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# EVENT DOCKET



Philanthropy Partner



**IndiaCares**  
Foundation



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# Foreword

For fourteen years, the Tata Consultancy Services World 10K has been a symbol of pride and prestige for Bengaluru and Karnataka. The return of this event heralded a new ray of hope, and optimism – for all stakeholders; sponsors, partners, the social sector, city authorities, and the runners.

They say faith & belief can move mountains. We didn't just underscore these sentiments, but with unseasonal rains and challenges at hand - we breathed life into it and lived it!

Sunday, 15 May 2022, witnessed 19,000 runners take center stage at the iconic Sree Kanteerava Stadium; coming alive and finding joy in what brings them happiness. With one of the fastest fields ever assembled, course records were shattered by Kenyans - Nicholas Kipkorir and Irene Cheptai; offering a sporting spectacle befitting the World's Premier 10K event. The combination of on-ground and an app-based run allowed our brands to stretch their footprints and re-invent their association with innovative community engagements, to enthuse the running community.

The philanthropic and social impact of the TCS World 10K, Bengaluru is unrivalled. Our NGOs, fundraisers, and corporates welcomed back this platform, as an opportunity to get back on track with program fundraising. Led by India Cares Foundation, the event continues to be one of the largest fundraising sporting platforms in the country.

The powers that be supported us with all their might. We are truly humbled by the presence of the Hon'ble Chief Minister, Government of Karnataka, Shri Basavaraj Bommai along with Dr. K C Narayana Gowda, Hon'ble Minister for Youth Empowerment and Sports, Government of Karnataka; Dr. Ashwathnarayan C. N., Minister of Higher Education, Government of Karnataka; Dr. K. Govindaraj, President-Basketball Federation of India, President-Karnataka Olympic Association, Vice-president-Indian Olympic Association and the legendary American Sprinter Justin Gatlin as our International Event Ambassador and many others.

During the pandemic times, the Live events industry has suffered considerably. The success of the TCS World 10K, Bengaluru has given the entire ecosystem a silver lining. TCS World 10 K Bengaluru 2022, will be remembered fondly as the flag bearer for the resurgence of the mass participative sport in India.

An event of this magnitude as ours cannot come to life merely by our efforts. We have been fortunate to have the backing of our sponsors, the collaborative efforts of the government authorities, the support of the athletic governing bodies, the enthusiasm of our volunteers, and the relentless perseverance of our runners. A big thank you to each one of you for making this happen.

Wishing you our sporting best!

~ Anil & Vivek Singh

Promoted by



# Power Speak



## SHRI BASAVARAJ BOMMAI

**Hon'ble Chief Minister, Government of Karnataka**

*"The TCS World 10K Bengaluru is a very unique run for which world champions senior citizens and differently-abled people come together. The event is a great motivator for leading a healthy lifestyle as it draws attention to overall wellness. I was very happy to see the event bring back the spirit of life and the spirit of Bengaluru. I was delighted to see a number of people run for different social causes; it shows the generosity of our people. I commend Procam International for their efforts in putting up such an event and wish them the very best in their future endeavours."*



## SHRI KC NARAYANA GOWDA

**Hon'ble Minister for Youth Empowerment and Sports, Government of Karnataka**

*"TCS World 10K is the pride of Bengaluru and it was remarkable to witness the spirit of the people of Bengaluru on Sunday, 15th May. To see thousands of passionate runners participate without being deterred by the rains in the early hours of Sunday showed just how much this event was missed over the past two years. Congratulations to all the world-class athletes for smashing the course records and putting up a truly global sporting showcase."*



## DR. C.N. ASHWATH NARAYAN

**Hon'ble Minister of Higher Education, Government of Karnataka**

*"The TCS World 10K Bengaluru has successfully motivated individuals of all age groups to lead a healthy life and take up running. However, the interesting aspect of the event is that it also engages runners to come together and run for a cause. It is heartening to know the event is the largest philanthropy platform in South India and this year the event has raised nearly ₹ 3.12 crores for philanthropic endeavors. Kudos to the team!"*





## ADILLE SUMARIWALLA

**President, Athletics Federation of India**

*"After a gap of 2 years, I am delighted that the TCS World 10K Bengaluru this year was very well organized and it was great to witness some of the best long-distance runners of the world impress us with their performance. I particularly enjoyed watching Nicholas Kipkorir and Irene Cheptai create new course records in their bid to win the race. It was also good to see where our Indian athletes stand in terms of form ahead of some very important events this year. Overall, it was a memorable event and I congratulate Procam International for their efforts and resilience to host a mass participative event of this magnitude."*



## JUSTIN GATLIN

**International Event Ambassador**

*"The TCS World 10K Bengaluru is a very unique run for which world champions senior citizens and differently-abled people come together. The event is a great motivator for leading a healthy lifestyle as it draws attention to overall wellness. I was very happy to see the event bring back the spirit of life and the spirit of Bengaluru. I was delighted to see a number of people run for different social causes; it shows the generosity of our people. I commend Procam International for their efforts in putting up such an event and wish them the very best in their future endeavours."*



# From The Philanthropy Partner's Desk

The philanthropy pillar of Tata Consultancy Services World 10K Bengaluru, supported by India Cares Foundation, has steadily grown since the ₹ 41 lakh raised in its inaugural year in 2008. The year 2017 saw the highest amounts of funds raised in that edition – ₹ 7.55 crore! Across the 14 editions, over ₹ 49 crore have been raised for all possible causes needing support, making this platform the largest opportunity for Public Engagement by the Social Sector with the Society.

“After a hiatus of over two long years, the fact that this event was back was exciting, fulfilling and needless to say challenging. With only 60 days to fundraise, as against the usual 120-day window, we were apprehensive, however our fears were unfounded. We received an amazing response from the civil society organisations (NGOs), individual fundraisers and companies, with ₹ 3.12 crores having been raised in the span of 2 months.”

In the 2022 edition, 57 civil society organisations participated to garner support for their work. Immeasurable impact will be felt in the years to come – for eg: funds raised will be utilised to provide wheelchairs, impart education after a gap of two years, train women trained earn their livelihoods, etc.

20 companies fielded 30 teams, 76 individual fundraisers campaigned; 2,618 individuals contributed; monks, teachers, children, visually impaired, intellectually impaired, transgender, employee groups and volunteers - community members at all levels engaged!

Additionally, 434 runners made top-up donations totalling up to ₹ 1.92 lakh while registering for the event. This edition we saw a greater involvement from Bengaluru's run clubs, with increasing number of runners taking a cause to donate/fundraise.

The need is for the social sector to raise increasing amount of funds at the earliest for their regular projects & programmes, especially after concentrating on COVID relief work over the last 2 years. Funds are needed to continue supporting communities who have lost livelihoods, to educate children using online and offline methods, to address health issues and many other problems society has faced, and continues to face.

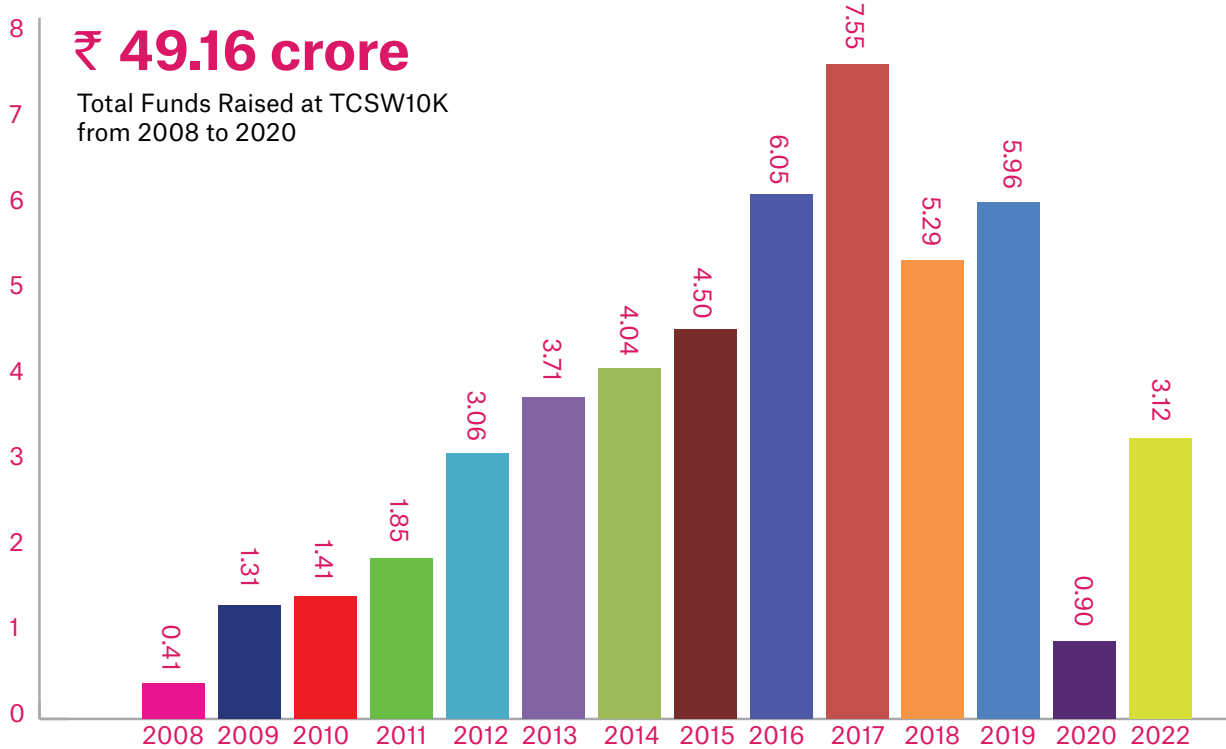
“Over the years, civil society organisations (CSOs/ NGOs) that have taken this platform seriously have raised significant sums of funds for their work, built their visibility in society and increased their donor base. The 2022 edition was even more significant to raise funds, and we have seen an increase in the ticket size of donations as society has understood the vital work being done by the social sector for the less privileged of our country and that this platform provides a trustworthy method to make a difference. 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!”

