

Philanthropy Partner



United Way Kolkata

TATA STEEL

KOLKATA
25K

20TH DECEMBER 2015



CELEBRATING
CHANGE



COMING TOGETHER IN A SHOW OF SUPPORT...TSK 25 2015 flag-off on Sunday, December 20 (from L to R) Chanakya Chaudhary - Group Director - Corporate Comm. & Regulatory Affairs; T. V. Narendran - Managing Director-Tata Steel India & South East Asia; Shri Keshari Nath Tripathi - Hon'ble Governor of West Bengal; Trilochan Singh - IAS, Additional Chief Secretary, West Bengal; Dibyendu Bose - Group Director - Investments & New Ventures; P. N.Sankaran - Procam International; Peeyush Gupta - VP - Steel (Marketing & Sales) Tata Steel; Rajesh Pandey - Principal Secretary Sports & Youth Affairs, Govt. Of West Bengal; Sunil Bhaskaran – Vice President, Corporate Services, Tata Steel



Shri Keshari Nath Tripathi
His Excellency the Hon'ble Governor of West Bengal

It is indeed heartwarming to see such an overwhelming response to the Tata Steel Kolkata 25 2015 from the city. Over 8000 people took the streets of Kolkata and came together as one. I would like to congratulate Procam International, and all the city authorities for the effort that went into making this run a resounding success.



Arup Biswas
Minister of Sports & Youth Affairs, Govt. of West Bengal

I would like to congratulate TSK 25 2015 for being a platform for Kolkata citizens to collectively participate in a sport. It is important that citizens are encouraged to adopt a healthier lifestyle to ensure a bright future, which is something truly vital in today's day and age. Appreciate the efforts put in by everyone associated with this event.



Shashi Panja
Minister of Social Welfare and Child Development Minister, Govt. of West Bengal

An event like TSK 25 2015 brings the city together and cuts across all barriers of age, gender and socio-economic status. It was encouraging to see participation from so many women and youngsters in this event. I believe this event has helped make people conscious about the importance of health and fitness, and we hope that it continues to do so in the future. Credit for it's success goes to the combined efforts of the many organisations and individuals involved. I congratulate one and all for a great show.



Rajeev Mishra
Special Additional and Jt. Commissioner of Police

The Kolkata police are honoured to be a part of the second edition of the event. I would like to congratulate my team for doing a great job in ensuring the event was safe and sound for all runners."



T. V. Narendran
Managing Director, Tata Steel India & South East Asia

At Tata Steel, sports has always been a way of life and over the years we have always supported sports. We have many eminent sports personalities in Tata Steel. We also strongly believe in taking care of our employees and one of the ways of taking care is to encourage them to be healthy, to be active, to be out there. So we thought why not extend this concept to the communities with whom we live. In Jamshedpur, we have the Jamshedpur Run, in Bhubaneswar we have Bhubaneswar Run and Kolkata we have the biggest run in the eastern region, The Tata Steel Kolkata 25K. We are happy to support it. This is the second year we are having it in this format and we will continue to support it. We look forward to greater participation from the community in Kolkata and citizens of Kolkata.



Rituparna Sengupta
Renowned Tollywood and Bollywood Actress

I am happy to be a part of the Tata Steel Kolkata 25K and it's a great event to get the city running. The weather this morning was extremely pleasant and encouraged participants to perform their best. I am sure next year the event will see even more increase in participation numbers. Good Luck Kolkata!



Yuvraj Singh
PUMA Sports Icon

Running has been an integral part of my training regime from a very young age and it played a pivotal role in preparing me for a comeback after my ailment. So today it gives me great satisfaction in flagging off this incredible run. I feel initiatives, such as this, encourages an active sporting lifestyle providing an equal opportunity to all individuals to participate.



Neha Dhupia
Actress & fitness enthusiast

Running for me is therapeutic and I have been doing it for years. During a run two things are of utmost importance to the runner, the gear and the surrounding; beautiful Kolkata morning IGNITED by PUMA created that perfect confluence of both for the TSK 25 2015 race.

THE PROMOTER'S SPEAK

Kolkata's love for sport is well known across the length and breadth of India. Taking this passion and enthusiasm forward towards a new sport, on December 20, 2015, the City of Joy hosted the second edition of the Tata Steel Kolkata 25K.

On a wonderful cool morning over 8000 individuals took to the streets of Kolkata in five different categories. In only its second edition, the event saw a whopping increase in the number of serious runners taking the count to 996 in 25K and 2859 in Open 10K, which is a 100% increase from last year.

The Indian elite athletes, Elam Singh and Sudha Singh, clinched the men's and women's title. India's favourite running trio of Sudha Singh, Lalita Babbar and OP Jaisha smashed the course record, by a huge margin, set by Kavita Raut in the 2014 edition of the event.

Charity forms an integral part of distance running and Procams' running events have provided the largest fund raising platform in the country. The Standard Chartered Mumbai Marathon, Tata Consultancy Services World 10K and Airtel Delhi Half Marathon have raised significant monies in charity. This tradition continues with the Tata Steel Kolkata 25K.

The event's philanthropy partner, United Way of Kolkata galvanized 37 NGOs and raised INR 94.77 supporting various causes like Girl child, Women Empowerment, Education among others.

Bengali cinema's prolific, multi-faceted actor and Member of Parliament – Dev, was the face of the event. The Art for Sport initiative was spearheaded by renowned artist Washim Kapoor leading over 37 painters to create their magic on canvas in support of various causes.

Lastly, the successful conduct of this event would not have been possible without the wholehearted support from the powers that govern. Congratulations and a big Thank You to Kolkata Government's administrative machinery, Kolkata Police, Kolkata Municipal Corporation, Indian Army - Bengal Area and West Bengal Amateur Athletic Association, who lent their might to supplement our efforts.

The Tata Steel Kolkata 25K has sparked a running movement in Eastern India. On December 18th 2016, Kolkata will come together, once again, to run farther & faster, adding a new meaning to the word Joy!



