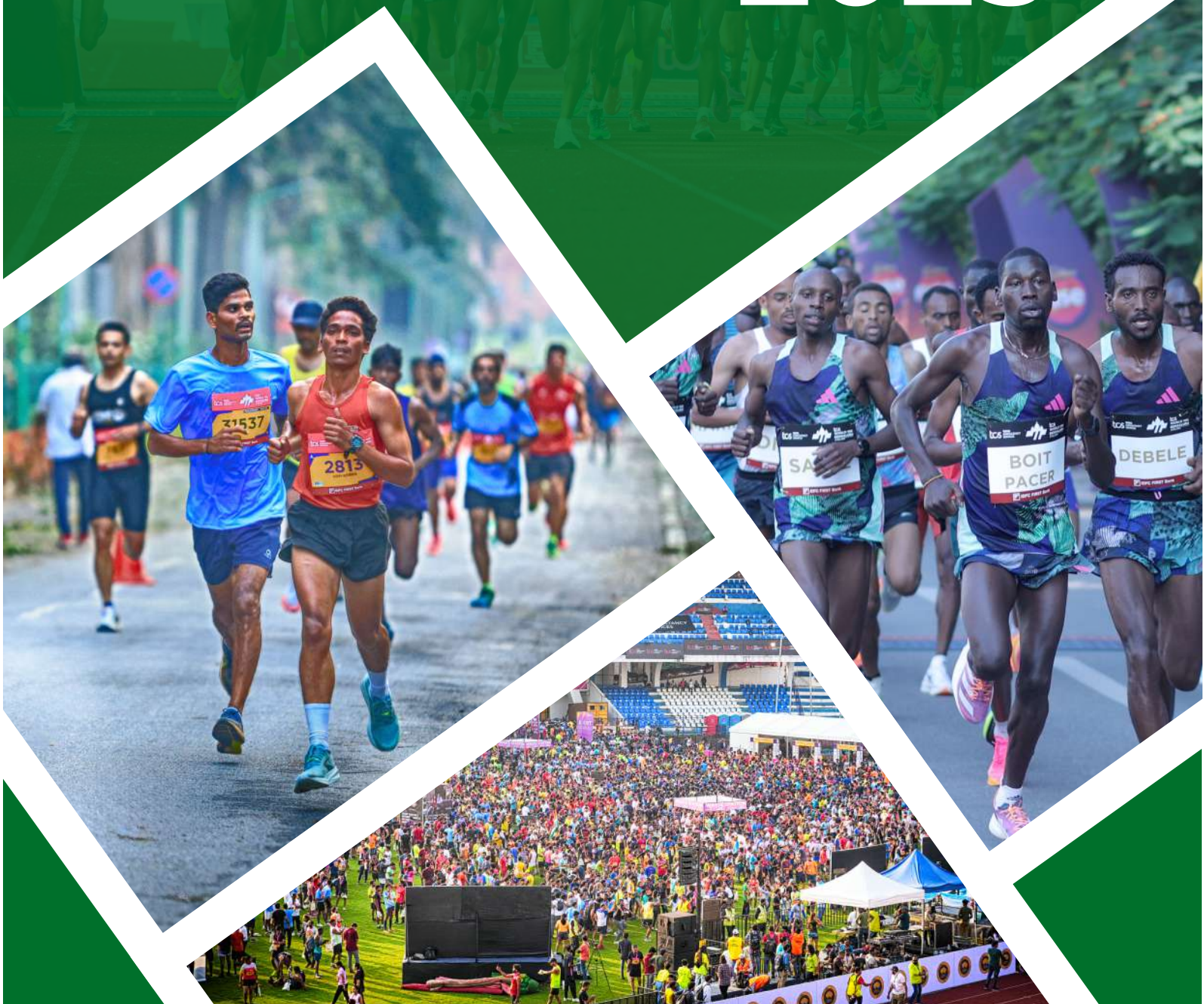
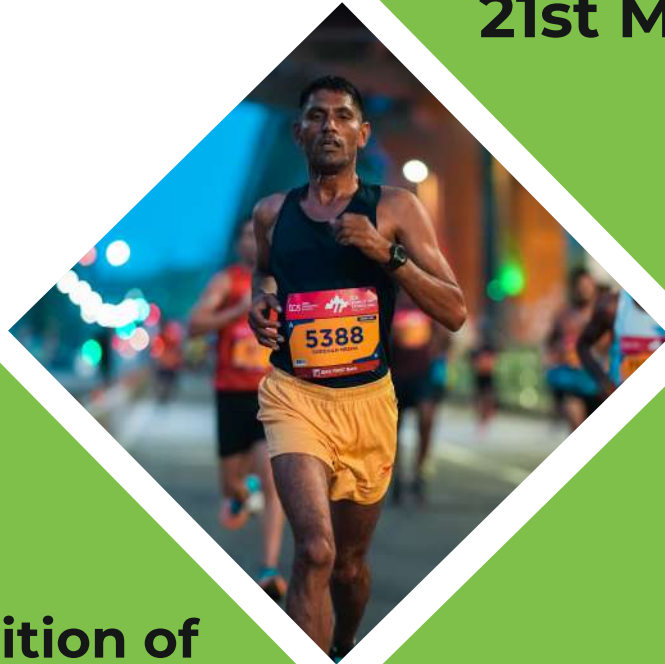


