



23,000
PARTICIPANTS

12
CAUSES

10
KMS

91
CSOs

TCS WORLD TOK
BENGALURU
21 May 2017
TATA
CONSULTANCY
SERVICES

PHILANTHROPY

*Inspired
Giving!*

Philanthropy Partner

 **IndiaCares™**
Foundation



POWER SPEAK



DR. G. PARAMESWARA

President, Karnataka Athletic Association and
Vice President, Athletics Federation of India.

“*Bengaluru has yet again shown its spirit and come together to make the TCS World 10K a resounding success, ten years in a row. The run has become part of the ethos of this city and is an occasion we all look forward to every single year. As a proud Bengalurean, I cannot wait for the run to return to the City next year - bigger and better.*”

PRAMODH MADHVARAJ

Sports Minister, Govt. of Karnataka



“*I on behalf of Karnataka appreciate the contribution by TCS to the development of the fitness movement in the city and making Bengaluru proud of their commitment to being healthy, globally. I am happy that 23,000 people of all ages, across all categories will be participating in this year's event. The contribution to charity has also been commendable and we complement the efforts of the people who have raised ₹ 33.89 crores in charity alone across the ten years, which shows that this run is not only about the sport, but also about giving.*”



RUPAK KUMAR DUTTA

Director General of Police

“*The past few days have been very busy for us, with numerous large scale events along with the TCS World 10K happening in the city. I am very proud of my team for the way they came together despite a tiring schedule and ensured a strong security cover. We understand the global importance of the run and thus make sure that there is no threat to the reputation of the city and the police. I would like to congratulate my entire team for their relentless efforts and hard work.*”



PRAVEEN SOOD

Police Commissioner, Bengaluru Police

“ While providing security to the city remains our concern throughout the year, every third Sunday of May for the last 10 years, we have upped our game by deploying more than 1200 policemen across the route of the TCS World 10K, remaining vigilant before, throughout and after the run. This year the run was also special to me personally because of the Police Cup which was an apt celebration of our association with this mega event. The team put-up a stellar performance and we look forward to the next edition of the event. ”

POWER SPEAK

ADILLE SUMARIWALA

President, Athletics Federation of India

“ The TCS World 10K, when we started off was to try and build a sports culture in the city, but year on year, the number of entries and level of competition sees a steep increase. This year we've had a 12% rise in the number of Open 10K runners, which just goes on to show how successful and popular the event is. The TCS World 10K has put Bengaluru amongst the top in the list of international running events and has established the city's presence among the global running community by attracting the crème de la crème of Indian and International elite runners each passing year. The performances by all are commendable and I wish them good luck! ”





FROM THE PROMOTER'S DESK

"A century is about events. A decade is about people"
George Friedman

As we look back to the successful completion of the tenth edition, we cannot help but wonder, how this statement stands as a true testament to the TCS World 10K Bengaluru.

The tenth edition, was an example on how deep we have woven ourselves into the fabric of the city with over 24,000 registered runners on the start line at the crack of dawn, post a night of summer thunderstorms. The weather did not keep our runners away and for that, we are grateful and are reassured on how important this day is in an individual's running calendar.

Today the TCS World 10K has firmly established itself as the world's premier 10K event and over the past decade gained immense respect in the international athletic community - a commitment that was maintained when 3-time Olympic gold medallist and multiple world record holder Stephanie Rice, graced the event as the international event ambassador for the celebratory tenth edition. Her exuberance and enthusiasm were infectious - promoters, participants and sponsors, all basking in the positive energy she brought to the event.

To let the world, witness the grandeur of the elite races, we revised the race timings this year; which also allowed the amateur runners an opportunity to return to the stadium post their runs to cheer the elite runners as they finished. Korio and Irene Cheptai made it a Kenyan double, winning the race in 28:12 and 31:51 respectively, Cheptai finishing just 3 seconds off the women's course record. The Indian runners finished strongly as well, with Naveen Kumar winning the men's elite and a dominating win by Saigeeta who left her competition far behind.

This year the charity drive has broken new ground, raising record amounts for charity and underscoring the fact that the city does care. Over 91 CSO's participated in the event, garnering funds and awareness for their cause. Since its inception in 2008, the event has raised significant amounts for a range of causes, establishing itself as South India's largest fundraising platform.

We are humbled by the support and encouragement we have received from the state and civic authorities, the Bengaluru Police, our sponsors, partners and our runners. Our heartfelt gratitude to everyone involved in making this 10th anniversary of the event a huge success!

Can't wait to be back next year, bigger and better! Until next time, Bengaluru[run].

Anil & Vivek Singh
ProcAM International





**Vijay
Amritraj
2000**

Former Indian tennis player & sports commentator. Represented India at the Wimbledon & Grand slams.



**Maurice
Greene
2009**

American track and field sprinter (100m & 200m), former 100m record holder & five time world Champion.



**Shawn
Crawford
2010**

Former American sprint athlete, gold medalist in 200m at the 2004 Summer Olympics & silver medalist at the 2008 Summer Olympics.



**Constantina
Dita
2011**

She is a Romanian long-distance runner, who specializes mainly in the half marathon and marathon. She was the marathon gold medalist at the 2008 Beijing Olympics.



**Linford
Christie
2012**

He is a Jamaican-born British former sprinter. He is the only British man to have won gold medals in the 100 m at all four major competitions open to British athletes: the Olympic Games, the World Championships, the European Championships and the Commonwealth Games.



**Maria
Mutola
2013**

Three-time world champion in 800m and a one-time Olympic champion also the only athlete ever to have won Olympic, World, World indoor, Commonwealth Games, Continental Games and Continental Championships titles in the same event.



**Carl
Lewis
2014**

An American former track and field athlete who won nine Olympic gold medals, one Olympic silver medal, and 10 World Championships medals, including eight gold.



**Marie-José
Pérec
2015**

French track and field sprinter who specialised in the 200 and 400 metres and was a three-time Olympic gold medalist.



**Mike
Powell
2016**

Is an American former track and field athlete, and the holder of the long jump world record. He is a two-time world champion in this event and two-time Olympic silver medalist.



**Stephanie
Rice
2017**

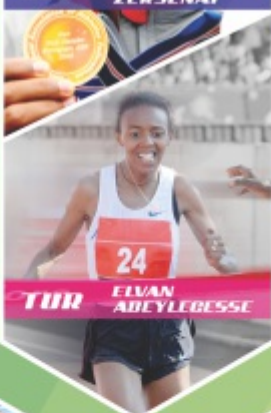
LEGENDS
INTERNATIONAL EVENT
AMBASSADORS OVER THE YEARS

WORLD 10K WINNERS 2008 - 2017

2008



ERI IADESE ZERSEBAY

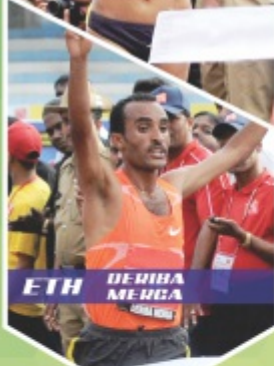


TUR ELVAN ABEYLEBESSE

2009

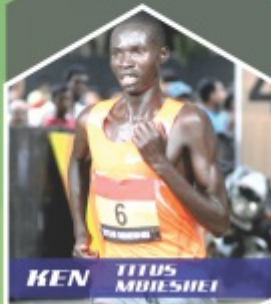


ETH ASELEFECH MERCHA



ETH DE-RIBA MERCHA

2010



KEN TITUS MIDESHEI



ETH YIMER WUDE

2011



ETH DIBE TUNE



KEN PHILEMON LIMU

2012



KEN GEOFFREY KAMWOROR



KEN HELAL KIPROP



KEN CHERONO



KEN OLOITIPK

2013



KEN GEOFFREY KAMWOROR

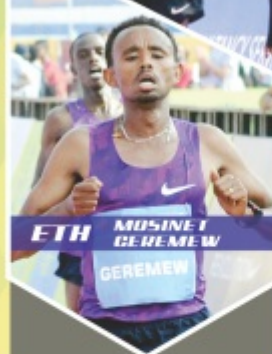


KEN LUCY KABUU

2014

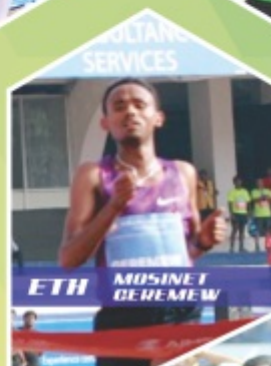


ETH MAMITU DASKA



ETH MOSINET GEREMEW

2015



ETH MOSINET GEREMEW



KEN PELES JEPCHIRCHIR

2016



KEN IRENE CHEPTAI



KEN ALEX KIBUI

2017

FROM THE PHILANTHROPY PARTNER'S DESK



“TCS World 10k Bengaluru has become a very important opportunity to reach out and generate income for many CSOs. The Event is also an important opportunity to generate undesignated funds; very necessary to fill gaps in programmes and take up opportunities to expand services. Indeed for an increasing number of CSOs the Event has become an integral part of their annual communications and fundraising strategy to enable growth plans.

A record ₹ 7.55 Crore has been contributed this year! 24% more than last year. On behalf of the participating CSOs we would like to say 'Thank you' to every donor, fundraiser and company who have helped grow the philanthropy pillar of the TCS World 10k.”

- **Murray Culshaw**, Chairperson, India Cares Foundation



IndiaCares™
Foundation

THE EVENT'S PHILANTHROPY PILLAR

The Tata Consultancy Services World 10k Bengaluru is a great platform for thousands of runners and donors! Doctors, corporate employees, tribal children, CEOs, running groups, volunteers, staff members, board member, friends, family, differently abled - every single individual joins to spread awareness of the cause they believe in. And many run as a team - which is quite uncommon in life and in the social sector as on a day-to-day basis, it is almost impossible for all to get together and have fun!

We are amazed at how the World 10k platform has evolved since 2008. These days while so many talk about 'CSR funding', the platform of the TCS World 10k Bengaluru proves the power of 'Individual giving'. A record 83% of funds raised this year has come from individuals raising and donating funds for their chosen cause: **9,000+ donors have donated, 458 individuals have raised funds for 71 CSOs working in 11 causes.**

This 2017 edition of the Event saw more CSOs reaching out to the running community with positive results; also many more Open 10k runners ran for a cause than in earlier editions of the Event. Another record was that 71 individuals who signed up as Care Champions, taking on a target from ₹ 1 lakh to ₹ 10 lakh for their cause. We are also very pleased that 30 Companies have joined in the platform to support a cause of their choice.

