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TATA
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SERVICES



TCS
WORLD 10K
BENGALURU
TATA CONSULTANCY SERVICES



Photo Credit - Ranju P (Prajavani)

Philanthropy Partner



#FeelThePride



POWER SPEAK



Many congratulations to the organisers of TCSW10K for hosting the 12th edition of the event in our city. The run is now a calendar fixture not only for running community in Bengaluru but also for world-class athletes and India's best. What we witnessed on this Sunday was truly inspirational with over 25,000 runners from different walks of life including World champions, Asian champion among others. What is more commendable is that the event has shown a heart of gold as the philanthropic efforts raised ₹ 4.5 Cr for numerous causes.

SMT. GANGAMBIKE MALLIKARJUN,
Worshipful Mayor of Bengaluru



On behalf of the Athletics Federation of India, I would like to congratulate all participants as well as the winners of the TCS World 10K 2019. Procam International continues to excel and has changed the landscape of running in India. Such events serve as a great platform for upcoming talent as well as elite pros to better themselves. The performances by our Indian contingent has been noteworthy. And I hope the good work done by all here continues for years to come and keeps benefiting the Indian eco-system.

SHRI. ADILLE SUMARIWALLA,
President, AFI and Council Member, IAAF



Karnataka Athletics Association has been a proud partner with the TCS World 10K for over a decade. We have been true witnesses to see the event uniting people & communities from all walks of life building bridges of hope, and empowering the society and nurturing athletes to accomplish common goals and purpose.

TCS World 10K has been the only platform that applauds everyone's efforts, acknowledges their success, and encourages their pursuits. helping one another and making everybody win. Truly a "WORLD CLASS RUN."

ELVIS JOSEPH,
CEO - Karnataka Athletic Association

PUNEETH RAJKUMAR

FACE OF THE EVENT



#FeelThePride

INTERNATIONAL EVENT AMBASSADOR

ARANTXA SANCHEZ VICARIO

FORMER WORLD NO. 1 TENNIS PLAYER
& 4-TIME GRAND SLAM CHAMPION



#FeelThePride

FROM THE PROMOTER'S DESK

On the morning of May 19, with over 24000 runners filling almost every inch of the Sree Kanteerava Athletic Stadium; you could feel their energy light up the morning, well before the sun kissed the city of Bengaluru. It was a moment, that re-affirmed our conviction of the TCS World 10K as the Pride of Bengaluru.

Today the TCS World 10K is the premier 10K race in the world and has participation from the world's most reputed athletes. But, it is also much more than that. It stands for caring for our environment, as we year on year strive to maintain the highest standards of being a zero waste event. It epitomises how sporting excellence and philanthropy can join hands to create a powerful bond with civil society. An event that brings the city together to celebrate everything that is good, spirited and humane.

The star-studded line-up of athletes enthralled one and all with their performances. **Agnes Tirop** became the first woman to win back-to-back titles in the 12-year history of the race. **Andamlak Belihu** proved his liking for the country adding the TCS World 10K Bengaluru 2019 title to the Airtel Delhi Half Marathon 2018 win. **Karan Singh** beat pre-race favourites **Lakshmanan G** and **Abhishek Pal** to top the Indian Elite Men's category while **Sanjivani Jadhav** defended her title ahead of **Parul Chaudhary** and **Chinta Yadav** in the Indian Elite Women's Category. The presence of sporting legend **Arantxa Sanchez Vicario** and crowd favourite **Puneeth Rajkumar**, added a halo to the event, giving an additional boost of inspiration and encouragement to all the participants.

Since inception, one of the most striking features of the TCS World 10K has been its pioneering efforts towards philanthropy. This year was no exception. The 2019 edition of the event amassed ₹ 5.98 Crores, showcasing the largesse of the community, the organisations and the people of Bengaluru. Their contributions demonstrate the great potential of this event to create a measurable positive impact on society.

The CSOs, individual fundraisers, corporate participants, runners and the team at India Cares, are the backbone, for the race to become one of the largest sporting platforms for charity in India.

To achieve this level of success year on year is only possible due to the unflinching support of our sponsors, partners, the state government and city authorities; all playing their vital role in bringing the race to the city. We are truly blessed and humbled.

In a way, it reminds us of what ultra-marathoner and author **Dean Karnazes** said, *"Toeing the starting line of a marathon, regardless of the language you speak, the God you worship or the colour of your skin, we all stand as equal. Perhaps the world would be a better place if more people ran."*

With that thought in mind, we continue our journey to make running not just a sport, but a movement for a better way of life

- Anil & Vivek Singh.



PHILANTHROPY PARTNER'S MESSAGE

The Philanthropy Pillar of Tata Consultancy Services World 10K Bengaluru supported by India Cares Foundation has grown from raising ₹ 41 lakh in 2008 to ₹ 5.98 crore, with the highest being ₹ 8.10 crore raised for all possible causes needing support, making this one of the largest opportunities for Public Engagement by the Social Sector with the Society.

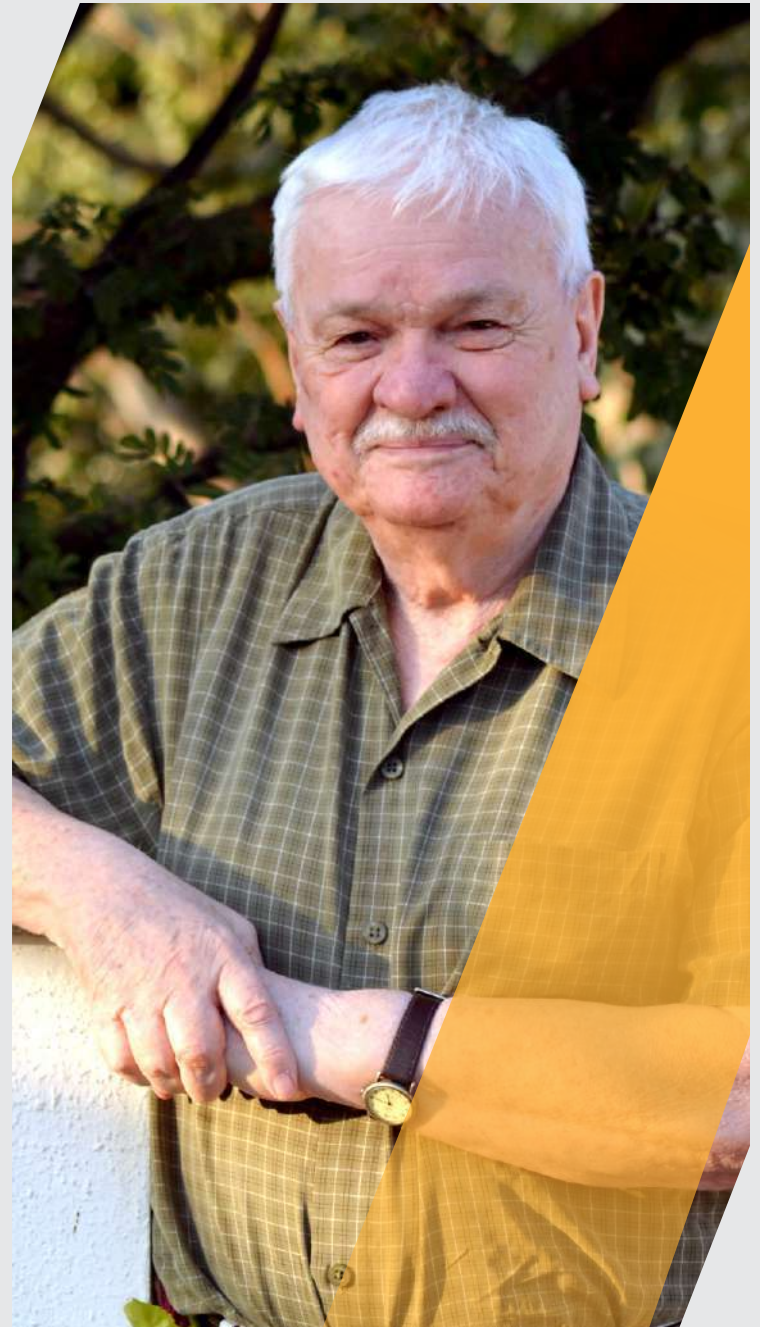
In 2019 edition, 64 Civil Society Organisations participated to garner support for their work, together raising ₹ 5.98 crore (a 13% increase over last year's support). The benefits of this fundraising will be felt through the coming years - one cannot measure the impact made by the toilets that will get built, trees planted, women trained to earn their living, etc.! 265 individual fundraisers have campaigned; 7,171 individuals have contributed; monks, teachers, children, visually impaired, intellectually impaired, transgender, employee groups and volunteers – community members at all levels have engaged! This year also saw 18 teenagers getting involved in fundraising to bring change to the lives of others – bringing pride to one and all associated.

“Over the years, the Civil Society Organisations - CSOs/ NGOs that have taken this platform seriously have raised significant sums of funds for their work, built their visibility in Society and increased their donor base. We know that like Running, this philanthropy platform is useful if taken seriously and, can change many more lives! A sporting event that is so rounded is an exception. We are honored to be a part of this and extend our thanks to every individual involved.

Our deepest wish is for many more CSOs to understand and utilise the platform to the fullest and more people to know the difference they can make!”

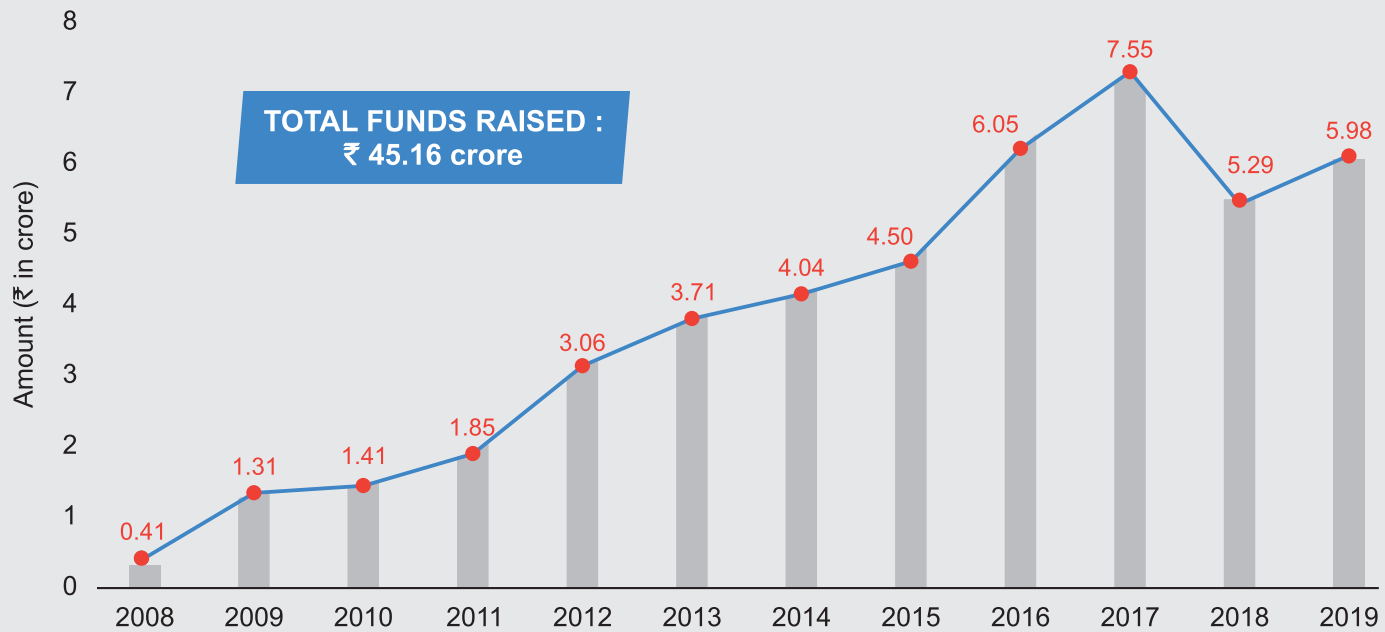
- Murray Culshaw, Chairperson, India Cares Foundation.