SUSTAINABILITY REPORT 2023



RACE DAY

21st May 2023



**15th edition of
TCS World 10K**

27,000 + Runners

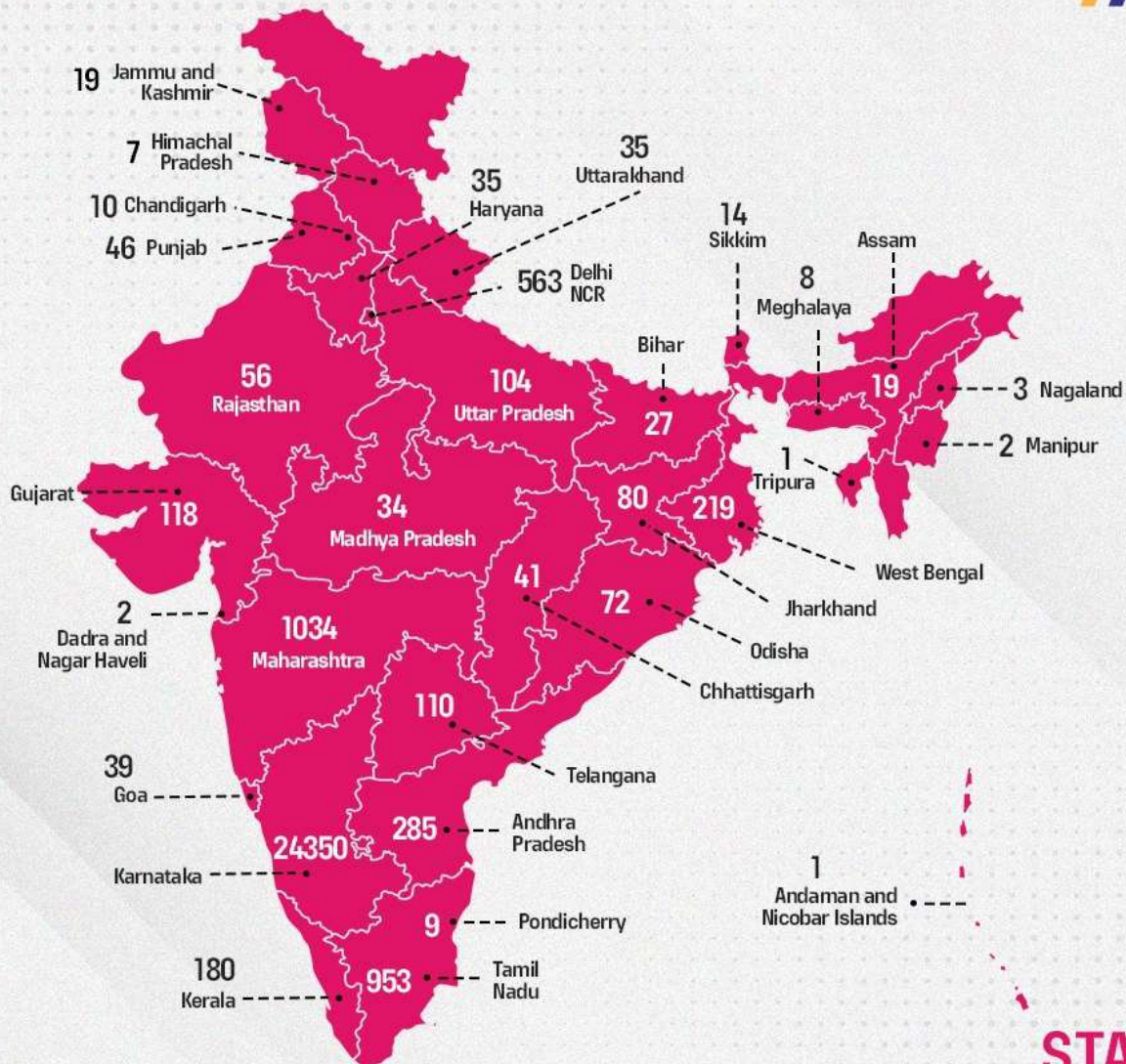
**Prestigious USD
210,000
World Athletics
Gold Label
Road Race**



