



TCS WORLD 10K BENGALURU

TATA CONSULTANCY SERVICES

15 May 2016

Philanthropy *Giving beyond Numbers!*



Philanthropy Partner



India Cares
Foundation

FROM THE PROMOTER'S DESK

The streets of 'Namma' Bengaluru captured the attention of the global running fraternity as an incredible 24,000 individuals participated in the ninth edition of the TCS World 10K Bengaluru on Sunday, 15th May 2016. Keeping true to its tradition, the World's Premier 10K run has served as a platform for the biggest names in the world of distance running, both foreign and Indian, to compete for glory. Countless individuals ran further and faster - some ran for personal goals, some for causes close to their heart and others simply for the joy of it all.

The legendary Long Jump world record holder Mike Powell was the international event ambassador. His presence and words of encouragement inspired the citizens of Bengaluru and his interaction with young jumpers was priceless.

With flawless running under humid weather conditions that demanded more from each athlete, Mosinet Geremew and Peres Jepchirchir marked incredible victories, with the former becoming the first elite male athlete to win back-to-back titles. Swati Gadhav missed her shot at a new course record by a whisker - What a wonderful competition!

It is heartening to see that, the largest charity-raising platform in South India, has raised the bar even higher this year. Over ₹ 6.05 crores, was raised for 90 NGOs, from citizens worldwide. The TCS World 10K Bengaluru has directly impacted lives of nearly 75,000 individuals and causes such as Education, Environment, Disability, Human Rights, Women, Animals, etc, have benefitted.

We complete a decade next year and what better way to begin the celebrations than with a note of gratitude - to all the people who ran and all the people who helped them run - Thank You.

Dhanyavadagalu Bengaluru, we leave with a promise of a bigger, better run next May!

Anil & Vivek Singh
Procam International



POWER SPEAK



“Bengaluru has yet again shown its spirit and come together to make the TCS World 10K a resounding success, nine years in a row. The run has become a part of the ethos of the city and is an occasion we all look forward to every single year. As a proud Bengalurian, I am eagerly waiting for the run to return to the city next year - bigger and better.”

Dr. G. Parameshwara

Home Minister, Govt. of Karnataka & President, Karnataka Amateur Athletics Association



“We are extremely pleased at the response the citizens of Bengaluru have provided to the TCS World 10K throughout its ninth edition. All the state and city authorities have worked tirelessly in collaboration with Procam International to make the event a grand success. It is heartening to see participation from all sections of the society come together as one in support of the event. Bengaluru always welcomes sporting ventures that raise the profile of the city all across the world and TCS World 10K is chief amongst them.”

K. Abhayachandra

Minister for Sports, Youth Services & Fisheries Govt. of Karnataka



“Like every year, the ninth edition of the TCSW10K saw a very close competition. Though the weather conditions were unfavorable, we saw a tremendous display of athleticism, physical fitness and sportsmanship spirit from all the world class athletes and the citizens of Bengaluru who participated. I would like to congratulate each and everyone who ran for Bengaluru and made this edition of the TCS World 10K a success.”

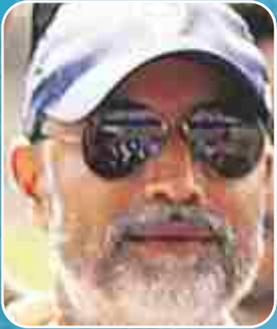
Kapil Mohan, IAS

Principal Secretary to the Government of Karnataka, Youth Empowerment and Sports Department



“Congratulations to all the runners! It has been a very interesting and enthralling run. From Geremew creating a record by winning the 10K twice in a row to Swati Gadhave missing the course record by a whisker. We couldn't have asked for a better conclusion to this year's event. We hope to see many more such fantastic editions of the run in years to come.”

C.K. Valson
Secretary, Athletics Federation of India



“It is indeed great to see so many Bengalureans put on their running shoes and represent the city at the TCS World 10K on a sunny Sunday morning. Ever since the first edition of the event, we have seen an increase in the number of people participating in the run. Thanks to each and everyone who battled the weather and ran through the iconic route. I hope we see even more of you next year when we celebrate a decade of the TCS World 10K.”

Major General K.S. Nijjar
GOC Karnataka & Kerala Sub Area

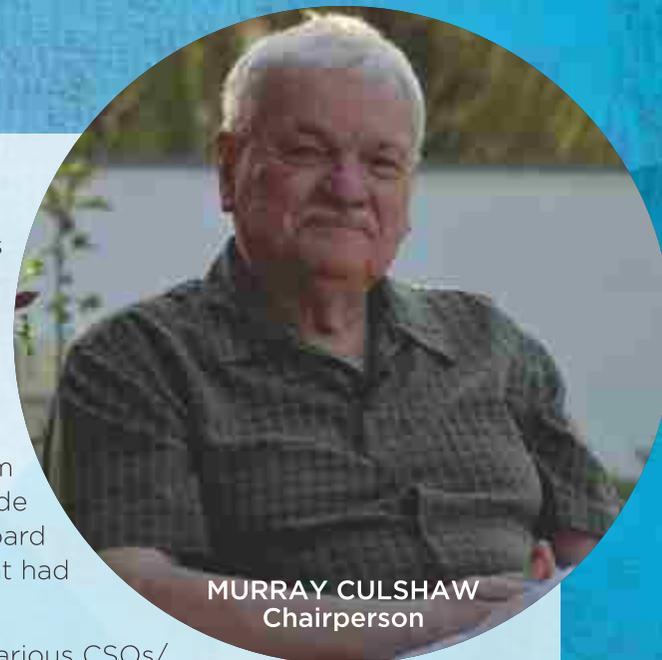
FROM THE PHILANTHROPY PARTNER'S DESK

India Cares team spends 6 months to help organisations use this platform. This year, we added new ways of support, starting with hosting a 'Champion's Nite' where the past and the potential champions were invited, to thank the past and encourage the new champions. This has shown results in the number of champions increasing and the amounts raised by the category by 21%.

89 of the participating CSOs/ NGOs were met by the team to help them plan their fundraising and kept in touch regularly to provide encouragement and support whenever needed. Even the India Cares Board and CEO, were allotted the task of following up with CSOs/ NGOs that had the potential to raise substantial amounts of funds.

Running groups were met in the early morning, volunteer groups of various CSOs/ NGOs were met on weekends to get them to raise funds for a CSO/ NGO they had volunteered for. This resulted in an increase of the iCare category raising 23% more than last year and the number of individual fundraisers too increased by 27%.

"This year the Civil Society Organisations (CSOs/ NGOs) participating in the TCS World 10k Bengaluru have shown increased enthusiasm for the opportunities of this wonderful event to communicate their work and raise resources. We at India Cares have also increased our support. All organisations staff, board members, volunteers and runners were guided on how to achieve more; we met more companies, and helped identify Champions. The TCS World 10k promotes philanthropy in a huge way; more individuals are donating larger amounts with confidence that their money is going to make an impact on the lives of people, on the welfare of animals and on our environment", said Mr. Culshaw



MURRAY CULSHAW
Chairperson

THE EVENT'S PHILANTHROPY PILLAR

Philanthropy, being one of the major pillars of the TCS World 10k Bengaluru, has grown along with the stature and popularity of the event. This year has seen a 35% growth, with the total funds raised being ₹ 6.05 crores. Like the trend has been in Bengaluru, 80% of the funds are from individual contributions and individual fundraisers!

Civil Society Organisations (CSOs/ NGOs) utilise this platform to raise funds and create awareness of their work. Individuals and companies trust the transparency and accountability of the systems in place for the funds raised and has made this event the largest fundraising event in South India. The CSOs were not only able to Connect to the general public, but also Engaged a lot of them who were interested to be a part of this wonderful journey and helped them Transform many lives.

In the 9th edition of the event, 37 companies fielded 54 corporate care teams contributing ₹ 1.22 crores, 43 Care Champions raised ₹ 1.20 crores and 313 iCare Fundraisers along with the CSOs/ NGOs efforts raised a whopping ₹ 3.63 crores for the participating organisations.

All together, 9456 individuals contributed to over 10 causes for utilisation from the cities to the tribal remote areas spread across different parts of our country.

The term Civil Society Organisations (CSOs) was coined instead of Non Government Organisation (NGO) to describe the developmental work the organisations do for society, making the term CSO inclusive, global and positive.

A QUICK OVERVIEW

9456

No. Of Individuals who pledged money

162

Largest number of pledge raised by a single runner

1671

No. of donor donated online

₹ 15,00,000

Largest Single Pledge

88

No. of CSOs who raised funds

102

No. of Participating CSOs

₹ 50

Smallest single pledge amount

₹ 87,04,825

Highest Fundraising CSO (Shrimad Rajchandra Love and Care)

₹ 51,94,063

2nd Highest Fundraising CSO (Vidya Sagar)

₹ 50,28,166

3rd Highest Fundraising CSO (Reaching Hands)

₹ 13,39,500

Highest Care Champion Diamond

₹ 9,31,600

Highest Care Champion Gold

₹ 6,05,311

Highest Care Champion Silver

₹ 26,40,000

KPMG (Maximum participation from a company in Corporate Cares)

₹ 51,94,063

Highest Fundraising iCare

₹ 9,00,000

First American (Highest amount raised by employees of a Corporate Cares Team)

SUMMARY OF AMOUNTS RAISED THROUGH THE TCS WORLD 10K BENGALURU 2016

₹ 1,22,80,000

Amount raised by **Corporate Cares**

₹ 1,19,78,083

Amount raised by **Care Champions**

₹ 3,62,84,498

Amount raised by **iCare Fundraisers**

₹ 6,05,42,581

Total Raised through TCS World 10K Bengaluru 2016

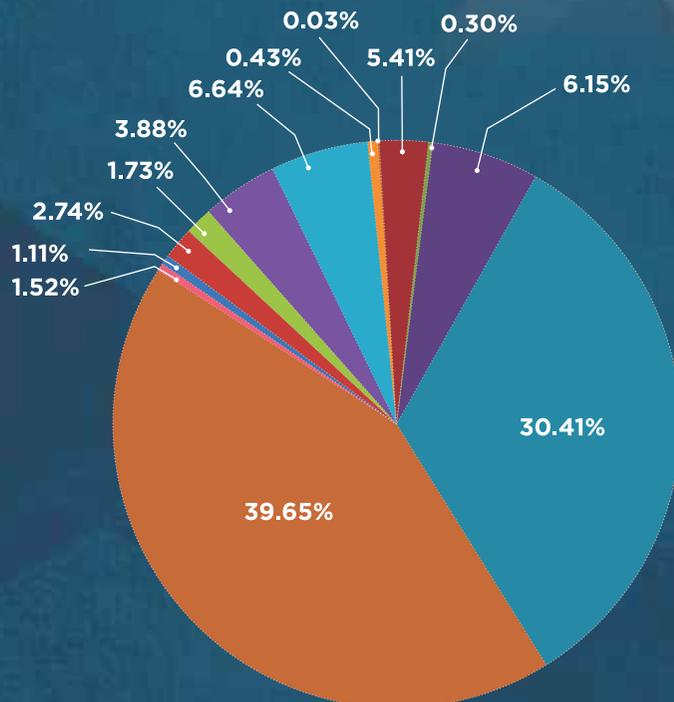
FUNDS RAISED AT TCS W10K BENGALURU

Total raised across all editions- ₹ 26.33 cr

₹ in crores



Cause-wise funds raised at TCS W10K Bengaluru 2016



Causes	Funds Raised (₹ in lakh)	Percentage
Arts & Culture	20,001	0.03%
Children	16,61,329	2.74%
Civic Development	1,80,262	0.30%
Community Development	37,22,311	6.15%
Disability	1,84,08,941	30.41%
Education	2,40,02,110	39.65%
Elderly	6,73,307	1.11%
Empowerment	32,73,600	5.41%
Environment & Wildlife	10,50,012	1.73%
Girl Child & Women	23,47,777	3.88%
Health	40,21,601	6.64%
Human Rights	2,60,700	0.43%
Sports	9,20,630	1.52%

INTERNATIONAL EVENT AMBASSADOR

“Wow Bengaluru! What a fantastic run! Everyone looked so happy...so pumped up, it made me wish that I was also running with them. I especially loved the way people dressed up and were dancing throughout, now that’s how you make the best of a run. Congratulations to all who ran and finished and bigger congratulations to the ones who had fun all along. This was a great experience and I hope I return to the city soon!”

