



Philanthropy Partner





# THE RUNNING ANTHEM

To achieve anything in life, one needs a strong resolve, and even more importantly, one needs to take that first step forward. "The miracle isn't that I finished, but that I had the courage to start."

Capturing this ethos, an exclusive Running Anthem 'Nikal Pado to Mumkin Hai' was launched earlier this year. Composed by the dynamic duo Salim-Sulaiman, the Hindi version is sung by the energetic Sukhwinder Singh, the lyrics of the anthem have been penned by noted lyricist and Padma Shri awardee, Prasoon Joshi. For the TSK25K, the anthem was translated into Bengali titled 'Egao Jodi to Sofol Hobei', the Bengali version being sung by Rajiv Sundaresan.

Khaamosh jheel ke andar, Ek zinda leher uṭhana,  
প্রশান্ত ঝিলের জলে, এক জোয়ারের ঢেউ তুলে

Har dil ki khuli saḍak pe, Ummeedein likhte jaana,  
সব হৃদয়ের রাজপথে, নতুন আশার দীপ জ্বলে

Soye soye sapnon ko, ek hulchul khwaab dikhaana,  
ঝিমিয়ে পড়া সব স্বপ্নে, এক প্রাণের স্পন্দন তেলে

Bebaak iraaḍe lekar bin bandish behte jaana,  
অটল ইচ্ছে নিয়ে সব বাঁধ-ভাঙা তুফান তুলে

Soch liya toh mumkin hai,  
ভাবো যদি-সম্ভব তবেই

Nikal paḍo toh mumkin hai,  
এগোও যদি তো সফল হবেই

(Get up and Go!)

Soch liya toh mumkin hai,  
ভাবো যদি-সম্ভব তবেই

Nikal paḍo toh mumkin hai,  
এগোও যদি তো সফল হবেই

(Nothing can stop you now!)

Jab sacchi daud ho andar, sab bandhan khul jaate haiñ,  
যেই সত্যিকারের টান পড়ে-সব বাঁধন যে খুলে যায়

Chhap chhap chhapaak se chehre, raaton ke dhul jaate haiñ,  
ছল ছল ছলাৎ মুখে-সব রাতের কালি ধুয়ে যায়

Aazaad pankh haiñ yaaron, chalo aasmaan se khelein,  
খোলা ডানায় ভন্ দিয়ে, দেব দূর আকাশে পাড়ি

Na sarhad na seemaayein, aao uḍaan se khelein,  
না সীমানা-সীমান্ত, এসো ওড়ার সুখে উড়ি

Soch liya...  
ভাবো যদি...

Focus, on the moment at hand,

Stick to the plan, Never stop, never again,

Don't think, No wall, And there's no pain,

Only adrenaline running through my veins

Hona hi hai aaj mukammal...  
হতেই হবে আজ যে সফল

(Nothing can stop you now!)

Soch liya toh mumkin hai,  
ভাবো যদি-সম্ভব তবেই

Nikal paḍo toh mumkin hai,  
এগোও যদি তো সফল হবেই

(Nothing can stop you now!)

Break through and I never quit,

Mind is on the finish line till im over it,

When I fall, I rise and you'll see how,

Like a flame from the ashes,

Nothing can stop you now!

Soch liya toh mumkin hai,  
ভাবো যদি-সম্ভব তবেই

Nikal paḍo toh mumkin hai,  
এগোও যদি তো সফল হবেই

Soch liya toh mumkin hai,  
ভাবো যদি-সম্ভব তবেই

Nikal paḍo toh mumkin hai,  
এগোও যদি তো সফল হবেই

(Nothing can stop you now!)