**~ Dr. Rupande Padaki,  
Chairperson, India Cares.**

Philanthropy Partner



# Funds Raised @ TCS WORLD 10K BENGALURU 2008 to 2022



## Funds Raised @ TCS WORLD 10K BENGALURU 2022

Category wise raised Rs in lakh

Corporate Cares	₹ 79,75,000
Care Champions	₹ 86,89,830
iCare fundraisers	₹ 23,55,615
Top-Up Donations	₹ 1,79,592
CSO Efforts	₹ 1,13,30,708
ICFN Management	₹ 7,05,622
<b>Total</b>	<b>₹ 3,12,36,367</b>



Care Champions are individuals from varied walks of life - Trustees, corporate CXOs, staff of the non-profits, individuals from the community served, committed donors, volunteers, students - with a single-minded focus of showcasing to the world possibilities achievable when the right efforts are made. To them, the process is of paramount importance - of going through the highs, lows, negativity, failure and of course gratitude when others believe in the Care Champion and the cause he/she has chosen. Champions extend beyond their limit and make it possible.

Since its inaugural year in 2008, the TCS World 10K Bengaluru platform has seen over 200 individuals as Care Champions, taking on targets of a lakh and above, and almost always achieving beyond 150% beyond the target!

At the 2022 edition, 15 individuals Care Champions have in total have raised ₹ 86.89 lakh for 13 CSOs. One of the unique aspects of the 2022 edition was that we had Mr T C Meenakshisundaram chose 4 CSOs and has raised a minimum of ₹ 1 lakh for each chosen CSO, a first for the platform. He has cumulatively raised ₹ 10.90 lakh at this edition.

# CARE CHAMPIONS

## CARE CHAMPIONS PLATINUM

Care Champion Platinum are individuals who have taken on a target of ₹ 10 lakh for their cause. Year on year these individuals have broken records in fundraising. This year we had one Care Champion Platinum, who has raised 400% of the minimum target!

## CARE CHAMPIONS DIAMOND

Care Champions Diamond are individuals who have taken on a target of ₹ 5 lakh for their cause. Two individuals have raised ₹ 10,23,182 in this category which proves their efforts are like 'Precious Diamonds' for the CSOs they have chosen to support.

## Care Champions GOLD

Care Champions Gold are individuals who take on a minimum target of ₹ 2.50 lakh for their chosen cause. We had 3 individuals raising ₹ 16,07,000, with one fundraising ₹ 10.90 lakh for 4 CSOs.

## CARE CHAMPIONS SILVER

Care Champion Silver are individuals who take on a target of ₹ 1 lakh for their chosen cause. This edition saw 9 individuals raising ₹ 15,49,528, almost double the set target!



## CARE CHAMPIONS

## PLATINUM



Binu Verma was brought up in Delhi and started her career as a training and development employee at a corporate. Binu served in the corporate sector was nearly 15 years. After a point of time, she realised her life has a larger purpose than a conventional desk job. Instead of dedicating her life to training young Indians to join the workforce, she decided to take the less traversed path with her husband, Ramesh Balasundaram, and together they started Bal Utsav in 2009; with the mission to empower children towards a better future.

In the year 2013, the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 came into existence. Her passion for working for her clan gave her an opportunity to address cases pertaining to Sexual Harassment. Since then there has been no looking back. She is on board with nearly 80 plus corporates across the country supporting their Internal Committees in creating a safe working environment for women employees.

Being a Social Entrepreneur, she has an immense responsibility towards the beneficiaries. In the initial years of Bal Utsav, she faced multiple challenges to raise resources. There were situations where she had a solution, however no support. It was an uphill task to attract investment but over time she was able to demonstrate how her programs were transforming government schools and their model of Sampurna Shaala & iShaala for children's education was replicable. She also believes in strengthening the ecosystem by providing vending machines for sanitary napkins and incinerators for napkin disposal in schools.

Binu's advice to young girls is, "Never give up and don't let your dreams die. Be focussed and fulfil them one at a time." ~ Binu Verma, co-founder of Bal Utsav based in Bengaluru.

## Binu Verma

Raised ₹ 44,13,400

in support of 'Bal Utsav'

Cause: Education

## CARE CHAMPIONS

## DIAMOND



*"One day you will be a memory for others, so make sure you become the best one" is the adage Sudhir follows. Working with 3M India Limited, a company known for its innovation, Sudhir was forced to register for the TCS World 10K by a colleague in 2014. When he completed his first run under 60 mins, he took up distance running seriously. He joined the elite running group PaceMakers in 2015 to be formally trained and disciplined.*

*"During the TCS World 10K Bengaluru 2015 build-up, Mrs. Shubhashini Vasant, wife of martyred Colonel Vasant Venugopal and the founder of the organization Vasantharatna Foundation for Arts, met runners during our training at Kanteerava Stadium. She explained the work done by her foundation and the background which gave her the motivation to start this foundation. She appealed to runners to support her organization by raising funds during the 2015 edition."*

*Sudhir recounts "As a child and later as teenager and thereon, I always had this urge to be associated with the Armed Forces. Call it the awe for the uniform or the sheer goosebumps on hearing stories of valour, I have always wanted to be associated with the forces. I saw this as an opportunity to fulfil my dream and immediately approached Shubhashiniji who put me onto India Cares.*

*When the 2022 edition of the on-ground run was announced, I saw the event had used me as their poster boy on their twitter posts, and I got charged up. This time I had raised the bar and doubled my target to raise ₹ 5 Lakhs. Thanks to the runners' meeting organised before the event wherein India Cares played a video appeal by a runner that gave me a new idea of reaching out to my loved ones and well-wishers. The last 2 weeks of the fundraiser campaign was like a nail-biting movie or high-tension sporting event! Finally, I crossed my target amount thanks to 152 angels of mine.*

*On May 15th 2022 as I walked and jogged the entire 10 km, it was double serendipity and emotional for me – first for finishing the 10KM after a gap of 4 years, and second that I did this for all the Veer Naaris and their families for whom I was raising funds. I urge all the runners out there to pick up an NGO of their choice and aim to raise funds at the next edition of the TCS World 10k, and double their happiness while crossing the finish line."*

**Sudhir  
Shetty**

**Raised ₹ 5,23,182**

**in support of  
'Vasantharatna  
Foundation for Arts'**

**Cause: Girl Child & Women  
Empowerment**



## CARE CHAMPIONS

## DIAMOND



*"I have been participating in the TCS World 10k Bengaluru for over a decade. I first finish my 10k and then follow it up by the Wheelchair Push for the 4.2km Champions with Disability event.*

*It has been a great way to raise awareness and funds for ProVision Asia, an NGO which I serve as an Advisory Member. It is such an inspiration each year to see how an event such as the TCS World 10k can bring the citizens of Bengaluru together for so many good causes.*

*A few years back I achieved my aim of a sub-50-minute 10k – my timings may be getting slower a decade later, but the good work of India Cares Foundation keeps pushing us forward for the benefit of our broader society. Long may it continue!"*

**Mike  
Holland**

**Raised ₹ 5,00,000**

**in support of  
'proVision Asia'**

**Cause: Disability**

## CARE CHAMPIONS

## GOLD



"I started my running and fundraising journey in 2008 with the 1st edition back in 2008.

Later I trained for marathon races and ran the Tata Mumbai Marathon and fundraised for non-profits working in education and health sectors up until 2020.

I registered in TCS World 10k Bengaluru 2022 to continue my fundraising efforts as this was the 1st race after a gap of over 2 years, given the pandemic. I thank India Cares for providing a convenient platform to help non-profits through my passion for running."

**T C Meenakshisundaram**

**₹ 10,97,000**

in support of

**'Abhyudaya', 'Amar Seva Sangam',  
'Ashwini Charitable Trust' and 'Bhumi'**

Causes: **Education &  
Disability**



**Nikhilesh M M**

**₹ 2,62,000**

in support of

**'Kalisu Foundation'**

Cause: **Education**



**HH Yaduveer  
Krishnadatta Chamaraja  
Wadiyar**

**₹ 2,55,000**

in support of

**'Kalisu Foundation'**

Cause: **Education**

# CARE CHAMPIONS

# SILVER



*I am incredibly proud to have a very caring set of friends and family, who have generously contributed to a cause I believe in. This is their doing, and I've just been a vehicle in this journey!*

*Diya Foundation is close to my heart as my daughter studies there too.*

**Diwakar Menon**

**₹ 2,83,001**

in support of

**'Diya Foundation'**

Causes: **Education & Disability**



**Bobby Thomas**

**₹ 2,32,035**

in support of  
**'Baale Mane'**

Cause: **Girl Child & Women Empowerment**



**Praveen Shetty**

**₹ 2,09,000**

in support of  
**'Vasantharatna Foundation for Arts'**

Cause: **Girl Child & Women Empowerment**




**Jayanagar Jaguars**

**₹ 1,93,000**

in support of  
**'Baale Mane', 'Habitat for Humanity' and 'Vasantharatna Foundation for Arts'**


Cause: **Girl Child & Women empowerment, and Community Development**






**Janaki Nadadur**  
₹ **1,78,000**

in support of  
**'EAB - Environment Association of Bangalore'**  
Cause: **Environment & Animal Welfare**




**Vignesh MM**  
₹ **1,45,000**

in support of  
**'Kalisu Foundation'**  
Cause: **Education**




**Radhika Poovayya**  
₹ **1,35,050**

in support of  
**'Samvaad Foundation'**  
Cause: **Disability**



**Renukprasad**  
₹ **1,27,252**

in support of  
**'Ashwini Charitable Trust'**  
Cause: **Education**



**R G Nadadur**  
₹ **1,03,000**

in support of  
**'EAB - Environment Association of Bangalore'**  
Cause: **Environment & Animal Welfare**



iCare Fundraisers are individuals who use the philanthropy platform of the TCS World 10K Bengaluru 2019 and raise funds of any amount in support of a CSO or cause he/she chooses. There have been individuals from all walks of lives raising as little as ₹ 100 from 3 people and as large as ₹ 20 lakhs cumulatively from 100 people since 2008.

