



TCS
WORLD 10K
BENGALURU
TATA CONSULTANCY SERVICES

Title Sponsor



TATA
CONSULTANCY
SERVICES



Philanthropy Partner



IndiaCares™
Foundation

HIGHEST FUND RAISING CSO

ISHA VIDHYA

RAISED : ₹ 56,33,488

Highest In Education cause category



“395 volunteers, 27 Isha monks and residents, 128 supporter cheering along the route - The TCS World 10K Bangalore 2018 was truly a memorable event. The run was fantastic - with the perfect Bangalore weather, Procams smooth organization of the event, ‘Sounds of Isha’, Isha’s music band spreading joy, and loud cheering by the volunteers along the way! We thank ICFn for motivating us to do more and reach out better.”
- Team Isha Vidya

The Isha Foundation, founded by Sadhguru Jaggi Vasudev, is a non-profit CSO headquartered at Coimbatore, India. For the last 30 years, Isha has been promoting the science of yoga throughout the world and providing methods of holistic development, enabling people to realize their true potential.

As a part of Isha’s social outreach programs, Isha Vidhya rural schools have been started in villages (under the umbrella of Isha Education, established in 2005) to provide high quality school education to underprivileged rural children who cannot otherwise access or afford it. In 2012, Isha Vidhya began to carry out critical interventions to improve the quality of education in rural Government schools.

Isha Vidhya’s English-medium schools open the door for rural children to prepare for higher studies and to join the workforce. The holistic, activity-based approach of Isha Vidhya’s educational system, nurtures children’s development beyond just academics, ensuring that students realize their full potential and learn in a joyful manner.



POWER SPEAK

**R SAMPATH RAJ,
WORSHIPFUL MAYOR OF BENGALURU**



"As an integral part of Bengaluru's annual calendar, the TCSW10K has become a pillar of the community. The run is now identified and associated strongly with the city and the year on year increase in participation is a testament to its growing popularity. Fostering an environment that allows people to come together, TCSW10K has not only managed to galvanise people to come out and run but has encouraged them to contribute towards charitable causes. The energy and enthusiasm on Sunday morning was truly inspiring and congratulations to all the participants."

**T. SUNEEL KUMAR, IPS,
COMMISSIONER OF POLICE, BENGALURU CITY**



"Mass participation events are only successful with a strong on-ground management system. My team along with Procam International have been committed to ensuring the safety and comfort of each and every one of these participants and we are proud to deliver yet another successful edition of the World's Premier 10K. In addition to being on duty, this event has a special place in our hearts because of the Police Cup, which had over 200 participants. My team looks forward to coming and supporting each other in a different environment and we look forward to the next edition!"

POWER SPEAK

C K VALSON,
SECRETARY, ATHLETICS FEDERATION OF INDIA



"The TCS World 10K is an IAAF Gold Label Race and it was amazing to see such an illustrious line-up of world-class athletes at the start line. Each year we have had the best of international talent running on the streets on Bengaluru and it has provided our Indian athletes a perfect opportunity to run alongside the best in the world and learn from their experiences. Congratulations to Agnes Tirop and Sanjivani Jadhav for smashing the course record and Geoffrey Kamwaror taking on his third title. Trying to manage that level of competitiveness while keeping the zeal and passion of the runners alive is a balancing act that is hard to manage but the team at Procam International has always managed to do that."

MARY PIERCE,
INTERNATIONAL EVENT AMBASSADOR



"As an athlete, I know first-hand the immense amount of hard work and determination that is required to train for any competitive activity, amateur or professional. The weeks and months and often years of hard work culminate to this one morning and I was fascinated by the number of people who committed themselves to participating and doing their best at this event. I feel privileged and honored to have been their friendly face at the start line and their cheerleader towards the end. I am awed by the community of this city and I am grateful to have been here."

PROMOTER'S DESK



Sport has the power to transcend borders of economics, age, gender and generation. The TCSW10K is a befitting example of this.

The event today represents everything good the Garden City has on offer! On Sunday, 27th May, the streets of Bengaluru turned into a kaleidoscope of colours resplendent to a carnival with over 24,000 runners standing together as a single community at the start line, waiting to run the race of their lives. Showcasing the evolution of Bengaluru towards a more health conscious and fitter city, this edition of the run, saw a massive 15,200 runners taking part in the Open 10K run.

Into its eleventh year, the TCS World 10K is an IAAF old label race, a highlight of the running calendar globally - and a haven for runners of the highest level. This year's Elite field boasted of running royalty with the participation of current half marathon world champions - Kenya's Geoffrey Kamworor and Ethiopia's Netsanet Gudeta.

The 2018 edition was also about the positive feminine energy. The introduction of the all-women pacer squad - for the first time ever in the history of running. To India's rising star Sanjivani Jadhav's electrifying performance topped the fervour of Tirop's record-breaking run in the Elite Women's race. And, Mary Pierce, our international event ambassador, who added grace to the event with her inspirational energy.

In addition to sporting excellence, the most memorable aspect of the event has been the spirit of giving. Fostered and nurtured since inception the TCSW10K is one of the largest charity raising platforms in the country. The 2018 edition raised INR 5.29 Crores towards numerous causes. The Cubbon Park Rejuvenation project has been instrumental in the replenishment of the Park's underground aquifers. Also, the run continued to be a 100% waste-managed event, ensuring the city is ready to go again without a footprint in sight.

Over the years, TCSW10K has soared to greater heights and this has only been possible with the support of our sponsors, the participation and assistance from Bengaluru city police, the BBMP, DYSS and our runners. To them, we extend our utmost gratitude.

Thank you, Bengaluru, for a wonderful eleventh edition of the run. We enthusiastically look forward to 2019.

Wishing you all our sporting best.

- Anil & Vivek Singh



**TCS WORLD 10K
AND
PHILANTHROPY**

THE EVENT'S PHILANTHROPY PILLAR

TCS World 10K Bengaluru has helped 264 Civil Society Organisations (CSOs/ NGOs) raise over ₹ 39 Crore for causes like Human Rights, Environment & Animal Welfare, Disability, Education, Girl Child, Women's Empowerment, Children, Health, etc. since inception in year 2008.

The most encouraging aspect is the way individuals get engaged, both in fundraising and donating, almost 70,000 individuals have donated and 3,365 have fundraised over the past 10 years making up of 77% of donations in total coming from individuals donating to their chosen causes.

This year, we have some amazing examples being set - We had the Maharaja of Mysuru, Yaduveer Krishnadatta Chamaraja Wadiyar running the TCS World 10K for Kalisu Foundation raising ₹ 24.35 lakhs. A group of parents having grown up children with special needs, decided to do something to start building security for their children, after they are gone. They experimented talking to people about children with special needs, and that they need funds to make sure their children are taken care off and this need led them to raise funds. The event helps people dream big and believe that it's possible.

Kalису has grown from supporting 300 children to 6,500 children through its fundraising efforts at the TCS World 10K. PAPCP (Parents Association of Persons with Cerebral Palsy and Associated Disorders) has participated for the first time and raised a small amount of ₹ 7 lakh, but a group of parents and their well wishers realized that the Society is with them if they 'Know'.

This edition also saw the completion of phase I of the project CRP - Cubbon Park Rejuvenation, a collaboration between Government, Conservationists, Cubbon Park enthusiasts, Procam International and India Cares to rejuvenate and build water sustainability for Bengaluru's lung space Cubbon Park. Phase I is currently providing 65,000+ litres of water for the 200 acre park's requirement saving at least 60% of the water bill for the Horticulture department.

A combination of care, support and processes set up by Procam International and India Cares Foundation is continuing to build the philanthropy pillar and motivate everyone involved.

FROM THE PHILANTHROPY PARTNER'S DESK

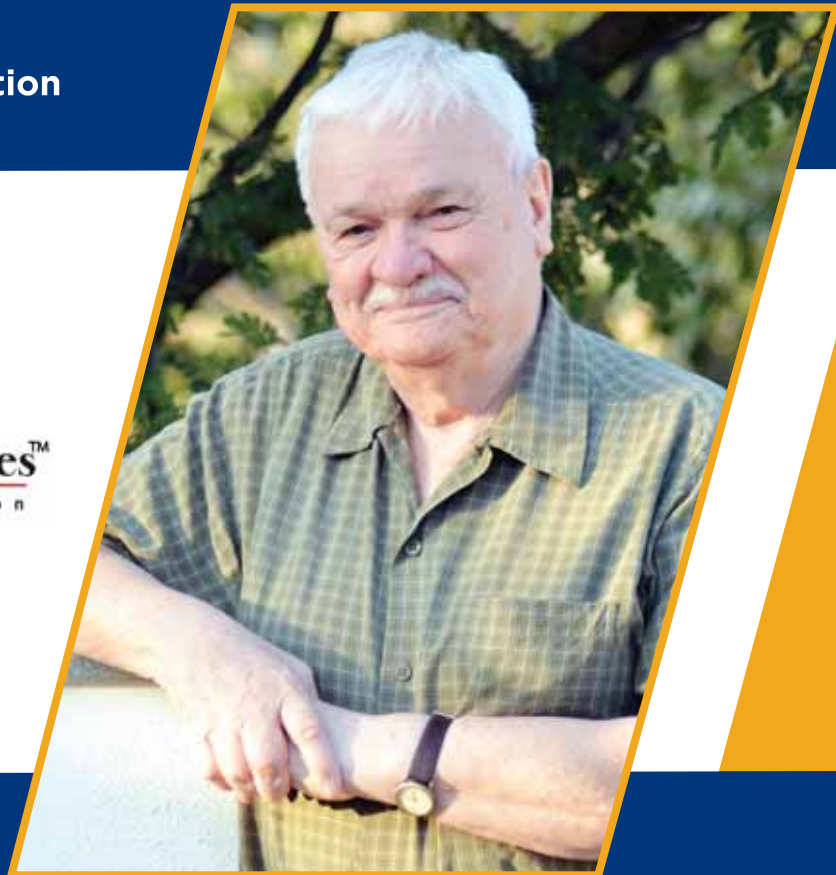
Numbers are something that's very easy to talk about and show, which we are happy to do. However, this year we wish to highlight a few of the immeasurable that will impact over the next decade through the funds raised:

- Set up new classrooms which will go on for at least a decade;
- Teachers' salaries have been paid - a family is supported while many children are educated;
- Toilet blocks constructed for the girls and menstrual hygiene program started in schools - the girls will come to school post puberty too and continue higher education;
- Fruit bearing trees have been planted by farmers which giving them livelihood and sustainability;
- Youth have been trained in various vocations giving them better future than they would have other wise have had;
- Mobile vans for health checkup and for the differently abled will touch many more lives than we can count over the next decade...

We have examples of CSOs/ NGOs participating and learning through this platform and using the methods to raise funds and grow through the year and grow stronger.

We also get wonderful examples of individuals going out of their way to support a cause of their choice and it reiterates our faith in both the platform and the human nature still being 'Humane'.

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



A QUICK OVERVIEW

No. Of Individuals
who pledged money

6,003

Largest number of pledges
raised by a single runner

421

No. of donors
donated online

4,983

Largest Single
Pledged amount

₹ 5,00,000

No. of CSOs who
raised funds

65

No. of Participating
CSOs

82

Smallest single
pledge amount

₹ 50

Highest
Fundraising CSO
(Isha Vidhya)

₹ 56,33,488

2nd Highest
Fundraising CSO
(Kalisu Foundation)

₹ 49,16,100

3rd Highest
Fundraising CSO
(proVision Asia)