Philanthropy Partner



***TCS WORLD 10K
& PHILANTHROPY***

FUNDS RAISED AT TCS WORLD 10K BENGALURU (2008-2019)



SUMMARY OF FUNDS RAISED AT TCS WORLD 10K BENGALURU 2019

By Care Champions
₹ 1,64,00,331

By Corporate Cares
₹ 1,34,00,000

By iCare Fundraisers
₹ 1,46,35,058

By Direct CSO Efforts
₹ 1,43,23,053

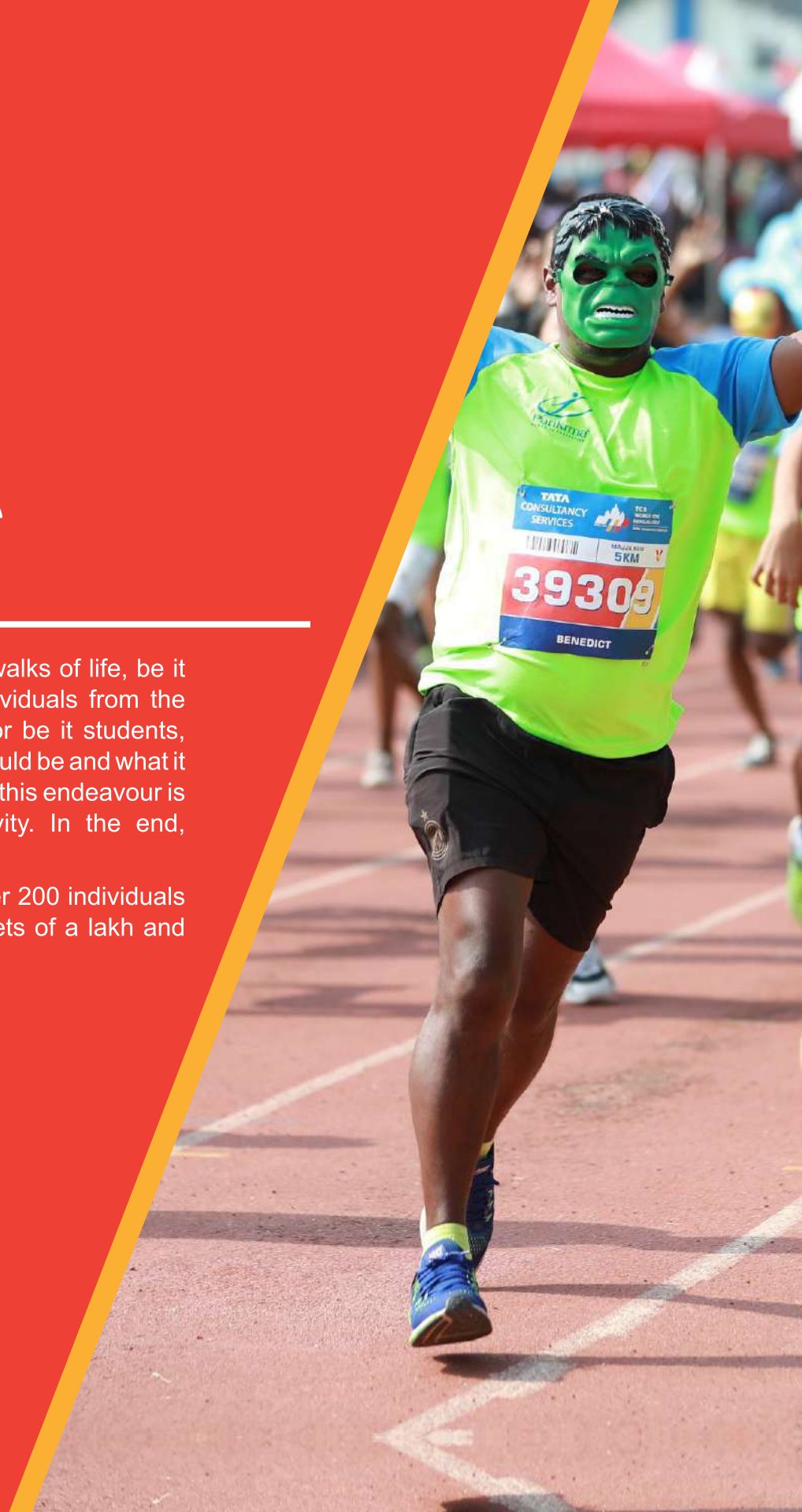
By ICFn Management
₹ 9,99,000

TOTAL FUNDS RAISED : ₹ 5,97,57,442

CARE CHAMPIONS

Care Champions are individuals who come from many walks of life, be it Trustees, corporate CXOs, staff of the Non-profits, individuals from the community served, committed donors and volunteers, or be it students, engaged with the sole motive of showing the world as it should be and what it can be if efforts are made in the right direction. Success in this endeavour is secondary, they try, work hard, face failures, negativity. In the end, Champions extend their limits and make it all possible.

The platform of TCS World 10K Bengaluru has seen over 200 individuals since year 2008 being Care Champions, taking on targets of a lakh and above and almost every time achieving a 150% more!



CARE CHAMPIONS PLATINUM

Care Champions Platinum are individuals who take on a minimum target of ₹ 10 lakh for their cause. Year on year these individuals have broken records in fundraising. This year 3 Care Champions Platinum have cumulatively raised ₹ 88,18,343 for their 3 CSOs/ NGOs.



Dwaraka Pandurangi
Raised ₹ 46,00,004
for Vidyasagar



"In the last 10 years of my participating and fundraising using the Procram promoted running events, I firmly believe that these runs are good platforms to raise funds for a cause. Even though the cause I support is the same, and I end up approaching the same donors, people do donate – deadlines set by India Cares and the transparent platform of TCS World 10K helps! Since all CSOs are verified and due diligence is done by India Cares before listing a CSO with them for the event, it's easy for new donors to choose a cause/CSO.

It is the truth that almost everyone wants to do something and contribute towards the betterment of society. But life takes over and most of the times 'doing good' takes a back seat. Persistence is the only way to get contributions, even from well-meaning supportive friends. Many a times at the risk of losing friends, I have persisted and it has yielded results!

As always, fundraising gives be an adrenaline rush. When someone gives a lakh of rupees instead of the ₹ 10,000 expected, one truly celebrates! Presence on social media helps. A recent LinkedIn addition responded to my request for appointment, the result being a ₹ 1 lakh donation from him!

I always say, there's a lot of money and people like to give – all that is needed is to get their attention and ask without any reservations."



Binu Verma

**Raised ₹ 22,03,000
for Bal Utsav**



A senior professional and organisational catalyst, Binu works with a passion for driving innovation in diverse sectors - Corporate, Citizen Sector and the Government among others. She is the Co-Founder Director at Bal Utsav and much sought-after consultant to start-ups, specifically in the NGO domain.

Her life is colourful (no set formula), adventurous (full of surprises) and challenging (constant learning)! She grew up in Delhi and is into travel, art, architecture, photography, reading, music and yoga. She is also a devoted daughter/wife and a friend to many.

It is her 7th year at the TCS World 10K. Seven years of fulfilling the dreams of 7,00,000 children across India. And she says, ***“Some dreams need wings, some ride on a chariot of desire... The desire to support children, the desire to educate children and the desire to empower children is what I dream of.”***



Joyce M. Pereira
Raised ₹ 20,15,430
for APD – The Association of
People with Disability



Joyce has been working in the social sector for two decades - with Civil Society Organisations, Academicians, Women Federations, Individuals, Disabled Peoples' Organizations and various state and national level networks. At the beginning of her career, she understood the importance of networking and collaborations in the sector and inculcated the necessary skills that enabled her to work in policy-advocacy and gain first-hand experience in dealing with the Government.

“It is a privilege to be a part of TCS World 10K - to pledge to raise funds for the cause of Disability. I joined the dream of the Association of People with Disability (APD) as a torch bearer using the run to spread awareness, raise funds and to help people with disability race ahead in the journey called life.”

CARE CHAMPIONS DIAMOND

Care Champions Diamond are individuals who take on a target of ₹ 5 lakh for their cause. Two individuals who have raised ₹ 23,93,192 in this category prove they are the 'priceless diamonds' for the CSOs supported.



Pramila Desai

Raised ₹ 18,77,592

for Shrimad Rajchandra Love & Care



The oldest fundraiser at the 2019 edition of TCS World 10K Bengaluru, she was inspired to fundraise by her 9-year old grandson, who fundraised at the 2016 edition.

She religiously spent every evening to make calls and patiently explained the cause - of help build a 250-bed rural hospital for the needy. She followed up with all potential donors. Many would not answer, many would avoid, and yet others were committed elsewhere. However, she did not give up or felt let down. She just went ahead, *"This is what I can do for those unfortunate patients she says."* She learnt the WhatsApp functionality, came out of her comfort zone, and sent voice messages as reminders to all prospective donors.

"By the Grace of my Gurudev, I realized you are never too old to lend a helping hand."



Usha Baliga
Raised ₹ 5,15,600
for Sahasra Deepika
International for Education



Usha Baliga has not only come back to use the TCS World 10K platform to fund-raise after 5 years, but she also ran her first 10K!

She's an Engineer by profession having 18 + years of working experience in the semiconductor industry. Wanting to be an entrepreneur she joined the family business as a Partner in the firm, Lakshmi Info Solutions.

Apart from her professional side, her passion for making a difference to the society drove her to get into Recycling of Plastics. Starting a company, who are the official Plastic Recyclers, certified by the Karnataka State Pollution Control Board as well as the Bangalore Corporation. She follows and implements some principles in her day to day life – ***“Making a difference in the society that we live in, is the need of the hour. If we all come together and make it happen, then we can make the world a better place to live. This gives satisfaction and happiness that is priceless.”***

CARE CHAMPIONS GOLD

Care Champions Gold are individuals who take on a target of ₹ 2.50 lakh for their chosen cause. We had 5 individuals raising ₹ 16,20,199 through this edition.



Sameer Mehta

**Raised ₹ 3,77,110
for Shrimad Rajchandra Love & Care**



A Director at Future Businesstech India Pvt. Ltd, Sameer has been a regular at raising funds through the platform. He believes that one can always Run for oneself, but the icing on the cake is when you run for a good cause.

“It brings me immense joy to serve the world selflessly, and raise funds for the Shrimad Rajchandra hospital, thus spreading love & care amongst the society. Bringing humanity in action leads to my happiness.”



Sudhir Shetty

Raised ₹ 3,02,822

for Vasantharatna Foundation for Arts



Rupande Padaki

Raised ₹ 2,55,503

for India Cares Foundation



Thomas Bobby Philip

Raised ₹ 2,50,764

for Baale Mane



Santhosh PV

Raised ₹ 4,34,000

for Reaching Hand

CARE CHAMPIONS SILVER

Care Champion Silver are individuals who take on a target of ₹ 1 lakh for their chosen cause. We had 17 individuals raising ₹ 27,14,040, achieving 150% more than the set target on an average.



Julie Ajmera

Raised ₹ 2,82,000

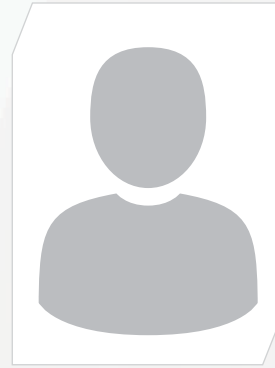
for Shrimad Rajchandra Love & Care



She's a homemaker who has immense passion towards cooking, trying new dishes and finds true happiness in feeding others. Her Guru is her everything and when it comes to cooking for Him or anything for the Mission, she is ever ready to offer any kind of seva. TCS World 10K has been a great opportunity for her in raising funds by making and selling different kinds of food items, thereby bringing a smile on thousands. ***"I had a wonderful journey throughout. Being able to contribute to a great cause like this is a great opportunity and I feel very fortunate to be a part of Shrimad Rajchandra Mission Dharampur."***



Dilip Panicker
Raised ₹ 2,70,500
for Enfold Proactive Health
Trust



Srinivas Katta
Raised ₹ 2,12,500
for OBLF - One Billion
Literates Foundation



Ruby Kamdin
Raised ₹ 2,06,001
for OBLF - One Billion
Literates Foundation



Kavita Shekhar
Raised ₹ 1,89,416
for Sambhav Foundation



Ram Kolavennu
Raised ₹ 1,80,131
for Sambhav Foundation



Priyanka Gidwani
Raised ₹ 1,69,100
for The Coorg Foundation



Rohinton Kamdin
Raised ₹ 1,64,050
for OBLF - One Billion
Literates Foundation



Maya Dereck
Raised ₹ 1,63,720
for Reaching hand



Krish Shankar

Raised ₹ 1,27,500
for Bhumi, India Cares &
Indian Cancer Society



Arun Pingaley

Raised ₹ 1,21,422
for Sambhav Foundation



Priyamani

Raised ₹ 1,14,250
for Habitat for Humanity India



Pavithra Jatin

Raised ₹ 1,05,800
for Ola Foundation



Shajan Samuel

Raised ₹ 1,05,700
for Baale Mane



Kavitha Mody

Raised ₹ 1,00,800
for SRLC - Shrimad
Rajchandra Love and Care



Pradip K Majumder

Raised ₹ 1,00,750
for OBLF - One Billion
Literates Foundation



Sagar Bhat

Raised ₹ 1,00,400
for Ola Foundation

MILLENNIAL CHAMPIONS

Millennial Champions are individual fundraisers below the age of 18 years and those who take on a target of ₹ 50,000 for their chosen cause. We had 13 Millennial Champs raising ₹ 7,81,467 through this edition for a single cause of supporting other children.