Mike Powell

American former track and field athlete, holder of the long jump world record (unbeaten for 25 years), a two-time world champion and three-time Olympian.

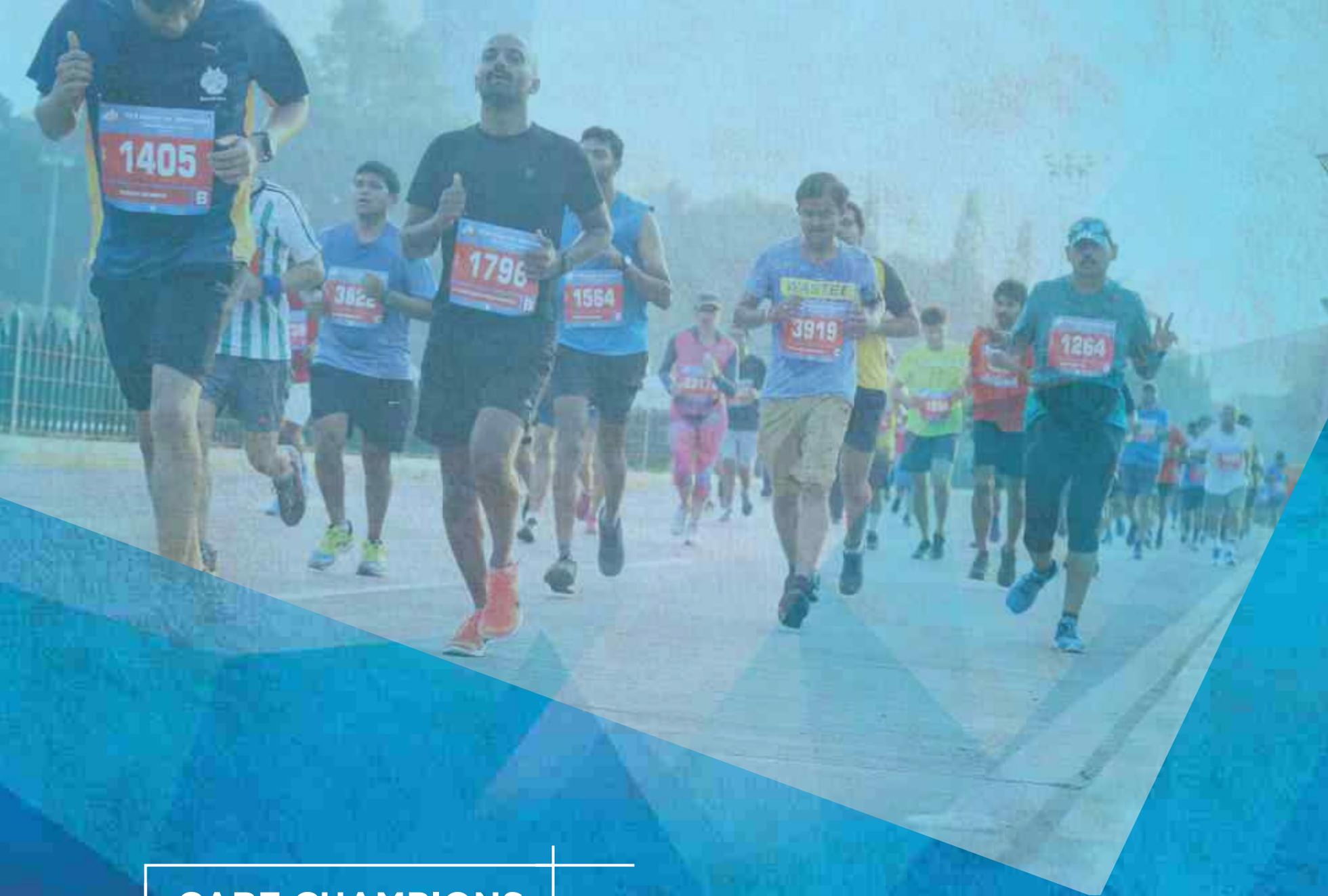




Jump the Gun with Mike Powell

Mike Powell shared his technique amongst Karnataka's young and aspiring long jumpers.





CARE CHAMPIONS

Champions in their own right with the unwavering focus and determination to make a difference, these individuals have led the way at fundraising through the platform of TCS World 10K Bengaluru. As ambassadors of the cause/CSO they supported through the Event, each one is confident that the impact created is much greater than the funds contributed by themselves or their supporters. Though the degree of challenge taken by each Care Champion is different, the passion and effort taken was incomparable.

CARE CHAMPION DIAMOND

Individuals in this category commit to raise a minimum of ₹ 5 lakh. 5 Care Champions Diamond have collectively raised ₹ 43,42,844, benefitting 7 CSOs. We doff our hats!



Aum Desai
Highest Fundraiser
Raised ₹ 13,39,500
Shrimad Rajchandra Love and Care

This 10 year old has been watching his father, brother and other family members and friends raise funds for the organisation working for the tribals in remote Gujarat. In his own words, “I am very fortunate to study in a school like Vidyashilp Academy, but a lot of these rural children have to give up the dream of studying just because they do not have colleges within a 40 km radius of their homes. Being fortunate and blessed under the vision of my Guruji, I have helped raise funds for children just like me to receive education and build a future. Our CSO, Shrimad Rajchandra Love and Care has been associated with the TCS World 10K since the last 3 years. The event has helped us not only connect and create awareness amongst our own, but also through the event we have garnered more friends to support our cause.”

Aum Desai is also the youngest fundraiser at the TCS World 10K Bengaluru 2016. When asked how he managed to raise funds and cross his target, he replied enthusiastically, “I called our friends, family and my dad’s business associates. Everyone who heard about this noble cause was encouraging and generous with funds, and with funds came generous advises. My 5 year-old cousin broke open his piggy bank and gave me ₹ 1000. The whole fund raising experience has been very enriching and satisfying.”



P V Mathew
Raised ₹ 9,59,808
Dream India Network

“I am specially drawn to children’s causes because not only are they one of the most vulnerable segments of society but also the future of our country. So I decided that if I have to make a contribution to my country, educating and caring for disadvantaged children is a good place to start. Dream India Network, where I volunteer, sets up foster homes, transforming the lives of hundreds of homeless children,” said Mathew.

Mathew believes that there are two essential ingredients for successful fund raising: firstly, a cause that appeals to the heart and secondly, credibility around the people espousing that cause. The TCS World 10K lends iron-clad credibility to a great but yet unknown CSO. It is a hugely popular and prestigious event with an enviable track record in helping non-profits raise resources and gain visibility. Everything about TCS World 10K is laudable, transparent and professional.

“This is my first foray into serious fund raising. At first I thought I would be very embarrassed to ask people for money. But then I reasoned that since I was not asking this for myself and for these beautiful children I would ask even the devil for money. So, I made liberal use of electronic media, social media and phone calls to reach out to friends and well wishers to let them know that I was running for a cause and suggest that they should consider donating. Overall, my experience was good. As a bonus this gave me the opportunity to revive and reinforce many relationships and gain fascinating insight into human behavior and motivation.”



Rajan Narayanan
Raised ₹ 9,26,690
One Billion Literates Foundation, The Baale Mane & Shakti Fund

A person who pushes himself more than anyone else in whatever he takes up, Rajan is a serial entrepreneur and has been spending over 80% of his time for the social sector from the last 5 years. Ask about his use of the platform, TCS World 10K and he says, “I chose to support the CSOs that I closely work with and for whom I can reach out to my friends and family and confidently ask for their support. The TCS World 10K is Bengaluru’s premium sporting event and provides a great opportunity to raise funds as it has a very strong philanthropy aspect to the event. My fund raising methods were essentially via email and social media. I did reach out to some very old friends and they were quite generous; they believe in the work that I do. The simple thing for each and every individual is to, Participate, Ask ... and you Will get.”



Sha Nigar
Raised ₹ 5,42,966
APD - Association for People with Disability

At the end of this 2016 edition, the total amount fundraised by Sha Nigar for APD using the TCS World 10K platform across 7 editions comes to a whopping ₹ 42.50 lakhs! She has been working with APD since over a decade.

Her secret is simple, “I can do this, so I should and I will. I do not need to convince people, APD’s work speaks for itself. Over 25,000 persons with disability are impacted every year and the change in their lives is amazing, we have so many examples of this change, that’s what I talk to people about and they donate wholeheartedly.”



Binu Verma
Raised ₹ 5,18,880
Bal Utsav

Binu Verma is the Co-Founder and COO of Bal Utsav; a senior professional and organisational catalyst with a passion for driving innovation. She is an astute, result-oriented leader with proven success having over 14 years of experience in diverse sectors.

Fundraising for the organisation is squarely on her shoulders and with the typical confidence of a Punjabi, she says '**hojayega**'. “The TCS World 10K platform provides us the opportunity to showcase our work, raise funds, talk about impact and of course have loads of fun on race day. The funds raised have grown over the last 3 editions, and more importantly, so have the number of runners who run for Bal Utsav, therefore building our visibility has really been immeasurable!”

CARE CHAMPION GOLD

Individuals in this category commit to raise a minimum of ₹ 2.50 lakhs. The Care Champions Gold at the TCS World 10K Bengaluru 2016 have collectively raised ₹ 32,65,103, benefitting 8 CSOs.



Siddhant Desai
Highest Fundraiser
Raised ₹ 9,31,600
Shrimad Rajchandra Love and Care

Siddhant, who was the youngest fundraiser last edition, has passed on this distinction to this younger brother – Aum Desai. However his zeal and commitment to raise funds for his preferred CSO did not decrease in any degree – he is the highest fundraiser amongst Care Champions Gold.

It's commendable to see him encouraging his younger brother and at the same time concentrating on his fundraising efforts too.

“At 14, I know the importance of education, and I am blessed to get the best. But this region in Gujarat has no college and the school too is the only one catering to over 30 villages. The funds raised will help build a college that will provide opportunities to children from over 150 villages to realise their dreams and give better lives for their families. This is my motivation and our Guruji's blessings make it easy to tell people to contribute”, stated a proud Siddhant.



Shruthi Shashidhara
Raised : ₹ 4,08,823
for Ankura Foundation



Trishank Batavia
Raised : ₹ 4,05,800
for Shrimad Rajchandra
Love and Care



Mike Holland
Raised : ₹ 3,74,000
for proVision Asia



Ramesh Balasundaram
Raised : ₹ 2,70,260
for Bal Utsav



Neelam Mehta
Raised : ₹ 2,58,500
for Shrimad Rajchandra
Love and Care



Rupande Padaki
Raised : ₹ 2,51,000
for Shakti Fund - An
India Cares initiative



CARE CHAMPION SILVER

Individuals in this category commit to raise a minimum of ₹ 1 lakh. The Care Champions Silver at the TCS World 10K Bengaluru 2016 have collectively raised ₹ 43,38,337, benefitting 9 CSOs.



Pramila Desai
Highest Fundraiser
Raised ₹ 6,05,311
Shrimad Rajchandra Love and Care

When both her grand children topped in their respective categories of Diamond and Gold, how could this grandmother not do her best!

A first time fundraiser at the age of 76, she says, "I was encouraged by the efforts put in by my family and friends from the last 3 years. Also when it is for a good cause like education, that too for tribals in remote areas, how could I not try? I got a lot of support and encouragement, and infact our dinner table conversations were all about fundraising, with my children, grandchildren teaching me how to ask."

"I reached out to my cousins and friends, most of them abroad and asked them to contribute, which they happily did. It does need rigorous follow-ups, but when it's genuine and the impact is visible, a little effort is nothing to complain about. I would advise that all should reach out and raise funds, for any cause, since there are many out there who have a willing heart to give," said the senior-most fundraiser of this edition.