₹ 27,53,178

Highest Care Champion
Platinum

₹ 24,35,500

Highest Care Champion
Diamond

₹ 9,05,000

Highest Care Champion
Gold

₹ 4,30,600

Highest Care Champion
Silver

₹ 2,24,500

Highest Fundraising
iCare

₹ 7,98,107

Maximum Contribution
in Corporate Cares

₹ 17,50,000

SUMMARY OF AMOUNT RAISED THROUGH THE TCS WORLD 10K BENGALURU 2018

Amount Raised
By Corporate Cares

₹ 1,11,65,690

Amount Raised
By Care Champions

₹ 1,02,62,942

Amount Raised
By iCare Fundraiser

₹ 2,10,80,201

Amount Raised
By ICFn Management

₹ 28,63,000

Estimated Raised
By CSOs

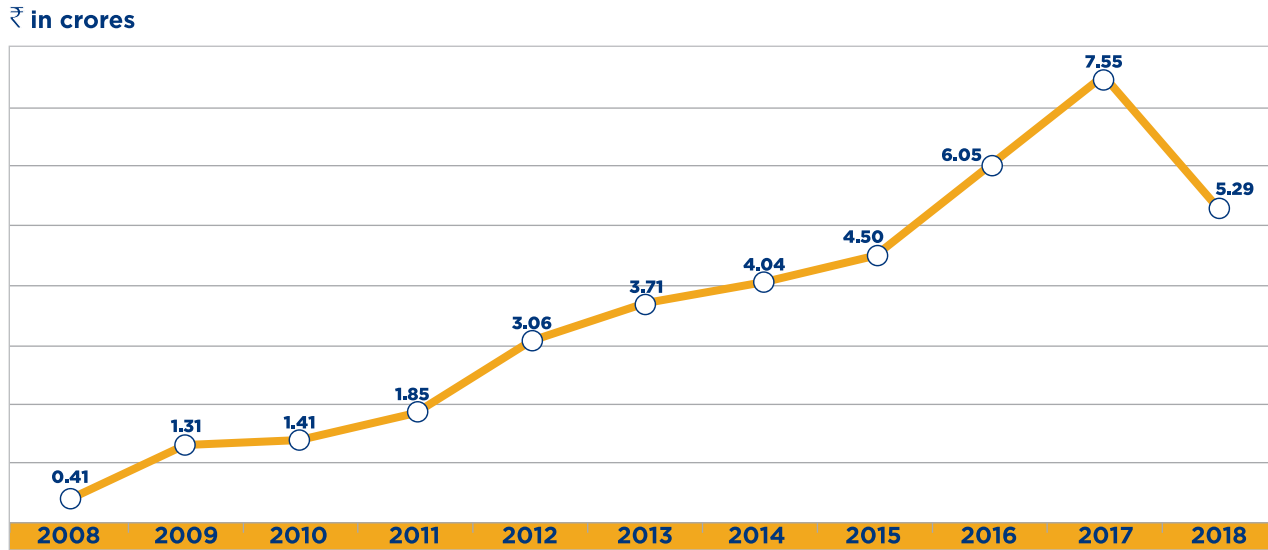
₹ 56,53,500

TOTAL RAISED THROUGH
TCS WORLD 10K BENGALURU 2018

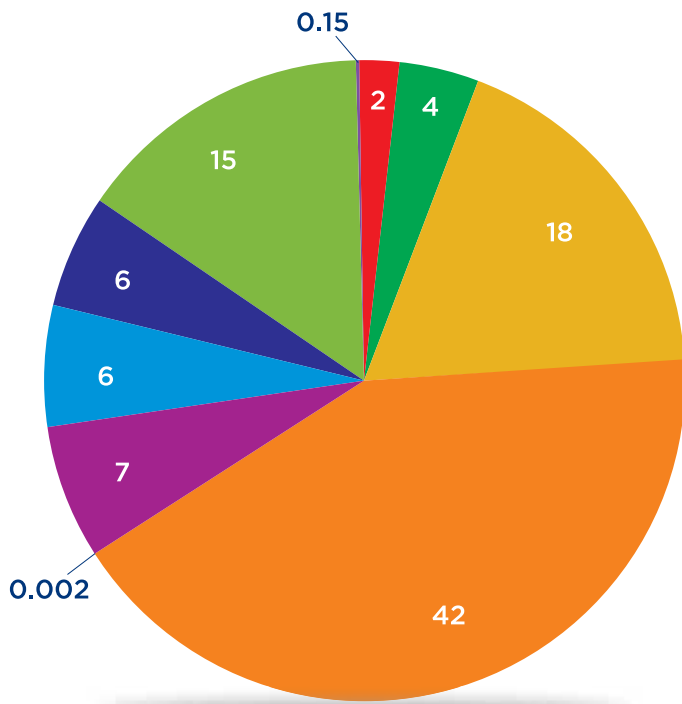
₹ 5,28,96,333

FUNDS RAISED AT TCS W10K BENGALURU

Total Raised since 2008 in ₹ 39 crores



Cause-wise funds raised at TCS W10K Bengaluru 2018



Causes	Funds Raised (₹ in lakh)	Percentage
Children	₹ 8,21,354	2%
Community Development	₹ 19,47,243	4%
Disability	₹ 1,43,93,177	18%
Education	₹ 2,17,04,160	42%
Elderly	₹ 12,01,000	0.002%
Empowerment	₹ 29,24,401	7%
Environment & Animal Welfare	₹ 28,50,000	6%
Girl Child & Women	₹ 29,98,685	6%
Health	₹ 39,84,740	15%
Human Rights	₹ 71,573	0.15%

Expert Speaker Sessions:

Dharmendra Kumar - Race Route Familiarization - Head Running Coach & Ultra-Marathoner. With the help of the official race route video & his own experience Dharmendra gave important insights of the Race Route.

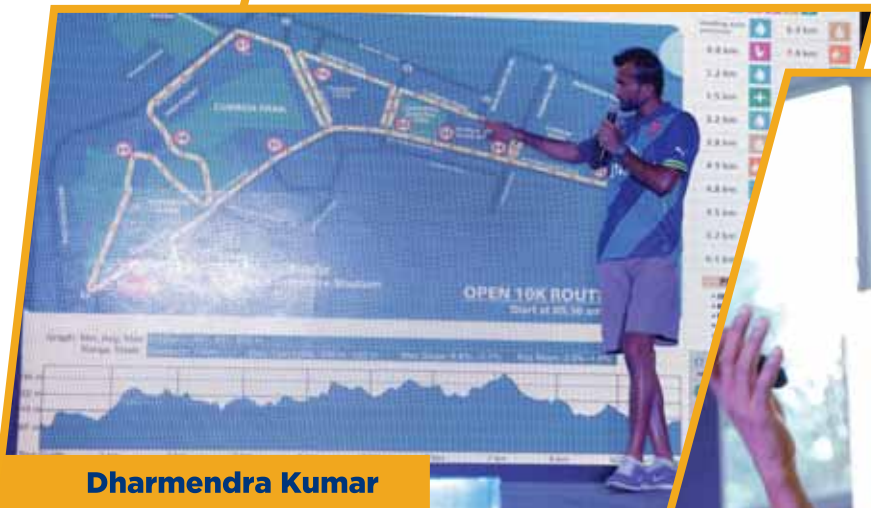
Padmashree Malathi Holla - 'Importance of Sports for people with disability' - Arjuna Awardee and Padmashree award winner, and 5 times Paralympian.

Kieren D'Souza - 'Importance of recovery post running' - Indian ultramarathon runner and endurance athlete.

Tarun Walecha - 'Running ...for The Joy Of Giving' - Ultra Runner & Co-founder of RunXtreme.

Dr Srinand Srinivas - 'Importance of Restoration' - International Olympic Committee certified Sports Medicine physician. International swimming medalist and Marathon runner.

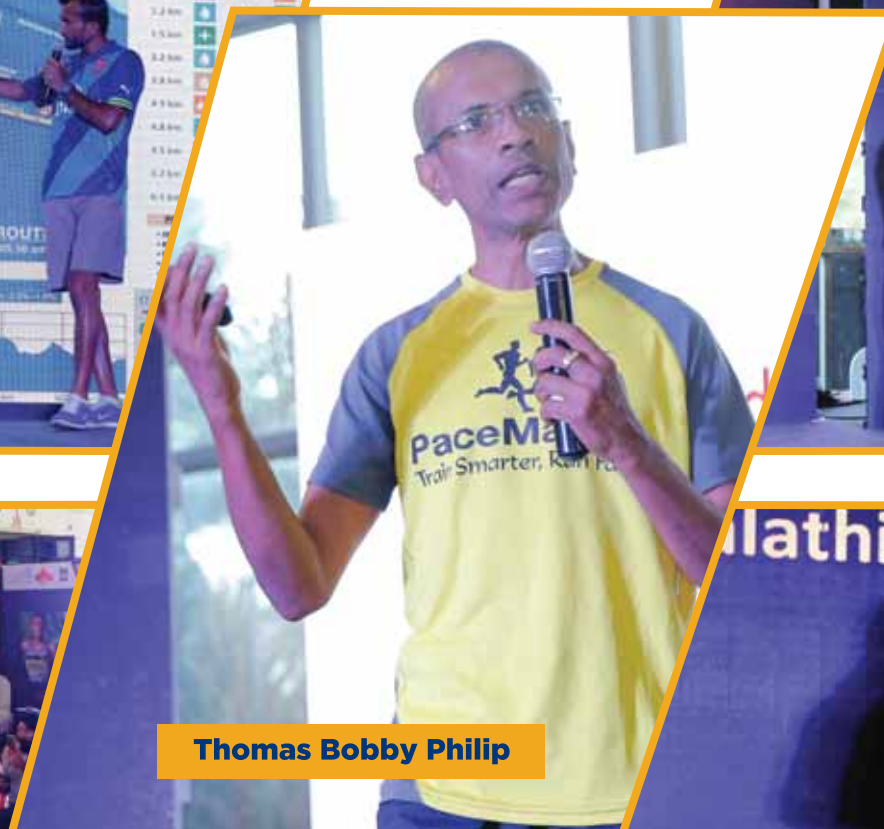
Thomas Bobby Philip - 'Build up the pace for Full Marathon through the 10KM Training Program' - One of India's fastest Barefoot runner.



Dharmendra Kumar



Dr Srinand Srinivas



Thomas Bobby Philip



Tarun Walecha



Padmashree Malathi Holla

CARE CHAMPIONS

PLATINUM

When we introduced this section last edition, we were wondering if we would get individuals who would take on this mantle of raising ₹ 10 lakh for a cause. Well, in these two editions we have had half a dozen individuals who have raised ₹ 1.55 crore! This edition we have 3 Care Champions Platinum who have raised ₹ 46.63 lakhs for 2 CSOs.



**YADUVEER KRISHNADATTA
CHAMARAJA WADIYAR**

**Raised - ₹ 24,35,500
for Kalisu Foundation**

HIGHEST FUND RAISER

Being the Maharaja of Mysuru did in no way lessen the efforts put into raising friends and funds for a cause he connects with. Yaduveer Krishnadatta Chamaraja Wadiyar is the highest fundraiser at the 2018 edition of TCS World 10K Bengaluru.

"I know Kalisu from two years now, they combine the path of teaching children about our ancient culture, the heritage of Mysuru with modern education to empower children to make a better future. I am a regular runner, so the idea of doing a 10K at the TCS World 10K Bengaluru for Kalisu was the natural step forward."



CARE CHAMPIONS

PLATINUM



NIKHILESH MM

Raised - ₹ 11,11,500

for Kalisu Foundation

A Founder brings in values, commitment and passion. This attitude has gotten Kalisu Foundation founded by Nikhilesh MM just 5 years ago grow by 2500%.

"We are very happy to be using this platform for connecting with donors. This is the 3rd year and the support we get during this event is always increasing year on year. We are happy to have met our targets and we have time to work on our projects through the year. Thanks to India Cares and Procam for the support extended. I would also thank our donors for backing us one hundred percent. Together we can improve the quality of education in govt. Schools and have a positive impact on the society at large."



CARE CHAMPIONS

PLATINUM



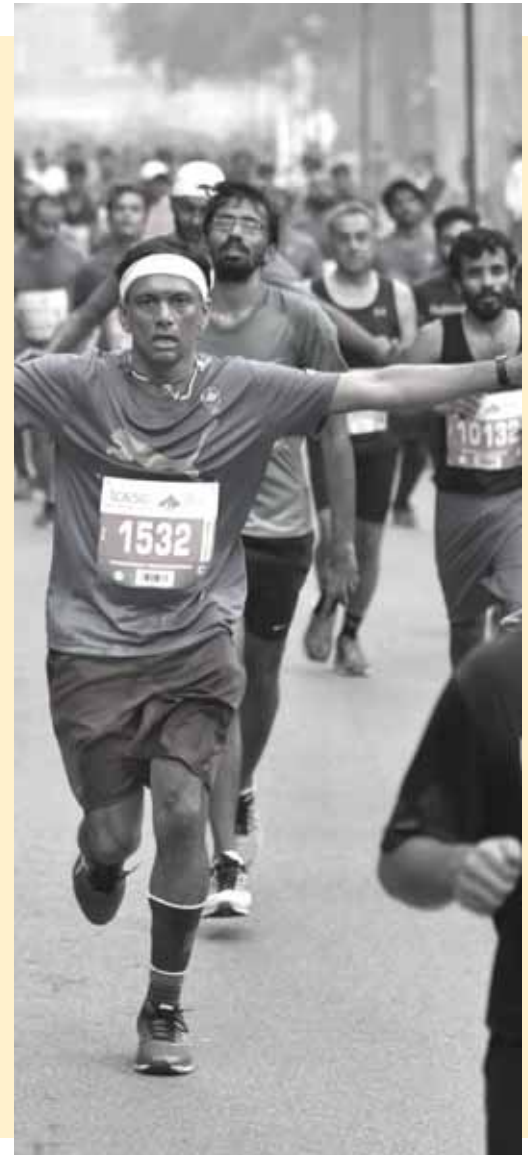
SM SUNDARESAN

Raised - ₹ 10,50,000

for CPR - Cubbon Park Rejuvenation

What do you call a person who on hearsay puts up his hand to be counted, to try and raise funds and awareness for an issue every person thinks about often and fights start over - WATER. And in a city that he doesn't live in on a daily basis!

A banker by profession, Sundaresan heard about the Cubbon Park Rejuvenation project taken up under the aegis of TCS World 10K Bengaluru and decided to help raise funds for the same. Though a marathoner, he chose to run the Open 10K to raise funds for the CPR Project.



CARE CHAMPIONS

DIAMOND

A Care Champion Diamond is a unique individual who takes on a target of ₹5 lakh for a chosen Civil Society Organisation (NGO/CSO) and reaches out to his/ her networks to bring about change. Most of these individual are Trustees and Staff members of the organisation, who not just do the programme work but also fundraise. 3 Care Champions Diamond have together raised ₹ 21.90 lakh for 3 CSOs.



VIGNESH MM

Raised - ₹ 9,05,000

for Kalisu Foundation

A volunteer with the organisation started by his brother, Vignesh started running a couple of years ago because of the opportunity it gave in raising funds for a cause.

"I am very happy to use TCS World 10K Bengaluru as a tool to raise funds for my organisation. This is a yearly affair, which is the reason for us to focus more on fundraising. This event for us is not only about fundraising, but also spreading awareness about the cause."



CARE CHAMPIONS

DIAMOND



RAJAN NARAYANAN

Raised - ₹ 6,94,700

for The Baale Maane

Normally an individual after retiring from active corporate life of over 30 years, tends to take life a little easy. But there are individuals like Rajan who'd rather spend time increasingly to promote and guide various CSOs in their work and management. He is also a core volunteer in helping the Festival of Giving, 'Daan Utsav' grow in India, and travels to the many cities in the country promoting 'Giving'. 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.



CARE CHAMPIONS

DIAMOND



BINU VERMA

Raised - ₹ 5,91,000

for Bal Utsav

Binu Verma is the Co Founder and COO of Bal Utsav. A senior professional and organisational catalyst with a passion for driving innovation in diverse sectors, including but not limited to Corporates, Citizen Sector and the Government. She is into entrepreneurship, travel, languages, art, architecture, yoga, photography, reading, music & swimming. Since 2015, through the platform of running, she has raised over ₹ 30 lakhs for the cause of education.



CARE CHAMPIONS

GOLD

Being a Care Champion Gold means committing to raise ₹ 2.50 lakhs for the chosen CSO/ NGO. At the TCS World 10k, this section has been dominated by volunteers, individuals who know the organisation, has built an association over a few years and want to do something more than volunteering and donating. They are from all walks of life. This year 6 Care Champions Gold have raised ₹ 22.97 lakhs for 6 CSOs.