7,000 + Work Force



MAP OF RUNNERS



STATE WISE PARTICIPATION
28476 TOTAL

*For Representational Purpose Only

RACE CATEGORIES

RACE CATEGORIES	DISTANCE	START TIME
OPEN 10K	10 KM	5:30 AM
CHAMPIONS WITH DISABILITY	4.2 KM	8:05 AM
SENIOR CITIZENS' RUN	4.2 KM	8:05 AM
MAJJA RUN	5.1 KM	8:50 AM



ALL WOMEN PACER SQUAD

In 2018, TCS World 10K introduced an exclusive women pacers squad and this has been growing stronger as practice. The All women pacer squad set the pace for runners to achieve their personal best. Pacers lie at the heart of every marathon. They help runners stick to certain speeds and complete the course within a specific, predetermined time.

Each of the pacers are accomplished, both on and off the track. Their stories of training, endurance and fitness have shaped the way they approach running, both as a sport and to shift social perspective towards encouraging women runners.



MEHWISH HUSSAIN

50:00 Mins Bus



DEEPA BHAT

60:00 Mins Bus



KAVITHA NARAYAN

65:00 Mins Bus



SANDHYA BN

70:00 Mins Bus



NANDINI ASHOKUMAR

80:00 Mins Bus

YASMIN GULAB

55:00 Mins Bus



DR. LAKSHMI ROOPESH

65:00 Mins Bus



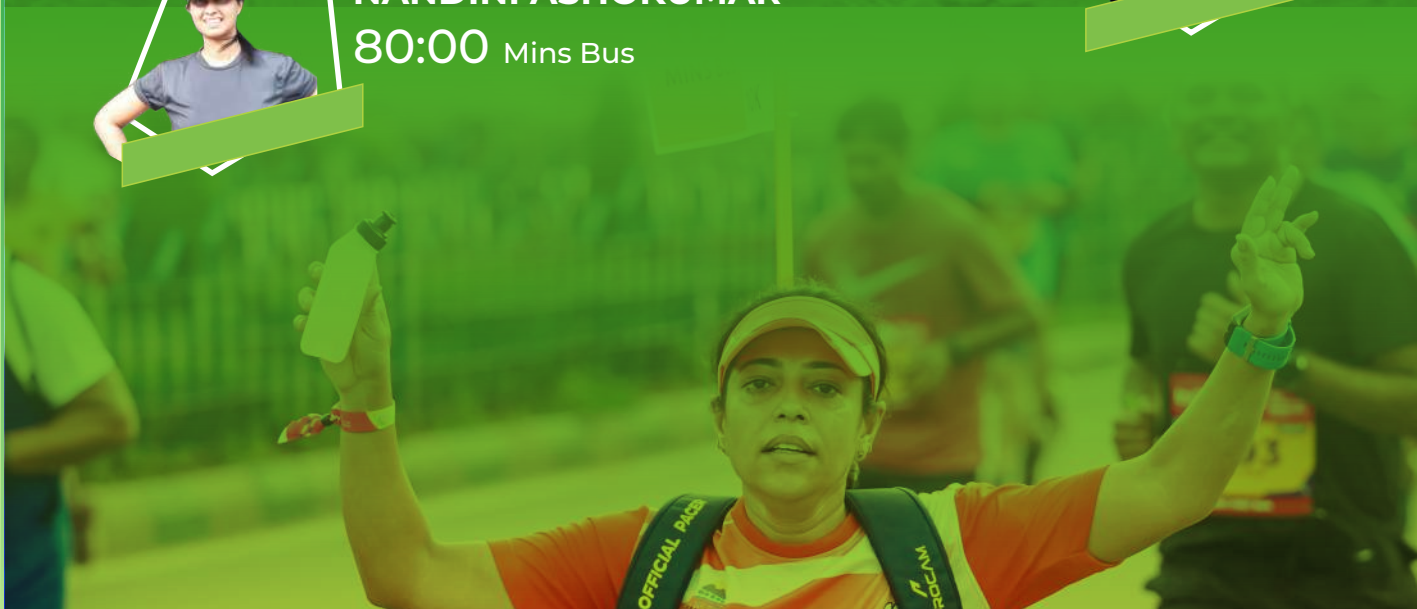
NIHA HIEMATH

70:00 Mins Bus



DR. RANJANI RAMANUJAM

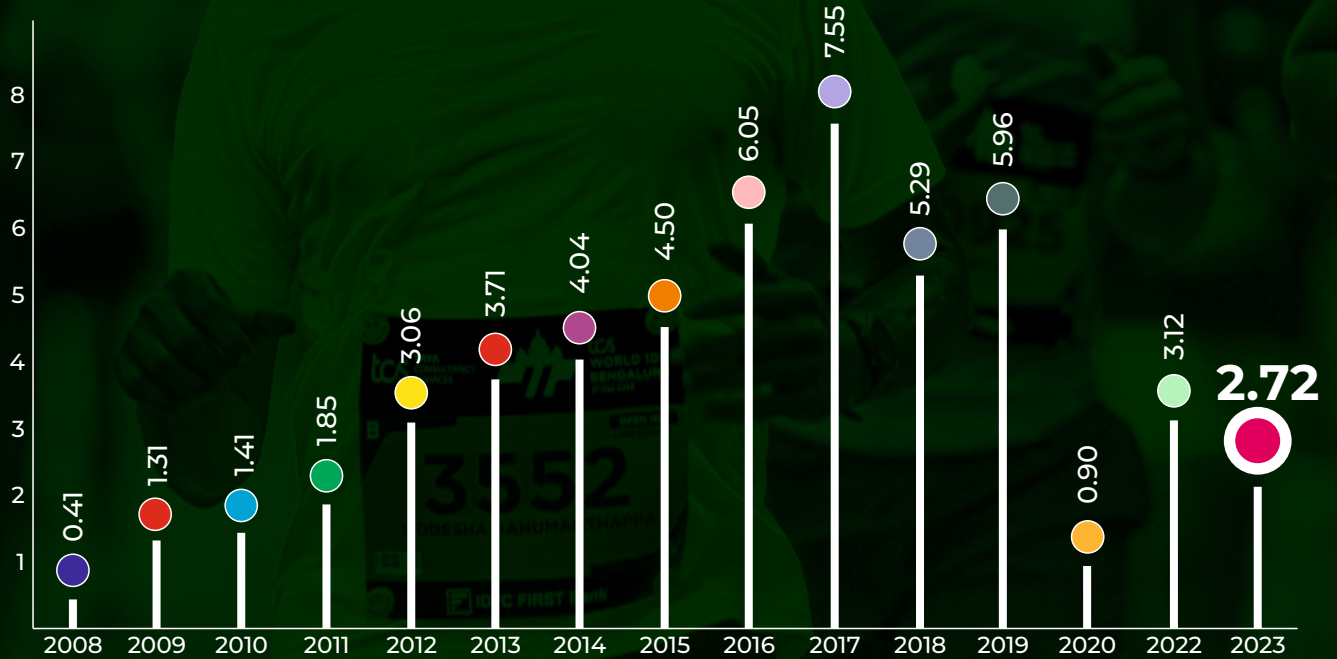
75:00 Mins Bus



CHARITY

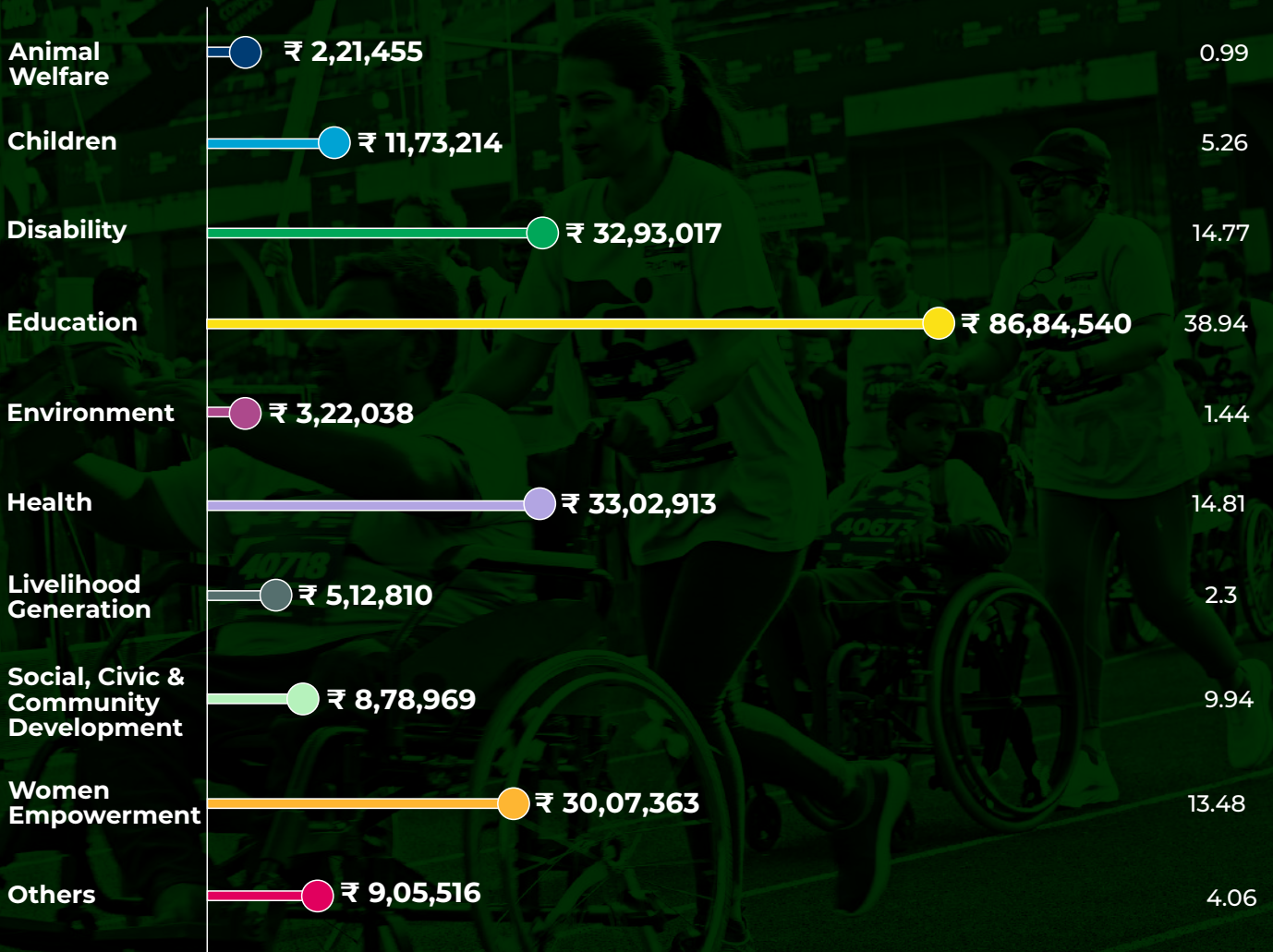
Total funds raised since 2008

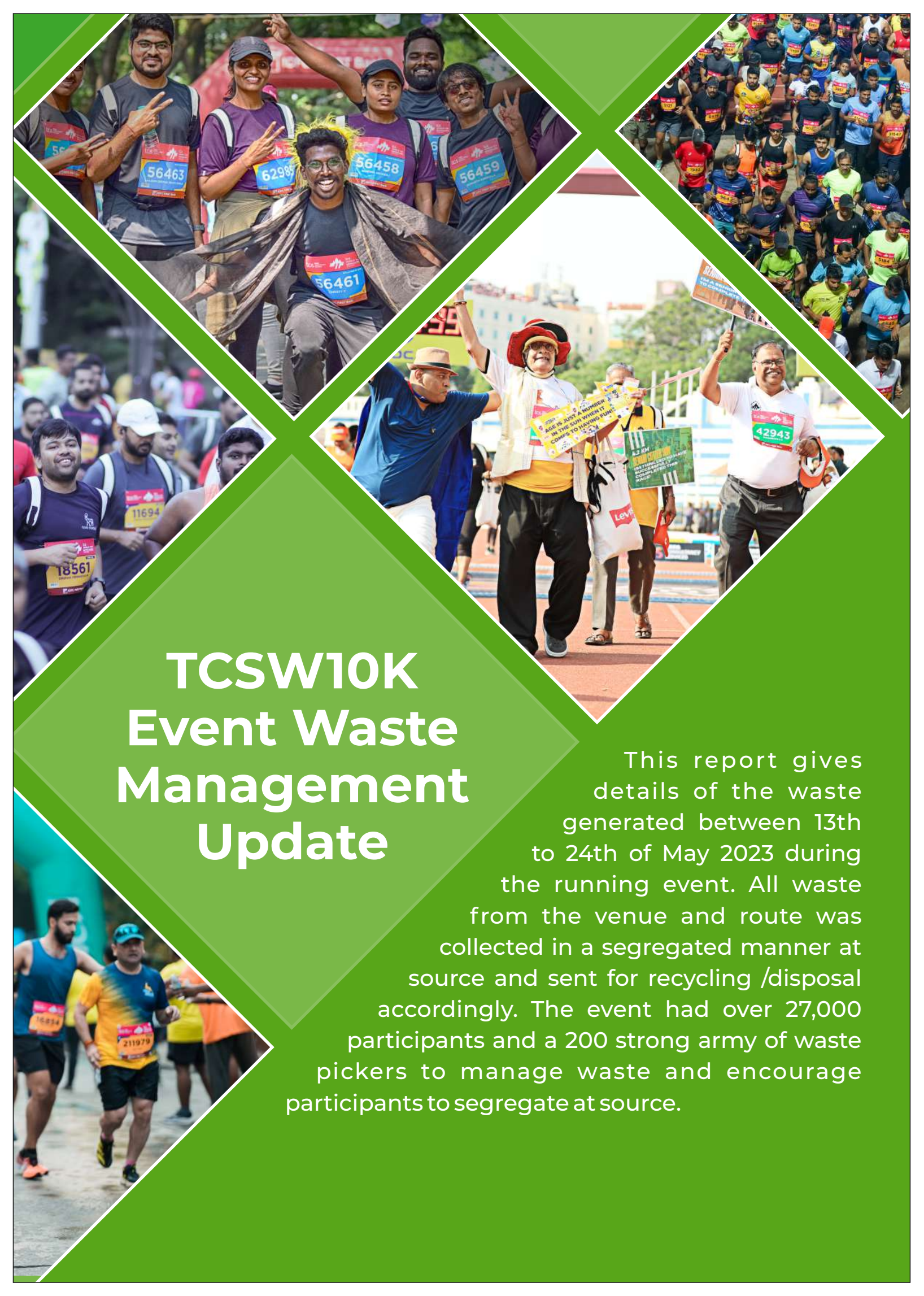
51.88 Crores



FUNDS RAISED AT TCS WORLD 10K BENGALURU

CAUSE-WISE FUNDS RAISED





TCSW10K Event Waste Management Update

This report gives details of the waste generated between 13th to 24th of May 2023 during the running event. All waste from the venue and route was collected in a segregated manner at source and sent for recycling /disposal accordingly. The event had over 27,000 participants and a 200 strong army of waste pickers to manage waste and encourage participants to segregate at source.

Apart from being a globally acclaimed sporting event, the TCS World 10K created a phenomenal impact in terms of social change establishing itself as the largest sporting charity platform in South India.