Ziddi si koshish lekar...  
ইচ্ছেটা অটুট রেখে -

Ziddi si koshish lekar, nas nas ka dhanush banaana  
ইচ্ছেটা অটুট রেখে - সব চেষ্টা সার্থক করো

Talwoñ se tapee zameen ko, junooni raag sunaana,  
পায়ের তলার তপ্ত জমি নিষ্ঠা দিয়ে জয় করো

Talwoñ se tapee zameen ko, junooni raag sunaana,  
পায়ের তলার তপ্ত জমি নিষ্ঠা দিয়ে জয় করো



**Lyricist: Prasoon Joshi**



**Composer: Salim - Sulaiman**



**Singer: Sukhwinder Singh**



**Bengali Version Singer:  
Rajiv Sundaresan**

## POWER SPEAK



**H. E. KESHARI NATH TRIPATHI**  
*Hon'ble Governor of West Bengal*

“I am overwhelmed at the sight of this large congregation of people gathered for the TSK 25K on a nippy Sunday morning. The fact that event dedicated this year's run to Vijay Diwas and the city came together to celebrate it was just mesmerising. What is more commendable is that the event isn't only a competition but it also provides a platform for philanthropic cause. This edition has already raised ₹ 40 lakh for various causes. My heartiest congratulations to all the participants, organizers and sponsors for yet another successful edition of the event.”



# POWER SPEAK



## **AROOP BISWAS**

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

“It is spectacular to see over 15,000 people at the starting line for the TSK 25K. We are proud to be a part of this marquee event that has already been awarded with the Bronze Label for putting Kolkata on the international map of distance running as well as International event also. We are very lucky to have the International sports persons amongst us like Mike Powel, Greg Louganis etc. in respective years. Today due to our lifestyle habits, changing environment, we are battling diseases as it is proven that running and walking is the best medicine.

## **DEBASISH KUMAR**

*Member Mayor In Council,  
Kolkata Municipal Corporation*

“I have been associated with TSK 25K since its inception and each year the Race Day on Sunday morning is inspiring. The event has grown in stature and magnitude and in only five years has become an internationally awaited leading run at this specialized distance. We at KMC, will continue with our support to the event and would like to congratulate all the participants for a wonderful race.”



## **LT. GENERAL M. M. NARAVANE**

*AVSM, SM, VSM – GOC-in-C  
Eastern Command*

“The Indian Army has been a pillar of strength for the participative sports movement in India. We are proud to have launched and hosted the Vijay Diwas Trophy, a first of its kind sporting initiative in a public-private partnership. The euphoria that we witnessed on Sunday Morning was inspiring and to see the city run in unison to celebrate Vijay Diwas was humbling. The Vijay Smarak on every finisher medal was a great gesture by Procarn and will have a lasting impact in the hearts of all.”

## **MAJOR GENERAL AMIT KUMAR SANYAL VSM**

*GOC-n-C Bengal Sub Area*

“We are extremely proud to witness Tata Steel Kolkata 25K Marathon grow so popular amongst the Kolkatans. The response from the Army was prompt & participation unprecedented. You will agree that to showcase an event of this stature requires foresight, planning & disciplined execution. The organisers and TATA have risen to the occasion & made the event a resounding success. An able mind with a fit body is a way of life for the Indian Army and it is heart rendering to witness the Kolkatans attempting to adapt to this lifestyle. What was even more special was the fact, that the participants came together from all walks of life to celebrate the momentous Vijay Diwas in a most befitting way. We congratulate all stakeholders with a special reference to the ever valiant Indian Army in making this event a grand success.”



# POWER SPEAK



## **SURAJIT KAR PURKAYASTHA**

*State Security Adviser, West Bengal*

“Staying healthy and fit is the mantra we live by and it is for this reason, TSK 25K is an event all in the city and around eagerly look forward to. In the last couple of years the event has served as an added motivation and served to inculcate camaraderie among all stake holders and our departments with the participation in Police Cup. The successful conduct of the Tata Steel Kolkata 25K is a matter of great pride for us and our teams have worked tirelessly with Procum International to ensure a free flowing event. The active support and patience of the citizens of Kolkata, whether they were participating or cheering on the runners along the route was truly heartening.”



## **VINEET KUMAR GOYAL**

*IPS-Working President WBAA & Director Security West Bengal*

“Athletics Federation of India would like to congratulate all winners of 2018 Tata Steel Kolkata 25K. The road races organised by Procum International continue to serve as a great platform for our India athletes to run alongside some of the best distance runners in the world. Our team has worked tirelessly to ensure smooth functioning of the event and we look forward to a bigger and better event next year.”



## PROMOTER'S SPEAK

Kolkata has been the cultural capital of India for a long time now. But today most humbly and with a deep sense of satisfaction, we can say it is a city that has taken to running like a river heading for the ocean. The inevitability of the city emerging as an urban ecosystem of healthy living was evidenced in 14,700+ runners at the starting line - as Tata Steel Kolkata 25K 2018 stepped into its fifth year.

