



# TATA STEEL

# KOLKATA 25K

18<sup>TH</sup> DECEMBER 2016

Philanthropy Partner



United Way Kolkata



# Power Speak



“The Tata Steel Kolkata 25k is a great initiative for the City of Joy to come together and run for different reasons – health & fitness, social causes, achieving personal best, charity and to celebrate the spirit of running. It was endearing to see so many people taking to the running movement whole-heartedly and I urge them to continue to do so. Kolkata has always welcomed sporting ventures that raise the profile of the city and TSK25 is one of them.”

**Keshari Nath Tripathi**  
Hon'ble Governor of West Bengal



“It is a matter of pride for Kolkata to host an AIMS accredited 25km race, with the highest prize money. It is heartening to see the way Kolkata has adopted to running as a sport with over 10,000 runners registered. We wish the event all the very best, and I am personally looking forward to flagging off the races on the 18th of December with Boris Becker and the other dignitaries.”

**Aroop Biswas, Minister In-charge,**  
PWD, Sports and Youth Affairs Dept.  
Govt. of West Bengal



“TSK25 had such great sporting icons like Boris Becker and Sourav Ganguly encouraging the city to run and adopt a healthy lifestyle. The event is the best race in this category and we are proud of how soon the event has become the biggest sporting extravaganza in the city. After witnessing the past 3 editions, I look forward to the inimitable Kolkata energy on Red road next year.”

**Debasish Kumar**  
MMIC, Sports, Parks & Garden, Advertisement & Parking,  
Kolkata Municipal Corporation

# Power Speak



“Security is always a concern in mass participation events and the Kolkata Police meticulously planned out the entire operation to ensure that the event passed off peacefully and successfully. The Police Cup, which has been on-going for two years is a morale booster for the department. I would like to congratulate my entire team on a job well done.”

**Rajeev Kumar**  
Commissioner of Police, Kolkata



“It was heartening to see the response to the TSK25 and witness over 10000 people on a Sunday morning come out and run. I salute the spirit of Kolkata and its citizens and would like to applaud the efforts put in by Procam International, the state and civic authorities for making this event a resounding success.”

**Major General Sunil Yadav**  
Chief of Staff Bengal Area, Indian Army



“This is the third edition of the Tata Steel Kolkata 25K and we are happy that the number of participants has surpassed 10,000. We thank the people of Kolkata and hope that they will support the event in greater numbers in the years to come.”

**T V Narendran**  
Managing Director, TATA Steel India & SEA

# The Promoter's Desk

“At the crack of dawn on December 18, 2016, 10,000 plus working athletes pounded the iconic Red Road running the Tata Steel Kolkata 25k, and in doing so firmly established a new paradigm to the cerebral and cultural capital of the country; that of a health and fitness conscious metro of the new millennium.

The third edition was graced and flagged-off by the Hon'ble Governor of West Bengal Shri. Keshari Nath Tripathi, Sports and Youth Affairs Minister Arup Biswas, Minister of Sports Lakshmi Ratan Shukla and Prasun Mukherjee, President, West Bengal Athletic Association. The participants had a sporting bonanza with Puma legend 'boom boom' Becker and the Prince of Kolkata Sourav Ganguly coming together to motivate the participants.

The top Indian athletes put up a stellar show, and all the podium finishers broke the course record set by Nitender Singh Rawat in the first edition. G Lakshmanan came first with a timing of 1.17:16, followed Srinu Bugata 1.17:18 and Baliappa A 1.17:24 hr. Monica Athare came first with the timing of 1.34:15hr, followed by Jyoti Gawte 1.35:34 hr and Monika Raut 1.35:37 hr.

One of the founding principles of the TSK25, the philanthropy paradigm was spear headed by the events Philanthropy Partner United Way Kolkata. The 2016 edition saw 24 NGOs supporting various causes like Education, Disability, Women Empowerment, Health, Women & Children and Community Development raising an amount of ₹ 74.53 lakhs. The individual donations collected were ₹ 19.15 lakhs, corporate contribution was ₹ 36.50 lakhs and via Ketto, the online partner, ₹ 18.89 lakhs.

The Tata Steel Kolkata 25K would like to acknowledge and thank the State Government, Kolkata Municipal Corporation, Kolkata Police and the Army, for the support and patronage that has provided a course which has successfully seeded health & fitness and raised awareness and funds for NGO's.

Having broken the 10,000 barrier in only its third edition, TSK25 promises to bring a bigger, better and more meaningful edition next year that will enrich the city both physically and through charitable causes.”



**Dilip Jayaram**  
CEO  
Procam International

# The Philanthropy Partner's Speak

“United Way Kolkata is very proud to be the Philanthropy Partner for the second year in TSK25. Once again, the support, spirit and solidarity that the people of Kolkata have for social causes have been heart-warming to see.

This year, we started as early as August and reached out to many more NGO's and corporates. Our Charity Structure is multi-faceted and there are multiple ways to raise funds. The team spent a lot of time through workshops, focus group discussions and one-on-one interactions with NGOs, Corporates and Individual Fundraisers to explain the myriad ways in which funds can be raised for the cause close to their heart.

The TSK25 runs unique in Eastern India. The elaborate and creative costumes that runners adorn to support their causes lay testimony to how Philanthropy is cardinal and pivotal in the event. The Charity Press Meet held in the Race Week had dignitaries from various philanthropic fields, all sharing their experiences and elaborating on not just raising funds, but also awareness about each of the causes. The USP (Unique Selling Point) of this event is that it is cause- agnostic! We support all types of causes, e.g., education, livelihood, health, children, sanitation, animals, environment, disability, etc.

All of this would not have been possible without our two biggest supporters- TATA Steel and Procam International. Thank you for believing in us, for your words of encouragement and for being ready with a helping hand, whenever we needed it.

Last but not the least; I would like to extend our deepest gratitude to every participant of TSK25 for being a part of this unique fundraising initiative where fitness and philanthropy come together. The philanthropy 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 those who need it.

Your efforts make you agents of change!”



**Anirudha Gupta**  
**Chairman**  
**United Way Kolkata**

# Face Of The Event

“Today, running is one of the fastest growing sport in the country and it is a proud moment for Kolkata to host India's Premier 25 K run, the Tata Steel Kolkata 25K. Running brings with it a sense of freedom, joy and confidence with every step and I am extremely happy to be a part of this running revolution.

