



**TATA**  
**CONSULTANCY**  
**SERVICES** <sup>TM</sup>

17th May  
**WORLD 10K**  
 BENGALURU 2015

Over  
**One Million**  
 Lives Touched

WOMAN CARE

IMAGINE A WORLD

Where we coexist in  
 a cleaner, greener  
 and brighter  
 surrounding

FOOT CARE  
 ENVIRONMENTAL CARE

BE SOMEONE'S  
**HERO** RUN FUN

Life's Good with LG

Philanthropy Partner

**India Cares**  
 Foundation

TATA  
 CONSULTANCY  
 SERVICES

**13206**

SURAJANAND VINAJADR  
 LG

TATA  
 CONSULTANCY  
 SERVICES

**7471**

SURAJANAND VINAJADR  
 LG

15942

TATA  
 CONSULTANCY  
 SERVICES

**8771**

SURAJANAND VINAJADR  
 LG

## THE PROMOTER'S DESK

The TCS World 10 K Bengaluru is the world's premier 10K run. It brings together the finest track athletes, in head to head competition with distance runners. It has firmly placed Bengaluru on the international road running map, as host to the most prestigious 10K event in the world. But more than this, it has infused the city with a can-do-will-do spirit, bringing diverse people with different abilities, ages, gender and socio-economic backgrounds, onto one platform.



This time our entire team was put to the test. The faith that our participants and runners have in the event was tested, as the skies opened up and poured non-stop through the major part of Saturday. Pictures that people clicked showed a flooded stadium everywhere. The course too had many areas that were flooded. It is a true testament to the will and spirit of everyone - Team Procam, the volunteers, officials and the authorities, to deliver by 0600 hrs on Sunday morning, a pristine stadium and a clear course.

Marking its eighth edition in the garden city, the TCS World 10K, had the legendary French Track and Field star - Marie-José Pérec as its International Event Ambassador. A formidable force, Marie was a great addition to the event, having won three Olympic gold medals in the 200 & 400 mts. She was the first-ever athlete to win consecutive Olympic gold medals in the 400-metres.

Taking inspiration, our defending champion, Suresh Kumar smashed the 7 year old Indian Mens race record by 10 seconds, to win his third title with a fast 29:49 secs. The 24 year-old Kumar broke the previous mark of 29:59 seconds set by Kashinath Aswale in 2008, to earn himself a course record jackpot, in addition to the prize money.

The event has always nurtured the philanthropy aspect, with "India Cares" as the Event's Official Philanthropy Partner. Various causes have used this platform, to create awareness for themselves and as an annual fundraiser for their projects. This year 103 charities raised a record ₹ 4.50 crores, using the event.

This run would not have been possible without the wholehearted cooperation from the Government of Karnataka, city authorities and the Karnataka Athletics Association. We are truly grateful to them.

Thank you Bengaluru for showing your big heart in support of the event and the many causes associated with it. We look forward to seeing you all again on the 15th of May 2016.

Dhanyavadagalu Bengaluru!

Anil & Vivek Singh  
Procam International

## TATA CONSULTANCY SERVICES

“The 2015 edition of TCS World 10K race once again attracted a top global field of runners who competed intensely across race categories. There is a growing level of enthusiasm and commitment for this event. This is even more apparent in the manner in which the TCS World 10K Bengaluru provides a unique platform to those who wish to help and make a difference.



This event is now among the largest and most respected platforms for people to contribute to a cause that is close to their heart and this year over 80 NGOs have benefitted from these efforts. At TCS we supported Agatsya International Foundation and Headstreams, and through these two organisations, bring about a positive change in the community.

TCS is committed to promoting a culture of community outreach as well as wellness through events such as the TCS World 10k Bengaluru and we wish everyone all the very best for 2016!”

Nataranjan Chandrasekaran  
CEO  
Tata Consultancy Services



## DIGNITARY QUOTES



**K. Abhayachandra Jain**  
Hon'ble Minister Youth  
Services & Fisheries  
Govt. of Karnataka

*“ The TCS World 10K has brought together Bengaluru for a worthy cause that transcends artificial barriers of caste, sex and colour. Therefore, the significance of running cannot be underestimated. It was an encouraging experience to have witnessed more than 25000 individuals participating in the run as one united city. Credit for its success goes to the efforts of the many organisations and individuals involved and I congratulate one and all for a great show.”*



**Dr. G. Parameswara**  
President  
Karnataka Athletic Association

*“As one of the world's most well recognised running event, the TCS World 10K Bengaluru has made people conscious about the significance of health and fitness and I congratulate runners from Karnataka and the rest of India who participated this year. We are proud to have hosted yet another successful event and I pass on my good wishes to the team for their hard work.”*



**S. K. Pattanayak IAS**  
Addln. Chief Secretary  
Govt. of Karnataka

*“ Events such as the TCS World 10K enable the public to understand the significance of keeping fit and hold a critical place, in society thanks to a vital message they spread. India needs to come together to build a healthy society through sports. I am glad to have witnessed thousands of men and women participating in the TCS World 10K Bengaluru on May 17 and encourage people to take up running this year.”*

## DIGNITARY QUOTES



**Dr. M.A. Saleem**

Addl. Commissioner of Police (Traffic)  
Bengaluru

*“All measures taken by us ensured that the TCS World 10K be a success for all the runners and the audience. We are happy to have provided a clear course and safe and secure environment for all involved. I congratulate my team on a job well done.”*



**Nagaraj Ijari**

Vice President and  
Global Head of Hi-tech Vertical  
Tata Consultancy Services

*“I'm very happy with the participation from all the Bengalureans who have come out today to run and be a part of the TCS World 10K. I'm especially glad to see that fitness and wellness becoming such an important part of the working culture of corporates. The fact that 4000 TCSers registered within 4 days from the date of the commencement of registration just goes on to narrate what a wonderful occasion the TCS World 10K has become.”*



**Adille J Sumariwalla**

President  
A.F.I

*“The Athletics Federation of India is proud to partner the TCS World 10K Bengaluru, and through it, discover and promote promising Indian talent that will represent the country in the future. The event continues to present itself as a unique platform for talent to perform and get spotted.”*



## FROM THE PHILANTHROPY PARTNER'S DESK

Over the years, we found that the most encouraging aspect of the TCS World 10K Bengaluru, as a platform for NGOs themselves to reach out to the public, talk about their cause and raise funds for their work has grown, in the last 5 edition the efforts that NGOs put in has almost doubled!

Being a prestigious event worldwide, the confidence it gives to all who want to support the NGOs, is tremendous. The average donation that an individual gives towards a chosen cause has grown from 1900 to 2800, the average funds raised by an individual has grown from 14000 to 25000 over the 5 years!

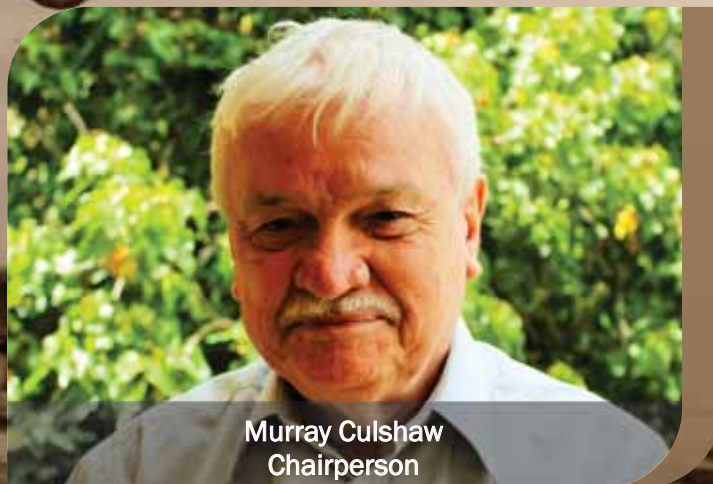
This year we introduced a higher target for individuals... 3 individuals' have raised over ₹ 15 Lakh each! Trending last year, efforts of children and teenagers joining enthusiastically to fundraise for the chosen cause has doubled! A total of 26 children between the age groups of 13 and 19 have raised over ₹ 40 Lakhs!

Corporate contributions have been steady through the years, this year too, 38 companies fielding 48 teams have contributed a total of ₹ 1.12 crores, making it 25% of the total funds raised under Corporate Cares.

The main impact of these funds will be in various causes, be it to support and encourage children affected with HIV/AIDS, making sure that the children going to school get educational materials, providing vocational training to youth and women that will uplift entire families; build an inclusive society by providing mobility aids, corrective surgery, special schools, supporting terminally ill... and not in the least work towards helping animals and leaving a better earth through making our environment safer by tree plantation drives and campaigning for reduction of pollution/ waste management!

This year, the event organizers, Procam International went greener, by reducing the waste generated by the event through the use of disposable water cans and paper cups!

We look forward to more eco friendly initiatives in events like this which at the same time support much more causes than this year.