This year was even more special as the event coincided with Vijay Diwas. This gave us an opportunity to salute our martyrs and celebrate the armed forces contribution in the liberation and birth of Bangladesh as a nation. The support we received from the Indian Army, Eastern Command was unparalleled. The institutionalization of the Vijay Diwas Trophy will be a boost to all services and remain as a mark of our respect towards them.

TSK25K has seen phenomenal growth in these five years. In only its second year of going international, the event firmly cemented its position on the global calendar of distance running. Today, the event is the only International Association of Athletics Federations (IAAF) accredited 25K in the world.

The 2018 edition of the event saw a bevy of world-class runners gather at the line up including former world half-marathon champion Florence Kiplagat along with a robust contingent of Indian long-distance runners. With their sheer speed and elegance, they captivated the City of Joy. While Kolkata's beloved 'Dada' Sourav Ganguly continued as the face of the event, we had legendary diver Greg Louganis as the international event ambassador. The presence of the duo inspired all the participants to put their best step forward. I am deeply grateful for their warm presence and support of the event.

Distance Running and philanthropy go hand in hand and slowly but surely, the city is opening up its heart to this. With India Cares, taking on the responsibility as the event's philanthropy partner, the event has raised ₹ 65.35 lakh in charity. With XXX NGO's having used this platform to raise much needed funds and awareness.

The TSK25K has successfully captured the mindset of the people of the east and to conduct a sporting event of this stature requires commitment, dedication and hard work from all stakeholders. We are truly blessed to receive this in abundance from the state and civic authorities, our sponsors and partners. To the running community, we say thank you and wish more power to you.

We finish with a commitment that next year we will be back, bigger and better.

The movement has just begun!

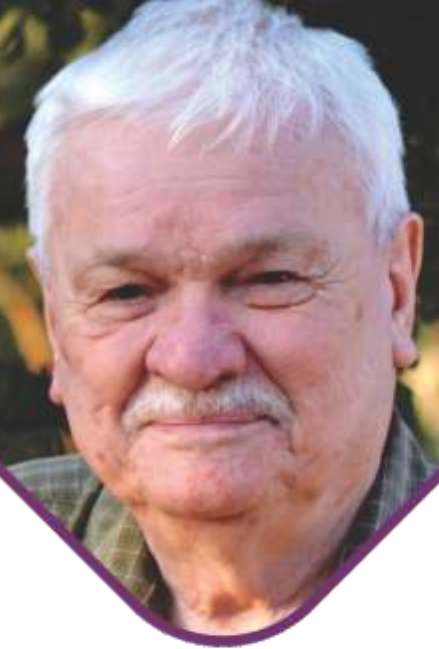
- Anil & Vivek Singh







**TATA STEEL KOLKATA 25K 2018 and**  
**PHILANTHROPY**



## FROM THE PHILANTHROPY PARTNER'S DESK

We, India Cares Foundation, were happy to have been invited by Procarn International, to be the Philanthropy Partner for the Tata Steel Kolkata 25K from the 2018 edition onwards. We have experience of supporting Civil Society Organisations - CSOs (NGOs) in the TCS World 10K Bengaluru since 2008 and since 2014 at the Airtel Delhi Half Marathon.

We are confident of the platform being of great help to the social sector, though every city has a different set of circumstances. We are also aware that Kolkata and eastern India CSOs, need extra support and encouragement to communicate their work and impact to their stakeholders, well-wishers and friends to generate public awareness of their services and new donors.

During the months before the TSK25K we met each registered CSO at least a couple of times; and our team conducted fundraising and communications workshops. For a few CSOs we were able to create appeals and video clips to help them spread the message of their services to their networks which in turn helped in building awareness and raising funds.

“What we found very encouraging was the willingness of CSOs to learn and implement the guidance provided by India Cares. CSOs acknowledged that a platform of this kind is vital for the eastern region of our country, since the platform is open to all government registered charitable organisations. A promising start in our association with TSK25K has been made; and we thank the event sponsors, every donor, fundraiser, company who contributed. We also have very much appreciated the support provided by the event promoter, Procarn International who helped us find our feet in the different and very special 'world' that is Kolkata!”