Dilip Jayaram
CEO
Procams International



FACE OF THE EVENT



DEV

Running is the backbone of any sport and I am extremely happy that our city finally has a running event that brings together the masses. I am proud to be associated with the Tata Steel Kolkata 25K and I hope this association goes on every year. I would like to thank the city of Kolkata for their awe-inspiring support to this event.

PHILANTHROPY PARTNER'S DESK

This was the first year for United Way Kolkata as the Philanthropy Partner for TSK25K and what an overwhelming response we have received! The support, spirit and solidarity that the people of Kolkata have for social causes has been heart warming to see.

While the city has hosted several marathons, the Run (which has charity as one its pillars) was an entirely new concept in Eastern India and it was a challenge to convey the Charity Structure to non-profits, corporates and individuals. The team at United Way Kolkata made a special effort to reach out to all these stakeholders and gave attention to the minutest of details. Non-profit organisations responded eagerly to us and over the course of months and multiple capacity building workshops, they have been able to highlight their cause and raise over INR 95 lacs for the same!

United Way Kolkata is proud to be associated with TATA Steel and all other partners of this event. We thank Procarn International for an event of this magnitude that brings people together and promotes the spirit of giving

The charity aspect of the event hinges on the generosity and spirit of the participants and supporters. Every effort made and every penny donated has the potential to create a change in the lives of the underprivileged. Your efforts make you agents of change!

We would like to extend our deepest gratitude to each and every participant of TSK25 for being a part of this unique fundraising initiative where fitness and philanthropy came together.



Anirudha Gupta
Chairman
United Way Kolkata

CHARITY AMOUNTS AT A GLANCE

Amounts raised at Tata Steel Kolkata 25K 2015

By Change Leaders	₹12,23,761
By Change Makers	₹12,43,389
By Friends	₹29,03,376
By Corporate Challenge teams	₹42,00,000
Total Funds Raised	₹95,70,526

FUNDRAISING GRAPH OF TSK 25



THE PHILANTHROPY STRUCTURE

Philanthropy is at the heart of the Tata Steel Kolkata 25K, and seeks to encourage a culture of giving back to society. As the Event's Philanthropy Partner, United Way Kolkata (UWK) is committed to build and grow the charitable aspect of the Event in order to give voice and help generate funds by the hundreds of credible NGOs present especially in the eastern part of India. The philanthropy pillar of the Event is cause-neutral, lending equal opportunities for all participating NGOs to take advantage of through the Event. A Fundraising Structure is carved out along with the Event Promoters, Procam International, for NGOs and individuals to leverage and fundraise through the Event.

All NGOs who wish to participate and/or fundraise through the Tata Steel Kolkata 25K are required to register with UWK as a participating NGO. Registration places the name of the organization on a list on the event website and UWK website from which companies and individual runners select organizations they want to support.

CHANGE LEADERS

The Tata Steel Kolkata 25K 2015 saw a father-son duo take on the challenge of registering as and raising funds as Change Leaders – each one having raise a minimum of ₹ 1 lakh for their chosen cause - The Society for Oral Education of the Deaf.

Having now been retired for over 10 years from McNally Bharat Engg Co Ltd, where he last served as Managing Director, Bahadur, in his own words, is "busier than ever". He divides his time between helping a few charitable organisations, and assisting family, several friends, acquaintances and even strangers with day-to-day issues ranging from investments and taxes to gas cylinders and domestic staff. He also spares a few moments to keep in touch with what's going on in the sporting world, having been an accomplished hockey and football player at Club and Corporate levels. Given half a chance, he would love to still play, but his family put an end to that at the young age of 68!

Says Mr. Postwalla – “To be honest, I did not hold out much hope of a large collection when we decided to enrol as an NGO with United Way for the Tata Steel Kolkata 25K. That we have been so successful can be attributed to the following factors:

- ▶ The proactive involvement of and guidance from United Way without which the new and exciting concept of crowd funding would never have been understood by me...
- ▶ The excitement created among my friends and contacts by the approach recommended by United Way was again more fruitful than I ever expected it to be...
- ▶ The initial success encouraged us to take wild shots at possible donors and though the strike rate may have been 20%, it nevertheless brought us excellent returns.

We did not fully exploit the straight line approach for fund raising and had but one solitary example of success. I do believe this is something we should try more successfully in the future.”



BAHADUR POSTWALLA
Total Funds Raised ₹ 8,59,860

Ratan moved back to his beloved Kolkata five years ago, after almost eight years of study and work in Hyderabad, Delhi, USA and UK. Here, he spends almost as much time running his start-up, People Trust, as he does on theatre, travel and social initiatives; with friends and family; and, most importantly, watching, playing, coaching, reading and writing about every conceivable sport! He's never run a race longer than 5K, and finally did 25K on 20th December 2015!

“When I first found out that United Way would also be going down the 'Individual Fundraiser' route as part of their philanthropic efforts for TSK25, I was both excited and optimistic but somewhat sceptical too. I knew how successful such initiatives could be, given my exposure to them through friends living abroad, but I wasn't sure how quickly the concept would catch on in India. In hindsight, I underestimated the extent to which the spirit of philanthropy is alive and kicking in India. The power and reach of social media, the flexibility, responsiveness and support of United Way and of course, the extreme generosity of family and friends made this fundraising campaign truly unforgettable. We surpassed our collection target within a week, and eventually ended with five times our initial goal. Can't wait for an even bigger and better experience next year!”



RATAN POSTWALLA
Total Funds Raised ₹ 2,90,501

CHANGE MAKERS

A Change Maker is an individual who makes a commitment to raise a minimum of ₹ 50,000 for his/her chosen charity/cause using the TSK25 2015 vehicle. Individuals with a wide social network become 'Change Makers'.