Bhanuben Ajmera
Raised : ₹ 2,85,711
for Shrimad Rajchandra
Love and Care



Mihika Savani
Raised : ₹ 2,52,700
for Shrimad Rajchandra
Love and Care



Rohini George
Raised : ₹ 2,22,824
for Reaching Hand



Thomas Bobby
Raised : ₹ 2,00,000
for Nanhi Kali



M M Nikhilesh
Raised : ₹ 1,86,500
for Kalisu Foundation



Rohinton Kamdin
Raised : ₹ 1,83,001
for One Billion Literates
Foundation



Dhiti Shah
Raised : ₹ 1,55,500
for Shrimad Rajchandra
Love and Care



Robin Jacob
Raised : ₹ 1,54,600
for Reaching Hand



Ruby Kamdin
Raised : ₹ 1,46,100
for One Billion Literates
Foundation



P. Shridhar
Raised : ₹ 1,45,930
for India Cancer Society



Khush Bavishi
Raised : ₹ 1,38,612
for Shrimad Rajchandra
Love and Care



Jashel Mehta
Raised : ₹ 1,27,100
for Shrimad Rajchandra
Love and Care



Brojen N
Raised : ₹ 1,21,506
for One Billion Literates
Foundation



Piyush Shah
Raised : ₹ 1,16,100
for Shrimad Rajchandra
Love and Care



Jayashree Batavia
Raised : ₹ 1,15,601
for Shrimad Rajchandra
Love and Care



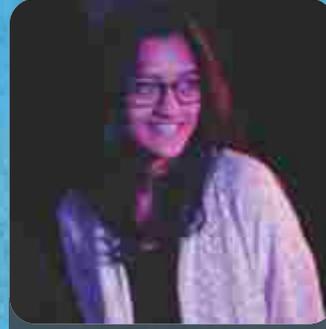
Pradip Majumdar
Raised : ₹ 1,15,000
for One Billion Literates
Foundation



Nidhi Sanghrajka
Raised : ₹ 1,12,562
for Shrimad Rajchandra
Love and Care



Gautham CB
Raised : ₹ 1,12,501
for Ankura Foundation



Aastha Mehta
Raised : ₹ 1,09,251
for Shrimad Rajchandra
Love and Care



Nimit Batavia
Raised : ₹ 1,06,750
for Shrimad Rajchandra
Love and Care



Feba Nisha
Raised : ₹ 1,06,100
for Reaching Hand



Janet S.K. Yegneswaran
Raised : ₹ 1,45,930
for Rajanet Yegnewaran
Charitable Trust - Tree
for Free



Nishra Surana
Raised : ₹ 1,05,000
for Shrimad Rajchandra
Love and Care



Patrick Pitchappa
Raised : ₹ 1,04,516
for Reaching Hand



Raj Rajkumar
Raised : ₹ 1,03,150
for Project EduDaan



Alina Thomas
Raised : ₹ 1,01,250
for Nanhi Kali

YOUTH CARES

3 individuals forming a group between the ages of 12 to 21 years of age raising a minimum of ₹ 50,000 are confirmed under the Youth Cares Category.

Rahul Reddy, Dheera Sudeep, Harsha Moturi

Raised: ₹ 1,77,500

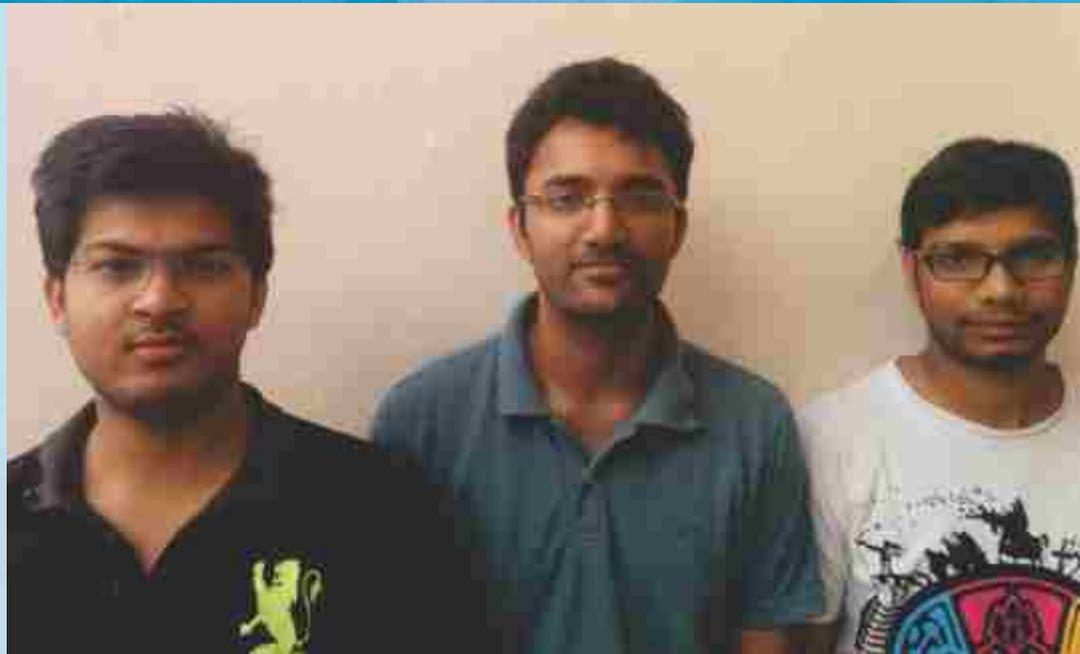
Nirmaan Organisations

Students of Bits Pilani, Hyderabad, decided to raise funds despite their exams that are usually scheduled during this time of the year as the TCS World 10k. Each was self motivated in there own special way.

Rahul says, 'Nirmaan hosts a social festival in our college every year. Their activities and programmes have a lot of potential to reach out to the many youth who otherwise do not have the opportunity to make better choices.'

Sudeep said, 'I have volunteered for Nirmaan's activities and events on several occasions and I believe in their cause, and know that we can do much more.'

'I have been a part of Nirmaan's student chapter in our college since the first year I joined and have grabbed every opportunity to support them', said Harsha.





Numbers Matter

A total of 23,748 runners from different corners of the world took centre-stage at the 9th edition of TCS World 10K Bengaluru. 12,215 runner participated in the 10kms category, 10,425 ran the Majja Run, 746 ran the Senior Citizen Run, 252 participated in the Champions with Disability and a 114 participated in the Police cup.



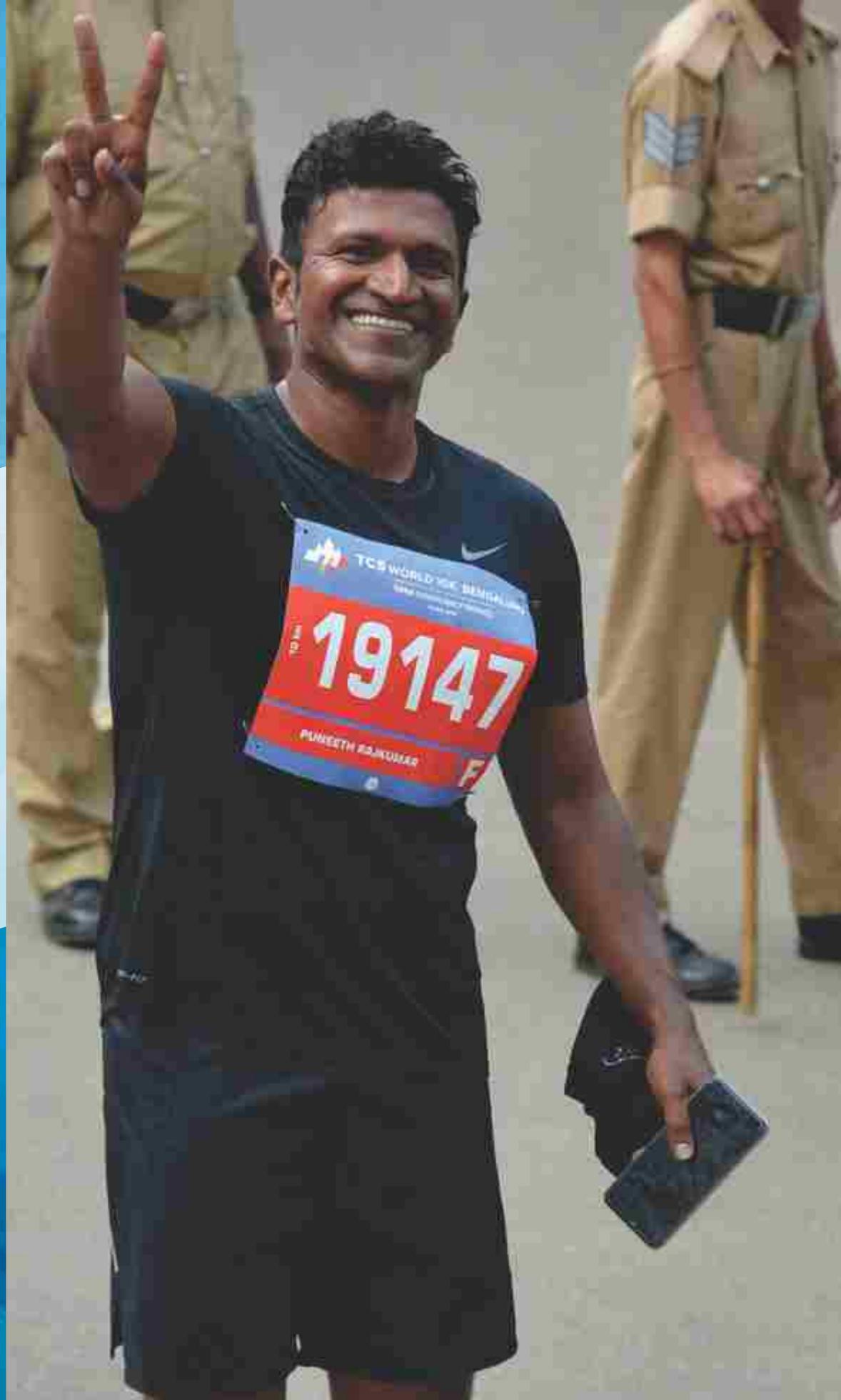
Countdown Press Conference

At the TCS World 10K Bengaluru 2016 Countdown press conference Dilip Jayaram (CEO- Procum International), Vishal Jhunjunwala (Head-Corporate Brand & Events, TCS), Kapil Mohan (Principal Secretary-Govt. of Karnataka, Youth empowerment & Sports Development), Nagrajljari (Vice President and Head-Bangalore Operations-TCS) and P N Sankaran (Director Operations-Procum International).

POWER SPEAK

“Over the years, I have had the privilege to be a face of this wonderful event and lead my city and get them running. It is amazing how every edition of the TCS World 10K gets the entire city together with such exceptional enthusiasm. Dhanyavadagalu Namma Bengaluru, let's come back and run together again next year!”