They show that 'Caring' in any form cannot be underestimated. A touch, a smile, a word can make a difference and has the potential to turn a life around. Slowly, but steadily, these individuals have raised funds, and year on year keep increasing their targets.

They have proved time and again that without a sense of caring, there can be no sense of community!

At the 2022 edition, we had 61 individuals who set their own targets and raised a total of ₹ 17,13,344 for 19 CSOs, an average of ₹ 28K raised by each iCare Fundraiser.

And the highest are the youngsters, teenagers, who have over the years shown immense maturity in understanding and supporting social causes.

# iCARE FUNDRAISERS



### Maya Ann Dsouza

Raised ₹ 2,24,210

in support of 'Reaching Hand'

Cause: **Education**

16 year old Maya is a compassionate and sensitive child, who has always wanted to make a difference to the world. She fell in love with Reaching Hands and began spending a lot of time there to connect with the children. The more time she spent, the more she decided to make a difference to their lives.

She began raising funds at the tender age of 7. She used to organise plays and sell tickets to raise funds initially. She soon began running the TCS marathons to raise more funds for the children. She has managed to raise over ₹ 10 lakhs over the years and continues to steadily make a difference to their lives.

Maya has been a regular fundraiser for Reaching hand for almost a decade and has raised over a lakh every year!



### Sahana Swaminathan

Raised ₹ 1,18,363

in support of 'eVidyaloka Trust'

Cause: **Education**



*"I am Sahana Swaminathan from BGS National Public School, studying in the Grade 9. I'm interested in science and probably would like to create a change in the world for good."*

*"I enjoy swimming and love to burn calories and hence I have taken part in a couple of distance running events. I also like to give my brain some good puzzles to solve. An avid movie watcher myself, I like to compose music with the help of my keyboard, and I have done a short course on Sound Engineering."*

Sahana has been a part of eVidyaloka's National Student Innovation Challenge program 2020 and 2021, and the project was ranked among the top ten selected in the 2021 season.

*"Firstly, I'd like to thank eVidyaloka for this opportunity. I feel great to have achieved my goal. This fundraiser allowed me to connect with different people and listen to different people across all walks of life. This experience was great learning and helped me strengthen my understanding on social impact."*

## iCare Fundraisers who have raised ₹ 25,000 or more for their chosen CSO.

Name	CSO Supported	Amount
Cisco Runners	 eVidyaloka To Educate - To Empower - To Inspire	₹ 1,14,085
Cheryl Lingham	 SICHREM	₹ 1,12,200
Shrinidhi V, Sravanthi Srivatsa and Karthikay Agrawal	 eVidyaloka To Educate - To Empower - To Inspire	₹ 1,06,000
Chandrasekaran Subramanian	 INDIAN CANCER SOCIETY BRIEF HISTORY CANCER	₹ 1,02,100
Ravishankar Hossur	 SRI SIVA SAI INSTITUTE SRI SIVA SAI INSTITUTE SRI SIVA SAI INSTITUTE	₹ 84,250
Rupande Padaki	 IndiaCares™ FOUNDATION	₹ 80,500
Manikkavalli Murugesan	 REACHING HAND	₹ 78,920
Venkateshprasad	 HIDE Human and Institutional Development Forum	₹ 68,000
Parjanya and Navya	 BKF BANGALORE KIDNEY FOUNDATION Quality. Dignity. Ethics.	₹ 47,050
Anusha Hedge	 HIDE Human and Institutional Development Forum	₹ 46,974
Anuradha Prasad	 HIDE Human and Institutional Development Forum	₹ 45,611
Rishi Raj Misra	 Habitat for Humanity India	₹ 42,401
Annapurna A	 The Goals More Gopalapura	₹ 38,102
Anjali Lal	 HIDE Human and Institutional Development Forum	₹ 36,798
Sr. Esther		₹ 32,500
Jayan George	 REACHING HAND	₹ 30,500
Praveen Harnoor	 INDIAN CANCER SOCIETY BRIEF HISTORY CANCER	₹ 27,200
Ronald Pradeep	 REACHING HAND	₹ 27,001

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

In 2022, 20 companies fielding 30 teams contributed ₹ 79.75 lakh crore to 14 CSOs/ NGOs

# CORPORATE CARES



**1<sup>st</sup> Highest Contributing Company**

**Western Digital Technologies Inc.**

**₹ 26,25,000**



**Cause: Girl Child & Women Empowerment**

*"Year after year Western Digital employees have been participating in TCS World 10K in large numbers. It is an event much awaited and this year even more so after 2 years of pandemic. At Western Digital giving back to the community and employee wellness is at the core of our culture and this event provides exactly that. This year we are proud to partner with Plan India to support Project Samarth, providing Digital Literacy for adolescent girls."*

**~ Kiranmai Pendyala, Head  
Human Resources, Western Digital, India**

**2<sup>nd</sup> Highest Contributing Company**

**REACHING HAND**



**Informatica Business Solutions Pvt. Ltd.**

**₹ 7,00,000**

**Cause: Disability, Children Welfare and Education**

*"TCS World 10K Run Bengaluru Edition 2022 was an energy booster for Informatica and its employees. After a gap of two years, it was an opportunity for us as Informaticans to step up together and so something good, meaningful, and purpose-driven. The run gave us a sense of purpose, belonging, and pride, and we could contribute in the smallest possible ways and raise funds for children education, their empowerment, and wellness. Thanks to TCS and India Cares Foundation for making this event possible and bringing people together for a noble goal. We are humbled that we were a part of making history."*

*"We go the extra mile every day to Do Good and Act as One Team as we help disadvantaged people in our community through various activities. This is just a start for us in 2022. We are hopeful and confident we will do more as we progress together. Recognition from this platform through India Cares Foundation gives us the zest to go the extra mile, and we are thankful."*

**~ Indranil Mukherjee, Manager  
Internal Communications and CSR, Informatica India.**

Company Name	Supported CSO/ NGO	Total Contribution
Ocwen Enterprise Technology & Shared Services	 right to live Join Hands Change Lives	₹ 5,00,000
Citrix R&D India Pvt. Limited	 motivation india FREEDOM THROUGH MOBILITY	₹ 3,50,000
Koch Business Solutions India	 Habitat for Humanity India	₹ 3,50,000
Micro Labs Limited	 Habitat for Humanity India	₹ 3,50,000
Molex India Business Services	 Habitat for Humanity India	₹ 3,50,000
Open Financial Technologies Pvt Ltd	 balutray	₹ 3,50,000
Anthem Biosciences Private Limited	 AIM for SEVA Educating Rural India	₹ 2,50,000
Centum Electronics	 VISHVA ASHA	₹ 2,50,000
Herman Miller	 motivation india FREEDOM THROUGH MOBILITY	₹ 2,50,000
Karle Infra Pvt. Ltd.	 Habitat for Humanity India	₹ 2,50,000
Moog India Technology Center Pvt. Ltd.	 VISHVA ASHA	₹ 2,50,000
Universal Electronics	 EnAble India Celebration of Human Spirit	₹ 2,50,000
Microland Limited	 cmca spark change	₹ 1,50,000
Nurture Farm	 ENVIRONMENT ASSOCIATION OF BANGALORE	₹ 1,50,000

Opteamix India Business Solutions Pvt. Ltd		₹ 1,50,000
Rambus Chip Technologies India		₹ 1,50,000
Teva Global Business Services Private Limited		₹ 1,50,000
The Home Office		₹ 1,50,000
		<b>Total ₹ 79,75,000</b>