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

Philanthropy Partner



**IndiaCares™**  
Foundation

# 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 cause.

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

All stakeholders of a CSO can 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 Philanthropy Partner, India Cares Foundation and provides their legal documentation, audit report; and utilisation report of funds raised in the previous edition of the event, if they have participated. On registration, team India Cares works closely with the registered CSOs – getting to know the CSO's work and fund requirement, formulating a communications strategy, encouraging their volunteers, Board members and the community they serve to fundraise and spread the word about their work, help promoting the CSO's cause, especially highlighting the impact of their service to society.

36 CSOs registered for the Tata Steel Kolkata 25K 2018; they raised ₹ 65.35 lakh, 27% more than in 2017.

India Cares places an emphasis on involvement of individuals in fundraising, building awareness and contributing. This principle got CSOs reach out to individuals; 36 fundraisers reached out to their own networks - getting 58% of the total funds through 559 individual donors. 12 companies contributed ₹ 27.50 lakh too.

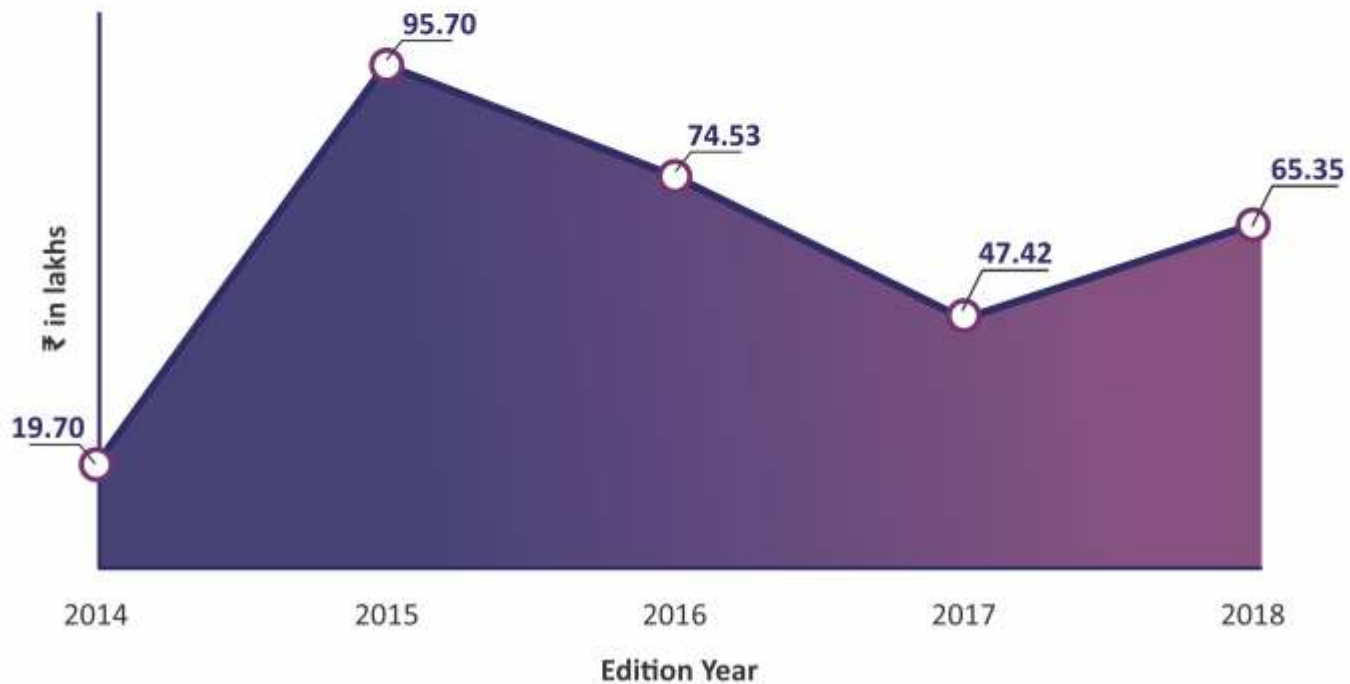
These funds will help provide services to benefit disadvantaged sections of society, including children, youth and adults. The services include Education, Health care, including Mental health and Mobility Aids; and Skills building to enhance livelihood opportunities.



