

Title Sponsor

TATA STEEL

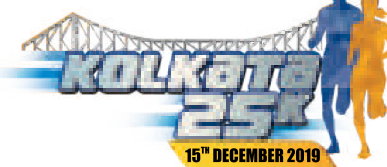
#WeAlsoMakeTomorrow



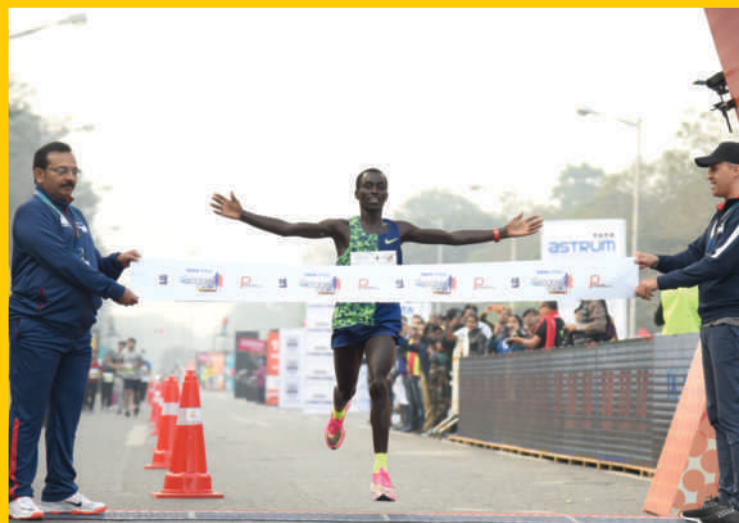
Philanthropy Partner



TATA STEEL



#FeelTheSpirit



H.E Jagdeep Dhankhar

Hon'ble Governor of West Bengal



"I and my wife Mrs Sudesh Dhankhar are overwhelmed and delighted at the sight of the humongous congregation of 15K+ participants full of unmatched enthusiasm and energy ready to hit the road. It is commendable to witness the way City of Joy embraced the event as it's own and brought in a massive wave of healthy living. It makes us proud and privileged to be a part of an international event of this stature seamlessly executed with all round coordination. What is more commendable to note, that event is more than a competition which provides a platform for humanitarian causes. I laud the participants, organizers, sponsors and civic authorities for putting their best foot forward to get the job done in a commendable way. I was totally mesmerized to be a part of 6th successful edition of the event. Wishing the team good luck & God speed."





Aroop Biswas

*Minister in Charge. PWD, Housing,
Department of Youth Services & Sports. Govt. of West Bengal*

“It was spectacular to see all the people gather at the starting line and prove that TSK 25K is now part of the city's culture. We are proud to be a part of this city that wakes up and runs with such gusto. The presence of Hernan Crespo has of course been a huge bonus as this city is crazy about Argentine soccer. We have always given our best support to the organisers as this firmly puts Kolkata on the global running calendar and matches with our Honourable Chief Minister Mamata Banerjee's philosophy of Biswa Bangla. Congratulations to the athletes who smashed the course records, as well as our Indian athletes for their stellar performances.”

Debashish Kumar

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

“It was a spectacular effort from the organisers to put together a specialised long distance run of this magnitude and that too on a totally new route. Procama has not only brought the running culture to the city, but has also assembled a starry line of elite athletes from overseas, along with our champions from home, to make this a truly international event. At KMC we have coordinated with the organisers to chart the new route that takes the run deep into the city. I congratulate all the participants for putting their best foot forward and making this a day to remember.”





Lt. General Anil Chauhan

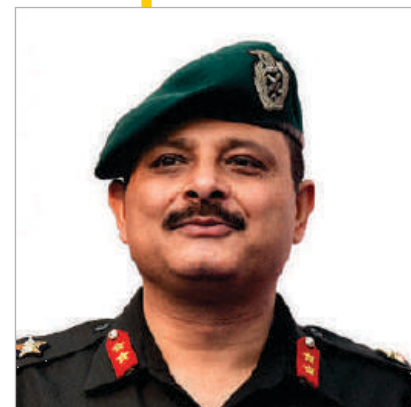
UYSM, AVSM, SM, VSM, GOC in C, Eastern Command

“We are extremely proud to see TSK25K grow with such leaps and bounds. To be a silver label event only in its sixth year requires discipline, dedication and determination which Procama has shown in plenty. In the Army we propagate fit body and mind and it was amazing to see such a huge number of people come to the starting line to prove that the city has adopted a healthy way of life. The Vijay Diwas Trophy is an integral part of this run and it is taken very seriously by my boys, who practice to put up a good show. This day coincides with Vijay Diwas celebrations and I want to congratulate everybody for finding their personal victories through running.”

Major General Alok Joshi

GoC Bengal Sub-Area

“The TSK25K on Sunday witnessed fantastic enthusiasm for the sport, drew in huge crowds both on the track and the cheering galleries. The wonderful weather, support from the residents of Kolkata and fierce competitive spirit brought out the best from the participants and new records were created. It was also a fantastic day for the Armed Forces celebrating Vijay Diwas. The fight for the coveted Vijay Diwas Cup was keenly contested by all the teams of the three services, the Army, Navy and Air Force. Our athletes ran a good race with a fine sense of camaraderie and competition and achieved excellent results. Congratulations to all the participants and the organisers for putting up a great event!”



Anuj Sharma

IPS, Police Commissioner

“We believe a fit force is an efficient force. Hence, we ensure that our personnel participate in the Police Cup in TSK25K to encourage others to join in the run. We had made elaborate arrangement for security of the event and smooth movement of traffic. We are happy that things went off well and we are looking forward to a bigger and better TSK25K next year. Kolkata Police, as in previous years, will provide assistance for smooth conduct of the run in the future too.”



If Red Road is enshrined in the city's chronicles as the first city road in the country, where fighter planes landed and took off during World War II; it will now be remembered for thousands of throbbing hearts and pulsating steps, that made for one of the finest distance running events in this part of the world.

In only its sixth edition, the Tata Steel Kolkata 25K has stamped its supremacy over the distance to be World Athletics, only Silver Label 25K event. The event, is strategically positioned on the global calendar, offering the top elites, a springboard to test their mettle, ahead of the spring marathon majors.

Each year the quality of the elite field has strengthened. Leonard Barsoton of Kenya rewrote the event record with a time of 1:13:05, a huge 40 seconds less than the record set by Kenenisa Bekele in the inaugural edition. Guteni Shone of Ethiopia breasted the winning tape in the women's category with a timing of 1:22:09 knocking off over four minutes from the one set by Degetu Azimeraw at 1:26:01. Not only were the event records shattered, but we also had the top nine elite men & women clock times below the event course record.

In addition to sporting excellence, what we think gives this race its shine, is the way it goes beyond sport. The event is a festival that celebrates the spirit of the city and its people. They come out in numbers, they open up their hearts and create an ecosystem of running in the city.

A city that people thought would never run, saw an all-time high on registrations with over 15,000 participants across categories. The event has led to a surge of running events, run clubs and amateurs vying for every available space, to practice in.

The city also lay testament to the adage that age is just a number. The Ananda Run, the senior citizens segment, showcased the youth hiding in every senior citizen who turns back the clock on race day and shows up at the starting line. Similarly waves of positive vibes and steely jawed determination froths around the champions with disability, who take part and inspire us to overcome seemingly insurmountable odds.

Argentine football legend Hernan Crespo, gave the much-needed boost to all the participants. Each 25K runner's resolve and spirit of fitness was celebrated with a 'Medal of Steel' uniquely crafted from the steel of Tata Steel.

Philanthropy has evolved to be an important pillar of the event. With the help of our Partners, India Cares Foundation, along with our NGOs and fundraisers, this year the event raised ₹ 98.41 lakhs, making it the largest fund raising platform in East India.

Each year TSK25K sets higher benchmarks and this year was no exception. But success, comes only with the support of all stakeholders. Kudos to the State govt., city authorities, our sponsors, partners and runners. We are truly humbled.

Next year we aspire to having the race get even more competitive and humane, as we carry forward the standards of a fitter, more active India.

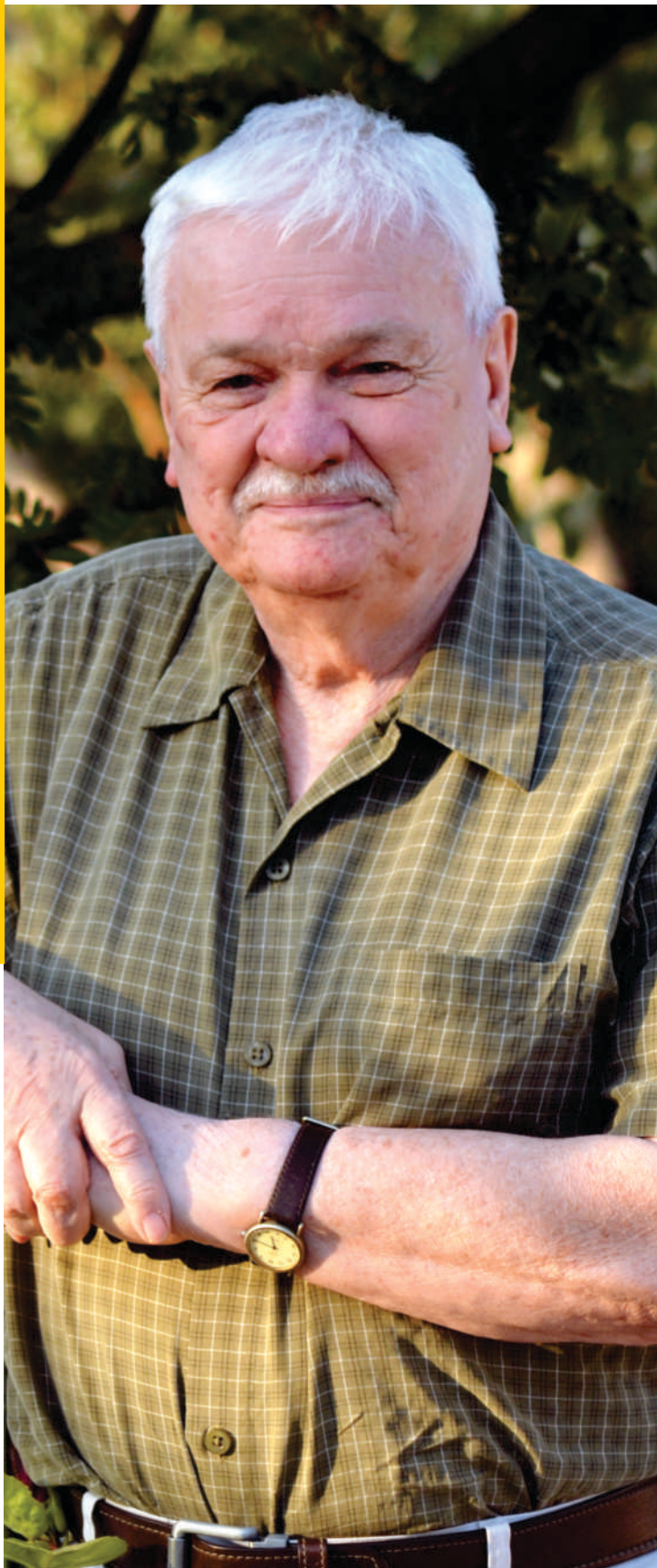
With warm sporting regards,

- Anil & Vivek Singh



**TATA STEEL KOLKATA 25K 2019 &
PHILANTHROPY**

PHILANTHROPY PARTNER'S SAY



The confidence that we, India Cares Foundation, had on the Tata Steel Kolkata 25K platform being of great help to the social sector, has received a boost just in our second year as the Event's Philanthropy Partner. We learnt that Civil Society Organisations – CSOs/NGOs need a little guidance, support and lots of encouragement for results to show.