Since 2009, Tina has been associated with Shrimad Rajchandra Love and Care. Prior to this She was clueless and kept thinking "what next?" Like any other human being, she too wanted to do good for the upliftment of the underprivileged. However, she was unsure of which NGO to support which encompassed all causes. With Shrimad Rajchandra LOVE AND CARE all her queries were resolved and it gave her a new goal in life.

“Every time I spoke about my cause, I felt an inner peace. Because giving back to the society selflessly made me feel so happy and contented. This fund raising minimised one thing of mine - Ego. My inhibition, fear of rejection - all dissolved during this fund raising. I gained the confidence that I am an instrument to those people who want to contribute, and my confidence built up up manifold. This fund raising drive was a self healing & self motivating experience.”



TINA DESAI
Total Funds Raised ₹ 7,80,812
In Support of
'Shrimad Rajchandra
Educational Trust'

Director at Shaant Infosystems (P) Ltd. And CEO, Reliable Technologies, Amit also owns and operates GiftstoIndia24x7.com which is one of the premium gift shop for NRIs & enabling them to send gifts to their loved ones in India. With 24x7 operations - we cover more than 600 cities and towns in India. Reliable Technologies aims at empowering businesses & enabling them to use technology as a tool.

“I have been involved with Shrimad Rajchandra Mission since 2009. Under the guidance of Pujya Gurudev Shri Rakeshbhai, Shrimad Rajchandra Love & Care (SRLC) was started in 2010. Under the umbrella of SRLC, there are 10 care benevolent programmes comprising of Education Care, Child Care, Women Care and so on. The Tata Steel Kolkata 25K gave SRLC a platform to raise funds for Shrimad Rajchandra Vidyapeeth, a science college coming up in the tribal belt of Valsad District in South Gujarat. This was the first time I have raised funds for a social cause. The online platform of Ketto.org proved to be a very powerful medium to reach out to friends and relatives spread across the globe and make them a part of this movement. I thank United Way for their support and guidance.”



AMIT DESAI
Total Funds Raised ₹ 2,44,376
In Support of
'Shrimad Rajchandra
Educational Trust'



SHARA MADAN
Total Funds Raised ₹ 1,16,600
In Support of
'Cancer Foundation of India'



TRINA DATTA
Total Funds Raised ₹ 1,01,601
In Support of
'Mentaid'



EVENT HIGHLIGHTS

LAUNCH OF TATA STEEL KOLKATA 25K



Launch of the 2nd Edition of the Tata Steel Kolkata 25K

STEP-UP KOLKATA



The TSK 25 was ignited with a special exercise session called Step-up Kolkata hosted by PUMA. The session was led by Celebrity Neha Dhupia. She also offered the runners some important tips on how to be race ready

COUNTDOWN PRESS MEET



Celebrating the spirit of sportsmanship

OFFICIAL RACE DAY T-SHIRT



Unveil the official Race Day Tee courtesy Puma, Event's Official Sportswear Partner

VOLINI RECOVERY ZONE



Volini had set up a Recovery Zone covering an area of over 3600 sq. ft, with masseurs, massage zones, stretching area with yoga mats, foam rollers and even swiss balls for back exercises. Professional trainers and physiotherapists provided special assistance and guidance to the runners after the run for instant relief and recovery at the zone on race day.

CORPORATE CHALLENGE

26 companies fielded 27 teams | Total amount contributed - ₹ 42 lakhs

Name of the Company	NGO Supported	Amount Contributed (₹)
Amalgamated Plantations	Tata Medical Centre	1,00,000
Bajaj Electricals	Paryavaran Mitra	2,50,000
Bluerdart	Antara	1,00,000
Citibank	Tata Medical Centre	1,75,000
Dhunseri Tea and Industries Limited	Tata Medical Centre	1,00,000
Globsyn	Kalyani	1,00,000
Infinity IT Parks	Tata Medical Centre	1,75,000
Johnson & Johnson	Tata Medical Centre	1,75,000
JUSCO	Tata Medical Centre	1,00,000
Kesoram Industries	Cancer Foundation India	1,00,000
KPMG	Samaritan Help Mission	2,50,000
mjunction	Tata Medical Centre	2,50,000
Magma Fincorp	Tata Medical Centre	2,50,000
Patton	Tata Medical Centre	1,75,000
PwC	Cancer Foundation India	1,75,000
Rallis India Ltd.	Tata Medical Centre	1,00,000
Rashi Peripherals	DAKSHINI PRAYASH	2,00,000
Tata Blue Scope	Tata Medical Centre	1,00,000
Tata Communications	Tata Medical Centre	1,75,000
Tata Consultancy Services	Tata Medical Centre	2,50,000
Tata Global Beverages	Tata Medical Centre	1,00,000
Tata Steel Processing and Distribution Ltd	Tata Medical Centre	2,50,000
Tata TINPLATE	Tata Medical Centre	1,00,000
Titan Company	Tata Medical Centre	1,75,000
TMILL	Tata Medical Centre	1,75,000

ART FOR SPORT



Washim Kapoor

In the History of Kolkata, this is the second time such an event has taken place. This is a very unique event where sport meets charity. I feel good being a part of such a noble cause and working hand in hand with 38 NGOs is worth the toil.



An initiative, spearheaded by Wasim Kapoor, the renowned artist, led 37 painters, one for each registered NGO at the event. The initiative saw artists painting LIVE at the Start line of the event. We Thank them for their effort & time

Wasim Kapoor, Sheila Kapoor, Debashis Mullick Chowdhury, Anjan Bhattacharya, Madhumita Dasgupta, Rintu Roy Chowdhury, Sarfuddin Ahmed, Tamal Kanti Nandi, Usharanjon Mandol, Bijoy Rakshit, Debodeep Ghosh, Rajib Sur Roy, Utpal Ghosh, Pronob, Debu Mondal, Swagota Bose, Bani Chawla, Subhla Verma, Nilay Biswas, Bappa Bhowmick, Anil, Kumar Jadav, Jibon Biswas, Pavel Banerjee, Bappa Halder, Satyabrata Karmakar, Provat Manna, Indrani Accharya, Sudip Karmakar, Aditi Chakrobarti, Subrata Ghosh, Rupa Mitra, Moloy Das, Emon Das, Sumon Das, Samir Sarkar, Subrata Das, Kalyan Chowdhury.