Murray Culshaw  
Chairperson

Philanthropy Partner



## THE PHILANTHROPY PILLAR

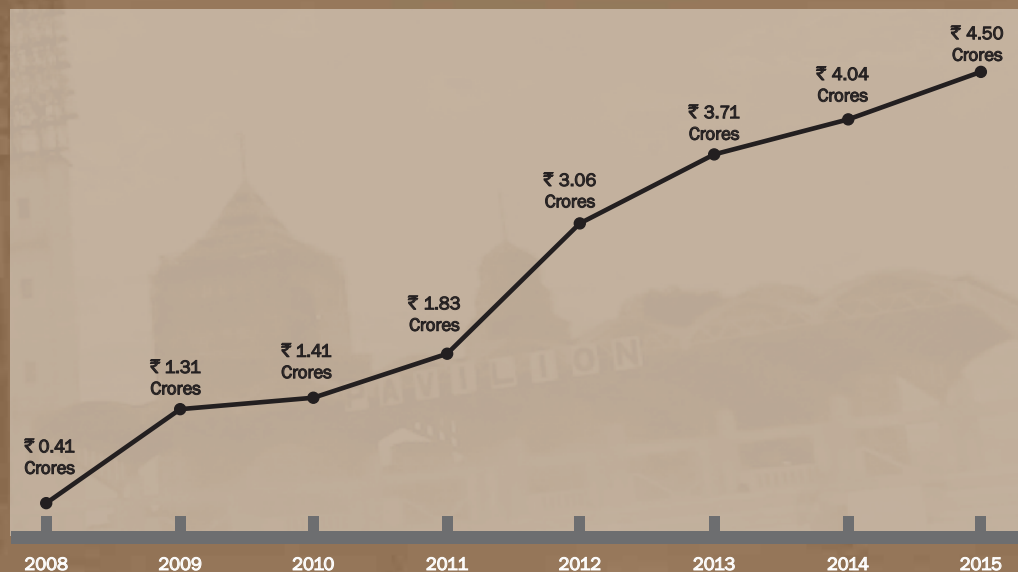
Rebecca Miller once said, “If the whole system doesn’t change a little, then our children will still be having the same conversations”.

Charity, or philanthropy, is one of the 5 pillars on which the TCS World 10K Bengaluru has been established since its inception. Through this pillar, the Event lends itself as an opportunity for runners, and citizens at large, to become catalysts of ‘change’. Much needed funds are raised through the Event, thereby giving the ‘oxygen’ needed for NGOs to carry out their grass root projects.

Similarly this Event is used by NGOs as a platform to raise awareness for their work, and of course raise capital for their charitable projects. Each NGO is empowered, under the able supervision of India Cares Foundation, to reach out to corporates and the citizens of Bengaluru and India. Further each NGO is encouraged to build relations with their donors and fundraisers directly, in the hope of building long lasting loyalties for its cause. Over the years, the Event has constantly strengthened its place as one of the most transparent ways of giving back to society.

In the 2015 edition, 48 Corporate Care Teams, 34 Care Champions and 114 iCare Runners collectively reached out to 8677 donors, thereby making the Event one of the largest philanthropy platforms in Southern India. Bengalurians have once again shown that they CARE and believe in doing ‘Good’ for the elderly, the Girl Child, to Save the Environment and believe that being Disabled does not mean you are any different. Over 300 NGOs have raised ₹ 20.28 crores through the Event since year 2008. The positive impact of this amount on the lives has been immense!

### Total Funds Raised in 2015 Edition: ₹ 4,50,04,931



## CARE CHAMPION – DIAMOND

This fundraising category was introduced this year setting a new fundraising benchmark for individuals for their chosen NGO.

A Care Champion Diamond is an individual who undertakes to raise a minimum of ₹ 5 lakh in donations, and this year we have seen 5 individuals who have chosen to be catalysts of change.



SHA NIGAR

Raised ₹ 16,96,559

for The Association for People with Disability (APD)

Though a simpleton at heart and impression, Sha Nigar is a powerful and convincing fundraiser for her pet cause at APD. This unassuming person has been consistently amongst the top fundraisers as a Care Champion since the 2010 edition of the Event. She has raised over ₹ 25 lakhs across the 6 editions. An engineering graduate in Electronics & Communication, from Jawaharlal Nehru National College of Engineering, Shimoga, joined APD as a Principal in the Industrial Training Centre. Currently she works as a Senior Manager Resource Mobilization with APD. This is what Sha Nigar, has to say as her 'mantra',

*“I sent mass appeals to over a thousand people, created a page on Give India and have spoken to corporate volunteers who come to APD to make contributions for my run. I am running to support, rehabilitate and include people with disability into mainstream economy and society.”*



## CARE CHAMPION – DIAMOND



**AKHAYA SAGAR**  
Raised ₹ 15,25,567  
for Reaching Hand

*“ I have been participating in the TCS World 10K Bengaluru as a runner and fundraiser for more than 5 years in a row. It gives me immense pleasure in taking part in one of the most desired & prestigious events in India as it provides me with a platform and opportunity to reconnect with my friends and colleagues who always want to do something for society and give back. This year, as a Director of Reaching Hand, my primary goal was to use this platform to raise maximum funds for our Girls Glory Project to build maximum toilets for our girls studying in the Government Schools so that they continue to come to school with dignity and confidence & importantly do not dropout. I take this opportunity to thank all my donors & well-wishers for believing in our cause and for contributing wholeheartedly. Because of your generous support and helping hand, I could raise a good amount that will be used to build toilets for girls in 4 of our partner schools.”*



**SIDDHANT DESAI**  
Raised ₹ 15,19,550  
for Shrimad Rajchandra  
Love and Care

A 13year old, shy Vidya Niketan student, believes in the work and change being brought about by Shrimad Rajchandra Love and Care. He too is amazed at the response he got when he went about asking for support for the hospital. He realized that his belief in the work of the NGO is what makes people donate and the support and encouragement provided by his parents and a close-knit group of friends, all children, who raised funds for the cause.

*“A gentleman I had not met before was very impressed when I spoke about the work being done at the Shrimad Rajchandra Hospital and about why he should donate. He felt for the cause and gave a big donation. I was sure that what I am doing, fundraising, is the right thing to do and I have to talk to people about the difference this money has been making and will make.”*



## CARE CHAMPION – DIAMOND



**MANSOOR AHMED**  
Raised ₹ 9,93,686  
for The Association for  
People with Disability

A glowing face and a firm handshake are his trademarks. When one meets Mansoor Ahmed, so charming is his personality that one almost never notices his slightly staggered walk; Mansoor is a patient of impaired limb movement (leg). He is a Communication and Fundraising Expert at the Association of People with Disability (APD). Mansoor was born in a lower middle class area of Bangalore's Shivajinagar. At the age of 3, a local doctor gave him two wrong injections, with devastating results; Mansoor was paralyzed from his waist downwards. His family believed this infirmity would see him crippled for the rest of his life. Today, Mansoor is a doting father and the bread-winner for his family.



**Binu Verma**  
Raised ₹ 6,14,500  
for Bal Utsav

It isn't easy for a Delhite to come to Bangalore, a city very different in all aspects, to join hands with her husband, in building Bal Utsav, an organization that works to improve/ impart better education for municipal school children. Joining hands didn't only mean passive support; being the main fundraiser for the NGO was the mantle she took up!

*“ In the past 3 years, TCS World 10K has been the perfect platform to reach out to people raise funds, show our transparency and importantly awareness about our existence and work. ”*



## CARE CHAMPION – GOLD

This category celebrates individuals who have decided to be the change by raising a minimum amount of ₹ 2.50 lakhs for an NGO/cause of their choice.



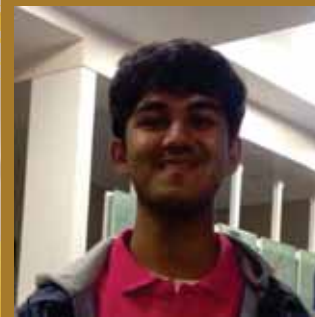
**TRISHANK BATAVIA**  
Raised ₹ 10,85,500  
for Shrimad Rajchandra  
Love and Care

*“I don't think anyone would want to miss the opportunity the TCS World 10K Bengaluru offers to take a step forward and help those in need, especially when you get so much joy when a donor donates!!”*

Only 16 years, Trishank is fundraising for the 2<sup>nd</sup> time at this Event. Not only does he lead and encourage all the others in the group to fundraise, but sets examples. He surprised everyone at home this year when he decided to forgo the Europe holiday planned by his father and asked him to contribute that amount to his fundraising efforts. Unlike last year where he requested his mother to bake cookies and cakes and in turn sold them, this year he not only learnt how to bake them himself but also sold them at a premium and raised more! ”



**Rupande Padaki**  
Raised ₹ 3,88,500  
for Shakti Fund



**Purav Shah**  
Raised ₹ 3,34,500  
for Shrimad Rajchandra Love and Care

## CARE CHAMPION – SILVER

26 individuals chose to run for an NGO/cause of their choice committing to raise a minimum of ₹ 1 lakh individually.