From July to December, the team of India Cares spent time with each of the participating CSO/NGO - conducting sessions with their volunteers to involve them in spreading the message of the cause and raising funds; conducting fundraising and communications workshops; helping build communication materials – appeals and videos to promote their impact.

"TSK25K 2019 has begun to make a positive impact on the growth of Philanthropy as an important pillar of the Run. Participating CSOs raised the highest in the event's history, almost one crore rupees. There was a 67% growth in donors; encouraging stories of funds being raised by CSOs who have never tried before to raise funds from individuals. The fundraising achievements have strengthened our faith in the future of philanthropy through the TSK25K.

A big 'Thank you' to all sponsors, every donor, fundraiser, company who contributed and special thanks to the CSOs who followed our methods, got results and boosted our confidence in our work as a support organization!"

**- Murray Culshaw,
Chairperson, India Cares**

Philanthropy Partner



FUNDRAISING AT TATA STEEL KOLKATA 25K

The TSK 25K platform provides a bridge for everyone to associate with a cause close to their heart and connect with a Civil Society Organisation (CSO/ NGO) working on the said cause.

For Companies, it provides an opportunity for employees to engage with the CSR mission of the company while promoting health and fitness.

For CSOs, it provides an opportunity for all their stakeholders to get together to promote their cause in as many ways and places as possible, to generate more support-friends and funds.

A CSO registers with the Event's Philanthropy Partner, India Cares Foundation and provides its legal documentation, audit report, and utilisation report of funds raised in the previous edition of the event, if the CSO has participated. The team at India Cares then works with the registered CSO to know its work and fund requirements, assess its needs with respect to the communications strategy, obtaining of volunteers, Board members and the community served. The India Cares team then guides the CSO in promoting its cause and need, especially highlighting the impact of its service in society.

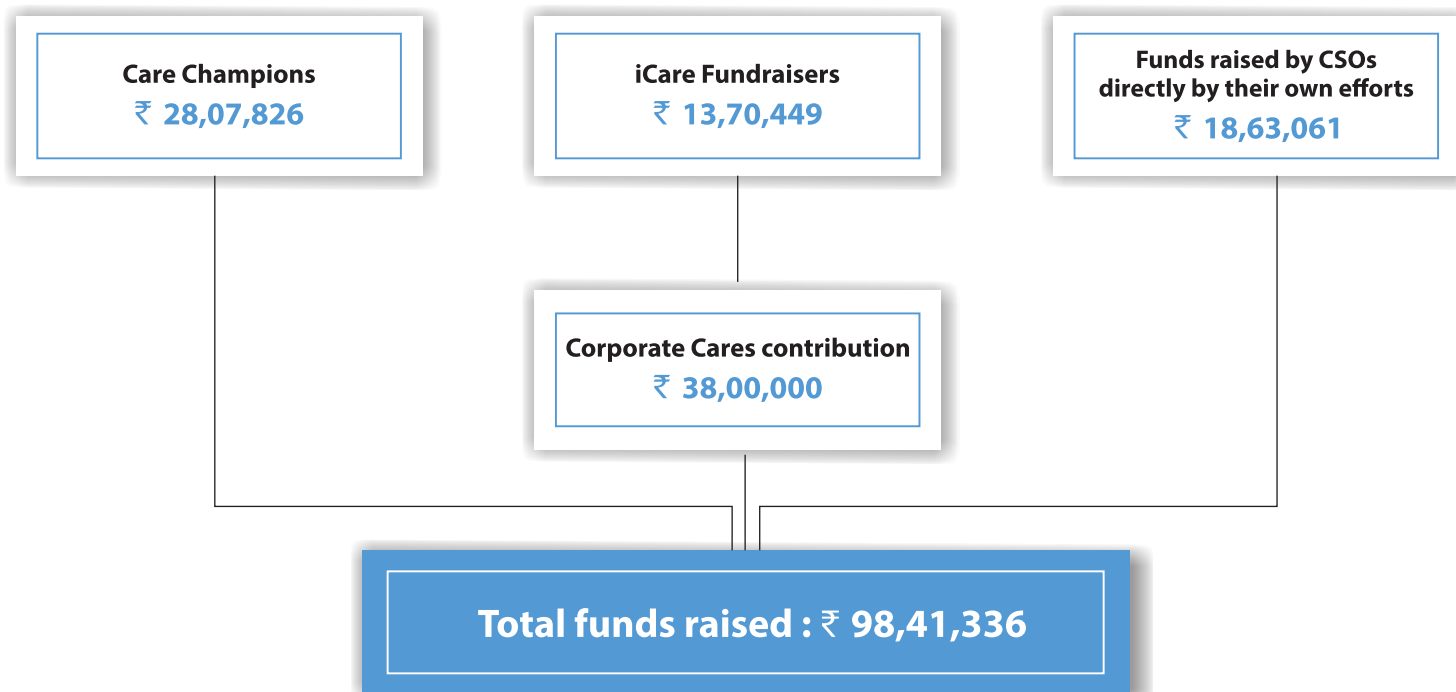
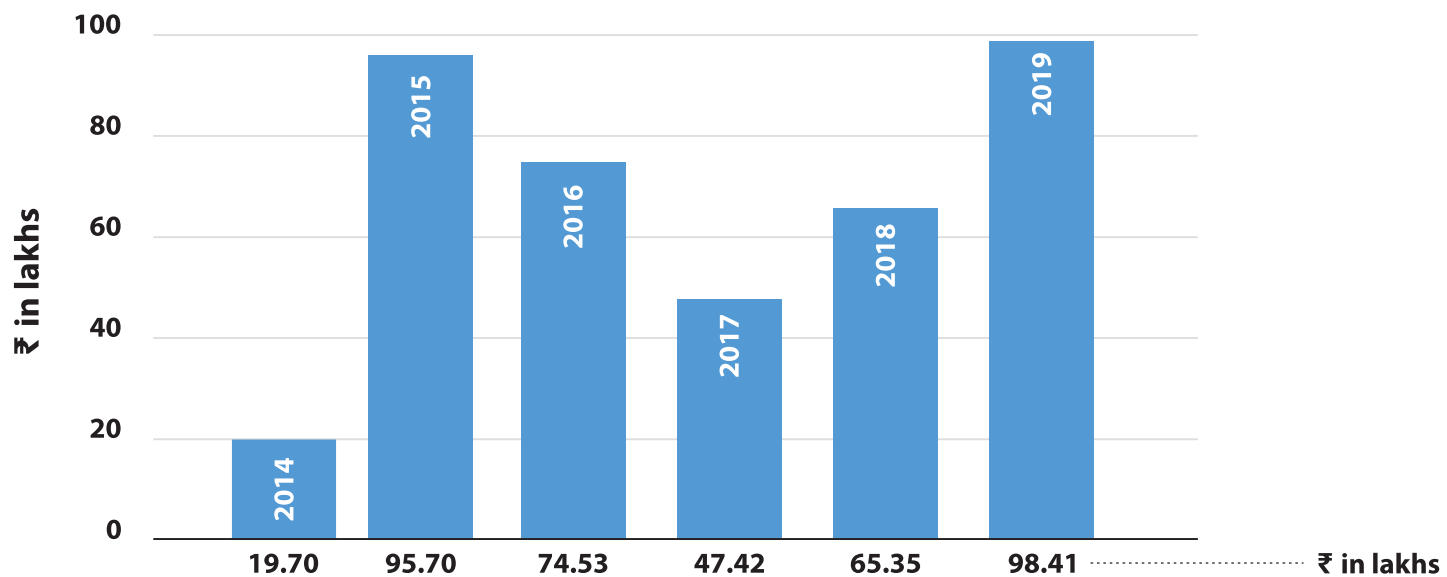
40 CSOs registered for the Tata Steel Kolkata 25K 2019; they raised ₹ 98.41 lakh, 66% more than in 2018 and the highest in the event's history. 880 individuals contributed to the efforts of 38 fundraisers; ₹ 38 lakh was contributed by 444 employees from 17 companies, with the employees running on race day in support of various causes.

These funds will impact many lives for the better over the next few months. The various causes that need support, many lives will be impacted and will change for the better due to receiving a health checkup, a meal, a year's education, vocational training!



FUNDS RAISED AT TATA STEEL KOLKATA 25K

TOTAL FUNDS RAISED AT TSK25K 2019 - ₹4.01 Cr



CARE CHAMPIONS

Care Champions - the word says it all! This section is where individuals bring out the 'Champion' within and reach out to their networks to raise funds and awareness about the work of a CSO (NGO) they believe in. These individuals take on minimum fundraising targets starting from ₹ 1 lakh to ₹ 5 lakh, and every champion raises more than the minimum set target. ₹28.02 lakh was raised by 4 individuals for 4 causes this year.

A Care Champion Diamond is an individual who undertakes to raise a minimum of ₹ 5 lakh in donations for a chosen CSO.



BINU VERMA

**Raised: ₹ 19,89,224
for Bal Utsav**

This edition we had Ms Binu Verma, a veteran at fundraising through marathons, although participating for the first time in TSK25K, she is **the highest individual fundraiser at TSK25K since the Event's inception.**

"ThankyouAll! It has been 8 years in the citizen sector and seems like the journey has just begun.

My stint at fund-raising is no miracle, it is just that I am fortunate to be meeting passionate individuals who want to bring a difference in the lives of children that Bal Utsav works with. Their passion and commitment to the cause has helped me reach my goal of providing holistic education to thousands of children in various developing nations.

I am humbled by the compassion and commitment these individuals have shown to support Bal Utsav's cause of #EducationMakesAllTheDifference.

TSK25K 2019, has given me an opportunity to reach out to a completely new audience, and I must confess the response has left me humble & with full gratitude for the goodness towards my fellow beings who have shown a strong commitment towards the cause. It would be amiss if I did not mention that the entire team of India Cares Foundation is instrumental in supporting Bal Utsav by providing a platform to reach out to the passionate beings, who believe in this cause and who want to change the narrative in the Education sphere.

We know that the single most powerful thing we can do for the whole human race is to get every child a life-changing Education. This will affect more lives than anything else. Together we are creating a future where all children have a chance to succeed, and in the last 8 years we have brought effective education to over 850,000 children so far, and we believe that we are just getting started."

A Care Champion Gold is an individual who undertakes to raise a minimum of ₹ 2.50 lakh in donations for a chosen CSO. This year we had two Champions in this category, collectively raising ₹ 7,07,500/- for 2 organisations.



NIKHILESH M M

**Raised: ₹ 5,07,500
for Kalisu Foundation**

A marathoner who strongly believes education is the only way for a better India, Nikhilesh started *Kalisu Foundation* which works to improve the quality of education through libraries.

"Kalisu was born in the young minds of Mysore at one of their local 'addas'. We, being products rather than victims of the standardised formal education system, saw the need to break monotony and give children umpteen reasons to look forward to schooling. Within a short span, we have built 19 Jnanalaya, the library project and have touched the lives of 8000 children with a holistic approach towards educating and developing every child, hoping to give them a brighter future.

Apart from being able to run in the marathons, raising funds through the platform gives me an opportunity to interact with many other CSOs, know about the world and take these learnings to improve Kalisu."

NANDITA PALCHOUDHURI

**Raised: ₹ 2,00,000
for EK Tara**



An Honours Graduate in Education, Economics and Political science from Calcutta University and a keen supporter of Arts, Nandita has been active with many causes. She is associated with Calcutta Regeneration Trust, Calcutta Carnival Trust, Calcutta School of Music and is a member of International Initiative for Social Philanthropy.

Nandita has been associated with EK Tara for many years, and the work done for children and women by EK Tara inspired her to be a Champion at the TSK25K. She believes this platform will help more people know about the impact of EK Tara on society.

A Care Champion Silver is an individual who undertakes to raise a minimum of ₹ 1 lakh in donations for a chosen CSO.