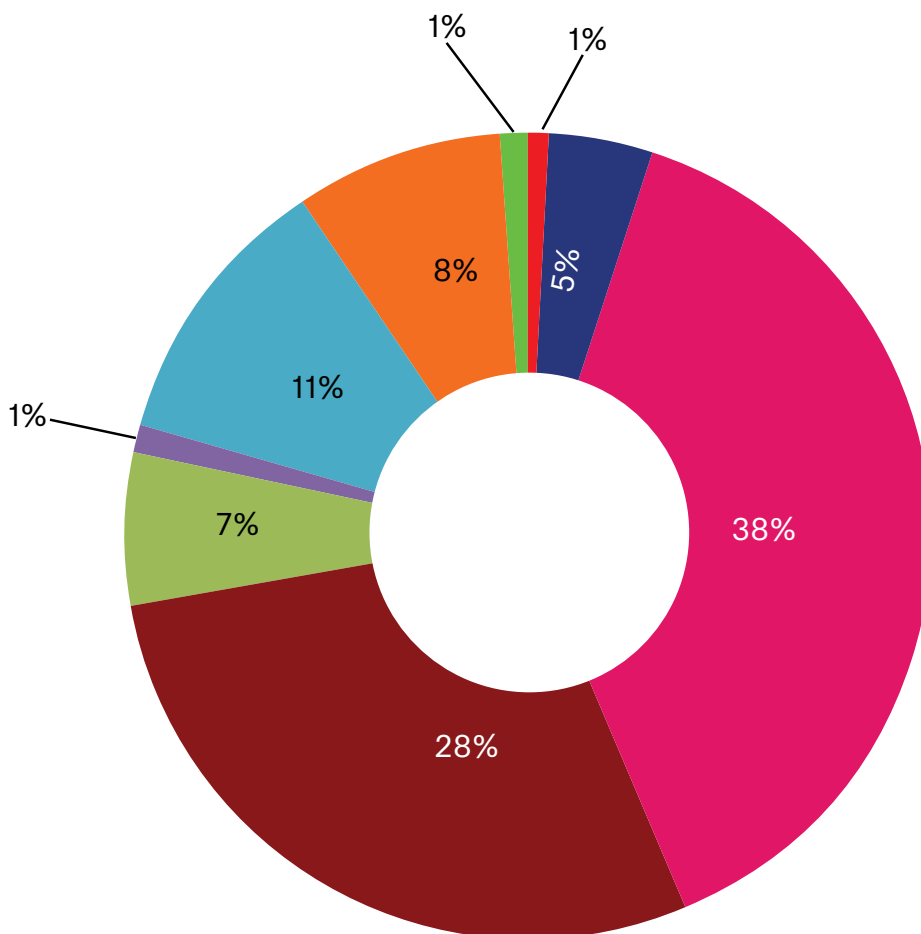
Civil Society Organisations - CSOs/ NGOs are registered non-profits working on causes like Education, Disability, Women Empowerment, Environment, Human Rights, etc. CSOs/ NGOs provide vital support to millions of people across India, at the grassroots level. To continue bettering the lives of the less privileged in our society, they need funds and also friends who will help them grow. The platform of TCS World 10K Bengaluru provides a perfect platform to fulfill the need for raising friends and funds for all causes that need support across India. The platform also builds confidence in the Society in the work the CSOs/ NGOs do.

In the 2022 edition, 57 Civil Society Organisations participated to garner support for their work raising ₹ 3.12 Crore - the benefits of which will be felt through the coming years as we cannot measure the impact made by the wheelchairs provided, education being provided after a gap of two years, women trained to earn their living, etc.

# PARTICIPATING CSOs



## Cause-wise Funds Raised



Cause	Amount	Percentage
Children	₹ 2,76,414	1%
Community Development	₹ 14,22,737	5%
Disability	₹ 1,18,30,932	38%
Education	₹ 87,77,473	28%
Empowerment	₹ 22,36,243	7%
Environment and Animal Welfare	₹ 4,29,414	1%
Girl Child & Women	₹ 35,09,431	11%
Health	₹ 25,62,409	8%
Human Rights	₹ 1,91,314	1%
<b>Total</b>	<b>₹ 3,12,36,367</b>	<b>100%</b>



Bal Utsav

₹ 48,55,607

1

Highest Fundraising CSO

Cause - Education

Founded in 2009, Bal Utsav is a leading Bangalore based NGO, revitalising Government Schools to bring life-changing education to millions of children through its flagship programs - Samporna Shaala and iShaala.

Through these programs, Bal Utsav is changing the learning experience for a child in the areas of - School Infrastructure, WaSH (Water, Sanitation & Hygiene), Teacher Development, and Scholarships.

Bal Utsav connects citizens, civil society groups, corporate houses, academicians, media, and government through various online and offline methods. With over 200+ schools and 800,000 students already benefited through these flagship programs of Bal Utsav with resources raised at the TCSW10K Bengaluru, the foundation continues its journey to establish and operate model schools across 700 districts in India.

Bal Utsav has seen over 10,000 runners supporting the cause of #EducationMakesAllTheDifference across various cities in India. *"At Bal Utsav, we have always believed that tomorrow's problems can be solved by working with today's children. We have demonstrated that Government schools can be model schools and the real education powerhouses of India. Every school needs to be provided with the best resources as they play a vital role in shaping the children of our nation. It is thus more important now than ever that we unite and supplement the existing efforts through every means possible. Our continued collaboration with TCS World 10K Bengaluru facilitated by India Cares Foundation helps us to reach out to many more socially responsible individuals and organisations, who are willing to support this cause and understand the importance of strengthening Public Education in India."*

*We are delighted with the resources that we have received from all our supporters and look forward to extending our programs to more schools and even children in the coming year."* ~ Ramesh Balasundaram, Director, Bal Utsav.



## Amar Seva Sangam

₹ 45,92,159

# 2

## Highest Fundraising CSO

Cause - Disability

Amar Seva Sangam was established at Ayikudy (Tamil Nādu) in 1981 by Padmashri awardee Shri S Ramakrishnan, who became quadriplegic during a Naval officers' selection. He joined by Shri S Sankararaman, affected by Muscular Dystrophy and who is a Chartered Accountant by profession. It is a pioneer institution in the field of Disability Management and has been rendering noble services for the differently abled relentlessly for the last 40 years, directly benefiting 16000+ service users in over 900 villages in Tenkasi, Tirunelveli, Tuticorin and Virudhunagar districts of Tamil Nadu. The institution provides campus and village-based rehabilitation to the disabled. Sangam provides an integrated approach to empowerment of the disabled with Rehabilitation, Education, Skill Development and Rural employment.

Amar Seva Sangam started Siva Saraswathi Vidyalaya in 1986, an integrated school with normal and disabled children from lower income families, to provide education with play school, nursery, primary and higher secondary school with current strength of more than 650 students. Over 5800 children have successfully completed their primary education and in the past four decades nearly 585 disabled students have pursued higher education to take up employment in Government and private institutions.

*"Amar Seva Sangam has participated in the TCS World 10K Bengaluru since 2014 and has been able to create public awareness of our programs and the rights of the differently abled as equal citizens. On close coordination with India Cares, the philanthropy partner, Sangam has enhanced its visibility to well-wishers who support various initiatives. The platform has given us an extra mile to reach out to more citizens of Bengaluru. Every year more than 25 disabled individuals participate in the run with wheelchair, supported by volunteers and well-wishers, which has been growing over the years.*

*The overwhelming support from the volunteers, the co-runners, corporates and the public of Bengaluru, motivates us to take part every year, creating awareness on disability management. Their initiatives encourage and motivate us to be more proactive in our efforts to raise funds for social causes. Most important, our reach gets enhanced, and our services are recognised globally. Through the Bengaluru Run, Amar Seva Sangam has raised more than ₹1.23 crores in the past seven years and for the second time, we have successfully declared as the second highest fundraising CSO.*

*We believe our continued participation along with India Cares Foundation as Philanthropy Partner would enable us to do more for the empowerment of the disabled."*



proVision Asia

₹ 37,58,970

3

Highest Fundraising CSO

Cause - Disability

*"proVision Asia provides mobility aids such as wheelchairs, walkers, crutches, canes and blind sticks. Every month mobility distributions are hosted in rural and urban areas across Karnataka. These aids are specialized to fit specific disabilities. They are also donated to hospitals, other NGO's, police stations, retirement centres and government offices.*

*We train students and adults on 'How to be a better friend to someone who is differently-abled'. Service-learning training in corporations, customized assemblies in schools, contextual classroom instruction, sign language, choreography and group interaction to shed new light and increase focus on disability awareness. From Pre-K to postgraduate programs, education and inclusion impact everyone. Thus, we started 'Mithra Special School' with a vision of the school is to bring independence to children with disabilities with a balance of academics, social, physical, aesthetic and spiritual growth.*

*The TCS World 10K has guided us to thrive and impel ourselves to empower people with disabilities and endeavour to offer equal opportunities to people touched by disability living in remote areas. Changing lives, promoting inclusion, raising funds, hosting community awareness among the general public and moving independently has been our foremost goal. Hope surfaces the need.*

*We believe, - Where there's a WHEEL, there's a way." ~ Selvanayagam, Director Operations, proVision Asia.*





To help people find permanent solutions for their mental health conditions through holistic root cause elimination methodology of Aashwasan Science (TM) by conducting Awareness and Empowerment Programs for the community and offer Diagnosis, counseling, Treatment programs for individuals with psychological & psychiatric conditions, and help their families cope with stress.

### Aashwasan Foundation

₹ 13,207

Health



Complementing mainstream education system and inculcating humanistic values to under privileged children through collaborative volunteerism.

### Abhyudaya

₹ 3,39,208

Education



Value-based education and cultural validation build self-confidence. Only a self-confident individual can contribute and participate in the nation building process. A chatralayam enables children to realize their true potential by providing them access to schools and equipping them with life skills.

### AIM for Seva

₹ 2,28,207

Education



Nurture an inclusive ecosystem and empower people with disabilities with access to comprehensive rehabilitation services, rights, entitlements, equal opportunities, and dignity through a lifecycle approach.

### APD - The Association of People with Disability

₹ 4,92,207

Disability



To educate and empower underprivileged children and support them till they are gainfully employed. Every child goes through an all-round development programme, through 8 key areas of intervention, to enrich their physical, mental and emotional wellbeing while furthering their education.

### Ashwini Charitable Trust

₹ 4,78,459

Education





Enabling each Baale Mane girl to lead a self-sustaining and independent life through education, life-skills and opportunities for creative expression. Baale Mane provides long-term and holistic care to girls to disadvantaged girls, providing them with well-being programmes, high quality nutrition, healthcare and hygiene care.

