

dCHARITY  
DOCKET



Photograph courtesy: Ravindra Nayak-Vijay Karnataka



Photograph courtesy: Ananlha Subramanyam K-DNA (1)



Photograph courtesy: Ananlha Subramanyam K-DNA (3)



Distance running events all over the world are making a major impact for the well-being of society. They bring people together from different aspects of life, to run, to increase health & fitness, participate in a community event – and at the same time raise funds for a charity they believe in. The Tata Consultancy Services World10K Bangalore 2012 has done all of the above. Citizens joined in – in thousands: over 21,000 and over Rs. 3 crores was raised for charities.

The Tata Consultancy Services World 10K Bangalore 2012 has shown that the event is now a landmark on the annual calendar – not only for the runners – but also of charities. It really was a wonderful opportunity for charities to go out, make contact with the world around them, speak about their work, write to their friends world-wide, approach companies, and invite their participation.

This Event has grown into the third biggest running related, charity fundraising opportunity in India; and the biggest charity fundraising opportunity in Bangalore. This year ` 3.05 crores was raised – an increase of 65% on the 2011 edition – for and by the 67 non-profit organisations which registered and raised funds. These funds were raised for organisations working on a varied range of causes: including education and vocational training; health care; support to people with various disability related challenges; the environment and human rights.

The event and charity fundraising would not have been possible without the wonderful support provided by Bangalore's civic authorities which included the Karnataka Government and its concerned Ministries; The BBMP – Bruhat Bangalore Mahanagar Palike; and the Bangalore Law & Order authority and Traffic Police. We thank them all.

This docket sets out to capture the achievements and contributions of individuals and corporates and record the wonderful work being done by the charities which participated. We sincerely thank all the event partners and sponsors for making the Tata Consultancy Services World 10k Bangalore 2012, a memorable event.



Vivek B Singh  
Procurement International



Murray Culshaw  
Bangalore Cares





"We are glad to have hosted the fifth edition of the TCS World 10K Bangalore. It is a wonderful event which would not have been possible without the support extended by Tata Consultancy Services. I would like to thank them on behalf of everyone associated with the event." The citizens of Bangalore came out in large numbers and showed tremendous enthusiasm to make this event special. An event like this also has a larger goal, one to support charity by raising funds and to promote fitness as a way of life. Once again on behalf of the citizens of Bangalore, I would like to thank everyone who made this event possible.

Shri D.V.Sadananda Gowda - Chief Minister,  
Govt. of Karnataka



As Chairman of the Organising Committee, I was very happy to be a part of this event. Personally, I was also there to run for a larger cause and to promote Bangalore city, which is garden city and city of lakes. The TCS World 10K Bangalore has done very good job of making people health conscious and 21,000 people who ran today is proof of that. I wish all the participants continued good health.

Shri R Ashoka, Honourable Minister for Home and Transport,  
Govt. of Karnataka



The BBMP extended all possible support to make the TCS World 10K Bangalore a grand success and give all the participants a pleasurable experience. As Mayor of BBMP I would like to congratulate each and every individual who worked for the success of the event and wish it all best in the years to come.

Shri Venkatesh Murthy, Worshipful Mayor of BBMP



There were a huge number of youngsters that ran in Open 10K of the TCS World 10K Bangalore, which bodes well for the future of Bangalore city and the Country. A fit and health conscious younger generation will always work that much harder to gain success in different walks of life, which will benefit society. I hope to see even larger numbers of youth participating in this unique event in years to come.

Shri I R Perumal, Principal Secretary, Youth Affairs & Sports,  
Govt. of Karnataka



It's a matter of immense pride for Bangalore City to play host to TCS World 10K Bangalore and a great responsibility for Bangalore Police to provide a safe and secure atmosphere for all participants, who come from abroad as well as from Bangalore and India. It is indeed commendable that the Traffic Police provided a traffic-free route for the entire duration of the race and the Law & Order Police ensured that the personnel who worked diligently to make this possible.

Shri B G Jyotiprakash Mirgi, Commissioner of Police,  
Bangalore City



The TCS World 10K Bangalore 2012 is a great sporting event of our country. This run has helped Indian athletes compete with international athletes on their home turf. On May 27, Bangaloreans ran as one. Bangalore is proud that the IAAF Gold Label road race was organised in a memorable manner and the Athletics federation of India is happy to be associated with Procam International, the promoters of the event.

Satyanarayana, Treasurer AFI and General Secretary  
Karnataka Athletics Association



The TCS World 10K Bangalore demonstrated how sport can galvanise the entire city to come together on one platform. Procam International thanks every individual who participated in the celebration of the human spirit on May 27 and all those who lent their support by coming out in huge numbers to cheer.

Anil Singh, MD Procam International

For each edition, Bangalore Cares and Procem International create a fund raising structure to help non-profit organizations and their supporters raise funds through the Event. This is an easy-to-use model designed for people of all walks of life to participate and contribute.

Some NGO's used this event as a platform to raise awareness for the work they undertake, and some to raise amounts for their charitable activities. Each NGO is empowered under the able supervision of Bangalore Cares, to reach out to corporates and the citizens of Bangalore and India.

Individuals and companies are free to choose any cause/NGO to support. Fund raising is encouraged through 'pledges'. Pledges are donations of any amount made by family, friends, colleagues, companies, associates, acquaintances of the runner, who wish to support his/her cause with their contributions.

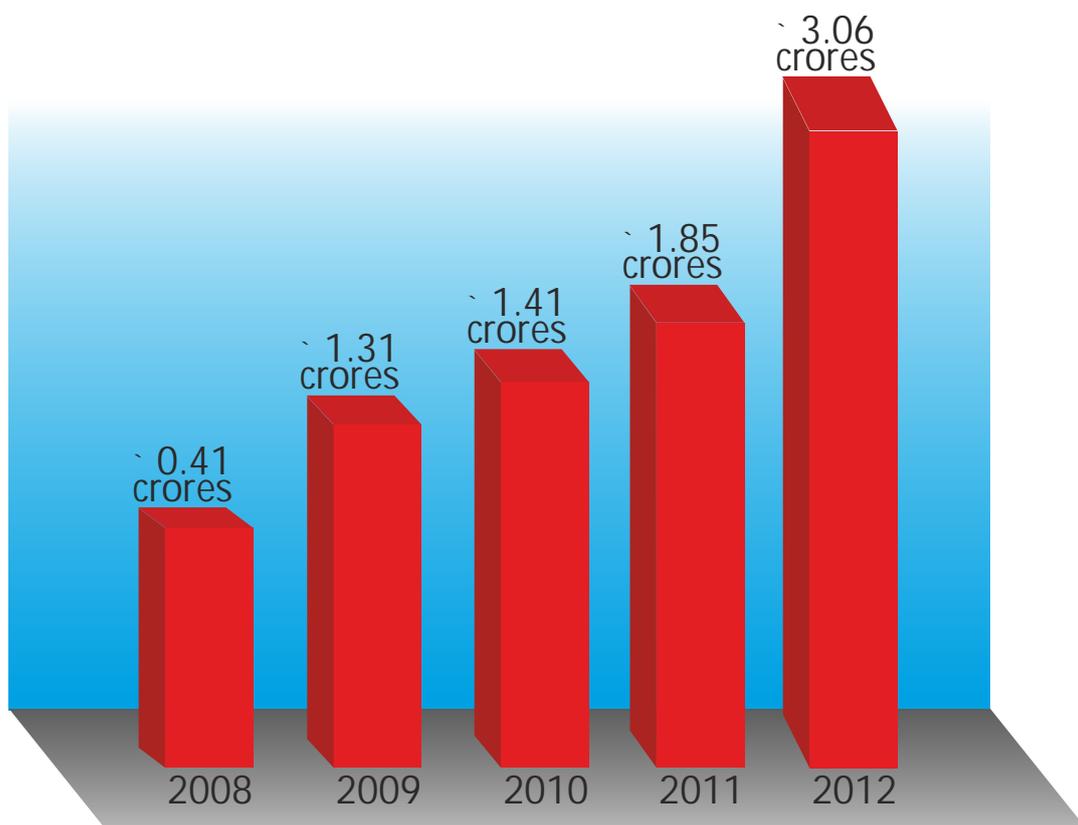
**CARE CHAMPIONS:** Care Champion is an individual who pledges to raise a minimum of Rs 1 lakh for a cause/NGO of his/her choice.