' FRIENDS ' OF NGOs

A Friend is an individual who fundraises as much as possible for an NGO of his choice using the TSK25 2015 vehicle. Such individuals are usually volunteers or supporters of NGOs who are aware of the work undertaken by the organization. We thank you for your benevolent efforts.

Name	NGO Supported	Funds Raised (₹)
Amalgamated Plantations	Shrimad Rajchandra Love and Care	8400
Abhishek Sinha	Paryavaran Mitra	4700
Aditya Shah	Shrimad Rajchandra Love and Care	50100
Amit Jain	Tata Medical Centre Trust	5760
Amrita Shah	Shrimad Rajchandra Love and Care	127452
Anand Kumar Singh	Cancer Foundation of India	5000
Anisha Kundu	Mentaid	51500
Apurv & Sneha	Shrimad Rajchandra Love and Care	15800
Arun Kumar Singh	Cancer Foundation of India	3000
Asha Desai	Shrimad Rajchandra Love and Care	54500
Chintu Vij	Mentaid	15700
Devang Sheth & Namita Sheth	Shrimad Rajchandra Love and Care	63650
Dimple Kapoor	Shrimad Rajchandra Love and Care	119000
Dipen Desai	Shrimad Rajchandra Love and Care	50000
Dipti Damani	Shrimad Rajchandra Love and Care	8000
Drishiti Doshi	Shrimad Rajchandra Love and Care	500
Gaurav Desai	Shrimad Rajchandra Love and Care	50000
Hardika Rupani	Shrimad Rajchandra Love and Care	14000
Jagruti Kothari	Shrimad Rajchandra Love and Care	61000
Jainil Damani	Shrimad Rajchandra Love and Care	134100
Jay Shah	Shrimad Rajchandra Love and Care	5500
Jayendra Shah	Shrimad Rajchandra Love and Care	126000
Kabir Mansata	Mentaid	55082
Kalpesh Desai	Shrimad Rajchandra Love and Care	82500
Kalpesh Kamdar	Shrimad Rajchandra Love and Care	12000
Kapila Bhatia	Oral School for Deaf Children	18000
Kolkata Running Squad	India Cares Foundation	2200
Kunal Damani	Shrimad Rajchandra Love and Care	3300

' FRIENDS ' OF NGOs

Name	NGO Supported	Funds Raised (₹)
Manshi Shah	Shrimad Rajchandra Love and Care	52100
Meena Dave	India Cares Foundation	416745
Meenal Desai	Shrimad Rajchandra Love and Care	50000
Mehul Damani	Shrimad Rajchandra Love and Care	50001
Narayanramdas Murthy	Tata Medical Centre Trust	9800
Neha Desai	Shrimad Rajchandra Love and Care	116700
Nehal Damani	Shrimad Rajchandra Love and Care	50001
Nilendu Lal Mukherjee	Cancer Foundation of India	12500
OSDC Governing Body	Oral School for Deaf Children	6001
Phillipandre Vianna	Tata Medical Centre Trust	500
Prasenjit Roy	Tata Medical Centre Trust	100
Purbani Bose	Cancer Foundation of India	5201
Radhika Patel	Shrimad Rajchandra Love and Care	100350
Rajan Gupta	Cancer Foundation of India	3250
Rathindra Ranjan Chetai	Tata Medical Centre Trust	900
Rittika Modwel	Shrimad Rajchandra Love and Care	44304
Samyak Kothari	Shrimad Rajchandra Love and Care	244300
Shatarupa Chatterjee	CRY	31013
Sumit Desai	Shrimad Rajchandra Love and Care	197600
Tania Chakraborty	Tata Medical Centre Trust	700
Teachers of The Oral School	Oral School for Deaf Children	13000
Kalpesh Desai	Shrimad Rajchandra Love and Care	82500
The AtomAnts	Mentaid	6600
Uma Lal	Tata Medical Centre Trust	5000
Utkarsh Doshi	Shrimad Rajchandra Love and Care	104511
Vikramjit Dutta	Cancer Foundation of India	5000
Vineet Kedia	Cancer Foundation of India	22000
Vivek Mehta	Shrimad Rajchandra Love and Care	108302

“This was the first time that Cancer Foundation of India (CFI) participated in an event like the Tata Steel Kolkata 25K. Such platforms are known to be popular in promoting social causes and raise funds but at CFI we always thought this was not for us! It was at the United Way (UW) workshop that we actually got to know there is so much more to an event of 'running'! Then of course was the obvious question who will run and who will sponsor? Friends of CFI suggested we make a Facebook appeal to the Kolkata Running Club. And unbelievably we had 8 runners in the 25 kms category voluntarily joining Team CFI and another three for the 10 kms. Reaching out to corporates for this event was a roadblock but UW patiently helped us articulate our message and we managed to have a team of 25 from PricewaterhouseCoopers and team of 10 from Kesoram Limited. Then was the Ketto experience! Right after registering with UW we received a call from the crowdfunding platform Ketto. Pages created, emails circulated, calls made and we found friends in unknown donors who became part of our crusade. Promotion of our cause in the UW website, social media, print media all added towards strengthening our appeal.”



Sutapa Biswas
Executive Director
Cancer Foundation of India

Being part of this Event was a great learning experience not just in raising funds but in raising hope and confidence that there are more people who believe in preventing it. This experience has reaffirmed our commitment and will go a long way in shaping CFI's community activities. Of course we are going to come back bigger and better next year!

