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# evd

EXTRA VEHICULAR ACTIVITY

A CHARITY JOURNEY THROUGH INDIA AND NEPAL  
2024

Extra Vehicular Activity

# EVA PROJECT



**EVA | Extra Vehicular Activity:** a charitable project that will take you into a unique adventure!

We won't just be travelling through breathtaking landscapes, but shall also work together **to design and build primary school and shelters for mothers and children in the jungles of West Bengal**, in collaboration with **IIMC – The Institute for Indian Mother and Child**.

Our team will participate in other activities outside the “vehicle”, including meeting with local communities and moments of solidarity. And all this while **travelling on 4x4 vehicles specially fitted by AutoOverland**, ready for **adventures, work and emergency**.

An unforgettable experience, where discovery and solidarity meet for a common goal:  
**To improve the lives of underprivileged mothers and children in jungles of West Bengal.**

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# WHY EVA?



**EVA** comes from an astronomical term: **Extra Vehicular Activity**.

We don't just travel, we generate positivity in symbiosis with our vehicles.

We carry out **cooperation missions** in which we provide our professionalism and skills acquired over many years as **architects, designers, communicators and travellers**.

In **India and Nepal** we will continue to promote a project that started in 1993: **the development of the Indian Mother and Child Institute, in West Bengal, not far from Kolkata**.

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# HOW ?

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**The 4x4 vehicles will be outfitted to allow us to travel with comfort and safety and then converted into all terrain emergency vehicles for the IIMC mission.**

All the various steps of our mission will be documented and reported. A press office will provide full feedback to sponsors and followers through videos, photos, blogs, web-site, social media, TV, radio documentaries, print media and publications.

**They will be outfitted by the Italian start-up AutOOverland and then donated to the IIMC mission in Sonarpur.** We will visit the site of the **primary school and shelter** that **we're going to design for IIMC** and for local women and children.

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# GOALS



- ➔ **Developing a primary school project in West Bengal**, for the Institute for Indian Mother and Child (Heliagachi Primary School - হেলিয়াগাছি অবেতনিক প্রাথমিক বিদ্যালয় - Hatuganj, Diamond Harbour, Sundarbar Island)
- ➔ **Promoting the off-road capabilities of 4x4 vehicles** in all terrains and situations when travelling throughout the Indian subcontinent
- ➔ To demonstrate the potential, versatility and strength of the **AutOOverland kits for travel and rescue vehicles**. With the **ultimate goal of donating** these **vehicles** to the Heliagachi primary school community
- ➔ Last but not least, to **document the experience worldwide** of this adventure that combines the aspect of research and discovery with humanitarian issues



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# HELIAGACHI PRIMARY SCHOOL

→ **Developing a primary school project in West Bengal**, for the Institute for Indian Mother and Child  
(Heliagachi Primary School - হেলিয়াগাছি অবেতনিক প্রাথমিক বিদ্যালয় - Hatuganj, Diamond Harbour, Sundarbar Island)

*"The **Institute for Indian Mother and Child** (IIMC) is a Non Governmental Voluntary Organisation (NGVO). Since 1998, they're working **West Bengal**, India, for the empowerment of poor people, especially for mothers and children. IIMC envisions that poor people can take part in solidarity and get involved themselves in developmental activities towards their empowerment. In achieving this goal, the people come through a systematic process, health improvement, child sponsorship, education and economic support.*

**We will help design and build an ideal school for the children of Hatuganj, one of the most flood-prone areas in the whole of India. We will soon present the design of the new school, which will also serve as a shelter during natural disasters.**

**65.000 €**

PRIMARY SCHOOL COST

**550 sqm**

TWO-STORY BUILDING

**+350**

CHILDREN

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# ROUTES

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**We will drive through India and Nepal.**

We will arrive in Mumbai where **two 4x4 vehicles, specially outfitted** by the Italian company **AutOOverland**, will be waiting for us.

We will travel all over the **Indian Subcontinent**, explore territories, meet local populations from North to South and West to East, and eventually conclude our journey in West Bengal. **Crossing forests, savannahs, prairies, deserts and mountains** we will test ourselves and our vehicles.

We will bathe in some of the world's most sacred seas, rivers and lakes and purify our essence.