# FUNDS RAISED AT TATA STEEL KOLKATA 25K

Summary of Funds raised at TATA Steel Kolkata 2018	
Care Champions Diamond	₹ 5,63,493
Care Champions Silver	₹ 4,91,435
iCare	₹ 10,07,214
Funds raised by CSOs through their own efforts	₹ 15,15,903
Corporate Cares contributions	₹ 27,50,000
CSO participation (amount to ICFn)	₹ 2,07,000
<b>Total Funds Raised</b>	<b>₹ 65,35,045</b>

TOTAL FUNDS RAISED SINCE 2014 : ₹ 302.70 LAKHS



## CARE CHAMPIONS

Care Champions - the word says it all! This section is where individuals bring out the 'Champion' from within and reach out to their networks to raise funds and awareness about the work of a chosen CSO (NGO) they believe in. These individuals take on minimum fund raising targets starting from ₹ 1 lakh up to ₹ 4 lakhs, and every champion has raised more than the minimum target. At the TSK25K 2018, we had 4 individuals, as Champions, cumulatively raising ₹ 10.55 lakh.

# CARE CHAMPIONS DIAMOND

A Care Champion Diamond is an individual who undertakes to raise a minimum of ₹ 4 lakh in donations for a chosen CSO. This edition we had Ms Anuradha Kapoor, Founder Director of Swayam, deciding to be a Care Champion Diamond taking on a challenge of raising ₹ 4 lakh for Swayam but raising ₹ 5,63,493/-

## ANURADHA KAPOOR

**Raised : ₹ 5,63,493  
for Swayam**

Born and brought up in Kolkata, Anuradha Kapoor loves travelling, trying new cuisines and dancing! Both an Ashoka and Eisenhower Fellow, she is a member of the Civil Society Advisory Group for UN Women's Multi Country Office for India, Bhutan, Sri Lanka and the Maldives. Anuradha has fundraised to make a difference to the lives of many women and their children who are facing violence.

Established in 1995, Swayam is a feminist organisation committed to advancing women's rights and ending gender inequality and violence against women. A believer in alliance building, she initiated the setting up of AMAN Global Voices for Peace in the Home, an international network of organisations working on Domestic Violence.

*"The Tata Steel Kolkata 25K was a nice opportunity to reach out to people at an individual level. Most importantly, what you raise here is what you can use on the ground for your organisation. In times of crises, new actions or program support it is very useful. Fundraising gets your community involved. As an awareness generation tool, it is a good platform. Lastly, it was a great team event for us. It brought the entire Swayam team together and created a bonding between us. Overall, the platform is a great opportunity for organisations to take their work to a larger community and get community support for their work!"*



# CARE CHAMPIONS SILVER

A Care Champion Silver is an individual who undertakes to raise a minimum of ₹ 1 lakh in donations for a chosen CSO. This edition we had 3 Care Champions Silver who raised a total of ₹ 4,91,435, benefitting 3 CSOs (NGOs).

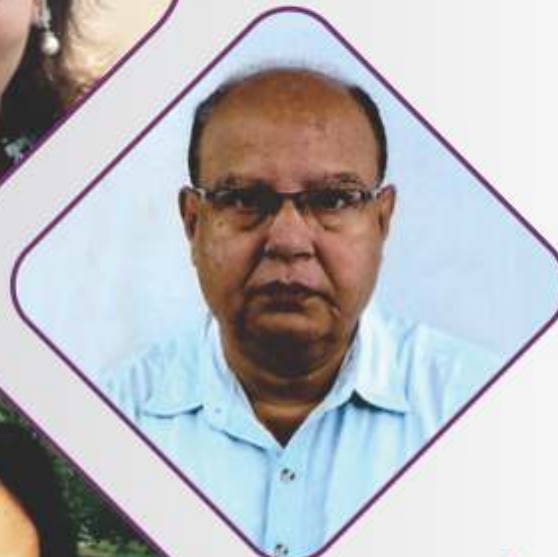
**DIMPLE KAPOOR**

**Raised : ₹ 2,49,500**

**for Shrimad Rajchandra Love and Care**

*"The event was absolutely excellent. The fundraising part was great and everything was very well organised. When there is a big event of this scale, fundraising definitely becomes much easier. I feel that people may not take us seriously if we approach them just like that. But when approached with participation in a well known marathon such as the Tata Steel Kolkata people get the confidence to contribute.*