Tata Steel Kolkata 25K is a positive step towards spreading the message of health and fitness and its great to see the people of Kolkata come out in huge numbers to support the event.”

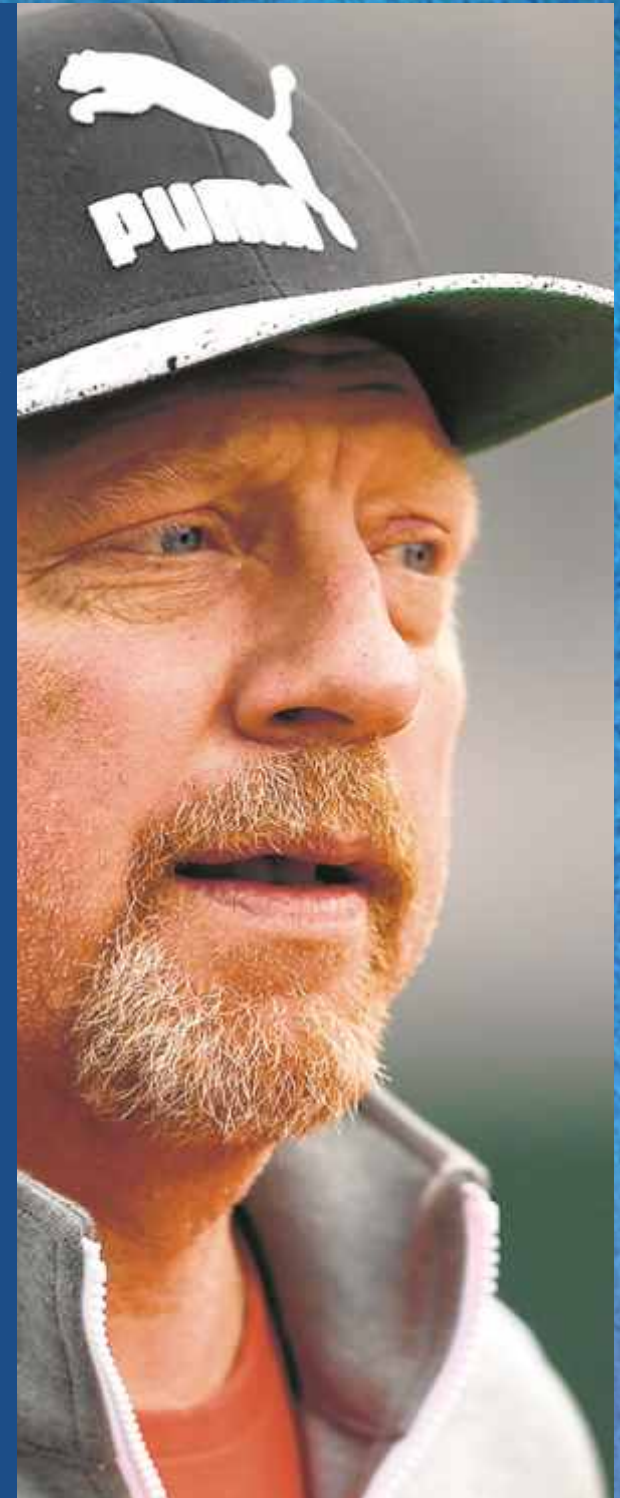
**Sourav Ganguly,  
Face of TSK25**



# PUMA Legend

*“This is going to be a fabulous experience. I have heard about Kolkata and I'm aware of the sports loving culture of the city. I am sure my presence will inspire more and more people to take to the streets of Kolkata. I would like to thank PUMA and Procams International for making me a part of an event that promotes a healthy way of life, which is my life's motto. I look forward to seeing you on Race Day.”*

**Boris Becker**  
Ace Tennis Player & PUMA Legend





# Philanthropy Pillar

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 Promoter, 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.

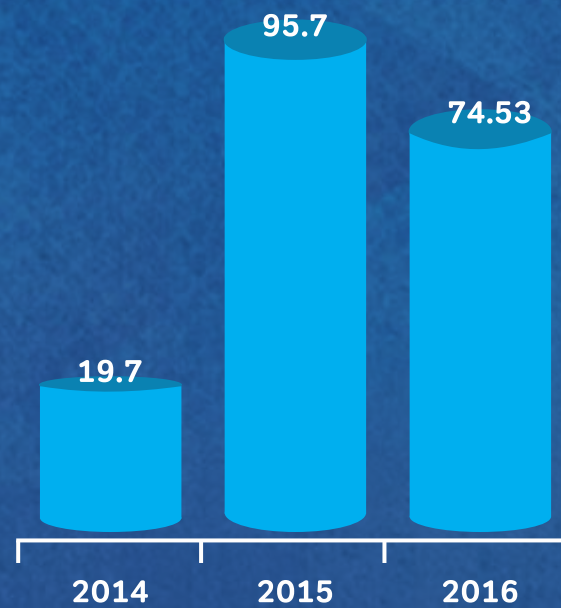


# Charity Amounts At A Glance

## Amounts raised at Tata Steel Kolkata 25K 2016

By Change Leaders	₹ 13,75,204
By Change Makers	₹ 1,83,301
By Youngest Fundraiser	₹ 1,15,100
By Friends	₹ 21,29,906
By Corporate Challenge teams	₹ 36,50,000
<b>Total Funds Raised</b>	<b>₹ 74,53,511</b>

## FUNDRAISING GRAPH OF TSK25 (Amounts - ₹ in crores)



# *C*hange Leaders

A Change Leader is a deeply committed individual who commits to raise a minimum of ₹ 1 lakh through pledges for a charity or cause of his/her choice using the Tata Steel Kolkata 25K 2016 platform. Such individuals have a large network they can reach out to in their fundraising drive.



**Anuradha Kapoor**  
**Highest Fundraiser**  
**Total funds raised: ₹ 5,27,383**  
**In Support of Swayam**

Anuradha Kapoor is the Founder and Director of Swayam, a feminist organisation committed to advancing women's rights and ending gender inequality and violence against women, which was established in May 1995. Anuradha is an Ashoka Fellow, an Eisenhower Fellow and a member of the Civil Society Advisory Group for UN Women's Multi Country Office for India, Bhutan, Sri Lanka and the Maldives.

Anuradha Kapoor makes an unlikely feminist. She doesn't have a story of extreme injustice meted out to her personally that inspired her to found Swayam, which fights against violence for women.