**CORPORATE CARES:** A group of companies that contribute a minimum of Rs. 1.75 lakh and send a group of upto 30 employees to participate in the event. Each employee is motivated to raise any amount in pledges.

**ICARE:** These are individuals who run in support of a cause and raise pledges of any amount for a cause/NGO of their individual choice.

CHARITY AMOUNTS AT A GLANCE	
SUMMARY OF AMOUNTS RAISED THROUGH TATA CONSULTANCY SERVICES WORLD 10K BANGALORE 2012	
Amount raised by Care Champions	₹ 96,31,528
Amount raised by Corporate cares teams	₹ 57,77,767
Amount raised by iCare runners	₹ 1,51,63,739
Total amount raised	₹ 3,05,73,034

## THE FUND RAISING JOURNEY SO FAR...





**AMANDINE JUDEZ**

raised ` 1,35,738 for 'Dream A Dream'

**ASHOK KAMATH**

raised ` 1,20,335 for 'Akshara Foundation'



**ATUL CHOKSHI**

raised ` 1,51,950 for 'The Association of People with Disability'

**DEREK DSOUZA**

raised ` 1,85,150 for 'Reaching Hand'



**G. MANOHAR ROW**

raised ` 13,34,378 for 'Anga Karunya Kendra' & 'Bangalore Cares'

**JACQUELINE COLACO**

raised ` 10,11,690 for 'The Association of People with Disability'



**K. ARJUN KUMAR**

raised ` 1,21,440 for 'The Association of People with Disability'

**K. JAIRAJ**

raised ` 8,20,565 for 'The Association for the Mentally Challenged'



**KALYANI MANI**

raised ` 1,80,250 for 'Ashwini Charitable Trust'

**LOUISE PARIS**

raised ` 2,32,445 for 'The Association of People with Disability'



**MEGHA HARISH**

raised ` 2,22,968 for 'Dream A Dream'

**MICHAEL HOLLAND**

raised ` 1,10,000 for 'ProVision Asia'



**RANJAN NARAYANAN**

raised ` 1,68,000 for 'The Baale Mane Trust'

**REKHA M. MENON**

raised ` 1,22,445 for 'Akshara Foundation'



**SANDEEP NANU**

raised ` 1,42,330 for 'Dream A Dream'



**SANTHOSH H. K.**

raised ` 1,93,000 for 'Ashwini Charitable Trust'

**SANTHOSH KUMAR**

raised ` 3,40,808 for 'The Association of People with Disability'



**SEAN DEXTER**

raised ` 2,11,038 for 'ProVision Asia'

**SHA NIGAR**

raised ` 1,39,001 for 'The Association of People with Disability'



**SUZANNE SINGH**

raised ` 1,10,000 for 'Akshara Foundation'

**THOMAS BOBBY PHILIP**

raised ` 1,41,875 for 'Nanhi Kali'



**UCO VEGTER**

raised ` 1,38,000 for 'ProVision Asia'

**USHA BALIGA**

raised ` 6,93,828 for 'Sahasra Deepika International for Education'



**USHA RANI**

raised ` 6,32,303 for 'The Association of People with Disability'

**V.S. BASARAJU**

raised ` 15,82,319 for 'The Association of People with Disability'



**VEENA RAGHUNANDAN**

raised ` 1,79,672 for 'Ashwini Charitable Trust'

**WAYNE R DODDRIDGE**

raised ` 2,10,000 for 'ProVision Asia'



ACCENTURE

raised ` 2,50,000 in support of 'BOSCO - Bangalore Oniyavara Seva Coota'

ASSETZ PROPERTY SERVICES PVT LTD

raised ` 1,75,000 in support of 'ProVision Asia'

CAPGEMINI INDIA PVT LTD

raised ` 3,05,354 in support of 'Nanhi Kali'

CENTUM ELECTRONICS LTD

raised ` 1,75,000 in support of 'ProVision Asia'

FIDELITY INDIA

raised ` 1,75,000 in support of 'EnAble India'

GOLDMAN SACHS INTERNATIONAL

raised ` 1,75,000 in support of 'EnAble India'

HSBC BANK

raised ` 1,84,000 in support of 'The Association of People with Disability'

KPMG

raised ` 3,50,000 in support of 'The Association of People with Disability'

MARKS & SPENCER

raised ` 9,98,374 in support of 'The Association of People with Disability'

METLIFE

raised ` 1,75,000 in support of 'India Literacy Project'



**MOOG INDIA TECHNOLOGY**

raised ` 1,75,000 in support of 'ProVision India'

**MOTHERCARE SOURCING INDIA PVT LTD**

raised ` 1,75,000 in support of 'Save the Children'

**NORTHERN TRUST**

raised ` 3,56,380 in support of 'The Association of People with Disability'

**NVIDIA GRAPHICS PVT LTD**

raised ` 5,00,000 in support of 'Snehadeep Trust for the Disabled'

**OPTO CIRCUITS INDIA LTD**

raised ` 1,75,000 in support of 'Child for Life Fund - St. John's Hospital'

**SASKEN**

raised ` 3,00,785 in support of 'Nanhi Kali'

**SHELL INDIA MARKETS PRIVATE LTD**

raised ` 4,32,874 in support of 'ProVision Asia'

**SSGA GLOBAL INVESTMENT**

raised ` 3,50,000 in support of 'Dream A Dream' and 'The Association of People with Disability'

**UEIC ELECTRONICS PVT LTD**

raised ` 1,75,000 in support of 'EnAble India'

**VST TILLERS TRACTORS LTD**

raised ` 1,75,000 in support of 'The Association of People with Disability'



**PARTHASARATHY NAMAKAL (President & COO of Mindtree)**

Raised funds for Sparsha Foundation

Total amount raised: ` 2,15,000

"I have been participating in running events for the last few years, but this was the first time, I decided to run for a cause – supporting Sparsh Foundation. I set myself a modest goal of collecting Rs. 2.0 lakh. I am thrilled that I exceeded the target – thanks to all the donors and well-wishers. The experience was both gratifying and humbling at the same time – gratifying, as I could achieve my target; humbling, because it showed me how difficult it is for NGO's to raise funds for a good social cause. "

**ANKUR GROVER (Business Development Executive at KNOLSKAPE)**

Raised funds for Nirmaan

Total amount raised: ` 1,50,595

I had immense faith in Nirmaan and wanted to do my bit for Nirmaan - raising awareness and funds. I had participated in a number of running events in the past. However, this was my first fundraising experience. I was extremely happy that I was doing my bit for a noble cause and regularly interacted with my friends and family about my efforts to fundraise and they not only believed in Nirmaan but also believed in me and gave generously.

**PRARTHANA UNKALKAR KAUL (Regional Head – East and South, iVolunteer)**

Crossed ` 1,54,045 lakhs to support 24 NGOs in the Tata Consultancy Services World 10K Bangalore supporting various issues like Child Welfare, Education, Environment, Disability, Human Rights, Enablement of NGO's, Health related, wish fulfillment of kids suffering from life threatening illness, Cancer Patients, Youth welfare, Collection Drives/Disaster Management NGO's, etc. with whom she had volunteered in the past and who registered with the Event to fundraise. She says "this platform gave me the opportunity to do a little extra apart from volunteering".