We also know that the funds raised in the last edition has made a difference to over 50,000 people in our society due to the utilisation reports submitted by the CSOs who used the platform in 2016.

A very nice additional feature this year is the collaboration taking place between Government, Conservationist, Cubbon Park enthusiasts, Procam International and India Cares to rejuvenate Cubbon Park. Known as the 'Cubbon Park Rejuvenation' (CPR) project we are working together to rejuvenate the water bodies in Cubbon Park which will enhance the Park in so many ways and ultimately the wellbeing of all citizens of 'Namma Bengaluru'.

The structured approach to philanthropy by Procam International and India Cares promoting caring, transparency and accountability before, during and after the Event is building the philanthropy pillar and keeping everyone involved, motivated.

Yes, the TCS World 10k is increasingly being respected as a transparent, accountable and a caring platform.

A QUICK OVERVIEW

No. Of Individuals who pledged money

8,997

Largest number of pledges raised by a single runner

340

No. of donors donated online

5,742

Largest Single Pledged amount

₹ 25,00,000

No. of CSOs who raised funds

71

No. of Participating CSOs

91

Smallest Single Pledge amount

₹ 10

Highest Fundraising CSO (Isha Vidya)

₹ 69,58,118

2nd Highest Fundraising CSO (The Association of People With Disability)

₹ 52,80,130

3rd Highest Fundraising CSO (Vidya Sagar)

₹ 48,15,962

Highest Care Champion Platinum

₹ 51,57,630

Highest Care Champion Diamond

₹ 14,94,000

Highest Care Champion Gold

₹ 5,43,481

Highest Care Champion Silver

₹ 2,85,099

Maximum contribution from a company in Corporate Cares

₹ 17,50,000

Highest Fundraising iCare

₹ 3,45,572

Corporate with the highest amount of employee fundraising

₹ 15,59,663

SUMMARY OF AMOUNTS RAISED THROUGH THE TCS WORLD 10K BENGALURU 2017

Amount raised by **Corporate Cares**

₹ 1,31,22,063

Amount raised by **Care Champions**

₹ 2,36,91,788

Amount raised by **iCare Fundraisers**

₹ 3,87,02,182

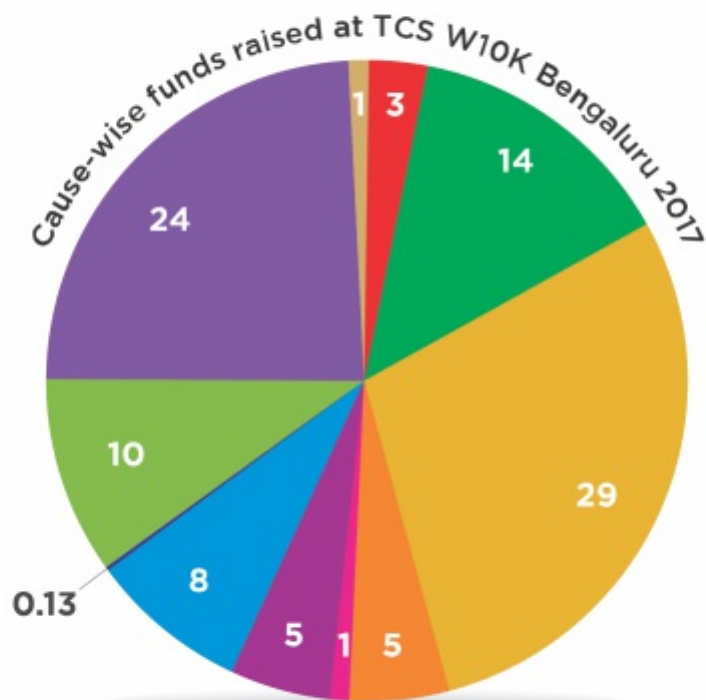
Total Raised through **TCS World 10K Bengaluru 2017**

₹ 7,55,16,033

FUNDS RAISED AT TCS WORLD 10K BENGALURU

Total Raised since 2008 is ₹ 33.89 Crore

₹ in crores



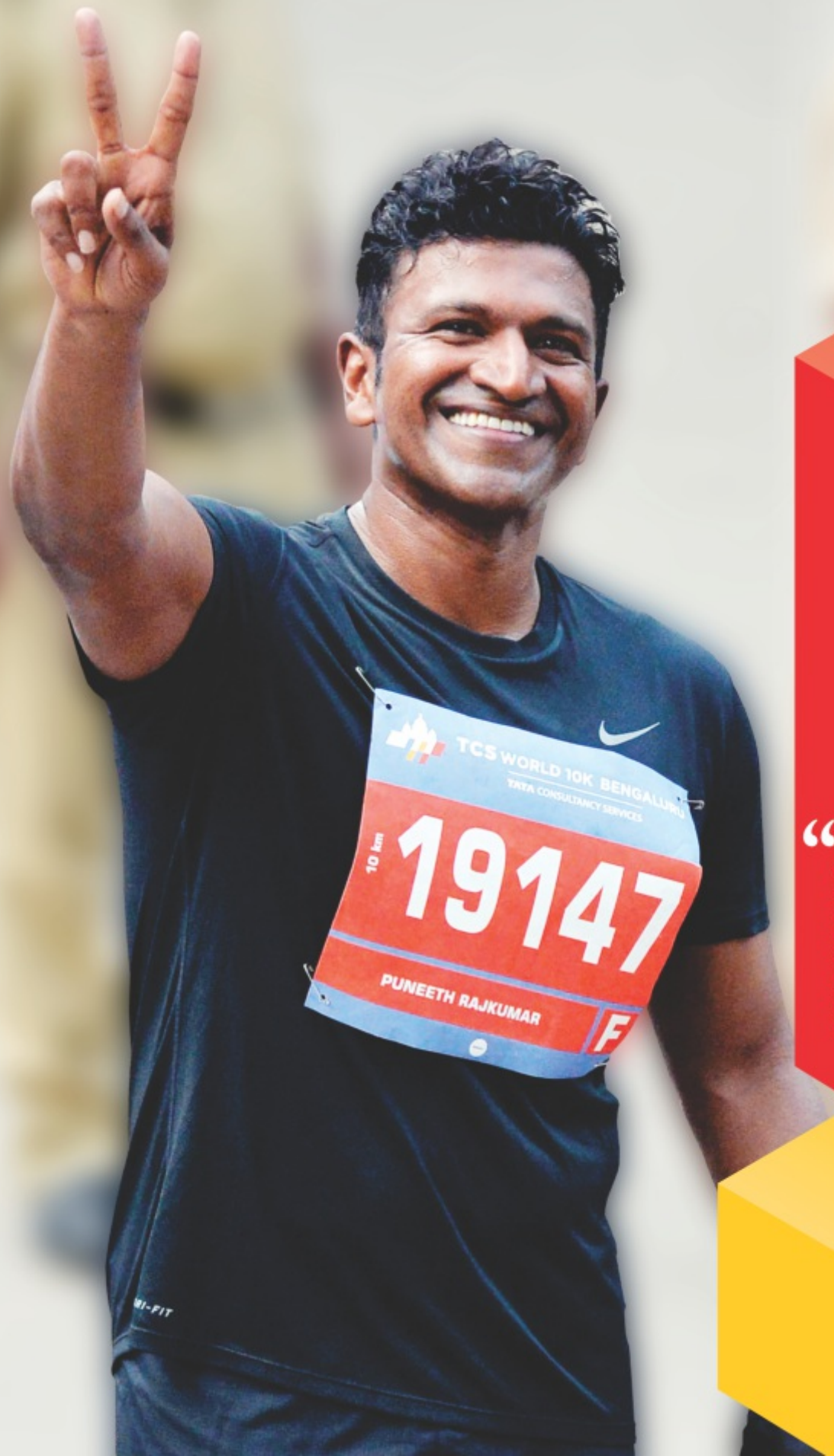
Causes	Funds Raised (₹ in lakh)	Percentage
Children	₹ 25,01,355	3%
Community Development	₹ 1,01,96,881	14%
Education	₹ 2,16,69,477	29%
Empowerment	₹ 36,93,200	5%
Environment & Animal Welfare	₹ 11,03,467	1%
Girl Child & Women	₹ 35,67,079	5%
Health	₹ 57,98,116	8%
Human Rights	₹ 97,102	0.13%
Intellectually Impaired	₹ 73,58,075	10%
Physically Challenged	₹ 1,84,13,336	24%
Sports	₹ 11,17,945	1%

Triple Olympic Gold Medalist Swimmer Stephanie Rice was the International Event Ambassador for the event. Considered one of Australia's Golden Girls, Stephanie knew she wanted to be an Olympic swimmer when she was 4 years old. The talented swimmer first caught Australia's attention in 2006, when at 17 years of age, she won gold in the 200 and 400 Individual Medley at the Melbourne Commonwealth Games. She then went on to win multiple medals at international levels, before her unforgettable three Gold Medals, in the 200 Metre Individual Medley, the 400 Metre Individual Medley and in the 4*200 Metre Freestyle Relay at the 2008 Beijing Olympics swimming an incredible three races in world record breaking times.

INTERNATIONAL
EVENT AMBASSADOR

STEPHANIE RICE

“ It takes a lot of effort and courage to get up at 4:30 am in the morning and run on a Sunday and for the fact that it was just after the insane thunderstorm the previous night, massive kudos to the people who have done that. I have had the most amazing time in Bengaluru, I thank everyone for their hospitality and making my time here an enjoyable experience. It was such an honour to be the ambassador for the TCS World 10K, the vibrancy and enthusiasm have been just so positive and I can't wait to come back for another run. ”



FACE OF THE EVENT

PUNEETH RAJKUMAR

“With each passing year, the TCS World 10K has been instrumental in developing and positioning Bengaluru as an active running hub in the country and a city that is committed to its own fitness and health. The enthusiasm with which the people take on this challenge is a testament to the spirit of the city. This year we complete a decade in the city and I am confident that it has been one of the most memorable race days.”



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 causes/CSO's they have supported through the event, each one is confident that the impact created is much greater than the funds contributed by themselves and their supporters. Though the degree of challenge taken by each Care Champion is different, the passion and effort put in is incomparable.