BIDHAN CHANDRA CHAKRABARTI

**Raised: ₹ 1,06,102
for Paripurnata Halfway
Home**

A former Commercial Head (Projects) Eastern region of a renowned German MNC, and involved in financial management of mega projects of steel plants, factories and corporate enterprises, Mr. Bidhan has been associated with a few social and philanthropic organizations. Active member, often as an office bearer, of the alumni association of one of the better known schools in Kolkata and Lake Club, a well patronized social club.

"On the very first day I visited Paripurnata, I was pleasantly surprised by the clean and cheerful ambience of the Halfway Home, so called because it is the mid-point in a person's journey from her place of confinement to her home. Here they are guided to pick up the lost pieces of their lives, which prepares them for their integration with the wider society, so that they once again can lead a productive and meaningful life. My subsequent visits convinced me of the sincerity of purpose and transparency of its functionaries. I became a Life Member, as I strongly believe in the cause of Paripurnata."



iCARE FUNDRAISERS

Most individuals want to do more for a cause they individually believe in than just mere contributions/donations – some volunteer their time, whilst many take up fundraising. Fundraising means reaching out to one's own networks and talking to them about the chosen CSO's work and getting them to donate to the cause... become a volunteer fundraiser!

An iCare Fundraiser is an individual who wants to do more - spread a word about the cause, give time to raise funds, do as much as one can thus setting his/her own targets. In 2019 Tata Steel Kolkata 25K, 33 iCare Fundraisers have cumulatively raised ₹ 13,70,479 for 16 CSOs through 581 donors.

NAME	CSOs SUPPORTED	TOTAL CONTRIBUTION
Neha Singhal	Bhumi	₹ 4,24,617
Voice of World	Voice of World	₹ 1,76,937
Shruti Chamaria	Voice of World	₹ 1,04,825
Holy child School	AIFO India - Amici Di Raoul Follereau	₹ 96,200
Aradhana Buragohain	AIFO India - Amici Di Raoul Follereau	₹ 72,000
Ajoy Ghosh	Bolpur Suchetana	₹ 70,000
Dipak Kumar Das	Social Touch And Reform	₹ 55,200
Sujit Ghose	LittleBigHelp India Trust	₹ 50,550
Bijay Pratap Roy	Social Touch And Reform	₹ 50,475
Parvati Chatterjee	Isha Vidya	₹ 40,777
Arpita Ponda	Goonj	₹ 35,001
Krittika Hazra	Isha Vidya	₹ 27,471
Indrani Banerjee	Isha Vidya	₹ 21,442
Jhuma Sinha	Isha Vidya	₹ 20,371
Sujeet Kumar	Isha Vidya	₹ 14,565
Nayana R A	Sambhav Foundation	₹ 14,251
Priya Ghosh	Calcutta Rescue	₹ 13,600
Samadrita Mukherjee	Cancer Foundation of India - CFI	₹ 13,500
Dhrubajyoti Mishra	Isha Vidya	₹ 13,178
Bijay Narayan Biswas	Social Touch And Reform	₹ 10,000
Soumyadeep Mukherjee	Iswar Sankalpa	₹ 9,346
Kandarpa Joardar	Isha Vidya	₹ 7,623
Teachers of Oral School	The Oral School for Deaf Children	₹ 6,200
Saisha Sen	Isha Vidya	₹ 6,023
Jharna Dey	Social Touch And Reform	₹ 5,000
Bala Longjam	Goonj	₹ 2,100
Satarupa Majumder	Swapnopuron Welfare Society	₹ 2,100

CORPORATE CARES

Corporates are vital to the philanthropy pillar of TSK25K. Companies contribute to a chosen CSO, get their employees engaged in the cause and run in CSO's support on race day. This creates an atmosphere of social awareness, health and fitness within the employees, at the same time help build the image of the company as a 'Caring Company' in society at large. This also helps build awareness for the cause the company is running for, and increases the credibility of the CSO in general.

At TSK25K 2019, there were 17 companies fielding 17 teams and a total of 444 employees running from these companies, supporting 5 causes, together contributing ₹ 38 lakh.

CORPORATE CARES

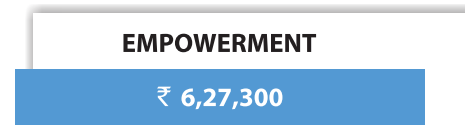
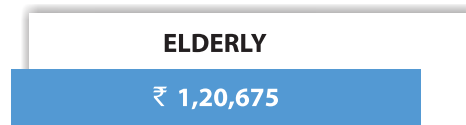
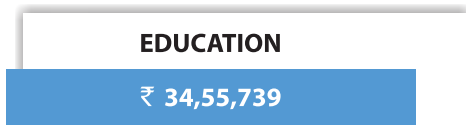
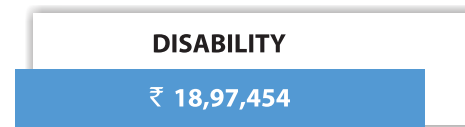
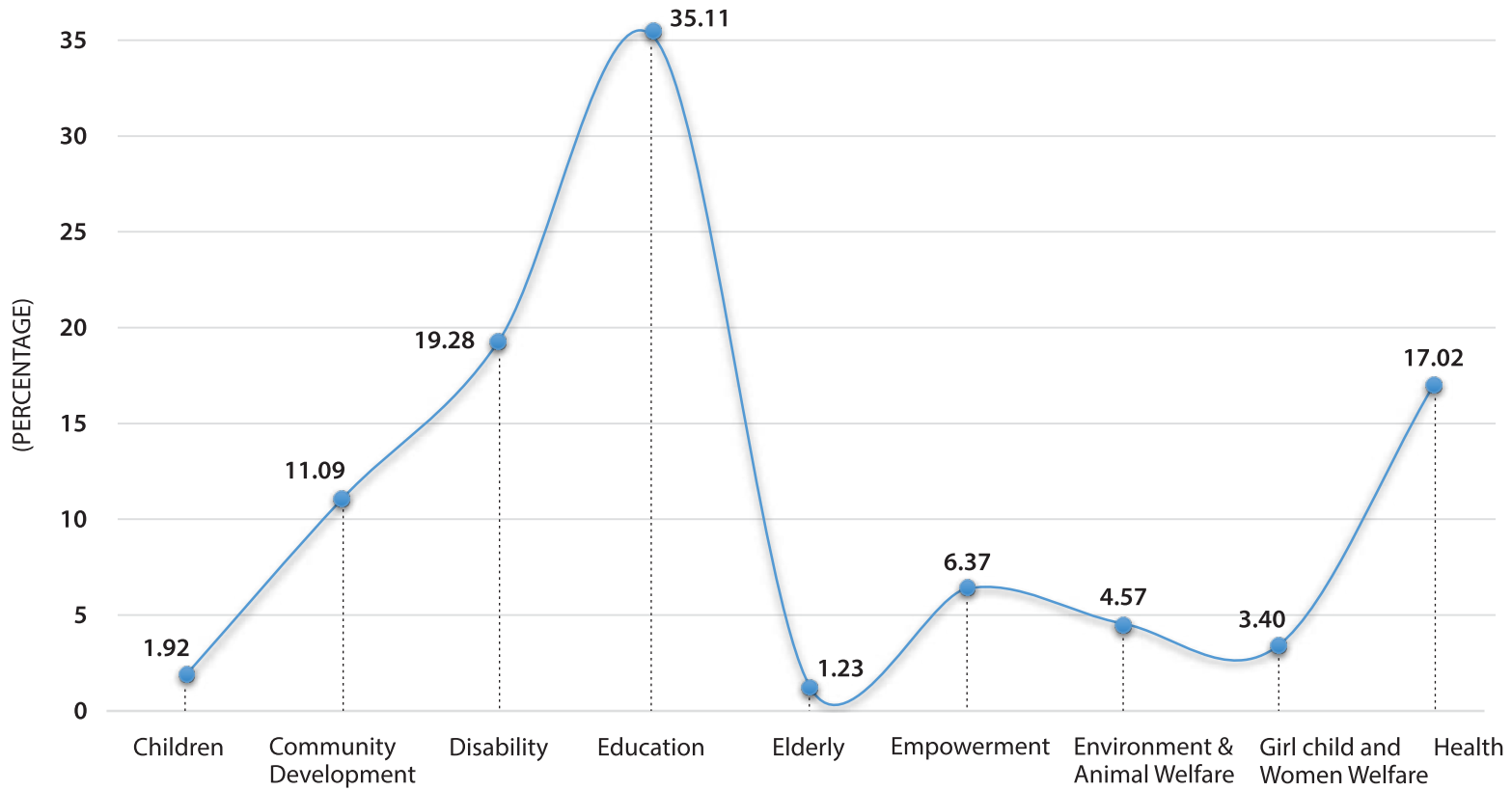
COMPANY NAME	CSO SUPPORTED	TOTAL CONTRIBUTION
Bajaj Electricals Ltd	Paryavaran Mitra	₹ 5,00,000
PricewaterhouseCoopers Service Delivery Center (Kolkata) Pvt Ltd	Habitat for Humanity India	₹ 3,50,000
Titan Company Ltd	Tata Medical Centre	₹ 3,50,000
Pilot Industries Ltd	Child Care & Development Foundation	₹ 2,50,000
DCB Bank	Concern India Foundation	₹ 2,50,000
Linde India Ltd	Concern India Foundation	₹ 2,50,000
Mjunction Services Ltd	Tata Medical Centre	₹ 2,50,000
Tata Steel Processing And Distribution Ltd	Tata Medical Centre	₹ 2,50,000
Blue Star Ltd	Bluestar Foundation	₹ 1,50,000
LIC Housing Finance Ltd	Concern India Foundation	₹ 1,50,000
Senco Gold Ltd	Habitat for Humanity India	₹ 1,50,000
Genpact	LittleBigHelp India Trust	₹ 1,50,000
Amalgamated Plantations Pvt Ltd	Tata Medical Centre	₹ 1,50,000
JUSCO Ltd	Tata Medical Centre	₹ 1,50,000
Tata Global Beverages Ltd	Tata Medical Centre	₹ 1,50,000
Tata Hitachi Construction Machinery Company	Tata Medical Centre	₹ 1,50,000
The Tinsplate Company of India Ltd	Tata Medical Centre	₹ 1,50,000

PARTICIPATING CSOs

Civil Society Organisations - CSOs/ NGOs always struggle to get people know about the work they do, their impact on society and struggle to get volunteers and funds. A lot of traditional methods like grants is on the decline and sourcing of CSR funding is not possible for most of the small and medium CSOs due to bandwidth, area of work, no connect to the CSR teams and lack of communication skills. Also, CSR funding is for a specified purpose, limited timeframe; post that for the project to continue the CSO has to find other sources of funds.

For CSOs to organise events to raise funds and awareness, takes up much time, resources and the cost is far higher than the funds raised. Thus, the Tata Steel Kolkata 25K becomes a perfect opportunity to raise funds, visibility and support, at the least cost.

CAUSE WISE FUNDS RAISED AT TSK25K 2019



HIGHEST FUNDRAISING CSO



BAL UTSAV

Raised: ₹ 19,82,224

Highest in cause category - Education

On a mission to solve the educational crisis in Government Schools and reinvent charity for a new generation. Bal Utsav brings life-changing education to children in developing nations. We believe that every child should have access to quality education.

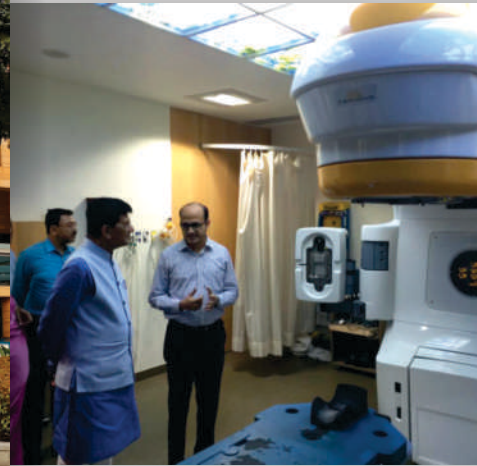
"We provide holistic intervention to revitalize Government schools, benefiting millions of children by making focused and sustainable interventions in – Infrastructure, Teacher Development, Scholarships & WASH (Water, Sanitisation and Hygiene).