“We decided to participate just 2 weeks before the Race Day since we wanted to increase our ongoing fundraising efforts for the people whose lives are devastated by the recent floods that hit Chennai. Our CEO, Meena Dave, decided to run for the first time to raise funds through the wonderful platform given by TSK25. She travelled to Kolkata and got very encouraging support from the city of joy and has raised ₹ 4,14,200 in the two weeks. She was especially encouraged by the support provided by the Kolkata Runners Squad. India Cares has identified the partners to help get back lost livelihoods of people, in the lower economic background and work has started. We will soon send reports to the donors on the lives changed due to their contributions. Thank you Kolkata!”



Meena Dave
CEO
India Cares Foundation

FUNDS RASIED BY NGOs THROUGH THE EVENT



ANTARA

For the past 45 years Antara is engaged in extending treatment, care and rehabilitation to persons affected with mental illness, addiction and alcohol dependence. Antara operates a 200 bedded Psychiatric Hospital at Baruipur, Kolkata –700145. Hundreds of persons who are mentally ill and their families look to Antara as a ray of hope to receive quality mental health services at affordable rates.

₹ 1,00,000



CANCER FOUNDATION OF INDIA

CFI is a registered charity in Kolkata on a mission to reduce human suffering due to cancer. It has been established that cancer if detected early is not fatal hence CFI's focus has been on working for early diagnosis and encouraging patients in getting treatment at the earliest. Since 2002 a dedicated team of professionals led by the renowned cancer scientist Prof. Maqsood Siddiqi, works towards a paradigm change in the approach towards cancer control by focusing on breast, cervical and tobacco-related cancers which account for 70% of cancers in India. CFI has been running the only Cancer Helpline phone service (033-6450 3131) of Kolkata for 13 years.

₹ 4,47,551



CRY - CHILD RIGHTS AND YOU

CRY - Child Rights and You is an Indian NGO that believes in every child's right to a childhood - to live, learn, grow and play. For 35 years, CRY and its partners have worked with parents and communities to ensure Lasting Change in the lives of underprivileged children. CRY has adopted The Child Rights Approach, the sustainable way to make change by looking at children's issues in their entirety, rather than through the silos of education, health, child labour, child abuse, foeticide/infanticide and so on. Established in 1979, CRY has changed the lives of over 20 lakh children, by supporting 200+ grassroots initiatives across 5,000 communities in 23 states of India.

₹ 31,013



DAKSHINI PRAYASH

The first efforts of Dakshini Prayash was directed at imparting the basics of education to unschooled children of Madurdaha in a belief that only learning could open the doors of a better and more fulfilling life ahead. The chrysalis of the experiment that began under the shade of roadside trees imparting the basics to a few plucky children and their hesitant parents has now been transformed into a lively school that provides an atmosphere of holistic education to more than 350 eager children. Currently the school caters to children right from the playschool stage up to Class VIII with plans for further extension under active consideration.

₹ 2,00,000



HELP US HELP THEM

HUHT started its journey with 10 students in 2006 and now has almost 400 students enrolled in both its projects (as of May 2015). At HUHT, the mission is to promote an efficient and effective giving culture that provides greater opportunities to the under-privileged and poor children in West Bengal. The primary motive of HUHT is to contribute to society by developing good human beings, who in turn, will be well-prepared to give back to society in the future. At present HUHT has two schools catering to almost 400 children - at Mallikpur approx. 25 kms from Kolkata, and the other, a 'School on Wheels', bringing school closer to students who otherwise would not be able to attend.

₹ 19,301



INDIA CARES FOUNDATION

India Cares Foundation (ICF) strives to be a friend to NGOs, especially promoting individual giving to enhance and diversify income; and to promote NGO accountability. Though based in Bengaluru, ICF participated and fundraised at the Tata Steel Kolkata 25K 2015 with the specific aim of raising funds for the Flood Relief Fund.

₹ 4,18,745



KALYANI

Kalyani - a Bikram Dasgupta Foundation is a not for profit foundation with a charter of giving back to the most needy sections of society and has been designed to create a more equitable social fabric around us. Differently Abled Care- One of Kalyani's main verticals where Kalyani in collaboration with Care Giver Trust has undertaken an ambitious project of building a home at Baruipur, Kolkata, for the differently abled persons, where they can stay along with one of their surviving parents for life, their needs and requirements taken care of by the Trust. The project has completed the civil construction of the home which sits atop the 8-acre land that the Trust has procured for this cause. The other two verticals of Kalyani are Elderly Care and Channelizing Youth.

₹ 1,00,000

KOLKATA EMPOWERMENT FOUNDATION



Kolkata empowerment Foundation (KEF) is a people's initiative for poverty reduction, empowerment, healthcare, education and life skill training of our rural population. This Foundation has formed professional groups to set priorities, frame interventions, mobilize commitments, and promote understanding and responsiveness. The KEF is further implementing integrated programs for the most vulnerable and disadvantaged groups of our rural areas.

₹ 50,000

MENTAID



MENTAID is the first registered parents' organisation in West Bengal (1986). Its mission is to improve the quality of life of persons with intellectual and developmental disability by providing a range of services to meet their needs. MENTAID aims to promote personal choice and independence and encourages full participation and integration in the community. MentaId will utilize the funds towards completion of the building to provide quality education and training for children with disabilities.

₹ 2,74,787

PARKINSON'S DISEASE PATIENTS WELFARE SOCIETY



The Parkinson's Disease Patients Welfare Society, Kolkata, was formed in 2014 under the presidentship of Dr. Hrishikesh Kumar, an eminent neurologist and vice chairman at Institute of Neurological Sciences, Kolkata (IN-K), patients, caregivers, therapists, scientific researchers, and doctors with the mission to improve the quality of life of the Parkinson's Disease patients and caregivers through support options. The society aims to develop Support Centres for education and therapy among patients and caregivers as well as providing financial assistance for medication, therapy and rehabilitation to needy patients.