Highest Fundraising Millennial Champion

Vishnu B. Kashyap

Raised ₹ 1,04,610

for Habitat for Humanity India



“To quote Henry Wadsworth Longfellow, ‘The life of a man consists not in seeing visions and in dreaming dreams, but in active charity and in willing service’.

Charity is something I have always done, however small it may be to the best of my ability. TCS World 10K Bengaluru was a platform for me to help people in need and I shall always be grateful for giving me this amazing opportunity. I believe humanity is the only thing that matters the most in society and everyone should help others, even if it is in a small way. My experience of raising funds for Habitat for Humanity has been memorable. When I first started to raise funds, not many people were ready to contribute. I knew I had to persuade them. I told them my view of the whole programme, that people who aren't as fortunate as we are, need our help. I would be terrified if I didn't have a home to live in or even education which I believe is everyone's birthright. The fact that there are people who don't have the basic necessities of life, moved me to raise as much money as I can. I decided to get the word out in every way possible. I told my relatives about the programme, and they in turn told their friends and family; some of them even shared it on social media platforms. My family and friends helped me collect the money, which is being used for this good cause. I hope this helps the people in need and I hope we as a race, continue helping those in need.”



Srinidhi Vusirikala
Raised ₹ 83,600
for Habitat for Humanity India



Zuha Sultana
Raised ₹ 65,920
for Habitat for Humanity India



Jigyasa Bhatia
Raised ₹ 64,151
for Habitat for Humanity India



VeeraVarshni VeeraVignesh
Raised ₹ 59,000
for Habitat for Humanity India



Aakanksh M Bhat
Raised ₹ 52,070
for Habitat for Humanity India



Rohini Chakraborty
Raised ₹ 51,180
for Habitat for Humanity India



Arya Varma
Raised ₹ 50,836
for Habitat for Humanity India



Aditya Uchil
Raised ₹ 50,100
for Habitat for Humanity India



Aayushi Patel

**Raised ₹ 50,000
for Habitat for Humanity India**



Kanushee Garg

**Raised ₹ 50,000
for Habitat for Humanity India**



Nadia Shanavaz

**Raised ₹ 50,000
for Habitat for Humanity India**



Vipasha Gupta

**Raised ₹ 50,000
for Habitat for Humanity India**

iCARE FUNDRAISERS

An iCare fundraiser is an individual who uses the philanthropy platform of the TCS World 10K Bengaluru and raises funds of any amount in support of a CSO or cause he/she chooses. There have been individuals from all walks of life, raising as little as ₹ 100 from 3 people, to the highest of ₹ 20 lakh from 100 people.

They show that 'Caring' in any form cannot be underestimated; a touch, a smile, a word can make a difference having the potential to turn a life around. Little by little these individuals raise funds and keep increasing their targets too.

They prove that without a sense of caring, there can be no sense of community!



HIGHEST iCARE FUNDRAISER



S. SANKARA RAMAN

**Raised ₹ 20,08,804
for Amar Seva Sangam**

"I am very happy to have achieved the honor of the highest fundraiser in the iCare Fundraisers category at the TCS World 10K Bengaluru 2019.

This is our sixth consecutive year of participation in the run. I have gained a lot of experience in fundraising through running events as this time our participation in the Tata Mumbai Marathon was the fifteenth year without a break. The success of my efforts is due to the fact that I develop an inter-personal relationship with the donors. I reach out to them through emails, Whatsapp messages, Facebook and Twitter handles. I speak to our big donors over phone and keep interacting with them. Apart from donations, on many occasions, I invite them for social functions and festivals like Deepavali, New Year etc., to maintain the cordial relationship and keep them engaged with us. On occasions, I personally visit them and participate in their family functions which helps us to motivate the donors, and keep them with us for all the times to come. We regularly communicate to them the funds utilisation report, especially on the development of the child they are sponsoring. We try to retain the donors as much as possible.

Full transparency beyond what is mandatory in our annual reports and public communications, help us to build credibility.

Also, I always remain focused and advise my team to 'Be focused on the target, and when the intent is genuine, success is certain'."

2nd HIGHEST iCARE FUNDRAISER



SUDHIR PAI

**Raised ₹ 8,27,402
for Isha Education**

"Last year, after attending Inner Engineering retreat in May and a visit to Isha Vidhya school at Coimbatore, I was awed and moved by the experience, and decided on this year's run and fundraising campaign. Despite having a busy profession and commitments, this campaign was a priority and I left no stone unturned in reaching out to my sea of contacts- friends, family, staff and patients have turned into happy and generous philanthropists. Through calls, messages, posts on social media, and regular reminders, the donations have been coming in steadily.

It has been a humbling experience to have people from all walks of life and even lower strata of society pitching in to contribute, be it ₹ 50 or ₹ 100 or ₹ 500, many of them via PayTm / UPI. Heart warming to see that technology has reached far and wide and is being used extensively by the common man, irrespective of age/gender or educational qualifications. People want to be associated with a cause like this, despite their meagre earnings - we just need to reach out to them. Touched by their big hearts.. Blessed to be a part of this noble initiative."

NAME	CSO SUPPORTED	AMOUNT RAISED
Geetika Guha	Isha Education	₹ 6,92,047
Gogul	Isha Education	₹ 6,91,870
Jacqueline Colaco	Diya Foundation	₹ 6,12,035
Sukanya Sai Satheesh	Isha Education	₹ 3,82,718
Ravi Shankar Subramanian	Isha Education	₹ 3,34,676
Harsha Ramanagoudra	Isha Education	₹ 3,24,623
Yatish Krishnamachar	Isha Education	₹ 2,83,366
CherYsh Field Team	CherYsh Trust	₹ 2,70,000
Rachna Devraj	Isha Education	₹ 2,55,428
Sureshbabu AG	Isha Education	₹ 2,29,827
Sujay Nagaraj	Isha Education	₹ 1,58,070
Amita Nema	Isha Education	₹ 1,50,000
Harish	Isha Education	₹ 1,37,906
Rajaram Naganur	Isha Education	₹ 1,36,121
Arun Yadav	Isha Education	₹ 1,33,406
Sapna S	Isha Education	₹ 1,28,095
Sudarshan Chandan	Isha Education	₹ 1,23,909
Aparajita Mathew	Wildlife SOS	₹ 1,22,027
Praveen Shetty	Vasantharatna Foundation for Arts	₹ 1,21,354
Swaha and Sumedh	CherYsh Trust	₹ 1,19,951
Sumukh Sridhar	Isha Education	₹ 1,16,631
Ramya Ravichandran	Isha Education	₹ 1,15,500
Ganapathy Subramanian	Isha Education	₹ 1,09,035

NAME	CSO SUPPORTED	AMOUNT RAISED
Dibesh Premkumar	Isha Education	₹ 1,00,603
Gunjita Gupta	Isha Education	₹ 1,00,418
Dorairaj Vembu	Isha Education	₹ 98,500
Jyoti Allur	Isha Education	₹ 91,738
Nithin Kumar	Isha Education	₹ 90,674
Cheryl Lingham	SICHREM - South India Cell for Human Rights, Education and Monitoring	₹ 84,340
Rajashekhar K G	Isha Education	₹ 83,156
Rabi Shankar Sathua	Isha Education	₹ 81,258
Rajeev Bhardwaj	Isha Education	₹ 76,429
Charvi Shree Sammeta	Isha Education	₹ 64,261
Christina Ghose	CherYsh Trust	₹ 62,497
Bharath G	Isha Education	₹ 61,986
Harish Lalchandani	Isha Education	₹ 61,036
Sridhar Pillalamarri	Indian Cancer Society	₹ 58,500
Rohini George	Reaching Hand	₹ 57,500
Samantha and Vrinda	CherYsh Trust	₹ 54,605
Ram Gurung	Isha Education	₹ 53,379
Jayakumar	Isha Education	₹ 53,026
Rajkumar C	Isha Education	₹ 50,468
Dr. Dayaprasad Kulkarni	Aarogya Seva	₹ 50,300

CORPORATE CARES

The Corporate Cares category is a perfect opportunity to merge the CSR, HR and Marketing objectives of a company through TCS World 10K Bengaluru 2019.

Companies choose from any of the CSOs listed with India Cares to participate in the Event, to donate the amount contributed by them. The company employees form a team and run for the chosen cause, promoting their visibility and support to the cause.



PARTICIPATING CORPORATES

27 Companies / 50 Teams / ₹ 1.34 crore total funds contributed / 16 CSOs benefitted

COMPANY NAME	CSOs SUPPORTED	AMOUNT CONTRIBUTED
Anthem Biosciences Pvt. Ltd.	Aim for Seva	₹ 1,50,000
Atlassian India LLP	CRY - Child Rights and You	₹ 2,50,000
BlackRock	MSF India	₹ 1,50,000
Blue Jeans India	Sandesh	₹ 3,50,000
Centum Electronics Ltd.	proVision Asia	₹ 3,50,000
Citrix R&D India Pvt. Ltd.	Habitat for Humanity India	₹ 3,50,000
First American India	SayTrees Environmental Trust & Habitat For Humanity India	₹ 27,00,000
Fossil Group	Habitat for Humanity India	₹ 2,50,000
Future Businesstech India Pvt. Ltd.	Shrimad Rajchandra Love and Care	₹ 1,50,000
Futures First Info Services Ltd.	Bhumi	₹ 1,50,000
HermanMiller India	Motivation India	₹ 2,50,000
Himalaya Drug Company	Aim for Seva	₹ 1,50,000
Informatica	Baale Mane; Enfold Proactive Health Trust & Smile Foundation	₹ 8,50,000
Ingersoll Rand Climate Solutions Pvt. Ltd.	Parikrama Foundation	₹ 4,00,000
Ingersoll-Rand Technologies and Services Pvt. Ltd.	Parikrama Foundation	₹ 8,50,000
Karle Infra Pvt. Ltd.	Habitat for Humanity India	₹ 5,00,000
Kintetsu World Express (India) Pvt. Ltd.	Habitat for Humanity India	₹ 2,50,000
Koch Business Solutions India Pvt. Ltd.	Habitat for Humanity India	₹ 3,50,000
Kotak Mahindra Bank Ltd.	Habitat for Humanity India	₹ 2,50,000
Micro Labs Ltd.	Shrimad Rajchandra Love and Care	₹ 3,50,000
Moog India Technology Center Pvt. Ltd.	proVision Asia	₹ 2,50,000
New India Electricals Ltd.	Shrimad Rajchandra Love and Care	₹ 1,50,000
Recipharm Pharmservices Pvt. Ltd.	Shrimad Rajchandra Love and Care	₹ 3,50,000
Schindler India Pvt. Ltd.	Habitat for Humanity India	₹ 3,50,000
UEI Electronics Pvt. Ltd.	EnAble India	₹ 2,50,000
Western Digital Company	SOS Children's Villages of India	₹ 30,00,000

HIGHEST CONTRIBUTING COMPANY



WESTERN DIGITAL COMPANY

Contributed ₹ 30,00,000
for SOS Children's Villages of India

Western Digital India has been participating in the TCS World 10K Bengaluru to encourage employees to lead a healthy lifestyle and bring everyone together as a community. In 2018, Western Digital India sponsored 100 employees, and this year they sponsored 270 Western Digital employees and 30 children from SOS Children's Village to participate in the TCS World 10K 2019. There has been growing enthusiasm amongst employees this year. The company received over 130 entries in just 5 minutes of sending out the registration email, and over a weeks' time, 350 registrations were received. Western Digital has been the corporate partner for SOS Children's Village since 2014 and the funds raised through TCS World 10K will be used to adopt 2 homes and 20 children at SOS Village Pondicherry.

"At Western Digital India, community engagement and giving back to the society is a priority for the company, and we believe that more can be achieved when we do it together. Our contribution at this year's TCS World 10K was an extension of that commitment. We are honored to be awarded the Highest Corporate Contributor for TCS World 10K 2019 edition and delighted that we were able to play a role in this larger program as well. Last year we had 100 employees in support of IIT Madras for TCS World 10K and this year we funded the race for 300 runners in support of SOS Children's Village."

- Mr. Surinder Bhagat, Head of Human Resources, Western Digital.

2nd HIGHEST CONTRIBUTING COMPANY



FIRST AMERICAN INDIA PVT. LTD.

Contributed ₹ 27,00,000

for SayTrees Environmental Trust & Habitat For Humanity India

“FAI has been a proud participant in TCSW10K. It’s much more than just a philanthropy drive. Running is synonymous with vibrancy, vitality, health, support and success. These qualities serve as a common link between both running as well as corporate success. Sporting events are always welcome in our office because of the myriad of emotions they bring with them. TCSW10K does exactly that. It brings with it murmurs of health discussions, pockets of enthusiasm, first-timers’ excitement and lots of preparations for the runners. Employees with varying health indices participate in different types of race categories like the 10k and Majja Run. Many of our colleagues come from other campuses to take part in this run which only adds to our collective fun and sporting strength.