**Thomas Bobby Philip**  
Raised ₹ 2,02,465  
for Nanhi Kali

A person who doesn't need any introduction in the running circles of Bengaluru, he completed his 10K run with a personal best time of 38:24s. He is also the first Indian to run the Boston Marathon barefoot. One more distinction is that he is a regular fundraiser for the 'Education of Girl Child' over the last 4 editions.

*“ We need to take responsibility to provide the funds to the deserving NGOs. Fund raising also gives me an opportunity to get in touch with friends, colleagues and relatives and few of them would be old lost ones. I Run for myself, my personal aspirations e.g. successful completion of a run and also for a cause I am affectionate about. A runner puts in a lot of effort across months and years to prepare for an event. Why not let the deserving community benefit with my run? It certainly makes a big difference to the organization am raising funds for.”*



**Jashel Mehta**  
Shrimad Rajchandra Love and Care  
₹ 1,99,600



**Derek Dsouza**  
Reaching Hand  
₹ 1,49,575



**P. Shridhar**  
Indian Cancer Society  
₹ 1,39,100

## CARE CHAMPION – SILVER



**Carl Francis**  
proVision Asia  
₹ 1,35,000



**Mahashweta Shah**  
Nanhi Kali  
₹ 1,33,138



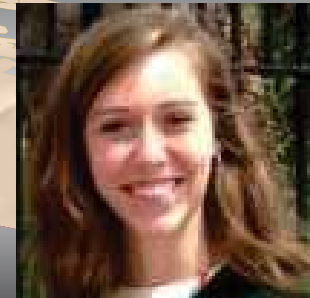
**Feba Nisha**  
Reaching Hand  
₹ 1,32,000



**Roshni Sanghvi**  
Shrimad Rajchandra Love and Care  
₹ 1,29,762



**Nidhi Sanghrajka**  
Shrimad Rajchandra Love and Care  
₹ 1,29,000



**Tiggy Allen**  
The Baale Mane  
₹ 1,20,088



**Patrick Pitchappa**  
Reaching Hand  
₹ 1,12,248



**Jeena Mehta**  
SOS Children Villages  
₹ 1,07,115



**Danielle Edwards**  
The Baale Mane  
₹ 1,06,000

## CARE CHAMPION – SILVER



**Adit Ajmera**  
Shrimad Rajchandra Love and Care  
₹ 1,05,000



**Ashka Ajmera**  
Shrimad Rajchandra Love and Care  
₹ 1,05,000



**Bunty Mehta**  
Shrimad Rajchandra Love and Care  
₹ 105,000



**Nimit Batavia**  
Shrimad Rajchandra Love and Care  
₹ 1,05,000



**Pradip Majumder**  
One Billion Literates Foundation  
₹ 1,05,000



**Ruby Kamdin**  
One Billion Literates Foundation  
₹ 1,05,000



**Brojen Nongmaithem**  
SOS Children Villages  
₹ 1,03,000



**Alina Thomas**  
Nanhi Kali  
₹ 1,00,000



**Manish Ajmera**  
Shrimad Rajchandra Love and Care  
₹ 1,05,000

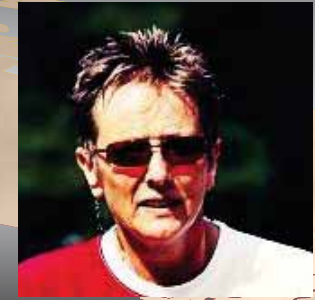
## CARE CHAMPION – SILVER



**Aastha Mehta**  
Shrimad Rajchandra Love and Care  
₹ 1,27,555



**Aashu Calapa**  
One Billion Literates Foundation  
₹ 1,05,000



**Hermien Van Der Linden**  
proVision Asia  
₹ 1,05,000



**Janet S K**  
Trees for Free  
₹ 1,35,978



ngalore 201

### *International Event Ambassador*

*“ Events such as the TCS World 10K Bengaluru enable the public to understand the significance of keeping fit and hold a critical place in society thanks to a vital message they spread. India needs to come together to build a healthy society through sports. I am glad to have witnessed thousands of men and women participating in the Event on May 17 and to have encouraged people to take up running this year.”*

Marie-José Pérec  
International Event Ambassador  
& French track and field sprinter  
who specialised in the 200 and  
400 meters and was a three-time  
Olympic gold medallist.





## I CARE

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. I Care 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 8 editions (contributing a total of ₹ 75.25 lakhs) and this year too he has donated ₹ 16.25 lakhs that will strengthen a range of causes represented by 16 NGOs.

*“ We started GiftAble in December 2013, believe me I was eagerly waiting for its completion of a year, as I wanted to get it on board the TCS World 10K Run 2015. And this year we were on the list along with 100 NGOs! My personal target for GiftAble was ₹ 5,55,555 which would help many differently abled lead a meaningful and dignified life, through our trainings for awareness for the Differently Abled, E-commerce store and inclusive events and workshops. In turn, we want to create an ecosystem of like-minded individuals to come together to help build a sensitised and disabled friendly society. Guess what! I have not only achieved my target but unexpectedly exceeded it.*

*Many were curious to know, now that I have my own Foundation will I continue to raise funds for others? And my answer is “Yes”. My soul purpose of being in the social sector is not to limit my services to one particular set of audience/beneficiaries, but to reach to as many as possible. So, Yes! This year I did raise money and awareness for 13 other NGOs, with whom I personally volunteer. Because of this, I am able to support education of 10 children in urban and rural Bangalore, provide outreach to the Nepal flood affected family, support a few senior citizens, cancer patients, and reach out to many Differently Abled with mobility aids and physiotherapy aids and support livelihood for them too.*

*All of this has only been possible with the support of over 200 individual donors, who included support from family members to friends to volunteers and yes, to some who were complete strangers to me... Thank you all!!! Your support means a lot to me and the beneficiaries.”*



Parthana Kaul  
Highest Fundraiser

# CORPORATE CARES

48 teams from 38 companies together raised ₹ 1,11,56,360 benefitting 19 charities.

Company Name	NGO Supported	Fund Raised (₹)
Accenture	Enable India	2,00,000
Allegis Group	Enable India	2,00,000
Assetz Properties	proVision Asia	2,00,000
AXA Business Services	SGBS Trust - Unnati	3,00,000
Bajaj Electricals Ltd.	Paryavaran Mitra	2,00,000
Bharti AXA General Insurance	Bharti Foundation	1,00,000
Centum Electronics Ltd	proVision Asia	2,00,000
CITRIX Systems	AMC - Association for the Mentally Challenged	3,00,000
Compuage India	Shrimad Rajchandra Love and Care	1,00,000
FedEx Express	CRY - Child Rights and You	3,00,000
Fossil Group	Magic Bus	2,00,000
Future Businesstech India	Shrimad Rajchandra Love and Care	2,00,000
Goldman Sachs	APD - Association of People with Disability	1,00,000
Hinduja Global Solutions	Concern India Foundation	3,00,000
HSBC Bank	Sightsavers	2,00,000
Inflow Technologies	Shrimad Rajchandra Love and Care	1,00,000
Kemwell Pharma	Shrimad Rajchandra Love and Care	3,00,000
KPMG	Shishu Mandir, Hope Foundation, Vidya Integrated	27,50,000
Micro Labs Ltd	Shrimad Rajchandra Love and Care	3,00,000

## Highest Fundraising Corporate

“This was the first time I participated in this event and it was a great experience for me. The fact that it was for a cause was even better. The whole arrangement and logistics were professionally done and well arranged. The liveliness and energy of the place was fantastic to experience. I am going to encourage my family members also to participate if possible going forward in this. The information booklet with route details was a great help and all arrangements including water, parking, after event recovery etc. were professionally managed.”

Jeetendra Nagpal  
Delivery Head, Communications & Device  
Sasken

## CORPORATE CARES

Company Name	NGO Supported	Fund Raised (₹)
MOOG India	proVision Asia	2,70,000
New India Electricals Ltd.	Shrimad Rajchandra Love and Care	2,00,000
Northern Trust	Paranga Trust	3,00,000
Omega Healthcare	Enable India	3,00,000
Regus Business Centre Pvt Ltd	BOSCO	1,00,000
Saglobal	Hope Home Childrens' Foundation	2,00,000
SanDisk India	Nanhi Kali	2,00,000
Sasken	Shrimad Rajchandra Love and Care	9,00,000
Shell India	proVision Asia	4,63,345
Sierra Uniworld	Shrimad Rajchandra Love and Care	1,00,000
SpaceMatrix	Hope Home Childrens' Foundation	1,00,000
State Street	APD - Association of People with Disability	3,00,000
Symphony Teleca	Sri Nidhi Charitable trust	2,00,000
TE Connectivity	Aishwarya Trust	3,00,000
Thomson Reuters	Enable India	3,00,000
Titan Company Limited	Nanhi Kali	2,00,000
UEI Electronics Private Ltd.	Enable India	2,00,000
Unishire	Shrimad Rajchandra Love and Care	1,00,000
Verga Attachments	Shrimad Rajchandra Love and Care	1,00,000

### Highest Contributing Corporate

KPMG has been contributing to the NGOs they work with through the platform of TCS World 10K since 2009. They started with one team 7 years ago and have elevated to 9 teams with a contribution of ₹ 27.50 lakh this year! A total of ₹ 60 lakhs has been contributed by the across 7 editions! This year KPMG had 350 runners – the largest number of runners among all corporates participating in the Corporate Cares Category.