“I studied, worked in publishing and never really noticed any obvious unfairness.” It was while volunteering for different NGOs such as CINI Asha and Association For Social Health that she spotted a need to create Swayam. “There was need for an umbrella organisation that provided all the services and support a victim of domestic violence would need, ranging from shelter to legal counselling,” she says. Thus, Swayam was born.



**Amrita Shah**  
**2nd Highest Fundraiser**  
**Total funds raised: ₹ 3,45,600**  
**In Support of Shrimad**  
**Rajchandra Love & Care**

“This event is a sustainable way of raising funds for our cause. When we reached out to our friends and family last year, we spoke to them about the cause for which we were raising funds, i.e., a science college in the Tribal areas of Gujarat which had no educational institute for miles around. Once we collected the entire amount, we showed these donors, pictures and videos of the work that was done. Thereafter, when we went in the second year to ask for donations, our donors were convinced about our cause and were willing to give twice the amount they gave last year!”

# Change Leaders



**Amrita Dasgupta**  
Total funds raised: ₹ 1,51,967  
In Support of Swayam



**Sreemanti Sen**  
Total funds raised: ₹ 1,43,500  
In Support of Debanjan Sen  
Foundation



**Debashis Sen**  
Total funds raised: ₹ 2,06,754  
In Support of Debanjan Sen  
Foundation



## L LAUNCH OF TSK 25 2016

The registration of the 3rd edition of the Tata Steel Kolkata 25K was launched in the presence of 'Prince of Kolkata' and Face of the Event, Saurav Ganguly. The launch was graced by Shri Debasish Kumar MMIC, Sports, Parks and Gardens, Advertising and Parking, Kolkata Municipal Corporation, with his presence. The evening also saw many sporting celebrities like Ajit Agarkar, Enrico Piperno, Deepika Kumari, Debashree Majumdar, attend and urge the people of Kolkata to take to running as an active lifestyle.



## P PUMA RACE DAY AND FINISHERS TEE

As an added motivation for all the 25km confirmed participants, PUMA introduced the exclusive Race Day Tee. Also the top 800 men and 150 women finishers, along with the age category winners of the Open 10K run category received a finisher tee, courtesy Puma.



# *C*hange Makers

A Change Maker is a deeply committed individual who commits to raise a minimum of ₹ 50,000 through pledges for a charity or cause of his/her choice using the Tata Steel Kolkata 25K 2016 platform. Such individuals have a large network they can reach out to in their fundraising drive.



**Nehal Damani**  
**Highest Fundraiser**  
**Total funds raised: ₹ 1,31,200**  
**In Support of Shrimad Rajchandra**  
**Love & Care**

Nehal Damani is a home maker and has been doing social service for Shrimad Rajchandra mission since the last 8 years. She is heads a department of Shrimad Rajchandra Divinetouch (SRD). It is a journey of inner awakening for children. She loves to paint and listen to music in her free time. Her inspiration is PUJYA GURUDEVSHRI RAKESH BHAI JHAVERI, who sowed the seeds of several projects to alleviate physical, mental and financial suffering of people around. He motivated them to established the Shrimad Rajchandra Hospital in Dharampur to provide expert medical help to the underprivileged.



**Ami Doshi**  
**2nd Highest Fundraiser**  
**Total funds raised: ₹ 52,101**  
**In Support of Shrimad**  
**Rajchandra Love & Care**

Ami Doshi is the Co-Founder of MNR Exports Pvt. Ltd. a manufacturing and export company based in Kolkata. She is associated with Shrimad Rajchandra Mission a global movement that endeavors to enhance the spiritual growth of seekers and benefit the society.

“In my travels to the interiors of the tribal region in Gujarat, I noticed the poor health condition and superstition associated with health issues. Hence, funding for the Shrimad Rajchandra Hospital project is a path breaking opportunity for me to reach out to them,” says Ami.

# Youngest Fundraiser



**Jainil Damani**  
Youngest Fundraiser  
Raised ₹ 1,15,100  
For Shrimad Rajchandra Love &  
Care

“I enjoyed this Seva of collecting money for the Shrimad Rajchandra Hospital. Every day after coming back from school I used to ask for appointments from my school friends parents, my parents friends and my relatives. This time around, I used the power of social media to spread the message. I thank my inspiration, my mentor, my guide Pujya Gurudevshri Rakeshbhai Jhaveri for instilling such values in me.”



# GET ACTIVE EXPO PRESENTED BY NESTLÉ

Took place in the city from 15th to 17th December 2016 at Khudiram Anushilan Kendra. The expo was a one-stop destination for runners and a unique opportunity for health, fitness and well-being enthusiasts to come together under one roof. The registered participants also got a chance to meet PUMA legend Boris Becker.



Kolkata 25K has shown a healthy 18 per cent increase in timed runners running the 25K and 10K races.

25K – 1332 | Open 10K – 3825 | Ananda Run – 4489 | Police Cup – 96 | SCR – 243 | CWD – 73

# BORIS BECKER

A man who was the youngest champion of Wimbledon at the age of 17 years, who went on to win 6 major singles, we were honoured to have the Puma legend, Boris Becker to grace the 2016 edition of TSK25.







# Corporate Challenge

**22 Corporates | 24 Teams | ₹ 36,50,000 Funds Raised | 8 NGOs Benefitted**

Corporate Name	Supporting NGO	Fund Raised (₹)
Amalgamated Plantations Pvt. Ltd.	Tata Medical Centre Trust	1,00,000
Bajaj Electrical Limited	Paryavaran Mitra	3,50,000
Deloitte Shared Services India LLP	The Biswas Educational Foundation	1,75,000
Emami Limited	Tata Medical Centre Trust	1,00,000
Eveready Industries India Limited	Tata Medical Centre Trust	1,00,000
Infinity Infotech Parks Limited	Tata Medical Centre Trust	1,00,000
JUSCO Ltd.	Tata Medical Centre Trust	1,00,000
KPMG	VIDYA Integrated Development for Youth & Adults	2,50,000
Magma Fincorp Limited	Child Rights & You	2,50,000
Mjunction Services Limited	Tata Medical Centre Trust	2,50,000
Patton International Ltd.	Tata Medical Centre Trust	2,50,000
PricewaterhouseCoopers SDC (Kol) Pvt. Ltd	Cancer Foundation of India	1,75,000
Rallis India Limited	Tata Medical Centre Trust	1,00,000
Rashi Peripherals Pvt. Ltd.	Dakshini Prayash	1,00,000
Tata Hitachi Construction Machinery Co. Pvt. Ltd.	Tata Medical Centre Trust	1,00,000
TATA Metaliks Ltd.	Tata Medical Centre Trust	1,00,000
TATA Steel Processing and Distribution Limited	Tata Medical Centre Trust	2,50,000
TCG Digital Solutions Pvt. Ltd.	Child Rights & You	1,00,000
TCG Lifesciences Pvt. Ltd.	Literacy India & Mentaaid	1,75,000
The Tinsplate Company of India Limited	Tata Medical Centre Trust	1,75,000
Titan Company Limited	Tata Medical Centre Trust	1,75,000
TM International Logistic Ltd.	Tata Medical Centre Trust	1,75,000