### Baale Mane

₹ 3,33,587

Girl Child & Women



BET recognizes the importance of people's participation as well as the valuable contribution they can make towards localized ecological health.

### Bangalore Environment Trust

₹ 16,207

Environment & Animal Welfare



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

### Bhumi

₹ 2,29,207

Education



Working towards empowerment and enhancement of Individuals with Autism and other Intellectual challenges to create valued social roles and sense of self-worth.

### Biswa Gouri Charitable Trust

₹ 2,29,207

Disability



Supports comprehensive renal care for patients who come from vulnerable backgrounds and depend on daily wages for survival.

### BKF - Bangalore Kidney Foundation

₹ 23,46,924

Health



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

### Child Help Foundation

₹ 1,38,207

Children



CMCA believes that children are born citizens, and must imbibe the values of our constitution in order for India to reach its potential.

### CMCA - Childrens' Movement for Civic Awareness

₹ 1,38,207

Education



A happy, healthy and creative child whose rights are protected and honoured in a society that is built on respect for dignity, justice and equity for all.

### CRY - Child Rights And You

₹ 3,207

Education



Good willed people coming together to empower special children by organizing different educational and training programme to make their lives a little easier to fit in the society and to facilitate parents to go for work and to earn for their survival.

### Daughters of St. Mary of Providence

₹ 1,35,336

Disability



The mission is to improve the lives of children struggling with the impact of the HIV/AIDS pandemic in India. We provide shelter, food, treatment, education and psycho-social support to help these victims achieve their full life potential.

### DESIRE Society

₹ 1,38,207

Children



To enrich the quality of life and bring dignity to individuals with disability by educating them in life skills and employability skills towards self dependence, building support systems and enhancing awareness in the community.

### Diya Foundation

₹ 13,38,815

Disability



To increase the understanding of the nature and function of the Earth's natural ecosystems, encourage and promote actions necessary to preserve and enhance them.

### EAB - Environment Association of Bangalore

₹ 4,13,207

Environment & Animal Welfare



At EnAble India we believe in the boundless human potential and celebrate human spirit in every moment and in every way.

### EnAble India

₹ 2,28,207

Disability



To create a knowledgeable & empowered rural India through quality education.

### eVidyaloka Trust

₹ 4,47,846

Education



A vision of rural development is the core mission of FARP. Villages can be empowered only when the foundation of the community is strong in terms of quality education and skill development, proper care of girl child and elderly, environment etc.

### FARP - Fundamental Action and Research Foundation

₹ 19,707

Girl Child & Women



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.

### Grace Reformed Trust

₹ 11,007

Disability



To build homes and provide housing-related services to low-income, marginalized families across India.

### Habitat for Humanity India

₹ 12,73,441

Community Development



Play-based learning through activities and digital medium across 33 OLC's in the villages.

### Headstreams

₹ 2,03,207

Empowerment



Creating platforms for voices of the marginalised and socially excluded communities be heard; facilitate spaces for individuals and institutions to emerge stronger and bring systemic change.

### HID Forum - Human and Institutional Development Forum

₹ 2,25,447

Education



Our objective is to provide aid for treatment of underprivileged children, to create awareness and to support research to improve care of children with Retinoblastoma.

### Iksha Foundation

₹ 4,207

Health



Enhance capacities of Civil Society Organisations - CSOs/ NGOs in Public Engagement & Resource Mobilization; Facilitate CSR; Enable large impact projects through Collaborations

### India Cares Foundation

₹ 75,500

Empowerment



'CANCER IS CURABLE IF DETECTED EARLY'. Creating cancer awareness, screening camps, and for the initial treatment for the underprivileged.

### Indian Cancer Society

₹ 1,65,507

Health



Creating a society built on Diversity, Equity & Inclusion for Persons with Disabilities.

### Ishanya India Foundation

₹ 3,207

Disability



Providing free medical service for the underprivileged living in rural areas.

### Jangama Foundation

₹ 29,357

Health



Bring back the habit of reading by making books accessible to 1 crore children by 2025.

### Kalisu Foundation

₹ 6,50,207

Education





Envisioning a future India where youth from low income households thrive.

### Lighthouse Communities Foundation

₹ 94,207

Empowerment



For 27 years Mobility India has empowered people with disabilities, especially the poor, to achieve sustainable independence and contribute to society.

### Mobility India

₹ 1,87,825

Disability



To enable greater independence and opportunity for disabled people in developing countries through the design and provision of wheelchairs, services and training.

### Motivation India

₹ 6,80,707

Disability



Building an ecosystem for uplifting the quality of life and providing remunerative occupation for differently abled young adults.

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

₹ 10,207

Disability



Advancing children's rights and equality for girls, thus creating a lasting impact in the lives of vulnerable and excluded children, their families, and communities.

### Plan International (India Chapter)

₹ 23,65,707

Girl Child & Women



Reaching out to a cross section of people to enable them to lead a normal life without any dependency on their family members.

### RAWWD - Rehabilitation Aids Workshop by Women with Disability

₹ 3,207

Girl Child & Women



Making today's vulnerable children into tomorrow's leaders

### Reaching Hand

₹ 5,80,836

Education



To make a lasting impact on children's lives by providing access to quality Education and Healthcare.

### Right to Live - Kote Foundation

₹ 5,88,207

Education



The special focus is to rescue, rehabilitate the people in distress especially oldage people, orphan children, differently & specially abled persons.

### Sai Seva Hasth

₹ 6,307

Community Development



Reaching out to youth in distress; by offering mental health first aid; empowering people with confidence and values; providing skills to face life crisis bravely; working on academic pursuits and career guidance; creating awareness about youth mental health; and saving young lives.

### Sa-Mudra Foundation

₹ 2,48,207

Empowerment



Providing quality services for children and adults with speech and hearing disabilities.

### Samvaad Foundation

₹ 1,35,257

Disability



Creating an inclusive environment that empowers all individuals with intellectual and developmental disabilities by enhancing their abilities through various therapeutic activities, care and equal opportunities for a dignified life.

### Sandesh

₹ 3,207

Disability



We are focused on overall wellbeing of economically disadvantaged and vulnerable communities: transgender persons, sexual minorities and sex workers in Karnataka and urban poor in Bengaluru City.

### Sangama

₹ 3,207

Human Rights



Disability is just a matter of perception. The perception needs to be changed with open arms and heart. Empowering PwD through skill building and employment.

### Sarthak Educational Trust

₹ 3,207

Education



Creating a world in which all children and adults with deafblindness and multiple disabilities can be full and active members of society.

### Sense International India

₹ 14,807

Disability



Empowering People with spinal Cord Injury to lead and live healthy and dignified life through rehabilitation and livelihood support.

### Sevabharathi

₹ 9,807

Disability



Empowering 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.

### SICHREM

₹ 1,88,107

Human Rights



Providing support for education to underprivileged children of disadvantage population.

### Smile Foundation

₹ 3,207

Education



Supporting sex workers and LGBTQIA+ communities for a dignified life through leadership, livelihood and health enhancement, and addressing Gender-Based Violence.

### Solidarity Foundation

₹ 40,782

Community Development



Enabling every child with a good education, nurture them with life skills, bridge the gap between schooling and college and empower women socially and economically.

### Sukrupa

₹ 3,207

Education



The vision is to ensure that no child is deprived of education because of hunger and mission is to feed 5 million children everyday by 2025.

### The Akshaya Patra Foundation

₹ 3,207

Health



To empower and transform the NOKs (Wives and Children) of Battle Casualties from Armed Forces and CAPF (CRPF & BSF)

### Vasantharatna Foundation for Arts

₹ 7,87,223

Girl Child & Women



Building the wealth and resilience of small producers and vulnerable communities through transformative livelihoods solutions.

### Vrutti

₹ 1,02,207

Community Development



The core impetus for our tireless actions stems from our desire for improved, independent societies, whereby the problems of troubled communities and neglected environmental and social issues are brought changes to, through collective innovation and activity.

### Way For Life

₹ 3,207

Education



# Special Stories



## Daughters of St. Mary of Providence

**The is a Success Story we share for all other CSOs to Learn!**

### The due dignity as human beings claimed through participation in this international platform.

Due to the insufficiency of our resources in all aspects, we have not been very successful in our fundraising efforts in the past. India Cares, event's philanthropy partner intervened and extended their hand to motivate and encourage us by conducting workshops, meetings, regular phone calls, emails, creating appeals on our activities and needs, and by continuously motivating us through the 2 months.

Thus we not only raised funds but also achieved the goal of making the public aware of the existence of another world - of the differently abled afflicted with ADHD, Cerebral Palsy, Autism, Developmental Delay, Behavioural Disorders, Down Syndrome, Speech Impairment, Schizophrenia, and many other disorders. And these children are hosted, trained, assisted and cared for by the above special school managed by the Society of Daughters of St. Mary of Providence.

On race day our young religious sisters (Guanellian Sisters) participated to run for the cause. The core message was also made visible to the public by the children themselves, who participated in the 2022 edition for the TCS World 10K. They were decorated with broken wings of the butterflies with words inscribed such as, 'We are butterflies with broken wings. Help us to Spread our Wings', 'Your generosity will be a ray of Hope for us', 'We are your brothers and sisters, who need to be loved and valued'.



## Right to Live

### TCSW10K: Lessons and Victory!



### Right to Live's Fundraising Story at TCS World10K 2022

Right to Live (an initiative of Kote Foundation), over the years, has recognized and addressed the link between illiteracy and systematic poverty and has decided to make a lasting impact on children's lives by providing access to quality education and healthcare.