₹ 14,851

PARYAVARAN MITRA



Paryavaran Mitra was constituted as a society on the 24th September 2004. It has its headquarter at Shikhoabad in Uttar Pradesh. Its Main objectives are: (i) Prevent air, water, land and sound pollution; (ii) Training to farmers and students on environmental issues; (iii) Education on importance of clean environment; (iv) Wall writings, rallies and seminars, street plays; (v) Campaigns against use of plastic & tobacco, noise pollution, etc. The funds will go towards planting of trees and maintaining them.

₹ 2,50,000

SAMARITAN HELP MISSION



Samaritan Help Mission, a secular non-profit organization, is working in the slums of Tikiapara under Howrah for last 14 years against all the negative social aspects with the objective to build awareness and empower the underprivileged, especially children, girls and women, while generating employment opportunities through quality formal education, proper healthcare services and skills necessary to transform them into responsible citizens.

₹ 2,50,000

SHRIMAD RAJCHANDRA EDUCATIONAL TRUST



Shrimad Rajchandra Vidyapeeth is a first of its kind Science College that exclusively caters to the tribal students of South Gujarat. It is an answer to the growing aspirations of these tribal youth where they can realise their dreams of receiving best in class higher education and improve their lives. With a noble objective to offer equal opportunity to these students, the College endeavors to provide rounded development to the tribal student that can make them employable and improve their lives on a sustainable basis and inspire others to follow.

₹ 30,84,755

SUKALYAN WELFARE SOCIETY



Since our inception, we have worked with a special focus on healthcare, and done a few activities such as rural health check-up camps, blood donation camps, charitable dispensary and health awareness campaigns.

₹ 200



TATA MEDICAL CENTRE TRUST

According to the Indian Cancer Registry, maximum number of specific cancers come from Eastern India. Responding to this urgent need, the Tata Group known for its philanthropy set up the The Tata Medical Center Kolkata, a Rs 350 crore world class not-for-profit hospital, in 2011. Almost half the beds are reserved for the most underprivileged. The hospital is fully functional and over 50,000 patients have been treated but with hundreds of patients pouring in each day, there is need for urgent expansion. The hospital currently houses 167 beds but this is not enough to accommodate the large number of poor patients that require attention. Most of the patients who come to the hospital struggle to make ends meet and cannot afford expensive cancer treatment. TMCT is working towards creating a corpus for the urgent expansion of the hospital to add another 250 beds as well as to support the treatment of the underprivileged patients.

₹ 29,52,460



THE HOPE KOLKATA FOUNDATION

Hope Kolkata Foundation is committed to provide sustainable development for the underprivileged & vulnerable population with special focus on women & children by acting as a facilitator through community development, providing education, vocational training, health awareness & service, shelter, nutrition, counseling, recreation, rescue & rehabilitation, repatriation awareness on rights, emergency relief, capacity building, fund raising, socio-economic, cultural & spiritual development regardless of race, sex, religion or politics to achieve goals. Since its inception we have reached to 30,000 vulnerable children & 3,00,000 impoverished families.

₹ 6,101



THE SOCIETY FOR ORAL EDUCATION OF THE DEAF

Started in 1964 by Dhun and Dorab Adenwalla, the parents of a deaf child, the Oral School for Deaf Children provides English medium education to all students from Nursery to Class 12. For the last 51 years and against the many odds, the Society for Oral Education of the Deaf has refused to accept the denial of the deaf child's rights. Sustaining an exclusive platform for education, they have attempted to create an inclusive world for the hearing-impaired in her or his social surroundings and, equally, in the workplace. Indeed, several former students of its school are now gainfully employed as teachers, commercial artists, computer operators and laboratory assistants – professions not traditionally open to the deaf.

₹ 13,60,762



UDAYAN

Udayan, established in the year 1970, at Sewly village, in Barrackpore, works to uphold and protect the human rights of children born to leprosy patients. 'Udayan', meaning "resurrection", works to give the children of leprosy patients a new life, to bring hope and light into their lives. At Udayan's residential facility, the children receive the highest quality of care with compassion and respect for their human rights.

₹ 10,000

OTHER NGOs WHICH PARTICIPATED IN THE 2015 EDITION OF TATA STEEL KOLKATA 25K



AHEAD

Samaritan Help Mission, a secular non-profit organization, is working in the slums of Tikiapara under Howrah for last 14 years against all the negative social aspects with the objective to build awareness and empower the underprivileged, especially children, girls and women, while generating employment opportunities through quality formal education, proper healthcare services and skills necessary to transform them into responsible citizens.



BARASAT UNNAYAN PROSTUTI

Barasat Unnayan Prostuti (BUP) engaged in works for the marginalized and under privileged people specially children & women through sustainable development. From its inception BUP is working to build a happy & prosperous society through different programs. The main objective is to ensure development of children and women of underprivileged society. For this BUP is also working in the field of Education, Health, Nutrition, Child labor, Women & Child Trafficking, Immunization, Women Empowerment, Livelihood and Environment & Ecology.



BHUMI

Bhumi has two core areas of work - Education and Civic Projects. Ignite is Bhumi's supplementary education programme for under-privileged children. The programme is delivered during the weekends by over 2,000 trained volunteers of Bhumi. Over 10,000 children are benefiting from the programme in 2015 across 12 Indian cities. Catalyse consists of Bhumi's civic initiatives that engage volunteers in causes like animal welfare, community welfare, disability, environment, health etc. The programmes consisting of one-off and regular volunteering activities engage over 10,000 volunteers each year in over 15 cities across India.



BIKASH BHARATI WELFARE SOCIETY

BBWS works at the national level operating in the states of West Bengal, Delhi and Jharkhand and holds the distinction of being conferred with the NATIONAL AWARD for child welfare (Individual 1982) and Disabled Welfare (1987) by the Government of India besides other accolades. The Society renders services in the field of Child Protection, Youth empowerment, Disability issues and Rehabilitation of PWDs, Healthcare, Substance Abuse Prevention and harm reduction, Preventive intervention of STI/HIV/AIDS, Formal-Open Basic-Integrated Education, Vocational Trainings and community development.