JAYASHREE BATAVIA

Raised - ₹ 4,30,600

**for Shrimad Rajchandra
Love and Care(SRLC)**



NAGASHREE KS

Raised - ₹ 4,05,000

for Kalisu Foundation



DILIP PANICKER

Raised - ₹ 3,81,554

**for Enfold Proactive
Health Trust**

SPECIAL STORIES

SWABHIMAAN



How can a race be about anything but fitness?

While it seems very natural to relate the TCS World 10K Bengaluru to health and fitness, the charity charter puts an entirely different spin to the whole event. On the one hand it creates awareness and visibility for the many causes supported by the Civil Society Organizations (CSOs/NGOs) and on the other, it creates shelters for the homeless and feeds the hungry!

Leftover food from the race reaches 10,000 people every year. Hoardings and display boards made out of flex are turned into homes and reusable bags.

Since 2014, with the flex and food received as a result of the TCS World 10K following their Zero Waste policy, we have been able to provide shelter for the homeless and food for the hungry in need! Flex generated from the races is used responsibly, SWABHIMAAN collects every single sheet and converts it into shelters for the homeless and bags for women.

"My association with Procama & India Cares has been extremely satisfying and gratifying. In the last 4 years, high quality, nutritious food has been provided to 40,000 individuals from the slums in the communities that we work with. This is the equivalent of feeding guests at 40 weddings!" remarks Venkat, the force behind SWABHIMAAN, an organization immersed into community development in Bengaluru's urban slums of Ejipura, Viveknagar and KG Halli."

- Venkatraman Iyer, Founder & Head Trustee Swabhimaan

PAPCP



PAPCP (Parents Association of Persons with Cerebral Palsy and Associated Disorders) made its debut at the TCS10k this year and raised ₹7.10 lakhs.

"We're delighted with the experience! Our fundraising exceeded our expectations. It also revealed to us our own fundraising potential. Like for most organizations in the development sector, fundraising has been our biggest challenge. We believe events like TCS10K are invaluable to this sector because they do a fabulous job of organizing fundraising efforts, connecting donors to CSOs and mainstreaming social causes. We congratulate India Cares, Procama and all partners for their fantastic effort in putting together this massive campaign. We thoroughly enjoyed participating and we'll be back next year!"

- Ms Sudha Ravikumar, Executive Committee Member, PAPCP.

CARE CHAMPIONS

SILVER

Most fundraisers start off aiming to become a Care Champion Silver, raising a lakh seems to be a popular way to 'find feet' in going that next step in supporting a cause one believes in apart from volunteering or making a contribution. The stepping stone in getting ones networks know about the organisation. We have had 11 individuals raising ₹ 15.73 lakhs this year for 8 CSOs



BOBBY THOMAS

**Raised - ₹ 2,24,500
for The Baale Maane**



RUBY KAMDIN

**Raised - ₹ 1,95,000
for One Billion
Literates Foundation**



SMITA SHAH

**Raised - ₹ 1,61,500
for Shrimad Rajchandra
Love and Care (SRLC)**



ROHINTON KAMDIN

**Raised - ₹ 1,54,000
for One Billion
Literates Foundation**



AASHU KALAPPA

**Raised - ₹ 1,45,000
for One Billion
Literates Foundation**



SRIDHAR PILLALAMARI

**Raised - ₹ 1,40,500
for Indian Cancer
Society**

CARE CHAMPIONS

SILVER



MAYA DSOUZA
Raised - ₹ 1,29,370
for Reaching Hand



ROHINI GEORGE
Raised - ₹ 1,11,888
for Reaching Hand



SUNIL JAIN
Raised - ₹ 1,06,000
for Astha



RAM KOLAVENTTU
Raised - ₹ 1,03,085
for Sambhav Foundation



SANGEETA MAHENDRAN
Raised - ₹ 1,03,000
for One Billion Literates Foundation

YOUTH CARE

Youth Cares as the name suggests is a category for the youth; a group of three students get together and take on a target of ₹ 50,000 for their chosen cause. The very heartening part of this section is when students from the communities served by the CSO join hands with students from A+ schools, and together raise funds. This forms a bond that inspires both sections of the society. We have two teams this year raising ₹ 2.66 lakhs, 1.50 times the target set!



Ethan Martin, Akhila Gainedi & Darshana Madivala

CherYsh Trust

ETHAN MARTIN, AKHILA GAINEDI & DARSHANA MADIVALA

**Raised: ₹ 1,82,501
For CherYsh Trust**

"Fundraising is challenging, however when one believes in the cause, it comes from the soul. It is this belief in the CherYsh Cause that drove me to fundraise, the insistent calling to make the CherYsh intention clear stemmed from knowing that I had to give back to my rural peers what I enjoyed. Making a difference and philanthropy has truly helped in shaping who I am. And I thank CherYsh for opening doors to do what I have grown to love."



Yash Shekar, Dhriti Bopanna & Yogitha Raghavendra

CherYsh Trust

YASH SHEKAR, DHRITI BOPANNA & YOGITHA RAGHAVENDRA

**Raised: ₹ 84,200
For CherYsh Trust**

iCare Fundraisers

"We have a social responsibility, a constitutional opportunity and a moral obligation to help others." - **Janie Lewis**

iCare Fundraisers are those individuals who decide on their individual targets and go about fundraising for their chosen CSO/s. We have had over 3,500 iCare fundraisers in the last decade, from across the world, young and elderly, all doing their own bit, irrespective of who they may be or where located, all using the platform of TCS World 10K Bengaluru.



Highest Fundraiser iCare Individual

Dr. Prahalathan K K for Bhumi ₹ 7,98,109/-

Bhumi is one of India's largest independent youth volunteer non-profit organisations to enable volunteers in more than 14 cities across India for causes like education, environment, animals and community welfare.

"At Bhumi we enable thousands of young volunteers to educate children across India. The TCS World 10K is an opportunity for us to also run for the cause. The platform gives us the flexibility to use various means to raise funds and has now become an integral part of our calendar"



Second Highest Fundraiser iCare Individual

Geetika Guha for Isha Vidya ₹ 5,08,727

As a part of Isha's social outreach programs, Isha Vidhya rural schools have been started in villages to provide high quality school education to underprivileged rural children who cannot otherwise access or afford it. *"I ran the TCS World 10K in May this year to support Isha Vidhya to educate underprivileged children in rural India."*

CORPORATE CARES

"Goodness is the only investment that never fails." ~ Henry David Thoreau.

By supporting a Civil Society Organisation through contributions and employee participation at the TCS World 10K Bengaluru, companies can blend their 2 objectives seamlessly - HR (showcasing their care for the health of the employees) and CSR (supporting the less privileged in society and adhering to the CSR laws).

Companies make contributions to a chosen Civil Society Organisation (CSO/ NGO) listed with India Cares for the Event, to donate the amount as per set categories of ₹ 3.50 lakhs, ₹ 2.50 lakhs and/or ₹ 1.50 lakhs, and get a team of employees running for the cause.

Companies start and strengthen their association with the social sector through this platform while letting their chosen cause known, both internally and externally, to relevant stakeholders. In the 2018 edition we had 24 companies fielding 40 Teams (1075 employees running) and contributing ₹ 1,10,00,000/- for 18 CSOs.

HIGHEST CONTRIBUTING COMPANY

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

"At First American (India), we constantly endeavor to contribute towards community and society, as part of our organizational CSR agenda. FAI has been associated with TCS 10K Bengaluru run since 2010 and we are extremely proud of its success! Our partnership this year with Say Trees Environmental trust [involved in increasing the Green cover in Bangalore & other cities within India and uplifting farmers with sustainable income] is closely aligned to our CSR vision of contributing towards environmental conservation for a greener future and uplifting farmers with opportunities to be self-sustainable. We take great pride in our 200 colleagues who volunteered with passion and enthusiasm this year to represent FAI in the run for the noble cause."

Ms Sangeetha Flora,
CSR & Centre Head, First American India



**SECOND HIGHEST
CONTRIBUTING COMPANY**

Informatica Business Solutions Pvt. Ltd.
Raised - ₹ 15,59,663
for Bhumi and MSF India

CORPORATE CARE

Companies who contributed for their chosen CSOs/NGOs and fielded teams to participate at the TCS World 10K Bengaluru 2018

24 Corporates | 40 Teams | ₹ 1,11,65,690 total funds raised | 15 CSOs benefited.

Sr. No.	Corporate	CSO Supported	Funds Contributed/ Raised
1	Ace Creative Learning Pvt Ltd	Bal Utsav	₹ 3,72,800
2	Anthem Biosciences Pvt Ltd	Aim for Seva	₹ 1,50,000
3	Assetz Property	proVision Asia	₹ 1,50,000
4	BlackRock Services India	MSF India	₹ 1,50,000
5	Blue Jeans Network India Pvt. Ltd	Sandesh	₹ 4,00,000
6	Centum	proVision Asia	₹ 2,50,000
7	Citrix	Goonj	₹ 3,50,000
8	Compuage Infocom Ltd	Shrimad Rajchandra Love and Care	₹ 1,50,000
9	First American India Private Ltd	SayTrees Environmental Trust	₹ 17,50,000
10	Fossil India Pvt Ltd	MSF India	₹ 1,50,000
11	Futures First Info Services Pvt. Ltd	MSF India	₹ 2,50,000
12	Informatica Business Solutions Pvt. Ltd.	Bhumi, MSF India	₹ 15,50,000
13	Ingersol Rand	Parikrma Humanity Foundation	₹ 7,00,000
14	Karle Infra Pvt. Ltd.	CPR - Cubbon Park Rejuvenation	₹ 2,50,000
15	Kemwell Biopharma	Shrimad Rajchandra Love and Care	₹ 1,50,000
16	KPMG	Shishu Mandir	₹ 7,00,000
17	Micro labs Ltd	Shrimad Rajchandra Love and Care	₹ 3,50,000
18	MOOG India	proVision Asia	₹ 2,50,000
19	Recipharm Pharmservices Pvt Ltd	Shrimad Rajchandra Love and Care	₹ 2,50,000
20	Shell India Markets Pvt. Ltd.	proVision Asia	₹ 2,50,000
21	Systems Advisers Software Services Pvt. Ltd	Sandesh and The Hope Home Children's foundation	₹ 3,00,000
22	TE Connectivity	Project EduDaan and Shishu Mandir	₹ 10,42,890
23	UEI Electronics	EnAble India	₹ 2,50,000
24	Western Digital Company (SanDisk)	IIT Madras	₹ 10,00,000

PARTICIPATING CSO's at TCS W10K 2018

CSOs (or NGOs) are the Civil Society Organisations who are registered as a Trust/Society/ Section 8 Company working for any cause. These organisations register with the Philanthropy Partner to utilise the platform of TCS World 10K Bengaluru to spread awareness of their work, engage all stakeholders in increasing their donor base and raise vital, mostly undesignated funds to stabilise and grow their organisations/programmes. Through the platform of TCS World 10K Bengaluru, over 650 CSOs have learnt to communicate and reach out to the general public, not just during the event but through the year. CSOs have grown, gotten more company support, increased their donor base, used these learnings to conduct their own events. It is not only the funds raised that impact lives (over 2,50,000 lives have been impacted in the less fortunate sections of the society), but also many more people from the 'Haves' of the society became aware of the other side too.

In the Event's 2018 edition, 82 CSOs working in causes like Disability, Education, Environment, Human Rights, Women Empowerment, Girl Child, Elderly, etc. participated. 77% raised funds, the rest spread awareness about their work.

HIGHEST FUND RAISING CSO

ISHA VIDHYA

RAISED : ₹ 56,33,488

Highest In Education cause category



“395 volunteers, 27 Isha monks and residents, 128 supporter cheering along the route - The TCS World 10K Bangalore 2018 was truly a memorable event. The run was fantastic - with the perfect Bangalore weather, Procams smooth organization of the event, ‘Sounds of Isha’, Isha’s music band spreading joy, and loud cheering by the volunteers along the way! We thank ICFn for motivating us to do more and reach out better.”
- Team Isha Vidya

The Isha Foundation, founded by Sadhguru Jaggi Vasudev, is a non-profit CSO headquartered at Coimbatore, India. For the last 30 years, Isha has been promoting the science of yoga throughout the world and providing methods of holistic development, enabling people to realize their true potential.

As a part of Isha’s social outreach programs, Isha Vidhya rural schools have been started in villages (under the umbrella of Isha Education, established in 2005) to provide high quality school education to underprivileged rural children who cannot otherwise access or afford it. In 2012, Isha Vidhya began to carry out critical interventions to improve the quality of education in rural Government schools.

Isha Vidhya’s English-medium schools open the door for rural children to prepare for higher studies and to join the workforce. The holistic, activity-based approach of Isha Vidhya’s educational system, nurtures children’s development beyond just academics, ensuring that students realize their full potential and learn in a joyful manner.



2nd HIGHEST FUND RAISING CSO

KALISU FOUNDATION

Raised : ₹ 49,16,100



Kalisu foundation is a volunteer driven organization that provides high quality education to children studying in government school and orphanage coming from low-income background enabling them to maximize their potential and transforming their lives.

Our fellows, who are outstanding college graduates, serve as teachers to children from low income community in government schools. They interact and work with students, parents, teachers' community to eliminate inequality in education. We are also backed by a strong volunteer network that supports our fellows in class and all the extracurricular activities.

All Kalisu programs are child-centric and are designed to ensure that:

- Enrolment in schools increase
- Dropouts from school decrease
- Overall development of the child

"The TCS World 10K Bengaluru is a perfectly timed platform for us. As it is summer vacation for our schools, we as a team can concentrate on fundraising, building more connects and spreading awareness about our work. It has given us good visibility which in turn helps get more volunteers for our programmes. This year's funds raised will make sure that we can take care of our almost the whole academic year's programme costs of reaching out to over 6500 children, so we just make sure that the work is of best quality. Thus the summer vacation time of the event is perfect for us!"