This mass participation event committed to putting environment first, implemented several sustainable measures to mitigate waste generation. Primarily focusing on the reduction of Plastic, segregation of Waste and distribution of surplus Food, the event worked closely in partnership with the BBMP and Hasiru Dala Innovations, a social enterprise- focused on creating better livelihoods for waste pickers.

Zero to Landfill

TCS World 10K once again achieved Zero waste to Landfill. All the waste generated from the event was either reused, recycled, composted or processed in a bio-gas facility.



Limited Plastic Use

All Branding and Signage banners put out on race day were printed on cloth. After the event, all these cloth banners were stripped off the frames and collected for recycling.

Branding Material from previous year's event was recycled and converted into this year's garbage collection bags.

Food and Refreshments on Race Day were given out in handy, reusable cloth bags.

Runner Sling Bags handed out at the Expo were also made from cloth.

Majja Run medal – recycled

Majja Run medal was made from recycled metal.



Plastic Water Bottles limited and recycled

Water Dispensing Stations were set up inside the Venue/Holding Area/Start/Finish Area.

Drinking water at the venue was provided in 100% recyclable paper cups

Plastic Bottles that provided in the event were properly collected and recycled.

WASTE SEGREGATION AND FOOD MANAGEMENT

On Race Day at the Venue – there were large Waste kiosks (centralized waste disposal & collection stations), having separate bins – DRY for paper, tetra packs etc, PLASTIC for PET bottles, food containers and WET for food waste.



Excess edible food were distributed through an NGO to deserving communities.

Organic waste : were collected and sent to HDI's bio gas plant in Bangalore to be converted to bio CNG.

Garden Waste : Sent to facility at Kanakapura road to farmers for composting,

Dry Waste : All the recyclable dry waste sent to the HDI aggregation centre and recycling stream in Bengaluru.

Lakhs of sq ft of Branding were sorted based on size. It was picked up and taken by Swabhimaan Trust. The material will be converted into waste collection bags that will be used at future events.

A few thousand units of food leftovers were picked up by NGO Swabhimaan and distributed to a large number of deserving children and families immediately after the race.



Branding collected by Swabhimaan Trust



Food Units given to students at schools

Cloth Bags given to students.



ENVIRONMENTAL IMPACT REPORT



Recycled a total **6.56** tons of waste



Saved **17.71** trees by recycling



Landfill area saved **61.07** cubic meters



Saved **8887.03** kWh of electricity



Saved **10.45** litres of fuel



Created employment for **599** waste picker





1810
Wet Waste

466
Carpet & Cloth

1375
Pet Bottles

297
Paper Scrap

18
Tetra Pack

314
Wooden Waste

872
Hoarding Material

745
Cardboard

1173
Others



Promoted by