CATHEDRAL RELIEF SERVICE

CRS initiated its community development interventions in the urban slums and squatter settlements of Calcutta metropolis with a major focus on children's education, mother and child health and empowerment of women through self-employment. During its presence in the areas with a package of services, it has catered to the needs of women and child health and also the children's education.



DIGNITY FOUNDATION

Dignity Foundation is a not-for-profit organization that has been working in the field of Elder Care for over 20 years. Dignity provides social support services, knowledge, life enrichment, shelter and advocacy for senior citizens. Headquartered at Mumbai, dignity has chapters spread across six other cities - Kolkata, Chennai, Bengaluru, Pune, Goa and Ahmedabad and is managed by professionals in various fields.



ECONOMIC RURAL DEVELOPMENT SOCIETY

The Economic and Rural Development Society (ERDS) has been working with the poor in rural areas in West Bengal for some 33 years. Its fundamental principle is 'upliftment of the poor', first through education of the children, then their families, youth, mothers, the elderly and eventually whole communities. It is a rounded provision that motivates and supports the rural poor in highly effective, relevant and practical ways. Empowerment, especially of women and youth, is a key outcome of ERDS projects.



FRIENDS OF TRIBAL SOCIETY

Friends of Tribals Society (FTS), a non-government, voluntary organization is committed to the upliftment of tribals and other deprived in rural India, by providing basic education to their children and giving the villagers health care education, development education and empowerment education. It believes that literacy is the key to progress. FTS was established in 1989 at Kolkata and has 31 chapters in all over India.



GOONJ

Goonj is a 16 year old Indian non-profit registered society. It is focused on positioning the under utilised and superfluous material from the cities as a resource for the development and empowerment of the material deprived rural India.



GYANADA FOUNDATION

Gyanada Foundation was established in 2013 to provide access to better education opportunities to girls from economically disadvantaged homes. Active in five cities, we provide education scholarships and fellowships to girls between the ages of 7 and 16 in Delhi, Mumbai, Kolkata, Pune and Ranchi. On top of providing scholarships, we also conduct regular reading sessions across our network in partnership with Pratham Books to get more children exposed to literacy and storytelling.



HELPAge INDIA

Established in 1978, HelpAge India is a leading charity platform in India working with and for disadvantaged elderly and has become the representative voice for India's elderly. Dedicated to improving the status for India's senior citizens, it works in 23 states providing medical services, poverty alleviation and income generation schemes in urban and rural India. It welcomes all those who wish to support, donate or sponsor online and those who want to volunteer to help elderly citizens.



HUMAN DEVELOPMENT CENTRE

Human Development Centre, a non profit making voluntary organization being engaged for the upliftment of the poorest of the poor sector through health, educational intervention along with financial intervention since last 30 years.



KANKURA MASAT SOCIAL WELFARE SOCIETY

Kankura Masat Social Welfare Society is an NGO working in the Masat region, Diamond Harbour subdivision, located in the South 24 Parganas district of West Bengal. We are actively engaged in promoting the welfare of children, elderly people and women of our community.



KOLKATA MAZOOMDER FOUNDATION

A service and centre that provides Advocacy and specialised mental health services aimed to eliminate the challenges of transitioning into the community, reduce stigma, community education and specialised integration programs aimed at reducing isolation and to create a sense of empowerment for people who have comprehensive complexity of needs and program. women doing business together in a community based organization to eliminate poverty.



NAIHATI PROLIFE

Naihati Prolife provides safe drinking water and improved sanitation for everyone for ever for the people Sagar Island of South 24-Parganas, West Bengal, covering all primary and high schools and community and selected schools of Barrackpore block-I of North 24-Parganas.



RAINBOW HOMES

Association for Rural and Urban Needy (ARUN) manages and develops the program using a franchise framework with local NGOs. We have a system of timely and transparent reporting on the basis of Key Performance Indicators and a Big-4 auditor conducts annual financial audits.



SHRIMAD RAJCHANDRA SARVAMANGAL TRUST

To provide the needy with quality medical care at highly subsidized rates or for free, ensuring that they enjoy of feeling of wellbeing and freedom from diseases, To establish, run and maintain dispensaries, health facilities, nursing homes, hospitals, maternity wards etc. and to provide all possible help and encouragement for the above. To arrange diagnostics and treatment camps.



TILJALA SHED

Tiljala SHED is a voluntary organisation committed to promote the interest of at-risk children, Reproductive and Child Health, Rehabilitation and self sustenance of Rag Pickers, Women Empowerment, Institutional Care for Rag Pickers Children, Literacy, Micro-finance and to accelerate the concept of global village. Tiljala SHED core area of work is the development of the Rag Pickers Community and Solid Waste Management.



WORLD VISION INDIA

World Vision's primary aim is to transform and empower communities so that they can eventually sustain themselves in the long run. It focuses on the needs of children by tracking their mortality rates, their health and their education. Providing access to water for drinking and agriculture, building food security and household resilience through income generation and access to credit directly impacts the well-being of the children. World Vision touches and transforms the lives of a little over 2,25,000 children, their families and their communities.

OUR EXPERIENCE

“For me personally and also for mjunction as an organisation, it is a privilege and an honour to be able to do something for the less fortunate as well as the ailing. And especially for those such as the Tata Steel and United Way who have stepped forward and are doing something about it by helping the under privileged cancer patients of the Tata Medical Centre. That is why we threw our lot behind TSK 25 as soon as we heard about it. And what can be a better way than being out running for this cause on a pleasant winter morning. A team of 51 represented mjunction on December 20th. It was a pleasure to see so many young and some not so young but equally if not more determined older people out on the roads supporting this cause. Kolkata came alive on that morning, reverberating with the spirit of goodwill and good cheer. It reaffirmed my faith in the goodness and good intent of people, and I will continue to support this event in future.”



Viresh Oberoi
Managing Director & CEO
mjunction Services Ltd.