“Citizenship is embedded in our culture and this year, through our participation in the TCS Marathon, KPMG helped raise funds to support teacher salaries and nutrition programmes at three of the schools we work with. The marathon was a wonderful experience where we were able to have fun and at the same time, give back to society.”

S, Vijay  
Partner  
KPMG India

## CEO DASH

Corporate Cares is a collective effort of all involved within the company to make a positive impact in society. As in any company initiatives, the involvement of the top management becomes imperative. India Inc. has put its best foot forward by contributing to charity. A 400 mtrs sprint is conducted on race day only for the CEOs of participating Corporate Care teams, who are flag bearers for the collective cause his/her company respectively supports. It's a chance for the CEOs to move out of the board room and place himself as an athlete and a crusader. With this we also urge CEOs to individually raise funds in support of the respective NGO their company supports.



**Sameer Mehta**  
Future Businesstech India Pvt. Ltd.  
For Shrimad Rajchandra Love and Care

**Winner**  
Time: 00:01:19

“You can always run for yourself, but when you chose run for a cause it's like a Cake and winning is like 'Icing on the Cake'.”



**Raj Kumar Raj**  
TE Connectivity  
For Aishwarya Trust

**First Runner-Up**  
Time: 00:01:28

“The awesome atmosphere at the Kanteerava stadium combined with the thought of running for a cause was a big motivation for me. These were my thoughts at the starting line - “here's a huge crowd watching and cheering us and I am representing TE Connectivity, desiring to create awareness for Aishwarya Trust and Congenital Heart Defect - Let me give it all I have”. The feeling of achievement at the finish line was mind blowing, even more so when I saw my timing. I will come again every year and persuade my colleagues to join this awesome event.”

## CEO DASH



Dilip Jayaram  
Procam International  
Raised 5,06,000  
For Oscar Foundation, BSSF  
and Meghshala Trust  
Second Runner-Up  
Time: 00:01:31

“The CEO Dash has been an experience that is humbling and rewarding at the same time. What started as establishing a case study for the NGO fraternity, soon gathered momentum with the few good people who put their hand up to get counted - from photography, to coaching and raising funds. To the working athlete pounding that pavement is part of the training, and by harnessing this training NGOs can raise friends and funds far more exponentially - reach out to their networks, their friends and families in their training period, showcase their trials and travails, cause they believe in dedicating their run for your good work. Don't just sell the bib at a premium, but celebrate your runners!

I doff my hat to the work being done by the Oscar Foundation, Bangalore School Sports Foundation and Meghshala. Ashok, Elvis and Jyoti, people like you genuinely make a difference to the world we live in.... do keep up the good work.

Special thanks to Kejas for the photography (you really made me look like an athlete), to Arati, Soham, Anil, Vivek, Shilpa, Meera for backing my run and contributing so generously. To Captain Nitin and Vaishnavi, appreciate the coaching. Will make it back for the CEO Dash next year with a new target.... until then.”

**G V PRASAD**

AXA Business Services For Unnati

Time: 00:01:38

**MILIND CHALISGAONKAR**

Bharti AXA General Insurance For Bharti Foundation

Time: 00:01:49

**MOSUR SAISEKAR**

Northern Trust For Parangna Trust

Time: 00:02:07



## YOUTH CARES

A Youth Cares team needs to raise a minimum of ₹ 50,000 in donations. Each team of Youth Cares will comprise of 3 to 5 participants who belong to a single educational institution and shall belong to the age group of 12 years to 21 years.

Highest Fundraising Team  
Team Mount Carmel College  
Raised ₹ 1,28,000/-  
U&I TRUST

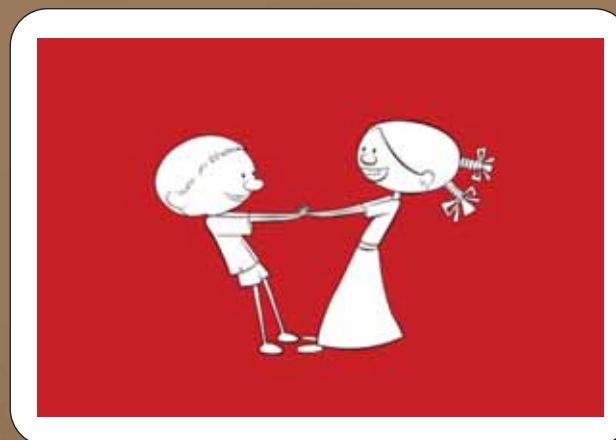
Gomathi Anagha - "I'd love for my children to be able to use the same stuff I used at college, at their schools, especially stationary. For this, I have initiated fundraising and I plan to take them one step closer to that."  
Shreya Nagendra - "The children that I met at U&I have had a huge impact on me and helped me grow as a person. They deserve to fulfill all their dreams and achieve much more than they could have imagined."  
Shreyanka - "I fundraise for U&I because I believe that we can change the world together."

-----

Shubham, Akshit & Vignesh  
Team BITS-Pilani, Pilani campus  
Raised ₹ 55,640/-  
Nirmaan Organisation

-----

Havilah Samuel, Pearl Pereira & Catherine  
Team Christ University  
Raised ₹ 55,000/-  
U&I TRUST



## YOUNG PHILANTHROPISTS!

13 young Care Champions supporting Shrimad Rajchandra Love & Care (SRLC) together raised over ₹ 30 lakhs in a span of 60 days!

“It was the best way to have spent my summer vacations. I knocked on doors of all neighbours, friends & relatives”, said Trishank, a 10th grade student. He, along with his friend, made & sold cakes, cookies & chocolates to all in his network, family, friends and at school. Birthday gifts (any child's treasure) were received in the form of donations. The visit to the SRLC hospital was an eye opener for Trishank.

Trishank's parents said, “As parents, we are very proud of him. Staying true to the quote he believes in 'No one has ever become poor by giving', he has always looked after the needs of the underprivileged. He is a spark of inspiration for the family even at this tender age.”

There is a unique relationship between Art and Giving. And when it comes from a 12th grader, it is pure magic! Realising that her smallest effort can make a world of difference for a newborn at Shrimad Rajchandra Hospital, propelled the quiet and shy Astha in putting her painting skills to good use. She painted on canvas, on phone covers, on paper and put all these up for sale for the hospital. Pure sales was not her sole aim, but sensitizing whoever she met on the cause she supported, was equally rewarding.

“And, when you want something, all the universe conspires in helping you to achieve it” — Paulo Coelho, The Alchemist. The 12th grader Nidhi Sanghrajka truly got to experience this phenomenon. Though studying hard to fulfil her professional ambition of becoming a Chartered Accountant, she had resolved to raise funds for the Shrimad Rajchandra hospital. Calling her friends and knocking on neighbours' doors in between tuitions, she tried everything. Her family supported her and rallied around Nidhi to help her raise funds. She says,

The youngest of all is Siddhant, a 8th grader. This reluctant starter has done wonders in fundraising at TCS World 10K Bengaluru 2015. He made a detailed list of all possible donors (over 150 of them) with their mobile numbers, email ids and for each donor he set a target! He went about meticulously, calling, emailing and sending the NGO's video through whatsapp. He reaffirms that, “No one was spared, I have called all family, relatives, fathers colleagues, friends. I spoke to each one and made my request on behalf of the children of NICU. The feeling that you get when you do something for someone who really needs help, is extremely uplifting & satisfying.”