Individuals in this category commit to raise a minimum of ₹ 10 lakhs.
3 individuals have collectively raised ₹ 1,11,07,369 benefitting 3 CSO's.

CARE
CHAMPIONS
PLATINUM



SHA NIGAR

APD - THE ASSOCIATION FOR PEOPLE WITH
DISABILITY

Raised - ₹ 51,57,630

HIGHEST FUND RAISER

When you meet her, a soft spoken woman, always smiling, you will think she is a walkover. Her real passion & drive can be reflected from the fact that she is responsible for raising funds for an organization with ₹ 9+ crore turnover. An engineer by qualification, she alone has raised ₹ 1+ crore since 2010 at the platform of TCS World 10K with half of it in this edition! Currently handling the 'Individual Partnerships & Fundraising' Sha Nigar's motto at work is *"I do what needs to get done at APD, it's been over 20 years here now, so its my life"*.





DWARAKA PANDURANGI

VIDYA SAGAR

Raised - ₹ 46,93,462

Dwaraka has always been drawn towards helping various causes. Her cousin Nirmala Murthy, (associated with Spastics Society of Karnataka), introduced her to the Spastics Society of India, Chennai (which is now called Vidya Sagar), in 1987. She enjoys meeting people and making friends. She is raising funds for the Assisted and Inclusive Living project - the biggest project Vidya Sagar has ever taken on - then a corpus, the interest from which will support running expenses. Dwaraka says *"My husband, children, parents, even house help are so supportive and so passionate about the cause, that they make it possible for me to spend all my working time thinking of how to make things better, how to raise more funds, how to get more support for Vidya Sagar. The races organised by Procam help because there is a deadline and somehow most donors get down to making that cheque or bank transfer. A big event like this gives it a sense of importance - though the cause and the donors are the same, this somehow works. A good platform to get corporate support"*.





RAJAN NARAYANAN
BAALE MANE
Raised - ₹ 12,56,277

One would expect an individual who has retired from active corporate life of over 30 years to take it a little easy. Well not Mr. Narayanan. He has ended up spending more time supporting various causes and as a Board Member of 4 CSOs. He is passionate to help them grow and expand their work in a systematic manner. A serial entrepreneur, Rajan has started, grown and sold companies in the IT sector. Currently he is partner in 2 businesses and also mentors companies that are looking to move from small to medium sizes.

He has reached out to over 2000 people, "I bug people, social media, WhatsApp, text messages, emails and calls. Yes, people get annoyed, stop talking to me, but I keep at it, my cause needs support, so I keep at it".



Individuals in this category commit to raise a minimum of ₹ 5 lakhs.
5 Care Champions Diamond have collectively raised ₹ 46,69,000, benefiting 3 CSO's.

CARE
CHAMPIONS
DIAMOND



MATHEW PV
DREAM INDIA NETWORK
Raised - ₹ 14,94,000

HIGHEST FUND RAISER

Mathew is drawn towards supporting children as they are the most vulnerable in the society and the society's future depends on children! After retiring from active corporate life, Mathew volunteers at Dream India Network, helps find foster homes for children and since 2016, he is raising funds to help them find better amenities. Mathew believes that TCS World 10k platform provides all required ingredients for fundraising i.e. credibility, transparency and timelines.





DR. R BALASUBRAMANIAM

SVYM - SWAMI VIVEKANANDA YOUTH MOVEMENT

Raised - ₹ 8,40,000

Dr. Ramaswami Balasubramaniam is a development scholar, author, public policy advocate, leadership trainer and activist known for his pioneering development work with rural and tribal people in Saragur of Heggadadevana kote taluk, near Mysore in Karnataka, India. He founded Swami Vivekananda Youth Movement (SVYM), a development organization based in Saragur when he was 19. After spending 26 years in development work among rural and tribal people, he pursued academic degrees in leadership, organisational development and public policy.



NIKILESH M M

KALISU FOUNDATION

Raised - ₹ 8,32,000

Nikhilesh is the Founder and CEO of Kalisu Foundation. Kalisu Foundation works towards bringing smile and hope on the face of every children by giving quality education. He is also the Managing partner of Lakshmi Industries, which is into manufacturing machine crushed aggregates. His passion in teaching has lead him to several management colleges to deliver guest lectures. In just a short time, his work has attracted the patronage of the Royal Family of Mysuru.





NAGASHREE K S
KALISU FOUNDATION
Raised - ₹ 8,13,000

Being the wife of the founder of the organisation, Nagashree found the best way to spend more time with her husband and using her educational qualification, by taking on the ropes as Operations Head at Kalisu Foundation. Not the one to be left behind in doing what she could for the organisation that is growing leaps and bounds, apart from running her first 10k, she matched steps with her CEO in fundraising and is very motivated in doubling the number of children being supported.



VIGNESH M M
KALISU FOUNDATION
Raised - ₹ 8,24,000

Apart from being the Partner at Lakshmi Industries, Vignesh who has just returned from abroad completing his studies saw his brother Nikhilesh raising funds and being enthusiastic about how the platforms of TCS World 10k & Airtel Delhi Half Marathon has helped Kalisu grow by 200% in two years, he too decided to join the fray in fundraising and took on the target as a champion and as an open 10k runner!



CARE CHAMPIONS GOLD

Individuals in this category commit to raise a minimum of ₹ 2.5 lakhs. 11 individuals have collectively raised ₹ 39,45,598, benefitting 9 CSO's.



PRAHALATHAN

BHUMI

Raised - ₹ 5,43,481

HIGHEST FUND RAISER

Dr. Prahalathan is a co-founder of Bhumi - one of India's largest independent youth volunteer non-profit organisations. Bhumi is involved in education for under-privileged children in Tamil nadu, Karnataka, Maharashtra, New Delhi, Rajasthan and other parts of the country. He is otherwise a doctor - currently a consulting Ophthalmologist at a leading Eye Hospital in Chennai, India.



BINU RAMESH

BAL UTSAV

Raised - ₹ 5,32,500

A regular fundraiser for Bal Utsav since 4 years, Binu has helped the organisation grow not only in India, but in Nepal and Australia too.



KUMARASWAMY

SVYM - SWAMI VIVEKANANDA YOUTH MOVEMENT

Raised - ₹ 4,68,500

Director at SVYM, he has been most enthusiastic for the organisation to utilise the platform of TCS World 10K. For a first timer he has lead the way this year and is already making plans of SVYM raising ₹ 50 lakh in the next edition.



SANTHOSH P V
REACHING HAND
Raised - ₹ 4,04,607

Works as Promotional Executive with Reaching Hand and has been a regular since 2012 at TCS World10k.



DILIP PANICKER
ENFOLD PROACTIVE HEALTH TRUST
Raised - ₹ 3,77,500

An ardent supporter of the Enfold Trust and believes in protecting children and making them aware of their rights.



SUDHIR SUNDER
VASANTHARATNA FOUNDATION FOR ARTS
Raised - ₹ 3,07,501

Working with 3M, the MNC since 2005 and a regular long distance runner, this is his 3rd Run to support the families of Martyred Soldiers' families.



SIDDHANTH DESAI
SHRIMAD RAJCHANDRA LOVE AND CARE
Raised - ₹ 2,78,500

A shy 15 year old, he was very happy that he this year could qualify to do the Open 10K category, which has been his aim since 2014 when he started participating and fundraising. This year he, along with his father, grandmother, who are also champions, raised funds for a new 200 bed hospital for Shrimad Rajchandra Love and Care which works in the remote areas of Gujarat. He has visited this place and knows that the current hospital is not sufficient to meet the increasing demands of the communities that travel many miles for basic medical support.



PRAMILA DESAI

SHRIMAD RAJCHANDRA LOVE AND CARE

Raised - ₹ 2,61,500

A grandmother who is inspired by her grandchildren fundraising for the tribal communities of Gujarat, she didn't want to be left behind, so this is the 2nd year she is a Champion.



SHRUTHI SASHIDHARA

ANKURA FOUNDATION

Raised - ₹ 2,59,009

An accidental fundraiser, pushed into it by the needs of the organisation she helps her mother run Ankura Foundation, a school for special children.



DHITI SHAH

SHRIMAD RAJCHANDRA LOVE AND CARE

Raised - ₹ 2,57,500

Being different from the regular youngsters, she joins her friends and cousins in fundraising for SRLC.



RAJ RAJKUMAR

EDUDAAN

Raised - ₹ 2,55,000

India Head at TE Connectivity, he has encouraged various companies to come together and support Government Schools.

CARE CHAMPIONS SILVER

Individuals in this category commit to raise a minimum of 1 lakh. 22 individuals have collectively raised ₹ 34,50,410 benefitting 9 CSO's.



PATRICK PITCHAPPA
REACHING HAND
Raised - ₹ 2,85,099
HIGHEST FUND RAISER

A regular hectic corporate job, a regular long distance runner, a regular face at the World 10k and a regular fundraiser from the past 5 years! But nothing regular about his belief of getting every runner to Run for a Cause and feels that running for a cause is motivation for getting better timing too.

* **Note:** Featured in alphabetical order.



