

Samarth supports Kora Cycling Challenge to inspire biking enthusiasts to visit Nepal



Event Overview

The Kathmandu Kora Cycling Challenge (KKCC) is a yearly event started by Social Tours in 2011. Starting with just 35 riders who rode a 50km trail around Kathmandu and raised Rs. 0.45 million for charity, it has now grown to a massive 3,000 rider event that has raised over Rs 5 million in its five years of running. The event now features three circuits of 50km, 75km and 100km around the valley. The event fund is invested in upgrading, building and rebuilding birthing facilities, and health posts. The event targets to bring the cycling community together as this challenge is for people of all walks of life. Whether amateurs or professionals, the growth of the cycling community is assured through this event.

In an effort to establish the standards that Great Himalaya Trails (GHT) adheres to, this year Samarth-NMDP supported the event in making the cycling routes informative and standardized with signage boards along the trails.

The collaboration aimed to achieve the following objectives:

- Inspire biking enthusiasts to visit Nepal

- Communicate the fun, adventure and benefits of cycling
- Work towards establishing Nepal's' cycling trails as world class

Kathmandu Kora Cycling Challenge

The one-day Kathmandu Kora Cycling Challenge was held on July 16, 2016. Social Tours has been organizing the charity event for 16 years now. But this year's event was by far the biggest cycling event ever organized in Nepal with around 2,500 participants.



Next Steps

The KKCC is a huge event held once every year with the goal to promote cycling tourism in Nepal. So the next steps include increasing the number of trail markings to make it easier for cyclists. The Kora also aims to set up signage, information boards along the trails, and coordinate on improving the mobile App for improved information and safety.



Social Tours and Kora plans to allow anyone to complete the trail and be rewarded with a medal any time of the year, even outside of the event. KKCC and Social Tours aims on bringing in riders from across different countries and regions (India, Singapore, Bangladesh, Thailand, Malaysia, China, etc.) to come and participate in the coming events, along with international journalists to cover the event and make it popular all around the world.

Development Impact

For the first time in the history of cycling in Nepal, trails were professionally marked. This brought cycling trails into the concept of the Great Himalaya Trails, where the sport can be promoted as one of the features of the trails.

A new App was launched specifically for the Kora bringing in much needed technology and better safety standards for the riders. This is a landmark achievement, which will transform the cycling space in Nepal.

The visibility of the sport was massive through the online social media exposure, which reached close to quarter of a million viewers. A short video (yet to come out) will also help to spread this sport and event nationally, regionally and internationally.