TCS World 10K Bangalore 2015

## FACE OF THE EVENT

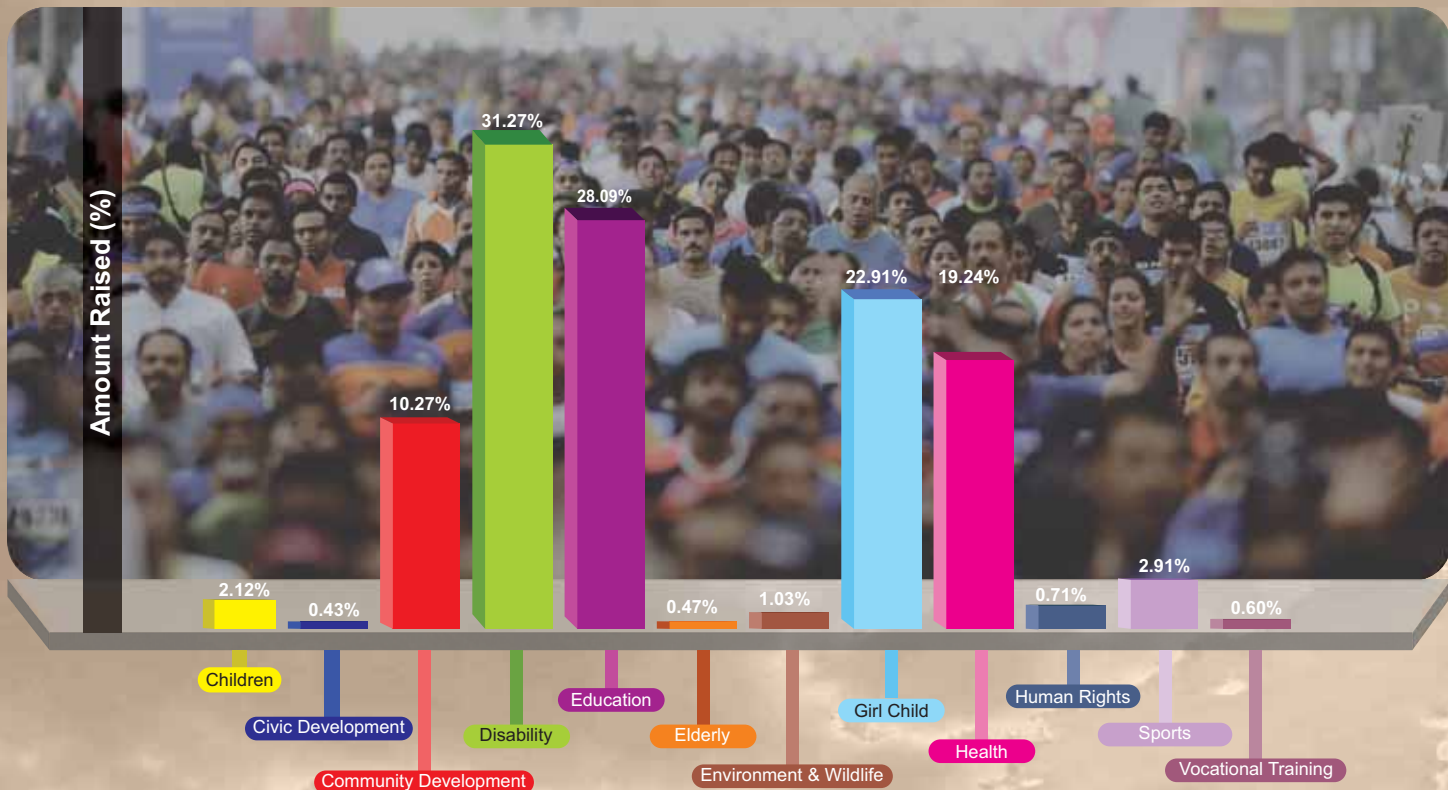


“It was a great being in Bengaluru and witnessing thousands of people running in the TCS World 10K Bengaluru. The experience was nothing but incredible. The positive attitude, camaraderie...I enjoyed every bit of it on that Sunday morning. I congratulate every runner for his or her participation inspite of heavy rains, the previous day. Keep going and all the best!”

Puneet Rajkumar  
Face of the Event



## CAUSE-WISE FUNDS RAISED



Cause	Amount in ₹	Highest fundraising NGO within the 'cause'
▶ Children	9,52,740	The Hope Home Children's Foundation
▶ Civic Development	1,94,657	Bangalore Political Action Committee - BPAC
▶ Community Development	45,95,613	Headstreams
▶ Disability	1,26,41,780	APD - The Association of People with Disability
▶ Education	1,26,41,780	Reaching Hand
▶ Elderly	2,10,000	Sri Nidhi Charitable Trust
▶ Environment & Wildlife	4,62,614	Paryavaran Mitra
▶ Girl Child	13,11,363	CherYsh Trust
▶ Health	86,59,344	Shrimad Rajchandra Love and Care
▶ Human Rights	3,20,945	CRY - Child Rights and You
▶ Sports	13,11,850	GoSports Foundation
▶ Vocational Training	2,70,000	SGBS Trust - Unnati

## SHRIMAD RAJCHANDRA LOVE AND CARE



Total Amount Raised : ₹ 62,40,582  
Highest Fundraising NGO at TCS W10K Bengaluru 2015

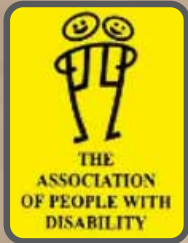
Shrimad Rajchandra Sarvamangal Trust works for the rural and tribal population located in the sub-districts (talukas) of Dharampur and Kaprada in Valsad district, South Gujarat. They cater to Health, Education, Women Empowerment, Animal Welfare, Environment Protection, Community Development and Emergency Relief work! All round support for humanity is their call to action.

This year the concentration was to raise funds for the Shrimad Rajchandra Hospital, a charitable, multi-speciality hospital that gives free medical treatment and conducts medical camps throughout the region. Many a times these patients travel for hours to reach the hospital, the need for a larger hospital is something the supporters are working towards so that no patient is turned away. The younger generation of supporters was determined to raise funds for the treatments and medicines for these patients.

Last year, the organisation raised ₹ 29 lakhs through the platform of the TCS World 10K, and this amount helped over one lakh patients with free treatment at the hospital including infants. The Shrimad Rajchandra Early Intervention Centre is the only one of its kind in the entire State of Gujarat and has been recognized by the Government of Gujarat as a Model District Early Intervention Centre for the treatment of infants. Staff is also getting trained for similar such centres that the Government is planning to set up, in other districts of Gujarat.



# THE ASSOCIATION OF PEOPLE WITH DISABILITY



Total Amount Raised : ₹ 42,04,145

Second Highest Fundraising NGO at TCS W10K Bengaluru 2015

The Association for People with Disability (APD) is a non-profit organization based out of Bangalore. Founded in 1959, they have worked extensively over the last 55 years to reach out and rehabilitate People with Disability from the under privileged segment.

The aim is to create an inclusive society, where people with disabilities are accepted into mainstream economy and social life. A culture and eco system where they can earn, live and sustain with dignity and respect.

The mission of APD is to enable and empower all stakeholders, ensure opportunities promote inclusion and access to right and entitlements

APD's network is spread across Bijapur, Chikbellapur, Tumkur, Kolar, Koppal, Davangere and various other districts, where ongoing programs and initiatives are conducted.

Various associations with voluntary organisations across South India, various initiatives are carried out. Training sessions are conducted to educate and equip these organizations on rehabilitation and therapy for the disabled.

APD have been awarded for their work in the field of disability and has also been a recognized training institute in the field of disability by The Rehabilitation Council of India (RCI).

“ The TCS World 10K Run in Bangalore is a very important platform for APD, not only for raising funds for its programs but also to publicize the various works APD is doing in the area of disability to its existing and potential supporters. The event creates bonding among the APD staff and also with its donors. It brings in the energy to run that extra mile for the sake of People with Disability.”

Abhijit Mukherjee  
Director- Marketing



## proVISION ASIA



Total Amount Raised : ₹ 40,50,280  
Third Highest Fundraising NGO at TCS W10 K Bengaluru 2015

proVISION ASIA provides free physiotherapy, mobility aids, corrective surgeries, education scholarships, government advocacy, computer training, job placements, spoken English classes and operates a special school for children. Counseling is provided to the differently abled clients and their families. They receive second-handed wheelchairs that are shipped to India from U.S. These wheelchairs are refurbished into new-like conditions by 11 inmates in the Bangalore Central Prison; the men, who were once social outcasts, turned their lives around by performing a much needed service; changing the lives of the people with disabilities at the same time. The refurbished wheelchairs are then distributed, to the economically weaker sections of the society.

A regular for the last 5 years at the TCS World 10K platform, proVISION has used unique methods to raise funds, their volunteers organize 'Runs' across the globe on the same day that the Race happens in Bangalore and lend their support by raising funds from these Runs!

Always among the top fundraising NGOs, last year they raised over ₹ 27 lakhs. With this amount a shipment of wheelchairs were refurbished and distributed; a school van was modified to make it disable friendly; Educational material for the children at the Mitra School for the year was bought; Mobility Aids were distributed for over 100 individuals and Vocational training to 20 persons with disability was given.

“Over the last 5 years, our involvement in the Bengaluru TCS World 10K has been the highlight of our year for proVISION ASIA. Not only is it a wonderful platform for funding much of our work; but it is often a life-changing event for our differently-abled friends participating in their wheelchairs. They find tremendous encouragement for those who run alongside, and in turn, they become an inspiration to those who can run! We count it a privilege to be a part of the TCS and India Cares "family" as we all strive to make a difference in our community--and our nation, India!”