I hope we continue to motivate one another to break our previously set records in TCSW10K, run for a cause, make great memories and be our own success stories.”

- Mr. Giridhar Rajagopla, Country Manager, First American India.

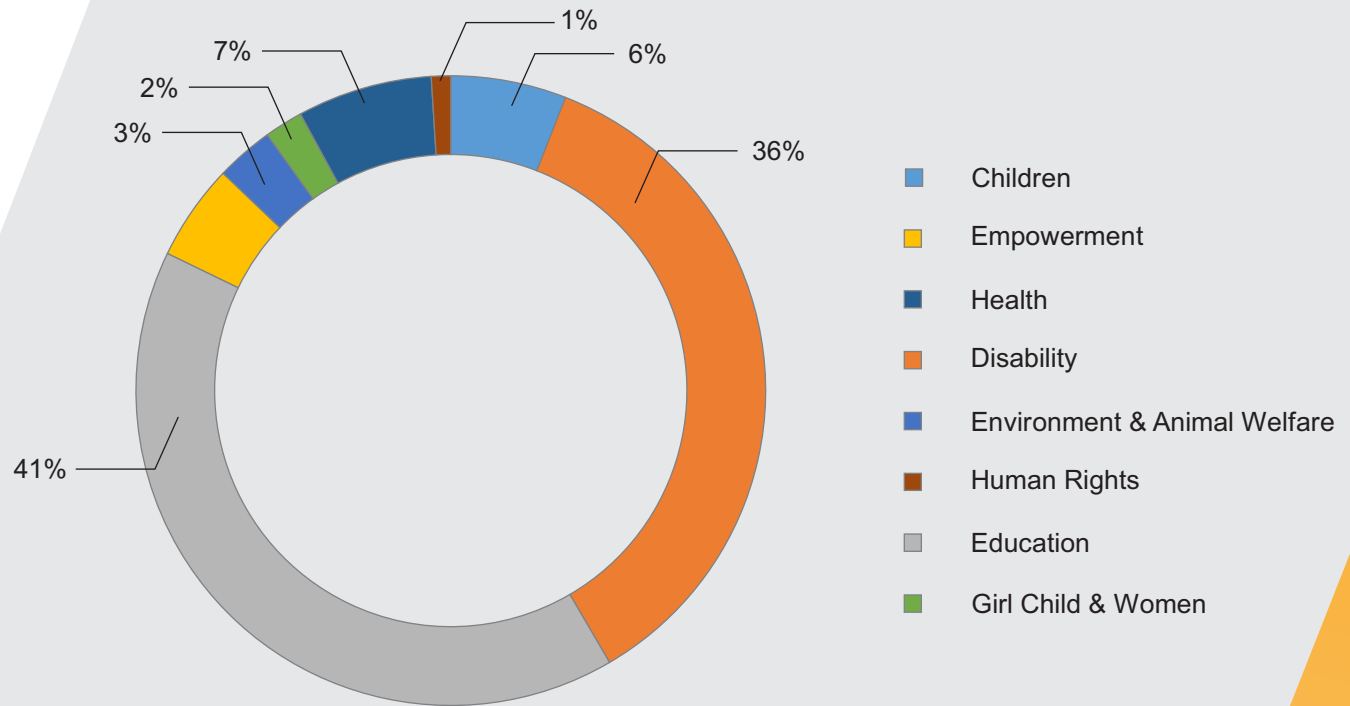
PARTICIPATING CSOs

Civil Society Organisations (CSOs/ NGOs) always struggle to get people to know about the work they do, their impact on Society and to get volunteers and funds on a continuity basis. A lot of traditional methods like grants is on the decline and sourcing of CSR funding is not possible for most of the small and medium CSOs due to bandwidth, area of work, connect to the CSR and lack of communication skills. Also CSR funding is for a specified, limited timeframe, post that for the project to continue, the CSO has to find other sources of funds.

For CSOs to organise Events to raise funds and awareness, takes up much time, resources and the cost is far higher than the funds raised. The TCS World 10K Bengaluru is a readymade cause neutral platform, of international standards, whereby the CSOs can reach out using this platform, set processes and systems, making it easy to reach out to people, new donors, volunteers and fundraise. The event also has utilisation reports and media exposure for building the transparency and credibility among donors, that rubs off all year round on CSOs. Every individual, associated with a CSO, all stakeholders, get an opportunity to work together towards growing the CSO.



CAUSE WISE FUNDS RAISED AT TCSW10K 2019



₹ 32,81,500

Children

₹ 2,16,25,737

Disability

₹ 2,44,98,336

Education

₹ 30,30,528

Empowerment

₹ 19,27,027

Environment &
Animal Welfare

₹ 10,65,643

Girl Child &
Women

₹ 39,37,481

Health

₹ 3,29,190

Human Rights

HIGHEST FUNDRAISING CSO



ISHA EDUCATION

Raised ₹ 79,64,108 | CSO highest in the cause Education



Isha Vidhya is a compelling cause because of its mandate – it offers rural children high quality education on full scholarships or at heavily subsidized fees. This equips economically disadvantaged groups to break out of the cycle of poverty and compete on equal footing for mainstream income opportunities.

“Still, having a compelling cause, we realized, doesn’t automatically guarantee funds. On race day, we had only raised ₹ 42 lakhs, a far cry from our previous fundraising attempts at TCSW10K. This amount made everyone on the team shift gears and take our fundraising operations to the next level. We decided that in the 3 weeks after race day, we would pull out all stops to push the needle higher.”

Fundraising depends equally on compelling communication. That’s what the Isha Vidhya team did with diligence, perseverance and meticulous data gathering.

The most successful fundraisers put out their success stories for others to emulate. Top 20 fundraisers’ names were published and circulated to boost enthusiasm and encourage other fundraisers to get there. A center-wise break-up of funds raised was published. The message that was reiterated over and over was: no amount is too small.

The team pulled their weight in the 3 weeks after race day and went all out speaking to as many people as they could, encouraging donations of all denominations and communicating their cause with a passion and sincerity that moved hundreds of people to contribute.

2nd HIGHEST FUNDRAISING CSO



proVISION ASIA

Raised ₹ 55,48,664 | CSO highest in the cause Disability



proVISION ASIA works in supporting Persons With Disabilities by providing mobility aids such as wheelchairs, walkers, crutches, canes and blind sticks, specialized to fit specific disabilities in rural and urban areas across Karnataka, and also in hospitals, other NGOs, police stations, retirement centres and government offices. We have a few programmes:

- Mitra Special School for children with disabilities has a balance of academics, social, physical, aesthetic and spiritual growth along with training on sports management and physical wellness.
- For women, 'empowHER' project is a three-month certificate course that focuses on spoken English, basic computer skills and personal development.
- The 'Prison Project' is getting second hand, top-of-the-line wheelchairs, collected and sent by Joni and Friends International Disability Center, U.S.A., are refurbished by the inmates of Bangalore Central Prison to a like-new condition. Pediatric chairs, sports wheelchairs and various sizes of manual wheelchairs are fitted to individuals to assure the best mobility. These inmates, once deemed as outcasts in society now have found purpose.

All the above with Advocacy, Job Placements, Playgroup for kids, Rehabilitation Centre and a 'Friendship Circle' - a safe place for Persons With Disabilities to get together, share experiences, interact with volunteers and thrive.

"This was our 10th year at TCS World 10K; it is a part of our annual calendar, both to raise funds and to give our special need students and Persons With Disability community a chance to be a part of the Society. Go Global team in Singapore was our BIGGEST team this year, with over 16 people! They did a 10K along the beach and Bedok Jetty. proVISION ASIA is the dream of Dr. Chip Kingery, who we lost a few months ago, so we, along with our supported teams of friends from Australia, Texas, California and Philippines had to make sure that we do our best to make the organisation stronger. This motivated us to do better than many of the previous years."

- Selvanayagam T., Managing Trustee and Director Operations, proVision Asia.

3rd HIGHEST FUNDRAISING CSO



VIDYA SAGAR

Raised ₹ 45,90,004 | Cause Category: Disability



It is people who count, not the disability.

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

Vidya Sagar today runs several programmes reaching out to over 3,800 individuals with disabilities. This has been possible by setting up high quality delivery of services, focusing on early intervention, special education, physiotherapy, speech and communication therapy, vision training, occupational therapy, co-curricular activities, counseling, vocational training, exploring and creating employment opportunities and training of resource persons to work in the field of disability.

PARTICIPATING CSOs

Aarogya Seva
Raised: ₹ 77,161
 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: ₹ 30,000
 Cause : Health



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

Actionaid Association
Raised: ₹ 5,600
 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.

Agastya International Foundation
Raised: ₹ 3,50,000
 Cause : Education



To spark curiosity, nurture creativity and instill confidence in economically disadvantaged children and government school teachers.

Aim for Seva
Raised: ₹ 2,70,000
 Cause : Education



Empowerment through value-based education. Through 97 free student hostels spread across 16 states in India, we ensure children in rural India have access to education.

Alamba Charitable Trust
Raised: ₹ 8,000
 Cause : Disability



To care for the rejected, neglected youth with disability and to empower with counseling and life skills to provide livelihood. Works in the rural interior part of Karnataka and Andhra Pradesh.

Amar Seva Sangam
Raised: ₹ 20,08,804
 Cause : Disability



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

APD-The Association of People with Disability
Raised: ₹ 20,02,430
 Cause : Disability



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

Ashankura
Raised: ₹ 12,440
Cause : Education



To educate and empower underprivileged children from the urban migrants' community.

Ashwini Charitable Trust-ACT
Raised: ₹ 39,600
Cause : Education



Our mission is to educate and empower underprivileged children from the urban slums of Bangalore.

Association For Promoting Social Action (APSA)
Raised: ₹ 14,000
Cause : Children



APSA empowers urban slum communities towards social transformation through education, awareness, skill training & livelihoods.

Astha
Raised: ₹ 2,900
Cause : Disability



Empower people with physical disabilities to live a life of complete Participation and Contribution.

Baale Mane
Raised: ₹ 4,73,941
Cause : Girl Child and Women



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

Bal Utsav
Raised: ₹ 22,67,500
Cause : Education



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

Bhumi
Raised: ₹ 5,33,278
Cause : Education



Bhumi drives social change by fostering an environment where young adults & children learn, lead and thrive.

CherYsh Trust
Raised: ₹ 5,91,702
Highest In Cause Category : Girl Child and Women



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 Help Foundation
Raised: ₹ 2,000
Cause : Children



To be an equal opportunity provider for the upliftment of the underprivileged children by providing them timely education, shelter, food, care and happiness.

Concern India Foundation
Raised: ₹ 500
Cause : Empowerment



Supporting 363 NGOs through 7 offices across India in education, health and community development.

CRY-Child Rights and You
Raised: ₹ 2,39,250
Highest In Cause Category : Human Rights



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

Deepika Charitable Educational Trust
Raised: ₹ 13,79,000
Cause : Disability



Our mission is to see that no child is denied training or abused for want of learning skills!

Diya Foundation
Raised: ₹ 8,35,546
Cause : Disability



Diya Foundation offers Life Skills/Employability skills training to adults with intellectual challenges, cerebral palsy and autism in Bangalore.

EnAble India
Raised: ₹ 2,57,500
Cause : Disability



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

Enfold Proactive Health Trust
Raised: ₹ 5,81,500
Cause : Children



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.

Faith Trust
Raised: ₹ 12,900
Cause : Education



"Home Of Faith" is a childrens home in Bangalore, India, founded in 2004 and is home to 25 less privileged, yet highly talented children who have nowhere else to call home. The home provides them a clean and safe living environment.

Grace Reformed Trust

Raised: ₹ 4,350

Cause : Disability



Grace Reformed Trust runs a free training school (GRT Special School) for disabled, helpless, poor children in Bangalore. Helping the helpless is the mission of our organization.

Habitat for Humanity India

Raised: ₹ 37,10,267

Cause : Education



Habitat for Humanity India works to address poverty housing and sanitation issues through various shelter and community lead sanitation initiatives.

Headstreams

Raised: ₹ 19,25,000

Cause : Education



Play-based learning through activities and digital medium across 37 Govt. and 3 budget private schools in Karnataka.

India Cares Foundation

Raised: ₹ 2,88,668

Highest In Cause Category: Empowerment



Enables Civil Society Organisations (CSOs) to effectively communicate and engage the public.

Indian Cancer Society

Raised: ₹ 1,36,667

Cause : Health



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

Karunashraya - Bangalore Hospice Trust

Raised: ₹ 28,650

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: ₹ 3,43,014

Cause : Disability



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.

Motivation India

Raised: ₹ 34,34,375

Cause : Disability



The right wheelchair in the right way can transform a life. Motivation India works with people with mobility disabilities across India by providing customized and appropriate wheelchairs.