Puneeth Rajkumar
Face of the Event



CORPORATE CARES

38 Corporates | 54 Teams | ₹ 1,22,80,000 | 30 CSOs benefitted
 * Organisation whose employees have raised funds for a chosen NGO(s)

Corporate	Supporting CSO	Participating Employees	Funds Raised(₹)
Anthem	Shrimad Rajchandra Love and Care	10	1,00,000
Assetz Properties	proVision Asia	25	2,00,000
AXA Business Services	Smile Foundation	90	7,00,000
Bajaj Electricals	Paryavaran Mitra	40	3,00,000
Balaji Fabricators	Shrimad Rajchandra Love and Care	10	1,00,000
Bharti AXA General Insurance	Bharti Foundation	10	1,00,000
Brillio Technology	Reaching Hand	10	1,00,000
Cargill India	Zion Foundation	40	3,00,000
Centum	proVision Asia	25	2,00,000
Citrix	Sukrupa	40	3,00,000
Compuage Infocom Ltd	Shrimad Rajchandra Love and Care	11	1,00,000
Deutsch India Power Connectors Pvt. Ltd.	Sikshana Foundation	40	3,00,000
First American India Private Ltd.	Prajayatna	120	9,00,000
Fossil India	Magic Bus	25	2,00,000
Future Businesstech India Pvt. Ltd.	Shrimad Rajchandra Love and Care	25	2,00,000
Futures First Info Services Pvt. Ltd.	Bal Utsav	25	2,00,000
HSBC Ops	Isha Vidya	10	1,00,000
IndusInd Bank	Vidya Sagar	10	1,00,000
Inflow Technologies Pvt. Ltd.	Shrimad Rajchandra Love and Care	25	2,00,000
Informatica	Baale Mane, Rainbow Homes Foundation	65	5,00,000
Ingersol Rand	Sankara Eye Hospital	80	6,00,000
Karle Infra Pvt. Ltd.	ActionAid India	25	2,00,000
Kemwell	Shrimad Rajchandra Love and Care	40	3,00,000
Kintetsu World Express India Pvt. Ltd.	Reaching Hand	10	1,00,000
KPMG	Shishu Mandir, Trust Children - Gurukulam	314	26,40,000

Lastminute.com Group	Baale Mane	25	2,00,000
Micro Labs Limited	Shrimad Rajchandra Love and Care	40	3,00,000
MOOG	Provision Asia	25	2,00,000
New India Electricals	Shrimad Rajchandra Love and Care	25	2,00,000
SAGlobal	Hope Home Children's Foundation	25	2,00,000
SanDisk	Aashraya Seva Trust	40	3,00,000
Sansera	Kaushalya Vikas Kendra	10	1,00,000
*Shell India Markets Private Limited	proVision Asia	25	2,40,000
State Street	APD - Association for People with Disability	25	2,00,000
TE Connectivity India Pvt. Ltd.	Aishwarya Trust, Selco Foundation	65	5,00,000
TTK Prestige Limited	Bangalore Medical Services Trust	10	1,00,000
UEIC	Enable india	25	2,00,000
*Zerodha	Let's Live Together	40	5,00,000



Highest Contributing Corporate
KPMG
 Raised ₹ 26,40,000
 For Shishu Mandir & Trust Children - Gurukulam



2nd Highest Contributing Corporate
FIRST AMERICAN
 Raised ₹ 9,00,000
 For Prajayatna

“At First American (India), it has been our continuous endeavor to make a difference to community and society. We have enthusiastically participated in the TCS World 10K Bengaluru run every year since 2010 and are overjoyed at its success and for our partners India Cares Foundation and Prajayatna, who aim to improve the quality of education for elementary school children. We are proud of the passion, time and effort that our people continue to contribute to causes such as women empowerment, rural development, Swachh Bharat, quality of education and social inclusivity.”

Ajith Mathew
Corporate HR & Compliance



CPR training for all

Fortis Hospitals has always been at the forefront in providing quality healthcare to the citizens. As part of being the medical partner for TCS World 10K, Fortis planned a CPR (Cardiopulmonary Resuscitation) training for runners from various run clubs, volunteers, organizers and pacers for various categories of the run. Participants learnt CPR techniques and received valuable information on heart health and cardiac emergencies, and this in turn has helped in creating responsible citizens.



Nestlé As a Nutrition Partner, Nestlé provided all participants healthy post refreshments.

WASTE MANAGEMENT @ TCS W10K BENGALURU 2016

An initiative which started last edition, witnessed all out efforts by the Promoter Procam International with an endeavour to make TCS World 10K Bengaluru a 100% enviro-friendly event. Steps were taken at all levels to (i) as much as possible use products which are recyclable or re-usable, (ii) manage the waste generated during the Event, from Get Active Expo to race day, and (iii) tie-up with agencies for recycling of waste generated.

The various steps undertaken were as under.

Communication

Since the 2011 edition, the event has been sending only e-confirmation letters to runners on the email id given by them during registration. This edition, we encouraged runners to receive event related information (handbooks) in a digital format. We are happy to inform that more than 40% runners opted for e-handbooks.

Usage of alternate products/material

- Plastic packaging was avoided. Participant's running number bibs were distributed without any packaging. Medal pouches were handed out in fabric pouches.
- Cloth material was instead of polyester, in the making of runner bags handed out to each runner at the Expo.
- Wherever use of plastic was imperative as packaging, stickers were put stating 'non degradable packing material' - please dispose responsibly'.
- Thick paper bags were used instead of plastic carry bags.

Refreshments

•Hot refreshments were served to all runners post their run, in addition to products courtesy Nestle, Event's Nutrition Partner. All Nestle products were packed and distributed in paper bags. The hot breakfast was served using arcanut plates and steel spoons – 450 kg of arcanut plates and 25,000 steel spoons.

Water service during the Event

At all pre race day events, water dispensers were placed for visitors to refill their bottles.

On race day, runners had a choice to drink water using either the pet bottle or refill their bottles at water dispensers or drink water from steel glasses. Steel glasses were re-used after washing in bio enzyme liquid. The use of pet bottles on race day reduced by 20%.

Waste Management

For Procam International, it's important to return the real estate used (event venue and race route) back to the authorities in a clean state, in the shortest turn-around time. This also means that all waste and left-overs are collected in a systematic method and further recycling/use.

Team Hasiru Dala was employed to collect and segregate wet and dry waste. 443 personnel were deployed to collect and segregate waste post race. In a total 225 dustbins were deployed across the venue and race route; at critical locations, bin spaces of 3 ft X 3 ft and 5 ft X 6 ft were created for waste collection.



Dry and Wet Waste segregated at the stadium on Race Day

Recycling/Re-use

Waste Generated	Treatment
Food waste (2625 kg) and Aracanut plates (450 kg)	Transported to the Forest Department, Kadugodi Nursery and opp. ITPL Whitefield for composting using stack method.
Pet bottles (770 kg)	All plastic bottles were collected in huge thick washable plastic bags. These bottles were sent the CSO Saahas on Banerghatta Road, who in turn sent it to Gem Enviro Management Pvt. Ltd. for recycling into products like track pants, laptop bags etc.
Dry waste (2902 kg) - includes tetrapack covers, paper, plastic wrappers and cardboards	 Handed over to waste pickers, identified by Hasiru Dala and BBMP. They will sort the waste into different grades and sell it to recycling supply chain for each category separately.
Domestic/sewage waste (urine) (6000 litres)	 Sent for sewage treatment to BWSSB, Mylasandra.

- Post the run, excess hot refreshments were distributed to 5000+ individuals in the slums of LR Nagar, Rajendra Nagar, EWS Quarters, DJ Halli and Ambedkar Nagar, in conjunction with Swabhimaan and India Cares Foundation.
- The flex material used during the Event was transported to the CSO Swabhimaan at their workstation in Ejipura. Procam donated 4 sewing machines to the CSO, who in turn employed approx. 12 women to stitch the flexes for further use. 80% of the flex sheets were used in making slum shelters. And 20% will be used by farmers in Kanakpura for covering their crops.

“We, at Swabhimaan, work in and around the slums Koramangala & Ejipura, large amount of flex was used in the TCS World 10k and post event around 75,000 sq feet of flex was provided by Procam International, along with 4 sewing machines to stick these flexes, face to face, so the printed matter wasn't visible and also strengthen the final material. Almost a lakh was spent by Procam to get these stitched and distributed to the homeless in the slums we work, just in time, since Bangalore experienced heavy showers just after the event and a large number of homes had to be urgently provided shelters, in the past years, we have had to procure used flex sheets at a cost and provide them, some of the flex is also given to farmers near Kanakpura for covering their crop to keep them from getting wet and spoiled due to rains.

A dozen women were employed for this period of 10 days to sort as per size, clean and stitch the flexes, earning an average of ₹ 2,000/-.

In all 560 families got flexes for their homes and 150 farmers got flex for keeping their crop safe this monsoon.”

- Venkatraman Iyer, Founder, Swabhimaan Trust



Excess food being readied for distribution, 5000+ individuals in the slums of LR Nagar, Rajendranagar, EWS Quarters, DJ Halli and Ambedkarnagar



Flex Stitching and distribution

World 10K Urban Forest

In the year 2008, Procam International tied up with the Karnataka State Forest Department to adopt a land of 2.2 acres at the Madiwala Lake Bengaluru; this land is now the World 10K Urban Forest which houses of over 300 adult trees of varied and unique species so that the flora and fauna in that area flourishes. This World 10K Urban Forest also serves as a nursery for trees to be planted across Bengaluru city.



"Procam International is very much contributing for greening of Urban areas by doing planting and maintenance in co-ordination with the Karnataka Forest Dept. This is to be appreciated & continued forever in future for maintenance and balancing of eco system." - Mr. B. Veeranna, Range Forest Officer, K. R. Puram Range, Bangalore Urban Division.

" It was a pleasure working with a young proactive and energetic team of Procam International lead by cool and calm CEO Mr.Jayaram. My only dream is that all event managers in India should take a leaf out of team Procam and make all events green to fulfill the dream of our Prime Minister "Swacha Bharat" making it a reality. I was really lucky to be part of your team." - Mr. N. S. Ramakanta

"Bengaluru is facing a pressing need to manage the waste that the city generates on a day to day basis. From the past 4 years, Procam has made conscious efforts to manage and reduce the waste being generated by the event. We have seen many events in the city, but never have we seen any promoter spending over Rs 10 lakh in managing the waste generated through a single event! And doing it without any ado, getting experts to show the way, irrespective of the fact that they could follow the others and not do anything. India Cares is proud to be a partner in such an event that has the best interests of Bengaluru at its heart.' - Meena Dave, CEO, India Cares Foundation

Our Thank You

Procam is committed to making its events enviro-friendly increasingly year on year. And we were not alone our efforts – there are many who joined this endeavour selflessly.

First and foremost a big thank you to Mr. N S Ramakanth, or Ramakanth Sir as he is fondly referred. Ramakanth Sir, is an ex-chief engineer from Germany and is the man driving Bengaluru to change their perspective on how to save the environment. Recognizing his love for the environment and the city, he was awarded the Bengalurean of the Year title in 2015. Ramakanth Sir has stood by the team at Procam lending solutions and ensuring implementation of plans made.

A big thank you also to India Cares Foundation, especially its CEO Meena Dave, for enabling tie-ups with different CSO's for waste management and recycling and ensuring last mile delivery of all initiatives.

We truly appreciate the work undertaken by Hasiru Dala, Swamibhaan and Saahas, for putting their 'shoulder to the wheel' wherever required.

And lastly a big thank you to the runners of TCS World 10K Bengaluru 2016 for their cooperation and help in making their run green.

BEYOND THE FINISH LINE

Beyond The Finish Line (BTFL) is a joint initiative of Procam International and GoSports Foundation at the back of India's biggest international running events – Standard Chartered Mumbai Marathon, Tata Consultancy Services World 10K Bengaluru and the Airtel Delhi Half Marathon.

It is an empowerment platform, which celebrates the joy of sporting excellence with India's unsung heroes. It is a platform to recognize, reinforce, reward and share stories of sporting achievement; recognizing people who have fought all odds and have helped create a positive impact on society through sport.

Hosted by the renowned actor, sportsperson and philanthropist Rahul Bose, the BTFL evening profiles young and aspiring Indian sporting champions, with the long term objective of creating a narrative shift for Indian sport. The evening also features a keynote address delivered by a global sporting icon.

The BTFL evening on Friday, 13th May 2016 revolved around the theme 'Small Town Big Dreams', featuring athletes who have come from some tough backgrounds, dreamed big and are working hard to achieve their big dream – creating a mark on Indian sport. Also featured were coaches, who have selflessly and stoically stood by their prodigies, sharing their dreams, their struggles and of course their achievements. These catalysts of Indian sport highlighted the importance of scouting, identifying and nurturing future champions from early age.