# Participating Corporates

“Bajaj Electricals is strongly committed to the cause of environment and supports the NGO Paryavaran Mitra and its mission to make the world a greener and a cleaner place. We motivate our employees to care for their health and fitness too along with building a connect with the environment and participate in Running events Pan India. TSK25 2016 is one such event where our employees from Kolkata attend the event in large numbers enthusiastically supporting the cause of the NGO Paryavaran Mitra.”

**Madhura Talegaonkar**  
Head – CSR  
Bajaj Electricals Ltd.



**Bajaj Electrical Limited**  
Highest Contributing Corporate  
INR 3,50,000 in support of Paryavaran Mitra

“TSK25 and mjunction have one thing in common - the commitment of giving back to the society. We have been participating for the past three years because it is not only sports for mjunction, it is the spirit of doing something for the greater good.”

**Vinaya Varma**  
CEO  
mjunction Services Limited



# Art For Sport

Started in year 2014 under the guidance of renowned artiste Mr. Washim Kapoor, the Art for Sport is an initiative by artistes in support of 'philanthropy' at the Event. At this edition, 38 artistes drew their rendition of what they saw or felt at the finish line of the Event. Our heartfelt gratitude to all the 38 artistes!



# Friends Of NGOs

*A* Friend is an individual who raises as much as possible for an NGO of his/her choice using the TSK25 2016 platform. These individuals are usually volunteers or supporters of the NGOs, and are aware of the work undertaken by the organisations. Thank you for your efforts!

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.

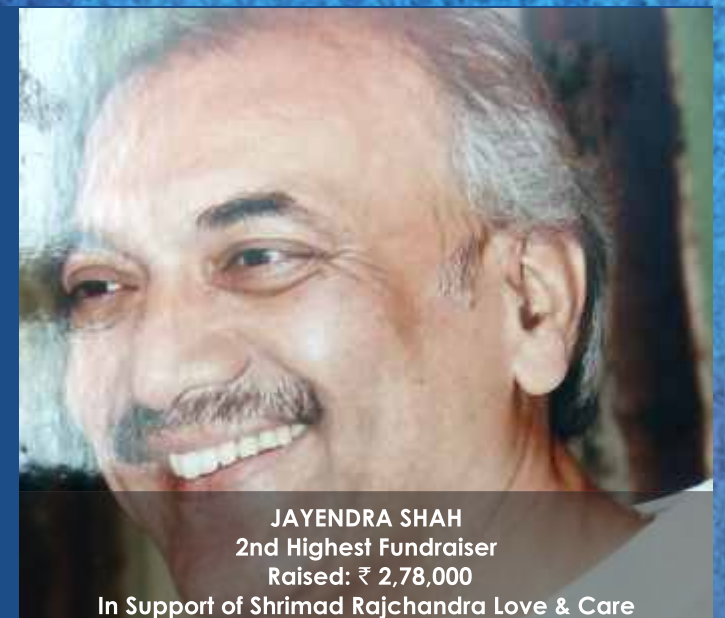
“Every time I spoke about my cause, I felt an inner peace. Because giving back to society selflessly made me feel so happy and contented. This fund raising minimized one thing of mine – Ego. My inhibition, fear of rejection – all dissolved during this fund raising. I gained the confidence that I am an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



**TINA DESAI**  
Highest Fundraiser  
Raised: ₹ 3,35,402  
In Support of Shrimad Rajchandra Love & Care

“I joined Shrimad Rajchandra Mission 5 Years ago because having felt a strong connection with Pujya Gurudev Shri and under his guidance we are performing so many seva for the poor and needy like supply of food , clothes, shelter, flood relief operations etc.

As Gurudev mentions that "There is more Pleasure in Giving rather than in receiving" which I try to live by.”



**JAYENDRA SHAH**  
2nd Highest Fundraiser  
Raised: ₹ 2,78,000  
In Support of Shrimad Rajchandra Love & Care

# Charity Press Meet & Greet

The Tata Steel Kolkata 25K is probably the only run in the East of India with such an emphasis on 'philanthropy'. Conducted by the Event's Philanthropy Partner, United Way of Kolkata, the press meet was an opportunity to highlight unique individuals, companies and NGOs who have reached out to hundreds to raise the much needed funds, using the Event as a platform. This year's panel included Mr. Vinaya Varma, CEO – mjunction, Ms. Suparna Das, Asst. General Manager – Bajaj Electicals Limited, Mr. Anant Sanjeev Doogar, Kolkata Ultra, Dr. Maqsood Siddiqi, Chairman of Cancer Foundation of India, Ms. Anuradha Kappor, Founder & Director – Swayam, Mr. Atindra Nath Das, Director – CRY, Ms. Amrita Shah, Facilitator – SRLC, Mr. Varun Chhibber - General Manager The Oberoi Grand, Mr. Anirudha Gupta - Chairperson United Way Kolkata and Mr. Dilip Jayaram - CEO Procram International.