**MEGHA HARISH (Youngest Care Champion)**

Raised funds for Dream A Dream

Total amount raised: ` 2,22,968

I am a 17 year old, grade 12 student of commerce and history in NPS (National Public School), Indiranagar. I love reading, writing, painting, speaking, cycling, climbing and eating ☺ ! I've been volunteering with Dream A Dream for almost two years now. And I'm so proud and honoured to be associated with the organisation. Also, running a marathon is something that I've always wanted to do and it'll be a good effort to put in. If raising one lakh can support 60 children, I believe that it must be done – because it changes the lives of the children and the volunteers!

**REKHA M. MENON (Executive Director, Accenture, India)**

Raised funds for Akshara Foundation

Total amount raised: ` 1,22,445

My knees hurt and I don't run, but for a good cause I will! I am taking part in the Tata Consultancy Services World 10K Bangalore 2012 with the goal of raising awareness and funds for Akshara Foundation. The aim is to create awareness on the need for "Better Schooling in Government pre-schools and schools" in India.

**UCO VEGTER (Vice President, ING Vysya Life Insurance Company Limited)**

Total amount raised: ` 1,38,000

I believe that ProVision Asia is a fantastic cause to support through the Event. I'm specifically running so that the dream of at least 15 children wanting to have a positive future will come true. Mithra Special School provides educational opportunities for young children who are physically and mentally disabled; and provide hope and help for their families.

## NGO AWARDS

Highest Fund Raising NGO  
THE ASSOCIATION OF PEOPLE WITH DISABILITY raised ` 72,16,362

2nd Highest Fund Raising NGO  
PROVISION ASIA raised ` 20,14,165

3rd Highest Fund Raising NGO  
DREAM A DREAM raised ` 17,37,936

## CARE CHAMPIONS

Highest Pledge Raiser Amongst Men  
V.S. BASAVARAJU raised ` 15,82,319 for The Association of People with Disability

Highest Pledge Raiser Amongst Women  
JACQUELINE COLACO raised ` 10,11,690 for The Association of People with Disability

## ICARE RUNNERS

Highest Pledge Raiser  
GANESH HEGDE raised ` 5,87,968 for The Association of People with Disability

2nd Highest Pledge Raiser  
JOSEPHINE JOSEPH raised ` 3,36,042 for Iksha Foundation

3rd Highest Pledge Raiser  
GITA THOMAS raised ` 3,30,000  
for YWCA -Young Women's Association of Bangalore city

## CORPORATE CARES

Highest Pledge Raising Company  
MARKS & SPENCER raised ` 9,98,374 for The Association of People with Disability

2nd Highest Pledge Raising Company AND Company with Highest Employee Contribution  
NVIDIA GRAPHICS PVT. LTD. raised ` 5,00,000 for Snehadeep Trust for the Disabled

Highest Pledge Raiser Amongst Men  
SUDHIR SHETTY of Marks & Spencer raised ` 6,00,000  
for The Association of People with Disability

Highest Pledge Raiser Amongst Women  
CAUVERY BALIAMADA of Sasken raised ` 50,500  
for Vathsalya Charitable Trust

## OUTSTANDING INDIVIDUAL CONTRIBUTION

AMARNATH KAMATH raised ` 7,85,000 for 13 NGO's

# 2012 VS. 2011: A COMPARISON

DESCRIPTION	2012 FIGURES	2011 FIGURES
Total amount raised in charity	₹ 305.73 lakhs	₹ 185.08 lakhs
No. of participating NGO's registering with Bangalore Cares	84	88
No. of NGO's who benefitted monetarily through the Event	67	60
No. of people who pledged money	6,902	5,849
Largest no. of pledges raised by a runner	70	580
Largest single pledge amount collected	₹ 5,00,000	₹ 5,00,000
Smallest single pledge amount collected	₹ 10	₹ 10
No. of pledges of Rs. 50 or lower	76	216
No. of pledges of Rs. 1,000 or higher	5,598	2,676

HIGHEST INDIVIDUAL PLEDGE RAISERS	AMOUNTS	AMOUNTS
From amongst Care Champions	₹ 15.82 lakhs	₹ 7.07 lakhs
From amongst Corporate Cares teams	₹ 9.98 lakhs (Team Marks & Spencer)	₹ 2.01 lakhs (Team Shell India)
From amongst iCare runners	₹ 7.85 lakhs (Amarnath Kamath)	₹ 16 lakhs (Amarnath Kamath)

HIGHEST FUNDRAISING NGO'S	AMOUNTS	AMOUNTS
Highest	₹ 72.16 lakhs The Association of People with Disability	₹ 49.29 lakhs The Association of People with Disability
2nd Highest	₹ 20.14 lakhs ProVision Asia	₹ 10.96 lakhs Mobility India
3rd Highest	₹ 17.37 lakhs Dream A Dream	₹ 10.75 lakhs Dream A Dream

TOTAL FUNDS RAISED	AMOUNTS	AMOUNTS
Care Champions	₹ 96,31,528	₹ 39,90,745
Corporate Cares	₹ 57,77,767	₹ 49,33,014
iCare Runners	₹ 1,51,63,739	₹ 93,61,558

# UTILIZATION OF FUNDS REPORT OF NGO'S

Given below are reports submitted by some of the NGO's who raised funds at the 2011 edition of Tata Consultancy Services World 10K Bangalore.

## THE ASSOCIATION OF PEOPLE WITH DISABILITY

Total amount raised: ` 50,12,964/-

This was spent the year round on following programs:

PROGRAM	COST IN INR
Education of 160 children @ ` 5000 per	` 8 lakhs
Providing one mid-day meal for 120 children at ` 2500/- for 100 days	` 2.50 lakhs
Vocational Training of 100 youths @ ` 8000 per youth	` 8 lakhs
Horticulture Training of 50 youths at ` 8000/- per youth	` 4 lakhs
Procurement and Distribution of 100 Worldmade Wheelchairs @ ` 10000/- wheelchair	` 10 lakhs
Providing one full day meal for 60 Horticulture Trainees at ` 2500/ for 100 days	` 2.50 lakhs
Mobility Aids like Tricycle, Calipers, Crutches, Gaiters, Footwear, Walkers etc	` 15.12 lakhs

## GOSPORTS FOUNDATION

Total amount raised: ` 27,06,376/-

The amount raised was used towards PACE Scholarships 2012. GoSports Foundation launched PACE Scholarships, a scholarship programme supporting monetary and non-monetary needs of 21 Indian junior athletes from badminton, table tennis, tennis, swimming, sailing, differently-abled and other Olympic sports.

This year is the inaugural edition of the PACE Scholarships. We had received close to 150 applications across the seven different categories. After evaluating all the 150 applications by two eminent national coaches per sport, we had shortlisted 40 applications.

All the 40 shortlisted had to go through the rigorous selection process for PACE Scholarships which included personality assessment, skills assessment, fitness tests and personal interviews.

On 11th February, 2012 the final 21 PACE Scholars were announced and awarded the PACE Scholarships.

Each of the seven categories is supported by a sponsor and the category is named after the sponsor. Syed Ahmed Memorial Charitable trust insisted on supporting the differently-abled category. We received 15 applications for this category and 2 para-swimmers Sharath Gayakwad and Rajni Jha were awarded the scholarship post the selection process.

## ASHWINI CHARITABLE TRUST

Total amount raised: ` 2,31,400/-

All the funds collected from Event's last edition was utilized for our on-going projects. We were able to sponsor more children and provide them with food and nutrition.