*At Shrimad our basic motto is love and care... we want to spread this message to one and all. We believe in humanitarian care extending to everyone - be it animals or all other human beings... And when you have the power to help, one should always move ahead!"*



**BIDHAN CHANDRA CHAKRABARTY**

**Raised : ₹ 1,22,000**

**for Paripurnata Halfway Home**



**AMRITA DAS GUPTA**

**Raised : ₹ 1,20,935**

**for Swayam**

# iCARE FUNDRAISERS

Most individuals want to do more than just contribute; volunteering time can be that one thing, and then there is fundraising! It means reaching out to one's own networks and talking to them about the CSOs (NGOs) work one believes in, and getting them to donate to the cause and become a volunteer fundraiser!

An iCare Fundraiser is an individual who wants to do more in spreading the word about the cause the chosen CSO's (NGO's) works for, setting one's own target & giving time to raise funds using his/her own network to the best of ability.

At Tata Steel Kolkata 25K 2018, 32 individuals were iCare Fundraisers, having raised ₹ 10,07,214 for 12 CSOs, through 167 donors.



# iCARE FUNDRAISERS



## JAYENDRA SHAH

**Raised: ₹ 4,56,000/-**

**for Shrimad Rajchandra Love and Care**

*" I feel fortunate & privileged enough to be a part of such a noble cause, such a service to mankind. My GURUDEV'S Krupa, blessings, and teachings have been instrumental in my fundraising service."*

*The TSK25K platform works getting all of us together for the common cause of helping the less fortunate and spreading the word of the mission of the organisation."*



## TINA DESAI

**Raised: ₹ 1,42,500/-**

**for Shrimad Rajchandra Love and Care**

*"After all, friends are the family you choose.. but in my case, this family bestowed to me by divine has been kind to me, help me lever myself, made me braver and most importantly, believed me blindfoldedly in the mission of serving selflessly in the soulfully beautiful NGO 'Shrimad Rajchandra Mission'.*

*Having a streamlined life of homemaker with weekends dedicated to volunteering in Shrimad Rajchandra Mission, leaves very less time for me to connect to new people and make friends.*

*But, the handful of my longest known friends, my neighbors who have known me doing seva for the last 9 years were instantly ready to support my cause. It's almost like same set of friends I have been approaching year after year and with impeccable belief and conviction.. their support has made it possible for me to stand here."*

# iCARE FUNDRAISERS

iCare Fundraisers who have raised more than 2000 for their chosen CSO

First Name	CSO Supported	Raised Rs
Bijoy Ghosh	LittleBigHelp	₹ 74,960
Kalpesh Desai	Shrimad Rajchandra Love and Care	₹ 61,101
Soumitra Bose	Calcutta Rescue	₹ 51,101
Jainil Damani	Shrimad Rajchandra Love and Care	₹ 42,000
Girish Parekh	Shrimad Rajchandra Love and Care	₹ 35,000
Aditya Shah	Shrimad Rajchandra Love and Care	₹ 28,000
Samudrajeet Ghosh	Seva Kendra Calcutta	₹ 16,252
Shomir Choudhuri	Calcutta Rescue	₹ 14,899
Monalisa Majumdar	ActionAid	₹ 14,200
Radhika Patel	Shrimad Rajchandra Love and Care	₹ 13,500
Sriya Satuluri	Swayam	₹ 12,501
Rumia Mukherjee	Calcutta Rescue	₹ 8,000
Srijita Sarkar	Ashwini Charitable Trust	₹ 6,000
Srabasti Majumdar	Swayam	₹ 5,000
Calcutta Rescue School	Calcutta Rescue	₹ 4,700
Kakali Bhattacharjee	Swayam	₹ 4,000
Agnimitra Paul	Loreto Rainbow Homes Foundation	₹ 3,100
Promit Maitra	Dakshini Prayash	₹ 3,000
Maalavika SM	Ashwini Charitable Trust	₹ 2,500

# CORPORATE CARES

# CORPORATE CARES

Corporate are a vital part for the philanthropy pillar of the TSK25K. Companies contribute to a chosen CSO, get their employees engaged in causes and run for the cause. This creates an atmosphere of social awareness, health and fitness within the employees, at the same time the Society at large knows that the company is a 'Caring Company'.