# Friends Of NGOs

Name	NGO Supported	₹ Funds Raised
Aindrila Chatterjee	Child Rights and You - CRY	8,005
Amit Desai	Shrimad Rajchandra Love & Care	12,055
Anit Bose	Mukti Rehabilitation Center	1,500
Anonymous	CRY	2,00,000
Anonymous	Antara	1,00,000
Anuj Mehra	Gyanada Foundation India	10,600
Apurba Das	Naihati Prolife	100
Archishman Chakraborty	Child Rights and You - CRY	15,001
Asha Kothari	Shrimad Rajchandra Love & Care	41,403
Bahadur Postwalla	Oral School for Deaf Children	1,01,175
Bharti Mehta & Varsha Shah	Shrimad Rajchandra Love & Care	6,000
Bodhisattwa Majumder	Child Rights and You - CRY	4,001
Bratati Chakraborty	Swayam	2,300
Chandana Baksi	Swayam	5,000
CS Mukherjee	Ballygunj Society For Children in Pain (CHIP)	10,000
Dakshini Prayas	Dakshini Prayas	38,105
Deepan Sarkar	Child Rights and You - CRY	5,000
Deshna Kamdar	Shrimad Rajchandra Love & Care	1,000
Devika Kakkar	Gyanada Foundation India	10,024
Dhires Kumar Chowdhury	Banchbo Socio Cultural Association	18,500
Dimple Kapoor	Shrimad Rajchandra Love & Care	72,500
Dipen Desai	Shrimad Rajchandra Love and Care	10,000
Diyashree Saikia	Child Rights and You - CRY	3,412
Dr. Hrishikesh Kumar	Parkinson's Disease Patients Welfare Society	21,600
Gaurav Desai	Shrimad Rajchandra Love and Care	12,500
Girish Parekh	Shrimad Rajchandra Love & Care	34,802
Hemal Sheth	Shrimad Rajchandra Love & Care	3,000
Jagruti Kothari	Shrimad Rajchandra Love & Care	35,000

# Friends Of NGOs

Name	NGO Supported	₹ Funds Raised
Jhanra Maity	Swayam	1,000
Juicy Mehta	Shrimad Rajchandra Love & Care	20,300
K Viswanath	Mukti Rehabilitation Centre	13,450
Kalpana Chhetri	Gyanada Foundation India	6,900
Kalpesh Desai	Shrimad Rajchandra Love & Care	2,500
Khushal Mittal	Child Rights and You - CRY	900
KUHU SENCHOWDHURY	Banchbo Socio Cultural Association	1,000
Labeeb Faaeq	Child Rights and You - CRY	1,000
Loreto Rainbow Home	Loreto Rainbow Home	39,732
Madhu Kumari	Child Rights and You - CRY	2,575
Mahendra Singh	Antara	5,000
Manav Khara	Shrimad Rajchandra Love & Care	10,000
Mayank Shah	Shrimad Rajchandra Love & Care	5,000
Mayuri Mehta & Asha Mehta	Shrimad Rajchandra Love & Care	31,000
Mihir	Gyanada Foundation India	3,000
Minoti Biswas	Mentaid	47,700
Mitra Sen Majumdar	Parkinson's Disease Patients Welfare Society	32,150
Mitul Desai	Shrimad Rajchandra Love & Care	10,000
Mukti Children	Mukti Rehabilitation Center	1,000
Neha Dubey	Gyanada Foundation India	3,550
Nisha Desai & Sandhya Mavani	Shrimad Rajchandra Love & Care	15,000
Nita Shah	Shrimad Rajchandra Love & Care	32,565
OSDC	Oral School for Deaf Children	5,000
Palak Agarwal	Gyanada Foundation India	500
Palak Mehta	Gyanada Foundation India	18,903
Pinaki Roy	Swayam	2,000
Purba Bose	Indian Institute of Cerebral Palsy (IICP)	25,000

# Friends Of NGOs

Name	NGO Supported	₹ Funds Raised
Rik Raha	Child Rights and You - CRY	700
Rinsa S Perapadan	Gyanada Foundation India	6,000
Ritu Agarwal	Concern India Foundation	3,750
Rohan Chakraborty	Child Rights and You - CRY	2,000
Rupantar Chatterjee	Child Rights and You - CRY	6,750
Rushabh Rupani	Shrimad Rajchandra Love & Care	15,201
Samyak Kothari	Shrimad Rajchandra Love & Care	150
Shara Madan	Ashwin Maharaj Foundation	52,429
Shashi Kapoor	Swayam	5,100
Shayne Hyrapiet	Loreto Rainbow Home	4,100
Shikha Poddar	Child Rights and You - CRY	2,422
Shyamoli Das	Swayam	3,050
Sidhi Kharkia	Gyanada Foundation India	19,000
Soumik Chakraborty	Child Rights and You - CRY	4,201
Sriya Satuluri	Swayam	17,600
Subhra Bishnu	Oral School for Deaf Children	37,100
Suchismita Chanda	Swayam	1,050
Sudipendra Pal	Parkinson's Disease Patients Welfare Society	14,250
Sumana Bhattacharya	Swayam	200
Surama Ghosh	Swayam	2,500
Swayam	Swayam	184,507
Utkarsh Doshi	Shrimad Rajchandra Love & Care	10,000
Vidisha Gupta	Child Rights and You - CRY	5,136



# T ECHNICAL PRESS MEET

At this event the media was taken through the course, prepping them for the race day with Hugh Jones, Race Director, Dr. Sanjukta Dutta, Medical Director & Head of Emergency, Fortis Hospitals highlighted the medical facilities on course and the teams on-site to address any casualty along with Praveen Tripathi, IPS, Dy. Commissioner of Police, South Kolkata, Prasun Mukherjee, President, West Bengal Athletic Association and Vivek Singh, Jt. MD, Procam International.



# M ARUTI S-CROSS MOTORCADE

The prestigious convoy in the official lead car of the event – Maruti S-Cross was kicked-off from the event's hospitality partner, the Oberoi Grand with Puma Legend Boris Becker along with Anil & Vivek Singh - Procam International.



# Highest Fundraising NGO



**TATA MEDICAL CENTER TRUST**  
**Raised ₹ 20,75,000**

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 Tata Medical Center Kolkata, a INR 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.

“Years ago, a wonderful nun, Sister Gaitonde gave me some pearls of wisdom in the field of fundraising. She advised me not to merely meet people who are wealthy and powerful but stressed on the need to reach out to different streams of society. She quoted from the hymn “little drops of water, little grains of sand, make a mighty ocean and a pleasant land.”

Inspired by her words, at the Tata Medical Center we have the “Dil Sey Deejiye Dus Rupayyey” campaign across shops, restaurants and other commercial establishments where INR 10 is added to every bill. We applied this principle in collecting funds for the marathon. We reached out to employees and companies to contribute small sums of money. This way they got the joy of participation to play their part in helping underprivileged children with cancer at Tata Medical Center, Kolkata.