A ANNAPURNA
BAALE MANE
Raised - ₹ 1,59,414



AASHU CALAPPA
ONE BILLION LITERATES
FOUNDATION
Raised - ₹ 1,12,150



AASTHA MEHTA
SHRIMAD RAJCHANDRA
LOVE AND CARE
Raised - ₹ 1,38,113



ABBY TERHAAR
REACHING HAND
Raised - ₹ 1,31,876



BOBBY
BAALE MANE
Raised - ₹ 1,90,500



DRITI BATAVIA
SHRIMAD RAJCHANDRA LOVE
AND CARE
Raised - ₹ 2,64,000



FABIAN NIEDERUBER
ABMSS - AKILA BHARATHA
MAHILA SEVA SAMAJA
Raised - ₹ 1,90,925



GAUTAM CB
ANKURA FOUNDATION
Raised - ₹ 1,08,101



HEMANSHU DESAI
SHRIMAD RAJCHANDRA
LOVE AND CARE
Raised - ₹ 1,60,000



MAYA DSOUZA
REACHING HAND
Raised - ₹ 2,24,492
**YOUNGEST
FUND RAISING CARE
CHAMPION**



MITAL SANGHAVI
SHRIMAD RAJCHANDRA
LOVE AND CARE
Raised - ₹ 1,07,500



NADADUR RG
SVYM - SWAMI VIVEKANANDA
YOUTH MOVEMENT
Raised - ₹ 1,03,000



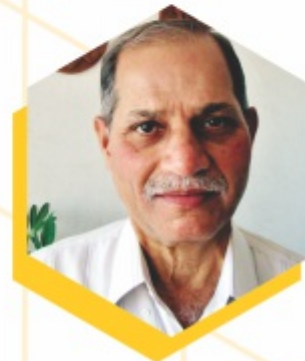
NIMIT BATAVIA
SHRIMAD RAJCHANDRA
LOVE AND CARE
Raised - ₹ 1,65,600



PIYUSH SHAH
SHRIMAD RAJCHANDRA LOVE
AND CARE
Raised - ₹ 1,14,000



PRADIP KUMAR MAJUMDER
ONE BILLION LITERATES
FOUNDATION
Raised - ₹ 1,16,890



ROHINTON KAMDIN
ONE BILLION LITERATES
FOUNDATION
Raised - ₹ 1,41,000



RUBY KAMDIN
ONE BILLION LITERATES
FOUNDATION
Raised - ₹ 2,49,000



SANGEETHA MAHENDRA
ONE BILLION LITERATES
FOUNDATION
Raised - ₹ 1,03,000



SHRIDHAR SHETTY
INDIAN CANCER SOCIETY
Raised - ₹ 1,03,000



SUNIL KUMAR JAIN
ASTHA
Raised - ₹ 1,55,250



TRISHANK BATAVIA
SHRIMAD RAJCHANDRA LOVE
AND CARE
Raised - ₹ 1,27,500



TCS WORLD 10K LAUNCH PRESS CONFERENCE



At the Launch of the TCS World 10K Bengaluru 2017 (L to R) Vivek B Singh, Jt. Managing Director, Procram International, Shekhar Sawant - General Manager, ITC Windsor (Hospitality Partner), Rajan Narayanan - President, India Cares, Dr. Vivek Jawali - Chief Cardiothoracic Surgeon Fortis Hospitals & Medical Director TCSW10K, Nagraj Ijari - Vice President & Head, Tata Consultancy Services (Title Sponsor), Pramodh Madhvaraj - Sports Minister, Govt. of Karnataka, P N Sankaran-Operation Head, Procram International, N. Chandrashekar Rai-Secretary-Karnataka Amateur Athletic Association, Vivek Sharma - VP & Cluster Head South, Radio Mirchi (Radio Partner) and Dilip Jayaram, CEO-Procram International

HIGHEST PRIZE MONEY FOR THE 10K DISTANCE - USD 205,059



23,024 STRONG PARTICIPATION



23,024 runners from all walks of life took center-stage at the milestone 10th edition of the TCS World 10K Bengaluru, the participation in the Open 10K run far exceeding the Majja Run. 25 nationalities represented (Dutch, Korean, Italian, Japanese, Kenya, and Hungarian to name a few) at the start line.

TCS WORLD 10K COUNTDOWN PRESS MEET



At the TCS World 10K 2017-Countdown Meet & Greet at the ITC Windsor- (L to R), P N Sankaran - Operation Head, Procam International, Vivek Sharma - VP & Cluster Head South, Radio Mirchi, Nagraj Ijari - Vice President & Head, Bangalore Ops, Tata Consultancy Services, N. S. Ramakanth sir - Bengloorean of the year 2015, Parag Bengali - Director - Finance & H.R., Bisleri, Chandrasekhar Rai - President Karnataka Amateur Athletic Association and Dilip Jayaram, CEO-Procam International.

YOUTH CARES

A section introduced a couple of years back, a team of 3 students can form a team and talk to their family, friends to contribute for their chosen cause. This year we had 9 students from school and colleges in 3 teams who raised ₹ 3+ lakh for 3 CSOs despite this being the period for exams and holidays.



Ethan Martin - CherYsh Trust - ₹ 1,46,000

Ethan Aryaan Martin, Abhinav Senthil and Yash Chandrasekhar are all 15 year olds sports enthusiasts. Ethan has represented Karnataka in the under 13 National Basketball team, Abhinav is a chess player with many wins & Yash plays tennis and basketball! What separates them from the regular 9th graders is a deep inclination to do something, for the disadvantaged children. They are all students of Bangalore International School and know they have a better chance in life due to the education they receive, so they decided to raise funds for underprivileged students supported by CherYsh in rural Karnataka through the platform of TCS World 10k Bengaluru, combining their interest in sports and support for the less fortunate.



Abhinav Senthil
CherYsh Trust



Yash Chandrashekar
CherYsh Trust

For Nirmaan Organisation - ₹ 1,05,111



Surya Teja



Mourya Pesala



D Rouwik

For Baale Mane - ₹ 52,000



Ishana Sundar



Shreya Shankar



Shambhavi Bhaskar

iCare Fundraisers

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 CSOs and the cause they support.



JACQUELINE COLACO
Diya Foundation
Raised INR 3,45,572/-

HIGHEST FUNDRAISER - ICARE

One of the finest and most regular fundraisers at the TCS World 10k Bengaluru from 2010 onwards and has raised over ₹ 50 lakh since then for the cause of disability! She is an inspiration to the saying 'Keep doing what you can and do not give up'. Every year she will say 'Let me try' and is always one of the toppers. She personally is unwell and in lots of pain but every year she is there, to support, encourage and promote the cause of Disability!

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 philanthropists raising their hand to make a difference in society.

The Tata Consultancy Services World 10K Bengaluru provides an opportunity for CSOs to reach out to such prospective fundraisers and donors.

The category saw 417 runners in this edition, iCare individuals are well-wishers of CSO's; volunteers; staff or the community the CSO works with.

WORLD 10K INDIAN ELITE WINNERS



Indian Men - Naveen Kumar (Overall 14) 00:30:56



Indian Women - Saigeetha Naik (Overall 11) 00:36:01

WORLD 10K OVERALL ELITE WINNERS



Elite men - Alex Korio (KEN) 00:28:12



Elite Women - Irene Cheptai (KEN) 00:31:51

CHAMPIONS DINNER



A gala night with all the champions of TCS World 10K 2017 celebrating their day of victory was hosted by the dynamic duo Gautam Bhimani and Pallavi Somaiah.

POLICE CUP

The Police Cup, which was initiated in the 2016 edition of the Event, saw participation of 231 personnel from the Bengaluru and Karnataka Police force, vying for the coveted Police Cup trophy. Total 57 men and 20 women teams participated in this edition. Each team consisted of 3 members and all team members were required to individually cover the 10K distance; the team with the fastest aggregate timings won.



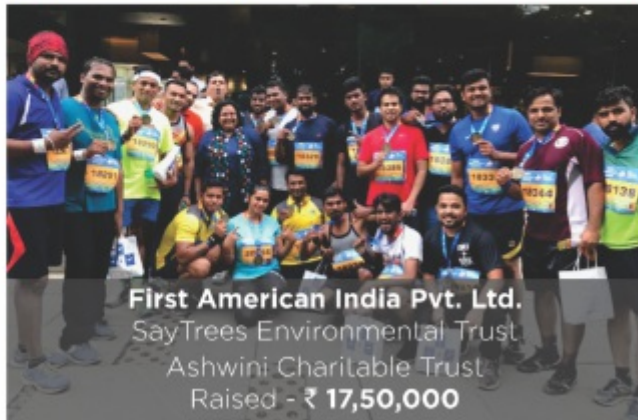
Men's Team Results:

Gold Medalists – Narendra D, K N Naveen and Raja. | **Silver Medalists** – Ganesh, Kumar Swamy B K and Raju Dasar.

Women's Team Results:

Gold Medalists – Hemanthvathi G G, Pavithra and Devamma. | **Silver Medalists** – Sushmitha Pawar, C V Swetha and N Usha Rani.

HIGHEST CONTRIBUTING CORPORATE



First American India Pvt. Ltd.
SayTrees Environmental Trust
Ashwini Charitable Trust
Raised - ₹ 17,50,000

"At First American (India), we constantly endeavor to contribute towards Community and Society, as part of our organizational CSR agenda.

FAI continues to be associated with TCS World 10K Bengaluru run since 2010 and we are extremely proud of its success!

Our partnership this year with ACT [Ashwini Charitable Trust: involved in the education and empowerment of underprivileged children from urban slums in Bangalore] and Say Trees Environmental trust [involved in increasing the Green cover in Bangalore & other cities within India], are closely aligned to our CSR vision of contributing towards quality education, social inclusivity, environmental conservation, betterment of local infrastructure and Swachh Bharat. We take great pride in our colleagues volunteering with passion, time and effort and contributing to make this world a better place"

- **Mr Sandeep Ramdas Narayan**, Assistant Vice President & Head HR, First American India

SECOND HIGHEST CONTRIBUTING COMPANY

KPMG

Shishu Mandir & Trust Children Gurukulam
Raised - ₹ 11,55,000

HIGHEST FUNDRAISING CORPORATE

"Over 25 employees from TE offices across Bengaluru volunteered to be 'Community Champions' to encourage our employees to support underprivileged communities. These employee-volunteers were able to persuade their colleagues to contribute resulting at a record fund raised through 'employee contribution'".

- **Mr Raj Rajkumar**, India - Director & Site Leader at TE Connectivity Services Pvt. Ltd.