Nikhilesh MM – Founder CEO, Kalisu Foundation



3rd HIGHEST FUND RAISING CSO

proVISION ASIA

Raised : ₹ 27,53,178

Highest In Education cause category



"For the last eight years, proVISION ASIA has been a part of the World 10K. In addition to the World 10K here in Bangalore, GoGlobal Teams from around the world were organized. This year, 8 teams and a total of 80 people -- from the beautiful city of Warsaw; to the beaches of California. Teams created their own route, and ran/walked/skipped (and danced), and ask people to support them per kilometer. Not only did they have great fun; but they raised those needed funds for the work we do among people touched by disabilities.

Meanwhile, in Bangalore, we had 250 people who represented proVISION ASIA. 5 international corporations and 35 champions with disabilities.

Those who were pushed in the wheelchairs and those who pushed our 35 wheelchairs; or those around the world on our GoGlobal Teams...ALL were deeply encouraged as we joined hands in the amazing TCS World 10K."

Selvanayagam T - Director, proVision Asia



FUNDS RAISED BY PARTICIPATING CSOs

Listed alphabetically



Aarogya Seva

Raised: ₹ 89,058

Cause: Health

To provide Health for all by pioneering micro-volunteering with flexibility and shared responsibility that provides local, sustainable and comprehensive healthcare to marginalized communities.



Aashwasan Foundation

Raised: ₹ 75,000

Cause: Health

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

ABMSS

**ABMSS -
Akila Bharatha Mahila
Seva Samaja**

Raised: ₹ 5,30,285

Cause: Health

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 gifting them a simple surgery.

act:onaid

Actionaid Association

Raised: ₹ 9,050

Cause: Human Rights

To work with the poor and excluded in their struggle to eradicate poverty, patriarchy and injustice; for a society, in which every person enjoys the right to life with dignity.



**Adventures Beyond
Barriers Foundation**

Raised: ₹ 7,000

Cause: Disability

To promote inclusive sports for Persons with and without Disabilities. Since inception in 2014, we have impacted over 5000 PwDs and close to 2 lakhs able-bodied individuals.

FUNDS RAISED BY PARTICIPATING CSOs



AIM for Seva

Raised: ₹ 1,35,000

Cause: Education

Empowerment through value-based education; through 95 Free Student Hostels spread across 16 states in India, we ensure children in rural India have access to education.



Amar Seva Sangam

Raised: ₹ 10,27,601

Cause: Disability

To empower the Differently Abled citizens by establishing a "Valley for the Differently Abled" as a Rehabilitation and Development Centre for the region and developing models for self-help initiatives.



**AMEND -
Association for the Mentally
Disabled**

Raised: ₹ 20,000

Cause: Disability

Provide support through Self Help Group for families and persons with mental illness.



Ankura Foundation

Raised: ₹ 77,500

Cause: Disability

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



Ashraya Seva Trust

Raised: ₹ 12,01,000

**Highest in Elderly Cause
Category**

Provide shelter & other basic amenities to the elderly, especially aged women who are neglected by their kith & kin.

FUNDS RAISED BY PARTICIPATING CSOs



Ashwini Charitable Trust

Raised: ₹ 1,11,090

Cause: Education

Our mission is to educate and empower underprivileged children from the urban slums of Bangalore and support them till they are gainfully employed.



Astha

Raised: ₹ 1,25,604

Cause: Disability

Empower people with bodily disabilities to live a life of complete participation and contribution.



Baale Mane

Raised: ₹ 5,02,710

Cause: Girl Child & Women

Baale Mane is a home for up to 50 disadvantaged girls just outside Bangalore.



Bal Utsav

Raised: ₹ 12,35,461

Cause: Education

Bal Utsav brings life-changing education to children living in developing nations.



Bhumi

Raised: ₹ 14,95,609

Cause: Education

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

FUNDS RAISED BY PARTICIPATING CSOs



CherYsh Trust

Raised: ₹ 19,10,254

Highest in Girl Child & Women Cause

CherYsh brings learning, skills and livelihood opportunities closer to home for rural girl children and women in the villages of Haliyal in North Karnataka.



Child for Life Fund - St. John's Hospital

Raised: ₹ 4,000

Cause: Health

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

CPR



Cubbon Park Rejuvenation

CPR - Cubbon Park Rejuvenation

Raised: ₹ 12,75,000

Cause: Environment & Animal Welfare

Rejuvenation of the water bodies - Traditional Wells, Kalyanis and Ponds, of the lung space of Bengaluru, Cubbon Park.



DEEPIKA SCHOOL
A School for Special Children

Deepika Charitable Educational Trust

Raised: ₹ 5,12,000

Cause: Disability

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



Diya Foundation

Raised: ₹ 17,95,329

Cause: Disability

Diya Foundation offers a Life Centered Career Education program to adults with intellectual challenges and developmental delays, cerebral palsy and autism in Bangalore.

FUNDS RAISED BY PARTICIPATING CSOs



EnAble India

Raised: ₹ 2,25,000

Cause: Disability

Economic independence and dignity for persons with disability is the goal we work towards constantly.



Enfold Proactive Health Trust

Raised: ₹ 4,97,654

Highest in Children Cause Category

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.



eVidyaloka Trust

Raised: ₹ 45,000

Cause: Education

Provide online teaching services in Math, Science and English to 5,6,7,8 Grade children enrolled in Government Schools in rural villages across Andhra Pradesh, Tamil Nadu, Jharkhand, Karnataka, Maharashtra and West Bengal.



Goonj

Raised: ₹ 3,15,000

Cause: Community Development

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



Headstreams

Raised: ₹ 21,14,000

Cause: Education

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.

FUNDS RAISED BY PARTICIPATING CSOs



HealthBox India Trust

Raised: ₹ 62,523

Cause: Health

To promote women's health through outreach services, focusing on preventive education, early detection and care continuum for Non Communicable Diseases.



IIT Madras

Raised: ₹ 9,00,000

Cause: Education

IIT Madras deploys CSR funding to great effect in societal projects and business incubators.



Iksha Foundation

Raised: ₹ 60,000

Cause: Children

We are a public charitable trust that focuses on Retinoblastoma (Eye Cancer in children); to create awareness, to provide financial aid to underprivileged children for treatment and rehabilitation and to support research related to Retinoblastoma.



India Cares Foundation

Raised: ₹ 34,000

Cause: Community Development

India Cares approach is as a 'friend' to CSOs, being non-judgemental; open to all causes - are cause neutral; develop services whereby CSOs can 'learn-by-doing'. India Cares does not raise money from the public and distribute funds in the form of 'grants' & Encourage CSOs to enhance their accountability and transparency.



Indian Cancer Society

Raised: ₹ 2,36,500

Cause: Health

Indian Cancer Society, Karnataka Office is dedicated to eliminating Cancer as a major health challenge.

FUNDS RAISED BY PARTICIPATING CSOs



**Karunashraya -
Bangalore Hospice Trust**
Raised: ₹ 2,07,601
Cause: Health

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



Mobility India
Raised: ₹ 5,18,000
Cause: Disability

Believes 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: ₹ 13,72,673
Cause: Health

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



Navachethana Trust
Raised: ₹ 6,500
Cause: Disability

To uplift the lives of children with multiple disorders and successfully empower them to face the world with confidence and courage.



**OBLF -
One Billion Literates
Foundation**
Raised: ₹ 11,86,407
Cause: Education

Equality in Education through English for All & Women Empowerment through financial independence, Anekal, Bangalore.

FUNDS RAISED BY PARTICIPATING CSOs



Parents Association of Persons with Cerebral Palsy and Associated Disorders-PAPCP

Raised: ₹ 7,10,365

Cause: Disability

We deliver need-based therapy, training and skilling for differently abled people to learn and earn.



Parikrma Humanity Foundation

Raised: ₹ 6,30,000

Cause: Education

Parikrma runs 4 K-12 schools for 1700+ children from the slums of Bangalore. Our schools are completely free and based on a 360 degree model which provides high quality education, nutrition, healthcare and family welfare.



Payir Trust

Raised: ₹ 3,50,500

Cause: Community Development

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



Prajayatna

Raised: ₹ 14,200

Cause: Education

The focus of the organization is to ensure that all children have access to quality education, by strengthening the government schools and anganwadis, which cater to the marginalized sections of the society.



Project EduDaan

Raised: ₹ 7,22,890

Cause: Education

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



Reaching Hand
Raised: ₹ 9,14,478
Highest in Community Development Cause Category

Reaching Hand works with vulnerable children, marginalized women & deprived families; empower them through innovative community engagement programs.



Sa-Mudra Foundation
Raised: ₹ 61,401
Highest in Empowerment Cause Category

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



Sambhav Foundation
Raised: ₹ 1,75,235
Cause: Education

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



Sandesh
Raised: ₹ 8,20,500
Cause: Disability

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.



SayTrees Environmental Trust
Raised: ₹ 15,75,000
Highest in Environment & Animal Welfare Cause Category

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

FUNDS RAISED BY PARTICIPATING CSOs



Sense International India

Raised: ₹ 31,100

Cause: Disability

Sense India works with local organisations (mostly NGOs) to develop services for deafblind children and adults, and collaborates with the government at centre and state levels.



**Shakti Fund -
An India Cares initiative**

Raised: ₹ 3,33,265

**Cause: Community
Development**

Set up to encourage the Civil Society Organisations (CSOs/ NGOs) and their well wishers to reach out and communicate better about their work/ cause to raise more resources.



Shishu Care Foundation

Raised: ₹ 1,16,500

Cause: Children

To provide medical care and aid to children from underprivileged backgrounds.



Shishu Mandir
'Where liberation is awakening!'

Shishu Mandir

Raised: ₹ 8,55,000

Cause: Education

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.



Small Change

Raised: ₹ 1,47,200

Cause: Children

To grow a new generation of givers in India by telling stories to inspire empathy for the diverse causes being addressed by civil society organisations.

FUNDS RAISED BY PARTICIPATING CSOs



**South India Cell for
Human Rights, Education
and Monitoring-
SICHREM**
Raised: ₹ 62,523
**Highest in Human Rights
Cause Category**

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**
Raised: ₹ 13,99,100
**Highest in Health
Cause Category**

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.



Svatantra Trust
Raised: ₹ 78,602
Cause: Education

We run a Charitable School in Rural Bangalore & Gaya - Bihar. We give free & quality education to the students whose parents income is below ₹ 7,000/- per month.



Team Everest
Raised: ₹ 6,078
Cause: Education

Our focus is on motivating individuals to volunteer at least once a month (12/ 365 days) and make a difference by providing quality education to under privileged children through volunteering.



**The Hope Home
Children's Foundation**
Raised: ₹ 1,46,000
**Cause: Girl Child &
Women**

A CSO in Bangalore, dedicated to the care of the motherless girl child into young adulthood.

FUNDS RAISED BY PARTICIPATING CSOs



**The Naz Foundation
(India) Trust**

Raised: ₹ 8,000

Cause: Health

Naz India's care home provides HIV Positive children a stigma-free healthy environment care and support. The aim is to make them self-sufficient & encourage an independent life.



U & I Trust

Raised: ₹ 14,50,000

Cause: Education

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



**VAANI, Deaf Children's
Foundation**

Raised: ₹ 1,10,000

**Cause: Physically
Challenged**

"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: ₹ 4,39,721

**Cause: Girl Child &
Women**

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.

SHAKTI FUND

India Cares introduced 'Shakti Fund' - a Challenge Fund, in 2014 to give the impetus for CSOs/ NGOs to learn to do better and bonus contributions were given as incentives to encourage more individuals get involved with the cause.

The fund contributions come from ourselves, individuals who wish to strengthen the sector, general public and through some running bibs sold at a premium to runners.

₹ 33.21 lakhs has been 'Won' by 40+ CSOs based on their efforts in the set criteria for since 2014.

In 2018 the following CSOs have won the Shakti Fund Bonus Donations:

ORGANISATION NAME	SHAKTI FUND	CATEGORIES
CHERYSH TRUST	₹ 35,000	DIGITAL MEDIA CAMPAIGN & RACE WEEKS ONLINE DONATIONS
AAROGYA SEVA	₹ 50,000	DIGITAL MEDIA CAMPAIGN
DIYA FOUNDATION	₹ 75,000	DIGITAL MEDIA CAMPAIGN



FUND UTILIZATION REPORT OF ₹ 7.55 CRORE RAISED IN 2017

Changing the present and future through, education, health care, tree planting and much more!

The World 10K Bengaluru, brought the running revolution to our Garden city in 2008. Today the TCS W10K event is the world's richest, most vibrant 10 Kilometre run-event. With participation from elite athletes all over the globe and 24,000 participants, the spotlight is also on the difference it has made to 1,34,854 lives through the 2017 Philanthropy Pillar.

The bar is being raised every year. The recorded contributions of ₹ 7.75 Cr in 2017 had a direct impact on 23,027 individuals while touching the lives of 1,11,827 people. 458 Fundraisers, 30 Companies and 8,997 Individual donors joined hands to support the great work being done by 71 Civil Society Organisation.

The raised funds in 2017 have reached a fascinating range of causes and activities such as a Wheelchair Tennis Tournament; teaching aids for the visually impaired; crisis intervention for people who have suffered abuse and their rights; children in many challenging situations; mental health care; cleft-lip surgeries; post-spinal cord surgery-care; prison inmates welfare; screenings for health issues including cancer, eyes and women's health.

Impact seen across the year:

- 6,741 children who will be tomorrow's citizens were provided education and other support
- 2,265 Women & Girl children were directly supported in education, menstrual hygiene programme and vocational training
- 10,262 people were provided health support such as screening for eye health, terminally ill cancer affected patients provided care; camps held for cancer affected suspects identified and early intervention provided for on-time support; medical subsidies made available in remote areas of India, surgeries and post-operative care; women and child survivors of abuse provided support and treatment
- 1,100 individuals with disabilities were supported with wheelchairs, mobility aids, assistive devices to help fulfill dreams to get education and skills to be employed and become independent
- 2,500 youth provided digital skills training.