This also builds the awareness for the cause the company is running for and increases the credibility of the CSO in general.

In TSK25K 2018, there were 12 companies fielding 12 teams, a total of 345 employees running from these companies, supporting 5 causes contributing ₹ 27.50 lakh.

COMPANY NAME	SUPPORTED ORGANISATION	TOTAL CONTRIBUTION
Bajaj Electricals	Pariyavaran Mitra	₹ 5,00,000
Magma Foundation	Calcutta Rescue	₹ 350,000
Titan Industries	Tata Medical Centre	₹ 3,50,000
Mjunction Services Limited	Tata Medical Centre	₹ 2,50,000
Tata Steel Processing and Distribution	Tata Medical Centre	₹ 2,50,000
Blue Star Ltd	Blue Star Foundation	₹ 1,50,000
Genpact	Habitat For Humanity	₹ 1,50,000
Link Quest Telecom Limited	Habitat For Humanity	₹ 1,50,000
Rallis India	Tata Medical Centre	₹ 1,50,000
Tata Global Beverages Limited	Tata Medical Centre	₹ 1,50,000
Tata Hitachi	Tata Medical Centre	₹ 1,50,000
The Tinsplate Company of India Limited	Tata Medical Centre	₹ 1,50,000

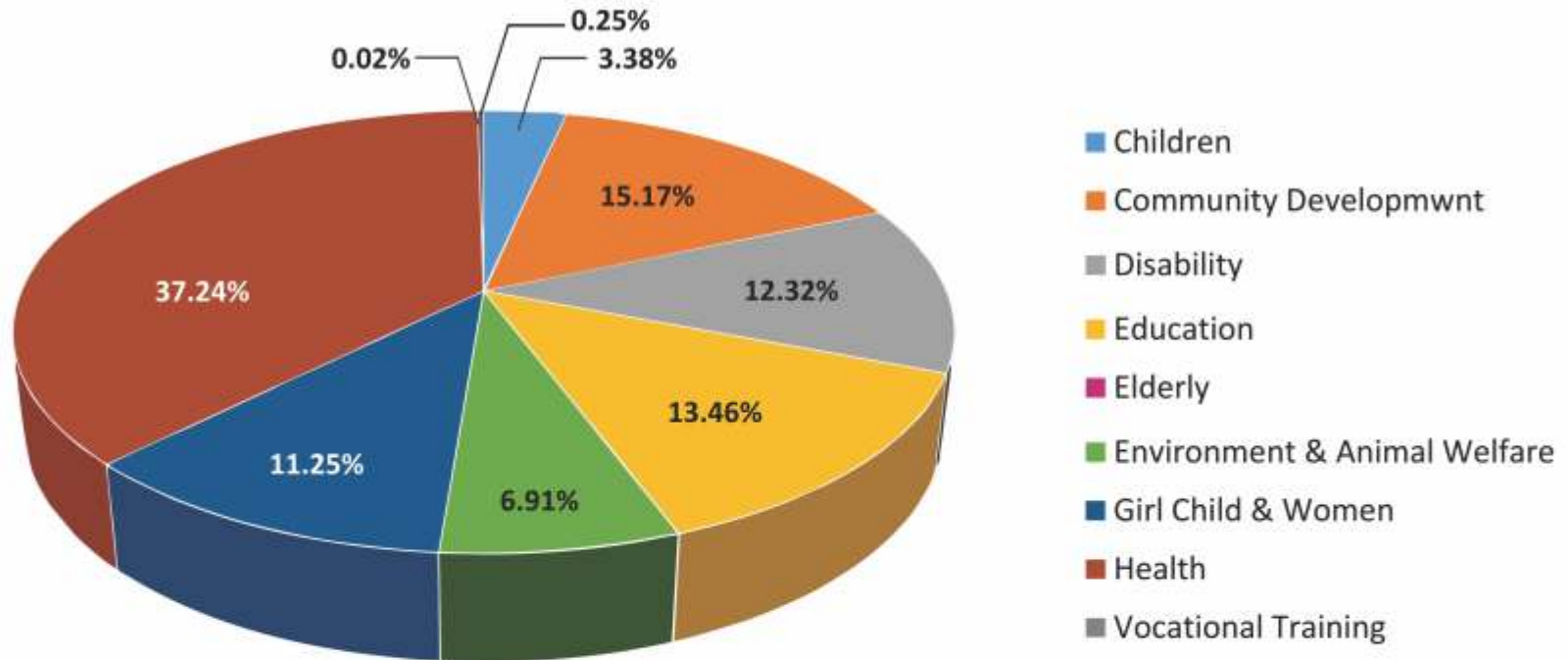
## PARTICIPATING CSOs

Civil Society Organisations - CSOs (NGOs) at Tata Steel Kolkata 25K 2018 have been a mixed bunch, working in causes like Education, Girl Child, Environment, Disability to lesser supported causes like inclusion for HIV positive individuals & commercial sex workers, families who have lost their livelihoods due to the failing tea gardens of Eastern India, families who have lost their breadwinners due to the crocodile and tiger attacks in Sundarbans, etc.

In all 36 CSOs participated and learnt on how to communicate their cause to the people of Kolkata and garner support.

# PARTICIPATING CSOs

## CAUSE-WISE FUNDS RAISED AT TATA STEEL KOLKATA 25K 2018



Cause	Funds Raised	Percentage
Children	₹ 2,20,770	3.38%
Community Development	₹ 9,91,100	15.17%
Disability	₹ 8,05,323	12.32%
Education	₹ 8,79,400	13.46%
Elderly	₹ 1,000	0.02%
Environment & Animal Welfare	₹ 4,51,800	6.91%
Girl Child & Women	₹ 7,35,429	11.25%
Health	₹ 24,33,571	37.24%
Vocational Training	₹ 16,652	0.25%

# TOP FUNDRAISING CSOs



## HIGHEST FUNDRAISING CSO

**TATA Medical Centre Trust**

**Raised ₹ 13,05,000/-**

Tata Medical Center, Kolkata currently houses 183 beds with the most modern diagnostic and treatment facilities. The hospital has already treated around 93,000 newly diagnosed patients of cancer and performed more than 22,000 surgeries till date.