The key note address was delivered by none other than the living legend Mike Powell, the current holder of the long jump world record, which stands unbeaten for the last 25 years. Mike Powell was the Event Ambassador of the TCS World 10K Bengaluru 2016. Mike Powell not only regaled the gathering re-living his moment of glory – world record – but also gave a very strong message that athletes must, regardless of anything, have the innate desire and determination to achieve greatness.

Athletes featured:

Swapna Barman – Heptathlete, National Champion

Dutee Chand – Track & Field National Record Holder

Nitender Singh Rawat – Army man and Rio bound marathoner

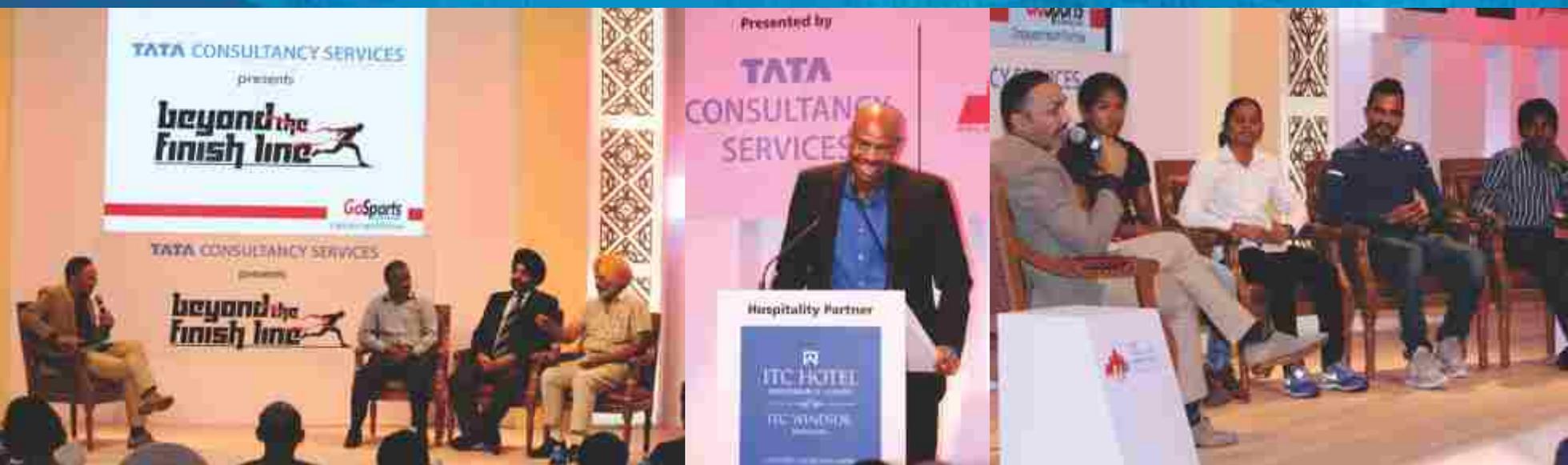
Babu Seenappa – Middle distance runner and UNAIDS Youth Ambassador

Coaches featured:

N Ramesh (track & field)

Col. P S Cheema (Commandant, Army Sports Institute, Pune)

Baldev Singh (Dronacharya Awardee and Coach of the Indian women's hockey team)



HIGHEST FUND RAISING CSO



SHRIMAD RAJCHANDRA LOVE AND CARE
Highest Fundraising CSO in Education Cause Category
Raised: ₹ 87,04,825

Shrimad Rajchandra Love and Care's Educational Care Programme, has been active for over a decade in a number of educational initiatives focused in the under privileged tribal communities of South Gujarat. One such initiative includes Shrimad Rajchandra Gurukul (SRG), a secondary and higher secondary school providing quality education for tribal students. Over the years, SRG has made tremendous progress receiving accolades from far and wide along the way including from Government of Gujarat.

Unfortunately, provision for higher education in tribal areas are scarce and the youth find it difficult to migrate for higher education due to high living costs in other cities and towns. With an objective to provide best in class education to these needy tribal students, SRLC is setting up Shrimad Rajchandra Vidyapeeth (SRV), a Science College exclusively for the under privileged rural tribal students that would make these youth employable and uplift their lives for which this year the platform of TCS World 10K helped raise funds.



2nd HIGHEST FUND RAISING CSO



VIDYA SAGAR **Highest Fundraising CSO in Disability Cause Category** **Raised: ₹ 51,94,063**

It is people who count, not the disability.

The Spastics Society of India was born in March 1985 in a garage in Chennai. It was started by Mrs. Poonam Natarajan, the mother of a child with profound disability, since there were no services available for this group. It was renamed 'Vidya Sagar' in 1998.

Today Vidya Sagar is housed in a building that is designed in a manner that is totally barrier-free, and accessible to persons with disabilities, on land leased by the Government of Tamil Nadu and with community support.

Mrs. Natarajan who had equipped herself with training in special education started the services with three students and three staff members. The parent-training programme under Home Management was our first project in 1985. Its objectives are to work on strategies that will empower parents of children with neurological impairments to include their children within their homes and support their inclusion in the community.

Vidya Sagar today runs several programmes reaching out to over 3800 individuals with disabilities. This has been possible by setting up high quality delivery of services, focusing on early intervention, special education, physiotherapy, speech and communication therapy, vision training, occupational therapy, co-curricular activities, counselling, vocational training, exploring and creating employment opportunities and training of resource persons to work in the field of disability.

Vidya Sagar is a rights based organization, with emphasis on creating awareness in the community on issues related to disability and advocating rights for persons with disabilities.



3rd HIGHEST FUND RAISING CSO



REACHING HAND
Raised: ₹ 50,28,166

Reaching Hand works with vulnerable children marginalized women & deprived families; empowering them through innovative community engagement programs so that they lead a life of hope, self-worth and dignity.

Reaching Hand works with underprivileged children, vulnerable youths, disadvantaged women and envisions an empowered future for all by acting as a catalyst for social change through its innovative programmes focusing on providing quality education, health care services and skill development training so that they can lead a life of self-worth, hope & dignity.

This year Reaching Hand participated in the TCS World 10k Bengaluru 2016 to educate girls by providing them proper sanitation facilities in schools so that they would continue coming to the school and not dropout, as many adolescent girls are absent for 5 -7 days from the school due to their monthly cycle since there are no proper changing rooms.

To address the above issue, Reaching Hand runs a programme called "Girl's Glory" especially for the girls studying in their 54 partner Government Schools by giving them access to hygienic and sanitary toilet blocks, educating them on WASH, engaging volunteers to change their behaviour and attitude so that they may complete their studies with more confidence and dignity. This programme is being conducted because Reaching Hand believes, accessing quality education is the right of every child in India.

More than 3000 Girls have already got new rest rooms that have given them access to quality education from 22 of our partner Schools across different locations such as Bangalore Urban and Rural and one each in Odisha, Chennai, Pune, Hyderabad and Delhi.

Reaching Hand looks forward to impacting more than 5000 girl children by providing them proper rest rooms from the funds raised through this platform.





iCARE

Individual fundraisers have been the largest contributors to funds raised at the TCS World 10k Bengaluru. This edition has seen donors further strengthening their faith in an NGO and the cause they support.

Not every iCare fundraiser is directly associated with an NGO, some of them have been passionate to take up this fundraising because they are empathetic towards a cause close to their heart. iCare fundraisers, are a growing segment of young philanthropists raising their hand to make that difference in society.

The Tata Consultancy Services World 10k Bengaluru provides an opportunity for NGOs to reach out to such prospective fundraisers and donors. Mr. Amarnath Kamath has consistently supported various NGOs over the last 9 editions (raising a total of ₹ 91.50 lakhs) and this year too he has donated ₹ 11.75 lakhs that will benefit 17 CSOs to help uplift the underprivileged.



Dwaraka Pandurangi
Highest Fundraiser
Raised ₹ 51,64,063
Vidya Sagar

When Dwaraka Pandurangi met Poonam Natrajan of Vidya Sagar some 27 years ago, she was floored by Poonam's dedication and love for the cause. This accidental meeting won Vidya Sagar a hugely committed volunteer and fundraiser for life! Dwaraka is passionate about the social sector and believes that there is no shame in asking money for a noble cause. Her belief in the cause of disability has encouraged most of her family members and friends to donate for the same.

An inspiration to all those who wish to fundraise for their causes, Dwaraka has raised over a crore for Vidya Sagar through the Airtel Delhi Half Marathon over the past 7 years...

Dwaraka debuted last year at the TCS World 10k Bengaluru raising a whopping amount of nearly ₹ 7 lakhs. This year were two things that got her to concentrate in Bengaluru, first her geographical move to the Garden City and second, her 60th birthday.

Well who can stop a woman on a mission! She reached out to her family and friends; those who she generally doesn't reach out to in her fundraising endeavours, and asked them to gift her by contributing to Vidya Sagar. Ask her how she does it, "Well I just ask, I explain the wonderful work being done by Vidya Sagar and tell them to give, and they give", says a humbled Dwaraka.





Nestlé presents Mirchi Get Active Expo

A one-stop destination for runners and sports enthusiasts, country's biggest sporting expo was inaugurated by Kapil Mohan- Principal Secretary, Department of Sports and Youth Affairs, Chakravarthy ES, Centre Head Bengaluru, TCS, Anju Bobby George- Khel Ratna & Arjuna Awardee, Vivek Sharma, Cluster Manager and V.P., Radio Mirchi Bengaluru, Sandalwood actress Ragini Dwivedi and Dilip Jayaram- CEO, Procams International, the promoters of the TCS World 10K Bengaluru 2016 at Sree Kanteerava Indoor Stadium, Bengaluru.



Charity Press Meet

At the pre-event Charity Press Meet, India Cares Foundation, Event's official Philanthropy Partner announced ₹ 4 crores collected from 102 NGOs in the presence of a dynamic press.

FUNDS RAISED BY PARTICIPATING CSOs



Aashraya Seva Trust

Highest Fundraising CSO in Elderly cause category

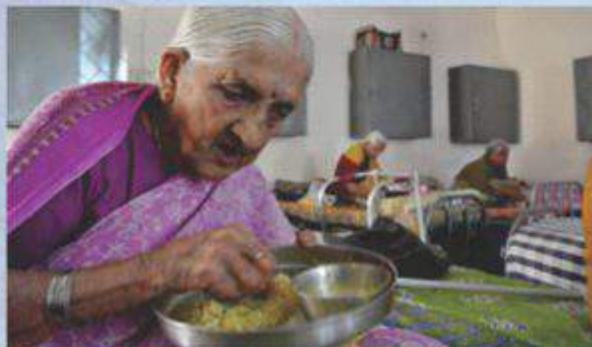
Mother – the most beloved of all.....
A woman is reborn as a mother by giving birth to her child. Along with her child, she too begins her new journey-loving, caring, teaching and supporting her child in every step of life. She struggles throughout and leads her child to its final destination.

In the very busy schedule of life one does not find time to tend to the elderly at home. The mother who stood for her child throughout her life stands alone in her journey now..... Negligence and ignorance will be the reward what she gets...

Understanding the plight of our elderly women/ mothers, 'Ashraya' has been established to provide them a "home" away from their houses. 'Ashraya' was founded by Mrs. Rani K T who runs 'Ashraya Seva Trust', with the noble intention of serving the destitute widows, divorcees and aged women.

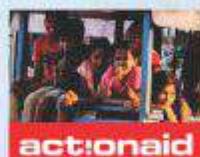
The main objective of "Rehabilitation Of Destitute Elders" is to ensure that destitute elders are provided with basic amenities such as food, shelter, clothing, medication and hospitalization. Currently, 60 destitute elders are being supported. Various programs and daily activities such as yoga, meditation sessions, bhajans and counselling by psychiatrists are organised to uplift the spirit of the elderly women despite their challenges and suffering due to age. Medical facilities are supported by M.S Ramaiah community health centre and spiritual trips are organized also organised to provide a refreshing experience from their daily routine.