Legacy for the years to come enabled from the funds-raised:

- 4,000 trees were planted to create two urban forests and 4,000 fruit bearing saplings were provided to farmers to improve livelihoods.
- 7 Toilet blocks constructed for girls; 3 mobile vans purchased to support people with disabilities;
- 4 School's infrastructure strengthened;
- 50 Teachers salaries sponsored.

Note: Information drawn from 'Utilization' reports which include great detail, submitted by the participated CSOs (NGOs) who participated in the TCSW10K 2017 event.

FINANCIALS OF FUNDRAISING

The reason the platform of TCS World 10K Bengaluru is attractive, apart from the association with an international brand event, the largest platform in South India to raise friends and funds for a cause is that this is also the most cost effective, efficient platform, along with system in place for transparency.

The thought through & structured category wise opportunities to leverage the event by a Civil society Organisations (CSO/ NGO) allows every participating organisations, individual, group of people and/ or company to maximize their fundraising potential for the chosen cause. There are three main categories through which funds can be raised- Charity bibs, Corporate participation & individual crowd fundraising. The first two categories involve runners in the event while individual fundraising to open to all.

Of the total funds raised by the participating non profits, the management cost for India Cares to support the CSOs from January to June 2018 was 6%. 14% of the funds passed through India Cares accounts and 86% was raised directly by the CSO by reaching out to the donors/ fundraisers and companies.

36% of all the retention is collected from the corporate participation category. 5% of funds raised through India Cares online platform is retained. 100% of all funds come into India Cares Bank account on behalf of any non profit is passed on and there is no retention from any of the funds that the donor donates directly to the chosen cause.

The actual retention & disbursement per participating non profit is dependent on their utilization of each of the three categories. In its role as TCS World 10K philanthropy partner, India Cares is committed to keep the overall administrative cost of fundraising to a maximum of 7%.



SPECIAL STORIES

SWABHIMAAN



How can a race be about anything but fitness?

While it seems very natural to relate the TCS World 10K Bengaluru to health and fitness, the charity charter puts an entirely different spin to the whole event. On the one hand it creates awareness and visibility for the many causes supported by the Civil Society Organizations (CSOs/NGOs) and on the other, it creates shelters for the homeless and feeds the hungry!

Leftover food from the race reaches 10,000 people every year. Hoardings and display boards made out of flex are turned into homes and reusable bags.

Since 2014, with the flex and food received as a result of the TCS World 10K following their Zero Waste policy, we have been able to provide shelter for the homeless and food for the hungry in need! Flex generated from the races is used responsibly, SWABHIMAAN collects every single sheet and converts it into shelters for the homeless and bags for women.

"My association with Procama & India Cares has been extremely satisfying and gratifying. In the last 4 years, high quality, nutritious food has been provided to 40,000 individuals from the slums in the communities that we work with. This is the equivalent of feeding guests at 40 weddings!" remarks Venkat, the force behind SWABHIMAAN, an organization immersed into community development in Bengaluru's urban slums of Ejipura, Viveknagar and KG Halli."

- Venkatraman Iyer, Founder & Head Trustee Swabhimaan

PAPCP



PAPCP (Parents Association of Persons with Cerebral Palsy and Associated Disorders) made its debut at the TCS10k this year and raised ₹7.10 lakhs.

"We're delighted with the experience! Our fundraising exceeded our expectations. It also revealed to us our own fundraising potential. Like for most organizations in the development sector, fundraising has been our biggest challenge. We believe events like TCS10K are invaluable to this sector because they do a fabulous job of organizing fundraising efforts, connecting donors to CSOs and mainstreaming social causes. We congratulate India Cares, Procama and all partners for their fantastic effort in putting together this massive campaign. We thoroughly enjoyed participating and we'll be back next year!"

- Ms Sudha Ravikumar, Executive Committee Member, PAPCP.

ABOUT INDIA CARES



Vision: India Cares believes Civil Society Organisations (CSOs/ NGOs) are a vital element in building a Humane Society

India Cares approach is as a 'friend' to CSOs, being non-judgemental; open to all causes - are cause neutral; develop services whereby CSOs can 'learn-by-doing'. India Cares does not raise money from the public and distribute funds in the form of 'grants' & Encourage CSOs to enhance their accountability and transparency.

Since 2008, India Cares has worked with over 1100 CSOs while helping them learn about donor management & communications enabled them to raise ₹ 65+ crore. India Cares has also has association with 225 companies.

India Cares works with the leaders in the social sector and enables peer to peer learning and networking through the program 'CEO Forum' The other program is 'ReachOut', an initiative in a capacity building program where CSOs learn skills and build their internal capacity in the section of 'Donor Management & Communication.'





EVENT HIGHLIGHTS

IAAF GOLD LABEL RACE

The TCS World 10K Bengaluru has well establish itself as the World's Premier 10K.

This tag was cemented at the 2018 edition, when it became the first 10K in India and one of the very few in the world to be classified as an IAAF Gold Label race. This honor is bestowed by the IAAF for excellence in event execution, world-class course, and course facilities, other race day facilities, runners engagements, top class athlete representation among others.



LAUNCH CONFERENCE

The launch conference of the 11th edition of the Tata Consultancy Services World 10K was hosted at the ITC Windsor Bengaluru, the event's official Hospitality Partner. The gala evening was attended by all key sponsors & dignitaries alongside sandalwood star and Face of the Event - Puneet Rajkumar.

Announcements were made on the opening of registrations, new sponsors on-board Tata Nexon and ASTHA, the Official Facilitator for Champions with Disability, and developments on the Cubbon Park Rejuvenation Project. The highlight of the evening was the announcement of an all-female pacer squad, a first in the sport of running, to lead the 14,000+ amateur participants to the finish line.



At the Launch of the TCS World 10K 2018 (L to R) Vivek Singh - Jt.MD, Procam International, N S Ramakanth - Environment Activist, P. N. Shankaran, Dr. Vivek Jawali - Fortis Hospital, Rajan Narayanan, Nagaraj Ijari - TCS, R. K. Kataria- IAS, Secretary to Government (Commeerce and Industries) Shri.Manjunath Bhandary - KAA, Murray Culshaw - Chairperson, India Cares Foundation, Shekhar Sawant - General Manager, ITC Hotel, Viswanathan - Co-Founder - Biome, Bengaluru, Chandrasekar Rai- KAA, Ramaprasad - Friends of Lakes, Shyam Tallamraju - Radio Mirchi; Sunil Jain - Astha and Dilip Jayaram - CEO, Procam International.

ಮುನ್‌ನಡೆದರೆ ಸಾಧನೆ

ಶಾಂತ ಸರೋವರದ ಒಳಗೆ
ಎಬ್ಬಿಸೊಂದು ಜೀವಂತದಲೆ
ಪರತ್ ಕೃದಯದ ತೆರದ ದಾರೆಯಲೆ
ಬರೆಯುತ್ತೆದು ಭರವಸೆಗಳೆ
ನೊಡೆಸುವ ಕನಸುಗಳೆಗೆ
ತೋರೆಸೊಂದು ಬೆರಗಿನ ಕನಸ
ಹೆಡೆದೊಂದು ಪವಿತ್ರ ಗುರಿಯ
ಮೇರೆಯಲೆಲದೆ ತೇಲು ನೇ

ಯೋಜನೆಗಳೆದರೆ ಸಾಧ್ಯವೆದೆ
ಮುನ್‌ನಡೆದರೆ ಸಾಧ್ಯವೆದೆ

ಸತೆಯದ ಓಟ ಒಳಗಡೆಯೆದರೆ
ತೆರೆಮದು ಎಲ್ಲೆಲಾ ಬಂಧನಮ
ಹೊಳೆ ಹೊಳೆಯುವ ಮುಖವದು
ತೊಳೆಮದು ರಾತ್ಯೆಯ ಕತ್ತೆಲೆಯ
ಸವತಂತೆರ ರೆಕೆತೆಯೆದು ಗೆಳೆಯರೇ
ಬನೇ ಅಗಸದೊಂದೆಗೆ ಅಡೋಣ
ಸರಹದೊಲೆಲ ಸೋಮೆಯೆಲೆಲ
ಹಾರಾಟದೊಂದೆಗೆ ನಲೆಯೋಣ

ಯೋಜಿಸಿದರೆ ಸಾಧ್ಯವೆದೆ
ಮುನ್‌ನಡೆದರೆ ಸಾಧ್ಯವೆದೆ

ಹರಮಾರೆ ಗುರೆ ಹೆಡೆದು
ಧಮನೆ ಧಮನೆಯ ಬಾಣ ಮಾಡೋಣ
ಪಾದದೊಂದ ನೆಶಬದ ಭೂಮೆಗೆ
ಮನಬಂದಂತೆ ರಾಗ ಕೇಳಿಸೋಣ

ಯೋಜಿಸಿದರೆ ಸಾಧ್ಯವೆದೆ
ಮುನ್‌ನಡೆದರೆ ಸಾಧ್ಯವೆದೆ

ಹೆಡೆ ಮುಷ್ಕಲೆ ಬೆಗೊಡು, ಅರಳಿಸೆ ಬಾಹುಗಳ
ಹೊಡೆದು ಅಗಸವ, ನೆರಮೆಸು ದಾರೆಯ
ಹೆಂದೇನೊ? ಹೆಂದೆನೆ ಕಾಲವ
ಮೂರಣ ಹೇರಬೆದು ಈ ಕೆಷಣವ
ಕೆಚ್ಚೆದೆ ಅರಳಿಸೆ ಮುನ್‌ನುಗುಣೇ ಅರಣ್ಯದೆ
ಇಂದಾಗಬೇಕು ನಾವೆ ಪರಮೋಣ

ಯೋಜಿಸಿದರೆ ಸಾಧ್ಯವೆದೆ
ಮುನ್‌ನಡೆದರೆ ಸಾಧನೆ

-ಪ್ರಸೂನ್ ಜೋಶಿ

EVENT ANTHEM

To achieve anything in life, one needs a strong resolve, and even more importantly, one needs to take that first step forward. "The miracle isn't that I finished, but that I had the courage to start."

Capturing this ethos, the exclusive Event Anthem 'Nikal Pado tho Mumkin Hai' was launched. Composed by the dynamic duo Salim-Sulaiman and sung by the energetic Sukhwinder Singh, the lyrics of the anthem have been penned by noted lyricist and Padma Shri awardee, Prasoon Joshi.

For the TCSW10K, the anthem was translated into Kannada and was sung by the soulful Rajiv Sundaresan.



Nikal pado toh mumkin hai

*Khamosh jheel ke andar
Ek zinda leher uthaana
Har dil ki khuli sadak pe
Ummeedin likhte jana
Soye soye sapno ko
Ek halchal khwab dikhana
Bebaak iraade lekar
Bin bandish behtey jana*

*Soch liya toh mumkin hai
Nikal pado toh mumkin hai*

*Jub sachchi daud ho andar
Sub bandhan khul jate hai
Chap chap chapaak se chehre
Raton ke dhul jate hain
Aazad pankh hai yaaron
Chalo aasman se khelein
Na sarhad na seemayein
Aao udaan se khelein*

*Soch liya toh mumkin hai
Nikal pado toh mumkin hai*

*Ziddi si kashish le kar
Nas nas ka dhanush banaana
Talwon se tapi zami ko
Junooni raag Sunana*

*Soch liya toh mumkin hai
Nikal pado toh mumkin hai*

*Kas le mutthi, khol de banhein
Odh aasma, bana de rahein
Peechey kya hai jhatak de kal ko
Poora pee ja ab iss pal ko
Cheer ke badh ja sara jungle
Hona hi hai aaj mukkamal*

*Soch liya toh mumkin hai
Nikal pado toh mumkin hai*

- Prasoon Joshi

ALL WOMEN'S PACERS SQUAD

Pacers are experienced runners who volunteer to lead other participants to cross the finish line within a pre-determined time. They have an altruistic attitude of giving up an opportunity for a personal best to guide lesser experienced runners. Each pacer ensures runners have the best experience along the route by motivating them or by giving advice or singing along the way. Each pacer carried a flag showcasing the estimated finish time, with the runners following the desired Bus.

This year TCS World 10K 2018 made a global statement by initiating a first of its kind all women pacer team, a first in the history of distance running! 19 women pacers led Open 10K runners across the finish line.



SHAILJA SRIVIDHAR
50 MINS BUS



AVANI VORA
55 MINS BUS



BAHAR SINHA
55 MINS BUS



BINDU JUNEJA
60 MINS BUS



MAHALAKSHMI SAGAR
60 MINS BUS



RASHMI SOMANI
60 MINS BUS



DEEPA NAYAK
65 MINS BUS



SHIKHA RAWAL
65 MINS BUS



ANJANA MOHAN
70 MINS BUS



KIMBERLY PEREIRA
70 MINS BUS



SANGHAMITRA GUHA
70 MINS BUS



PREMA RAJARAM
75 MINS BUS



KAVITA NAIR
75 MINS BUS



NEELAM TALWAR
80 MINS BUS



SHAHANA ZUBERI
80 MINS BUS



ANU BERI
85 MINS BUS



NANDINI ASHOKUMAR
85 MINS BUS



POORNIMA SHETTY
90 MINS BUS



RANJANI RAMANUJAM
90 MINS BUS

RACE DAY TEE (unveiling)

The joy of completing your first 10K is just as fulfilling as completing your tenth. It means weeks, months and sometimes even years of commitment of the heart and the dedication of the body to bring you across the finish line. To appreciate and recognize this effort, the event along with PUMA, the Event's Ignited By Partner launched the exclusive 'Race Day Tee' for all registered 10K participants.

The Tee was unveiled on 11th May 2018 by Puneeth Rajkumar along with the all-women pacer squad.



Pacers Ranjani Ramanujam, Bahar Sinha, Sanghamitra Guha, Dilip Jayaram – CEO, Procram International, Puneeth Rajkumar, Abhishek Ganguly - Managing Director PUMA India and Pacers Shahana Zuberi, Shikha Rawal and Shailja Shridhar launch the PUMA race day tee

COUNTDOWN PRESS MEET

The countdown to the 11th edition of the event began with an all-time high on registrations with 24,088 participants registered across five race/run categories.