Though Right to Live's interest in the TCS World10K started about 2 years ago, however due to the pandemic, participation wasn't possible. But got an opportunity for the first time this year to take part in the 2022 edition and to raise funds towards empowering rural Government school students.

Right to Live's fundraising efforts in the TCS World 10K event started in April in multiple ways. In the months of April and May 2022, a first-time participant community-service organization, Right to Live's fundraising initiative began with much excitement and enthusiasm. A banner was created on the Right to Live homepage with a direct link for donations to the India Cares website which hosted our campaign to fundraise - School Digitization project. This project includes the set-up of a full-fledged computer lab and smart classrooms across Government schools in Karnataka.

This event was also promoted across social media platforms to ensure maximum outreach to friends and followers. Right To Live had also reached out to its corporate partners explaining the multiple benefits they get - team building activities through participating in running, company branding via the platform, while supporting a social cause through Right To Live.

Right to Live, in their first-time effort, raised ₹ 6.50 lakhs respectively from corporate companies - Opteamix and Ocwen Financial Solutions with good participation strength across the Open 10K and Majja Run categories.

# IMPACT OF FUNDS RAISED AT 2019 & 2020 EDITIONS

Over 25,000 lives changed for the better with the funds raised in the last on ground edition of TCS World 10K Bengaluru in 2019 & 2020 editions in the following areas:



Education

School fees, Books, Counselling, Teacher's salaries, English Speaking Classes, after school tuitions.



Disability

Wheelchairs, mobility aids, vocational training for women with disabilities, counselling, medical treatment, micro finance to PWDs to be financial independent and look after their family. Special Educators, learning aids, new home for the intellectually impaired whose parents are old and no longer able to care for them was started.



Children

Received a home that will keep them safe from the horrors of living on the streets.



Environment

Farmers received fruit bearing tree saplings, support in selling produce, etc.



# Financials of Fundraising at 2022 Edition



When a Civil Society Organisation - CSO/ NGO organizes an event to raise funds and build their 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 a Civil Society Organisation (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 & individual crowd fundraising.

Of the total funds raised by the participating non-profits, the management cost for India

Cares to support the CSOs from April to June 2022 was 5.50%. 13% of the funds passed through India Cares accounts and 87% was directly donated by the donor to the CSO.

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 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%.



# / About INDIA CARES FOUNDATION

Philanthropy Partner



India Cares Foundation



India Cares Foundation works with a mission to enhance capacities of Civil Society Organisations - CSOs (NGOs) in Communications, Public Engagement & Resource Mobilization; Facilitate CSR; Enable large impact projects through Collaborations and Alliances.

As the official philanthropy partner, India Cares facilitates participation of Civil Society Organisations - CSOs /NGOs in the event hand holding 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 encourage and reach out to groups and individuals 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 14 years, as a Support Organisation, India Cares has associated with over 1500 Civil Society Organisations – CSOs/ NGOs, 450 companies, 5000+ individuals as fundraisers and with 1,65,000 donors contributing over Rs 120 crore to diverse causes.

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





# **EVENT HIGHLIGHTS**

# / Launch Press Conference

Procam International, pioneers of distance running in India, launched India's first international mass participative sporting event the Tata Consultancy Services World 10K Bengaluru, post the pandemic hiatus. Since its inception, the event has been a symbol of pride and prestige for the city.

The 14th edition of the event welcomed three new partners on board: IDFC FIRST Bank announced its arrival in participative sport as

the exclusive Associate Sponsor.

The Whole Truth came on board as the Official Snack Partner and Sarthak Educational Trust as a facilitator to the Champions with Disability race category.

For an enhanced and widespread footprint of the event, for the first time, TCS World 10K was conducted in two formats: on-ground and an app-based run.



(L to R); Naarayan TV (Chief Marketing Officer, IDFC FIRST Bank); Dr. C. N. Ashwath Narayan (Minister of Information Technology - Biotechnology, Higher Education, Science & Technology, Govt. of Karnataka); Sunil Deshpande (Centre Head, TCS-Bengaluru); Dr. K. C. Narayana Gowda (Minister of Youth Empowerment & Sports and Sericulture, Govt. of Karnataka); Dr. K. Govindaraj (President, Basketball Federation of India; President, Karnataka Olympic Association; Vice President, Indian Olympic Association); ES Chakravarthy (Vice President & Global Head Resource Management Group, TCS) and Rajendra Kataria-IAS (Principal Secretary, Transport, Horticulture and Sericulture, Govt. of Karnataka).

# / Countdown Press Conference

To mark the 10-day countdown to the World Athletics Elite Label race, the Official Timing Partner SEIKO unveiled the countdown clock along with various other sponsors and dignitaries. In addition to this, ASICS, the official Sportswear Partner launched the exclusive Finisher's Tee with Olympian and ASICS athlete T Gopi.

As part of the association, IDFC FIRST Bank

announced a unique pledge cause-led initiative at the back of the event: IDFC FIRST Bank will contribute Rs. 1000 to non-profits on behalf of every participant who completes 10K within 1 hour and Rs. 2000 if the participant is an IDFC FIRST Bank customer. The pledge enables Qualifying participants finishers will get a chance to choose from a wide array of social causes and non-profits supported by IDFC FIRST Bank for the contribution to benefit.



(L to R) Rajesh Patel (Head of Marketing at SEIKO India), ES Chakravarthy (Vice President & Global Head Resource Management Group, TCS), Naarayan TV (Chief Marketing Officer, IDFC FIRST Bank), Gopi T (Olympian & ASICS Ambassador), Sunil Deshpande (Centre Head, TCS-Bengaluru), Deepa Nayak (Coach, ASICS Running Club, Bengaluru) and Vivek Singh (Jt. MD, Procam International).

(L to R) Gopi T (Olympian & ASICS Ambassador); ES Chakravarthy (Vice President & Global Head Resource Management Group, TCS), and Naarayan TV (Chief Marketing Officer, IDFC FIRST Bank).



# / Champions at the Start Line

The 14th edition of the TCS World 10K Bengaluru witnessed some of the finest athletes from around the world. It was one of the fastest fields ever with 8 men and 8 women inside the existing course record timing. With a total prize fund of US\$210,000, the overall Women's and Men's champions won \$26,000 each and the Indian men and women champion won ₹ 2,75,000 each.

## MEN



**MUKTAR EDRIS (ETHIOPIA)**  
5000m World Champion,  
2019 & 2017



**KIBIWOTT KANDIE (KENYA)**  
Former Half Marathon World  
Record Holder (57:32)



**PAUL TANUI (KENYA)**  
Silver Medalist 10000m,  
Rio Olympics 2016



**NICHOLAS KIPKORIR (KENYA)**  
Personal Best in 10K (27:22),  
Herzogenaurach (GER)

## WOMEN



**HELLEN OBIRI (KENYA)**  
Silver Medalist 5000m,  
Tokyo Olympics 2020 & Rio 2016



**IRENE CHEPTAI (KENYA)**  
Gold Medalist  
TCS World 10K Bengaluru 2017



**JOYCE TELE (KENYA)**  
Personal Best in 10K (30:33),  
Herzogenaurach (GER)



The Indian elite line-up included a healthy mix of veterans and promising young sensations from across the country.

## INDIAN MEN



**SRINU BUGATHA (INDIA)**  
Gold Medalist,  
TCS World 10K Bengaluru 2019



**ABHISHEK PAL (INDIA)**  
Silver Medalist (5000m),  
Federation Cup 2019, Patiala

## INDIAN WOMEN



**PARUL CHAUDHARY (INDIA)**  
Gold Medalist (5000m),  
National Federation Cup 2022



**SANJIVANI JADHAV (INDIA)**  
Gold Medalist (10000m),  
Federation Cup 2022



# Media Center

The event Media Centre at the iconic Sree Kanteerava Stadium was the focal point of all race week activities. 90+ accredited media were part of various press conferences and engaged with stakeholders for all event-related information.

## Philanthropy Press Meet

The philanthropy pillar for the TCS World 10K is driven by India Cares Foundation. The social sector welcomes this platform as it provides an opportunity to get back on track with program fundraising and involve all stakeholders of society.

Bengalureans have shown their 'heart of gold' by

raising funds for causes that are dear to them.

The 2022 edition of the event till the event week had raised ₹ 1.50 crore benefitting 55 Civil Society Organisations (CSOs/ NGOs). This year 21 companies with 30 teams, 62 fundraisers, and more than 1,500 donors were supporting 10 causes.



(L to R) Namitha Acharya (Software Professional with Accenture), Pushpa Preeya (Nari Shakti Awardee of 2018), SP Ravi (President at Ocwen Financial Solutions Pvt Ltd) Sriram H M (Zonal Sales Head, Corporate Salary, IDFC FIRST Bank) and Vivek Singh (Jt. MD, Procam International).



## Technical Press Meet

Procam International highlighted arrangements that were in place for 19,000 participants on Sunday, 15th May 2022. The World 10K route was unveiled on this occasion.



(L to R), Mandar Pandya (Vice President & Head of Operations, Procam International), P.N. Sankaran (Director Operations, Procam International), Dr. Vivek Jawali (Chief Cardiothoracic & Vascular Surgeon, Chairman, Dept of Cardiovascular Sciences, Fortis Hospitals Bengaluru), A. Raja Velu (Hon'ble Secretary, Karnataka Athletics Association) and Vivek Singh (Jt. MD, Procam International).