We have brought effective education to over 700,000 children and 100+ schools revitalized... we're just getting started.

We thus Reimagine Education and transform schools while creating a global community around the common goal of #EducationMakesAllTheDifference. We do this through our flagship programs - Sampoorna Shaala (Metros in India) and iShaala (Non-Metros of India).

Our supporters are the heart of Bal Utsav. Throughout the year, Bal Utsav engages with its supporters through online and offline methods to #ReimagineEducation for children. The Tata Steel Kolkata 25K has been instrumental in being able to spread the word about the educational crisis that India is currently undergoing and what each of us can do about it. The ability to both raise awareness about the cause and the resources to bring life-changing education to children in need is what makes these runs special. We at Bal Utsav have been participating in all the runs that Procem International and India Cares Foundation jointly make possible each year and thank to both these amazing organisations and the thousands of you'll who support the work we do - that we have been able to shift the landscape of Education. What you witness at our schools is a glimpse of how we've made a little dent in the Educational Crisis that India is currently facing. Next year, we'll make a bigger dent. This is how the problem will be solved. One by one. By Me and You and Us. The commitment of our supporters is truly commendable. Thank You again! In Gratitude."

-Ramesh Balasundaram, Co-founder and Director, Bal Utsav



TATA MEDICAL CENTER - TMC

Raised: ₹ 14,41,000

Highest in cause category - Health

Conceptualised in the year 2004 as a philanthropic initiative for the Eastern and North-Eastern parts of India and the neighbouring countries. Diagnosis and treatment are characterised with a multi-disciplinary approach by disease management teams, wherein experts from different streams, viz., Surgical Oncology, Radiation Oncology, Medical Oncology, Pathology, Radiology, and other clinical and support groups participate in decision-making for treatment protocols, using evidence-based medicine strategies and documented clinical guidelines appropriate to our location.

The above facilities are complemented by state-of-the-art equipment from the best of manufacturers worldwide, and supported by advanced technologies like Digital and Molecular Imaging, Molecular Pathology, Robotic Surgery and the latest Radiation treatment delivery systems.

The treatment teams are complemented by support services including Medical Social Workers, Rehabilitation Services (Physiotherapy, Speech Therapy), Stoma Care, Dental and Prosthetics. They are supported by NGOs and other voluntary organizations whose services will include counseling, financial aid and patient navigation.

Tata Medical Center caters to almost 2 lakh patients every year.

"Tata Medical Center has just completed ₹ 260 crores expansion to meet the need of the increasing number of cancer patients who come to the hospital. We are in urgent need of funds to subsidize the cost of treatment for poor patients and the contributions from Tata Steel and their various activities as the Tata Steel Kolkata 25K will definitely help us."

-Prof. Dr. Mammen Chandy

3rd HIGHEST FUNDRAISING CSO



MOTIVATION INDIA

Raised: ₹ 12,00,000

Highest in cause category - Disability

Motivation was founded in 1991 by a group who set out to design a wheelchair for use in the developing world. Robust to cope with rough terrain, affordable and made using locally sourced materials, the first prototype was trialed in Bangladesh, then was developed around the world.

Wheelchairs are at our heart - but not just any wheelchair - it is the right wheelchair, fitted to meet an individual's particular needs and robust enough to withstand the environment lived in, enabling lives to be transformed.

As well as providing the right wheelchair in the right way, Motivation India also provides training and practical support to ensure that the individuals we work with, develop the confidence, self-esteem and skills to use their wheelchairs as well as gain the knowledge to stay healthy and understand their rights.

"Participating in TSK25K 2019 was the first opportunity for our 50 wheelchair users to take part in a public event. It not only boosted their confidence but also helped them to remain healthy and active. Motivation India's participation helps us to spread awareness about how the right wheelchair can bring independence and transform lives. It also helps to raise much needed funds to expand our work."

- Biju Mathew



AIFO India - Amici Di Raoul Follereau
Raised : ₹ 2,00,200
Cause Category: Health

AIFO is committed to enhancing the quality of life for people affected by Leprosy and disabilities.

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

Ashwini Charitable Trust
Raised : ₹ 5,000
Cause Category: Education



Barasat Unnayan Prostuti
Raised : ₹ 45,000
Cause Category: Girl Child & Women

Ensuring rights of women and children through safeguarding. They are protected from all sorts of violence including human trafficking.

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

Bhumi
Raised : ₹ 4,24,617
Cause Category: Education



Bithari Disha
Raised : ₹ 500
Cause Category: Community Development

Working to provide safe drinking water in North 24 Parganas. The water of this area is full of Arsenic and bacteria due to sanitation blocks constructed unscientifically and floods, a common occurrence, cause mixing of salty sea water in fresh water ponds.

Blue Star Foundation supports various activities in education and health, supports women and children, senior citizens, disability and environment.

Blue Star Foundation
Raised : ₹ 1,35,000
Cause Category: Education



Bolpur Ukilpatty Suchetana
Raised : ₹ 90,000
Cause Category: Girl Child & Women

Mainstreaming of underprivileged children, especially the Girl Child, providing a safe and secured place to stay with all essential facilities.

Calcutta Rescue works to significantly enhance the health, education and living standards of the poorest communities in and around Kolkata.

Calcutta Rescue
Raised : ₹ 13,600
Cause Category: Education



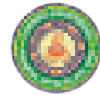


Cancer Foundation of India - CFI
Raised : ₹ 18,000
Cause Category: Health

Cancer Foundation of India promotes and provides preventive services for reducing cancer risk.

Encouraging society to ensure rights of women, youth, children, farmers and through education, advocacy livelihood and social empowerment.

Canning Swanirbhar
Raised : ₹ 10,470
Cause Category: Community Development



Child Care and Development Foundation
Raised : ₹ 2,25,000
Cause Category: Education

CCDF is working for street & underprivileged children for their education.

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

Concern India Foundation
Raised : ₹ 5,86,000
Highest Amongst Cause Category:
Community Development



Contai Sri Ramakrishna Sarada Ashram
Raised : ₹ 5,000
Cause Category: Community Development

Works in the field of education, disability, Health, Social Service, Community Development, Elderly.

Enable to integration of urban slum dwelling communities through holistic education focused on the girl child.

EK Tara
Raised : ₹ 2,00,000
Highest Amongst Cause Category:
Girl Child & Women



Goonj
Raised : ₹ 39,001
Cause Category: Community Development

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

GGBK envisages a society free from all the evils ensuring justice, equality, peace for development.

Goranbose Gram Bikash Kendra - GGBK
Raised : ₹ 600
Cause Category: Empowerment





Habitat for Humanity India
Raised : ₹ 4,50,000
Cause Category: Community Development

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

To make quality education accessible & affordable to the rural poor children.

Isha Vidhya
Raised : ₹ 1,51,447
Cause Category: Education



Ishwar Sankalpa
Raised : ₹ 14,847
Cause Category: Health

We provide mental healthcare services to homeless persons and people from lower socio-economic backgrounds, with mental health problems.

Want to make 1 crore children read by year 2022.

Kalisu Foundation
Raised : ₹ 5,02,500
Cause Category: Education



LittleBigHelp India Trust
Raised : ₹ 1,85,550
Highest Amongst Cause Category:
Children

Work to create better opportunities for the most vulnerable children, women and communities in West Bengal.

To love and provide comprehensive care for the girls at risk especially girls living on the streets.

Loreto Rainbow Homes Foundation
Raised : ₹ 3,500
Cause Category: Children



Mukti
Raised : ₹ 500
Cause Category: Community Development

Mukti is working in Sunderban area of West Bengal as HEALER for Health, Education, Agriculture, Livelihood, Environment and Rights.

Inclusive Education, Social & economical growth for the Disabled Children through innovative interventions, facilitation, capacity building and sustainable holistic development.

Noah's Ark
Raised : ₹ 1,000
Cause Category: Disability





Paripurnata Halfway Home
Raised : ₹ 1,37,492
Cause Category: Disability

Paripurnata champions the cause of the marginalized mentally ill women and strives for their mainstreaming.

Paryavaran Mitra's main objective is to work in the direction to Prevent Air, Water, Land and Sound Pollution, so as to make this world a better place to live for our future generations.

Paryavaran Mitra
Raised : ₹ 4,50,000
Highest Amongst Cause Category:
Environment & Animal Welfare



Sambhav Foundation
Raised : ₹ 14,251
Cause Category: Education

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

We will be utilising the funds raised in TSK25K for our Alternative Livelihood Project, which will enable us to reach out to more women and help bring a positive change into their lives.

Shree Ranjit Foundation
Raised : ₹ 11,050
Highest Amongst Cause Category:
Empowerment



Social Touch And Reform
Raised : ₹ 1,20,675
Highest Amongst Cause Category:
Elderly

To provide Senior Citizens a good comfortable years of living in their old age by constructing 'TANPURA' a Home with all facilities needed.

To empower children with holistic, quality education. Create a safe, fair community through building knowledge and livelihoods.

Swapnopuron Welfare Society
Raised : ₹ 2,100
Cause Category: Education



The Oral School for Deaf Children
Raised : ₹ 2,77,200
Cause Category: Disability

English medium education to the deaf to give them confidence in life after they finish school.

Empowerment of the underprivileged, especially the differently-abled, thereby assisting them to join the main stream of the society.

Voice of World
Raised : ₹ 2,81,762
Cause Category: Disability





SPECIAL STORIES

RUNNER - HIGH POWERED BY THE JOY OF GIVING



SHRUTI CHAMARIA,
Avid Runner and first time fundraiser

'As a runner, the thought that my run would make a difference, thoughts of my family and friends contributing to my steps - not only kept me going but energised me to improve my timing too. If you believe in yourself and the cause - then nothing is impossible!'

A personal connection to the cause of visually impaired and a wish to take action and give her time, led to her running for Voice of World at TSK 2019.

Shruti set records at fastest fundraising when she shot across her personal target of raising One Lakh in just eight days. She was overwhelmed at the phenomenal support and donations that came in from friends and family for Voice of World when she posted her appeal online on social media.

Voice Of World (VOW) runs a Blind School, an Inclusive School, a Kindergarten School, a Teacher's Training College (for Special Education) and pre-Primary Schools. VOW also has 22 centres in Bengal and one each at Puri and Delhi, wherein about 300 residential beneficiaries and about 2000 non-residential beneficiaries are taken care of. VOW additionally provides Vocational Training as a part of Skill Development Initiatives.

RUNS FOR VISIBILITY, FUNDRAISING AND ENCOURAGING VOLUNTEERISM

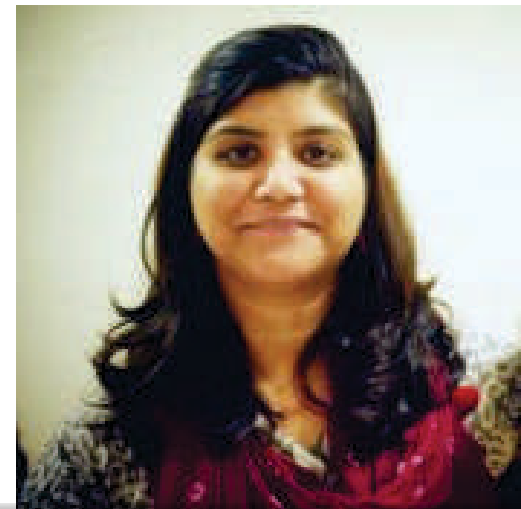
"People from all walks of life come together for the run and it becomes a great portal to create awareness. Volunteers begin to connect for the cause they run for..."

