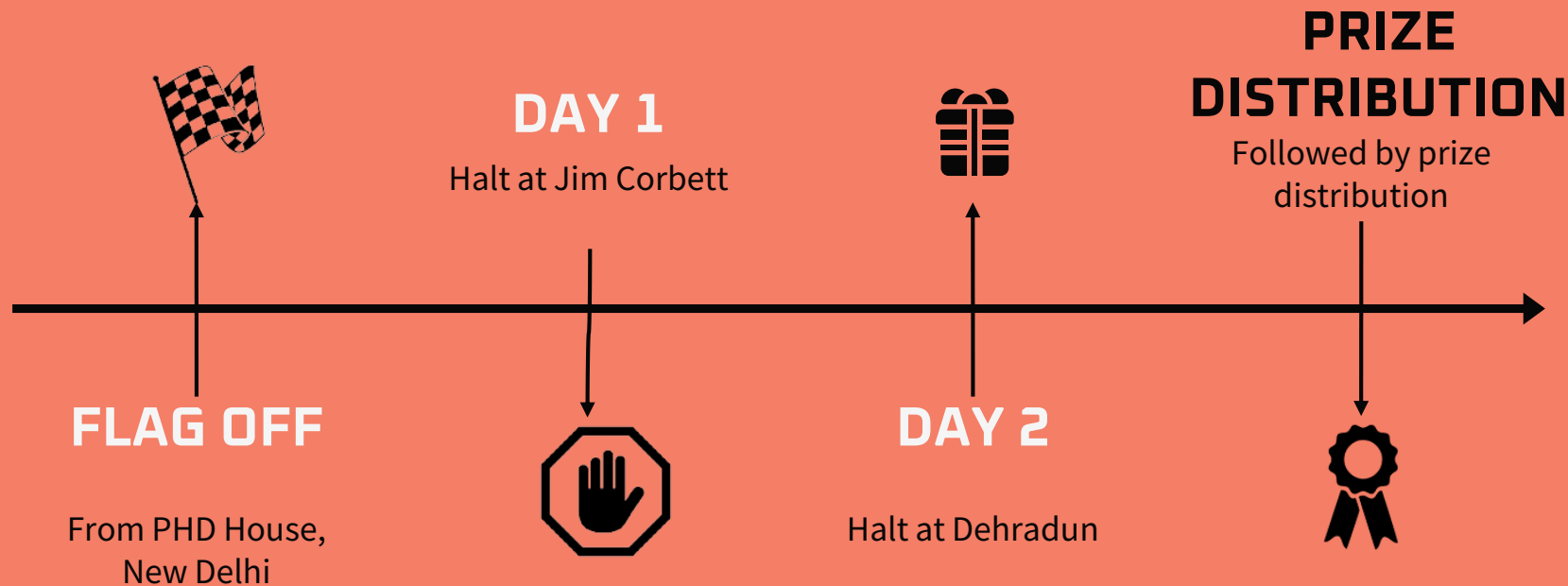
02

Driver Brifeing

03

Showcase Brands

→ ROUTE (Day 2-3)



Our Team



**Mr. Ankush
Nijhawan**
Chair



**Mr. Arshad
Shawl Nizam**
Co - Chair



Mr. Mukul Bagla
Co - Chair



Mr. Anil Ghoshal
Head of Department



Ms. Vandana
**Deputy
Secretary**



Thank you!

Do you have any questions?

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