## Elite Athlete Press Meet

The top contenders for the race interacted with the media on their strategy and preparations ahead of the race day.

Top international elite field (L to R), Muktar Edris (Ethiopia), Kibiwott Kandie (Kenya), Andamlak Belihu (Ethiopia), Hellen Obiri (Kenya), and Irene Cheptai (Kenya).



(L to R), Kibiwott Kandie (Kenya), Muktar Edris (Ethiopia), Hellen Obiri (Kenya), Irene Cheptai (Kenya), and Andamlak Belihu (Ethiopia).



Top Indian elite field (L to R), Defending Champion & Course Record Holder Sanjeevani Jadhav, Kavita Yadav, Parul Chaudhary, Kartik Kumar, and Srinu Bugatha.



(L to R), Kavita Yadav, Parul Chaudhary, Defending Champion & Course Record Holder Sanjeevani Jadhav, Kartik Kumar, AB Balliappa, and Srinu Bugatha.





## WOMEN PACERS POWER THE RUN



A Global first in distance running introduced in 2019, this year too, the 10K was paced by a group of 17 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.



## RUN CLUBS LEND THEIR SUPPORT

A total of 8 Run Clubs & 93 Run Club members volunteered at 6 Bisleri Water Stations & 2FAST&UP Energy Drink Stations for the TCS World 10K Bengaluru 2022.

They cheered, encouraged the runners throughout the route and assisted participants with their hydration requirements.

### **Bisleri Water Station**



MK's GreenGym

1.1 km



Infinity Run Club

2.3 km



Runphorics

4.2 km

**CISCO  
RUNNERS**

Cisco Runners

6.3 km



Magical Malnad Runners

7.5 km



Soles of Bangalore

9.3 km

### **FAST&UP Station**



Jayanagar Jaguars

4.3 km



The Trail Blazers

7.6 km

## International Event Ambassador

“Be your biggest fan  
and biggest critic,”

# JUSTIN GATLIN.



The iconic American Sprinter Justin Gatlin was the International Event Ambassador. The 2004 Olympic 100m champion and four-time World Athletics Championships gold medallist charmed everyone with his presence and vivacious energy.



Justin Gatlin was welcomed by Dr. K. C. Narayana Gowda, Minister of Youth Empowerment & Sports and Sericulture, Government of Karnataka; Rajendra Kataria-IAS, Principal Secretary, Transport, Horticulture and Sericulture at Government of Karnataka; Dr. C. N. Ashwath Narayan, Minister of Higher Education, Government of Karnataka and Vivek Singh, Jt. MD, Procam International at the Vidhana Soudha.

# / Event Expo



Mirchi Get Active Expo presented by HealthifyPro was hosted at the Jayamahal Palace Convention Hall in Bengaluru. A haven for runners and fitness enthusiasts alike, the expo commenced on Thursday 12th May and ended on Saturday, 14th May 2022.

Thousands of registered runners visited the expo to collect their running bibs, participate in exclusive runners' meet, and avail exciting offers by leading sports & lifestyle brands. The expo was inaugurated by Dr. K. Govindaraj, President - Basketball Federation of India, President - Karnataka Olympic Association, and Vice President, Indian Olympic Association



The expo hosted an array of activities including expert sessions, fun activities, and interactive sessions with the international event ambassador and the women pacers.





# / Beyond The Finish Line



Beyond the Finish Line is a joint initiative of Procam International and the GoSports Foundation to recognize, reinforce & reward people who have created a positive impact on society using the medium of Sport.

Hosted by **Gautam Bhimani**, the focus of the evening was our athletes' resilience, grit, determination, success at Tokyo 2020, and looking ahead to Paris 2024.

The inspiring evening was an emotional ride

as our esteemed panellists took the audience through their life journeys of highs, failures, and success mantras **Sharath Kamal**, first Indian to win the Gold medal in the Table Tennis at the Commonwealth Games; **Namita Chandel**, winner of three gold medals at the 31st National Canoe Sprint Championship and **Sumit Antil**, Gold Medal at the 2020 Summer Paralympics Tokyo and current Javelin world record holder (Paralympics), and Indian off-road and enduro Motorcycle Racer, **C S Santosh**.



# / Pasta Cookout

Celebrating the age-old tradition of carb-loading, this year the pasta Cookout was powered by Bira91. All partners and key dignitaries, food bloggers, and influencers engaged themselves in a fun, interactive pasta cookout, at the ITC Windsor, the event's hospitality partner.

The cook out was a healthy competition between dignitaries donned their chef hats to whip up some delicious pasta. Dr. K. Govindaraj (President - Basketball Federation of India, President - Karnataka Olympic Association and Vice President, Indian Olympic Association); Maharaja of Mysuru, HRH Yaduveer Wadiyar (supporting Kalisu

Foundation); Sunil Deshpande (Centre Head, TCS - Bengaluru); Justin Gatlin (International Event Ambassador); Aneesa Silva (Chief - Social Media, Content, Creatives at IDFC FIRST Bank); Mamta Jayaram (Food Influencer); Jyoti Varne (Leading Food Influencer); Kumar Nachiket (Food Influencer); Kuldeep Dhawan (General Manager, ITC Windsor Bengaluru); Vineet Salian (Food Influencer); Ankeeta Pawa (the force behind BIRA); Akash Agarwal (Food Influencer); Renaldo Nehemiah (former world record in 100m hurdles and former NFL player), Adille Sumariwalla (President, Athletics Federation of India) and Anil Singh (MD, Procam International).



(L to R) Natasha Gandhi (MasterChef and Pasta Cook Out Judge), TCS W10K Pasta Cookout winners Maharaja of Maysor HRH Yaduveer Wadiyar and Dr. K. Govindaraj, President, Basketball Federation of India, President, Karnataka Olympic Association, Vice-president, Indian Olympic Association and Srinivas Venkatesan (Executive Chef of ITC Windsor and Pasta Cook Out Judge).



# A Day of Records

The event lived up to its billing as the World's Premier 10K race with new event records being set by both Men and Women champions. Kenya's Nicholas Kipkorir set the new elite men's record at 27:38, while Irene Cheptai, also from Kenya, shattered the existing elite women's record by over a minute, with a 30:35 finishing time. In addition to this, Tadese Worku and Hellen Obiri also clocked under the respective event records.



# / Race Day

The overcast conditions in Bengaluru were hardly a deterrent to the 19,000+ runners who braved water-soaked shoes and slippery roads to complete a distance they had pledged. For participants and spectators alike, it was a true depiction of the #ComeAlive spirit that saw individuals come together for many worthy

causes, run with their loved ones, and put on their personal best.

The 14th edition of the TCS World 10K went above and beyond in representing what Bengaluru stands for – resilience and indomitable spirits.





# / Champions Dinner




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






# / Race Results

TCS World 10K Bengaluru 2022 leading results

## Men

		
Nicholas Kipkorir Kimeli (KEN)	Tadese Worku (ETH)	Kibiwott Kandie (KEN)
27:38	27:43	27:57

## Women

		
Irene Cheptai (KEN)	Hellen Obiri (KEN)	Joyce Tele (KEN)
30:35	30:44	31:47

## World 10K Men (Indian)

		
Abhishek Pal	Kartik Kumar	Gulveer Singh
30:05	30:06	30:06

## World 10K Women (Indian)

		
Parul Chaudhary	Sanjivani Jadhav	Komal Jagadale
34:38	34:44	35:28

## **Green initiatives & Waste Management**

Apart from being a globally acclaimed sporting event, the TCS World 10K Bengaluru is committed to putting the environment first. In the last few years, the event has proactively been implementing sustainable measures to mitigate waste generation in a mass participation event.

These initiatives primarily focus on the reduction of Plastic, Waste Segregation & Management, and distribution of surplus Food Waste in partnership with the BBMP and Hasiru Dala Innovations, a social enterprise- focused on creating better livelihoods for waste pickers. They have spearheaded and advised the event on different eco-friendly alternatives to ensure efficient waste management and over-see last-mile disposal and consequent recycling plans.

In addition to this, the event is also closely working with SWABHIMAAN, a registered Public Charitable Trust that works in the areas of education, health, interest-free microfinance, nutrition, and women empowerment among others. However, more importantly, they focus on, the conservation of the environment. For this event, Swabhimaan ensured all the surplus food from the event was distributed to deserving people across slums in Bengaluru. Approximately 1200 kits containing a juice bottle, chocolate and vadas were distributed to the kids in lower-income schools and Special Homes.

### **Zero to Landfill**

All the waste generated from the event was either reused, recycled, composted, or processed at a biogas facility.

- All Branding and Signage banners that were put out on race day were printed on cloth. After the event, all these cloth banners were stripped off the frames and made into other utility products like bags, etc. thus extending their use for as long as possible.
- Medals were handed to runners in cloth pouches.
- Bibs at the event expo were distributed to the runners without plastic envelopes.
- Food and Refreshments on Race Day were given out in handy, reusable cloth bags.
- Runner Bags handed out at the Expo were made from Cloth
- Plastic trash bags were replaced by HDPE re-usable bags.
- Water Dispensing Stations were set up inside the Venue, in Holding Area, and at the Start/ Finish Area.
- Drinking water at the venue was provided in 100% plastic-free recyclable paper cups without any plastic lining.
- Limited mineral water bottles were provided at the refreshment area after the race to help refill when required.
- Plastic Bottles were provided on the route which were properly collected and recycled.



## Details of Waste Generated & Disposed (Between 7th - 16th May 2022)



\* Report provided by Hasirudala Innovations Private Ltd.