- Company contribution - ₹ 5,00,000
- Funds raised by employees - ₹ 10,59,663
- No. of contributors - 286



TE Connectivity - Project EduDaan
Raised - ₹ 15,59,663



CORPORATE CARES

Companies who contributed for their chosen CSOs/NGOs and fielded teams to participate at the TCS World 10k Bengaluru 2017

30 Corporates | 43 Teams | ₹ 1,31,22,063 total funds raised | 25 CSOs benefitted

Sr. No.	Corporate	CSO Supported	Funds Raised
1	Anthem Biosciences	Shrimad Rajchandra Love and Care	₹ 1,50,000
2	Assetz Property Group	proVision Asia	₹ 1,50,000
3	Bajaj Electricals Ltd.	Paryavaran Mitra	₹ 3,50,000
4	Centum Electronics Ltd.	proVision Asia	₹ 2,50,000
5	Citrix	Goonj	₹ 3,50,000
6	Compuage Infocom Ltd.	Shrimad Rajchandra Love and Care	₹ 1,50,000
7	Emids Technology Pvt. Ltd.	Diya Foundation	₹ 2,50,000
8	Future Businesstech India Pvt. Ltd.	Shrimad Rajchandra Love and Care	₹ 2,50,000
9	Futures First Info Services Pvt. Ltd.	MSF India	₹ 2,50,000
10	GT US Shared Services Center India Pvt. Ltd.	Sightsavers	₹ 3,50,000
11	Inflow Technologies Pvt. Ltd.	Best Practices Foundation	₹ 2,62,500
12	Informatica Business Solutions Pvt. Ltd.	Bal Utsav, MSF India & Vaani, Deaf Children's Foundation	₹ 11,00,000
13	Ingersol Rand	Agastya International Foundation	₹ 5,00,000
14	Karle Infra Pvt. Ltd.	Meghshala Trust	₹ 1,50,000
15	Kemwell Biopharma	Shrimad Rajchandra Love and Care	₹ 3,50,000
16	Kintetsu World Express (India) Pvt. Ltd.	Reaching Hand	₹ 10,94,900
17	Lastminute.com Group	Baale Mane	₹ 2,50,000
18	Micro Labs Ltd.	Shrimad Rajchandra Love and Care	₹ 3,50,000
19	Moog India Technology Center Pvt. Ltd.	proVision Asia	₹ 2,50,000
20	New India Electricals Ltd.	Shrimad Rajchandra Love and Care	₹ 2,50,000
21	SAGlobal	The Hope Home Children's Foundation	₹ 2,50,000
22	SanDisk India Device Design Centre Pvt. Ltd.	Astha	₹ 2,50,000

CORPORATE CARES

Companies who contributed for their chosen CSOs/NGOs and fielded teams to participate at the TCS World 10k Bengaluru 2017

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Sr. No.	Corporate	CSO Supported	Funds Raised
23	Shell India Markets Pvt. Ltd.	proVision Asia	₹ 2,50,000
24	StateStreet Services India Pvt. Ltd.	APD - Association for People with Disability	₹ 1,50,000
25	Tangoe India Softek Services Pvt. Ltd.	U & I Trust	₹ 2,50,000
26	Tata Hitachi	Vidya Sagar	₹ 1,50,000
27	UEI Electronics Pvt. Ltd.	EnAble India	₹ 2,50,000



CPR TRAINING FOR ALL PARTICIPANTS - A FORTIS HOSPITAL INITIATIVE



Fortis Hospitals have always been at the forefront in providing quality healthcare to the citizens. As part of being the medical partner for TCS World 10K, Fortis had planned 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 got valuable information on heart health and cardiac emergencies, and this in turn has helped in creating responsible citizens. The earlier the CPR is given, the greater the chances of their survival.

DIGNITARIES ON RACE DAY (21 May 2017)



At the flag-off of the TCSW10K, Bengaluru (L-R): Adille Sumariwala (President-Athletics Federation of India), Rachna Govil (Executive Director-SAI), Nagraj Ijari (Vice President and Head-Bangalore Operations-Tata Consultancy Services), K Abhaychandra (MLA), Dr. G. Parameswara (President - Karnataka Amateur Athletic Association and Vice President, Athletics Federation of India), Stephanie Rice (International Event Ambassador), Manjunath Bhandary, D Satishchandra (Vice President and Head-Cloud Infrastructure-Tata Consultancy Services), Praveen Sood (Police Commissioner, Bengaluru Police), Actress Paravathy Nair and Mrs Dutta.

WASTE MANAGEMENT AT THE TCS WORLD 10K 2017

TCS World 10K continued their initiatives for an eco-friendly event this year in association with Hasiru Dala Innovations, a social enterprise that creates predictable, sustainable livelihoods for waste pickers and informal waste workers through innovative, circular economy centric businesses in India and across the world.

Initiatives that were implemented towards making this an eco-friendly event included:

Communication:

- The event has been sending only e-confirmation letters to runners via email since 2011.
- In the 10th edition of the run, all participants were encouraged to receive event related information (handbooks) in digital format. This received an over whelming response and more than 40% of the runners opted for e-handbooks.

Usage of alternate product/material:

- Plastic packaging was avoided. All the participants' running number bibs were distributed without any packaging. The medals were handed out in fabric pouches.
- The runner bags handed out to each runner at the expo was made of a cloth-based material rather than polyester.
- Thick paper bags were used instead of plastic carry bags.
- Wherever the use of plastics was imperative as packaging, stickers were put stating 'non degradable packing material, please dispose responsibly'

Refreshments:

- Hot refreshments were served to all the runners post their run. The entire meal was served using aracanut plates and 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, all the runners had a choice to drink water using either the pet bottle or refill their bottles at water dispensers.



TYPES OF WASTE IN NUMBERS

TYPES OF WASTE	WEIGHT IN KGs
FOOD WASTE	2,423
PET BOTTLES	830
TETRAPACK	557
ARACANUT PLATES	499
GARDEN WASTE	935
ALL OTHER DRY WASTE	2,214



The various types of waste generated at the event

Food Waste: This includes all left over food from the plates and food left behind by caterers.

Plastic Bottles/ Pet Bottles: This includes the water bottles from all water stations serving water.

Tetrapack: This includes tetrapack covers for juices, etc.

All other dry waste: This includes paper, plastic wrappers and cardboards.

Flex waste: This includes all flex used for marketing and signage in the stadium and route.

Aracanut Plates: This includes the plates used to serve the food at the refreshment counters.

- Post the run, excess food was distributed to 15000+ individuals in the slum areas of DJ Halli, Ejjipura and Viveknagar in conjunction with Swabhimaan & India Cares Foundation.
- Swabhimaan also distributed the flex material, approximately 18,000 feet, that was used at the event, it was glued and distributed to 400 families, who will use them to protect their shanties during the rains.

Details of the disposal for various wastes

Transported to Bio Gas plant Nobel Exchange, Magadi Road.

Transported to Trashin Recycling Private Limited, HSR Layout. The bottles, labels and caps are recycled separately.

Transported to aggregation centre of Hasiru Dala Innovations. This is bailed and sent for recycling.

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.

Transported by Swabhimaan to their workstation in Ejjipura to make different products.

NESTLÉ MIRCHI GET ACTIVE EXPO' INAUGURATION & LEAD CAR UNVEILING

A one-stop destination for TCS W10K 2017 runners to collect their running number bibs, information on race day and also a place to meet fellow runners. The Mirchi Get Active Expo was a showcase of some of the big sporting and lifestyle brands in the country. This was also an opportunity for the Event Sponsors and Partners to interact with visitors, and thereby soak in the magic of 'in preparation for the TCS W10K'. Runner's meets were also conducted at the expo. These were interactive and informative session with stalwarts like - Chandrasekaran Subramanian who spoke on tackling the 10k route, ACE Certified Personal Trainer, Running & Ultra Marathon Coach Kannan Sundararajan, who spoke on the next 48 hours, and Market Nutritionist at Nestle India Limited Rochelle Lima, who focused on fuelling your 10K. The expo was inaugurated by the Sandalwood and Bollywood actress, Parvathy Nair; Affirmative Action, Tata Consultancy Services, Joseph Sunil; VP and Cluster Head, Radio Mirchi, Vivek Sharma; and Bengalurean of the Year 2015, N. S. Ramakanth.



CHARITY PRESS MEET & GREET



At the TCS World 10K 2017 Charity Meet & Greet Press conference- (L to R), Derek Akash-Employee of TE Connectivity, Vishwanath S.-Renowned Water Conservationist, Vivek Singh-Jt. MD, Procam International, Vishwas K. S.-International Para Swimmer, Ishana Sundar-Part Time Astronomy Enthusiast & Highschool Student and Mr. Rajan Narayanan - President India Cares Foundation.

INTERNATIONAL ELITE ATHLETES MEET & GREET AND PRACTICE



Top International Elite Athletes at the TCS World 10K 2017 Meet & Greet- and also practicing at the Sree Kenteerava Stadium (L to R), Helah Kiprop & Irene Cheptai (Both Kenya), World 10K & 15K World Record Holder Leonard Komon from Kenya, Zane Robertson from New Zealand and two time Champion Mosinet Geremew from Ethiopia.

INDIAN ELITE ATHLETES



Top Indian Athletes Shankar Man Thapa, Indrajeet Patel, Jyoti Chouhan, Monika Raut, Kiran Sahdev, Saigeeta Naik, Deepak Kumbhar and Tirtha Pun.



ISHA VIDHYA
Highest in Education cause category
Raised : ₹ 69,58,118

HIGHEST FUND RAISING CSO

The volunteers follow the Sadguru's words - . 'Quality education is the only ladder that we can provide these rural children to help them and their families climb out of the economic and social pit.'

Today 1,85,000 children are being benefitted through the critical intervention by Isha Vidhya in the southern states of Andhra Pradesh and Tamil Nadu.

Isha Vidhya provides a scalable approach to providing quality education within the limitations present in underdeveloped, rural communities. Isha Vidhya was developed under the guidance of its parent organization, Isha Foundation. With many of its activities and volunteers centered in India's villages, Isha Foundation has developed the qualifications and understanding required to bring Isha Vidhya's vision to fruition.

"We are glad to have partnered with TCS Bangalore World 10k Bengaluru. We are happy that our volunteers have been able to raise more funds since last year, helping us to provide quality Education to more rural children. It is wonderful to see that more people are participating joyfully for this cause. Thank you."

Prabhu Loganathan - Sr. Fundraising Coordinator | Isha Vidhya | Educating Rural India





APD - THE ASSOCIATION OF PEOPLE WITH DISABILITY
Highest in Physically Challenged cause category
Raised : ₹ 52,80,130

2nd HIGHEST
FUND RAISING CSO

Founded in 1959, APD has worked extensively over the last 58 years to reach out and rehabilitate People with Disability from the under privileged segment. Their vision is - Equality and Justice for People with Disability

The aim is to create an inclusive society, where people with disabilities are accepted into the mainstream economy and social life, promoting a culture and eco system where they can earn, live and sustain with dignity and respect. To enable and empower all stakeholders get equal opportunities in an inclusive society with access to all rights and entitlements for the differently abled.