**+ 8000 km** from Summer 2024



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# FUNDS TO RAISE

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**65.000 €**

PRIMARY SCHOOL COST

**30.000 €**

TRAVEL EXPENSES

**10.000 €**

MEDIA TOOLS

**10.000 €**

VEHICLE EQUIPMENT

**10.000 €**

MARKETING

**5.000 €**

EVENTS AND PROMOTION



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**TARGET**

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*“According to data provided by the European Outdoor Group (EOG) in 2021, the outdoor industry reached the figure of EUR 6.2 billion. In Europe, 5,340,000 new SUV registrations were made in 2022. Although Europe still leads in SUV sales, India is growing at a fast pace and India's new off-road and outdoor market is making incredible progress, with fierce competition between the major Indian automotive groups.”*

**We are targeting** both the **huge Indian and European markets**, aware of the new attention that has recently been paid to **off-road and outdoor activities in India.**

With our experience and contacts (*from TV and the new sector media to the entire specialised press*) **we believe we can give the right resonance to the Force vehicles that will be our main business partner.**

There will be two press agencies, one in Europe and one in India to promote the expedition and sponsors.

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# ABOUT US



The EVA PROJECT 2024 team – **Giorgio Martino** and his son **Achille**, **Marco Germi** with **Nicolò De Angelis**, and the young Indian designer **Samarth Kirloskar** – will drive two 4x4 across India and Nepal to deliver them to the **INSTITUTE FOR INDIAN MOTHER and CHILD** in West Bengal.

To the **great experience of overland travel and expeditions** of the creators is added the 'human capital' of the NGO **SineTerra** and **MediterraNew**.

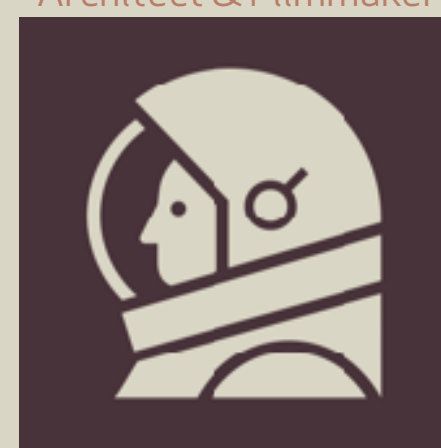
Among the partners of the forthcoming expedition will be the invaluable contributions of '**AutoOverland**' – Moltomeno Design – for the vehicle fittings and '**FerriCorse 4x4 preparations**' for the irreplaceable off-road and mechanical know-how.

Architect & Designer



Giorgio Martino

Architect & Filmmaker



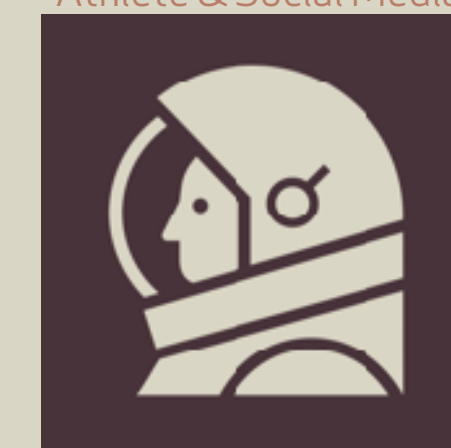
Marco Germi

Journalism & Communication



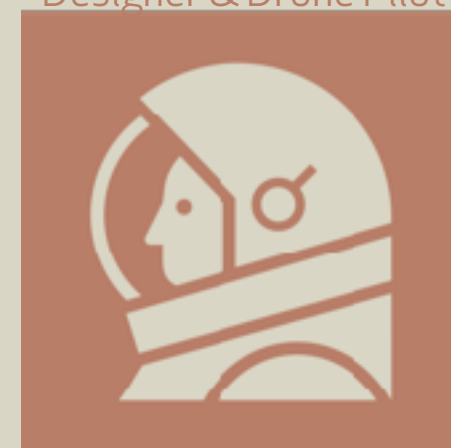
Nicolò De Angelis

Athlete & Social Media



Achille Martino

Designer & Drone Pilot



Samarth Kirloskar

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# KNOW HOW

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Over 30 years of off-road expeditions and charitable projects!