Dr. Chip Kingery  
Co-Founder/ Director  
proVISION Asia



## FUND RAISING NGOS



Founded in 1993 as a registered charitable trust, Artha Aastha is one of the few cross-disability organizations working with children and persons with disabilities irrespective of the type and severity of disability.

₹98,100



The Association for the Mentally Challenged  
Mentally Challenged children and adults and their families in Bangalore.

₹2,96,000



B.PAC aims to make Bangalore an efficient city with good governance, quality infrastructure and accountability of all its stakeholders including its citizens.

₹1,37,200



Agastya has reached over 5 million children and 200,000 teachers from 13 states in India.

₹3,50,000



Equality and justice for people with disabilities, enabling and empowering all stakeholders through opportunities; promoting inclusion and access to rights and entitlements.

₹42,04,145



Reaching out to 1 Million children and youth by inducting customized and value based Sports Modules & Projects; eradicating stigma & discrimination, thus, positively impacting their lives through sports as a medium of transformation.

₹1,73,000



Aishwarya Trust

Funds life saving heart surgeries of under privileged children suffering from congenital heart defects.

₹2,70,000



The Ashwini Charitable Trust educates and empowers underprivileged children from the Ulsoor slums and supports them till they are gainfully employed. The Trust supports 305 children from 215 families.

₹2,800



Improving accessibility and quality of education across rural India (Haryana, Rajasthan, Punjab, Tamil Nadu, Uttar Pradesh, West Bengal).

₹90,000



Empowerment of the disabled; establishing a 'Valley for the Disabled' and Rehabilitation & Development Centre in south Tamilnadu.

₹7,34,741



Bal Utsav's mission: We move children out of poverty by nurturing them from childhood to livelihood through education.

₹7,17,325



Bhumi aims at building a better society by empowering young adult volunteers to lead social impact projects, and deliver key education programmes to underprivileged/disadvantaged communities.

₹1,00,174

# FUND RAISING NGOS



BOSCO rescues and rehabilitates street children, child labor workers, runaway and trafficked children, abandoned and orphaned children, victims of all kinds of abuses, rag pickers, child beggars etc., in the city of Bangalore.

₹1,95,070



Mainstreaming people with disabilities through vocational training & placement, inclusive education, healthcare, advocacy and provide elderly a life of dignity.

₹34,200



Diya is celebrating 15 years of being in service of providing vocational training and sheltered employment to differently-abled adults in Bengaluru.

₹8,08,683



Brahmi Trust is committed to providing meaningful education that transform the lives of disadvantaged rural children.

₹22,000



To extend financial and non-financial support to grass root programmes working in the areas of education, health and community development.

₹2,79,000



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

₹2,27,800



A pan India healthcare network giving health care services to all - children, Adolescents, youth and Elderly.

₹51,300



Works towards ensuring a lasting change in the lives of underprivileged children across 23 states in the country.

₹2,70,000



Working for people with disability on their economic independence across India.

₹12,14,175



To nurture the holistic development of rural girl children into economically self sufficient women , through knowledge, skills and tools.

₹8,45,196



Working primarily in the rescue and rehabilitation of street animals in the city of Bangalore.

₹12,326



Its sphere of work: Child sexual abuse prevention and gender empowerment, working primarily in Bengaluru with children and adults.

₹21,000

# FUND RAISING NGOS



FFE facilitates higher education in the field of engineering and medicine through its merit cum means scholarship to financially underprivileged families across India irrespective of their caste, gender, community and religion.

₹25,350



In the first year we have supported 124 girls at 14 schools in Kolkata, Delhi and Ranchi.

₹45,274



Organises free medical camps and services to meet basic needs in villages- Bullahalli and Illthore and asenior citizens home in Channapatna.

₹42,000



To create an ecosystem of like-minded individuals to come together to build a sensitized and disabled friendly society.

₹6,94,350



The main focus of work is on promotion of livelihood opportunities for families from low-income and marginalised backgrounds, with a special focus on youth. Another key focus is facilitating promotion of positive mental health among children.

₹18,50,000



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

₹2,15,000



Pan India organization addressing basic needs of poor. Turning urban discard into rural development resource.

₹11,850



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

₹87,600



The IDIA project is a pan India movement premised on the notion that law is a powerful tool that can be leveraged by underprivileged and marginalised communities to help themselves.

₹4,840



Undertakes sports scholarships to empower elite junior athletes and develop ecosystem for Indian Olympic and Paralympic sports.

₹9,27,150



HOPE foundation brings lasting change in the lives of children and young people through education and skills. 211,467 lives transformed across 24 cities and towns.

₹4,00,000



Fighting Cancer Since 1951

Awareness and preventive cancer screening are the key to stem the rising tide of cancer.

₹3,94,700

# FUND RAISING NGOS



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

₹1,74,500



Runs an alternative school for underprivileged children and learning centre for elder children in primary and secondary education in south city 1, Gurgaon.

₹11,000



Working with people with disabilities, their families and other disadvantaged groups, especially women, children, and the elderly who are living in poor conditions in urban and rural areas.

₹7,96,665



To develop hockey at the grass roots level and nurture talent through an organization of excellence.

₹1,65,700



Magic Bus steers children towards a better life with better awareness, better life skills, and better opportunities, in the journey from childhood to livelihood.

₹1,80,000



Project Nanhi Kali supports the education of over 1 lakh underprivileged girl children across 9 states in India.

₹8,26,753



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

₹7,50,550



To facilitate (non-formal) education and holistic development of children by augmenting the child's school education through diverse learning opportunities.

₹43,000



Need Base India ensures that the Street children and other children in vulnerable conditions have access to care, protection and education across Karnataka.

₹1,12,845



Let's Live Together aims to eradicate homelessness of dogs and cats in Bengaluru by uplifting the image of homeless Indian dogs.

₹1,07,100



Bringing world class educational training to the teachers of lower socioeconomic students who study in government schools.

₹1,73,000



Promotes grassroots social innovations, volunteerism, active citizenship and social leadership among the youth of the Nation.

₹12,90,498



# FUND RAISING NGOS



Its vision: Equality in Education through English and Computers for all & Women Empowerment through financial, intellectual independence

₹3,00,250



Paryavaran Mitra's main objective is 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.

₹1,80,000



Works for the cause of voluntary blood donation and treatment of children suffering from Thalassemia.

₹2,000



Omashram provides comfortable, clean and hygienic residential care with full boarding & lodging facility, medical care, nursing care to the old, belonging mostly to poor and lower middle class (above 60 years of age) without any discrimination.

₹30,000



proVISION Asia is dedicated to empowering differently-abled individuals to independent and fulfilling lives in Karnataka, India

₹40,50,280



Works to enable children and adults with disabilities lead an independent and productive life, with the support of their family and communities.

₹24,285



To encourage leadership and team work in youth from economically and socially disadvantaged community through football.

₹1,73,000



To create enabling environment for young girls by improving health, sanitation and hygiene education in Government schools & local communities across Bengaluru by building toilets and providing awareness training on WASH, engaging volunteers.

₹35,84,056



To restore people's sight, productivity & livelihoods, giving lasting benefits for individuals, their families & whole communities.

₹2,03,000



Its objective: Providing free quality education to the underprivileged community in need with a goal of building up an educated humane society.

₹4,25,778



Children with developmental disabilities are identified and are provided intensive intervention to help minimize their difficulties.

₹6,17,612



Working with Deafblind children and adults throughout India.

₹46,000

# FUND RAISING NGOS



Unnati is a vocational training and social transformation program for the underprivileged youth.

₹2,70,000



One of the largest self-implementing organizations providing rehabilitation of orphaned, homeless and abandoned children through children's villages at 31 locations in 22 states across India

₹1,04,000



Works with children with Special Needs (brain damage) from North-West Bangalore

₹50,000



Orphaned, abandoned and neglected children and youth of K.R. Puram area.

₹15,98,000



Serving intellectually disabled persons in Karnataka - identify, register and provide them opportunities to participate in Sports and help to transform lives and introduce inclusion.

₹46,000



Baale Mane is long term home for girl children based in Gopalapura, outer Bengaluru.

₹3,80,413



SICHREM is working for Protection of Human Rights especially of the very poor and marginalized sections of our society. The organization is implementing a fairly large programme of Human Rights Education in about 380 Schools.

₹50,945



Main focus area: providing education, food and accommodation to orphaned / single parent/begging children and also we provide food and accommodation for old age people.

₹1,80,000



A children's home in Bengaluru dedicated to the care of orphan girls.

₹2,85,325



Sightsavers works to eliminate avoidable blindness and promote equal opportunities for disabled people in India.

₹1,90,000



Motherhood Safe programme, Neo-natal ICU, Health for rural population, corrective surgery for physically handicapped (Shrimad Rajchandra Hospital)

₹62,40,582



To bring greenery back to Bengaluru by planting, watering and nurturing tree saplings, also planting fruit trees for farmers to improve their economic standard.

