

## **Calling All Explorers: UNESCO x Royal Enfield in Media Partnership with National Geographic invite you to join *The Great Himalayan Exploration in Ladakh***

***Discover and document the living heritage of the iconic Himalayan region***

**Tuesday, 24th July 2024:** UNESCO and Royal Enfield present the third edition of ***The Great Himalayan Exploration***, a unique motorcycling expedition dedicated to documenting the Intangible Cultural Heritage of the Indian Himalayan region. Scheduled to commence in August 2024, in media partnership with National Geographic, the programme is set to explore the various Intangible Cultural Heritage practices in Ladakh.

As defined by UNESCO, Intangible Cultural Heritage is the practices, expressions, knowledge, and skills that communities, groups, and sometimes individuals recognise as part of their cultural heritage. Also called living cultural heritage, it is usually expressed in one of the following forms: oral traditions; performing arts; social practices, rituals, and festive events; knowledge and practices concerning nature and the universe; and traditional craftsmanship.

This unique project presents a once-in-a-lifetime opportunity for rider-researchers to play a pivotal role in preserving the living heritage of the sacred Himalayas. Their dedication to safeguarding Intangible Cultural Heritage is crucial in fostering resilience and combating climate change.

Between 15th August to 15th October 2024, four rides will venture into the expansive landscape of Ladakh, rich with heritage and stories. Each of the four groups of rider-researchers will journey to various destinations interacting closely with local communities over the course of two weeks and documenting their living heritage. From traditional crafts like clay pottery and weaving to the enthralling sports of archery and horse polo, there's much to be explored and experienced.

***National Geographic will be presenting this epic exploration in a series of four, 22-minute episodes that will air on Disney + Hotstar, featuring these journeys and the extensive documentation of the region's cultural practices.***

Watch the "The Great Himalayan Exploration - Edition 03" Call For Participation film here: <https://youtu.be/qFF9hK99oP8>

Having kicked off in the Eastern Himalayas in 2022 and continuing through the Western Himalayas in 2024, The Great Himalayan Exploration endeavours to identify and document 200 Intangible Cultural Heritage practices through a multi-year, a never-like-before partnership between UNESCO and Royal Enfield. With the help of a chosen few rider-researchers who ride to remote regions of the Himalayas to interact with local communities and their ways of life, so far 66 practices have been documented across 8 states through 17 explorations.

**Participation & Application Process:**

Participation in The Great Himalayan Exploration is open to all riders interested in exploring, documenting, conserving, and showcasing these cultural practices to the world. Applications are now open till Monday, 5th August 2024. Interested riders can apply on Royal Enfield x UNESCO's 'The Great Himalayan Exploration' web portal.

Application link: <https://forms.gle/5JCgDjVhccQTETBDA>

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**About Royal Enfield Social Mission:**

*The oldest motorcycle brand in continuous production, Royal Enfield has created beautifully crafted motorcycles since 1901. From its British roots, a manufacturing plant was established in Madras in 1955, a foothold from which Royal Enfield spearheaded the growth of India's mid-sized two-wheeler segment. Uncomplicated, accessible and fun to ride, Royal Enfield is a vehicle for exploration and self-expression. A division of Eicher Motors Limited, Royal Enfield operates through more than 2,050 stores across all major cities and towns in India. It has a presence in more than 60 countries around the globe.*

*The Himalayas are 'a spiritual home' to Royal Enfield. Royal Enfield's Social Mission aims to partner with 100 Himalayan communities and landscapes to become resilient and thriving even in the face of climate change. It currently supports more than 50 projects across the Indian Himalayan region. Whether it is promoting rural sports and winter tourism through the 'Ice Hockey League', building a network of 'Green Pitstops' for travellers, conserving textile heritage by bringing together pastoral communities, artisans, and designers through 'The Himalayan Knot', supporting filmmakers and creative practitioners with fellowships, or instituting a collective learning centre called 'The Himalayan Hub', the initiatives are wired to create learning and livelihood opportunities for local communities.*

*Through our partnership with UNESCO, riders are engaged to document and promote the unique Intangible Cultural Heritage of Himalayan communities. The Social Mission's goal is to enable one million riders to take action towards regenerating landscapes and empowering the communities residing there, thus forging the largest rider-led movement in sustainable exploration.*

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