“At our end, small amounts given dil sey, meant a big change for cancer. We raised ₹ 20 lakhs and are so grateful to every heart which went out for this cause.”

**Mrs. Geeta Gopalakrishnan**  
**Honorary Director – Donor**  
**Relationships**  
**Tata Medical Center, Kolkata**

## 2nd Highest Fundraising NGO



**SHRIMAD RAJCHANDRA LOVE & CARE**  
Raised ₹ 16,56,282

Shrimad Rajchandra Love and Care (SRLC) is an initiative of Shrimad Rajchandra Mission Dharampur to offer service and bring joy to the lives of the underserved sections of society. Inspired by Shrimad Rajchandraji and guided by Pujya Gurudevshri, SRLC's holistic, multi-pronged community support and development programmes are powered by genuine empathy, love and care of highly motivated volunteers delivering high quality, charitable, sustainable initiatives for the welfare of mankind, animals and the environment.

### The Love and Care Philosophy

- As one turns within, the natural outcome is to extend one's self through selflessly serving others
- When there is love within, it flows outside naturally in the form of care
- We serve and bring joy to those in need, not because 'we have to', or 'it is our duty', but because 'we love to'
- We all have the potential to make a difference, and endeavouring to do so, fills our lives with happiness and contentment
- As we add meaning to the lives of others, they end up adding meaning to ours

Global Movement: SRLC is spread over 50 cities worldwide, with the primary focus being one of the poorest rural areas of South Gujarat. Over 500 volunteers offer their selfless service.

Holistic and Sustainable Programmes: The 10 Care programme is replicable and development-driven, based on sustainable models that can be scaled up to address gaps and holistically impact communities in a deep manner. The projects act as a powerful catalyst for transforming impact in lives, ensuring their overall well-being, and catering to their physiological, psychological and socio-economic needs. SRLC's approach not only encompasses needs of mankind but the entire spectrum of living beings.

# 3rd Highest Fundraising NGO



**SWAYAM**  
Raised ₹ 9,03,657

Swayam is a non-profit organisation committed to advancing women's rights and ending discrimination and violence against women, and was established in 1995. Swayam works towards establishing the right of women and children to live a life free from inequality, violence and fear. We provide Direct Support Services to around 1200 women survivors of violence and their children per year. Services include counselling, police follow up, legal aid, healthcare, referrals for shelter, employment and vocational training, a drop in centre, child support, group mental health interventions, educational support, etc.

## Funds Raised By NGOs



**Antara**

**Amount Raised: ₹ 1,05,000**

For 45 years Antara was 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



**Ashwin Maharaj Foundation**

**Amount Raised: ₹ 52,429**

On March 2015, Maharaj was diagnosed with Acute Myeloid Leukemia. He obtained a perfect match and went through a stem cell transplant which gave him and all of us hope of his survival. This hope and faith gave him the strength to fight AML with honour.

Ashwin's priorities were always to serve the society and hence AMF was founded. Even during his struggles with chemotherapy, he wanted to beat cancer and help spread awareness about stem cell transplant, promote legal awareness for the common man and help other cancer patients in rehabilitation through music therapy and meditation. The Ashwin Maharaj Foundation is a social venture which focusses on Stem Cell Transplant Awareness, Patient Rehabilitation and Legal Awareness

# P ASTA COOK OUT

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. Chanakya Chaudhary, Group Director (Corporate Communications and Regulatory Affairs), TATA Steel was the winner of the Pasta Cookout, with Satya Shankar Rath from DHL winning the 2nd place.



# J ABONG FASHION SHOW

India's leading online fashion retailer, Jabong organised glittering evening at the official event party to mark the celebration of East India's premier event, TSK25. The highlight of the evening was renowned Bengali actress Rituparna Sengupta, six children from the NGO Magic Bus and top Indian athlete Monica Athare, who walked the ramp that evening.



# Funds Raised By NGOs



## Banchbo Socio Cultural Association

**Amount Raised: ₹ 19,500**

Banchbo Socio Cultural Association is a Non Profit Non Governmental Organization (NGO) dedicated to the health care, education and uplift of the underprivileged and the weak. Based at Kolkata (Calcutta), we have activities spread across West Bengal, especially Sunderbans. Our endeavors are mainly targeted towards children and senior citizens of the society. As children are our future, we have undertaken to provide quality health & education.

Ashwin's priorities were always to serve the society and hence AMF was founded. Even during his struggles with chemotherapy, he wanted to beat cancer and help spread awareness about stem cell transplant, promote legal awareness for the common man and help other cancer patients in rehabilitation through music therapy and meditation. The Ashwin Maharaj Foundation is a social venture which focusses on Stem Cell Transplant Awareness, Patient Rehabilitation and Legal Awareness



## Cancer Foundation of India

**Amount Raised: ₹ 1,75,000**

CFI's focus has been on working for early diagnosis and encouraging patients in getting treatment at the earliest



## CHIP

**Amount Raised: ₹ 10,000**

CHIP – Children in Pain has been established with a dream to help under privileged by providing them the basic healthcare facilities, education and vocational training to make them independent and self-reliant.



## Concern India Foundation

**Amount Raised: ₹ 3,750**

Concern India Foundation is a registered non-profit charitable trust working towards helping people help themselves by making the disadvantaged self-reliant and enabling them to lead a life of dignity.



## CRY

**Amount Raised: ₹ 6,11,103**

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.



## Dakshini Prayash

**Amount Raised: ₹ 1,38,105**

Imparting basic education to unschooled children of Madhurdaha in a belief that only learning could open the doors of a better and more fulfilling life ahead.



## Debanjan Sen Foundation

**Amount Raised: ₹ 3,50,254**

The Debanjan Sen Foundation has been created with the intention of extending support, financial and otherwise, to underprivileged children who have the potential to excel in sports but are unable to develop owing to financial constraints.



## Gyanada Foundation India

**Amount Raised: ₹ 59,574**

Gyanada Foundation was established in 2013 to provide access to better education opportunities to girls from economically disadvantaged homes. Active in five cities, education scholarships and fellowships are provided to girls between the ages of 7 and 16 in Delhi, Mumbai, Kolkata, Pune and Ranchi.



## Indian Institute of Cerebral Palsy (IICP)

**Amount Raised: ₹ 25,000**

Indian Institute of Cerebral Palsy seeks to bring about positive changes in the lives of all people with cerebral palsy through a range of policies and service provisions designed to enhance their individual skills and knowledge and give them opportunities to exercise their constitutional rights and fully participate and contribute to the community and country.

