

Metro gives joy ride to 40 blind students

CHENNAI: For many, traveling on the elevated corridor of Chennai Metro is a virtual treat for those who enjoy the city's skyline but on Sunday, Metro proved that one doesn't need a pair of eyes to appreciate the swanky mass rapid transport system.

CMRL (Chennai Metro Rail Limited), as a part of its social responsibility activity, along with National Association of Human Values took a group of blind students on a joy ride on Sunday. About 40 visually challenged children, their teachers and 35 volunteers were taken on a ride from Tirumangalam to Airport.

The students got a feel of the ride, thanks to volunteers and teachers who gave them a real-time commentary of the ride by peeping through the panoramic windows as the Metro cars dived underground and climbed on the elevated corridor.

Though CMRL has been organising joy rides as a part of social responsibility initiatives since June, this is the first instance when it has taken differently-abled people to

promote its brand. Previously, CMRL had taken only students of government schools on joy rides. Since June 21 this year, around 20,300 students of government and corporation schools in the city have gone on educational trips, during which CMRL officials explained the features of the transport system to the students. Also, in October, 3,090 students used the Metro.

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The CMRL has also been organising musical concerts, both Carnatic and folk, especially during the annual musical festival, to increase its popularity.

The latest promotional campaign was a month-long traditional board games show at select stations.



Some of the students during the ride