Support from the Board, Co-founders and Volunteers contributed to my fundraising immensely. Funds were raised for program Nakshatra, Bhumi's annual national talent festival in arts and sports for children from (orphanages) shelters, conducted in 9 cities across India. Over 9,000 children are expected to participate in the year ahead.

Bhumi provides educational support for over 25,000 underprivileged children across India with language and STEM education, life-skills support and scholarships for higher education and is also a platform for volunteers to take up causes linked to the Sustainable Development Goals. There are one-off and regular volunteering activities towards animal welfare, road safety, disability, environment, health and other activities.

My message is for everyone to come ahead and transform India through Volunteering!

Our experience with ICFn has been fabulous. All issues were handled immediately whether it is a glitch on the website, support to our teams, help in building our stories or (fundraising) plans for the Event. The team is available on calls, whatsapp, mails - everything! We come back every year (even if we have been less successful any year) because of the encouragement and the fact that we will get support from India Cares."



NEHA SINGHAL,
Manager - Kolkata | PR & Communications - Bhumi

A PUSH FOR REBUILDING COMMUNITIES AFFECTED BY LEPROSY



DR. JOSE MANIKKATHAN,
Director AIFO India

"For the first time ever, people affected by leprosy participated at TSK25K to create awareness that Leprosy is curable and that early detection prevents disabilities and spread of the disease.

Six leprosy cured individuals from Dhanbad participated in the 'Champions With Disabilities' Run along with family members and friends, taking home the exhilaration of public participation and the feeling of 'running as one' for their cause!

An awareness drive at schools in Shillong led to pupils raising one lakh rupees - for leprosy care within the community! One school we reached had just completed their annual fundraising, but when we completed a small awareness session of Leprosy with the school.

Aradhana Buragohain, Model, Actress and Miss India Universe Runner-up helped to build public awareness on care and cure of leprosy affected people in the North-East.

Public participation at all levels - school children, college students, company employees is required for social inclusion.

We look forward to support from all. We are thankful to Procem International and India Cares Foundation for support in reaching out to the public using the Event's platform."

HELPING HANDS COMES FROM ALL QUARTERS!

Nayana a young software engineer at Mahiti, the technology partner of India Cares, working on India Cares website was going through the Tata Steel Kolkata event pages as part of her work. Touched by the efforts of so many organisations, she read more and more. Wanting to contribute her time, she downloaded the fundraising kit available and created an iCare page!

Skeptical if she could raise any money, she shared her fundraising appeal on social media, setting a small target. She increased her target when she got support and donations and started reaching out to friends and well-wishers. She raised ₹ 14,251 from 51 friends!

"There is no exercise better for the heart than reaching down and lifting people up. I am inspired by the motto of India Cares. Being able to contribute to a great organization for a good cause, the pleasure of making a difference in people's lives gives happiness, fulfillment and meaning. I am happy if I have impacted even one person in need through my fundraising for Sambhav Foundation."



NAYANA NR,
Software Engineer | Mahiti Infotech Pvt. Ltd.

SHAKTI FUND

India Cares introduced 'Shakti Fund' – a Challenge Fund in 2014 to give the impetus for CSOs/ NGOs to fundraise. The fund is contributions coming from ourselves & some running bibs sold at a premium to runners. Since 2014, ₹ 40.22 lakh has been 'Won' by 63+ CSOs over the years.

At TSK25K, 18 CSOs/ NGOs won free run registration entries, the individual run registration fee for 3 Ananda Runners to the Event Promoter being paid by India Cares.



Tata Steel Kolkata 25K is an important platform for the Civil society Organisations - CSOs (NGOs). At the least costs, this is a chance for them to:

- Associate with an international brand event
- Promote their work
- Build their visibility and credibility
- Provides opportunity to raise funds by involving all stakeholders.

There are three main categories through which funds can be raised - **CSOs own efforts, Corporate participation & individual crowd fundraising.**

Of the total funds raised by the participating non-profits, the management cost for India Cares to support the CSOs from July to January 2019 was 8%. 29% of the funds passed through India Cares accounts and 61% was raised directly by the CSO by reaching out to donors/ fundraisers and companies.

10% is retained as a contribution by donations from the corporate participation category. 5% of funds raised through India Cares online platform was retained. 100% of all funds come into India Cares' bank account on behalf of any non profit is passed on and there is no retention from any of the funds that the donor donates directly to the chosen cause.

The actual retention and disbursement per participating non-profit is dependent on their utilization of each of the three categories. In its role as the Event's Philanthropy Partner, India Cares is committed to keep the overall administrative cost of fundraising on a reducing basis year on year.



A QUICK OVERVIEW

35

No. of fundraising CSOs

Total No. of fundraisers

38

40

No. of participating CSOs

Total No. of donors

880

₹19,82,224

Highest fundraising CSO:
Bal Utsav

Total no. of online donors
(www.icfn.in/tsk25k)

187

₹14,41,000

2nd Highest fundraising CSO:
Tata Medical Centre

Largest number of pledges
by a single fundraiser

51

₹12,00,000

3rd Highest fundraising CSO:
Motivation India

Largest single pledge
amount

₹1 lakh

100
employees

Max. participation by a corporate
company: **Bajaj Electricals Ltd.**

Smallest single pledge
amount

₹50

₹19,89,224

Highest fundraising Care Champion Diamond:
Binu Verma raised for Bal Utsav

Highest iCare Fundraiser:
Neha Singhal, raised for Bhumi

₹4,24,614

₹5,07,500

Highest fundraising Care Champion Gold:
Nikhilesh MM raised for Kalisu Foundation

2nd Highest iCare Fundraiser: **Shruti
Chamaria**, raised for Voice of World

₹1,04,825

₹1,06,102

Highest fundraising Care Champion Silver:
Bidhan Chandra Chakrabarti raised for
Paripurnata Halfway Home



India Cares Foundation is a non-profit trust, working to support Civil Society Organisations (CSOs/NGOs) in the areas of Resource Mobilisation, Leadership Development, Donor Management and Communications to help build a better society with public participation and collaborations.

Established in 2008, India Cares Foundation supports organisations pan India with teams in Bengaluru, Delhi and Kolkata. In the past decade we have associated with over 1350 CSOs (NGOs), supported in raising ₹ 104+ crore through 315 companies and 4776 fundraisers.

India Cares is also a sounding board for CSOs when they start, set up hybrid models, project proposals, product costing, next level planning, fundraising planning/strategy, employee engagement. We work with an emphasis on events and are the **Philanthropy Partner** for the Tata Steel Kolkata 25K; the TCS World 10K Bengaluru and the Airtel Delhi Half Marathon.





HIGHLIGHTS
TATA STEEL KOLKATA 25K 2019

IAAF SILVER LABEL RACE



In its sixth edition Tata Steel Kolkata 25K attained a new milestone; becoming the World's only International Association of Athletics Federations (IAAF) accredited 25K to be accorded the prestigious 'Silver Label'.

The new jewel in the crown 'Silver Label' has cemented the event's name in the league of leading road races around the world.

EVENT ETHOS



Is the third Sunday of December every year about distances, hours, endurance and fitness? Or is there a bigger picture, about people, place and times?

The Tata Steel Kolkata 25K is about rhythms: the individual and the collective. And nothing evokes the latter better than the wondrous city of Kolkata. So it's no wonder that races are known by the cities that host them. And it's not an arms-length relationship the city has with the race; on the contrary, Kolkata embraces the event: arterial roads are closed for traffic; landmarks are in sync with human ones, as runners race past these edifices.

There's a new rhythm in the air: of the slap of tread patterns on asphalt; heavy breathing; the cheering of crowds; the tempo of dhunuchi dancers; the emotions of participants and elation of individual triumphs. It is moments strung together in a celebration of humanity. And it is this celebratory spirit at the heart of the TSK 25K that is evoked on race day. A celebration not just of runners, but of people at large: fundraisers to volunteers; armed forces to city authorities; local artists to sporting greats; from all walks of life; young and elderly. Not just along the race route, but from the four corners of the city and further.

There's a saying in Bengal. *Baro mashe, tero parbon (13 festivals in 12 months)*. However, there is only one festival that celebrates the sporting spirit of the city and its people.

Tata Steel Kolkata 25K,

#FeelTheSpirit

EVENT CAMPAIGN (TSK25K 2019)

TATA STEEL
We Also Make Tomorrow

TATA

RUN TO CELEBRATE THE
SPiRiT OF KOLKATA

REGISTER NOW
tatasteelkolkata25k.procam.in
HELPLINE: 9867722855

IAAF
KOLKATA 25K
#FeelTheSpirit

RACE DAY: SUN, DEC 15, 2019

TATA STEEL
We Also Make Tomorrow

TATA

RUN TO BREAK
BARRIERS?
YES I WILL

REGISTER FOR THE **ANANDA RUN 5K**

tatasteelkolkata25k.procam.in HELPLINE: 9867722855

IAAF
KOLKATA 25K
#FeelTheSpirit

RACE DAY: SUN, DEC 15, 2019

TATA STEEL
We Also Make Tomorrow

TATA

HAVE FUN ON
THE RUN?
YES I WILL

REGISTER FOR
THE ANANDA RUN 5K

tatasteelkolkata25k.procam.in
HELPLINE: 9867722855

IAAF
KOLKATA 25K
#FeelTheSpirit

RACE DAY: SUN, DEC 15, 2019



Technopolis FCG Airport

Golpark Circle



Selvel One

India's leading 'on the move communication specialist' joined hands with Tata Steel Kolkata 25K. They have supported the event in showcasing the campaign through a mix of high visibility outdoor sites and innovate digital outdoor across the city of Kolkata.

No. 4 Bridge



Gorky Sadan

Technopolis



LAUNCH PRESS CONFERENCE

The evening celebrated the unified sporting spirit of the people, without exclusion, without taking any sides, and inviting Kolkatans to **#FeelTheSpirit**.

The registrations for the TSK25K was announced at a gala graced by sponsors and partners, along with Face of the Event, Sourav Ganguly.



(L to R) Major General R S Bhadauria, Enrico Piperno (Founding Partner Procam International), Dr. Sanjukta Dutta (Medical Director & Head of Emergency-Fortis), Vineet Agarwal (CEO-T10 Sports), Murray Culshaw (Chairperson-India Cares), Dibyendu Barua (Indian Chess Grandmaster), Sourav Ganguly (Face of the Event); Chanakya Chaudhary (Vice President - Corporate Services, Tata Steel), Piyush Gupta (VP of Marketing and Sales, Tata Steel), Lt. General R P Kalita (AVSM, SM, VSM, Chief of Staff, Eastern Command, Fort William), Sumit Joshi (GM, The Oberoi Grand) and Vijay Raghavan Venugopal (CEO, Fast&Up).

New Partners

Energy Drink Partner



Continuing its successful association with the Tata Mumbai Marathon, Tata Consultancy Services World 10K Bengaluru and the Airtel Delhi Half Marathon, Fast&Up has extended its association as the **Energy Drink Partner** to Tata Steel Kolkata 25K 2019.



Sportswear Partner



T10 Sports, India's leading home-grown sports apparel brand is the **Sportswear Partner** for TSK25K. As part of the association, T10 sports gave all 25K confirmed participants, the exclusive T10 Sports Race Day Tee, while the overall top 790 men and 190 women finishers in the Open 10K received T10 Sports Finishers Tee.

Vivek Singh (Jt. MD, Procam International), Vineet Agarwal (CEO - T10 Sports), Sourav Ganguly (Face of the Event), Chanakya Chaudhary (Vice President, Corporate Services, Tata Steel) and Lt. General R P Kalita (AVSM, SM, VSM, Chief of Staff, Eastern Command, Fort William), launched the race day tee at the conference.





SOURAV GANGULY (Face Of The Event)



HERNAN CRESPO (International Event Ambassador)

The ace marksman and three- time world cupper from Argentina, **Hernan Jorge Crespo** was the Tata Steel Kolkata 25K 2019 International Event Ambassador.