MSF India
Raised: ₹ 1,52,501
Cause : Health



We provide medical assistance to people affected by conflict, epidemics, disasters or those excluded from healthcare in 70+ countries.

OBLF-One Billion Literates Foundation
Raised: ₹ 12,31,051
Cause : Education



Equality in education through English for all and women empowerment through financial independence, Anekal, Bangalore.

Ola Foundation
Raised: ₹ 1,98,200
Cause : Education



To mentor and empower a million women in India to access enhanced opportunities by 2025.

PAPCP-Parents Association of Persons with Cerebral Palsy and Associated Disorders
Raised: ₹ 62,400
Cause : Disability



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

Parikrma Humanity Foundation
Raised: ₹ 11,25,000
Cause : Education



Providing free and equal opportunity education, nutrition and healthcare to 2000 children from Bangalore slums.

Reaching Hand
Raised: ₹ 8,15,671
Cause : Education



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

Sa-Mudra Foundation
Raised: ₹ 95,000
Cause : Empowerment



Sa-Mudra works towards enabling youth to handle failures and cope better with changing circumstances be it in academics, career and relationships!

Sahasra Deepika International for Education
Raised: ₹ 5,05,600
Cause : Education



Sahasra Deepika, which means a thousand lights, is a non-profit foundation that houses and educates underprivileged children in Bangalore, India.

Sambhav Foundation
Raised: ₹ 16,58,671
Cause : Education



To create an inclusive society to empower disadvantaged youth and persons with disability, through Education, Employment and Entrepreneurship.

Sandesh
Raised: ₹ 4,10,100
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: ₹ 18,05,000
Highest In Cause Category : Environment & Animal Welfare



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

Shakti Fund - An India Cares initiative
Raised: ₹ 16,360
Cause : Empowerment



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.

SICHREM - South India Cell for Human Rights, Education and Monitoring
Raised: ₹ 84,340
Cause : Human Rights



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.

Smile Foundation
Raised: ₹ 3,15,000
Cause : Education



Education of underprivileged children as a catalyst to address issues like health, poverty, unemployment, human rights across India.

SOS Children's Villages of India
Raised: ₹ 27,00,000
Highest In Cause Category : Children



SOS CV India is one of the largest self-implementing organizations providing rehabilitation of orphaned, homeless and abandoned children through children's villages at 32 locations in 22 states across India.

Shrimad Rajchandra Love and Care
Raised: ₹ 35,12,502
Highest In Cause Category : Health



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.

Susheel Martin Foundation

Raised: ₹ 10,000

Cause : Disability



We believe every child is 'Special to God, Special to Us' and every child has the right to education, love & dignity in society. We focus on hygiene, educational development and integration of differently abled children into normal society.

Tamahar Trust

Raised: ₹ 5,50,000

Cause : Disability



Prevention & alleviation of developmental disability in children with brain damage.

The Coorg Foundation

Raised: ₹ 1,56,100

Cause : Disability



Swastha Centre caters to the educational and vocational needs of the differently abled in the district of Kodagu. The centre basically caters to the weaker section of society.

U & I Trust

Raised: ₹ 15,11,535

Cause : Education



At U&I, our mission is to bring education and healthcare to disadvantaged communities across India.

Vasantharatna Foundation for Arts

Raised: ₹ 4,17,176

Cause : Girl Child and Women



We serve the wife and children of martyr families by empowering them PAN India.

Wildlife SOS

Raised: ₹ 1,22,027

Cause : Environment and Animal Welfare



Wildlife SOS is responsible for taking action against animal cruelty, rescuing wildlife in distress, working to resolve man-animal conflicts while promoting & educating the public for habitat protection.

SPECIAL STORIES

STRIKING A TRUE CONNECTION AT THE EVENT



Tamahar Trust Centre for children with developmental disability such as Autism, Downs Syndrome, Cerebral Palsy, Mental Retardation raised ₹ 5.55 lakh at the 2019 TCS World 10K when Beckman Coulter Inc., Bangalore declared that for every employee who runs they would donate USD 100; 80 enthusiastic employees volunteered to Run for Tamahar!

“This edition of the TCS World 10k brought us 80 new champions, all young, vibrant folks from our partner organization Beckman Coulter. We were thrilled to have them rooting for us. And the best part is, their time with us does not simply end with one marathon, several of them have come forward to volunteer for Tamahar going ahead. Now this is true CSR!”

-Kiran Rao, CEO, Tamahar Trust.

77 MINUTES AND ₹ 2,150 - A SUMMER EXPERIENCE

First time runner and fundraiser, homemaker Shobha Narasimha’s journey of fundraising for ISHA Vidya at the TCS World10K 2019 began with much enthusiasm. She created a campaign page and registered for the run in May when she heard about ISHA’s campaign for education of rural children!

For two weeks she kept refreshing the campaign page, assuming all friends would have donated. She was surprised to see only one donation and lost hope of reaching even half of her target. She then started applying her creative mind and came up with plans to spread the message.



“I felt like a business woman. I treated it like my new product launched in the market - and every day I need to give it one hour. I calculated - if I have to raise ₹ 25,000 and if one person gives ₹ 1000, then I need to reach out to 25 people at least.

One of my last approaches was conducting storytelling sessions for children in apartments who can contribute money from their Piggy bank towards the cause. Akshaya Lakshmi a volunteer provided me a platform in her society. It was a heartfelt movement after storytelling and fun filled activities when kids donated many notes of 10s and 20s from their tiny hands - saying I want to put it first. When we counted the money, there was ₹ 2,150 in all, along with joyful tears in my eyes.”

-Shobha Narasimha raised ₹ 44,000 for ISHA Vidya as her first time effort!

IMPACT OF FUNDS RAISED AT TCSW10K 2018

The TCS World 10K Bengaluru is all about connecting people to a chance of leaving a legacy for a cause they care about – for the vision of the world they want to see.

In 2018, we had from the Maharaja of Mysore, to a proactive 8 year old, many socially conscious citizens put their feet together to use the platform for Philanthropy - as bearers of change to the society!

Education and Disability (empowerment) came to the fore with the funds raised in 2018. Programs to educate children, keep them in school (with health & sanitation measures), after school activities and libraries impacted around 34,000 young individuals. Mobility Aids, Wheelchair provision, therapies and a much needed answer to “Who after me?” with action for a residential facility for intellectually impaired, have been provided at the other end of the spectrum.

As numbers, ₹ 5.29 crore raised in 2018 edition helped 227 women get livelihood support; 319 Intellectually Impaired; 533 Physically Challenged; 822 people on health issues like cancer, HIV; general health check up and awareness camps, hospice care; educate around 34,000 children; and 80 elders whose 3 months of stay, food and medicines got sponsored!

Innovative environmental impact was set in motion with 3,000 saplings planted using a Japanese method to create a 100 year-like forest, rich with fauna and flora within 15 years.



FINANCIALS OF FUNDRAISING

When a Civil Society Organisation - CSO/ NGO organizes an event to raise funds and build its visibility, the effort into doing this method of fundraising gives them a **40%** return on the higher side.

And at the TCS World 10K Bengaluru platform, the returns are as high as **90%**! The thought through and structured category wise opportunities to leverage the event by Civil Society Organisations (CSO/ NGO) allows every participating organisation, 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 - Care Champions, corporate participation and individual crowd fundraising.

Of the total funds raised by the participating non-profits, the management cost for India Cares to support the CSOs from January to June 2019 was **4.60%**. **13%** of the funds passed through India Cares accounts and **87%** was directly donated by the donor to the CSOs.

51% of all the retention is collected from the Corporate Cares participation category. **5%** of funds raised through India Cares online platform is retained. **100%** of all funds coming 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 and disbursement per participating non-profit is dependent on their utilization of each of the three categories. In its role as the TCS World 10K Philanthropy Partner, India Cares is committed to keep the overall administrative cost of fundraising to a maximum of **7%**.



ABOUT INDIA CARES FOUNDATION



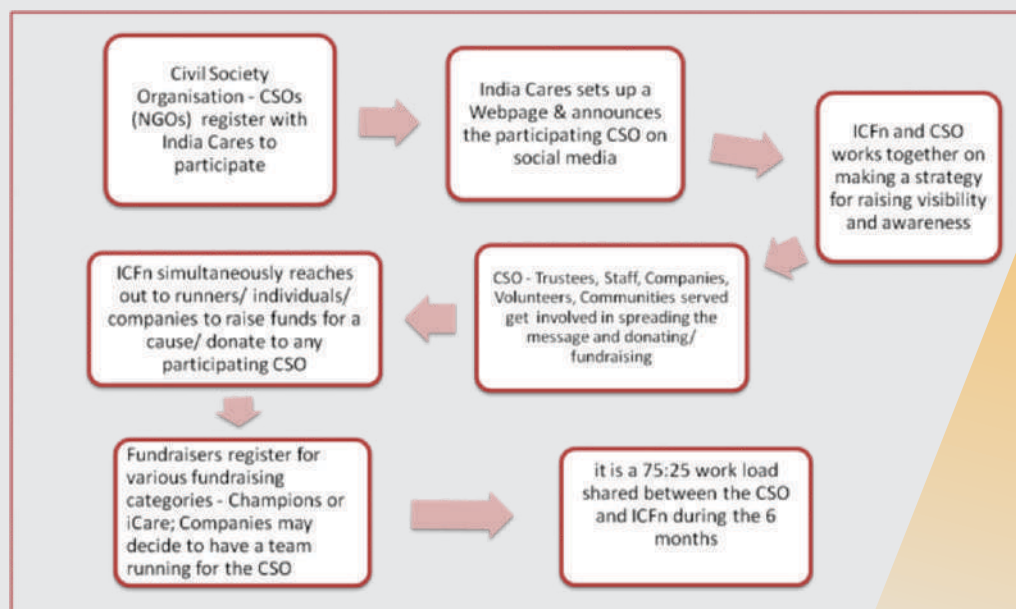
India Cares Foundation as the official philanthropy partner facilitates participation of Civil Society Organisations - CSOs /NGOs in the event enabling the organisations to:

- Reach out to the Public – communicate the work and impact made by their work;
- Build/ Increase awareness to involve the Public; and
- Raise resources.

Every year we see participation from all quarters of the society – all sizes of CSOs/ NGOs, all levels from within, individuals from all kinds of fields, students to CXOs in support of a cause, be it supporting a national level CSO or a small, rural CSO. Celebrities, Eminent personalities, Trustees, Volunteers, first timers and experienced fundraisers all get the opportunity to come together to make a larger difference.

Over the last 11 years, as a Support Organisation, India Cares has associated with over **1300 CSOs, 325 companies, 4000+ individuals as fundraisers and with 1,35,000 donors** contributing to diverse causes.

An important area of support India Cares provides is in the capacity building for participating CSOs, especially the small and medium organisations with no communications capabilities, is trying to convey their work through appeals, videos; fundraising training; accompanying for meetings with groups of volunteers and companies; even planning and defining a strategy to reach out!



***EVENT
HIGHLIGHTS***

FEEL THE PRIDE. THE TCSW10K ETHOS



**TCS
WORLD 10K
BENGALURU**

TATA CONSULTANCY SERVICES

Event Ethos - Feel The Pride

Over the past 12 years, Bengaluru has played host to the World's Premier 10K run.

The TCS World 10K Bengaluru, is an AIMS certified, IAAF Gold Label Road Race. It receives international applause for its formidable elite field and mass participation.

This sporting event, has created a phenomenal impact in terms of social change and has established itself as one of the largest philanthropy platforms in India.

When you participate at the TCS World 10K Bengaluru, you can feel the pride of putting running for a cause at the forefront; for giving back to the city - with the Cubbon park & Madiwala Lake Urban Forest initiative; the pride of being a welcoming city; the pride of creating a healthy spirit of competition that inspires thousands to get fitter; the pride of being part of the World's Premier 10K run.

It's this sense of pride that inspires Bengaluru to put its best foot forward every single time.

This time at the TCS World 10K Bengaluru.

#FeelThePride



<https://tcsworld10k.procammrunning.in>

[f](#) [@](#) tcsw10k | [t](#) tcsworld10k

Promoted by



Title Sponsor
TATA
CONSULTANCY
SERVICES

Celebrate Heritage. Feel the Pride.

The streets are my stage as I run to revive Karnataka's 400 year old theatre art - Yakshagana at the World's Premier 10K.

For the People, 27
Tevans Professional

19 May 2019

TCS WORLD 10K BENGALURU
TATA CONSULTANCY SERVICES

<https://tcsworld10k.procarmrunning.in>

#FeelThePride

Presented by
P
PROTECTOR GENERAL

Title Sponsor
TATA
CONSULTANCY
SERVICES

Our city. Our pride.