# Funds Raised By NGOs



## Literacy India

**Amount Raised: ₹ 1,00,000**

The endeavor is to meet this objective through imparting basic education and through exposing our students to a variety of vocational skills in performing arts, computer animation, multimedia etc. The organization believes in innovative pedagogy in order to retain the children within the purview of education.



## Loreto Rainbow Home

**Amount Raised: ₹ 43,832**

Started in 1979 at Loreto Day School Sealdah, and later extended to the other Loreto schools, this experiment in education was born of a certain uneasiness felt at being part of a formal school system imparting 'quality education' to a privileged few, while millions of their less fortunate peer group get virtually nothing at all.



## Mentaid

**Amount Raised: ₹ 1,22,700**

Mentaid, (the Association for the Development of the Mentally Handicapped), is now a non-profit, educational, training, vocational, and cultural institution for the development of mentally handicapped children and adults. It was the first of its type in West Bengal exclusively organized by parents of the mentally handicapped.



## Mukti Rehabilitation Centre

**Amount Raised: ₹ 15,950**

Mukti Rehabilitation Centre is committed to provide treatment and rehabilitation to street and platform children suffering from the disease of addiction along with health care and support regardless of age race or religion.



## Naihati Prolife

**Amount Raised: ₹ 100**

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



## Oral School For The Deaf

**Amount Raised: ₹ 1,43,275**

The OSDC aims to provide a stimulating learning environment, to help deaf children acquire language through modes of communication best suited to their needs, involving the use of all modalities-amplified sound, lip reading, sign language, reading, writing, finger spellings, mime and drama. The ultimate aim is to preserve and build up the resource of normalcy which have not been impaired by deafness.



## Parkinson's Disease Patients Welfare Society

**Amount Raised: ₹ 68,000**

The mission is 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.



## Paryavaran Mitra

**Amount Raised: ₹ 3,50,000**

Headquartered at Shikaoabad 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.



## The Biswas Educational Foundation

**Amount Raised: ₹ 1,75,000**

THE BISWAS EDUCATIONAL FOUNDATION is a registered Public Charitable Trust since 2008, dedicated to the welfare of the deprived, destitute, orphans or single-parent children belonging to the under-privileged section of the society.



## Vidya Integrated Development for Youth and Adults

**Amount Raised: ₹ 2,50,000**

VIDYA is a registered not-for-profit organization that has been dedicated to the education and empowerment of underprivileged children, youth and women through micro-level intervention for the last 30 years. VIDYA today is a multi-layered organization that has initiated grass-root level development programmes in some of the poorest neighborhoods in Delhi, Haryana, Mumbai, Bangalore and Pune. These include schools and programmes in remedial education, computer training, open school, adult literacy, skills training and social entrepreneurship.

# About United Way Kolkata

*United* Way is an international social change movement to improve lives by mobilizing the caring power of communities. It has a global network United Way Worldwide with over 4000 non-profit organizations and more than 1400 United Ways in 43 countries that work to advance the common good of communities focused on education, income and health. These are the building blocks for a good life: a quality education that leads to a stable job, enough income to support a family through retirement, and good health.

United Way is a one-stop agency that supports a broad range of programs committed to supporting causes that matter to its partners, their employees and the communities they live in. Each is locally registered and governed by a volunteer local board comprising senior business leaders – global and local, entrepreneurs, academicians and individual leaders who give the organization an edge with their experience, knowledge and management and technological expertise. The chapters provide a platform for companies and others to play an active role in the communities within which they live and operate. United Way came to India 30 years ago and the network is 7-chapter strong – Baroda, Mumbai, Bengaluru, Chennai, Delhi, Hyderabad and Kolkata, the youngest.

Mission- To improve lives by mobilizing the caring power of communities around the world to advance the common good.

Vision- United Way envisions a world where all individuals and families achieve their human potential through education, income stability and healthy lives.

Our Approach- United Way Kolkata believes that to truly bring about sustainable change in our communities we must build synergies and work in partnership with NGOs, Foundations, Corporate bodies, Government and Volunteers, thus collectively achieving more than any one organization could do by working alone.

We endeavour to understand the concerns of the communities we operate in, identify critical issues and develop implementable strategies and work towards eliminating the root cause of the problem and not just the symptoms, thus maximizing the return on investment and achieving specific and measurable results. To achieve such results, we will actively mobilize resources (financial, human and in-kind support) through donors and keep their interests connected to the programs that are implemented.

For more information, please visit [www.uwkolkata.org](http://www.uwkolkata.org)



# A NEW COURSE RECORD FOR THE 25KM

The Elite Men course record set by Nitender Singh (01:19:39) in the inaugural edition was shattered in style by a huge margin. Five elite men clocked a faster time (G Lakshmanan, Srinu Bugatha, A B Balliappa, Man Singh and Abhishek Pal), with G Lakshmanan setting the new course record of 01:17:16 for the 25km distance.



# N NESTLÉ RUN AN EXTRA MILE FOR THE GIRL CHILD:

World leaders in Nutrition – Nestlé India as part of their corporate initiative launched a unique campaign – “Run an extra 100” in support of educating the girl child. Nestlé encouraged participants of the Ananda Run to run an additional 100m in support of the cause. This was an extension of Nestlé’s ongoing efforts to spread awareness for the cause of girl child education in India.





## LITE DISTANCE RUNNING PROGRAMME (EDRP):

The Elite Distance Running Programme (EDRP) is an initiative by Procam International, in partnership with the Sports Authority of India (SAI) and Global Sports Communication (GSC). EDRP is an extension of Procam's commitment to the development of distance running in the country. In just two editions the initiative has seen remarkable success with many of its athletes winning accolades at the national stage. One such remarkable talent has been Abhishek Pal. He finished fifth (1.18:42 hr ) at TSK25 and clocked below the previous course record timings.



## VOLINI RECOVERY ZONE

The Volini Recovery Zone spanned across 4000 sq. ft area with more than 75 recovery experts including Sports Scientists, Injury Management Specialists, Doctors and Physiotherapists. Recently launched, 'Volini Recovery Program' gave runners and the registered participants of TSK25 an exclusive opportunity to interact with the Volini recovery experts.