A prolific striker, Crespo has scored over 300 goals in a career spanning 19 years. At the international level, Crespo scored 35 goals and is Argentina's fourth highest goal scorer behind only Sergio Aguero, Gabriel Batistuta and Lionel Messi.

He played in three FIFA World Cups: 1998, 2002, 2006. At club level, Crespo was the world's most expensive player, when he was bought by Lazio from Parma in 2000 for €56 million (£35.5 million). He was top scorer in the 2000-01 Serie A with 26 goals, playing for Lazio.

Crespo's awards include three Serie A scudetti, a Copa Libertadores, a Premier League title with Chelsea and an Olympic Games silver medal. In 2004, he was named by Pele in the FIFA 100 list of the world's greatest living players. Crespo never received a red card during his career.



- 1** Welcomed to the City of Joy by Hon'ble Sports Minister, Govt. of West Bengal, Shri Aroop Biswas



- 2** Meet & Greet with the media



- 3** Meet & Greet with the senior management and employees of Tata Steel

4

Interactive session with the Pacers of the Event



5

Hernan Crespo gorging in to the original Nolen Gurer Rosogolla at the Oberoi Grand



6

Welcomed by the Hon'ble Governor of West Bengal, Shri Jagdeep Dhankhar



7

Hernan Crespo cheering the runners on race day

TSK25K 2019 OFFICIAL PACERS

Keeping up with the Vijay Diwas celebrations, this year 9 Indian Defence Forces officers paced the 25K runners and 10 Entrepreneur's paced Open 10K runners to the finish line.

25K Run Official Pacers



Pradeep Chhonkar

Defence Forces

Bus Time- 2:15 hour bus



Yogesh Gera

Defence Forces

Bus Time- 2:15 hour bus



Chao Lengdon Chaocing

Retd., Defence Forces

Bus Time- 2:30 hour bus



Munish Bhagi

Defence Forces

Bus Time- 2:30 hour bus



Girish Visweswaran

Defence Forces

Bus Time- 2:45 hour bus



Vikram Chhibber

Defence Forces

Bus Time- 2:45 hour bus



Devander Bhatia

Defence Forces

Bus Time- 3:00 hour bus



Saikat Chaudhari

Defence Forces

Bus Time- 3:00 hour bus



Murli Manohar Mayank

Defence Forces

Bus Time- 3:15 hour bus



Partha Pratim Barik

Defence Forces

Bus Time- 3:15 hour bus

Open 10K Run Official Pacers



Atul Ahuja

Branch Manager,
Standard Chartered Bank
Bus Time - 60 minutes



Sunmbul Rahman

Entrepreneur
Bus Time - 60 minutes



Rahul Gupta

Proprietor,
KR Collections
Bus Time - 65 minutes



Saurav Bhartia

Managing Director,
Asansol Steel Casting Pvt. Ltd.
Bus Time - 65 minutes



Prema Rajaram

Senior Correspondent,
CNN-News 18
Bus Time - 70 minutes



Rajendragouda B Patil

Defence Forces

Bus Time - 70 minutes



Anik Raheja

Founder,
Jalandhar Running Club
Bus Time - 75 minutes



Shraddha Mehta

Co-ordinator,
PODIGY Montessori & Day Care
Bus Time - 75 minutes



Dr. Neelu Khanna

Retd., Defence Forces
Bus Time - 80 minutes



Shubhashis Ghosh

Entrepreneur
Bus Time - 80 minutes

A Fully equipped Event Media Center on Red Road was the nerve centre of all media activities during the race week. Over 200 accredited local and international media were present during the race week for numerous curated press conferences and interactions of the event.

Unveiled the Race Route of the TSK25K 2019 (L to R) - Kamal Kumar (Maitra-Secretary, WBAA), Varghese K (Kolkata Police), Kamlesh Chatterjee (VP, WBAA), P.N. Sankaran (Director Operations, Procam International), Hugh Jones, (Race Director), Dr Sanjukta Dutta (Medical Director & Head of Emergency-Fortis), Srikanth Sola (Co-founder, CEO, Devic Earth), Prasanta Saha (Regional Director, Procam International) and Vivek Singh (Jt. MD, Procam International).

11 Dec 2019



TECHNICAL PRESS CONFERENCE

The conference outlined arrangements for the 15000+ participants on race day including medical facilities and the new race route.



PHILANTHROPY PRESS CONFERENCE

11 Dec 2019

At the philanthropy Meet & Greet (L to R) - Vivek Singh (Jt. MD, Procam International), Nandita Palchoudhuri (for Ektara), Arati Kakatkar (VP Procam International), Sonali Mundle (Namrata Sureka), Sukumar Ghorui, (CWD participant), Dipankar Sarkar (Secretary and Chief Functionary, Noah's Ark) and Meena Dave (CEO, India Cares).

The 2019 edition saw 40 CSOs registering with Event's Philanthropy Partner, India Cares Foundation, and using the event as a fundraising platform. At this press conference, India Cares announced till 11th December 2019 an amount of ₹ 61 lakh was raised by CSOs including those working in remote areas for causes like education, skill development, disability, women empowerment, health, girl child, environment conservation and community development.



INTERNATIONAL ELITE ATHLETE TOP CONTENDERS

12 Dec 2019

Kenya's Leonard Barsoton, USA's Stanley Kebenei, Ethiopia's Tariku Bekele, Ethiopia's Birke Debele and Tanzania's Failuna Matanga spoke about their race strategy and preparations for Sunday. The athletes also got an opportunity to visit the iconic Prinsep Ghat.

14 Dec 2019



ELITE INDIAN ATHLETE TOP CONTENDERS

The Indian runners Srinu Bugatha, Arati Patil, Shyamali Singh, Tirtha Pun, Harshad Mhatre, Belliappa AB all set with their preparations ahead of the race day.



15 Dec 2019

The media center was buzzing with activity as Live Telecast of the race was being watched by all media personnel to track the race and progress of all the elites. Post-race conferences were conducted for the Indian and International Elite athletes and gave the media an opportunity to interact with the winners.

COUNTDOWN PRESS CONFERENCE

TSK25K stamped its supremacy with registrations closing for the feature race 25K, 5K timed race and the Senior Citizens' Run on account of reaching the category ceiling. The total registration for the 2019 edition was at an all-time high with **15,445** participants across different categories.



Unveiled the TSK25K 2019-Medal of Steel & T10 Finisher Tee for 10K runners, with dignitaries (L to R) - Prasanta Saha (Regional Director, Procam International), Kamal Kumar (Maitra-Secretary, WBAA), Kushan Rai-Cluster Head East of Radio Mirchi, Entertainment Network India Limited), Major General Alok Joshi (GOC Bengal Area), Major General B K Repswal (VSM, Eastern Command), Enrico Piperno (Founding Partner, Procam International), Chanakya Chaudhary (Vice President-Corporate Services, Tata Steel), Debashish Kumar (MMIC, Sports, Parks & Garden, Advertisement & Parking, Kolkata Municipal Corporation), Kamalesh Chatterjee (VP-WBAA), Deepdas Gupta (Former Indian Cricketer & Commentator), Prochi Mehta, Dr. Jitender Aggarwal (Founder and CEO, Sarthak Educational Trust, CWD Facilitator), Noomi Mehta, Sumit Joshi (GM, The Oberoi Grand) and Vivek Singh (Jt. MD, Procam International).



(L to R) - Vivek Singh (Jt. MD, Procam International), Enrico Piperno – (Founding Partner, Procam International), Major General Alok Joshi (GOC Bengal Area), Chanakya Chaudhary (Vice President - Corporate Services, Tata Steel), Major General B K Repswal (VSM, Eastern Command) and Deepdas Gupta (Former Indian Cricketer & Commentator), with the Vijay Diwas Trophy.

THE MEDAL OF STEEL



(L to R), Vivek Singh (Jt. MD, Procram International), Kushan Rai (Cluster Head, East, Radio Mirchi), Deepdas Gupta (Former Indian Cricketer & Commentator), Major General Alok Joshi (GOC Bengal Sub-Area), Major General B K Repswal (VSM, Eastern Command), Debashish Kumar (MMIC, Sports, Parks & Garden, Advertisement & Parking, Kolkata Municipal Corporation), Chanakya Chaudhary (Vice President - Corporate Services, Tata Steel), Sumit Joshi (GM, The Oberoi Grand), Enrico Piperno (Founding Partner, Procram International), Dr. Jitender Aggarwal (Founder and CEO, Sarthak Educational Trust, CWD Facilitator), Noomi Mehta and Prochi Mehta, launched the Medal of Steel.



A world's first, for the 2019 edition, Tata Steel along with Procram International, celebrated the steely resolve of the 25K runners. Each finisher was rewarded with a 'Medal of Steel' uniquely crafted by Tata Steel.

Steel is a symbol of the human spirit; of inner grit, strength and determination. It is the critical element that helps us 'face obstacles and odds without breaking. It keeps us going'. The medal design is our homage to the spirit of Kolkata. It is an amalgamation of elements of the city, that make up the spirit of Kolkata. It is a tangible manifestation of the 'steely' spirit of the city and our event participants.

Pioneers in the steel industry Tata Steel is a part of every symbol of pride, from our past. The symbols of pride for the future, will also be made with Tata Steel. Not just ordinary steel, but Steel with innovations such as Graphene. For this edition, Tata Steel used this unique medal of steel to communicate this philosophy at the TSK25K.

THE MIRCHI GET ACTIVE EXPO

The Mirchi Get Active Expo is a one-stop destination for health and fitness enthusiasts to come together under one roof. The three-day expo opened on Thursday, 12th December 2019, at the Khudiram Anushilan Kendra. In addition to running number bib collection, the expo helped runners get tips from experts, trainers, doctors and more, in preparation for their big day.



Beyond the Finish Line (BTFL) an initiative of Procam International, in association with GoSports Foundation, acts as a platform to recognise, reinforce, reward stories of individuals who have created a positive impact on society via Sport.

The BTFL, held on Friday, 13th December 2019 at the Oberoi Grand Kolkata, was an exclusive evening celebrating the spirit of sporting excellence that brought together eminent personalities over sublime food and great conversations. The evening was hosted by historian Dr. Boria Majumdar.

The sporting and glamour quotient was enhanced by the presence of our Event Ambassador - ace marksman and three-time world cupper from Argentina, Hernan Jorge Crespo. The evening focused on young achievers & the engaging session witnessed conversations with Renedy Singh - President of FPAI and former Indian football skipper, Bala Devi - Indian women football team captain along with Basketball Star Nima Bhutia.



From (L to R) - Renedy Singh (President of FPAI and former Indian football skipper), Hernan Crespo (International Event Ambassador), Bala Devi (Indian women football team captain) & Nima Bhutia (Basketball star)

Dr. Boria Majumdar with Hernan Crespo.



Dr. Boria Majumdar with Bala Devi, Renedy Singh & Nima Bhutia.

BEYOND THE FINISH LINE

PASTA COOKOUT



(L-R) Aradhana Buragohain (Actor and Model), Jitendra Bhargava (Former Exec. Director Air India), Rahul Bose (Actor), Chanakya Chaudhary (VP, Corporate Services, Tata Steel), Vineet Agarwal (CEO of T10) & Anubhav Karmakar (Fast&Up athlete).

Keeping with the tradition of carbo-loading before race day, the Pasta Cookout was an engaging and interactive lunch hosted by the event's Hospitality Partner, The Oberoi Grand Kolkata. It was a fun-filled afternoon as the International Event Ambassador Hernan Crespo, and former India rugby player and Bollywood star Rahul Bose set off to test their skills in the Pasta Cookout.

Vineet Agarwal (CEO of T10) and Anubhav Karmakar (Fast&Up Athlete) outshined the rest and were declared winners at the Pasta Cookout.