## Details of Waste Types

Dry Waste: plastic, water bottles, paper cups, carton boxes, cloth used for branding, sun board, etc

Wet Waste: all the food waste

Water: all unused ice and left-over water in bottles

Garden Waste: leaves, arecanut plates etc.

Bio-medical Waste: Face Masks

## Details of Disposal Methods

Wet Waste: Sent for composting to Sunray's composting

Garden Waste: Sent for composting to the farmers at Kanakpura Road.

Water: Used for garden waste composting

Dry Waste: Sent into the existing recycling stream in Bangalore.

Bio-medical Waste: Bio-medical incineration, as per bio-medical rules.

## Environmental Impact Report



Recycled a total 5.17 tons of waste



Saved 3.91 trees by recycling



Landfill area saved 29.40 cubic meters



Saved 2147.93 kWh



Saved 4.28 litres of electricity of fuel



Created Employment for 463 waste pickers



The image features a solid blue background with a prominent diagonal red line running from the top-left towards the bottom-right. The text is centered in the blue area.

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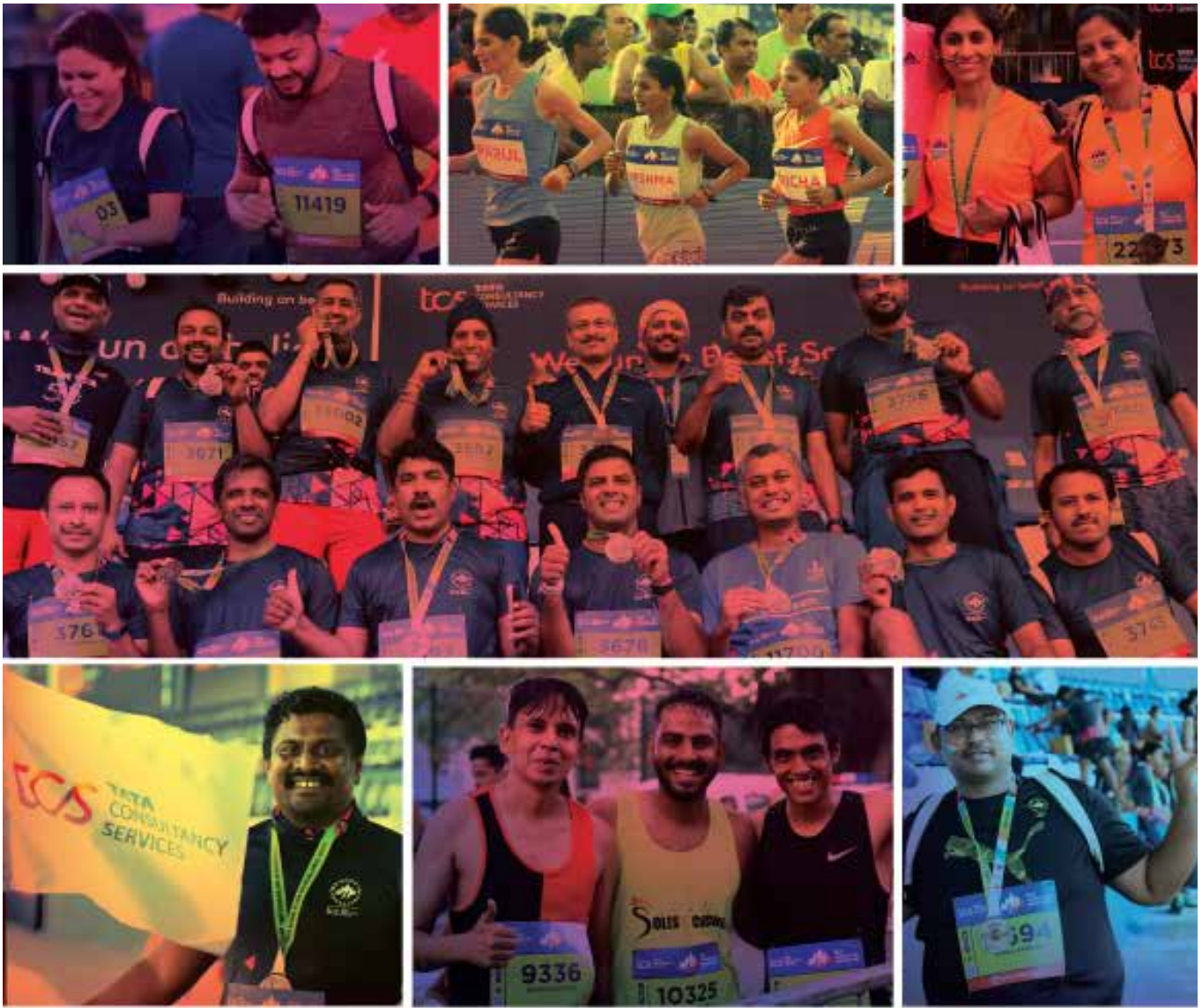
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## OUR BELIEF IS OUR SUPERPOWER

The TCS World 10K fosters a sense of community and sportsmanship.



TCS' commitment towards the race reflects our ethos of 'Building on Belief' which celebrates the achievement of every runner, values the community and aspires for a better future. TCS employees and their families participated in the TCS World 10K 2022 in support of TCS' charity partner.

**TCS. Building on belief.**



## Associate Sponsor

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ALWAYS YOU FIRST

# Making **AN IMPACT, ONE RACE** at a time

As the proud associate sponsor of the **TCS World 10K Bengaluru 2022**, we announced our **FIRST Impact pledge** that aims to uplift the lives of the lesser privileged.

Under this initiative, for every participant who completed the Open 10K run within 60 minutes, **IDFC FIRST Bank has donated ₹1,000** to a social cause of the participant's choice. And for qualifying participants who are IDFC FIRST Bank customers, **we donated ₹2,000** on their behalf.

A huge thanks to all runners who made every step count to enable someone else's **#JourneyToTheStart**.

IDFC FIRST Bank thanks every participant who made their **#JourneyToTheStart**

## IDFC FIRST Bank Initiative



Your finishing line was someone else's #JourneytotheStart

Marathons are about resilience and inspiration - resilience to make it to the finishing line, and inspiration to do more than just participate in a run.

While resilience is innate to every runner, at IDFC FIRST Bank, we decided to give runners at the TCS World 10K Bengaluru a reason to be inspired as well.

- **The IDFC FIRST Bank Pledge**

As the Associate Sponsor of TCS World 10K, IDFC FIRST Bank made a Pledge to contribute funds to social causes on behalf of runners completing 10k in 1 hour. This gave runners an opportunity to make a difference to someone's life by simply completing the run in 1 hour.

The Bank pledged Rs. 1000 to non-profits on behalf of every participant completing the run within the stipulated time and Rs. 2000 if the participant was an IDFC FIRST Bank customer.

- **Winners' finishing line was someone else's #JourneytotheStart**

An interesting aspect of Pledge was that it enabled qualifying participants to choose a cause that was close to their hearts. Those who completed the race in 1 hour not only began their personal journey to creating social good but also collectively made a difference to the lives of the disadvantaged.

- **A race to create social good**

Qualifying runners received an email International; while customers of received an email from the Bank. Procama and a contribution was made NGOs that supported a cause of their

Associate Sponsor



about the Pledge from Procama IDFC FIRST Bank in Bengaluru also Details collected were validated by by the Bank on behalf of runners to choice.

- **FIRST Impact**

The Pledge was fulfilled under FIRST Impact, the Bank's social responsibility programme. Social good is one of the founding pillars of the Bank and is not only demonstrated through its diverse social responsibility programs but is also deeply rooted in the way the Bank conducts its business.

The Bank's social responsibility programme is focused on five areas: Education, Livelihoods, Women Empowerment, Health and Financial Inclusion. The Bank considers and implements social responsibility programs that have a potential for long term sustainability and can trigger a continuous positive change.

- **Seeding the Social Good thought**

At IDFC FIRST Bank, we believe that while the contribution may amount to a small part of what is really needed by NGOs, the initiative will seed the thought of contributing to social causes in minds of runners. Every person who completed the marathon in 1 hour, not only experienced the joy of the run but also that of making a difference to someone.

IDFC FIRST Bank is a universal bank that has so far lent to over 30 million customers in 60,000 villages, cities and towns across the country. As a customer-focussed bank, it has many firsts to its credit, including monthly interest credits, credit cards with low and dynamic interest rates, never-expiring rewards and a unique facility to withdraw cash from ATMs using credit cards without interest till due date, current accounts with one integrated app, and '3-in-1' FASTag solutions.



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– Rohit Prasad, HelpAge India, CEO

**HelpAge** 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 and at a societal level. 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.



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## Empowering the Differently abled

Founded by Dr. Jitender Aggarwal, Sarothak Educational Trust is a Non Government Organization which is working towards the empowerment of people with disabilities.

Present in 23 locations across India, through its dedicated efforts in the areas of Early Intervention, Inclusive Education, Skill Building, and Placement, Advocacy Generation, Abilympics and India Disability Empowerment Alliance, Sarothak has trained and placed more than 34,300 and 23,450 PwDs, respectively. In addition, 2670 and 500 children with disability have been also rehabilitated through its 'Early Intervention' and 'Inclusive Education' initiatives.



“

Sarothak-Procam International Partnership has created wonders for Persons with disabilities across India. Especially talking about the TCS W10K Race, Bengaluru, there was a huge participation of Persons with Disabilities with their buddies. It's a laudable step to create awareness that Persons with Disabilities are capable of doing everything.

”

- Dr. Jitender Aggarwal  
Founder & CEO  
Sarothak Educational Trust





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