## Expeditions:

**1986** Kenya and Tanzania - *Renault 4* - competition - **competition winner Renault Italy**

**1987** Egypt with - *with 2 Piaggio Ape tmp 703 m* - **sponsored by Piaggio company**

**1990** Soviet Union around the Black Sea - *with 2 Toyota Hilux 4x4*

**1994** Scandinavia and Russia - *Nissan Terrano2 4x4* - **sponsored by Nissan Italy**

**1995** Testing of many 4x4s for Italian off-road magazines

**1994-1996-1997** Tundra race with snowmobiles

**1998** Lisbon - Beijing - 19 countries - *with 2 Ape tmp 703 m* - **sponsored by Piaggio Company**

**1999** Morocco 4x4 - *Toyota Hilux 4x4*

**2000** Italy off-road from North to South - *Toyota Hilux 4x4*

**2004-2010** Tunisia offroad - *Toyota Land Cruiser HZJ78*

**2012** Mongol Rally - Milan - Ulan Bator - 16 countries - *old Fiat Panda 2wd*

**2014** Morocco "on the road" 2wd - *old Ford Fiesta 1990*

**2018** Put Foot Rally - Southern African countries - 7 countries - *old Fiat Panda 2wd* - **sponsored by FCA Italia**

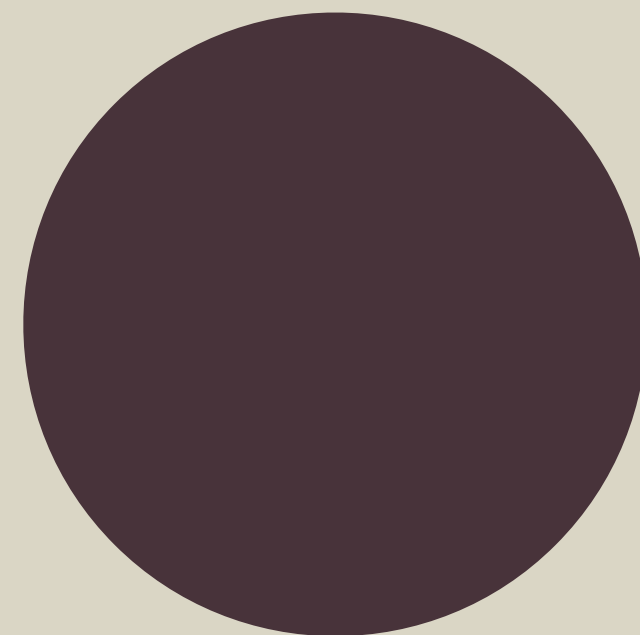
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# OUTCOMES

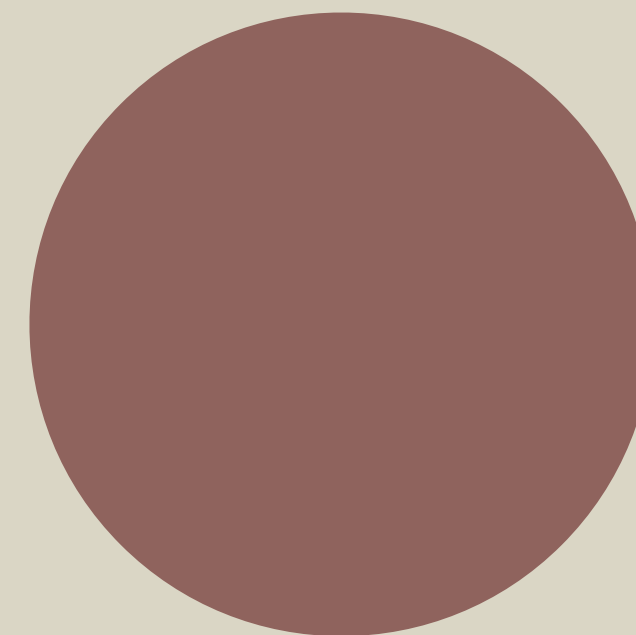


Tying your business to our project is not only a choice of social responsibility, it is an opportunity to make a difference; to turn the brand into the actor that made this journey.

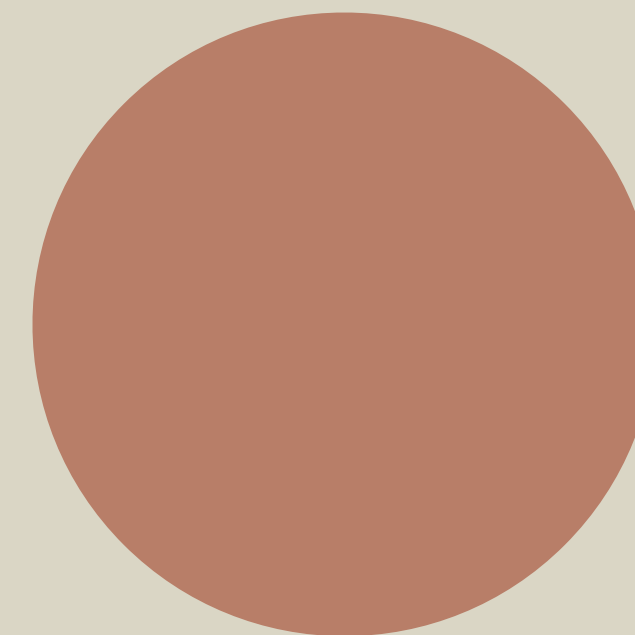
Social network engagement



Film and Documentaries



Books & Magazines



Radio and TV



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# CONTACT

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