At the Countdown press conference of the TCS World 10K 2018 (L to R)
Dilip Jayaram - CEO, Procam International; Bhanu Pratap Singh - Cluster Head, Karnataka, Radio Mirchi;
Nagaraj Ijari - TCS, N.S. Ramakanth, Environment Activist, Ramaprasad - Co-Founder- Friends of Lakes,
Bengaluru.

TOP CONTENDING WORLD 10K ATHLETES

TOP 3 INTERNATIONAL MEN CONTENDERS



**GEOFFREY
KAMWOROR
(KEN)**

The reigning half marathon world champion, the 2017 TCS New York City Marathon champ, and the 2 time winner of the TCS World 10K, returned to Bengaluru after setting the course record in 2014.



**ALEX
KORIO
(KEN)**

The defending champion and the 12th fastest half marathoner of all time returned to Bengaluru also hunting for his third title in 4 appearances in the city.



**MOSINET
GEREMEW
(ETH)**

Ethiopia's star performer at the race having taken the title twice was the 2nd fastest man in the line up this year. Although the former king of Bengaluru missed out on the triple, it was him along with compatriot Birhanu Legese who built the drama for a closely fought 2nd and 3rd on the podium with just 1 second separating them.

TOP 3 INTERNATIONAL WOMEN CONTENDERS



**NETSANET
GUDETA
(ETH)**

The reigning half marathon and world record holder in a women's only race, came in as clear favourite



**AGNES
TIROP
(KEN)**

Certainly one of the race favourites, there was no holding back the 10,000m bronze medallist at the London World Championships. She had also posted a strong 31:00 at the Tilburg Ladies 10K in Netherlands.



**SENBERE
TEFERI
(ETH)**

Teferi had held back Agnes Tirop at the Tilburg Ladies 10K with a strong 30:38 on her 10K debut.

TOP INDIAN MEN CONTENDERS



**RAHUL
KUMAR PAL**

Army man Rahul won the 2016 National Marathon and is the winner of the Vadodara Half Marathon 2018.



**SRINU
BUGATHA**

He won the silver medal at the 2016 Tata Steel Kolkata 25K with a timing of 1:17:18.

TOP INDIAN WOMEN CONTENDERS



**MONIKA
ATHARE**

Monika is the current National Marathon Champion, recording her personal best in the 2016 National Marathon.



**SANJIVANI
JADHAV**

Sanjivani, a young athlete from Nashik, did the country proud by securing the bronze medal at the Asian Cross Country Championship earlier this year. She is also a silver medalist at the 2017 Federation Cup 10km race.

EVENT MEDIA CENTER

The fully equipped event media center at the Sree Kanteerava Stadium, served as the central point for the TCS World 10K media activities. Over 100 accredited local and international media were present during the race week for numerous curated press conferences and interactions for the event.

Charity Press Meet & Greet:

The first event as a lead up to race was the charity press meet & greet. TCSW10K has been south India's single largest charity raising platform. The event has instilled a sense of giving among the city and continues to do so. At the event was announced over four crores raised towards numerous causes.



From L to R: Vivek B Singh, Jt. MD. Procum International; Meena Dave, CEO, India Cares Foundation; Nikhilesh MM, Co-Founder & CEO Kalisu Foundation; Sarika Nair Supporting Ankura Foundation & The Baale Mane; Behram Singanporia, Lead Vocalist and Bassist - 'Best Kept Secret' Supporting Dart; Rupande Padaki, Trustee India Cares Foundation; Durgesh Agrahari, Head of Partnerships & Projects, Save Trees Environmental Trust.

Technical Press Meet & Greet:

The technical press conference announced the planning and preparation that was undertaken to ensure the smooth running of the 2018 edition of the TCS World 10K. Moderated by Vivek Singh, the meeting took the media through the route map, and were prepped for race day by Hugh Jones, Race Director. Fortis Hospitals, the official medical partner, announced their plans for a base camp as well as medical stations to support the participants and athletes in case of any medical emergencies.



Vivek B Singh - Jt. MD Procam International, along with Dr. Vivek Jawali, Chairman, Dept. of Cardio Vascular Sciences & Chief Cardiothoracic & Vascular Surgeon, Fortis Hospitals and Race Director, Hugh Jones as they unveil the race route and highlight the facilities and medical arrangements for race day.



The Indian Elite field training at the Kanteerava Stadium on the eve of the eleventh edition of the TCS World 10K, from L to R, Sanjivani Jadhav, Swati Gadave, Monika Athare, Sharan Man Thappa, Suresh Kumar, Rahul Pal and AB Belliappa & Srinu Bugutha

ELITE ATHLETE PRESS CONFERENCE

Bringing the best to the forefront, there were two press conferences held with the elite athletes. The International elite World half-marathon record holders Geoffrey Kamworor and Netsanet Gudeta shared their preparation and strategy for the race along with Global Sports Communication highlighting the importance of strong elite-field for a race.

The Indian Elite press conference showcased competitors Srinu Bugatha, AB Belliappa, Sanjivani Jadhav and Monika Athare.

International Elite Athletes



Indian Elite Athletes





INTERNATIONAL EVENT AMBASSADORS



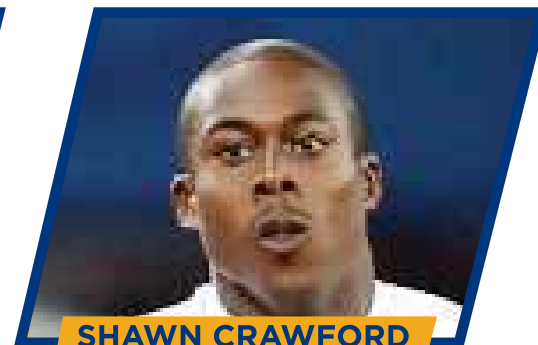
VIJAY AMRITRAJ
INDIA - 2008

One of India's most successful and popular tennis player and a noted tennis commentator today.



MAURICE GREENE
USA - 2009

Former 100m record holder with 9.79 secs at 7th World Championship Athletics in Seville, Spain, 1999 & five-time world Champion.



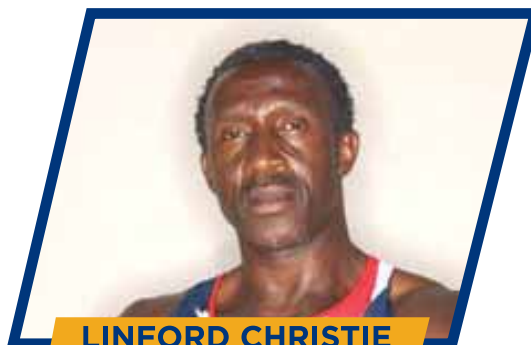
SHAWN CRAWFORD
USA - 2010

Gold medalist in 200m, 2004 Summer Olympics & silver medalist at the 2008 Summer Olympics.



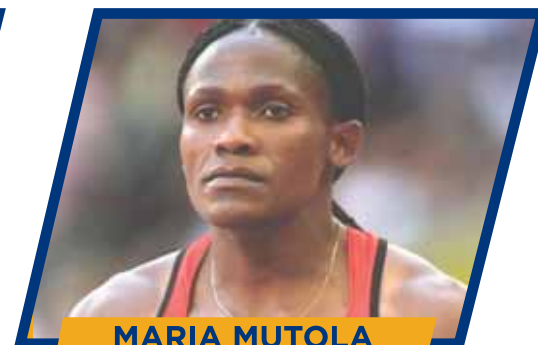
CONSTANTINA DITA
ROMANIA - 2011

Marathon gold medalist at the 2008 Beijing Olympics.



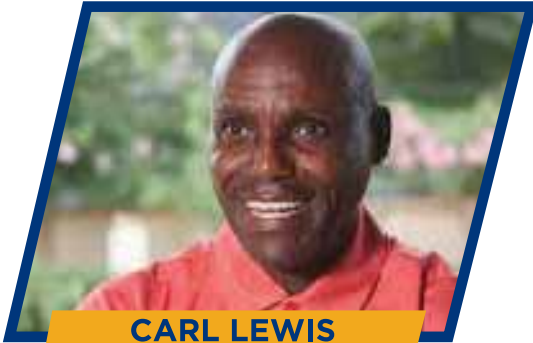
LINFORD CHRISTIE
UK - 2012

The only British sprinter to have won gold medals in the 100 m at all four major competitions: the Olympic Games, the World Championships, the European Championships and the Commonwealth Games.



MARIA MUTOLA
MOZAMBIQUE - 2013

Three-time world champion in 800m and a one-time Olympic champion.



CARL LEWIS
USA - 2014

Voted as athlete of the century, he has won nine Olympic gold medals, one Olympic silver medal, and 10 World Championships medals, including eight gold.



MARIE-JOSE PEREC
FRANCE - 2015

200 and 400 metres specialist and three-time Olympic gold medallist in 1192 Barcelona & 1996 Atlanta Olympics.



MIKE POWELL
USA - 2016

Long jump world record holder for over 27 years. He is a two-time long jump world champion and two-time Olympic silver medalist.



STEPHANIE RICE
AUSTRALIA - 2017

Former Australian Swimmer and three times Olympic gold medallist in 200 and 400-metre individual medley events and in the 4 200-metre freestyle relay.



MARY PIERCE
FRANCE - 2018

Winner of Australian Open Singles in 1995. Winner of French Open Singles & Doubles in 2000 and Winner of Mixed Doubles Wimbledon title in 2005.

INTERNATIONAL EVENT AMBASSADOR 2018

MARY PIERCE

Multiple single and doubles grand slam champion, Mary Pierce was the International Ambassador of the Event's 2018 edition. With her vibrant enthusiasm and elegance personified, she truly embodied the spirit of the event.

Mary engaged in numerous media and partner engagements mesmerizing everyone with her charm.

- Press conference with the Indian media, where she spoke about her success and failures, Roger Federer and his passion for the game, Serena Williams was a true champion, and her fond memories playing with Mahesh Bhupathi and Sania Mirza. This tete -a tete was hosted by Enrico Piperro former Davis Cup Coach.
- A special series called Bengaluru Dairies was conceptualized for Mary to get her to witness the sights & sounds of India. Mary enthusiastically explored the city, with visits to the heart of the city
- Cubbon Park, a pit stop at the iconic Vidhana Soudha, tasting the local cuisine and understanding the rich handloom and handicrafts of India. She even draped herself in six yards of elegance for the complete India experience.
- Tata Consultancy Services, the title sponsor organized a special motivational session for their senior management and employees with Mary Pierce.





FACE OF THE EVENT



PUNEET 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 completed 11th year in the city and I am confident the next year would be even bigger!"

Supported By



CHAMPIONS WITH DISABILITY RE- ENERGISED

'Determination has no Disability', truly this was the pure spirit that was witnessed at the Champions with Disability Run at the TCSW10K 2018.

This edition, to create the necessary stir for CWD and further engage with the community, the category was supported by Astha; Astha is working towards empowering differently abled individuals to lead a life of their dreams, by giving them wings to fly. It does this by focusing on Para-Sports, Education & Participating in the Democratic Process.

Procam along with Astha added a few special touches to the category this time around.

- Leading Indian Para Champions led the way for the participants and flagged of the CWD Run. (Dr. Malathi Holla - Arjuna Awardee and Padmashree, world no. 3 in Wheelchair Shotput, Mariyappan T- Rio Paralympic Gold Medalist in High Jump 2016, Shavaad - Bronze Medalist Para Asian Games 2014, Raghavendra P - Para Asian Games 2014, Gopinath K - Para Badminton World Championship 2013, Keshav Murthy- Youth Para Asian Games Gold Medalist 2017)
- Beat Gurus, a Bangalore-based band, who are known to play the djembe, a goblet-shaped hand drum from West Africa, enthralled the participants as they played live at the CWD holding area post the run.
- Photo finish; each of the participants finish moment was captured and a printed copy was handed out to each of the participants as a race day memory.
- The participants had an opportunity to view the live coverage of the event at their holding area.

The category was a showcase of the determination and spirit of the specially- abled persons, to cross the finish line together. Above all the enthusiasm and energy of the participants was what made race day a truly memorable one!



MIRCHI GET ACTIVE EXPO

The Mirchi Get Active Expo, powered by Godrej Properties, was a haven for runners and fitness enthusiasts alike. The expo served as a great platform for event partners and brands to connect and interact with their biggest stake-holders - THE RUNNERS. The expo allowed the runners to collect their bibs, understand the route, the various facilities offered, engage with the pacers and be race-ready!

For the benefit of the runner's numerous activities including CPR training sessions by Fortis Hospitals, speaker sessions by various fitness and health experts, along with special performances by comedian Sanjay Manaktala.



Comedian Sanjay Manaktala



CPR Training



CPR Training



CPR Training

Expert Speaker Sessions:

Dharmendra Kumar - Race Route Familiarization - Head Running Coach & Ultra-Marathoner. With the help of the official race route video & his own experience Dharmendra gave important insights of the Race Route.

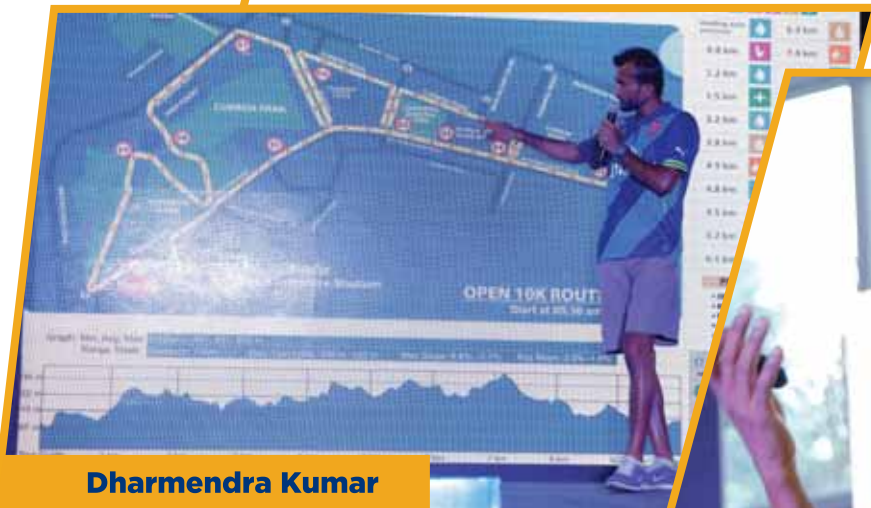
Padmashree Malathi Holla - 'Importance of Sports for people with disability' - Arjuna Awardee and Padmashree award winner, and 5 times Paralympian.