Getting a city to come together,
hosting the world's best athletes,
inspiring thousands to take their first step into the world of health and fitness,
fostering a culture of giving and continuing to set records.
Many reasons that the world premier 10K run makes the city proud.
It all started right here at the TCS World 10K in Bengaluru, with you.

Register now and create pride not just for yourself but for our city.

Allooth Narasimur
Face of Event

<https://tcsworld10k.procarmrunning.in>

Helpline: +91 08 4073 9955 (Mon-Sat, 10 am to 7 pm) | Email: tcsworld10k@procarm.in

<https://www.facebook.com/tcs10k> | <https://www.instagram.com/tcsworld10k> | <https://www.youtube.com/tcsworld10k> | Event Date: 19 May 2019

#FeelThePride

Presented by
P
PROTECTOR GENERAL

Title Sponsor
TATA
CONSULTANCY
SERVICES

Create Memories. Wear your Pride.

Each race at the TCS World 10K evokes a sense of fulfillment that words can't describe.
Share the magic as it unfolds with your loved ones and remember, the best memories are made on race day.
The 5K Maha run starts at 6:50 a.m. and this year, runners can boast of a Finisher Medal and Timing Certificate*.

Register now!
<https://tcsworld10k.procarmrunning.in>

Helpline: +91 08 4073 9955 (Mon-Sat, 10 am to 7 pm) | Email: tcsworld10k@procarm.in

#FeelThePride

Presented by
P
PROTECTOR GENERAL

Title Sponsor
TATA
CONSULTANCY
SERVICES

Shatter Stereotypes. Feel the Pride.

Pride in taking forward the legacy of the world's first **all-women pacer squad** at the TCS World 10K.

Setting the pace for runners to achieve their personal best on race day.

7 of the 13 all-women 10K pacer squad, 2019

#FeelThePride

WATCH US LIVE ON STAR SPORTS 1 & HOTSTAR | SUNDAY, MAY 19, 6:30-10 A.M.

Presented by
P
PROTECTOR GENERAL

<https://www.facebook.com/tcs10k> | <https://www.instagram.com/tcsworld10k> | <https://www.youtube.com/tcsworld10k.procarmrunning.in>

LAUNCH OF TCS WORLD 10K 2019

The twelfth edition of the event was launched with much fan-fare along with eminent dignitaries, sponsors and face of the event **Puneeth Rajkumar**. The platform showcased new initiatives undertaken by the event with an aim to re-invent and offer runners exciting new opportunities.



At the Registration Launch of the TCS World 10K Bengaluru 2019 (L to R), Dr. Vivek Jawali (Chief Cardiothoracic Surgeon Fortis Hospitals & Medical Director TCSW10K), Nagraj Ijari (Vice President & Head, TCS Bangalore Operations), Puneeth Rajkumar (Face of the Event), Bhanu Pratap Chauhan (Cluster Head Karnataka, Radio Mirchi).



(L to R) Ranganathan Sundaram (Global Head - Marketing Transformation and Operations, TCS), Meena Dave (CEO, India Cares), Dr. Vivek Jawali (Chief Cardiothoracic Surgeon Fortis Hospitals & Medical Director TCSW10K), Nagraj Ijari (Vice President & Head, TCS Bangalore Operations), Puneeth Rajkumar (Face of the Event), Bhanu Pratap Chauhan (Cluster Head Karnataka, Radio Mirchi), CS Santosh (India's finest off-road racer), Rajender Kataria (Secretary, Agriculture Department), Avinash Krishnamurthy (Fast & Up), Sahil Jandial (Luxottica India), Vijay Raghavan Venugopal (CEO, Fast & Up).

The Majja Run was introduced as a completely timed category and each registered runner was given a timing chip in his/her personalized bib as well as a medal of completion on their finish. This initiative by Procam International is in line with its vision of encouraging a healthier community as well as providing an opportunity for runners from across age categories including as young as 12-years a chance to be part of this mega event.

New global brands extended their association with the TCS World 10K Bengaluru 2019

Sports Goods Partner



Recharge Partner



Performance Eyewear Partner



Domains and Online Presence Partner



Energy Drink Partner



Institution Partner



ASICS FINISHERS TEE LAUNCH



Kevin Pereira (Vice President - Business Development, Procam International), Vipin Nambiar (AVP Procam International), Jinson Johnson (ASICS Athlete), Gautam Raheja, (Head of Marketing, ASICS India Pvt. Ltd.).

ASICS, the Sports Goods Partner for their inaugural association with the event, along with Arjuna Award winner ASICS athlete Jinson Jhonson, unveiled the official 'Finisher's Day Tee'.

Since its launch in 2008, the TCS World 10K has consistently attracted world-class runners as well as enthusiastic amateurs from across the globe. In a zest to encourage them, ASICS honoured first 475 Male & 475 Women finishers in the 10K Open Category with Finisher's Day Tee.

ASICS PROMO RUN

With an aim to announce its entry in Bengaluru, a special Promo Run was conceptualized as a lead-up to the event. The Promo run witnessed over 700 runners draw the Asics logo (Asics Spiral) using their Running Apps on a designated running route in the heart of the city i.e. around Cubbon Park and UB City.



PROCAM SLAM



In a bid to recognize the ardent runner, the Procam Slam was launched in 2018; a rewards and recognition program for runners who complete four feature races in Procam's running calendar. The first edition of the Procam Slam concluded and in an over-whelming response 125 runners successfully completing the slam. These runners were rewarded with a customized running kit, special bib number, unique crafted medal among others.

Adding a level of excitement moving forward, all four Procam races will now be featured in a slam – cycle. Commencing April 2019, there will be 4 Procam Slam cycles, Bengaluru – Mumbai; Delhi – Bengaluru; Kolkata – Delhi & Mumbai – Kolkata.

A runner now can start his/her Procam Slam cycle by participating in any of the 4 Procam running events and running the subsequent three distance running events promoted by Procam. This cycle adaptation of the slam, makes a participant eligible for the Slam cycle leaderboard (that will consist of the top 20 female & male runners based on aggregate net finish times), post completion of a cycle of finishing 4 consecutive feature races.

With the adaptation of cyclic structure for the Procam Slam, the first cycle (Bengaluru – Mumbai) leaderboard winners will be announced post the Tata Mumbai Marathon 2020 and subsequently at the end of each race on the Procam Running Calendar.

PROCAM SLAM MEDAL



INTERNATIONAL EVENT AMBASSADOR

ARANTXA SANCHEZ VICARIO

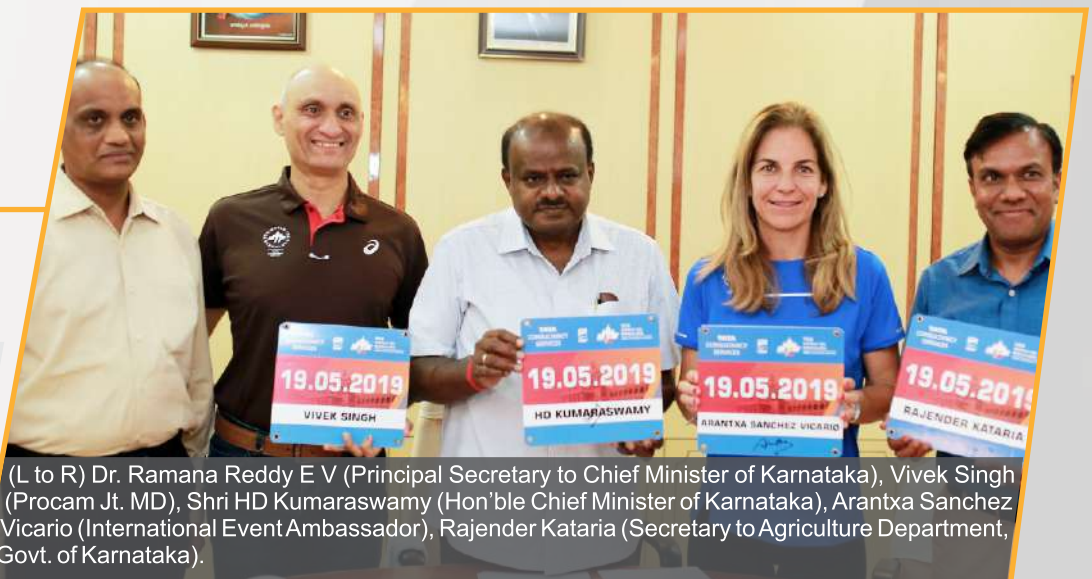


In the quest to keep raising the profile of the event, former women's World No. 1 tennis player Arantxa Sanchez Vicario was the International Event Ambassador. The Spanish legend who accumulated 14 Grand Slam titles - four singles, six doubles, and four mixed doubles is considered to be one of the most decorated Olympians in Spanish history, winning four medals (two silver, two bronze).

Arantxa with her charismatic presence and vivacious energy captured the hearts of many! She enthusiastically engaged with the runners, event sponsors and media as part of the activities.

"It was a great sight to see 25000 runners coming together for this event. Running is such a universal sport and such events bring people together to celebrate the spirit of life. What I saw on Race Day was much more overwhelming, competitive and beautiful than I had imagined it would be. As an event ambassador, I am taking back some of the most beautiful memories of this city, the competition and the spirit shown by the people of Bengaluru. My heartfelt congratulations to everyone involved in making this event a grand success."

Hon'ble Chief Minister of Karnataka, HD Kumaraswamy welcomed Arantxa Sanchez to Bengaluru.



(L to R) Dr. Ramana Reddy E V (Principal Secretary to Chief Minister of Karnataka), Vivek Singh (Procam Jt. MD), Shri HD Kumaraswamy (Hon'ble Chief Minister of Karnataka), Arantxa Sanchez Vicario (International Event Ambassador), Rajender Kataria (Secretary to Agriculture Department, Govt. of Karnataka).



A special engaging session with the senior management and employees of the Tata Consultancy Services.



An interactive session with the runners and pacers at the Mirchi Get Active Expo.



Game, Set, Match a special video series was launched with Arantxa showcasing the flavor of Bengaluru.



Hosted by ITC Windsor, the event's hospitality partner, Arantxa participated in the traditional Pasta Cook Out.



Interaction with the Care Champions along with India Cares Foundation.



Once in a life-time opportunity for the best players in Karnataka, Arantxa conducted a special tennis clinic with Karnataka State Lawn Tennis Association (KSLTA) for over 30 aspiring tennis talent.

TOP CONTENDERS AT THE TCSW10K 2019

A total of 16 Gold Label athletes, eight men and eight women, took to the startline on May 19 to vie for the prestigious title. Seven of the 12 international elite men had their personal best timings below the course record of 27:44 set by Geoffrey Kamworor way back in 2014 edition. Add to it, four of the 10 international elite women contenders had their personal bests below the course record of 31:19 set by Agnes Tirop in the last edition.

INTERNATIONAL ELITE MEN



Mathew Kimeli, KENYA

was the fastest man on the start-line with his personal best timing **27:11**, achieved at **Prague 10K in 2017**.



Geoffrey Koech, KENYA

Geoffrey's **27.18** which he ran in **2018 at Prague** was the 3rd fastest time in that year and his personal best too.



Andamlak Belihu, ETHIOPIA

Winner of the **Airtel Delhi Half Marathon in 2018 (59:18)**. He finished first at the **Ottawa 10K 2018** with **27:48**

INTERNATIONAL ELITE WOMEN



Agnes Tirop, KENYA

Coming in as defending champion, Agnes also held the CR for the event with 31:19. She clocked 30:50 at Tilburg Ladies 10K in 2018, a title she defended after winning it in 2017.



Tsehay Gemechu, ETHIOPIA

came into the event winning the Valencia 10K at 30:15. She was placed second to Agnes at the Tilburg Ladies 10K clocking 31:07.



Senbere Teferi, ETHIOPIA

She finished runner-up at the 2018 edition of the event with timing of 31:22. Came into the event at the back of winning RAK Half Marathon 2019.

INDIAN ELITE MEN



Avinash Sable

is the 2017 and 2018, runner-up at the Airtel Delhi Half Marathon. He is the current National record holder in the 3000m Steeplechase, which he created at the Asian Championship at Doha in 2019.



Abhishek Pal

is the winner of 2018 Airtel Delhi Marathon with a timing of 1:04:13. The year 2019 was good for him as he won silver medals at Federation Cup in 10000m & 5000m.



Karan Singh

is the winner of the Vasai Virar Mayor's Marathon 2018 and winner of Mumbai Marathon 2014 & 2015 editions.

INDIAN ELITE WOMEN



Sanjivani Jadhav

Current TCSW10K winner with a course record to her name. Sanjivani also won the Tata Mumbai Marathon (half marathon) besides winning the gold in Federation Cup 10,000m.



Swati Gadhave

is a two time winner at the TCS World 10K (2014, 2016). A veteran runner, she was recently selected to represent India at Asian Cross Country race.