"APD has been actively associated with TCS World 10K Bengaluru since its inception 10 years ago. We are proud to be part of such a meaningful event that gives CSOs ample opportunities to not only raise the much needed funds but also to give visibility to the programmes and the issue of disability to the public. This event creates enormous bonding within the organization and also with existing and potential funders and, of course, with society at large. For APD, it brings the extra energy and commitment to run that extra mile for the cause of inclusion and justice for People with Disability. We are sure by getting involved in such an event, we have enriched the lives of many.

Thanks to all those who ran with us, sponsored the event and contributed with donations. Your valuable support is not only helping in transformation of individuals but their families and community. We finally thank much India Cares Foundation for their continued support and the event organiser Procam International Private Limited for giving us an opportunity to participate in this fund raising event."

Christy Abraham
Chief Executive Officer,
The Association of People with Disability





VIDYA SAGAR

Highest in Intellectually Impaired cause category

Raised : ₹ 48,15,962

3rd HIGHEST FUND RAISING CSO

The organisation has been working since 1985 for the special children with intellectual disabilities, with a belief that “It is the people who count, not the Disability”.

Vidya Sagar has just got land from the Govt. of Tamil Nadu and wants to build a very forward-looking, replicable model of an Inclusive and Assisted Living project on this land. Work-places for persons with disability who cannot commute to work, income-generating, inclusive facilities, which also double-up as training and employment places, and several capacity-building and training programmes, an institute to train professional care-givers, etc. We also plan to develop an expert team that can travel to special needs person's homes and equip and adapt them so that they can live independently within the community.

“Why the TCS World 10k platform? Because there is a deadline and somehow most donors get down to making that cheque or bank transfer. A big event like this gives it a sense of importance - though the cause and the donors are the same, this somehow works. A good platform to get corporate support.”

Dwaraka Pandurangi, Trustee Fundraiser, Vidya Sagar



MARUTI S-CROSS MOTORCADE



Triple Olympic Gold Medalist Stephanie Rice, Event Ambassador led the way in Official Lead Car of the Event 'Maruti S-Cross' at the iconic Vidhana Soudha along with the star studded elite field, viz. Zane Robertson (NZL) (Berlin 2016 10K Winner and Rio Olympic 10000mtrs 12th Finisher), Irene Cheptai (KEN) (2017-World Cross Country Champion), Leonard Komon (KEN) (World Record Holder for 10K and 15K distances), Wude Ayalew (ETH) (Former Course record holder in Bengaluru 2010 and 3rd finisher in TCS World 10K 2016).

PASTA COOK OUT

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



World 10K & 15K World Record Holder Leonard Komon from Kenya, Actor & Director Rahul Bose, Rory Maguire-Sports Scientist, Nagraj Ijari - Vice President & Head, Tata Consultancy Services (Title Sponsor), Stephanie Rice - International Event Ambassador, Vivek Singh- Jt. MD, Procam International, Chris Parry-Marathon Photos, Adille Sumariwala - President-Athletics Federation of India, TCS World 10K two time Champion Mosinet Geremew from Ethiopia, top elite athlete Zane Robertson from New Zealand, Gauri Gupte from Nestle India and Murray Culshaw-Chairperson, India Cares Foundation.

CAUSES WISE - HIGHEST FUNDRAISING CSOs



The Baale Mane
Gopalapura

Baale Mane

Highest in Girl Child & Women cause category

Raised : ₹ 30,56,175

Baale Mane resources girls from an early age, liberating them from economic, social and psychological disadvantages of their circumstance and gender, nurturing them to have the capacity to become self-directed individuals and leaders in their communities.



Dream India Network

Highest in Children cause category

Raised : ₹ 14,94,000

Building and empowering a strong network of institutions and Individuals to collectively work for social transformation and change, through innovative actions, with special focus on children.



GoSports
FOUNDATION

GoSports Foundation

Highest in Sports cause category

Raised : ₹ 11,17,945

Sports - scholarships to empower elite junior athletes and develop ecosystem of Indian Olympic and Paralympic sports.



saytrees

SayTrees Environmental Trust

Highest in Environment & Animal Welfare cause category

Raised : ₹ 7,75,967

SayTrees plants saplings and spreads awareness about the need of trees for our survival.

CAUSES WISE - HIGHEST FUNDRAISING CSOs



Shakti Fund - An India Cares initiative

Highest in Empowerment cause category

Raised : ₹ 5,32,300

Set up by India Cares to encourage the CSOs/ NGOs and their well wishers to reachout and communicate better about their work/ cause, this is a pool of funds raised by the trustees of India Cares, some charity bibs which are not towards a particular CSOs and has since 2014 disbursed ₹ 22.49 lakh to 36 CSOs.



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

Highest in Human Rights cause category

Raised : ₹ 97,102

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.



SRLC - Shrimad Rajchandra Love and Care

Highest in Community Development cause category

Raised : ₹ 36,51,530

Health 360 - Safe Motherhood, Neo-natal ICU, Mobile medical units, early intervention centre and corrective surgery for the differently abled, speciality hospital for all possible treatments for the poorest of the poor in South Gujarat.



THI - Tribal Health Initiative

Highest in Health cause category

Raised : ₹ 23,46,836

THI helps tribals in a forested area in Tamil Nadu in health and community development.

Beyond the Finish Line (BTFL), is a joint initiative of Procam International and GoSports Foundation to recognise, reinforce and reward people who have created a positive impact on society, using sport as a medium. Moderated by actor, philanthropist and former Indian national rugby player, **Rahul Bose**, this edition of BTFL saw a diverse set of panellists.

The first panel focused on emerging sports - first being ice hockey which is gaining fillip in India and second being a sport which has redefined powerboat racing for the world from the shores of India in March 2017, the **Nexa P1 Powerboat Indian Grand Prix of the Seas**. Indian ice hockey was represented by **Akshay Kumar**, an adventure sports enthusiast who has been involved with Indian ice hockey movement since year 2004, **Padma Charol**, an internationally acclaimed ice speed skating champion and who is a team member of the Indian women's ice hockey team, and lastly **Tsewang Gyalston**, captain of the Indian men's ice hockey team. Under the captaincy of Tsewang, the Indian men's team won the silver medal in Kuwait 2017.

To speak about the Nexa P1 Powerboat was **C S Santosh**, who is not only one of India's first Powerboat Pilot and the member of the winning team at the championship, but also the only Indian to have completed the death-defying Dakar Rally twice. Joining Santosh was **Anil Singh**, Managing Director of Procac International, the man behind co-conceptualization and redefining powerboat racing.

The second panel comprised of Olympians who have done our country proud. **Dattu Bhokanal**, who finished thirteenth in the rowing challenge at the Rio 2016 Olympics, the bronze medalist para high jumper at the Rio 2016 Paralympic Games **Varun Bhati**, and last but not the least, an athlete who set a world record in javelin throw at the Athens 2004 Paralympic Games and bettered his distance then by setting a new world record in the same discipline at the Rio 2016 Paralympic Games, **Devendra Jhajharia**.

The Friday evening ended on an inspiring note with a keynote address by the Event's International Ambassador, **Stephanie Rice**, who gave all a peak into her personal journey at setting world records in swimming.



CUBBON PARK REJUVENATION

'Giving back to the city of Bengaluru'.

Spearheaded by India Cares Foundation, the Cubbon Park Rejuvenation Project (CPR) was kicked off during the race week of the Tata Consultancy Services World 10K Bengaluru as a commitment to rejuvenate Cubbon Park (the lungs of Bengaluru).

This endeavour is being carried out in conjunction with **Biome Environmental Solutions** a Bangalore-based design firm focused on ecology, architecture and water, headed by renowned water conservationist **S. Vishwanath** and **Friends of Lakes** an informal lake group, joining hands for rejuvenation of lakes, which is founded by conservationist and activist, **Ramprasad Dasa**.

The CPR includes:

- Reviving the 200 acres landmark 'lung area' of Bengaluru
- Dewatering and de-silting of 6 Open Wells at Cubbon Park, installing mesh covers on wells to prevent leaves and garbage entering the wells,
- Providing a pump and required electrical works for each of the wells + suitable pipelines to transport all water from all 7 wells to the ponds
- Digging of rainwater trenches to harvest rainwater to these water bodies & develop a sustainable rain water harvesting system for the water requirement of the Park.
- Placing dustbins and fencing where required
- Placing signage's of the rich history of the Trees, Wells and Birds, for us all to know the heritage of this 'heart of the city'.



JABONG RUN IN COSTUME

The Majja Run of the TCS World 10K Bengaluru 2017 was a carnival where participants adorned their best colours, with innovative costumes and designs, showcasing their mood, euphoria and the cause they were supporting.

The efforts of these numerous individuals and groups were rewarded with cash prizes courtesy Jabong.com, the event's Fashion Partner as the part of the Jabong Run in Costume contest.

The contest was judged by Wanitha Ashok, Bengaluru's Fitness Queen, Youth Icon and a Global Fitfluential Ambassador.



GROUP WINNER - SHRIMAD RAJCHANDRA MISSION - YUG PURUSH, MAHATMAS MAHATMA



INDIVIDUAL WINNER - ANAND RAJ

AN IN-STADIA EXPERIENCE

Being the 10th year in Bengaluru, a host of elements were added to enhance the running experience. This included a unique in-stadia experience, interspersed with music and live activities, interaction with Stephanie Rice the international event ambassador, all while enjoying hot breakfast (courtesy Nestlé, Event's Nutrition Partner), and a change in race start timings. Earlier start times of the Open 10K (5:30 a.m.) and Majja Run (6:45 a.m.) categories not only meant relief from the summer heat, but a chance to soak in the race day revelries and cheer the participants of the Senior Citizens' Run and the Champions With Disability categories. What's more, an opportunity to witness the start and finish moments of some of the fastest runners on planet - the World 10K Men and World 10K Women!



FUNDS RAISED BY PARTICIPATING CSOs



Aashwasan Foundation

raised : ₹ 1,42,182

Aashwasan's mission for the world - is to make a world of one that stands for the original creation of humanity, towards the direction of nature preservation in a purposeful manner.



ABMSS - Akila Bharatha Mahila Seva Samaja

raised : ₹ 3,34,425

We at ABMSS believe that every child has the right to a dignified life. We give cleft children across India a second chance to lead a normal life by felicitating the needed surgeries.



Agastya International Foundation

raised : ₹ 10,50,000

Aims to transform and stimulate the thinking of underprivileged children and teachers, by making practical, hands-on science education accessible to rural government schools through its outreach methods.