₹1,63,188

# FUND RAISING NGOS



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

₹12,08,400



VAANI works with deaf children and their families in West Bengal, Assam, Mizoram, Meghalaya, Jharkhand and Karnataka.

₹1,88,450



Works in rehabilitation, education, empowerment and inclusion of people with neurological disabilities in India's rural/urban community.

₹6,43,951



United Way of Bengaluru, a six year old organisation has been committed in creating an impact in the community in two critical areas where Bengaluru needs support:  
- Wake The Lake Campaign  
- Born Learning Campaign

₹3,700



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

₹85,754



YFS provides opportunities to youth who want to take active part in community development.

₹10,782



Facilitates 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.

₹57,457



Executes grass-root level development programmes in poorest neighborhoods of Delhi, Haryana, Mumbai and Bangalore.

₹6,00,000



YWCA cares, educates, nourishes children in the slum. It also provides health care; dental care to the children.

₹3,000



Zion Foundation is a non-profit organization, working for orphans, destitutes in part of Bengaluru and Bangarpet (Kolar) in education and upliftment.

₹70,000

## OUR EXPERIENCE

“A heartfelt appreciation from the entire FedEx team for great support and coordination at the TCS World 10K Bengaluru this year. We had great time running together and we look forward to more of such events. Thanks a lot. TCS is committed to promoting a culture of community outreach as well as wellness through events such as the TCS World 10K Bengaluru and we wish everyone all the very best for 2016!”



**Srinivasulu Chilukoori**  
Labour Relations Specialist, FedEx Express Middle East, Indian Subcontinent and Africa

“I'm extremely grateful to India Cares and Procam International for the fantastic platform that was offered to NGOs at the TCS World 10K Bengaluru 2015. A brilliant visible space to utilise, create awareness and speak up for animals. Let's Live Together participated in the Kingfisher costume competition and won the 1st place. But I believe, we won most importantly because our cause for homeless dogs was accepted and acknowledged by this dynamic platform among various causes who participated. With continuous support from platforms like these, curbing cruelty and animal homelessness should not take too long. The runners who ran for Let's Live Together are thrilled to have participated and we look forward to the next edition.”



**Achala Paani**  
Founder, Let's Live Together

“CherYsh participated with the "Mission Rural Girl" in the TCS World 10K Bengaluru 2015. This was a fresh and motivating experience for us. Our fund raising campaign received great response and we feel very encouraged to receive such support from different walks of the society. The event also helped us to spread awareness about our work. Our work in the rural villages of Karnataka got a lot of media attention also. Through this platform we could spread our mission as well as enthusiasm to all stakeholders right from rural villages to a global level. Participating in the run was a rejuvenating experience for our team. We are thankful to the support given to us by all involved in making the event happen & facilitate our participation.”



**Gita Peters**  
Project Manager, CherYshTrust

“This was my very first experience at raising funds, via the TCS World 10K Bengaluru. I have made a modest start that has inspired me to do even more the next time. The whole process of registering and creating iCare pages was very smooth. The India Cares team was with me all the way...hand-holding, answering incessant queries with patience, frequently reminding about upcoming deadlines, and keeping the morale high with their cheerfulness. The event is an excellent platform for NGOs, as the fundraising infrastructure is all in place. All an NGO has to do is plug in and make the most of it, at very little cost to the organisation. On Race Day, the energy and excitement at the stadium and during the run itself was electric. It was amazing to see the sheer number and breadth of causes that were being supported and to be a part of it all.”



**Nishka Crishna**  
Deputy Director, VAANI, Deaf Children's Foundation

## BEYOND THE FINISH LINE

Beyond The Finish Line is a platform to recognise, reinforce, reward and share stories of sporting achievement. BTFL is co-created by Procam International and GoSports Foundation. Hosted by Rahul Bose, celebrated sportsman, actor and philanthropist, Beyond The Finish Line aims to highlight athletic achievement from across India, inspiring the next generation.

Four editions of BTFL have been held so far, with the first edition being hosted in Bangalore during the TCS World 10K Bengaluru Run 2014. The event, themed #AgainstAllOdds featured 10 time Olympic medallist Carl Lewis. The second edition, hosted at the backdrop of Airtel Delhi Half Marathon in November 2014, was themed #WomenInSport, and featured world champion marathoner Paula Radcliffe, and other prominent Indian women athletes. The next edition was held in Mumbai, in January 2015, themed #Gamechangers, and featured 2013 Wimbledon Champion Marion Bartoli, Indian Badminton legend and National Coach Pullela Gopichand, and television presenter and founder of the Pro Kabaddi League Charu Sharma.

The most recent BTFL was held in Bangalore, and featured Marie-Jose-Perec, French track and field sprinter who specialised in the 200 and 400 meters and was a three-time Olympic gold medallist and the stars of Indian Swimming – Olympian and Asian Games medallist Sandeep Sejwal, Paralympian and winner of 6 medals at the Asian Para Games Sharath Gayakwad, and Youth Olympian Supriya Mondal.



## SHAKTI FUND – AN INDIA CARES INITIATIVE

Many NGOs in the country do not have the capacity and/or the bandwidth to have specialized fundraisers or a communications person as part of their team. Such NGOs are usually dependant on volunteers, board members or well-wishers to promote their work and the cause they are impacting.

Shakti fund, a common pool of donations, has been set up to incentivize to NGOs of different sizes (small, medium, large) who are proactive in getting the support of their well-wishers, staff, board members and volunteers to utilize the platform of TCS World 10K Bengaluru most effectively. Bonuses were promised for the efforts they put in.

Funds for this were generated through donations raised by our India Cares' Trustee, Ms. Rupande Padaki as a Care Champion Gold, and through Charity Bibs where runners did not choose to donate to a cause. The deficit amount was added by India Cares Foundation.

This year the criteria was:

**1. NGOs** - Basis the category the NGO was slotted into at the time of registration with India Cares Foundation for the Event, viz. small/medium/large NGO. NGOs received respective bonus amounts as soon as they raised the minimum funds specified below (bonus triggers). The funds were required need to be raised through their own efforts (maximum outreach); funds raised by Care Champions, Corporate Cares and Youth Cares supporting the NGOs were not considered for bonus triggers.

NGO category	Bonus amount eligibility	Bonus amount to the NGO
Small (budget < ₹ 1 Crore)	First 4 NGOs raising over ₹ 1 Lakh	₹ 50,000
Medium (budget < ₹ 5 Crore)	First 2 NGOs raising over ₹ 2 Lakhs	₹ 75,000
Large (budget > ₹ 5 Crore)	First NGO raising over ₹ 5 Lakhs	₹ 1,00,000

**2. Youth Cares Teams – Team of 3 students from the same educational institution raising funds**

Min. Target	Bonus Trigger	Bonus Amount
₹ 50,000	₹ 75,000	₹ 50,000

**3. iCare Fundraisers**

iCare Fundraisers	Bonus Trigger	Bonus Amount
Top 2	₹ 75,000	₹ 50,000

NGO Name	Amount	Category
The Association of People with Disability	₹ 100,000	Large NGO
Diya Foundation	₹ 50,000	Small NGO
GiftAbled Foundation	₹ 100,000	Small NGO & iCare
Nirmaan Organization	₹ 100,000	Small NGO & iCare
proVision ASIA	₹ 1,25,000	Medium NGO & corporate care team
Sambhav Foundation	₹ 50,000	Small NGO
U & I Trust	₹ 50,000	Youth Cares
Vidya Sagar	₹ 75,000	Medium NGO

## ABOUT INDIA CARES FOUNDATION

India Cares Foundation envisages a vibrant civil society sector strengthened by an NGO community responding to the challenges of inequality and injustice facing Indian society. India Cares partners in various events that provides platforms for NGOs to reach out to public, raise awareness and resources for their cause.

India Cares trains and helps NGOs develop skills and knowledge to make the best use of the social ecosystem, ensure accountability and transparency by improved communications, engagement between NGOs, individuals and companies.

Data is gathered for the overall health of the sector by our continuous efforts in data research, methods, processes and framework. Over the past five years nearly 500 NGOs have actively associated with us and generated over ₹ 29 crores through the association.