The break up is as follows :

We provided the children with special meals 4 times @ 8000 per meal	` 32,000
We paid the fees of 9 children @5000 per child	` 45,000
Provided specially made protein supplement for the children @400 per day	` 1,46,000

## SNEHADEEP TRUST FOR THE DISABLED

Snehadeep had received ` 3,04,000 which was mainly used to pay the salary of our teachers:

Expenditure Head	(`)
Computer Teacher (10000/permonthx12)	1,20,000
English Teacher(10000/permonthx12)	1,20,000
Food for the Children	64,000
TOTAL	3,04,000

## PROVISION ASIA

We raised ` 7.64 lakhs in last year's run. These funds were used in the building up of our school's infrastructure and for purchase of indoor and outdoor equipment, furniture for the kids, teaching materials, toys, books and stationeries, uniforms, computer and music equipment.

# UTILIZATION OF FUNDS REPORT OF NGO'S

Given below are reports submitted by some of the NGO's who raised funds at the 2011 edition of Tata Consultancy Services World 10K Bangalore.

## KARUNASHRAYA – BANGALORE HOSPICE TRUST

We raised ` 7,28,977 last year and these funds helped provide free care to advanced stage cancer patients. We helped patients at our hospice and some home care patients too. The money impacted 350 patients.

## DIYA FOUNDATION

We raised ` 4,10,540 /- last year and the amount was used in the following manner:

- ` 3.39 lakhs was utilized for the salary of trainers who provide vocational training to our mentally challenged students to help them get independent.
- A down payment was made to purchase a vehicle to transport our mentally challenged students to and from the shelter.
- ` 7,000 was used to buy recreational books/material for our library.

## DREAM A DREAM

The funds raised, ` 10,56,212 was utilized to continue to offer our core Life Skills Programs to 3000 children and young people for the year 2011-12. The breakup of the same is as follows:

1. 3,000 children and young people from Bangalore's urban slum communities enrolled in Core Life Skills Thru Sport and Life Skills Thru Creative Arts Program.
2. Average attendance of over 75% maintained in all programs.
3. 500 children enrolled were in our Dream LearnIT program that provides Life Skills Development and Computer Education to children. The program uses an in-house curriculum and is delivered by trained facilitators with support from volunteers and interns.
4. 248 young adults have undergone Career Talks.
5. 144 young adults have been enrolled in our "Life Skills For Career Development" programs teaching them Spoken English, Computer Education, Money Management, Communication, and Workplace readiness skills.

## TROPICAL RESEARCH AND DEVELOPMENT CENTRE (TRDC)

TRDC raised ` 1.50 lakhs last year and was used to restore a lake in Goolikatta/Navangere Village, Sirsi Taluk, Uttara Kannada District, Karnataka State, India. The lake was heavily silted and storage capacity had reduced to almost zero level without any scope for storage in the lake. So ` 1,35,000 was used towards restoration of the 2 acre lake and surrounding area and ` 15,000 was spent for supervision, travelling and administration costs. All the beneficiaries are small farmers, landless labourers and agri-labourers who were facing drinking water problem during summer since they have to most of the times depend on open wells. TRDC constructed wetland for rainwater harvesting and storage, which will enhance the water resource situation in the open wells. Now with the enhanced water storage capacity after rejuvenation, villages would be able to get enough drinking water even during scarcity period. This will also result in constant ground water percolation resulting in ground water recharge and increased static water table in the surrounding region benefiting villagers of Goolikatte and Navangere villages. Since the constructed wetland is close to the forest, it will also help as a source of drinking water for wildlife and birds.

## CUPA – COMPASSION UNLIMITED PLUS ACTION

CUPA raised ` 8,46,756 which was used to help them start a LARGE ANIMALS RESCUE & REHABILITATION CENTRE in Kengeri at the outskirts of Bangalore. The breakup of the funds utilization is as follows:

1. Doctors consultation room	` 1,28,000
2. Care takers room	` 98,000
3. Hay room	` 59,500
4. Cow Shed	` 2,35,000
5. For sick bays – 2 nos.	` 1,32,300
6. Horse Shed	` 53,546
7. Soak Pit	` 38,000
8. Water Tank	` 30,000
9. Electric Works	` 25,000
10. Open Water Tank for Cows	` 17,000
11. Miscellaneous expenses	` 30,410

## ABA India - Association for Behaviour Analysis India

` 1,07,872



ABA is a science of behaviour modification. We start with what the child wants, what motivates him and accordingly shape his learning. Association for Behaviour Analysis (ABA)-India was formed by professionals and supported by parents to help children with Autism acquire social, communication and life skills

## ACT - Ashwini Charitable Trust

` 10,80,821



Provides education, until gainfully employed, to underprivileged children in the Ulsoor slums. Every child at ACT gets is an all-round development programme that ensures every child's physical, mental and emotional wellness.

## Adyayan Trust

` 3,500



Adyayan Trust (AT) is a non-profit foundation incorporated in Mysore in 2009. The Trust has the objective of imparting excellence in education to the aspiring differently abled and mentally challenged youth of the Nation.

## AEA - Aide et Action

` 52,868



To make education a lever for human development by providing access to quality education for children of migrant workers and underprivileged children; empowering women and girl child; ensuring better livelihood opportunities for school drop-out youth.

## AEEE - Alliance for an Energy Efficient Economy

` 7,000



AEEE enables India's energy efficiency stakeholders to convene on a common platform to support energy conservation programmes, energy efficiency policy implementation and market development, and thereby energy efficiency improvements in all sectors of India's economy.

## AKK - Anga Karunya Kendra

` 13,87,878



Anga Karunya Kendra manufactures and fits artificial limbs for lower limb amputees; callipers, braces and shoes for persons afflicted with Polio, Cerebral Palsy and Muscular Dystrophy; and provides gait training and physiotherapy. A 12-bed dormitory is available for people coming from outside Bangalore.

## Akshara Foundation

` 5,59,485



Established in 2000, Akshara Foundation is a Bangalore based NGO with a mission to ensure that every child is in school and learning well. Akshara has a range of programmes that provide multiple solutions to universalise equitable access to quality preschool and elementary education for all children through multiple innovative models.

## Akshaya Patra Foundation

` 11,000



Works on providing mid-day meal to the government school children with help of central & state governments on Public Private Partnership model across 8 states and 19 locations of India and has now grown into a mammoth endeavour reaching out to over 1.3 million children.

## AMC - The Association for the Mentally Challenged

` 8,89,895



AMC serves intellectually challenged in the age group of 4 to 65 and their families. It has special school (Akruti), vocational training centre (Pragati), sheltered workshop (Sanskriti), Day Care Centre, Child Guidance Clinic and programme for families (Samruddhi).

## APD - The Association of People with Disability

` 72,16,362



This is a 52 year old Bangalore based NGO committed to work with people with disabilities from 0 to 35 years, facilitating & empowering them to become both functionally and financially independent. Our focus is on Education, Vocational Training & Livelihood, Health-care Therapy and Assisted Device/Mobility Aids, Advocacy, Network & Collaboration with other NGOs in similar field.

## Bangalore Cares

` 1,32,140



Supports, promotes and encourages the social sector to enhance the quality of services, income and accountability of NGOs - through collaborating with individuals and organizations

## BOSCO-Bangalore Oniyavara Seva Coota

` 2,85,864



BOSCO has continually reached out to children who find themselves adrift in our city and on reuniting these children with their families, failing which we offer them a home, along with education and vocational training.

## Cheshire Disability Trust

` 1,32,400



Works for disabled youth, in the age group of 18 and above, CDT is part of the Leonard Cheshire Disability Global Alliance, working world-wide in support of persons with disability. CDT is working for Livelihoods for persons with disability through its Livelihoods Resource Centres across India.

## Child for Life Fund - St.John's Hospital

` 1,50,000



'Child for Life' fund assists in providing critical life-saving medical and surgical treatment for children from underprivileged backgrounds. Funded mainly through contributions from individuals and groups we are now 13 years old and have had the privilege of assisting over 550 children suffering from life threatening medical conditions.

## ChildFund India

` 10,000



Works in over 2500 communities and diverse groups for child labourers, children living with HIV/AIDS, orphans, disabled children, children of gypsies and tribal across India.