Raised: ₹ 6,58,177



Aishwarya Trust

Dedicated to the identification and treatment of congenital heart defect (CHD) for underprivileged children globally.
Raised: ₹ 1,80,000



ActionAid India

To work in solidarity with the poor and participate in their struggle to eradicate poverty, patriarchy and injustice.
Raised: ₹ 1,80,000



Agastya International Foundation

Agastya International Foundation is a non-profit whose mission is "to spark curiosity, nurture creativity and instill confidence" in economically disadvantaged children and government schoolteachers by bringing innovative hands-on science education and peer-to-peer learning to government schools and villages across India.
Raised: ₹ 3,75,000



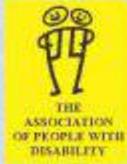
Amar Seva Sangam

Empowering the disabled and establishing a 'Valley for the Disabled' and a Rehabilitation & Development Centre in South Tamilnadu.
Raised: ₹ 5,70,692



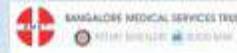
Ankura Foundation

Rehabilitating and integrating children with special needs from all socio-economic background in Bangalore, into mainstream society.
Raised: ₹ 6,53,124



APD - The Association of People with Disability

To create an inclusive society, where people with disabilities are accepted into the mainstream economy and social life and building a culture where they can earn, live and sustain with dignity and respect.
Raised: ₹ 14,27,776



Bangalore Medical Services Trust (BMST)

To become the Centre of Excellence in the areas of blood banking, blood transfusion & haematology, tissue banking, solid organ and stem cell transplantation.
Raised: ₹ 90,000



Ashwini Charitable Trust - ACT

To educate and empower underprivileged children from the urban slums of Bangalore and support them till they are gainfully employed.
Raised: ₹ 1,27,750



Bharti Foundation

To help underprivileged children and young people of our country realize their potential by creating and supporting programs that bring about sustainable changes through education and use of technology.
Raised: ₹ 90,000



Assisted Living for Autistic Adults - ALFAA

To provide world class residential campus, with skilled and trained staff, suitable for adults with Autism in India.
Raised: ₹ 2,000



BOSCO - Bangalore Oniyavara Seva Coota

To rescue and rehabilitates street children, child labor workers, runaway and trafficked children, abandoned and orphaned children, victims of all kinds of abuse, rag pickers, child beggars etc., in the city of Bangalore.
Raised: ₹ 54,500



Astha

To empower people with disabilities to live life of complete participation and contribution.
Raised: ₹ 2,00,606



Buzz India Trust

Providing leadership and financial capability building programs for economically disadvantaged women in rural Karnataka.
Raised: ₹ 1,500



Bal Utsav

To bring life-changing education to children living in poverty around the world, thus facilitating the entire lifecycle from childhood to livelihood.
Raised: ₹ 13,38,506



Chandana Art Foundation International (CAFI)

To foster an intellectual and cultural environment among the marginalised and economically poor, particularly women, children and people with disabilities for self sustenance through access to education.
Raised: ₹ 20,001



Balajothi Center for the Disabled

To serve the disabled and underprivileged, by providing rehabilitation, education / special education and vocational training to persons with all forms of physical and mental disabilities.
Raised: ₹ 15,000



CherYsh Trust

Highest Fundraising CSO in Community Development cause category

Participated to raise funds to establish new centres to strengthen market linkages and enterprise through the Community Kitchens in Haliyal Taluk and to support Internships/Vocational Training for girls in contd.

Rural Karnataka/Goa for jobs.

CherYsh Trust is a registered non-profit organisation, working towards empowering women and girl children in rural Karnataka, Goa and soon Maharashtra. The aim is empowerment through learning and livelihood.

CherYsh enables women on their journey from Life to Livelihood, with two specific areas of impact:

- Learning:** Education/skill building by leveraging technology, using relevant teaching tools, and mentorship.
- Livelihood:** Through real-time skilling, earning opportunities, and entrepreneurship training that respects traditional knowledge and art.

We believe economic empowerment gives women a voice, it creates in them capacity to participate in decision-making with the needed confidence. CherYsh is committed to transparent, good governance practices. They set up after school learning centres, sponsor vocational training and provide livelihood through agriculture.

Raised: ₹11,65,311



Child for Life Fund - St. John's Hospital

To provide medical assistance for underprivileged children.

Raised: ₹28,750



Childline India Foundation

To work for protecting the rights of all children in general, with a special focus on children in need of care and protection, especially the more vulnerable sections like streets, domestic abuse, child labour, flesh trade and trafficking, disabilities and so on.

Raised: ₹1,500



Concerned for Working Children - CWC

Empowering vulnerable children and enabling adults to realize their rights through self and supported advocacy.

Raised: ₹4,98,534



Deepika Charitable Educational Trust

To identify children with learning disorders and behavioural issues in the early years, provide adequate holistic remedial training and ultimately make them independent.

Raised: ₹5,33,906



Diya Foundation

To enrich the quality of life and bring dignity to intellectually impaired adults by training them in life skills and vocational skills, building support systems and enhancing awareness in the Community.

Raised: ₹23,97,170



Dream A Dream

To provide non-traditional educational opportunities designed to allow children & young people from vulnerable backgrounds, to explore, innovate, and build important life skills.

Raised: ₹26,000



Dream India Network

Highest Fundraising CSO in Children cause category

is a networking organization of committed individuals who work with several non-governmental organizations, committed individuals, institutions, trainers, researchers and social workers who have an abiding interest and Dream in bringing about lasting changes to the quality of life of ordinary Indians.

A first time participant in this event, DIN's aim was to raise funds for setting up institution based Foster Homes for socially excluded children, their flagship programme. DIN provides foster homes for such vulnerable children, where they will receive care, protection, quality education and all

contd.

-round growth. Each home is designed to care for 8 children, ensuring thereby, that every child receives individual attention and care in a strictly secular, family setting, so necessary for his/her physical, mental and emotional development. The programme ensures that the children are admitted to the best schools in the locality.

Lot of efforts has been done with the help of various networks to make the people and the system, to be accountable and transparent. Currently DIN is involved in developing a institution-based Foster Home for vulnerable children, Grace Homes for the Old and Destitute, One Stop Information and Support Centers for various issues/developmental areas.

Raised: ₹ 9,97,308



EnAble India

To works towards empowering and providing economic independence and dignity for persons with disability.
Raised: ₹ 2,08,750



eVidyaloka Trust

Provide online teaching services in Math, Science and English to 6,7,8 Grade children going Government School in rural Villages across Andhra Pradesh, Tamil Nadu and Jharkhand.
Raised: ₹ 2,750



GiftAble Foundation

To create an ecosystem of like-minded individuals to come together to build a sensitized and disabled friendly society.
Raised: ₹ 5,61,375



GOONJ

A pan India organization addressing basic needs of poor, by turning urban discard into rural development resource.
Raised: ₹ 15,600



GoSports Foundation

Highest Fundraising CSO in Sports cause category

Working from India towards the development of some of India's most talented junior athletes, competing in Olympic and Paralympic disciplines.

Joined by India's only individual Olympic gold medalist Abhinav Bindra, former Indian cricket captain Rahul Dravid and All England Badminton Champion Pullela Gopichand on their Board of Advisors, GoSports mission to Empower India's Future Olympians is premised on the belief that sporting champions are created when the right talent gets the right support at the right time.

They work with some of India's top junior Olympic and Paralympic talent, through their athlete scholarships and knowledge building programmes. The Foundation has offered crucial support to more than 200 junior athletes across various sporting disciplines in the last six years, with many of our athletes representing and winning medals for India at the Olympics, Paralympics, Asian and Commonwealth Games.

Raised: ₹ 9,20,630



Headstreams

Headstreams focuses on opportunities for human development with an emphasis on poverty reduction. The organisation has been facilitating development of women through 32 Self-Help Groups (SHGs) with a membership of over 500 members. 1200 women have been provided with

contd...

entrepreneurship and skill development training leading to facilitation of 179 livelihood units. Headstreams has also conducted various awareness programs on issues related to health, domestic violence and social security schemes. The youth initiatives include employment training, conducting certificate courses and structured internships for students from colleges. The organisation's rural initiative has focussed on forming Village Development Committees (VDCs), total sanitation campaign (Swachha Grama), reviving sub-centres to promote health, livestock and dairy development and NREGA promotion. The organisation's initiative with children focuses on positive mental health through various activities.

Raised: ₹ 22,25,000



HealthBox India Trust

Promote women's health & improve access to services for non communicable diseases namely, diabetes, hypertension, cervical cancer, Breast cancer, anemia through enhanced health outreach.

Raised: ₹ 54,700



Hope Springs

Organising free medical camps and services to meet basic needs in villages- Bullahalli and Illthore and a senior citizens home in Channapatna.

Raised: ₹ 1,81,515



ILP - India Literacy Project

ILP supports education and literacy projects; predominantly in the rural, tribal and educationally backward regions across India.

Raised: ₹ 1,100



Indian Cancer Society

An institution built to create awareness, detection, cure and survivorship of those affected with the disease.

Raised: ₹ 2,12,930



Isha Education

To make quality education accessible & affordable to the rural poor children.

Raised: ₹ 11,26,724



K. C. Mahindra Education Trust - Project Nani Kali

Project Nani Kali empowers more than 100,000 girls across rural, tribal and urban regions in nine states of India by providing them with high-quality education support and resources.

Raised: ₹ 3,04,000



Kalisu Foundation

To equip every child with the knowledge, skills and character required to lead an empowered life.

Raised: ₹ 1,74,000



Karunashraya - Bangalore Hospice Trust

Provide professional free-of-charge palliative care for advanced stage cancer patients at the 55-bed hospice in Bangalore and through home care.

Raised: ₹ 1,38,350



Kirubai Project

Educating, equipping and empowering underprivileged women and children in Bangalore by keeping the Indian Family system alive.

Raised: ₹ 30,760



Magic Bus India Foundation

Magic Bus breaks the poverty cycle, one child or youth at a time. We take children & youth on a journey from childhood to livelihood, steering them towards a better life with better awareness, better life skills and better opportunities.

Raised: ₹ 1,80,000



KViK - Kaushalya Vikas Kendra

To provide vocational training in trades which are in demand and Upliftment of people from economically and socially weaker sections of the society by making them 'employable'.

Raised: ₹ 1,01,000



Make - A - Wish Foundation of India

We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Raised: ₹ 3,000



Let's Live Together

Highest Fundraising CSO in Environment and Animal Welfare cause category.

Let's Live Together is a Charitable Trust, working for homeless animals in Bangalore, India founded by Dr.Vijayakumari and Achala Paani in 2009. Let's Live Together through its

Vision to build "a Cruelty Free, Compassionate world for animals and people" has been empowering animal lovers to become independent rescuers by offering timely guidance, assistance and helping them find homes for their rescued puppies through counseling and adoption services. Let's Live Together has led the way in promoting adoption of rescued animals in India, by offering its out of the box alternative to traditional shelters with high welfare standards that has helped "raise the image of Indian dogs in India" since 2009.

Raised: ₹ 5,00,750



MAYA- Movement for Alternatives and Youth Awareness

Dedicated to the cause of building healthy communities and sustainable health ecosystems of caregivers, who focus on providing preventive-promotional health care services that is affordable to the community.

Raised: ₹ 3,14,049



MSF India

To provide medical care to those who need it most, regardless of race, religion, gender or political affiliation.

Raised: ₹ 6,16,363



Narikuravar Education and Welfare Society (NEWS)

To bring about social, economic, political and cultural enhancement of Narikuravar Gypsies, with focus on children, youth and women.

Raised: ₹ 15,000



Nature Conservation Foundation - NCF

To conserve India's wild lands and wild species, though work grounded in science and guided by social responsibility.