Philanthropy Partner



TCS World 10K Bangalore 201

TATA CONSULTANCY SERVICES

## PARTNER'S SPEAK

### Cigna TTK

*“Our association with the TCS World 10K, Bengaluru as the official health insurance partner aligns with our mission “To help the people we serve improve their health, well-being and sense of security”. This is a platform to spread our message of partnering with people in their journey of health. We truly believe “Health hai toh life hai” and our association with this event re-iterates our commitment towards health and wellbeing of our customers.”*

Sandeep Patel  
MD & CEO

Cigna TTK Health Insurance Company Ltd



### Jabong

*“ We are elated to tie up with Procam International and come on board as the partner for India's leading distance running properties - TCS World 10K Bangalore. With this association with Procam, we are launching an exclusive limited L & M range for the event. The Indian audience today is becoming increasingly fitness conscious and this exclusive range of unique sports equipment for all the sports aficionados will revolutionize the Indian sporting scene. Jabong believes in presenting the customers with the latest trend on the racks and this collaboration is another such effort on Jabong's part in order to enhance its customer experience.”*

Pravin Sinha  
Founder and MD  
Jabong



### Seiko

*“ Sport, and in particular athletics, is at the heart of the SEIKO brand, we are delighted to forge a partnership with the Tata Consultancy Services World 10K 2015, which has sparked a running revolution in the country. SEIKO is glad to support the growth of this sport and to serve this event as Official Timing Partner and we hope to contribute to its success and help it to become one of the top races in the world.”*

Atsushi Kaneko  
President  
Seiko India





## PARTNER'S SPEAK

### Volini Spray

*“Our association with Procam organized running events has been very successful and encouraging. For the first time, Volini set-up Recovery Zones for runners to help them recover from the strain their body undergoes during such strenuous runs. The response from the participants was tremendous. Over eight thousand people recovered at our recovery zones in Delhi, Mumbai & Bengaluru respectively. Our recovery zones had professionals to take care of the post race recovery, and advise the runners on how to do so. We are thrilled that Volini was the preferred and an effective choice for the runners. It is our endeavor to have the runners follow their passion without worrying about pain. While this is a new concept and is being implemented for the first time in India, it has found instant acceptance with the runners and the fitness enthusiasts. They now realize that just like workout is important for any physical activity, post activity recovery is equally essential for the maintenance and longer-term fitness. We are inspired to continue with our commitment.”*

Subodh Marwah  
Vice President & Head – Global Consumer Healthcare  
Sun Pharmaceuticals Ltd.



### Nike

*“We are delighted to be the official running partner of the TCS World 10K. This race through our partnership with Procam has helped us fuel the sport of running and build a strong grass root program through our Nike Run Club to help everyday athletes prepare for race day.”*

Keerthana Ramakrishnan  
PR Leader  
Nike India



## PARTNER'S SPEAK

### Harmony

“ Events such as these bring people from all walks of life together in a celebration of vitality and life. For Harmony for Silvers Foundation, whose motto is 'Celebrate Age', association with the TCS World 10K Bengaluru in the form of the Harmony Senior Citizens' Run is a natural expression of all that we stand for: active, independent ageing; the sheer potential of Generation A; and the crucial need for our silvers to stay fit and empowered.”

Tina A. Ambani  
Chairperson  
Harmony for Silvers Foundation



### ITC Windsor, Bengaluru

“ We were yet again the Hospitality partners to the spectacular global phenomenon in distance running ... the TCS World 10 K Run. Its always been a pleasure to partner with Procam for the last few years. The TCS World 10 K Run is a prestigious Sports Event in Bengaluru's annual Sporting Calender. We at the ITC Windsor also feel privileged to have had sport legend Ms Maria Jose Percec stay with us. ITC Windsor combines refined elegance, superlative services, acclaimed dining options and luxurious accommodations and the perfect home for this prestigious event!”

Shekhar V. Sawant  
General Manager  
ITC Windsor, Bengaluru



### DHL

“ Since inception, DHL has been the Official Logistics Partner for the TCS World 10K, Bangalore. We are very proud and happy to be associated with the race that has today become a phenomenal event attracting athletes from all parts of the world and placed Bangalore on the international map for distance running. An event of this complexity, scale and spirit requires precision logistics management and for DHL the race begins much before the final race day. Also running is one of the best ways to counter stress and lifestyle related health problems and hence we introduced the DHL Corporate Champion race category for corporates to make running an enjoyable exercise routine.”

RS Subramanian  
SVP & Country Manager, India



## PARTNER'S SPEAK

### Fortis

Fortis Hospitals are also one of the active participants in the marathon with about 285 employees from the organisation participating in the marathon.

*“Prior to the run, we follow a rigorous process of training medical personnel, paramedics and nurses to ensure they can handle any situation during the event. Fortis Hospitals has been always been at the forefront in supporting the cause for fitness and well being of society. With a network of 5 hospitals and a strong clinical team and paramedic support the Fortis Medical Team displayed excellent support, which was highly appreciated.”*

Dr. Vivek Jawali  
Chairman, Dept of Cardio Vascular Sciences,  
Fortis Hospitals



### Radio Mirchi 98.3FM

*“ It has been an immense pleasure to be a part of this journey. The association with Procams International and TCS World 10K Bengaluru, has provided us with a platform to reach out to millions of people who love running and music. The best part about this journey has been the Cigna TTK Treadmillion Challenge which saw numerous passionate people, supporting health and fitness, participate and give their best. We hope to continue our fruitful partnership with TCS World 10K, Bengaluru and Procams International and aspire to give our consumers an experience which is in line with our brand ethos - “It's Hot!””*

Rashmi Sharma  
Cluster Head  
Radio Mirchi, Bengaluru



# EVENT HIGHLIGHTS



CHARITY PRESS MEET AND GREET Record Breaking amount collected for 12 different causes



CHAMPIONS DINNER - A dinner with the Champions celebrating their day of victory.



TECHNICAL PRESS MEET Taking the media through the course, prepping them for race day



Defending Champion Suresh Kumar smashed the seven-year old record by an entire 10 seconds to win his third TCSW10k title in the Indian men's category (29:49).

# EVENT HIGHLIGHTS



Countdown Press Conference for the TCS World 10K Bengaluru 2015



International Elite Athletes practicing at the Kanteerava Stadium for TCS World 10K



International Event Ambassador Marie-José Pérec with Indian Athletes at TCS World 10K Bengaluru Media Centre at Kanteerava Stadium



DHL CORPORATE CHAMPIONS race category, was an attempt to make running an enjoyable exercise routine among working professionals.



Celebrating the age-old tradition of carb-loading, all partners and key dignitaries engaged themselves in a pasta cookout, competing to create the dish of the day.



MIRCHI GET ACTIVE EXPO - One of the biggest sporting expos, catering to 25,000 people, hosting top-notch sports and lifestyle brands of the country.




**Motorcade Audi Convoy**  
The Official Lead Car of the event with three time Olympic Gold Medal winner Marie-José Pérec - Event Ambassador for TCS World 10K Bengaluru 2015; along with Anil & Vivek Singh - Procam International.

## OUR AIM : A GREENER EVENT

Running inherently is a green activity - vehicles are replaced with feet treading the asphalt! The TCS World 10K Bengaluru has continuously worked towards reducing the Event's carbon footprint.

At the 2015 edition, Handiman was appointed for waste clearance (house-keeping). A big thank you to the 150 TCSers who undertook a clean-up drive on the route post finish of all races - this was under their strategic initiative 'Purpose for Life'.

Procam had also appointed Waste Wise Trust for the segregation and channelizing recycling of waste generated at the Event.



**WASTE WISE TRUST**  
small green amount counts around

**The Head - Supply chain Management**  
The PROCAM International  
14, St. James Court, Marine Drive,  
Mumbai -400020



28<sup>th</sup> May 2015

**CERTIFICATION**

This is to certify that the following waste material generated at the TCS World 10K run held on Sunday, May 17<sup>th</sup>, 2015 at Bengaluru, has gone through the process of secondary segregation at our facility and channelized through waste dealers to recycling industries. Only reject waste was sent to landfill site

Sl No	Waste material description	Quantity in one Kg	Total Quantity in Kgs
1	Water bottles 200 ml - PET plastic	82 numbers	357
2	Tetra Pak Juice cartoun - 100 ml	73 numbers	553
3	Jam tart container - plastic	90 numbers	217
4	HDPE plastic - Water bottle covers including plastic straws		37
5	LDPE low quality plastic - plastic wraps, packaging materials		27
6	Low quality paper - packaging material		52
7	Thermocol and Styrofoam		8
8	Leftover food with banana leaves		27
9	Leftover pieces of apple		25
10	Card board pieces		17
11	Reject waste		102
<b>Total quantity handled in Kgs</b>			<b>1,397</b>

Certified by  
For WASTE WISE TRUST

**(Anselm Rosario)**  
Management Trustee

NO. 81 / 2, 2<sup>nd</sup> Stage, 3<sup>rd</sup> 'A' Cross, OMR Layout, Lal Bahadur Nagar, Bangalore - 600 43. INDIA, Tel: 080-2666064, 2666044  
Email: wastewisetrust@gmail.com  
Website: www.wwt.co.in



Title Sponsor

# TATA CONSULTANCY SERVICES

Channel Partner



Running Partner



Health Insurance Partner



Retail Partner



Timing Partner



Recovery Partner



Logistics Partner



Hospitality Partner



Print Partner



Radio Partner



Medical Partner



Good Times Partner



Philanthropy Partner



Institution Partner



Under the aegis of



Under the aegis of



Under the aegis of



Supported by



Supported by



Certified by



Promoted by



PAVILION

TCS World 10K Bangalore 2014

A



Initiative