COUNTDOWN PRESS CONFERENCE



(L to R) Ashish Bhushan (Director, Procurement International), PN Sankaran (Director Operations, Procurement International), Sunil Deshpande (Delivery Centre Head, TCS Bangalore), Manas Krishnamurthy (General Manager, ITC Hotels), Bhanu Pratap Singh Chauhan (Cluster Head, Radio Mirchi), Arati Kakatkar (VP, Procurement International).

As the city geared up with pride to host the 12th edition of the TCS World 10K, the registrations were at an all-time high with 24,570 participants, 16,046 in the Open 10K, which is an increase of over 800 participants from the previous edition. The elite start boasted of 95 of the world's best, celebrating the pride of running in Namma Bengaluru 6,595 participated in the Majja Run category, 873 Senior Citizens and heartwarming 720 participants in the Champions with Disability took to the startline.



EVENT MEDIA CENTER

The nerve centre of the TCS World 10K, is the event's world-class media center set-up on the first floor of Sree Kanteerava Stadium. The media centre was host to numerous curated press meets/ conferences revealing various facets of the Event, catering to over 150 accredited media houses during the course of the race week.

PHILANTHROPY PRESS MEET



At the TCS World 10K 2019, Philanthropy Meet & Greet pc (L to R) Surinder Bhagat (Senior Director, Human Resources from Western Digital Company), 15 Year Old Srinidhi Vusirikala (Greenwood High International School), Nisha Gulur (a Transgender, from the CSO Sangama), Renu Mukunda (Trustee, CherYsh Trust), Murray Culshaw (Chairperson, India Cares), Rupande Padaki (Trustee, India Cares), Vivek Singh (Jt. MD, Procama International), Arati Kakatkar (VP, Procama International), Meena Dave (CEO, India Cares).

The first event as a lead up to race was the Philanthropy 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. The event was announced over four crores raised towards numerous causes.

Present at the session was an interesting mix of fund raisers including - Srinidhi Vusirikala a 15 years old, studying in Greenwood High International School; Nisha Gulur a transgender from the CSO, Sangama, who is now a programme manager with the organisation; Gita Peters of CherYsh Trust empowering women in rural areas to be independent and Surinder Bhagat - Senior Director, Human Resources from Western Digital Company that have 300 employees running - an increase of 200% from last year.

TECHNICAL PRESS MEET

Moderated by Vivek Singh (Jt. MD, Procama International), the evening was a "96- hours-to-go" countdown in the presence of Elvis Joseph (CEO, Karnataka Athletic Association), Dr. Vivek Jawali (Medical Director, Fortis Hospital), Hugh Jones (Race Director), PN Sankaran (Director Operation, Procama International). It highlighted the route for the year, medical care preparedness and logistic measures that have been implemented this year.



Technical Press Meet & Greet (L to R) Elvis Joseph (CEO, Karnataka Athletic Association), Dr Vivek Jawali (Medical Director, Fortis Hospital), Hugh Jones (Race Director).

ELITE ATHLETE PRESS MEET



TCS World 10K 2019-Intl. Elite athletes Press Meet & Greet (L to R), Rose Chelimo (Bahrain), Paul Tanui (Kenya), Geoffrey Koech (Kenya) and Defending Champion Agnes Tirop (Kenya).



The top Indian Elite athlete at the TCS World 10K 2019 (L to R) Parul Chaudhary, Defending Champion Sanjivani Jadhav, Abhishek Pal, Avinash Sable and G Lakshmanan.

The international elite athlete press meet was hosted by noted commentator and a regular at Indian distance running events, Tim Hutchins.

The Indian Elite press meet was hosted by Gautam Bhimani.

Both these meets gave an opportunity to the media to interact with the runners and understand their strategies for race day.

OPEN 10K OFFICIAL PACERS

The Open 10K was paced by 15 dynamic Indian women runners. These are all amateur athletes, who have chosen to give up their timing and adopt a slower finish time than their trained ability to help other runners achieve their target time. The concept of an all women pacers team is a global first in distance running event and was introduced last year at the TCSW10K.



Shruti Jain
45 Minutes Bus



Shailja Sridhar
50 Minutes Bus



Bindu Juneja
55 Minutes Bus



Krishna Kohli
60 Minutes Bus



Kalyani Tokekar
60 Minutes Bus



Shweta Maurya
65 Minutes Bus



Swarn Jha
65 Minutes Bus



Asha NS
70 Minutes Bus



Suchitra Patwardhan
70 Minutes Bus



Alka Kumari
75 Minutes Bus



Divya Kanchan
75 Minutes Bus



Ranjani Ramanujam
80 Minutes Bus



Nandani Ashokumar
80 Minutes Bus



Niha Hiremath
85 Minutes Bus



Sundarambal Sairamesh
85 Minutes Bus

MIRCHI GET ACTIVE EXPO

Held from the 16th-18th May at the Koramangala Indoor Stadium, the Mirchi Get Active Expo was a haven for runners and fitness enthusiasts alike. Registered runners visited the expo to collect their running bibs and also to participate in exclusive runners meet, and avail exciting offers by leading sports brands at their visit to the expo.



Rashmi Cherian (Certified Sports & Exercise Nutritionist) and Dipali Pandey (Sports Physiotherapist.)

EXPERT SESSIONS BY



(L to R), Anubhav Karmakar (Tri athlete & full marathoner, & founder of ATHLOFT), Nirupama Singh (Nutritionist, runner & amateur category podium finisher), Vijayaraghavan Venugopal (CEO of Fast & Up - Aeronutrix Pvt. Ltd.), Kothandapani K. C. (former national athlete & head coach - Pace Makers).

Panel discussion hosted by - Vijayaraghavan Venugopal With Pani Sir and Anubhav Karmakar.

BEYOND THE FINISH LINE



(L to R) Aditi Chauhan (Vice Captain of the Indian Women's Football Team), Arantxa Sanchez Vicario (International Event Ambassador), Niranjana Mukundan (an award-winning para-swimmer), Milind Somani (Actor, model and runner), Sathyan Gnanasekaran (the highest ever ranked Indian table tennis player) & Raman Subramaniam (tennis coach).

Beyond The Finish Line (BTFL) is an initiative of Procam International, in association with GoSports Foundation. It acts as a platform to recognise, reinforce, reward and share stories of people who have created a positive impact on society using the medium of Sport. The 2019 edition of the event focused on young achievers.

Hosted by ITC Windsor, the exclusive evening brought together eminent personalities over sublime food and great conversations. The event was moderated by noted commentator **Gautam Bhimani**.





The first session brought together some exceptional Indian Athletes which included **Aditi Chauhan** (Vice Captain of the Indian Women's Football Team and the first Indian female footballer to play for a professional club in the UK); **Niranjan Mukundan** (an award-winning para-swimmer) who was born with Spina Bifida, leaving him paralyzed below the hips. Niranjan was recently nominated in the Forbes 30 Under 30 Asia list. **Sathiyam Gnanasekaran** (the highest ever ranked Indian table tennis player), credits his meteoric rise in rankings to the Top 25 in the world to his coach **Raman Subramaniam** who was also present.

The next session witnessed (**International Event Ambassador**) **Arantxa Sanchez Vicario** along with **Milind Soman** enthrall the audience with their stories on why they took to sports and how it has played such an integral part in their lives.



PASTA COOK OUT



Celebrating the age-old tradition of carb-loading, all partners and key dignitaries engaged themselves in a fun, interactive pasta cookout at the Hotel ITC Windsor on Saturday, 18th May 2019.

The pasta cook out was conducted between dignitaries like Prachi Sharma (Senior Brand Manager, General Mills); S Sankara Raman (Amar Seva Sangam); Murray Culshaw (Chairman, India Care Foundation); Mathew Cherian (CEO, Help-Age India); Puneet Sharma (Head of Sport, TOI); Sonali Swami (Ambassador, Fast & Up); Arantxa Sanchez Vicario (International Event Ambassador TCSW10K 2019); Anju Bobby George (Padmashree Awardee); Adille Sumariwalla (President, AFI); Rajender Kataria (Secretary, Govt. of Karnataka); Nagraj Ijari (Vice President and Head, Bangalore Operations, TCS); Manas Krishnamurthy (GM, ITC, Windsor); Sunil Deshpande (TCS); Dr. Vivek Jawali (Fortis) and Anil Singh (Managing Director, Procam International).

WINNERS OF PASTA COOK OUT



S Sankara Raman (Amar Seva Sangam) & Murray Culshaw (Chairman, India Care Foundation), winners of Pasta Cook Out.



(L to R) Pasta Cook Out judges Akshraj Jodha (Executive Chef - ITC Windsor Bengaluru), Satish Venkatachaliah (Vice President & India Country Head at Openlink Financial, Head of the Table: Something's Cooking Culinary Arts), Monika Manchanda (Food Blogger, Consultant & Home Baker), along with runners up, Mathew Cherian (CEO, Help-Age India) & Adille Sumariwalla (President, AFI).

BREAKING CARBS

Amateur runners were given a unique opportunity to get up close and personal with some of the world's best distance running athletes-**Paul Tanui**, **Mathew Kimeli** and **Goefrey Koech** and interact with two of the world's leading athletics TV commentators Tim Hutchings & Rob Walker.



They both made the athletes do some great warming up exercises in the funniest and interesting manner. Runners from different run clubs formed teams and performed some stunning teamwork exercises. They actually made Runners who are flag bearers of a Solo Sport like Running into a complete Team Sport and made them realise how team bonding in Running actually is necessary and a great performance enhancer. Breaking carbs thus paved way for some new running partnerships and great buddy runners.



RACE DAY

Long before even the sun peeked out on 19 May 2019, Sree Kanteerava Stadium was buzzing with the energy of 24,000 + runners. All set to create ripples on the roads of Bengaluru, it was a sight not many who were present there would forget.

A few hours later, the 2019 edition of the TCS World 10K Bengaluru lived up to its billing of being the World's most prestigious 10K, as athletes, amateurs and people from all walks of life joined together to celebrate the spirit of running.

The energetic morning saw **International Event Ambassador Arantxa Sanchez Vicario, Face of the Event Puneeth Rajkumar** among others cheer on the participants and soak in the fervour of the event.



Open 10K runners at the start line.



Dignitaries at the Flag off stage at the TCS World 10K 2019.

CHAMPIONS OF TCSW10K



OVERALL ELITE MEN:

- 1st - Andamlak Belihu (ETH), 27:56
- 2nd - Mande Bushendich (UGA), 28:03
- 3rd - Birhanu Legese (ETH), 28:23



OVERALL ELITE WOMEN:

- 1st - Agnes Tirop (KEN), 33:55, first woman to defend her title
- 2nd - Senbere Teferi (ETH), 33:55
- 3rd - Letsenbet Gidey (ETH), 33:55

CHAMPIONS OF TCSW10K



INDIAN ELITE MEN:

- 1st - Karan Singh, 29:55, second fastest time by an Indian at TCSW10K
- 2nd - Lakshmanan G, 30:02
- 3rd - Avinash Sable, 30:36



INDIAN ELITE WOMEN:

- 1st - Sanjivani Jadhav 35:10
- 2nd - Parul Chaudhary 35:36
- 3rd - Chinta Yadav 36:34

RUNNING GROUPS VOLUNTEERED FOR SERVICES

All the participants were kept hydrated with the 4 Bisleri water stations and around 65,610 litres of Bisleri water being distributed. Bisleri water was distributed in cups and managed and passed around by various running groups from Bengaluru. This marks the 3rd year of this initiative at the TCS World 10K. The volunteers not only managed the station and motivated the fellow members of the running community; they were also trained in CPR by Fortis Hospitals, thus ensuring immediate emergency response action.

These runner groups included;



RUN IN COSTUME



On race day, the timed Majja Run was a street carnival where thousands of participants ran in support of a cause they believe in. Participants provided a visual treat as they dressed-up in colorful costumes to project a social cause close to their heart. To reward their hard work, Promoters Procram International, conducted a contest for the best-dressed group and individual, participants.

This contest was judged by actress **Neha Saxena**.

RUN IN COSTUME WINNERS:

Individual Winners

- 1st - Chinmayi G - Educate the Girl Child
- 2nd - Saigappa - Battle Depression, Speak Up
- 3rd - Manas Kumar - Wing Commander/Surgical Strikes

Group Winners

- 1st - Baxter - Save and Sustain
- 2nd - Madhu - Support Farmers
- 3rd - Aashwasam - Connect with Nature and Humans

VOLINI RECOVERY ZONE



Volini created the Maxx Recovery Zone post the finish line with an area that spanned over 9,000 sq. ft. Volini Maxx played a pivotal role in the recovery of over 8500 + runners who completed the gruelling run. A special team of sports doctors & 120 physiotherapists ensured that each runner was Maxx recovered. Volini is the preferred pain relief partner of sports enthusiasts/athletes across all major sports, including running.