## Concern India Foundation

` 30,000



Extends financial and non-financial support to grass root programmes working in the areas of education, health and community development. We reach out to beneficiaries such as children, youth, the differently able, women and elderly.

## CUPA - Compassion Unlimited Plus Action

` 57,176



CUPA is an organisation for the welfare of animals. From two tiny rooms in 1991, CUPA today operates from three centres and occupies a total land area of ten and a half acres. More than 10,000 wild and domestic animals pass through its portals, and activities range from urban stray dog control to load bearing animal relief centres; from a veterinary hospital, emergency care centre, and 24/7 animal shelter operation to rehabilitation of wildlife in their indigenous forest zones.

## Diya Foundation

` 6,71,945



Diya Foundation, since 1999, has a Vocational Training Centre cum Sheltered Workshop for the differently abled has been set up. Mentally challenged adults are on a journey to discover their abilities, pick up skills and learn a trade. With love, encouragement and appropriate training they strive to be productive members of society.

## Dream A Dream

` 17,37,936



Over the last 12 years, Dream A Dream has transformed the lives of over 12,000 children and young people through our Life Skills Development Programs using powerful mediums of sport, creative arts, mentoring, outdoor experiential camps, computer education and career development, thus giving them the confidence and dignity to make the right choices in life, learn to work with diverse groups of people, integrate with society and live a life with dignity.

## EnAble India

` 6,64,168



Focus is on employment and training of persons with disabilities and do placements to over 350 persons with various disabilities across India directly, over 400 candidates with disabilities have been trained and made employable, over 150 visually impaired trained in computers annually.

## Global Ability in Disability

` 81,850



Global AID is a registered society based in Visakhapatnam and Vizianagaram districts of Andhra Pradesh, India working towards mainstreaming into society, differently abled persons, persons with disabilities, physically challenged persons with all natural rights and special rights that they are entitled.

## GOONJ

₹ 18,400



GOONJ brought wider attention to the most ignored basic needs of human i.e., clothing and its various aspects right from dignity, deaths during winters, opening up taboo subject of menses and explored in the absence of the most basic need such as cloth, what do women use in remote villages.

## GoSports Foundation – GSF

₹ 5,90,000



GoSports Foundation (GSF) envisions an India where young sports-persons with world class potential are given all the support necessary to achieve their dreams. In India, junior and mid-level athletes are often at cross roads and have to choose between sports and mainstream careers.

## Helpage India

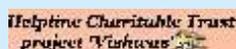
₹ 93,657



Established in 1978, HelpAge India have set up 74 mobile medical units spread across India are reaching out to almost a million destitute elderly annually. 1000 Old Age Homes serve the homeless elderly with quality shelter and food. Over 35,000 eye operations annually assist in regaining failing sight.

## Helpline Charitable Trust project 'Vishwas'

₹ 1,58,168



VISHWAS, an initiative of Helpline Charitable Trust, is a home since 1999 for orphaned or abandoned children who are in desperate need for protection from every kind of abuse on the streets and often in peril of their lives. Presently 45 children have found protection, education and comfort of home in Vishwas.

## Iksha Foundation

₹ 5,51,030



Iksha works in the field of Retinoblastoma, a childhood cancer, is curable. If detected late, the child may lose one or both eye, maybe her/his life even. Timely treatment is the key and Iksha believes that treatment should not be delayed due to lack of funds.

## ILP - India Literacy Project

₹ 1,75,000



ILP supports education and literacy projects predominantly in the rural, tribal and educationally backward regions across India through a strategy which is scalable, sustainable and efficient and have successfully executed over 100 projects which have positively affected 100,000+ people.

## Indira Gandhi Institute of Child &amp; Health

₹ 15,00,000

## Isha Education

` 9,47,155



Transforming lives of underprivileged rural children by making holistic, high-quality education accessible and affordable by building rural schools and providing scholarships. Isha Vidhya runs rural schools across Tamil Nadu with 3500 children, 60% (2100) on scholarship.

## iVolunteer - programme of Mitra Technology Foundation

` 7,500



The organization works to create a volunteering movement in India. It acts as a platform that connects volunteers to different organizations across India.

## Karunashraya - Bangalore Hospice Trust

` 5,41,930



Karunashraya has for the last fifteen years been extending FREE CARE to advanced stage cancer patients. The palliative care that is given ensures that the patient is comfortable and almost free of pain. Their distress causing symptoms are attended to and in the ambient surroundings here they spend their last days in peace and comfort with no financial worry.

## Light a Life – A First American (India) Foundation

` 50,000



To provide education to the underprivileged, and differently abled children, and have started this by buying the school study tables, stationery, shoes and uniform and providing drinking water facilities for the Government Higher Primary School, Kadogodi Plantation, South, Range-4, Bangalore.

## Make A Wish Foundation of India

` 27,910



Works towards fulfilling the cherished wishes of children between 3 to 18 years with various life threatening illnesses like Cancer, HIV/AIDS, Heart Disease, Kidney Failure, Thalassemia Major and so on.

## MCKS Trust

` 3,180



Does various charity work from feeding the poor and the down trodden, to giving blood to the needy, providing sponsors for heart surgeries, intestine surgeries, providing education and assisting in building school for the poor.

## Mentor Together

` 67,365



Facilitates democratic and empowering relationships between committed volunteer mentors and underserved populations through curriculum and framework developed by Mentor Together, mentors support the youth in improving their language skills, developing life skills and pursuing their academic and career goals.

## Mobility India

` 9,80,503



Works for people with disabilities, especially women, children, the elderly and those living in urban & rural poverty, by providing health care, including rehabilitation services, education, livelihood and social inclusion. Whilst also encouraging valid participation, training and research & development.

## NAB - The National Association for the Blind, Karnataka

` 1,000



NAB works to make the Visually Impaired person live a dignified life in the mainstream society. It provides the infrastructure as well as, education & training of the Visually Challenged (VC), Deaf Blind Projects, Integrated Education Projects, Eye Camps for the rural poor, several cataract & cornea surgeries.

## Nanhi Kali- A Project of K.C Mahindra Education Trust and Naandi Foundation

` 6,47,224



Project Nanhi Kali ensures a girl child is empowered through 10 years of quality education so that she contributes equally towards nation building. We are today supporting over 76,000 girl children across 7 states of India, thereby contributing in making girl child education a part of main stream.

## Navachetana Trust

` 22,000



Navachetana is mainly working with mentally impaired children and adults for the past 14 years in Bangalore city. We treat people suffering from manic depression, psychosis neurosis, paranoia, schizophrenia and other psychological and pathological cases, from different part of India.

## Nirmaan Organization

` 9,05,507



Provides quality education through our School Adoption Program and are working with around 10 government schools. Also monetarily help around 60 students who are committed and responsible yet financially distressed through our National Scholarship Program. Educational Empowerment initiatives like evening schools, village libraries, and school enrolment drives etc., are undertaken.

## OBL - One Billion Literates Foundation

` 1,36,419



OBL Our mission is to impart technical education, English and soft-skills and build libraries in Government schools. They have adopted 5 schools so far and plan to start a facility near our schools so that the entire community can benefit and the unemployed can be made more employable.

## Parinaam Foundation

` 10,300



Provides social services like health care, access to education and vocational training, livelihood support and community development services to poor women and their family across India to manage their poverty.

## Parivarthan, Counselling, Training and Research Centre

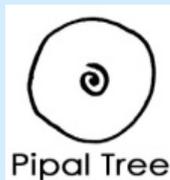
` 28,000



Parivarthan's Child Protection Helpline is a service by qualified and experienced child counsellors to provide an accessible, confidential service to aid children, adolescents who are facing emotional, physical or sexual abuse.

## Pipal Tree

` 1,750



Pipal Tree has started a home for the adivasi children, where children from extremely vulnerable adivasi families living deep in the forests or are migrants are identified and are enabled to continue high-school education.

