

PRESS RELEASE



Bike rally and a flash mob was organised in the city as part of the Promotion activities for Khelo India University Games 2024

Shillong, February 17, 2024: In a dynamic display of enthusiasm, the Department of Sports and Youth Affairs Government of Meghalaya today organised a series of promotional activities in Shillong, paving the way for the highly anticipated 4th edition of the Khelo India University Games.

The day kicked off with the vibrant "Starting Point – Kyndailad " event, setting the stage for an exhilarating line-up that included the flag-off of a thrilling bike rally and a mesmerizing flash mob titled "Flash mob."



The Deputy Commissioner East Khasi Hills district, Smt. R.M Kurbah, IAS took centre stage as she flagged off the bike rally and joined the electrifying flash mob, accompanied by other dignitaries.

Addressing the gathered crowd at Kyndailad, Smt. R.M Kurbah expressed her excitement about the massive turnout, with more than 500 participants expected to participate in the forthcoming games. She passionately emphasized that the Khelo India University Games serve as a powerful catalyst, inspiring the youth to cultivate a deeper interest in sports.



Smt. Kurbah underscored the symbiotic relationship between sports and education, emphasizing that the two must go hand in hand for the holistic development of individuals. She proclaimed that nurturing both sportsmanship and academic excellence is essential for creating well-rounded individuals.



The Bike rally and Flash mob was concluded at Ward's lake with a live band performance by Meghalaya Grassroot Music Project.