CHAMPIONS DINNER

Champions Dinner is a special evening hosted at Hotel ITC Windsor, the event's hospitality partner, to celebrate the achievements and success stories of the event. The gathering is an occasion to felicitate the winners for their outstanding performances, thank all the sponsors, partners, and the city machinery for their support and also acknowledge the pacers for their selfless efforts.



Women Pacers.



Run Club Representatives.



TEAM PROCAM INTERNATIONAL



ECO STRIDE



Green initiatives at TCS World 10K 2019

Overview



Tata Consultancy Services World 10K, an IAAF Gold Label Race, besides establishing itself as the World's Premier 10K as well as the largest sporting charity platform in South India is also committed to putting the environment first and has successfully undertaken projects such as the Madiwala Lake Urban Forest and Cubbon Park Water Rejuvenation.

As a commitment to set up an environmentally sustainable event, Procam International has tied up with Hasiru Dala Innovations Private Limited to ensure a 100% Waste Managed Race at the TCS World 10K 2019, by implementing green initiatives that reduce waste, re-use resources and recycle materials in an effective way.

One of the first organisations granted permission from BBMP under the Events Waste Management Notification 2019.

Due to the green initiative undertaken there was a 40% reduction of waste generated in the 2019 edition as compared to 2018.

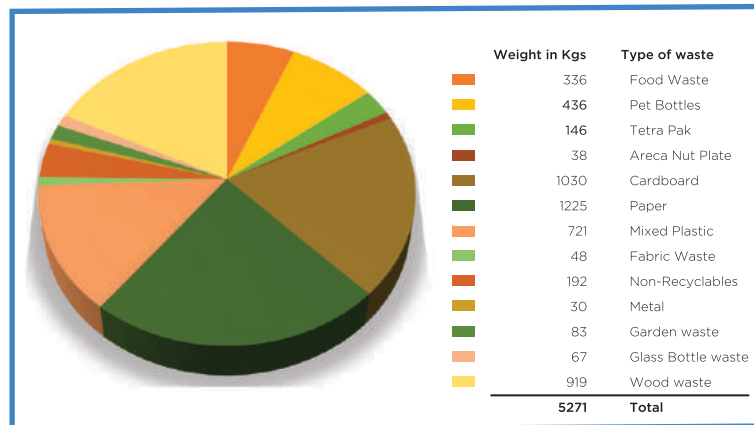
Sustainability Initiatives undertaken:

 ZERO WASTE TO LANDFILL	 Reduction in usage of plastic bottles by as much as 83%.	 Plastic trash bags replaced by HDPE re-usable bags.
 All branding in Cloth. Non re-usable branding materials were given to NGO 'Swabhimaan' to stitch 14000 cloth bags which were distributed in the slums.	 Encouraged runners to carry personal bottles on race day to be re-filled en-route at Water Stations.	
<ul style="list-style-type: none">• Water served in Paper Cups without plastic lining, used for the first time at such events.• Maja Run medal produced from recycled medals accumulated over the past many years.• Bibs at the expo, distributed to the runners directly without plastic envelopes.• Food and Refreshments on Race Day given out in handy, reusable cloth bags.• Goody Bags handed out in the expo made from Cloth.• Directly connecting with the waste-picker community to ensure that they benefit from waste generated as an added incentive apart from the part-time job opportunity.• Special Bus services provided from various parts of the city to ferry 10K runners to the venue.		

ECO STRIDE



Details of the waste generated and disposal*



Details of waste type

Food Waste: This includes all fruits and left-over food.

Plastic Bottles/ Pet Bottles: This includes the water bottles from race day.

Tetra pak: This includes tetra pak from race day.

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

Areca Nut Plates: This includes the plates used to serve the food at the SCR zone.

Fabric/Cloth Banner waste: This includes all banners used for branding in the expo, stadium and route.

Non-Recyclables: This includes wood pieces, sponge & banner shreds from expo, stadium and route.

Details of disposal methods

Plastic Bottles / PET Bottles/ Plastic Wrappers: Transported to the aggregation centre of Hasiru Dala Innovations. This was baled and sent for recycling.

Cardboard, Tetra Pak & Paper Waste: Transported to Sripathi paper Recyclers in Tamil Nadu for recycling.

Areca Nut Plates: Transported to farmers for composting. This is a collaborative effort by HDI and farmers to return back the rich food waste to soil as compost.

Cloth Banner Shreds & Non-recyclables: Banner shreds, wood and other waste transported to cement kilns as fuel for co-processing.

Garden Waste / Food Waste: Transported to farmers for composting. This is a collaborative effort by HDI and farmers to return back the rich food waste to soil as compost.

Glass Bottles and Metals: The glass bottles and metal were sent to existing recycling streams in Bangalore.

* Report provided by Hasirudala Innovations Private Ltd.

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RUNNING ABOVE ALL

Harrier leads the TCS World 10K 2019



The TCS World 10K is a world-class sporting event that sees the best of the runners compete. Leading them to the finish line as the lead car was the Harrier, a perfect combination of stunning design and power-packed performance.

Harrier with the track time displayed, ensured the marathoners had extra motivation to challenge themselves and push through to achieve record times surpassing their previous best.

The Harrier's positive energy, strength and desire to achieve is what inspired the runners to rise above all.

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RECOVERY ZONE



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INDIA'S STRONGEST
PAIN RELIEF SPRAY*

*In pressurized delivery mechanism spray category, compared to other pressurized Diclofenac containing pain relief topical sprays (2% diclofenac vs 1% diclofenac) Consult physician if pain persists for more than 7 days

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*If there are changes in the region / time zone, manual time zone selection may be required.

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TCS
WORLD 10K
BENGALURU
TATA CONSULTANCY SERVICES



ACE THE PACE

“As always, Jabong is excited to be associated with one of the most prominent marathons of the nation. TCS World 10K Bengaluru 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. ”

- *Gaurav Kackar, Head of Marketing*

PERFORMANCE EYEWEAR PARTNER

OAKLEY



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LENS TECHNOLOGY

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[OAKLEY.COM/PRIZM](https://www.oakley.com/prizm)

ENERGY DRINK PARTNER

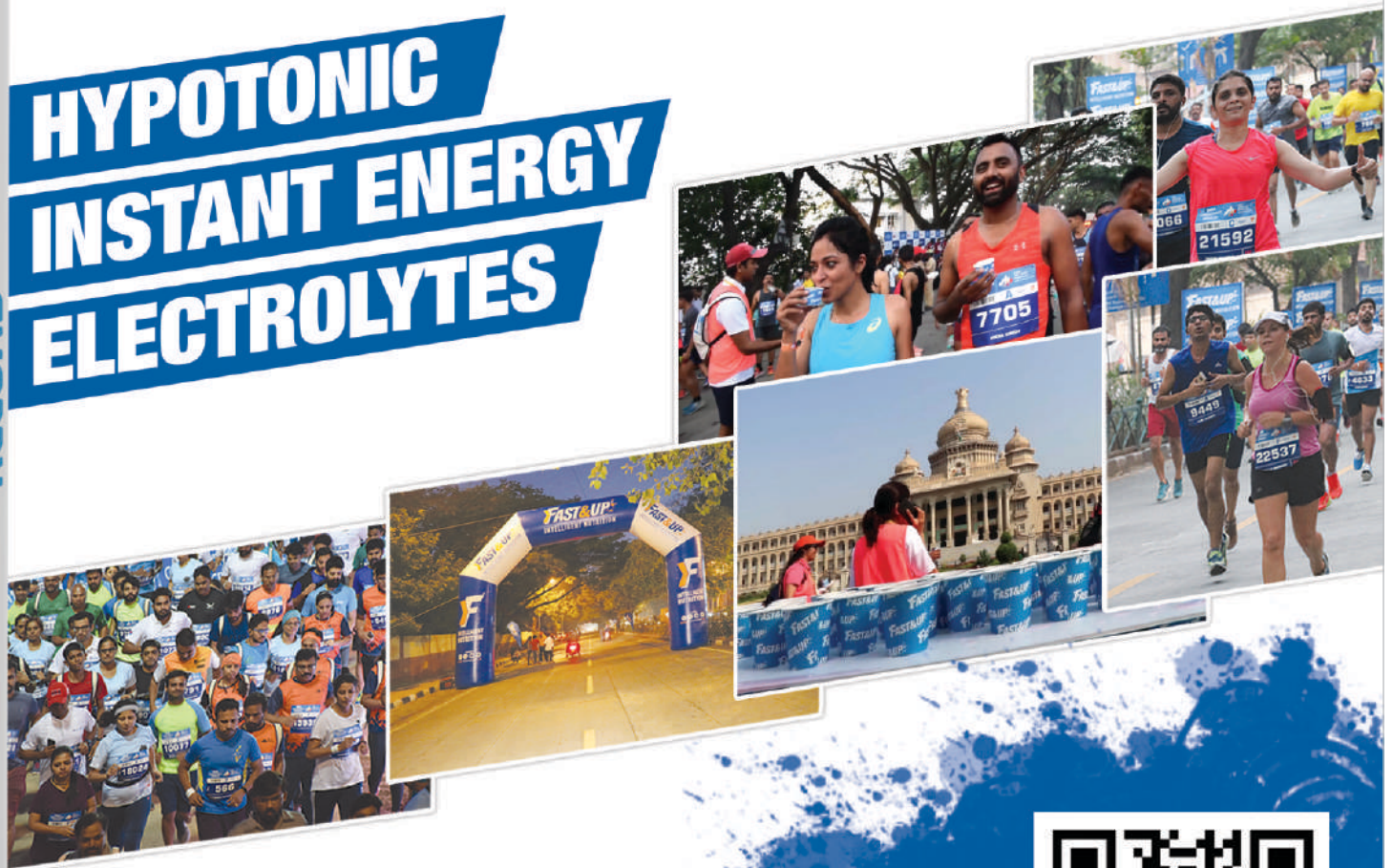
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**WATCH
TCSW10K**



RUNNING IS A SCIENCE AND SO IS HYDRATION

Bisleri®



OFFICIAL HYDRATION PARTNER

Being the **Hydration Partner** at TCS World 10k Bengaluru 2019, Bisleri took charge of the water requirements for the runners and athletes participating in the run. Bisleri set up **4 water stations** across the 10 km stretch on the running track to ensure that all the participants are well hydrated.

Apart from being 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.



OFFICIAL
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PARTNER

ITC Windsor is the Hospitality Partner of the



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WORLD 10K
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ITC HOTEL
RESPONSIBLE LUXURY

ITC WINDSOR
BENGALURU
THE
LUXURY
COLLECTION

ITC WINDSOR - WHERE HOSPITALITY MEETS RESPONSIBLE LUXURY

ITC Windsor has been privileged to be the Official Hospitality Partner of the TCS World 10K Bengaluru 2019, since its inception in 2008. It was a pleasure to host Ms. Arantxa Sanchez and some of the biggest elite international athletes.

- Extended hospitality at the Procam Marquee
- 12th year of association
- Preferred choice of Hospitality

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TCS
WORLD 10K
BENGALURU
TATA CONSULTANCY SERVICES

FROM START TO FINISH,
**WE RUN WITH YOU,
FOR YOU.**



“ *We are proud to be associated with **TCS World 10K** from the last 9 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 24,000 runners.*** ”



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
(Member Academic Council).



TCS
WORLD 10K
BENGALURU

TATA CONSULTANCY SERVICES

*Togetherness in Action
in many fractions
make lives Better...*

Philanthropy Partner



India Cares™
Foundation



Institution Partner: **HelpAge India**
 Celebrating Active Ageing

Get Active! Stay Active!

WHO ARE YOU CALLING OLD?
I'M FREE FOR
I KNOW, THE BEST IS YET TO BE



“This was the first time for HelpAge India to come onboard and participate as Institution Partner for the TCS World 10K Bengaluru Senior Citizen's Run. 'Get Active, Stay Active!' was the mantra for this run, to encourage seniors to live healthy & dignified lives. We were amazed at the huge numbers of that turned up for the run. We met a 90 plus runner who could give any youngster a run for their money. The seniors proved that 'Age is just a number' when it comes to fulfilling one's dream. We thank TCS & Procam International for making this experience for our elders, a truly memorable one!” – Mathew Cherian, CEO, HelpAge India



HelpAge India works for the cause and care of disadvantaged older persons to improve their quality of life. It advocates for their needs such as - Universal Pension, quality Healthcare, action against Elder Abuse and many more, with the Central and State governments. It runs various Agecare programs to service elder needs. The aim is to serve disadvantaged elders in a holistic manner, enabling them to live active, dignified and healthier lives.

Log onto: www.helpageindia.org

Elder Helpline Number: 1800-180-1253
 or Download the **HelpAge SOS App**

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The year has to improve the lives of children at Government Institutions

choose not to place 'S' in my ability.

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Doing Good is the Only Certainly Happy Action of a person's Life

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