“Citizenship is embedded in our values and culture, and we at KPMG in India focus on inclusive development, lifelong learning and advancing sustainability. At the heart of all our initiatives are our people; we have diverse volunteering activities across the country, throughout the year, with the NGOs, schools and colleges we support. In Kolkata, we have worked closely with the school 'Samaritan Help Mission' for the past few years for a number of programmes, to help impart quality education. Our professionals showed immense interest to participate in the TSK25 – the participation of a contingent of over 50 surpassed our expectations! The Event not only served as a great platform to raise funds and awareness for Samaritan Help Mission, but also provided a great team building opportunity to our people. They are all eagerly looking forward to the 2016 edition of the Event, and many of them are already working hard to move up from the Ananda Run to Open 10K run!”



Ambarish Dasgupta
Partner - KPMG, India

“In the course of fundraising for Tata Medical Center I asked how one never heard of a successful Marathon. There was no force to put a large hearted Kolkata to go and organize them to run or work for a cause. In January 2014 we created an identity and organized the Kolkata Marathon with the tagline DIL DIYEEY DOUROBEN... run with your heart. Tata Steel kindly sponsored the event and approximately 15000 ran and walked on the streets of Kolkata. The city woke up to a new experience and I felt I was at Eden Gardens that morning. After six-months of toiling over this, you could imagine our delight when we were told that Tata Steel would make it much more professional and take it to greater heights by getting professionals to organize the event – Procarn International. Indeed this seems to have happened with the TSK25, and Tata Medical Center being one of the major beneficiaries.”



Mrs. Geetha Gopalakrishnan
Hon. Director – Donor Relationships

ABOUT UNITED WAY KOLKATA



US-BASED United Way Worldwide, 127 years old, is an international social change organization with a mission to improve lives by mobilizing the caring power of communities. It is a global network of 1400 locally registered United Ways in 41 countries. Each operates as a catalyst to connect a diverse set of local stakeholders, mobilizing resources to create long term change to help individuals and families achieve their potential through education financial stability and healthy lives. It is a one-stop agency that supports a broad range of programs such as assisting families dealing with poverty, supporting people with disabilities or health conditions providing access to quality learning and health facilities.

United Way Kolkata is the Kolkata Chapter of this organization working in your own city for the same causes mentioned above.

Of India's 400 million children below 15 years roughly 38% complete secondary education and 257 million adults cannot read and write. Majority youth in rural areas and urban slums are uneducated, unemployed and unemployable. Those who do start school rarely complete their studies, dropping out due to pressures of earning an income and other responsibilities.

India's population in the age group 15-30 rose from 353 million in 2001 to 430 million by 2021. Currently, every third person in an Indian city is a youth and, this potential needs to be harnessed for India to grow. Bengal expects to add 17 million working age group people by 2016, and 20m by 2021, portending high unemployment rate where manufacturing contributes just 11% to its Net Domestic Product. Its unorganized workforce is the largest in India.

United Way Kolkata hopes to involve committed organisations and individuals in making a difference. United Way's projects have a special focus on the girl child.

How?

Empowering through Education & Skills Building

- ▶ Education support entry level high school with audio-visual, practical, application based sessions using technology to make learning easy and fun.
- ▶ Better learning environment - functional toilets with piped water and drinking water stations including separate blocks with a changing room for adolescent girl students since most urban, semi urban and rural schools are co-educational.
- ▶ Vocational Training for youth from disadvantageous backgrounds to take their rightful place in society-employable & economically independent and, adding skilled personnel to support a growing services sector.

For more information about UWK, please visit www.uwkolkata.org

EVENT HIGHLIGHTS

RADIO MIRCHI GET ACTIVE HEALTH & FITNESS EXPO



One stop destination for 8200 + runners to collect their running number bibs & event information. The Expo also showcased leading sports & life style brand

CHARITY PRESS MEET AND GREET



First time partner United Way Kolkata introduced the fund raisers to the press fraternity.

TECHNICAL PRESS MEET



Taking the media through the course, prepping them for race day along with focus on facilities on route, medical provisions with Muralidhar Sharma, Deputy Commissioner of Police, South Division, Kolkata, Hugh Jones, Race Director, Dr. Sambit Das, Head – Medical Services, Fortis Hospital, Kolkata and Race Medical Director, Rathin Banerjee, Executive Committee Member, West Bengal Athletic Association along with Vivek Singh, Jt. MD, Procam International.

PASTA COOKOUT



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

PUMA WARM-UP ZONE



The TSK 25 2015 was ignited with a very special warm up session hosted by PUMA with - Cricketer Yuvraj Singh, Marathon veteran Neha Dhupia and Running expert Shayamal Vallabhjee.

CHAMPIONS DINNER



A dinner with the Champions celebrating their day of victory.

INDIAN WOMEN COURSE RECORD



The Rio bounded trio Sudha Singh, Lalita Babar and OP Jaisha smashed the TSK 25 2015 womens Course record set by Kavita Raut in the inaugural edition. The woman course record now stand as 01:27:31.

IGNITED BY PUMA



Fashion lovers witnessed a unique show with renowned models and elite runners- Lalita Babbar, Sudha Singh and O.P. Jaisha who ignited the ramp in PUMA's AW'16 sportswear collection.

Adding further excitement to the ramp was showstopper and actress Rituparna Sengupta who sizzled on stage in the latest PUMA - ESKIVA shoes curated by PUMA in collaboration with superstar Rihanna.



The Tata Steel Kolkata 25K hosted a sporty and stylish fashion show at The Oberoi Grand, the event's Hospitality Partner.

Title Sponsor



Ignited by



Health Insurance Partner



Retail Partner



Recovery Partner



Driven by



Print Partner



Hospitality Partner



Logistics Partner



Medical Partner



Radio Partner



Outdoor Partner



Philanthropy Partner



United Way Kolkata

Under the aegis of



Under the auspices of



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A



Initiative