



The Trans-India Challenge

MEDIA INFORMATION

FOR IMMEDIATE RELEASE

The Financial Challenge

With a lifetime passion for cars, more than 40 years' experience in engineering and logistics and a desire to create a more environmentally sustainable world, a question formed in Alan Braithwaite's mind during a 2017 driving holiday in Central India with his wife Pat. "Would it be possible to raise funds, by driving across India, to help local communities become stronger and more resilient possibly through the development of a 'circular economy'?"

The answer was "yes" and there was one major organisation in India already making the 'circular economy' a reality: **Goonj**. The **Trans-India Challenge** was born.

A sponsorship target was set, with the aim of dedicating the sums raised from corporate and individual partners to Goonj directly, as well as backing and strengthening its future activities with new peer-reviewed academic research into the benefits of the Goonj social regeneration and 'circular economy models'.

The financial target = £200,000

The £200,000 target will go directly to Goonj. The intention is for the funds raised from the Trans-India project to be distributed as follows:

Goonj:

Direct support for 'circular economy', financial poverty relief through mindful giving and sustainability-related projects

Research:

University-led research, based in India and with guidance from international academic institutions, with a focus on 'the dignity-based circular economy model and its benefit to India's rural communities'

Media:

Additional income *may* be generated by media partnerships separate from the Trans-India Challenge Partnership Programme. Any profits will be distributed to Goonj during 2020.

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Images and video clips are available by visiting: <http://www.transindiachallenge.com/media/>