(L-R) Anil Singh (MD, Procam International), Sharmistha Gooptu (Author, and Pasta Cookout Judge), TSK25K Pasta Cookout 2019 winners Vineet Agarwal (CEO of T10) and Anubhav Karmakar (Fast&Up Athlete), Piyush Gupta (Tata Steel VP of Marketing and Sales), & Alessandro Filizola (Pasta cookout judge).



VIJAY DIWAS TROPHY



In a show of solidarity with the Services, and to celebrate Vijay Diwas which falls during the week of the event, TSK25K is honoured to have the whole-hearted participation of the Eastern Command. Vijay Diwas Trophy, which was launched last year, continues to serve as an integral challenge of the event. The Trophy is inspired by the momentous Vijay Smarak and is a Rolling Trophy.

Vijay Diwas Trophy was contested between the Indian Army, Indian Navy and the Indian Air Force with total of 31 Teams. Each team had three-members running the 25K and the aggregate of their individual timings determined the winning team. The top three teams won cash prize of ₹ 60,000, ₹ 42,000 and ₹ 30,000 respectively.

1

WINNING TEAM

Maikhelsing Ramsiej, Raphael Thapa,
N Bijesh Singh (4:21:04)

2

1st RUNNER-UP

Indra Bahadur Thapa Magar, Lalit Mohan Singh,
K H Roshan Singh (4:27:09)

3

2nd RUNNER-UP

Neeraj Singh Kunwar, Chandra Bahadur Gharti,
Manoj Singh Kotliya (4:28:46)



POLICE CUP



An event of this stature is not possible without the unstinted support from Kolkata Police. To applaud their sporting spirit, there was a special category within the event, i.e the Police Cup, wherein 51 teams from the Kolkata Police force competed. A team comprised of 3 members, each one covering the 10 kilometer distance; the aggregate of their individual timings determined the winning team.

The top three teams won cash prize of ₹ 30,000, ₹ 21,000 and ₹ 15,000 respectively.

1

WINNING TEAM

Joydey Dey, Manas Das,
Laxman Chandra Roy (1:52:17)

2

1st RUNNER-UP

Panchanan Datta, Panchananda Ghosh,
Bachhu Durlan (2:09:29)

3

2nd RUNNER-UP

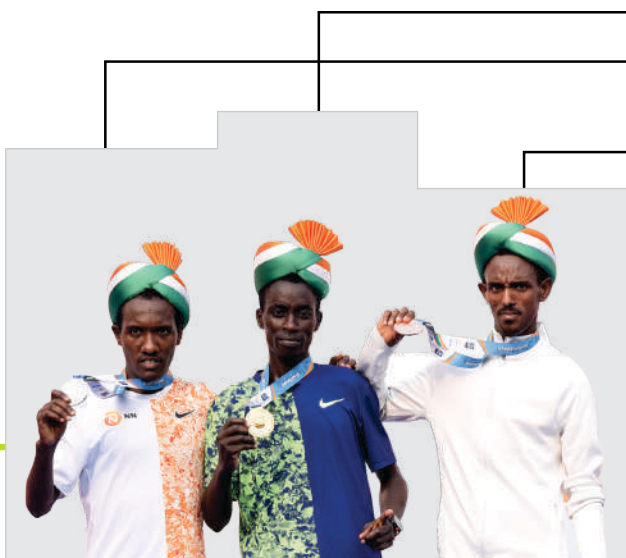
Selim Akhtar Sheekh, Chandra Shekhar Shaw,
Mantu Nagbanshi (2:17:51)



On Sunday, December 15th, Kolkata came alive with hearts pounding, as runners, young and old, men and women, rich and poor, **15,445** runners to be precise, tattooing through the grandeur and heritage of Kolkata. Runners ran shoulder to shoulder regardless of cast, creed, color, political ideology, or social status, for a variety of causes... and they ran for the city they love – Kolkata!

TSK25K Elite Overall Winners

Overall Elite Men



WINNER

Leonard Barsoton (KEN) - 1:13:05

1st RUNNER-UP

Betesfa Getahun (ETH) - 1:13:33

2nd RUNNER-UP

Bayelign Yegsaw (ETH) - 1:13:36

WINNER

Gutteni Shone (ETH) - 1:22:08

1st RUNNER-UP

Desi Jisa (BAH) - 1:23:32

2nd RUNNER-UP

Tejitu Daba (BAH) - 1:24:32



Overall Elite Women

RACE DAY

TSK25K Elite Indian Winners

Indian Elite Men



WINNER

Srinu Bugatha - 1:18:31

1st RUNNER-UP

Tirtha Pun - 1:18:39

2nd RUNNER-UP

Harshad Mhatre - 1:20:02

WINNER

Kiranjeet Kaur - 1:38:55

1st RUNNER-UP

Shyamali Singh - 1:39:02

2nd RUNNER-UP

Arati Patil - 1:39:39



Indian Elite Women

RACE DAY



WARM UP SESSION

Warm up for all 10K and 25K participants on race day was conducted by Procam International. Event Ambassador, Hernan Crespo joined the session wishing runners the very best for their run. The high energy sessions surely warmed up the participants well before their run!!



RUN IN COSTUME

The Ananda Run is the heart and soul of Tata Steel Kolkata 25K. It was a carnival, where runners came together in colourful costumes, designs, showcasing their mood and the cause they are supporting.



Winner

SABA ISLAM

EXPRESSIVE ME (Individual)

1st Runner up

RAHUL KUMAR BAJI



Winner

**ANURADHA GHOSH
(SANTAL BOLPUR)**

EXPRESSIVE US (Group)

1st Runner up

**GROUP LEADER : SURAJ SINGH
(SAVE THE BIRDS)**





VOLINI RECOVERY ZONE

Volini created the 'Maxx RecoveryZone' that spanned across 8,000 sq. ft. area where runners headed straight after the finish line to get quick recovery. 120 physiotherapists along with injury management specialists and doctors made sure over 4000 runners were taken care of.



RUN CLUBS FOR RUNNERS

Run Clubs were an integral part of race day activities. Six run clubs from the city namely North Kolkata Runners, Salt Lake Runners, Road Burners, Happy Feet Howrah, Striders, and South Kolkata Runners were actively involved in handling the Bisleri hydration centres and Fast&Up Energy stations on the course, giving the much-needed motivation to fellow runners.

BISLERI WATER STATIONS MANAGED BY



FAST&UP ENERGY STATIONS MANAGED BY



CWD Facilitator



Sarothak Educational Trust came on board as the Tata Steel Kolkata 25K CWD Facilitator. Sarothak Educational Trust's, a 11-year-old Civil Society Organization working for the mainstreaming of Persons with Disability through Early Intervention, Inclusive Education, Skill Development and Employment Generation. They have trained and placed 16000 & 18000 persons with disability with the support of 27+ funding partners, and 1000+ equal opportunity employers.

CHAMPIONS WITH DISABILITY

This edition had 230 CWD participants along with buddies on start line on 15th December 2019.



SENIOR CITIZENS' RUN

The participation figures for the 2019 edition almost doubled from last year with 1014 participants.



CHAMPIONS DINNER

Champions' Dinner is a celebration to applaud the achievements and success of the event. All the winners were felicitated for their hard work and focus-fuelled performances while the pacers were acknowledged for their selfless act to ensure our amateurs achieve their personal best. The gala evening also gave an opportunity to the entire team to come together for one last toast!



WASTE MANAGEMENT

A ZERO WASTE TO LANDFILL INITIATIVE

All waste generated between 7th to 18th December 2019 during the Tata Steel Kolkata 25K including the expo, venue and final clearance of the route was collected and sent for disposal to relevant recycling or reusable destinations. No waste was sent to the landfill. A successful zero to landfill sporting event!

Types of waste	Weight in Kgs
Organic Waste	851
Pet Bottles	397
Flex Waste	2155
Cardboard	531
Coconut Shells	360
All other Dry Waste	1417
TOTAL	5711

DETAILS OF DISPOSAL METHODS

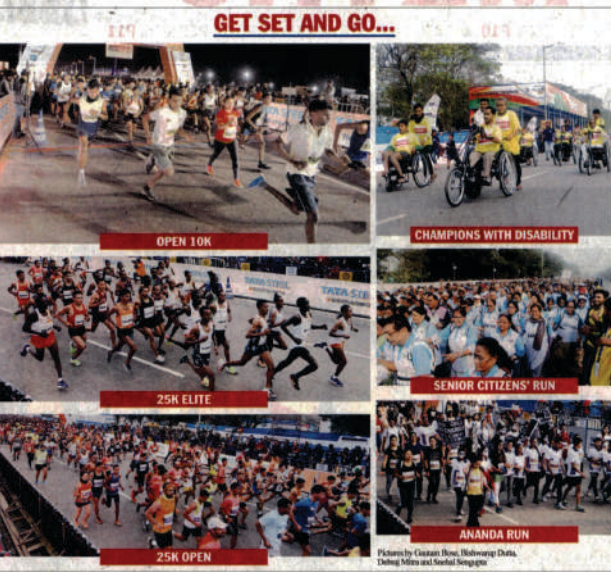
Food Waste / Flower Waste:	Compositing facility, DISHA Dhulagarh project.
Plastic Bottles / PET Bottles:	Sent back to Bisleri.
Plastics:	Local recycling market.
Tetra Pack:	Sent for co-processing.
All other dry waste:	Paper, files and cardboard sent to local recycling market.
Thermocol:	Sent for co-processing.
Flex Shred, Carpet, Waste:	Sent for co-processing.
Wood:	Used as fuel by waste pickers for cooking.
Coconut Shells:	Sent to Kolkata Municipality for Composting.

**Data Provided by Hasirudala Innovations Pvt. Ltd.*

City's passion for running right on track from start

ANISH SENGUPTA AND DEBRAJ MITRA

Calcutta: More than 6,000 people lined up and stood on the start line of the Open 10K at 6.00 am on Sunday, the sheer number speaking for the city's new-found passion for running. The 10K race at the Tata Sports Ground 5K partitioned by The Telegraph drew 6,000 participants this year, more than the 4,500 runners that saw a 4,500 participants.



Pictures by Gagan Bose, Subhanga Das, Tahani Khan and Kunal Sengupta

GET SET AND GO...

Running, from being a niche activity, has become a part of life for those Calcuttans. Many of them now run once or twice a week instead of practising just a few days in the run-up to an event.

Several of the 10K participants were making their debut, having earlier taken part in one-time abseil or fun-run events. They had trained themselves for both the distance and pace of a timed run.

Running, from being a niche activity, has become a part of life for those Calcuttans. Many of them now run once or twice a week instead of practising just a few days in the run-up to an event.

OPEN 10K
The first thing she had to do was to get a pair of shoes designed for road running. "Although running is one of the most pocket-friendly sports you can take up, with fine shoes you realise that getting one is essential for running regularly," said Dutta, who runs at least twice a week and says it helps her keep fit both physically and mentally.

CHAMPIONS WITH DISABILITY
Yashvir Yadav, who runs on a Sunday to reach his final on time for the race. His effort was rewarded as he finished among the first five in the Open 10K run.

25K ELITE
Having started off with shorter distances, Yashvir now runs with a 25K on a Sunday to reach his final on time for the race. His effort was rewarded as he finished among the first five in the Open 10K run.

SENIOR CITIZENS' RUN
Parthasarathi Varadachari, probably the oldest participant in the senior citizens' run, was born on November 15, 1923, when King George V was the emperor of India. That makes him 96. The electrical engineer who retired as an additional general manager of Eastern Railway made his TSK debut this year. "I loved the atmosphere and would have registered for a longer distance even a few years ago," said the Alipore resident, who was accompanied by his daughter.

ANANDA RUN
Warming up in the holding area before the Ananda Run was Nikita Barua (right) with mother Neelam (centre) and aunt Usha Bhutoria — all TSK first-timers. The 27-year-old diplomat returned from a 'big fat wedding' in Japan on Saturday. "The run is going to be my relaxation," Nikita told Metro. Her mother and aunt are regular morning walkers.