Amar Seva Sangam

raised : ₹ 9,22,000

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



AMEND - Association for the Mentally Disabled

raised : ₹ 14,200

Support provided through Self Help Group for families and persons with mental illness.



Amogh

raised : ₹ 2,500

Amogh is a charitable foundation aiming to provide appropriate support to different segments of our society, especially in the area of dignified living, life skills and work skills acquisition.



FUNDS RAISED BY PARTICIPATING CSOs



Ankura Foundation

raised : ₹ 3, 54,210

Rehabilitating and integrating children with special needs to mainstream society, from all socio-economic background in Bangalore.



Ashwini Charitable Trust - ACT

raised : ₹ 9,45,000

Our mission is to educate and empower underprivileged children of Urban slums in Bangalore, through sponsorships and support till they are gainfully employed.



Astha

raised : ₹ 5,07,315

To Empower people with disabilities to live a life of complete participation and Contribution.



Bal Utsav

raised : ₹ 8,23,700

We move children out of poverty by nurturing them from childhood to livelihood through education because #EducationMakesAllTheDifference.



Bangalore Medical Services Trust (BMST)

raised : ₹ 1,000

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



Best Practices Foundation

raised : ₹ 3,03,050

Best Practices Foundation (BPF) strives to improve the quality of life for poor and marginalised communities through documentation, innovation, implementation and dissemination of best practices.



FUNDS RAISED BY PARTICIPATING CSOs



Bhumi

raised : ₹ 5,35,981

Bhumi works in 12 cities with the aim of providing children with quality supplementary education.



CAD MS Trust (Care At Door Medical Service)

raised : ₹ 1,000

To provide the medical service for Elderly (old-age home), Disabled (Rehabilitation) and palliative care, Home care, Ambulance service, Health education.



CherYsh Trust

raised : ₹ 22,58,251

To nurture the holistic development of rural girl children and women into economic self-sufficiency through knowledge, skills and tools.



Child for Life Fund - St. John's Hospital

raised : ₹ 1,31,146

All children from an underprivileged background requiring medical treatment for life threatening illnesses are benefited by this fund.



Children's Movement for Civic Awareness - CMCA

raised : ₹ 1,37,751

Transform the young into concerned, thinking & active citizens, for a sustainable & inclusive India.



Creating Futures

raised : ₹ 47,100

To facilitate the process of enabling and empowering needy educated youth find employment, focus being Karnataka and Tamil Nadu.



FUNDS RAISED BY PARTICIPATING CSOs



Deepika Charitable Educational Trust raised : ₹ 35,000

Academics and skill training for the marginalized, intellectually challenged, and also children with autism.



Diya Foundation raised : ₹ 21,34,703

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



EnAble India raised : ₹ 2,25,000

Economic Independence and Dignity for Persons with Disability.



Enfold Proactive Health Trust raised : ₹ 5,84,000

To prevent child sexual abuse through Personal Safety Education. To support children and families impacted by sexual violence during the mandated medico-legal process, and with rehabilitation and reintegration.



GiftAble raised : ₹ 3,84,700

GiftAble is a social enterprise which strives to create an ecosystem of like-minded individuals and collectively build an inclusive society.



Goonj raised : ₹ 3,15,000

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



FUNDS RAISED BY PARTICIPATING CSOs



Gudi Sociocultural organization raised : ₹ 500

Enable livelihood in the rural parts of Shimoga district through income generating activities. Training and production in tailoring, jewellery making, terracotta art works, hand embroidery, embossing art on metal for about 80 people over the last 10 years



Headstreams raised : ₹ 20,00,000

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.



HealthBox India Trust raised : ₹ 30,000

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



IGSSS - Indo-Global Social Service Society raised : ₹ 44,600

More than a million poor families are reached out by IGSSS across 22 states and one union territory every year.



Indian Cancer Society raised : ₹ 7,54,001

To create awareness that Cancer is preventable and curable, facilitate early detection, offer emotional support and medical aid to patients, establish and encourage cancer survivor-ship programmes and facilitate advocacy and research against cancer.



Jeevarathni Foundation raised : ₹ 9,025

Providing security and dignity to destitute children of our society. Our tag line: Our worries are "Little Ones".



FUNDS RAISED BY PARTICIPATING CSOs



Kalisu Foundation

raised : ₹ 24,39,000

"To equip every child with the Knowledge, Skills and Character, required to lead an empowered life".



Karunashraya

raised : ₹ 49,656

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



Make a Difference

raised : ₹ 38,300

Make a Difference mobilizes young leaders towards ensuring equitable outcomes for children in shelters through empowering the child, improving the ecosystem and enabling the sector.



Meghshala Trust

raised : ₹ 1,35,000

Aims to solve the problem of education inequity by empowering teachers. We also mentor and train teachers to support them to use technology better and improve their skills.



Mobility India

raised : ₹ 23,41,703

An empowered and inclusive community, points to a future in which there is greater equity for neglected sections specifically people with disabilities, elderly population and other disadvantaged groups.



MSF India

raised : ₹ 19,29,069

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



FUNDS RAISED BY PARTICIPATING CSOs



Need Base India raised : ₹ 88,600

To provide care, protection, love and affection to children without parental care, and empower them through education and give them all sources of exposure & opportunities to perform their best and lead a happy childhood.



Nirmaan Organization raised : ₹ 1,28,111

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



OBLF - One Billion Literates Foundation. raised : ₹ 11,17,640

Imparting basic English Language & Computer skills to children attending Rural Government Primary schools to enable them to gain meaningful employment on reaching adulthood and empowering rural women by training & employing them to impart the above skills.



Paryavaran Mitra raised : ₹ 3,15,000

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.



Payir Trust raised : ₹ 6,48,000

To facilitate in the transformation of Indian villages into a socially stimulating, self reliant, growth oriented community.



Project EduDaan raised : ₹ 17,06,663

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.



FUNDS RAISED BY PARTICIPATING CSOs



Provision Asia raised : ₹ 40,41,522

Meeting the physical and emotional needs of differently-abled adults and children in Bangalore and the surrounding villages. To date served over 5000 people with disabilities and their families.



Reaching Hand raised : ₹ 23,17,474

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



Sa-Mudra Foundation raised : ₹ 11,400

Sa-Mudra works towards enabling youth to handle failures and cope better with changing circumstances be it in Academics, Career and Relationships!



SAAHAS raised : ₹ 12,500

Based in Bangalore, we work with government, companies, households and schools to bring attention to best practices in management of solid waste.



Sambhav Foundation raised : ₹ 24,300

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



Sandesh raised : ₹ 1,500

Sandesh works with and for the members of our society with Intellectual and developmental disabilities. We have an early Intervention program and Prevocational/Vocational training center.



FUNDS RAISED BY PARTICIPATING CSOs



Sense International India

raised : ₹ 5,200

Working with deafblind children and adults throughout India so that they can be active members of society.



Shishu Mandir

raised : ₹ 5,50,000

Ensuring children's inner growth remains the primary focus of the organisation wherein all the activities and initiatives help children receive comprehensive support from the Home and School to learn and grow without fear and insecurities along with qualities of honesty, self-respect, responsibility and integrity.



Sightsavers

raised : ₹ 3,15,000

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



SOCHARA

raised : ₹ 1,54,501

SOCHARA is an interdisciplinary resource group of community health professionals utilizing multiple pathways to facilitate and promote the goal of Health for All.



SVYM - Swami Vivekananda Youth Movement

raised : ₹ 14,44,000

To facilitate and develop processes that improve the quality of life of people in marginalised communities.



Swabhimaan

raised : ₹ 2,00,000

The trust works in and around Ejjipura slums and focuses on Health, Education and Women Empowerment activities.



FUNDS RAISED BY PARTICIPATING CSOs



The Hope Home Children's Foundation

raised : ₹ 2,87,430

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



Trust Children - Gurukulam

raised : ₹ 5,00,000

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



U & I Trust

raised : ₹ 21,50,000

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



VAANI - Deaf Children's Foundation

raised : ₹ 44,65,766

"VAANI" means 'sound of the soul', and we work to bring language into the lives of deaf children and their families and thus enabling them to have meaningful conversations between themselves and the world around them.



Vasantharatna Foundation for Arts

raised : ₹ 5,10,904

The foundation aims 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.