Raised: ₹ 70,001



Need Base India

To provide love, care, protection and values to vulnerable and deprived children and empower them through holistic education, exposure to opportunities and social integration.
Raised: ₹ 33,500



Nirmaan Organization

Promote grassroots social innovations, volunteerism, active citizenship and social leadership among the youth of the Nation.
Raised: ₹ 9,55,802



OBLF - One Billion Literates Foundation

Equality in Education through english and computers for all & providing financial and intellectual independence to rural women.
Raised: ₹ 8,51,607



Omashram Trust

To provide residential care with full boarding & lodging facility to the elderly with medical care, nursing care, belonging mostly to poor & middle class individuals (above 60 years of age) of all denominations.
Raised: ₹ 15,130



Oorvani Foundation

Highest Fundraising CSO in Civic Development cause category

Oorvani Foundation is a Bangalore-registered trust setup in August 2013 to develop and promote deep-diving journalism on governance, citizenship and society in India at the city, state and national levels. Journalism genres include investigative, interpretative, analysis, interviews, features, films, talks and podcasts. The foundation awards fellowships to identify and tap top talent for specific journalism projects. It will also facilitate citizens learning and collaboration, by organising events.

The foundation will work to ensure a media that can intervene and set the terms of debate and discourse in a sphere dominated exclusively by mainline commercial media, driven by advertising, commercial interests and/or partisan political interests alone.

The foundation develops reporting and data for publishing, web streaming, and podcasting through the Citizen Matters and India Together platforms, using teams of editors, journalists, freelance and subject matter experts, practitioners, filmmakers, audio producers, and organisational partners.

Raised: ₹ 1,64,512



Paryavaran Mitra

To work in the direction to prevent air, water, land and sound pollution, so as to make this world a better place to live for our future generations.

Raised: ₹ 2,70,000



People Tree Foundation

To empower people to lead healthy and happy lives, by providing quality health care and education facilities for anyone, anywhere in our country.

Raised: ₹ 1,11,000



Prajayatna

Working with marginalised children from 3 to 16 years of age, through making their educational institutions such as their schools and anganwadis deliver good quality services in order to give them an equitable opportunity to improve their lives.
Raised: ₹ 8,72,450



Sankara Eye Hospital- Sri Kanchikamakoti Medical Trust

Restoring people's sight, productivity & livelihoods, giving lasting benefits for individuals, their families & communities at large.
Raised: ₹ 7,40,000



Project EduDaan

Edu Daan is a unique campaign under DaanUtsav (Joy of Giving Week) to support government schools in urban and rural Bengaluru in areas of Teacher Training, WASH, Scholarships and Infrastructure.
Raised: ₹ 1,03,150



SayTrees Environmental Trust

SayTrees plants saplings and spread awareness about the need of trees for our survival.
Raised: ₹ 1,06,250



proVision Asia

Meeting the physical and emotional needs of differently-abled adults and children in Bangalore and the surrounding villages.
Raised: ₹ 46,71,267



Selco Foundation

Working with underserved communities across geographies to create innovative processes for alternate development pathways.
Raised: ₹ 2,70,000



Puttenahalli Neighbourhood Lake Improvement Trust

Nurture and maintain the Puttenahalli lake and involve the community living around the water body.
Raised: ₹ 2,850



Sense International India

Working with deaf-blind children and adults throughout India so that they can be active members of society.
Raised: ₹ 1,01,036



Rainbow Foundation India

To provide comprehensive care for 3500 street girls - Shelter, Food, Clothing, Health, Education, Recreation, Talent Mentoring & Lifeskills across 8 cities in India.
Raised: ₹ 2,87,550



Shakti Fund - An India Cares initiative

Set up to encourage the Civil Society Organisations (CSOs/ NGOs) and their well wishers to reach out and communicate better about their work/ cause.
Raised: ₹ 7,52,000



Sambhav Foundation

Children with developmental disabilities are identified and are provided intensive intervention to help minimize their difficulties.
Raised: ₹ 3,64,744



Shishu Mandir

Shishu Mandir provides a comprehensive support system with a free school, vocational training and higher education.
Raised: ₹ 14,00,000



Shristi Special Academy

Enabling self-reliance and improving the quality of life for people with disabilities from infancy to adulthood.
Raised: ₹ 28,640



SICHREM-South India Cell for Human Rights, Education and Monitoring

SICHREM seeks to empower the disempowered groups of dalits, tribals, women, children and minorities to protect their individual and collective rights for a dignified life, through education, monitoring and mobilising civil society for concerted action.
Raised: ₹ 80,700



Sightsavers

To eliminate avoidable blindness and promote equal opportunities for disabled people in India.
Raised: ₹ 10,000



Sikshana Foundation - Sivasri Charitable Trust

To help improve learning outcomes of government school students in rural communities.
Raised: ₹ 2,70,000



Smile Foundation

To empower underprivileged children, youth and women through relevant education, innovative healthcare and market-focused livelihood programmes.
Raised: ₹ 7,47,750



Sukrupa

To provide high-quality primary and secondary education to underprivileged children and young adults, giving them the resources to break the cycle of poverty and create stable, sustainable future.
Raised: ₹ 2,70,000



Tamahar Trust

To empower intellectually impaired children by giving them the sense of self-image, self-esteem, and self-respect.
Raised: ₹ 1,20,611



The Baale Mane

Highest Fundraising CSO in Girl Child and Women cause category

The Baale Mane founded in 2001, is an NGO dedicated to the eradication of the child labour system as a project for girl children living on the streets. The idea for the Baale emerged from a survey of children living in the streets in 2000 which emphasised the seriousness and degree of exploitation faced by girl children. Mary C, the mother and manager of Baale Mane was instrumental in its growth and success.

Baale Mane registered as an independent trust in 2007, with the aim of providing long-term shelter and a loving home for girl children. Baale Mane was originally situated in Yeshwanpur, moving several times and facing multiple challenges before settling in Gopalapura, at our current campus, in 2008.



Baale Mane, which began as a one-room project and only enough funding for 1 meal a day, has now grown to be a permanent and happy home for up to 50 girls with high quality care-planning, programmes and governance. A further 20 girls are supported as they transition to an independent life. Some study for degrees, others do vocational training or enter the world of work depending on their interests and aspirations.

Raised: ₹12,39,895



The Hope Home Children's Foundation

An NGO in Bangalore, dedicated to the care of the orphan girl child into young womanhood.

Raised: ₹1,90,000



The Sacred Heart Brothers - BIRDS

To promote a sustainable process of social change in favour of the poor and the marginalized communities by building community-based people's organisations, strengthening their capacities and affirming their rights, based on the values of equality and social justice.

Raised: ₹1,000



THI - Tribal Health Initiative

Highest Fundraising CSO in Health cause category

Tribal Health Initiative was started in 1992 by Dr. Regi George and Dr. Lalitha Regi. Today it has expanded into a team of over 55 highly trained people, working to improve the lives of the tribal communities living in the Sittilingi valley and surrounding hills through a variety of programmes in health care, community health, farming and craft work. The vision is to let the people of Sittilingi valley and Kalrayan Hills lead a better quality of life. The hope is:

- To attain the highest possible level of physical, mental and social health.
- To enhance their socio-economic status while retaining their pride, self-respect and self-reliance and ensuring their active participation in programmes meant for their welfare.

contd...

- To create an atmosphere highly conducive for the growth and development of local cultures and customs.

THI seeks to work with tribal people in a spirit of peace, understanding, trust, and justice.

Raised: ₹9,86,200



Trees For Free - Rajanet Yegneswaran Charitable Trust

To plant trees wherever there is a place for it to grow with a pledge to plant trees faster than the cutting of trees and an aim to bring greenery back to Bangalore.

Raised: ₹ 1,00,161



Trust Children

Free education to economically underprivileged children from LKG to XII serving areas in and around Kovalam fishing village.

Raised: ₹10,00,000



U & I Trust

U&I's focus is to educate underprivileged children across India through after-school programs.

Raised: ₹ 2,92,530



Urban Research Centre

Facilitating the creation of spaces for mutual interaction, networking and enhanced relationships of civil society with the local governments through action research in the urban areas of Karnataka, India.

Raised: ₹ 15,750



VAANI, Deaf Children's Foundation

To promote the entitlement of every deaf child to total and complete access to communication, education, protection and personal safety, equity and equality in all spheres and information and knowledge to reach his or her full potential as an individual and member of society.

Raised: ₹ 17,12,925



Vasantharatna Foundation for Arts

Paims to empower women from martyr families and help them discover their potential, provide financial/emotional counselling and legal support to them, educate and train their children besides increasing public awareness of the sacrifices of soldiers.

Raised: ₹ 3,24,832



World Vision India

Dedicated to improving the lives and futures of India's most vulnerable children,

Raised: ₹ 4,227



Zion Foundation

Working for orphaned children, including mentally or physically challenged, also women in distressed situations in parts of Bangalore and Bangarpet (Kolar) in education and upliftment of the community.

Raised: ₹ 2,70,000

UTILISATION OF FUNDS RAISED AT TCS W10K 2015

Donors through the 2015 edition of TCS World 10K Bengaluru, had heart-warming impact!

₹ 4.5 crore donated to 87 Civil Society Organisations (CSOs/NGOs) changed 25,000+ lives

In 2015 the highest fundraising CSO raised Rs 64 lakh. This was utilised to run an 81 bed hospital for a tribal community in remote areas of Gujarat where over 100,000 patients were treated. A CSO which raised ₹ 3,000 provided cataract operations for two individuals who once again have the blessing of sight.

Every year India Cares requires 'Donation Utilisation Reports' from organisations who participated in the previous edition of the Race. Through these reports we learn what happens with the funds raised through every edition of the TCS World 10K Bengaluru. These reports indicate wonderful impact.

Numbers do help us understand the very important philanthropy pillar of the event. For example:

Education provided:

- 8,219 children's education for the year was taken care of.
- 6,325 children studying in 9th and 10th standard received career guidance.
- 3,792 Government school children were coached after school.
- 21 teacher's salaries for the year were paid.
- 11 young adults studying engineering, nursing, M.Com were sponsored.

Health enhanced:

- 2,126 people screened in cancer detection camps.
- 353 cataract operations done.
- 250+ Women through 5 medical camps were screened for Hypertension, Diabetes, Anaemia, Bone density, Respiratory disease, Cervical and breast Cancer.
- 55 patients were taken care at a hospice.
- 3 children under 2 years receive corrective Heart surgery.
- 2 patients were given post-surgery care following Spinal cord surgery.
- 2 HIV/AIDS affective students were provided medicines, education and sports training.

Persons with disabilities supported:

- 1,146 special children's received education.
- 1,110 youth with various challenges received vocational training and were placed in, or provided jobs.
- 212 children, youth and adults were provided mobility aids.
- 100 wheelchairs provided.

- 100 children, youth and adults over the next five 5 years will benefit from one physiotherapy centre established in rural Karnataka.
- 45 children to benefit from one properly equipped special day-care children's playgroup centre.
- 14 special teachers and a trainer's salary were paid.
- One exclusive training centre for children with Down's syndrome established; 15 children already provided care.

In addition... 57 women were trained and work in community kitchens, as helpers in schools, in handicrafts (each now earning an average of ₹ 1,200 a month); six legal-aid clinics conducted in two slums that gave information about women's rights; Right-to-Information Act; legal procedures, were attended by 400 people; four libraries were set up in government schools; infrastructure improved in two children's homes and one school; and a whole new home for orphan girls built with a capacity to take care of 45 girls; and last but not the least 408 fruit and avenue trees planted in and around Bengaluru.

Do remember, these illustrate the direct and immediate measurable impact of donations. But think forward and try to imagine the live-long impact of one child, one woman, one patient treated, one fruit bearing tree... made on individual lives, families, communities and our country!





Technical Press Meet

Taking the media through the new 10k run course, details on the medical facilities along with other services offered on the course for runners was announced by M Chandrashekar Rai (Honorary Secretary, Karnataka Athletics Association), Dr. Vivek Jawali (Medical Director), Hugh Jones (Race Director).



S-Cross Motorcade

A special convoy with the Event's International Ambassador, Mike Powell, along with International elite athletes, sponsors & Partners drifted through the streets of Bengaluru in the Maruti S-Cross, Event's Lead Vehicle.