## POLICE CUP

An event of this stature is not possible without the unstinted support from the Kolkata Police. To applaud their efforts and motivate them, there was a special category within the event - Police Cup. A total of 96 police men participated in this event.

In the Men's category, team 10 (Laxman Chandra Roy, Bachhu Durlav & Sushoban Hazra) won the gold medal with a timing of 02:04:37, while team 29 (MD Wazed Ali, Sukchand Shaikh and Toyasin Molla) won the silver medal with a timing of 02:08:11 and team 21 (Amiya Biswas, Sagar Mukhia & Dipankar Mandal) won bronze with a timing of 02:14:31.





"At Tata Steel, sports has always been a way of life and, over the years, we have supported all kinds of sports. We are extremely happy to witness the response to the third edition of TSK25K which makes us even more determined to support such events in the future, in Kolkata, Bhubaneswar and in Jamshedpur".

**TV Narendran**  
MD, Tata Steel India & SEA

**TITLE SPONSOR**

## ENRICHING LIVES, ENABLING EXCELLENCE.

With just three editions of Tata Steel Kolkata 25K behind us, the city has already shown exceptional support to not just individual perseverance but to the spirit of community as well. Men and women of varied age groups, of diverse running expertise and physical ability, come together for one purpose.



**IGNITED BY**

**#IGNITEKOLKATA**

## GO THE DISTANCE with Seiko.



“ We are delighted to forge a partnership with Tata Steel Kolkata 25K, which has sparked a running revolution in the country. Seiko is glad to support the sport and to serve this event as Official Timing Partner. We look forward to being a part of this event again. ”

*Niladri Mazumder*

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



**TIMING PARTNER**

## RUNS WITH YOU IN ILLNESS AND IN WELLNESS

"At Cigna TTK, our mission is to improve the health, wellness and sense of security of our customers. We are proud to be associated as the Official Health Insurance Partner for the TATA Steel Kolkata 25K 2016. Events as this, encourage people to take care of their health and lead life to the fullest. This makes our association stronger, as we believe, 'Health Hai toh Life Hai.'"

- Sandeep Patel, MD & CEO, Cigna TTK Health Insurance Company Ltd



Pasta Cook-out



Team Cigna TTK at the Race



Cigna TTK Motivational Zone



Print Ads



Print Ads



Social Media Posts

**Cigna TTK**  
Health Insurance  
*Health hai toh life hai*

**HEALTH INSURANCE PARTNER**



#RunAboveTheOrdinary  
with **S-CROSS**  
The Lead Car for TSK 25K

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**JABONG**  **COM**

JABONG AND PROCAM HAVE SHARED A COMMON VISION OF PROMOTING SPORTS FASHIONABLY. STAYING PHYSICALLY FIT IS IMPERATIVE FOR OVERCOMING THE CHALLENGES OF A HECTIC CAREER COUPLED WITH TODAY'S SEDENTARY LIFESTYLE. BUT EQUALLY IMPORTANT IS THE NEED FOR STYLE AS IT BOOSTS MENTAL FITNESS AND SELF-ESTEEM, THUS BEING CRITICAL IN THE PERFORMANCE OF AN ATHLETE. JABONG IS EXCITED TO TAKE ITS PARTNERSHIP WITH PROCAM TO THE NEXT LEVEL BY ADDING AN EXCLUSIVE FASHION QUOTIENT TO A MULTITUDE OF SPORTING EVENTS IN INDIA. ON 16TH DECEMBER, TOP CELEBRITY RITUPARNA SENGUPTA WALKED THE RAMP AT THE JABONG FASHION SHOW DURING **THE 3RD EDITION OF TATA STEEL KOLKATA 25K**, WHICH ALSO FEATURED PERFORMANCE BY **BANGLA ROCK BAND CACTUS**, APART FROM SEVERAL FUN ACTIVITIES SUCH AS JABONG BOOST ZONE AND RUN IN COSTUME, WHICH ENCOURAGED THOUSANDS OF ENTHUSIASTS TO PARTICIPATE.

RAHUL TANEJA  
CHIEF BUSINESS OFFICER  
JABONG

**RETAIL PARTNER**




RUN THE EXTRA 100m  
TO SUPPORT  
**#EducateTheGirlChild**



"Community support is critical for the cause of girl child education in India and the Tata Steel Kolkata 25K was our outreach effort to take the cause closer to communities. In an earnest effort to educate communities about the urgency of this issue, we invited participants to run an extra 100 meters to show solidarity for the cause and hope that more of us will join in to support the cause."

**Mr Chandrasekar Radhakrishnan,**  
Sr. VP, Communication and Ecommerce,  
Nestlé India.



**NUTRITION PARTNER**

**VOLINI®**

**OFFICIAL RECOVERY PARTNER**

**RECOVERY PARTNER**



More than 2200 runners recovered at Volini Recovery Zone out of 5500 runners who finished 10K run



Instant Pain Relief, Anytime Anywhere.



## FROM THE DESK OF THE GENERAL MANAGER

Our prized partnership with the annual Procam Tata Steel 25k Run completed a hat trick this year! And what an amazing association this has been, let me add. It was truly rewarding to see how the event has grown from its inception three years ago and has gone on to captivate the city's collective psyche, paving the way to several marathons and runs in the process.

While we as Hospitality Partners have ensured that each section of the events and stays in the hotel premises were perfectly operated, our enthusiastic team has taken time out to participate actively in the run and eagerly awaits the next.

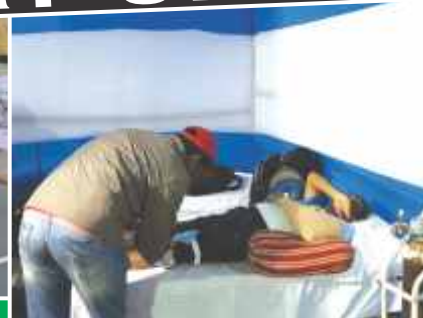
We look forward to seeing this landmark event and our association scale even greater heights with each passing year, in times to come.

Warm Regards,  
Varun Chhibber  
General Manager

HOSPITALITY PARTNER



# AT THE HEART OF CITY OF JOY.



Mr. Samir Singh  
Zonal Director

“We are delighted to be the Official Medical Partner for Tata Steel Kolkata Marathon, 2016 which has sparked a running revolution in the country. Fortis is glad to support the sport and to serve this event.”

MEDICAL PARTNER



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