25K OPEN
Khubboo Barua, 22, who lost her left leg when a truck hit her from behind three years ago took part in the Champions with Disability Run along with her mother Kalpana. A final-year BCom student at The Bhawanipur Education Society College, Khubboo uses a prosthetic limb and swims regularly to keep fit. "I don't let anything come in the way of my fitness and I am hopeful that I will be able to motivate more people to take up running or some form of physical activity," she said.

NGO worker Saba Islam
Some form of physical activity... she said.

stamina. I then started to running on my personal best timing and kept improving thereafter," said Yashvir, a first-year student of Charu Chandra College.

Software engineer Prasad Dasgupta has been keeping about "completing up" during the run but that didn't stop him from running.

"I always seem to love to run. I have been preparing for this for the last month. I was hooked to travel run after taking part in several one-day runs in the last few months. I could finish a longer distance at a decent pace. Like some of the other runners, he was heading on the "20-minute floor" to help him complete the run.

Proctor are regular runners who participate in a road race every few days. They have signed up for their bodies at that time when they can spot them and follow them if they aspire to complete the distance within a particular time.

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The Telegraph

কলকাতায় এসে খোলামেলা আর্জেন্টিনার হার্নান ক্রেসপো

মেসি স্পেশাল, মারাদোনো ভিন গ্রহের

আমার মেসিকে দারুণ লাগে। সন্তুষ্ট হলে আর্জেন্টিনা দলে ওর পাশে খেলাতে পারলে আরও ভালো লাগত। কিন্তু সেই সুযোগ তো আর নেই এখন।

আমার মেসিকে দারুণ লাগে। সন্তুষ্ট হলে আর্জেন্টিনা দলে ওর পাশে খেলাতে পারলে আরও ভালো লাগত। কিন্তু সেই সুযোগ তো আর নেই এখন।



আর্জেন্টিনার ফুটবল খেলোয়াড় হার্নান ক্রেসপো (ডানে) এক ছোট ছেলেকে তার জার্সি পরিয়ে দিচ্ছেন।

১৫ ডিসেম্বর ১৯৮৩ সালে হার্নান ক্রেসপো জন্ম নেন। হার্নান ক্রেসপো জন্ম নেন ১৯৮৩ সালের ১৫ ডিসেম্বর। হার্নান ক্রেসপো জন্ম নেন ১৯৮৩ সালের ১৫ ডিসেম্বর।

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Uttarbanga Sambad

মৈরাথন में बासॉटन और गुटेनी ने मारी बाजी

भारतीय एथलीटों में श्रीनु बुगाटा और किनजीत कोर रहे छल्लल दौड़ में 15,000 से अधिक लोगों ने उत्साह से लिया हिस्सा



किनजीत कोर की जीत के बाद मरी बाजी।



श्रीनु बुगाटा की जीत के बाद मरी बाजी।

जयपुर में मरी बाजी में भारतीय एथलीटों की जीत का ऐतिहासिक क्षण। श्रीनु बुगाटा और किनजीत कोर ने 15,000 से अधिक लोगों के उत्साह में भाग लिया।

द्यूमर को मात देकर मैराथन में चमक बिखेर रही श्यामली। श्यामली ने 25K दौड़ में जीत का ऐतिहासिक क्षण।

Dainik Jagran

Dainik Jagran



Leonard Barsoton of Kenya along with Guteni Shone of Ethiopia rewrote the event records with a timing of 1:13:05 and 1:22:09 respectively to light up the lazy Sunday morning at Kolkata 25K marathon. The runners smashed the records set by Kenenisa Bekele and Degetu Azimeraw and breasted the winning tape in male and female categories. ■ DILIP DUTTA

The Statesman (Delhi) - 16th Dec, Pg 15

Barsoton, Shone win in record time

Srinu Bugatha and Kiranjeet are the fastest Indians

KOLKATA 25K

Y.B. SARANGI
KOLKATA

Kenyan Leonard Barsoton and Ethiopian Guteni Shone won the elite men and women's titles with new event records on an altered course in the \$100,000 Tata Steel Kolkata 25K here on Sunday.

Barsoton, who confirmed participation only two weeks ago, left the others behind with 4km to go and crossed the line in 1:13:05.

"Am excited to have broken the record (1:13:48) of the great Kenenisa Bekele on first attempt," said Barsoton, who returned a superb 59:09 at the Valencia half-marathon earlier this year.

Ethiopian Betesfa Getahun (1:13:33) and Bayelign Yegsa (1:13:36) came second and third respectively.

Shone also produced a sensational performance of 1:22:09 to beat Degetu Azimeraw's record of 1:26:01 by almost an unprecedented four minutes. She was followed by the Bahrain pair of Desi Jisa (1:23:32) and Tejitu Daba (1:24:32).

The new course, with fewer bends, helped five women and four men run under the event record.

Srinu Bugatha clocked 1:18:31 to beat Tirtha Pun by eight seconds and emerge as the best Indian male runner.

The women's race witnessed a dramatic turnaround in fortunes as Bengal girl Shyamali Singh, who led



Leonard Barsoton.
■ RAJEEV BHATT



Guteni Shone.
■ RAJEEV BHATT

for a considerable period, took a break after a bout of vomiting.

It allowed Kiranjeet Kaur, who spent almost 21 hours in transit from Delhi to Kolkata due to a flight delay by Air India, to win in 1:38:56. Shyamali fought till the end but came in second in 1:39:02.

The elite winners received \$7,500 each, while



Proud Indians: Srinu Bugatha and Kiranjeet Kaur with their gold medals. ■ RAJEEV BHATT

জেতার পর শ্যামালীর মনে পড়ছে সু'বহর আগে সুকের টিউমারের কথা। কলেজের, 'আমার চিকিৎসার জন্য সেই সন্ধ্যা অনেক অর্ধের বরফের সেই মুহূর্ত মায়ামনে নেমেছিল, জিতবে সেই অর্ধ চিকিৎসার কাছে প্রায় বাক। সন্ধ্যানে রঙ্গা পেকের গায় সেই অর্ধ চিকিৎসার কাছে লেগে যাবে। 'খটা হল, কলকাতার রবিবার রঙ্গা জেতার জন্য যে সু'বহর টকা পুস্তার শ্যামালী সন্ধ্যানে, তাও কাছে গেলে যাচ্ছে এনেই।

সন্ধ্যারই কোচ ও স্বামী সন্ধ্যারের সঙ্গে বেনিয়া উড়ে যানেন শ্যামালী।



আমী কলকাতার মায়ামনে মাকে রাখল বহর সঙ্গে কলেজে। ইনসেটে, শ্যামালী সিং

দু'বার বমি করেও রূপো শ্যামালীর

বেকেলের রেকর্ড ভাঙলেন লিওনার্ড

এই সময়: কেনিয়ার ট্রেনিং যে কালে বিতে অর্ধ করে, তা বেগা বেল কলকাতার টাটা সিল ২৫ কিলোমিটার সৌতের শেষে। রানিগেজের শ্যামালী সিং কপো জিতবেন রবিবারের সৌতের আরটাই মেজের বিভাগে। আকোপ একটাই, 'সৌতের মাঝে সু'বহর বমি করে বমিকটা সময় ব্যয় হয়ে যাবার অঙ্কের জন্য জিততে পারেন না সন্ধ্যা।

জেতার পর শ্যামালীর মনে পড়ছে সু'বহর আগে সুকের টিউমারের কথা। কলেজের, 'আমার চিকিৎসার জন্য সেই সন্ধ্যা অনেক অর্ধের বরফের সেই মুহূর্ত মায়ামনে নেমেছিল, জিতবে সেই অর্ধ চিকিৎসার কাছে প্রায় বাক। সন্ধ্যানে রঙ্গা পেকের গায় সেই অর্ধ চিকিৎসার কাছে লেগে যাবে। 'খটা হল, কলকাতার রবিবার রঙ্গা জেতার জন্য যে সু'বহর টকা পুস্তার শ্যামালী সন্ধ্যানে, তাও কাছে গেলে যাচ্ছে এনেই।

সন্ধ্যারই কোচ ও স্বামী সন্ধ্যারের সঙ্গে বেনিয়া উড়ে যানেন শ্যামালী।

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সন্ধ্যারই কোচ ও স্বামী সন্ধ্যারের সঙ্গে বেনিয়া উড়ে যানেন শ্যামালী।

Messi doesn't need to win World Cup to be called great player: Crespo

KOLKATA, DEC 13 /- Lionel Messi is in the same league as Pele or Diego Maradona and he doesn't need to win a World Cup to prove his greatness, football iconic former Argentine striker Herman Crespo. Here is the city as the ambassador of TSK 25K run, the prolific Argentine said: "Messi doesn't need that (to win a World Cup) to be great player. In the whole history, I can think of five players - Pele, (Alfredo) di Stefano, (Juan) Crespo, (Diego) Maradona and then there is Messi." He however hoped that Messi gets to finally lift the trophy at Qatar 2022 even though it will be incredibly tough.



Argentinian footballer Herman Crespo meeting state sports minister Aroop Biswas at New Secretariat Building—Photo: Arjit Ganguly

Battista and Lionel Messi. For someone, who had his best days in Italy, Crespo never harboured ambitions of winning a Ballon d'Or—an award he considers as a 'personal trophy'. "I grew up without thinking about Ballon d'Or because at that time when I was young the Ballon d'Or was given to only the European players. I don't go with this ambition. It is a personal trophy. I think football as a team sport. It is important to receive this kind of award. It is not about my spirit. I don't think in terms of ambition to win Ballon d'Or." The former Chelsea star further rated EPL as the best among the leagues. "In my heart, it's Serie A but at the same time now, EPL is the best. When I was in Italy, the names of the Serie A derived from 'seven sisters' because the seven teams (AC Milan, Inter Milan, Fiorentina, Lazio, Juventus, Parma, Roma) were believed to be title contenders. Not anymore. "The same with EPL now, Tottenham, Manchester, Arsenal and Chelsea were giants. But now it's so competitive," the former Inter Milan forward said. Talking about his own career, he spoke about how it was a dream to play against the legendary former Italian skipper Franco Baresi, who would turn up for AC Milan. "For me, when I came to Italy I was young and I played against Baresi. It was more than a dream to play in Italy and this achievement was very tough," said Crespo, who has played for Milan, Inter, Parma and Lazio in the Serie A. (PTI)

The Echo of India (Kolkata)

All roads lead to race start line

HIBAL MURTHY
SNEHAL SUDHITA

Calcutta Roadways finished out on Sunday morning, the 1,200 people turned up for Calcutta's longest road race today.

The first edition of the Tata Steel Kolkata 25K, part of the city's growing portfolio of events, was held on Sunday.

The first edition of the race in 2018 had seen 5,000 runners, all of whom were local.

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CAN'T WAIT TO RUN



Runners on the Calcutta Roadways try to hold their breath as they begin the 25K run of the Kolkata 25K, part of the city's growing portfolio of events, was held on Sunday.



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The Hindu (Delhi) - 16th Dec, Pg 21

Ei Samay - 16th Dec, Pg 14

The Telegraph - 16th Dec, Pg 9



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TATA STEEL



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It gives us immense pleasure to continue our tradition of bonding with the best by being a part of this miraculous mindbend that Tata Steel Kolkata 25k has triggered in this city's denizens. In our sixth consecutive year of association since its inception, the run has morphed into an all-encompassing international event and is receiving participation from almost every section of society.

The team at The Oberoi Grand, Kolkata is proud to be a partner in this change.

SUMIT JOSHI
General Manager
The Oberoi Grand Kolkata



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**FIT TO
RUN**



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Dr. Sanjukta Dutta

MBBS, PGFEM, MEM, MMSC-EM, MBA
Consultant & Head, Emergency Medicine Department,
Fortis Hospitals, Anandapur, Kolkata
Examiner, Royal College of Emergency Medicine, UK
Immediate Past President, Society for EM India, WB Chapter

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