## PNLIT - Puttenahalli Neighbourhood Lake Improvement Trust

` 37,301



PNLIT is the first citizens' group to have officially signed an MOU with the BBMP to nurture a lake. PNLIT's focus has been on making the lake into an avian habitat. Over the last six months, more than 50 species of land and water birds, including migratory ones have been spotted at the lake. To promote awareness among the people and involve them in lake conservation.

## Prerana

` 1,321



Prerana runs "Nurture Merit", a program assisting meritorious children from poor socio-economic backgrounds to pursue professional and technical education like B.E., B.Com and Diploma. Our students parents are usually working in garment factory, as housemaid, drivers, etc.

## proVision Asia

` 20,14,165



ProVision ASIA provides free mobility aids, physiotherapy, corrective surgeries, education scholarships, computer training, job placements, spoken English classes and operate a special school for children. Counselling is provided to the differently abled clients and their families.

## Rang De

` 2,53,609



Rang De is India's first online lending platform that supports rural entrepreneurs with access to low cost capital. Through an online platform Rang De enables individuals to lend Rs.100 or more to a specific entrepreneur. Social investors receive updates on how the loan is utilised and on repayments received.

## Reaching Hand

` 3,00,452



Started in 1996 to work with vulnerable children, marginalized women & deprived families through quality education, health care and skill development is the key focus of Reaching Hand.

Saahas

` 20,500



Saahas has been working with communities and government to support management of waste in Bengaluru since 2001. Works towards management of municipal solid waste and e-waste from apartments, offices, schools and households in Bangalore.

Sambhav Foundation

` 57,101



Serves people with developmental disabilities, people from vulnerable and economically low background, by creating opportunities, providing facilities and training, to become a contributory member of the society.

Sankalp India Foundation

` 2,000



Sankalp India is a voluntary youth organisation for the cause of voluntary blood donation since May 2003, working to ensure that no one suffers due to shortage of blood.

Sankara Eye Care Institutions India

` 1,50,000



Shankara's mission to eradicate needless blindness will be incomplete without extending its services to the needy and underprivileged sections of the society. It is the recognition of such a world that inspires and motivates Sankara to acknowledge and render much needed services to society.

Sathi - Society For Assistance to Children in Difficult Situation

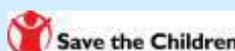
` 5,000



SATHI provides safe and temporary shelter for the protection of runaway and separated children. With effective counselling and appropriate communication, the gap between the child and his/her family is bridged. SATHI has evolved a camp strategy to rehabilitate addicted children, focusing on de-addiction, importance of education, strengthening relationship between children and their parents while building their life skills through relational counselling.

Save the Children-Bal Raksha Bharat

` 2,92,501



Save the Children works to ensure that every child gets a fair chance at childhood through education, healthcare, and emergency services, last year they reached out to 4 lakh children across 3000 villages in 12 states.

SDIE - Sahasra Deepika International for Education

` 7,05,328



Since 1998, orphans or children from single-parent homes have been provided food, education, and care at Sahasra Deepika Institute in Bangalore. Their Outreach Program has reached nearly 3000 high school students in government schools over the past three years, enriching their knowledge of English.

## SICHREM-South India Cell for Human Rights, Education &amp; Monitoring

₹ 80,094



SICHREM works for the protection, promotion and defence of human rights in South India. Established in 1995, by concerned citizens in response to the growing insensitivity to the rule of law, and believes that the way to address this issue is through a concerted action, education, sensitization and intervention with civil society and the State.

## Snehadeep Trust for the Disabled

₹ 4,75,000



Works towards the upliftment and betterment of the differently abled in the areas of education, computer training and soft skills. Also includes development of the girl and education and empowerment of destitute women in its agenda.

## Sparsh Foundation

₹ 7,75,000



Provides free surgeries to underprivileged children with defects like hand and foot deformities, scoliosis, also provides free joint replacement for retired government teachers through their two programmes 'Sparsh Vachanna' & 'Guru Namana' respectively.

## TDRC - Tropical Research and Development Centre

₹ 25,000



TRDC - Paryavaran project in Uttara Kannada district is intended to reduce impact of the climate change through regeneration, enrichment planting deforested area, rainwater harvesting, restoration of wetlands/village lakes through involvement of local communities.

## The Baale Mane

₹ 3,41,208



Shelter home for girl children rescued from domestic violence, child labour and street dwelling outside Bangalore. The Baale Mane is the only home in the Bangalore area dedicated to girls rescued from domestic service.

## TTF - The Teacher Foundation

₹ 7,000



The Teacher Foundation aims at infusing the school education system in India with new energy, enthusiasm and expertise by working with schools, principals, school-administrators, teachers and teacher educators in the areas of school development & improvement, teacher development, technology enabled training and support, design and production of teaching aids and classroom-resources.

## VAANI - Deaf Children's Foundation

₹ 21,820



Reaches out to deaf children and their families by establishing partnerships with NGOs and Government agencies like the SSA across India, currently active in West Bengal, Jharkhand, Assam, Meghalaya and Mizoram.

## Vathsalya Charitable Trust

1,09,285



Vathsalya Charitable Trust receive surrendered and abandoned infants and children directly and through the child welfare committee, also run an informal school attending to the needs of the children who have had no formal schooling or education and have a residential programme for women in crisis.

## WORD - Women's Organisation in Rural Development

1,55,422



Works in the health, education, environment and development domains of women and children in the Namakkal District of Tamil Nadu which is one of the worst hit of HIV/AIDS affected regions in India both in terms of prevalence and impact.

## WWF - World Wildlife Fund India

1,000



WWF strives to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. Helps the conservation of Critical Regions (like Satpuda Maikal, Terai Arc, Sunderbans, Bharatpur, etc.), Priority Species (like Royal Bengal Tiger, Asian elephant, Indian rhino, red panda, snow leopard, gharial, otters, Ganges river dolphin, etc.)

## YWCA - Young Women's Christian Association of Bangalore City

7,08,800



YWCA has been working for the development of women and children by providing hostels, educational sponsorships, counselling, and computer education classes and is involved with campaigns against pollution, peace initiatives, and training women to empower one another; to address various social and economic issues, community health programs and camps, and evolve strategies to meet the changing needs of women.



## 'THANK YOU' – TWO SMALL WORDS WHICH MEAN SO MUCH!

Bangalore Cares – the official 'Charity Partner' for the event – says a very big 'thank you' on behalf of the 84 charities which registered for the TCS World 10K Bangalore 2012, for all the support, encouragement and donations received for the causes they are involved in. Causes which really are a part of making our world better.

Bangalore 'ran as one' on race day, but not just for prize money and the challenge of a faster time, but for a cause close to the heart of thousands. This year 6,902 donations were received – an increase of 1,053 donations on the year before. These donations came through fundraisers like Fergus Holland, just 9 years old, who raised ` 25,000 for proVision, and Mr. G.M.Row, only 76 years young who raised from his family and friends of a lifetime, the wonderful amount of ` 13,34,378 for AngaKarunya Kendra and Bangalore Cares. Both organisations provide free mobility aides and other services for people who have physical challenges. Between just these two organisations thousands of people who cannot afford services are benefitted.

It is not the size of donation that matters – ALL donations represent love and appreciation for the work being done by an organisation and the cause it works for. Neha donated ` 10 to Diya Foundation which cares for adults who are intellectually challenged. And on the other hand Mr Amarnath Kamath donated ` 7.85 lakh to a range of causes including the 'lesser supported' causes which included CUPA which cares for animals and Parivarthan which provides crisis counselling. In total ` 3.06 crores was raised, an increase of 65% on the previous year.