Kieren D'Souza - 'Importance of recovery post running' - Indian ultramarathon runner and endurance athlete.

Tarun Walecha - 'Running ...for The Joy Of Giving' - Ultra Runner & Co-founder of RunXtreme.

Dr Srinand Srinivas - 'Importance of Restoration' - International Olympic Committee certified Sports Medicine physician. International swimming medalist and Marathon runner.

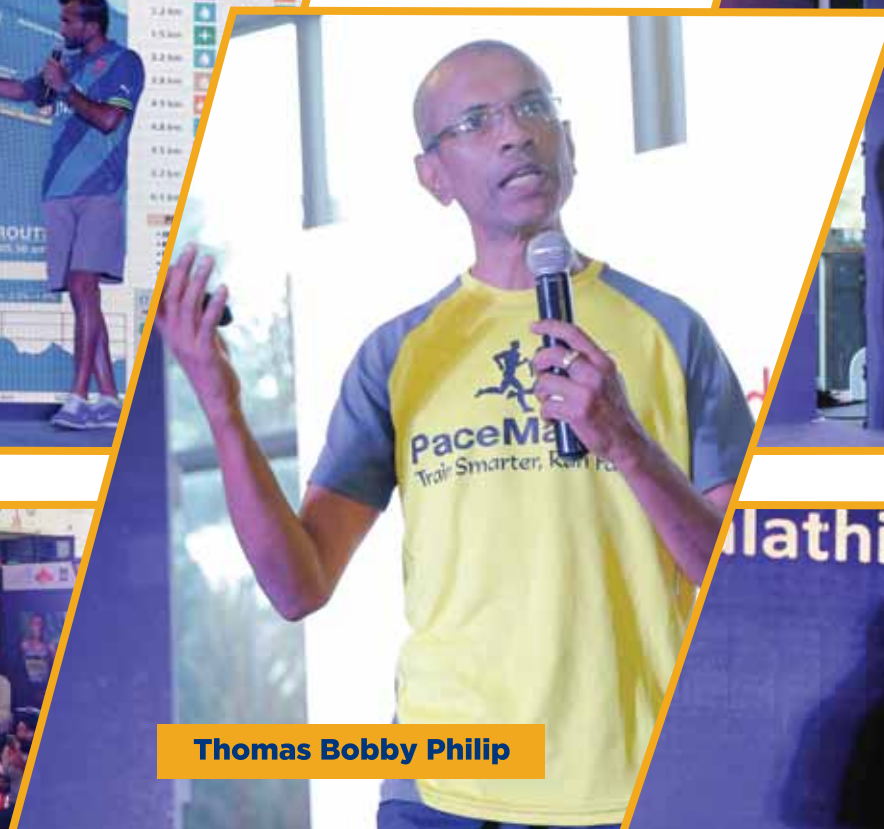
Thomas Bobby Philip - 'Build up the pace for Full Marathon through the 10KM Training Program' - One of India's fastest Barefoot runner.



Dharmendra Kumar



Dr Srinand Srinivas



Thomas Bobby Philip



Tarun Walecha



Padmashree Malathi Holla

BTFL

At the of the 11th edition of the TCS World 10K, Procram International and Empowerment Partner GoSports Foundation hosted 'Beyond the Finish Line' (BTFL), an evening celebrating the recent success of the Indian contingent at the Commonwealth Games.

Hosted by Gautam Bhimani, the evening captivated the audience with interactive sessions with champions coach Patrick Sang and event-ambassador Mary Pierce who shared their personal experiences and their strive towards excellence.

Re-capturing and re-living the victories of the CWG champions were stories of Sachin Chaudhary, a bronze medal-winning powerlifter, along with Gold Medalist weightlifter Sathish Kumar. Shuttler Ruthvika Shivani and Paddler Manika Batra left the audience in awe with their stellar stories, to round out the evening of nostalgia and success.



(Top From L to R)- Paddler Manika Batra, Shuttler Ruthvika Shivani, twice grand slam champion Mary Pierce Events International Event Ambassador, celebrated Coach Patrick Sang, weightlifter Sathish Kumar and powerlifter Sachin Chaudhary
(Bottom)- Gautam Bhimani

PASTA COOK-OUT

Keeping in tradition of carbo-loading before race day, the Pasta Cook-out was a fun and lively event held at the ITC Windsor Bengaluru. Event Sponsor and Partner heads, along with various names associated with the event, such as Mary Pierce, Yaduveer Krishnadatta Chamaraja Wadiyar, the Maharaja of Mysuru and the power-packed women pacer squad were tested on their culinary skills!

Ultimately, the winners were Pramod Deshpande, the head coach and mentor of Bengaluru's running club "Jayanagar Jaguars" and Puneet Sharma, the General Manager of Times of India.



Shekhar Sawant - General Manager, ITC Hotel; Pramod Deshpande - Coach; Jayanagar Jaguars
Nikki Ponappa - Coach; Shailja Sridhar - Pacer; Nagraj Ijari - Vice President and Head,
Bangalore operations, Tata Consultancy Services; Mary Pierce - International event Ambassador;
Murray Culshaw - Chairman, Bangalore Cares; Yaduveer Krishnadatta Chamaraja Wadiyar - Mysore Prince;
Anil Singh - MD, Procam International; Michelle Taylor - Head, Global Sponsorship - TCS; Saibathri Narayan-
South Regional Business Manager, ORSL ; Lakshminathan D - Manager Sales, South India, SEIKO and
Hema Namburi - Financial Controller, Fresh Menu.

THE MAGIC OF LIVE TELEVISION

The big story that this year's live telecast was built around was the hattrick clash between the top 3 elite men in the international men's race and highlighted the presence of the world champion and world record holder who had chosen to race in Bengaluru just months after the Valencia world championships. Through story packages on the 3 athletes, interesting trivia, visuals from the Valencia race and insights shared by the expert commentators, the broadcast was able to weave in information to help the Indian audience understand the sport and the athletes better.

With the possibility of a rain drenched race getting stronger with each passing day, the entire production setup and gear was made rain ready in case the situation arises.

One of the key highlights of the telecast was the Star Sports Believe Award, wherein the broadcast showcased the journey of 5 everyday individuals who took up running and brought about a radical transformation in their day to day lives. The 5 runners were followed by the camera bikes Live on course as we saw them steadily inch towards a finish line they had trained for months together. The protagonists were presented the Star Sports Believe Award by the international event ambassador, Mary J Pierce, in front of a packed in - stadia audience and were also felicitated by Puneeth Rajkumar, Kannada film actor and the face of the event.



In vision in the studio, were expert commentator Nick Anderson, the current England Athletics Flying Coach and host Gautam Bhimani, one of India's most experienced sports show hosts / anchor and master of ceremonies. With a combined experience of 40+ years of calling races and sporting events, Nick and Gautam were invaluable assets that helped us put together a compelling, insightful and engaging telecast, at par with the best in the world.

The studio also hosted guests like the event ambassador Mary Pierce, legendary coach Patrick Sang and Mr Ravi Vishwanathan, CMO, TCS who shared their views on the stature of events like the TCS World 10K and the running revolution it has spawned across the length and breadth of the country.

RACE DAY

The streets of Bengaluru turned into the most colourful carnival of fitness and unity when frothy waves of people came together to compete in the 11th edition of the TCSW10K on 27th May 2018.

Royalty Championing a Cause at TCSW10K:

For the first time in the history of the TCS World 10K, the Maharaja of Mysuru, Yaduveer Krishnadutta Chamraja Wadiyar, ran in the Open 10K category in support of his chosen CSO. An avid runner, tennis player and fitness aficionado, he ran in aid of the Kalisu Foundation, an organization driven by youth that aims to provide high-quality education to children studying in government schools.



In-Stadia Progam:

Providing an incomparable race experience for all the amateur runners, apart from the warm-up and recovery zones, this year the elite runs started post a significant time-gap from the amateur start times, allowing runners to complete and return to the stadium to catch the World Champions chart new event records. In addition to this, Thaikkudam Bridge, reputed for their expression of the social, political and cultural regime performed electrifying numbers adding to race day excitement. The runners also got a flavor of the Kannada version of the event anthem, as singer Rajiv Sundaesan performed live as part of the in- stadia program.

Volini Recovery Zone:

For the benefit of the Open 10K runners, the 'Volini Recovery Zone' spanned 10,000 sq. ft. area where runners headed straight after the finish line to get quick recovery. Over 100 physiotherapists managed by Injury management specialists and doctors, over 6,000 runners recovered at the zone.

Kieren Dsouza, Ultra Marathon runner and the only Indian to have completed the grueling 246.6 km Spartathlon, was fundamental in offering training & post recovery tips to all runners on race day.



Thaikkudam Bridge



Rajiv Sundaesan



Volini Recovery Zone

Event Records Shattered:

Agnes Jebet Tirop made it big as she bettered her Kenyan country-mate Lucy Kabuu's four-year-old event record by 27 seconds. The fast women's field also witnessed all top three podium finishers better Kabuu's record time of 2014.

Sanjivani Jadhav's electrifying performance was the highlight in the Indian Elite races. She improved the national 10K record with a huge margin as she clocked 33:38 while finishing tenth overall. She broke Kavita Raut's nine-year-old event record.

Podium Finishers:

Overall Elite Women:

Agnes Tirop (KEN) — 31:19(ER)
Senbere Tiferi (ETH) — 31:22
Caroline Kipkirui (KEN) — 31:28



Overall Elite Men:

Geoffrey Kamworor (KEN) — 28:18
Birhanu Legese (ETH) — 28:38
Mosinet Geremew (ETH) — 28:39



Indian Elite Women:

Sanjivani Jadhav — 33:38(IER)
Swati Gadhave — 35:08
Kiranjeet Kaur — 35:25



Indian Elite Men:

Suresh Kumar — 30:12
Man Singh — 30:12
Shankar Man Thapa — 30:41



Jabong Run In Costume:

On race day, the Majja Run is a street carnival where thousands of participants run in support of a cause they believe in. Participants provide a visual treat as they dress-up in colorful costumes to project a social cause close to their heart. To reward their hard work, Jabong.com, the event's Fashion Partner, conducted a contest for the best-dressed group and individual, participants.

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

JRIC Winners:

Being Us

Winning Group:
Shrimad Rajchandra Love and Care,
Bridge of Love and Care

2nd runner-up: Payir Group

3rd runner-up: Baale Mane Group

Going Solo

Individual Winner:
Manas Kumar, Dance of Democracy

2nd runner-up: Ravi Kumar

3rd runner-up: Anand Raj



RUN CLUBS FOR RUNNERS

TCSW10K has always aimed to be inclusive and keeping in sync with this, the event opened doors to various run clubs. They were an integral part of race day activities such as water stations and also serve as friendly cheer for all the participants.

The 6 water stations along the routes, were manned by over 12 running groups from Bengaluru including, Jayanagar Jaguars, Team Miles Ahead, Soles of Bangalore, MK's Greengym and the Trail Blazers, among others.



Runners for Passion



POLICE CUP

Champions Dinner is a post-event celebration to applaud the achievements and success of the event. All the winners are felicitated for their hard work and focus-fueled performances, as well as give an opportunity for the entire team to come together for one last toast!

Men Team winners

Gold Medalist

Raja,
Kumar Swamy B K,
Narendra D

Silver Medalist

K N Naveen,
Hanumanthraju L,
Ganesh

Bronze Medalist

Mallikjan Desai,
Siddaram Malli,
Vittal G.



Women Team winners

Gold Medalist

Devamma B,
Hemavathi G G,
Satyavvajagadale

Silver Medalist

Savithri Patil,
Divyabharathi Rathod,
Radhika Asthagi

Bronze Medalist

Sunitha R.,
Vijayalakshmi M.D.,
Lalitha Chowgale



WASTE MANAGEMENT

For the TCS World 10K 2018, Procam appointed a 6 member committee consisting of the city's leading environment activists, members from CSO, the running community and representatives of the event promoter- Procam International. This committee monitored water and waste management for the event and identified opportunities for efficient deployment of resources. The vendor handling the waste management on the ground and on the route was Hasiru Dala Innovations.

Since the 2011 edition, the event has been sending only e-confirmation letters to runners on the email id given by them during registration. This edition, too we continued to encourage runners to receive event related information (handbooks) in a digital format. Almost 50% runners opted for the digital version.

Usage of alternate products/material:

Plastic packaging was avoided. Participant's running number bibs were distributed without any packaging. Medals were handed out in fabric pouches. Cloth material instead of polyester, were used in the making of runner bags handed out to each runner at the Expo.

Thick paper bags or cloth bags were used instead of plastic carry bags.

As communicated, the entire accumulated waste was processed by the organisers themselves and not the civic authorities.