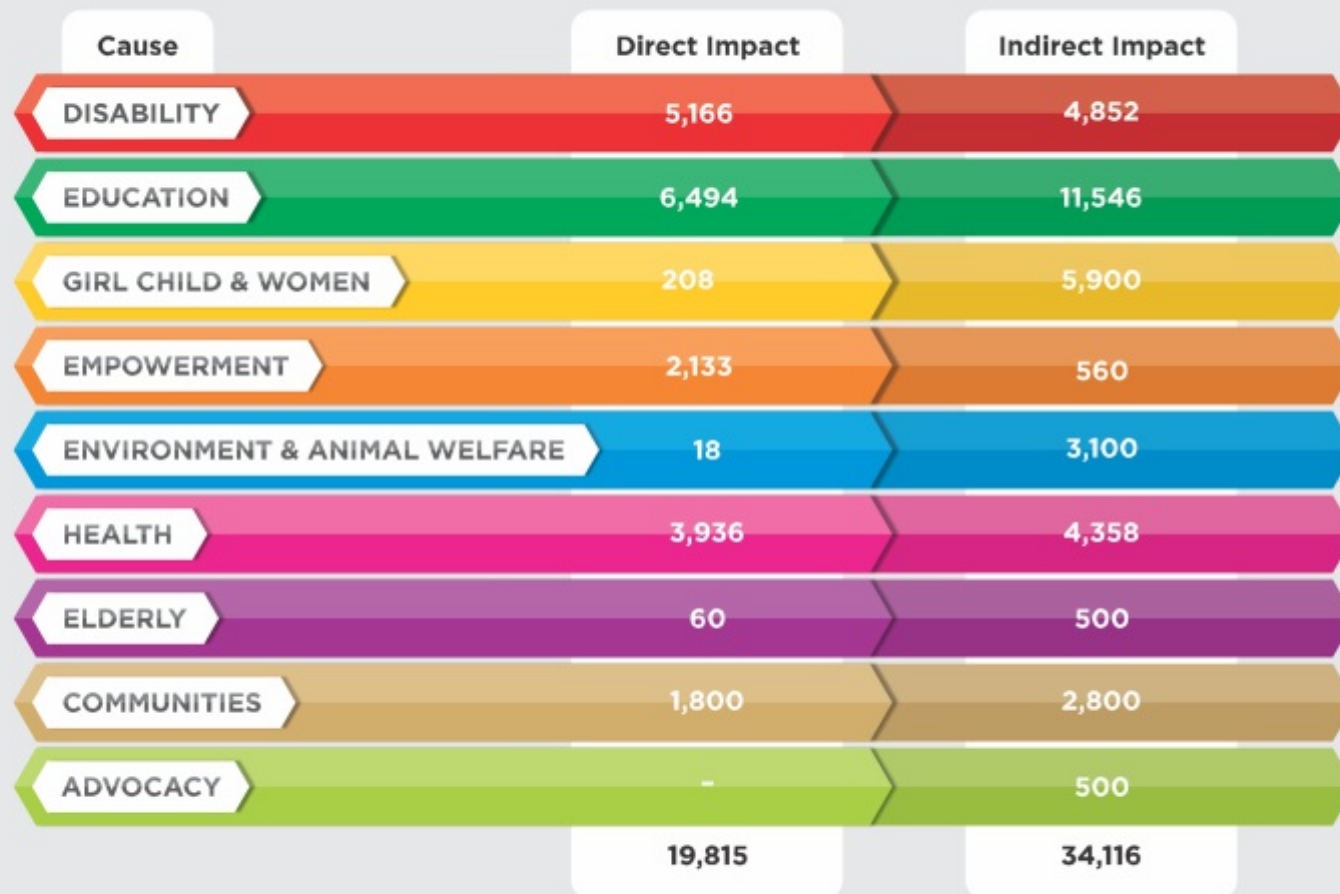


Fund Utilisation Report

From funds raised in the 2016 edition of TCS World 10k

It is always heartening when one knows the end result of the contributions that have been made, however small or big the donation. CSOs that utilise the platform of TCS World 10k provide the utilisation report of the funds they have raised in the earlier edition to the philanthropy partner. Over 50,000 individuals have been directly and indirectly impacted by the ₹ 6.05 crore that was raised in 2016. Direct impact is when children's education is funded, food and shelter of children & elderly is taken care of, medical aid provided to the unwell, livelihood training provided, support extended to start small enterprise through SHGs, mobility aids provided and corrective surgeries performed on the differently-abled, special education and treatment provided for the intellectually challenged... the list goes on...

Though like every year, we do not have the metrics of measuring the impact of a new school building, toilets built in communities, farmers supported, trees planted, medical camps, libraries.... but numbers do matter - these are direct and indirect impact on number of beneficiaries.



CHAMPIONS NIGHT - An Evening of fun with Benny Dayal (An Initiative by IndiaCares Foundation)

As the Philanthropy Partner, ICFN organised a Champion's Night - a sit down dinner with past and potential champions to encourage more and more individuals to raise funds for a cause they care for. This is the 3rd year this is being done and we have seen a steady increase in the number of champions and also the amounts raised by them. Champions together have raised 31% of the total funds!

We also organised a 'FunReSing' music show, more importantly to raise awareness about the philanthropy aspect of the TCS World 10k. Bollywood Singer, Benny Dayal along with his band 'Funcuation', performed and this was very well received. ₹ 15+ lakh was raised and people across the city got to know about contributing for a cause through the platform of TCS World 10k



ABOUT INDIA CARES



India Cares Foundation (www.icfn.in) is a support organisation and a 'Friend' of the social sector. We believe Civil Society Organisations (CSOs) are a vital element in building a humane society.

Our mission is to grow the credibility and accountability of CSOs through Public Communications, Donor Management, Leadership Involvement and Resource Mobilisation.

Since 2008 through India Cares initiatives over one lakh individuals have donated to CSOs; 3,000+ individuals have fundraised and 250+ companies have associated with 750+ CSOs helping raise over ₹ 58 crore for various causes across India.

Apart from the TCS World 10k Bengaluru, we are the Philanthropy Partner for the Airtel Delhi Half Marathon, we have a number of other initiatives, which includes:

- Our CEO Forum a unique peer-to-peer learning and interaction forum for CEOs, Managing Trustees, Senior Management in the social sector, currently conducted in Bengaluru, Delhi and Hyderabad;
- Our ReachOut programme helps build capacities within CSOs to improve their communications with Well-wishers and Donors.
- A digital "Wishtree that helps a CSO wherever they are in India seek support for cash and non-cash requirements;
- Working with Companies in implementing their 'CSR' responsibilities especially promoting employee engagement.



TECHNICAL PRESS CONFERENCE

The media was taken through the course, its facilities and various operational aspects of the Event, especially with respect to medical aid.



Left to right: Race Director Hugh Jones, Dilip Jayaram, CEO, Procams International, Dr. Vivek Jawali, Medical Director - Fortis and P N Sankaran, Director-Operations, Procams International.

VOLINI RECOVERY ZONE

Volini is a modern- day pain reliever, scientifically formulated for effective pain relief. As the Event's Recovery Partner, Volini sets up a recovery zone at the event venue. This year over 5000 runners recovered at the Volini Recovery Zone spanning across 9600 sq. ft. area more than 120 recovery experts including Sports Scientists, Injury Management specialists, and physiotherapists facilitating instant pain relief and tending to tired muscles.





***PARTNER'S
SPEAK***



Over 3,800 TCS employees and their families participated in the TCS World 10K Bengaluru 2017 in support of TCS' charity partners, Headstreams and Agastya International Foundation.

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TCS
WORLD 10K
BENGALURU
TATA CONSULTANCY SERVICES





#RunAboveTheOrdinary
with **S-CROSS**
The Lead Car for TCS W10K Bengaluru

VOLINI[®]

OFFICIAL RECOVERY PARTNER



More than 5000 runners out of 8553 finishers of TCS 10k Bengaluru got recovered in Volini Recovery Zone.



Instant Pain Relief, Anytime Anywhere.

SEIKO

SEIKO GOES BEYOND THE FINISH LINE

“Seiko has been at the forefront of world sport for over 50 years, and has now extended its legacy in India as well. We are delighted to have been the Official Timing Partner once again at the TCS World 10K, Bengaluru this year; because we see every athlete as an inspiration to pursue perfection, just like we do with every timepiece we craft.”

Niladri Mazumder
Niladri Mazumder
PRESIDENT & COO,
SEIKO WATCH INDIA PVT. LTD.



JABONG COM

JABONG AND PROCAM ARE UNITED IN THEIR MISSION TO PROMOTE A FIT & HEALTHY LIFESTYLE. WE ARE EXCITED TO TAKE THIS PARTNERSHIP TO THE NEXT LEVEL BY ADDING SOME FASHION QUOTIENT TO TCS WORLD 10K THAT HAS SEEN PARTICIPATION FROM THE WORLD'S TOP ATHLETES. WE CONSTANTLY ENDEAVOR TO BRING THE BEST OF PERFORMANCE DRIVEN PRODUCTS FOR ALL THE SPORTS ENTHUSIASTS. THIS YEAR, WE ENCOURAGED THOUSANDS OF PARTICIPANTS TO RUN FOR A SOCIAL CAUSE THROUGH JABONG RUN IN COSTUME AND UPLIFTED THEIR ENERGY LEVELS VIA JABONG CHEER ZONES.

GUNJAN SONI
HEAD, JABONG





“ 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 Stephanie Rice stay with us. ITC Windsor combines refined elegance, superlative services, acclaimed dining options & luxurious accommodations and the perfect home for this prestigious event!

NEVER RUN OUT of partnerships



Marathons have, over the years, transformed from being just a sport; they have evolved into a culture, a philosophy, and for many, a way of life.

ORSL™, India's No.1 doctor prescribed electrolyte drink is proud to be associated with TCS World 10K 2017, as their official "RESTORATION PARTNER".

ORSL™ had pioneered the concept of electrolyte Ready-To-Drink (RTD) tetrapack format with a tasty fruit juice since over a decade ago. Keeping in line with the vision of anticipating consumer needs, creating solutions and experiences for people to lead healthy and vibrant lives, this association proves to be a giant leap indeed.



DINAR MHATRE

General Manager OTC
New Business, Professional Selling

“ It's a matter of great pride for ORSL™ brand to be associated as the Restoration Partner of TCS World 10K 2017. It's a fantastic sports platform which aims not only to shape the running community in India but also attempts to build the right awareness for the prevalent social challenges, something we at Johnson and Johnson feel deeply about. ”



NON-WHO FORMULATION. NOT TO BE RECOMMENDED DURING DIARRHEA.
NOT RECOMMENDED FOR SERIOUS MEDICAL CONDITIONS SUCH AS DENGUE, MALARIA AND TYPHOID.
NOT TO BE RECOMMENDED AS A MEAL REPLACEMENT.

IMS PRESCRIPTION DATA MAT DEC 2015 FOR ORAL ELECTROLYTES IN LIQUIDS FORMAT

RUN FOR GREENER BENGALURU



India receives ample monsoon rainfall. However 95% of this rainwater is lost through run-off into the sea. With hardly 5% of the available rainwater being put to use, the huge wastage of this precious resource is alarming.

Bisleri promoted the cause of Rainwater harvesting during TCS World 10k run.

Proud Hydration Partner of

Bisleri
with added minerals



TCS
WORLD 10K
BENGALURU
TATA CONSULTANCY SERVICES



98.3 FM
.....
KANNADA
.....



95 FM
.....
HINDI
.....



TWO HOT TO HANDLE



HELPING YOU CROSS EVERY OBSTACLE AND BEYOND.

“ We are proud to be associated with **TCS World 10k** for the past 7 years. The safety of runners is our priority and for this, we deployed a team of 170 medical staff. **This made sure we could reach out to over 24000 runners and let them give their best.**”



Dr. Vivek Jawali,

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



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 Ambani, Chairperson,
Harmony for Silvers Foundation



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FOR MAKING YOUR MILES IMPACT OUR LIVES



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THANK YOU
FOR MAKING YOUR MILES IMPACT OUR LIVES



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CHANGE YOUR RIGHTS YOU'LL CHANGE THE WORLD
JOY OF BEING
EYES ARE USEFUL WHEN

31736

BAHUBALI WANTS DE MOLESTATING