Bangalore Cares does what it can to help organisations and fundraisers. One aspect of the way we work, in which we really believe, is to encourage donors to make their donation direct to the organisation they are supporting. Most funds do not pass through Bangalore Cares. We rely on an 'honor' system for NGO's to report on how much funds they raise and we are very pleased that this is respected. However, one sort of donation which does pass through Bangalore Cares is the online donations for organisations which use the donation facility we provide for all organisations who register. This year we are delighted that 56 organisations used this facility and that donations were up by 400% on the previous year, reaching a total of ` 22.33 lakhs. Online donations are going to grow as the years go by.

This Docket is a tribute to the hard work put in by fundraisers; the donors which supported them; and their causes they supported. The funds raised are precious. They enable organisations to pay their staff better salaries; and enhance equipment; but more so to continue their work and expand services which respond to the needs of the disadvantaged in our society.

To all who have made the Tata Consultancy Services World 10K Bangalore 2012 possible, and to all the supporters of causes, demonstrating that Bangalore really does care - Thank you!

## ABOUT BANGALORE CARES – EVENT'S OFFICIAL CHARITY PARTNER

Bangalore Cares is a registered trust that believes in, supports, encourages and promotes the NGO community and does what it can to help. There is so much that the community needs to become stronger. While we have a number of ideas to encourage and assist, we currently focus on two aspects – encouraging individual donations; and promoting accountability.

We are a small group. Currently we have a team of three persons. One of our approaches is to collaborate wherever we can with others who share our vision of a stronger and more vibrant NGO community. In this connection to mention just three of the organisations we collaborate with: Procarn International for the TCS World 10K Bangalore and the opportunity the event provides for NGOs to reach out and raise friends and funds; with Sattva an online communications group who provide great online social-media coverage of the TCS World 10k and other social causes; and with Namma Bengaluru Foundation and the Rotary Club of Bangalore City, both of which provide recognition and awards to NGOs.

*Charity Partner*

**Bangalore cares**  
www.bangalorecares.in

Sustainability is the condition that our planet needs for continuing all life and systems in the future. In the past, the human population was small and natural resources used to seem boundless. Today, we are painfully beginning to learn that environmental resources are limited and are quite sensitive to everything that we do. We have now started to feel the brunt of the actions of the generations that came before us.

The world has also begun to learn that there is a direct effect of environment on sports. Globally, the relationship between sports and environment has been growing steadily so much so that the environment is now a key consideration in almost all sports planning activities. Namibian sprinter Frankie Fredericks says, "I breathe at least twice as deeply when I'm running. Air pollution is a threat to my health and my physical performance" (UNEP 2005). Not only Frankie, runners all over the world are conscious of the fact that a clean environment has an important role to play in bringing the best out of them.

The green dimension of the Tata Consultancy Services World 10K Bangalore was seeded during the 2011 edition. The Event's endeavor essentially involves (a) taking positive steps to control the Event's own carbon emissions and (b) generate awareness/education and active participation from the runners of the Event, and their supporters, in this green journey.

Last edition, on the occasion of World Environment Day (as the race day too fell on this day), the Event organized a tree plantation drive at the 2.25 acres of land along the periphery of the Madiwala Lake, which is in the heart of Bangalore city. This established the creation of the World 10K Urban Forest with the support of the Karnataka State Forest Department and the Madiwala Lake and Tank Foundation. The plantation drive was joined by Under Secretary General Mr. Achim Steiner and senior representatives of the United Nations Environment Programme, officials of the Karnataka State Forest Department, our Event Ambassador and guests. We even had runners contributing and adopting trees at this forest.

The 2012 edition of the Tata Consultancy Services World 10K Bangalore saw the introduction of the People's Green Award. The People's Green Award is a platform to recognise and acknowledge people who share this dream to make our planet greener and a better place to live in. The Event enjoys the support of a group of people, who individually and through their respective organizations are passionate about the cause of environment rejuvenation.

The Green initiatives of the Tata Consultancy Services World 10K Bangalore are facilitated and coordinated by NextGen, an energy and environment company with the mission to create sustainable growth through technological and social innovation.

## THE PEOPLE'S GREEN AWARD

The People's Green Award ('PGA') is a platform to recognise and acknowledge people who share the dream to make our planet greener and a better place to live in. Open only to participants of the TCS World 10K Bangalore 2012, the PGA has 2 award categories.

### THE GREEN STAR

The Green Star award category admires the people who take an extra effort in creating environmental awareness. It is for the people who walk an extra mile from their daily work. It identifies exceptional environmental leadership and dedication from individuals/groups and/or NGO's whose devotion and enthusiasm energizes others.

This award is open only to individuals/groups and/or NGO's which incur no monetary profit from their Green services and should strictly be "Not for Profit."

### THE CORPORATE GREEN STAR

This award is for the companies/corporate foundations which have a vision to make the world Eco-friendly and strongly imbibe this principle in their businesses as well. This is for the corporate/organization/corporate foundation which addresses the importance of sustainability very seriously. This is for the people with exceptional vision and efficient leadership.

This award is open only for companies/corporate foundations which lead Green Initiatives without seeking out any monetary gains from the initiative.

## APPLICATION AND JUDGING PROCESS

Entries for the PGA were invited from confirmed runners online through the event website [www.procamrunning.in/tcsworld10k](http://www.procamrunning.in/tcsworld10k). Participants were encouraged to upload photographs, videos, presentations supporting their nominations. They also were required to fill a questionnaire to be considered for the award/s.

Post audits of the NextGen team, five finalists for each award category were chosen. These finalists were then handed over to the Green Jury and for public voting, to decide the winners. The weightage given to the Green Jury's score and votes received is 70% and 30% respectively. To make sure that the rightful winner is declared, the Green Jury scored every finalist on the basis of the idea, the scale of the initiative and the impact it has created. To know the winners of the inaugural chapter of PGA declared at the Post Event Press Conference on 11th July 2012, log on to the event website [www.procamrunning.in/tcsworld10k](http://www.procamrunning.in/tcsworld10k).

## THE GREEN JURY



Mr. Hem Pande, IAS,  
Joint Secretary,  
Ministry of Environment and Forest

Mr. Pande is an IAS from the batch of 1982. With experience in various sectors ranging from Mines and Mineral to Energy, in 2008, he took up the role of Joint Secretary at Ministry of Environment and Forest and has been working tirelessly for the cause of saving the environment.



Mr. Karan Bhalla,  
Chief Operating Officer,  
World Wildlife Fund-India

WWF-India today is the largest organization engaged in many activities for protection and conservation of the environment in the Indian context. It is functioning under the able leadership of Mr. Karan Bhalla who has been acting as the Chief Operating Officer of World Wildlife Fund-India.



Prof. Dr. A. Damodaran,  
Professor, Indian Institute of  
Management, Bangalore

Prof. Dr. Damodaran has been doing a lot of research in Environmental Economics and Finance. He has been on an advisory group of the ministry of environment as well as environmental fellow at the US Environment Protection Agency. He is also the author of Encircling the Seamless — India, Climate Change and the Global Commons.

Dr. Anil Kumar Dikshit,  
Professor, Centre for Environmental Science  
and Engineering, IIT Bombay



Dr. Dikshit did his Ph.D in Environmental Systems Engineering from Cornell University in 1994. He has many publications in waste management under his name and has worked as technical consultant to many industries and municipalities.

Mr. Vivek B. Singh,  
Joint Managing Director,  
Procam International Limited



## TOP 5 FINALISTS OF THE GREEN STAR AWARD CATEGORY



### PUTTENHALLI NEIGHBORHOOD LAKE IMPROVEMENT TRUST (PNLIT)

At a time when lakes are dying in Bengaluru and open spaces are often considered as a wasted resource, PNLIT is a team of ordinary citizens from the vicinity of Puttenahalli Lake, J.P. Nagar, who successfully campaigned for the BBMP to rejuvenate the lake. PNLIT also signed an MOU to officially maintain the lake becoming the first citizen's group in Bangalore to do so. They have been working tirelessly from the last three years to revive the lake. PNLIT does everything required to save the lake. Now, because of their hard work more than 200 trees have been planted around the lake, groundwater has now improved, even birds have started adopting the lake and now it houses more than 200 species of birds.