The type of waste and methods we used to dispose various types of waste is as mentioned below:

Details of waste type	Disposal methods
Food Waste & Arecanut Plates: This includes all leftover food from the plates and food left behind in the wet waste bins.	Transported to farmers for composting. Collaborative effort with farmers to return back the rich food waste to soil as compost.
Plastic Bottles/ Pet Bottles: This included the water bottles from all water stations. We continued to provide bottled water but encouraged people to use steel glasses kept at water stations along the route. These were washed with bio-enzymes. Volunteers were filling water glasses and serving runners. But the option was left to the runner to choose. The message of drinking water from glasses and BYOB - 'bring your own bottle' was circulated in media and expo.	Transported to the aggregation center of Hasiru Dala Innovations. This was bailed and sent for recycling.
Tetrapack: This includes tetrapack covers. All other dry waste: This includes paper, plastic wrappers and cardboards.	Transported to aggregation center of Hasiru Dala Innovations. This was bailed and sent for recycling.
Flex waste: This includes all flex used for marketing and signage in the stadium and route.	Transported by NGO Swabhimaan to their workstation in Ejjipura to make different products. Flex shreds were transported to a co-processing facility to be used as fuel for processing

URBAN FOREST AT MADIWALA LAKE TCSWORLD 10K 2018

Between 2011 to 2016, Procam International took up the initiative to help green the area along the periphery of Madiwala Lake, BTM Layout Bangalore. The place was a barren land at that time with very few trees or green patches. Around 2.25 acres of space was allotted for afforestation to Procam International by the Madiwala Lake and Tank Foundation, a committee under the Karnataka State Forest Department, Govt of Karnataka.

Titled as the World10K Urban Forest, about 300 seedlings planted in the area then have now blossomed into full grown trees some of which are fruit bearing. Hundreds of plants are also being raised up in the nursery within the area which are then planted in and around surrounding areas. The entire area now has a considerable green cover and is visually appealing. Many of the locals are seen here spending relaxing time.

Currently the place also boasts of a butterfly park where around 45 species of butterfly can be spotted.



CHAMPIONS DINNER

Champions Dinner is a post-event celebration to applaud the achievements and success of the event. All the winners are felicitated for their hard work and focus-fueled performances, as well as give an opportunity for the entire team to come together for one last toast!



(Top L to R)- TCS World 10K International Elite Women's winner - Agnes Tirop felicitated at the Champions Dinner by Mary Pierce & Vivek Singh.
(Bottom L to R)- Pallavi Somaiah- Host and Hugh Jones- Race Director

Kamworor, Gudeta for World 10K

One of the strongest fields the event has ever seen

N. SUDARSHAN
BENGALURU

The Elite athletes' roster for Sunday's TCS World 10K is probably one of the strongest the event has ever seen. Two runners who have rendered the field thus are the reigning men and women's World champions in half marathon – Geoffrey Kamworor of Kenya and Netsanet Gudeta of Ethiopia.

What makes it exciting is the fact that the two were crowned the world's best only recently. It was in late March at the IAAF World half marathon championships in Valencia that Kamworor won his third successive world title.

While at the same competition, a pretty much unfancied Gudeta shattered the World record by a whopping 14 seconds, with a timing of 1:06:18.

"I never expected to set the World record there," said Gudeta here on Friday.

"After the 2017 New Delhi half marathon I had an injury but my preparation for Valencia was good and I expected to win. But not the World record."

Stay true to form

At the TCS 10K, though, Gudeta wouldn't need to do the unexpected but just stay true to form. How she manages the transition from running a half marathon remains to be seen, but this time last year she recorded her personal best of 1:33:56 in



The elite: Mosinet Geremew, Netsanet Gudeta, Geoffrey Kamworor, Alex Korio and Agnes Tirop who will run Sunday's World 10K. • R. MURALIKUMAR

10K in Ottawa, a mark which will be enough to give her a course record here.

In fact, she had shaved nearly two minutes off her previous best of 33:22s set in 2016.

"If the weather is good, I will have no problem," she said.

"The course doesn't affect me. Valencia was not very hot. But here [Bengaluru] the weather seems harder than that [more humid]. Still I hope to better my previous timing."

Kamworor on the other hand is one of the most versatile runners of his genera-

tion. Apart from the success in half marathons, he is a two-time defending World cross-country champion and last November won the New York City marathon.

No stranger

He is no stranger to Bengaluru too, coming first both in 2012 and 2014, with the second of the titles earned with a record timing that still stands (27:44s).

"I am always very motivated before the races," he said. "I have run on normal tracks, cross-country, road races and marathons. For me, crossing the finish line

and winning one race signifies the start of the next race. I just take one thing at a time and prepare pretty well."

However, since the 2014 run here, Kamworor hasn't competed in a 10K road race. He did bag the silver over 10,000m at the Beijing World Championship in 2015, but finished sixth in London two years later. What then made him return?

"I believe in myself so much," said the 25-year-old. "As an athlete you have to set your targets high. For me, this race is an opportunity to show that I still have it [to win over 10K]."

The Hindu (Kochi), 26 May, Pg19

'I've not met anyone as passionate as Federer'

Mid day (Mumbai), 25 May, Pg33

Young & Old, Runners Throng Kanteerava For Annual Athletic Pilgrimage

24k hit the trail as 10K run gets bigger, better, bolder

Nithya Manjyam
@timesgroup.com



Times Of India (Bangalore), 28 May, Pg1

Agnes Tirop on song

Kamworor is first three-time winner; Sanjivani sets record

N. SUDARSHAN
BENGALURU

Kenya's Agnes Tirop shattered the women's course re-



The Hindu (Bangalore), 28 May, Pg17

ROOTING FOR A CAUSE!



The Hindu (Bangalore), 28 May, Pg17

Mysuru king to run in TCS 10K for school kids

• K Rathna

Yaduveer Krishnadatta Chamaraja Wadiyar, Maharaja of Mysuru is all set to part in the 11th edition of the TCS World 10K marathon, to raise money for libraries in government schools. The TCS 10K in Bengaluru is



training, playing badminton, and crossfit workouts. I hope to complete the marathon in good time, hopefully within 60 minutes."

He further says, "Children are the future of our country and I believe education is the only way for a better India. We should all join hands in improv-

sor of Kalasu Foundation for whom who he is raising the money. The non-profit organisation provides education for underprivileged children. Talking about the foundation, he says, "I am happy to be a part of Kalasu Foundation which has taken up the noble cause of improving the qual-

05-05-2018, The New Indian Express, Page No. 24.BLR

Running without borders

Deccan Chronicle (Bangalore),
25 May, Pg17 (2)

HEADLINES

KENYAN DOUBLE

Record-Setting Tirip And Kamworor Triumph In TCS World 10K

Sanjaya Misra
@sanjayamisra

Reporters: The Kenyans returned to rule the roost as Agnes Tirip and Geoffrey Kamworor clinched the elite women and men's titles respectively in the TCS World 10K Bangalore on Sunday. While it was a new path that saw Tirip win on the course and set a new record, it was a more straightforward race for Kamworor, who had set a previous record of 32:28 seconds in the TCS World 10K in 2014.

After a rather slow first half, the women's race opened up in the latter half with 43 runners breaking away from the pack. Tirip, who had set a previous record of 32:28 seconds in the TCS World 10K in 2014, was the lead in the race, followed by the Kenyan duo.

ROAD RACE

Tirip, who had set a previous record of 32:28 seconds in the TCS World 10K in 2014, was the lead in the race, followed by the Kenyan duo. She finished the race in 32:28 seconds, a time that is still considered a world record for the 10K distance. Her time was 10 seconds faster than the previous record set by her compatriot, Gelete Burdika, in 2014.

HATTRICK OF TITLES FOR FEISTY KAMWOROR
In the men's race, Kamworor led the pack around the 10K mark and opened the pace thereafter. He finished the race in 32:28 seconds, a time that is still considered a world record for the 10K distance. He had previously won the TCS World 10K in 2014 and 2015.



RACE RESULTS

ELITE MEN

1. GEOFFREY KAMWOROR (KEN, 32:28)
2. LARRY WANGEL (KENYA, 32:44)
3. MARCO TUDINI (ITA, 32:50)
4. CAROLINE SPURDIN (CAN, 32:58)

ELITE WOMEN

1. AGNES TIRIP (KEN, 32:28)
2. LARRY WANGEL (KENYA, 32:44)
3. MARCO TUDINI (ITA, 32:50)
4. CAROLINE SPURDIN (CAN, 32:58)

INDIAN CHALLENGE

1. HARSH KUMAR (INDIA)
2. NARAYAN KUMAR (INDIA)
3. SURESH KUMAR (INDIA)
4. ANAND KUMAR (INDIA)
5. SURESH KUMAR (INDIA)



HEAD-HEAT: Suresh Kumar (left) and Harsh Kumar (right) lead the pack in the TCS World 10K Bangalore on Sunday.



ON THE GO
Clockwise from top: People take part in the 10th edition of TCS World 10K Bangalore 2018. Runners lead on the course after a long race; a group of girls get their faces painted before participating in the race; a group of participants from Karnataka take a break during the race; a group of people with green face paint; a group of people with green face paint.

Times Of India (Bangalore), 28 May, Pg15

The New Indian Express (Bangalore), 28 May, Pg3



Udayvani (Bangalore), 28 May, Pg2



Times Of India (Bangalore), 28 May, Pg1



Deccan Herald (Bangalore), 28 May, Pg18 (2)





PARTNER'S SPEAK

TITLE SPONSOR

www.tcs.com

COMMUNITY, POWERED THROUGH TECHNOLOGY

Over 3,800 TCS employees and their families participated in the TCS World 10K Bengaluru 2018 in support of TCS' charity partners.



TCS
WORLD 10K
BENGALURU
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TATA NEXON #RUNTOLEVELNEX

TATA NEXON is proud to have been associated with TCS World 10K Bengaluru 2018 as its official Lead car. This partnership was a first, but the energy and enthusiasm that filled the event made TATA NEXON fit right in. TCS World 10K Bengaluru has always been about challenging yourself to attain new heights. With our slogan #RUNTOLEVELNEX, we too wanted to inspire the runners to put their abilities to the test and take their skills to LEVEL NEX.

As the revolutionary and super stylish lead car of the event, TATA NEXON ensured that the runners had something to look forward to. A clock timer on top of the car displayed the total time elapsed since the beginning of the race, helping runners motivate themselves to do even better.

TATA NEXON and TCS World 10K Bengaluru's shared ideology of always pushing forward and going beyond your limits has made this partnership a perfect fit. We hope to take our association beyond the next level to inspire more and more athletes to strive harder and achieve LEVEL NEX.



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SINCE 1881



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.

FASHION PARTNER

JABONG COM

Download the App Now



ACE THE PACE!

As always, Jabong is excited to be associated with one of the most prominent running event of the country. The TCS World 10K was a celebration of spirit and individuality, attributes that resonate with Jabong's philosophy. We here at Jabong identify with and appreciate the resilience of the runners who participated in the daunting challenge.

- GUNJAN SONI, HEAD OF JABONG



RESTORATION PARTNER



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 W10K as their official "RESTORATION PARTNER".

ORSL™ had pioneered the concept of electrolyte Ready-To-Drink (RTD) tetrapack format with a tasty fruit juice 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 W10K. It's a fantastic sports platform that 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 & Johnson feel deeply about.

”



HYDRATION PARTNER

STAY COOL STAY AHEAD

Bisleri®

OFFICIAL HYDRATION PARTNER

Being the **Hydration Partner** at TCS World 10K Bengaluru 2018, Bisleri took charge of the water requirements for the runners and athletes participating in the run. Bisleri set up **7 water stations** across the 10 km stretch on the running track to ensure that all the participants are well hydrated.

Not just the hydration expert, we at Bisleri wanted to create awareness about **Pastic Recycling** through our initiative **Bottles for Change**. Bisleri employees ran to educate the citizens about the importance of Plastic Recycling.



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HYDRATION
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RADIO PARTNER

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98.3 FM

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KANNADA
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95 FM

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HINDI
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TWO HOT TO HANDLE



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WORLD 10K
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FROM START TO FINISH,
WE RUN WITH YOU,
FOR YOU.



“ We are proud to be associated with **TCS World 10K** from the last 8 years. The safety of the runners is our priority and we prepare our teams to deliver the best on ground care during the run. This year we deployed 220 medical staff and 9 ambulances at the Medical Base Camp and at two Medical Stations en route. **With this we reached out to 23,000 runners and treated 700 runners at these stations.** ”



Dr. Vivek Jawali

MS, DNB, M.Ch

Chief Cardiothoracic & Vascular Surgeon

Chairman, Dept. of Cardio Vascular Sciences,
Fortis Hospitals, Bangalore.

Chairman, Medical advisory Council, Fortis
Hospitals, Karnataka.

Member of the Medical Council of India
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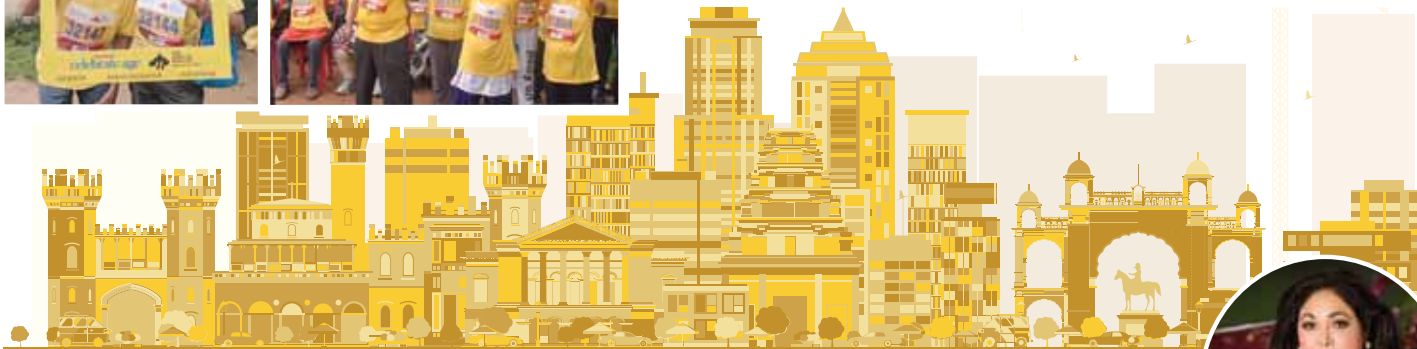
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"The Senior Citizens' Run at the TCS World 10K Bengaluru was a great success—we saw record attendance for an event that brings the Garden City together in celebration for a common cause: to put your best foot forward and live your best life. We thank TCS, Procam International and our ebullient silvers for making this a magical event—we can't wait for next year's edition!"

—Tina Ambani, Chairperson, Harmony for Silvers Foundation



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A



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