ABOUT INDIA CARES

India Cares Foundation (www.icfn.in) is a support organisation and a 'friend' of the social sector. Its vision is 'A strong and vibrant CSO/ NGO community especially based on public support'. Its mission is 'To help build the humane society we all wish to live in, train CSOs/ NGOs to be vibrant, proactive and efficient and to enhance the quality of services, income and accountability of CSOs'.

Over the last 8 years, over 650 CSOs/ NGOs are associated with us and have raised INR 40+ crores through platforms/ initiatives of India Cares. India Cares also works with Companies and other stakeholders to bring about the positive changes for the lesser privileged.

A first of its kind, leadership development and networking initiative which encourages peer to peer learning called ' CEO Forum' for the CEOs/ Managing Trustees of the social sector was started 10 months ago and is now a regular forum in Bengaluru, Delhi and Hyderabad, with other major cities starting in the next few months.

With the recent CSR Bill there is a lot of confusion on both sides, the CSOs/ NGOs and Companies. The small and medium CSO/ NGOs do not have the bandwidth to reach out to the companies and the companies too are not very sure of which CSO/ NGO and which project should they support. This prompted us to start the 'CSR Mela' in association with industry bodies. This uniquely organized event will have CSOs/ NGOs who have gone through the initial basic due diligence by India Cares Foundation are encouraged to submit projects of different sizes, causes and time frames. These projects will be showcased to CSR and HR heads of Companies at the mela and therefore acts as a start for their association with the chosen CSO/ NGO.



India Cares
Foundation



Elite Athletes meet the Press

2 separate press meets were organised for interacting with the top contending international and Indian elites.



Pasta Cookout

Celebrating the age-old tradition of carb-loading, all partners and key dignitaries engage themselves in a pasta cookout and testing their culinary skills.

TCS WORLD 10K BENGALURU

TATA CONSULTANCY SERVICES



Outstation Expo

A hub for Outstation and overseas confirmed participants of the event to collect their running numbers along with the runners' kit and a chance to interact with Mike Powell.



'Title' Defended

Ethiopia's, Mosinet Geremew defended his title in 28:36 to become the first athlete to defend his title in Bengaluru.



Volini Recovery Zone

Volini set up a Recovery Zone covering an area of over 10,000 sq.ft. with masseurs, beds, stretching areas with yoga mats, foam rollers and even Swiss balls for back exercises. Professional trainers and physiotherapists provided special assistance to runners after the event to support instant relief and recovery.



Champions Dinner

A celebration with the champions.





PARTNER'S SPEAK



Title Sponsor

Over 3,500 TCS employees and their families participated in the TCS World 10K Bengaluru 2016 in support of TCS' charity partners, Headstreams and Agastya International Foundation.

TATA CONSULTANCY SERVICES
Experience certainty.



MIKE POWELL
LONG JUMP
WORLD RECORD
HOLDER



Promoting a healthy, active lifestyle across the globe

AMSTERDAM
Title Sponsor with Official Technology Partner

BENGALURU
Title Sponsor

TCS WORLD 10K BENGALURU
Title Sponsor

NEW YORK
Title Sponsor

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RUNS WITH YOU IN ILLNESS AND IN WELLNESS

"At Cigna TTK, our mission is to improve the health, wellness and sense of security of our customers. We are proud to be associated as the Official Health Insurance Partner for the TCS World 10K Bengaluru. Events such as this, encourage people to take care of their health and lead life to the fullest. This makes our association stronger, as we believe, 'Health Hai toh Life Hai.'"

- Sandeep Patel, MD & CEO, Cigna TTK Health Insurance Company Ltd

Health Insurance Partner



Race communication on Social media



Press Ad



Cigna TTK Team at the Finisher's Wall



Race communication on Social media



Cigna TTK Team at the Finish Line



Press Ad



Cigna TTK Cheerzone



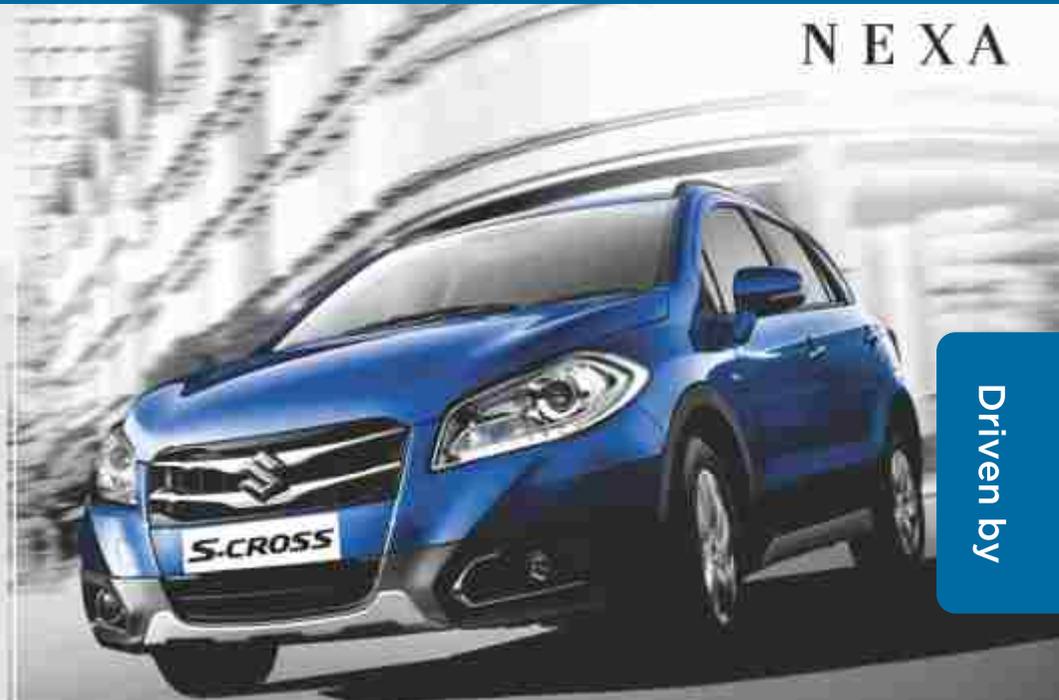
Clickathon: Social Media Campaign



MARUTI SUZUKI

S-Cross. Driving you to be Above the Ordinary.

S-Cross believes in inspiring people to challenge themselves and be Above the Ordinary. Performance and efficiency are qualities that not only embody the spirit of the marathon, but are also part of our #RunAboveTheOrdinary philosophy. Our association with TCS World 10K Bengaluru is a proud moment for the S-Cross. We believe in setting the highest standards, be it supporting charitable causes or delivering the best driving experience. It shows that the S-Cross is more than just a car, it is an owner's pride. As we continue such associations we hope to carry on encouraging the world to live Above the Ordinary.



Driven by

N E X A

S-CROSS
The Premium Crossover

Retail Partner

JABONG.COM

RUNNING AS A GAME HAS EARNED REMARKABLE RECOGNITION IN THE NATION. THE EXCITEMENT EXHIBITED BY THE PARTICIPANTS FROM ACROSS THE GLOBE AT **THE TATA CONSULTANCY SERVICES WORLD 10K, BANGALORE**, AN ANNUAL 10 KILOMETRES RUN, HAS INSPIRED **JABONG** TO PUSH ITS ENDEAVOURS AND ASSOCIATE WITH THE EVENT.

IN ORDER TO CONNECT WITH OUR SPORTS-LOVING YOUTH AUDIENCE, WE NOT ONLY CONSTANTLY UPDATE OUR COLLECTION WITH THE LATEST SPORTS APPAREL AND ACCESSORIES, BUT ALSO OFFER CASUAL RUNNERS AN OPPORTUNITY TO PARTICIPATE IN CREATIVE, SOCIALLY RELEVANT THEME-BASED COSTUMES THROUGH OUR SIGNATURE PROPERTY.



Timing Partner

SEIKO IS THE SPIRIT OF TCS WORLD 10K, BENGALURU

We are delighted to forge a partnership with TCS World 10K Bengaluru, which has sparked a running revolution in the country. SEIKO is glad to support the sport and to serve this event as Official Timing Partner.

A. Kaneko
Atsushi Kaneko
PRESIDENT,
SEIKO WATCH INDIA PVT. LTD.



Recovery Partner

VOLINI®

OFFICIAL RECOVERY PARTNER
OF



Volini associated with TCS World 10K Bengaluru '16 as the Official Recovery Partner for the second year in a row and sampled more than 35,000 units. More than 10000 Square feet was transformed into the Volini Recovery Zone which had extensive facilities like massage and stretching, stretch zone, foam rollers, etc supervised by the experts. With a team of more than 150 experts comprising of physiotherapists, doctors, trainers and volunteers, Volini offered a unique and unparalleled experience to the runners focusing on their smooth recovery post run.

Subodh Marwah, Vice President & Head – Global Consumer Healthcare, Sun Pharma, said, "Volini is delighted to be the Official Recovery Partner for the leading marathons of the country for a second year in a row. Last year we got tremendous response from the runners & our top of the class "Volini Recovery zone" at the Finish line was very well appreciated by the runners and the media. This year we raised the bar even further by helping more than 31000 recover post ADHM, SCMM and TCS 10K & we are sure this association with marathons across the country will further strengthen Volini's position as India's leading instant pain relieving spray and first choice of runners as a 'Recovery Expert'.



Instant Pain Relief. Anytime Anywhere.



Medical Partner



**TCS
WORLD 10K
BENGALURU**
15 May 2016
TATA CONSULTANCY SERVICES

**HELPING YOU CROSS EVERY
OBSTACLE AND BEYOND.**

“ We are proud to be associated with **TCS World 10K** for the past 6 years. The safety of the runners is our priority and for this, we deployed team of 171 medical staff and 5 Ambulances. **This made sure we could reach out to over 24000 runners and let them give their best.** ”



Dr. Vivek Jawali, MS, DNB, M.Ch

Medical Director, TCS World 10K Bengaluru,
Chairman, Medical Advisory Council, Fortis Hospitals, South India.

Water Partner



THE KING OF SPORTS



The fitness frenzy across India is on an unprecedented high and Kingfisher Packaged Drinking Water is proud to be associated with Procam, year after year, as the "Water Partners" at the TCS W10K marathons, held at Bangalore. It's amazing to see the zeal with which each year thousands of runners assemble across the nation to challenge their fitness levels and Kingfisher Packaged Drinking Water enables the runners to overcome these challenges and emerge victorious. We look forward to continuing this association for years to come.

Samar Singh Sheikawat, Sr. Vice President Marketing, United Breweries Limited.

PHOTOGRAPHY: ANSHU KUMAR

Logistics Partner



DHL has been associated with TCSW10K as the official logistics partner for the past 6 years. Every year DHL handles complex event logistics ranging from imports and re-export of timing chips, sports equipment, running gear and heavy weight broadcast equipment. Every year our on-ground logistics support ensures smooth movement of event within the city for a whole week, leading up to the race day.



“ This edition marks our 6th year of association with TCSW 10K. This land mark event in Bengaluru’s calendar has grown from strength to strength over the years and we are proud to be associated as the logistics partner. ”

- R.S. Subramanian
Senior Vice President &
Country Manager



Institution Partner

harmony for Silvers Foundation Empowering India's Senior Citizens

PROMOTING ACTIVE AGEING



Log on to <http://harmonyindia.org/>



harmony
celebrate age
the magazine for silver citizens

India's premier magazine for senior citizens, *Harmony-Celebrate Age* is now available on international digital newsstand Magzter

To get a free copy of the magazine, email contact.mag@harmonyindia.org

Our Harmony Senior Citizens' Run is significant—it puts silvers on the front page while highlighting their potential. A very special thanks to all those who made the event possible and cheers to our intrepid silvers who came out to be counted.

Tina Ambari, Chairperson,
Harmony for Silvers Foundation



Title Sponsor

TATA CONSULTANCY SERVICES

Channel Partner



Running Partner



Health Insurance Partner



Driven by



Retail Partner



Timing Partner



Nutrition Partner



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Restoration Partner



Water Partner



Logistics Partner



Philanthropy Partner



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Under the aegis of



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A



Initiative