### VANAMITRA

is an initiative by 3 youths for Sustainable Conservation of Nature & Wildlife by Educating & Inspiring Common People in Cities & the remotest of Villages, young & old, Literate & Illiterate alike to Love & Care for Nature & Wildlife. As of last year, Vanamitra educated more than 11,000 people from all walks of life, free of cost, sensitizing them towards nature & wildlife. Vanamitra also rescues & rehabilitates wildlife of all species which play the critical role of maintaining a healthy balance in nature which leads to a good eco-system. Thousands of wild animals have been rescued from human conflict situations and released back in their natural habitat. 6 leopard cubs lifted by villagers were reunited with their mothers. Common people taking responsibility for environment, is a top social change needed in the current scenario of serious environmental disasters like climate change, drought etc., which primarily are caused by people themselves. Vanamitra works towards creating awareness amongst people on their connection with Mother Nature and inspires them to take responsibility for restoring balance in our ecosystems. Vanamitra aims to make Karnataka a model state in India for the best Environmental Care with Involvement of People.



### PARISARA

is a waste management program initiated in the year 2003 by Samarthanam trust for the Disabled. It has emerged as a reliable waste management partner for individuals, apartments, educational institutes and corporate houses in Bangalore. Like in many rapidly developing cities, Bangalore has seen a substantial population growth leading to complex environmental challenges unique to urban communities. One of these problems is dry waste management. The solution is citizen partnership and an improved Waste Management System. Samarthanam launched Parisara with the objective to provide end-to-end waste management solutions for the corporate organizations to achieve sustainable waste management practices and reduce environmental footprint and to utilize our natural resources in an efficient and effective manner. On an average they recycle around 50,000 kg of waste every month.



### NAGADALA

is a group started by Mr. Nataraj C, which is committed towards eco-awareness. The word 'Nagadala' means group of people who think and act about environment protection. Nagadala started doing Shramadana towards restoration of Historical Ramannana baavi kalyani (temple tank) when some people wanted to cover it up and make a commercial complex over it. Thanks to the efforts of Nagadala, the tank now gets filled up by the Kalyani river and the water in the tank helps recharge the borewells around. Mr. Nataraj hails from Doddabalapur area of Bangalore, where water shortage is a huge problem and water supply twice in a week is a common sight. People end up paying around Rs.300-400 every week for the water. Mr. Nataraj learnt the technique of rain water harvesting and is sustaining only on rain water collected at his house for all his use. He has not paid even a penny to buy water since the last five years. To make people more aware and teach them about rain water harvesting, Mr. Nataraj conducts workshops at public schools all of this for a selfless cause of eco conservation.



#### MALLESWARAM SWABHIMANA INITIATIVE,

an RWA founded over a decade ago, has been working towards making Malleswaram a zero garbage locality by creating awareness about waste segregation at the source itself. MSI's efforts have resulted in several apartments in Malleswaram adopting this. Dry waste collection is done once a week by ITC and taken for recycling – they collect about 2000 kgs every month. One apartment, Renaissance Regalia, has saved three tonnes of dry waste from going into the landfill since 2008. Under the banner of 'We Care for Malleswaram' MSI volunteers reach out to the residents to explain the need for waste segregation; demonstrate types of waste, dry waste segregation and composting methods for wet waste. This is reinforced by literature handouts, follow-up emails, calls or even visits. Some of the volunteers carry the message to other parts of Bangalore and outside too, and welcome visitors to see the waste management protocols in their homes. Waste segregation is an imperative, and needs to be taken up by every resident of Bangalore.

## TOP 5 FINALISTS OF THE CORPORATE GREEN STAR AWARD CATEGORY



#### GREEN N GOOD

was launched in 2009 by two IIM graduates with the objective of enabling inclusion of especially those who have reaped minimum benefits from development till now. We believe that at the heart of this vision is the idea of 'Sustainable Development'. A development, that ensures a pattern of resource use such that our needs are met in the immediate and indefinite future, while preserving the environment, the society and our traditional heritage. As the name suggests their products serve two purposes:

**The Green Cause:** promotes environmental sustainability. These products are selected for their eco-friendliness during their entire lifetime, from manufacturing to disposal.

**The Good Cause:** promotes inclusive and equitable economic development through livelihood programs, promote social empowerment of underprivileged sections of society or protects and promote traditional knowledge in societies.



#### SOBHA DEVELOPERS LTD.

is one of the leading real estate developers in Bangalore and a 15 billion company founded in 1995. Sobha is primarily focused on residential and contractual projects. Sobha Developers founded on the premise of transforming the way quality is perceived is also creating environmentally sustainable living solutions. Being an environmentally responsible organization a healthy eco-friendly atmosphere reiterated by water harvesting, extensive plantation and effective utilization of non-conventional sources of energy is always integrated into the design philosophy at Sobha.

Sobha has received the OHSAS 18001:2007 and ISO 14001:2004 certifications for its Environmental, Health and Safety Management System. Sobha has also been recognized by various institutions of repute including Centre for Sustainable Development (CSD) for Social Responsibility for incorporating Sustainable design concepts in water, waste water, solid waste and energy management.



#### ICICI BANK

is India's second-largest bank with total assets of Rs. 4,062.34 billion (US\$ 91 billion) at March 31, 2011. The Bank has a network of 2,752 branches and 9,225 ATMs in India, and has a presence in 19 countries, including India. Considering that banks play the role of investors who supply the investment needed for sustainable development and have the power to promote either clean or polluting industries, ICICI Bank started its environmental initiatives in 2010-11. It implemented paperless banking not only within the organization but also for the customers through introduction of e-statements. ICICI Bank actively engages its customers and its employees in Green Awareness through its Go Green webpage which hosts a personal carbon footprint calculator where all the stakeholders can know their personal carbon footprint. It has also been involved in financing of multiple projects which are environment friendly.



## ROYAL CHALLENGERS BANGALORE

is the first and only IPL cricket team to take proactive steps in responding to environment issues through both innovative awareness generation campaigns and on ground initiatives. RCB strongly believes sports can provide a unique platform with vast reach for spreading the message on environment & conservation. Through cricket, a sport with huge fan following in India RCB has reached out to over 1,00,000 fans who at an individual level have adopted long term green lifestyle changes. RCB's green philosophy has always been think green and act green where RCB has focused on delivering on ground impact along with large scale awareness. RCB's green initiatives are truly of the fans, for the fans and by the fans making it the first Carbon Neutral Cricket team in the world to achieve carbon neutrality not through purchase of carbon credits but through a first of its kind democratic, fan driven initiative.

## ABOUT NEXTGEN



NextGen previously incubated at IIM Bangalore and BITS Pilani operates in 2 major domains - Emission Management & Sustainability Consulting and Waste to Energy. Since our inception in January 2009, NextGen has grown into a million dollar company with operations across 4 countries (India, Sri Lanka & Maldives, UAE and UK) working with Fortune 500 clients across 14 different sectors. We are a young and passionate team from BITS-Pilani, IIMs and IITs. Some of our clients include Intel, Tetra Pak, ICICI, Mahindra, Godrej, HDFC, Dabur, Pidilite, Airtel, RBI, British High Commission, NewsCorp amongst others. We are the first and only consultants in India who have been accredited by the Carbon Disclosure Project (CDP) and are also the organizational stakeholders of the Global Reporting Initiative (GRI). We have also developed first of its kind Sustainability & Emission Management ERP system for corporates jointly with MindTree. Our Partners include WWF India, Indian Institute of Science, Masdar Institute of Technology amongst others.



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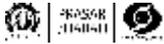


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