We hoped to start and raise funds through the TSK25 for Phase 2 expansion of the hospital and add 250 beds. The same is being done through the addition of a wing adjacent to the existing building so that the entire facility will be connected.

This new wing will take the total number of beds to 400 plus which will be more than double the hospital's capacity in terms of number of patients that can be treated now. The hospital will be able to then treat more patients as well as reduce the waiting periods across treatments.

*"Tata Medical Center, Kolkata gratefully acknowledges the constant support received through the Tata Steel Kolkata 25K from the group companies and employees who spread the word of our work. This support, allows us to provide the best quality treatment for patients with cancer at lowest cost."*

**-Prof. Dr. Mammen Chandy,  
Director, Tata Medical Center**



# TOP FUNDRAISING CSOs



## 2<sup>ND</sup> HIGHEST FUNDRAISING CSO

SRLC - Shrimad Rajchandra Love and Care

Raised ₹ 10,23,601

The amount we raised through TSK25K 2018 edition will all go towards a new hospital in Dharampur, South Gujarat. There is a need to expand the 75 bed hospital providing best health care services to the poorest of the poor - from neo natal services to the critical illness, over 80,000 people receive treatment every year.

*"TSK25K is very important as it provides us a platform through which we are able to approach friends and family & make them aware about the great work being done by the hospital. All our funds have come through friends and family only & without such a platform, it would be difficult to reach out to them for funds."*

**-Amit Desai,  
Co-ordinator, Kolkata Chapter**





# TOP FUNDRAISING CSOs



## 3<sup>RD</sup> HIGHEST FUNDRAISING CSO

**Calcutta Rescue**  
**Raised ₹ 7,13,700**

Calcutta Rescue (CR) provides health care and education to the most economically disadvantaged and socially disfavored people in Calcutta and West Bengal. Established 38 years ago, it has grown to over 150 Indian employees operating in four urban clinics, two street medicine mobile clinics, two schools, an arsenic/iron water filtration project, and a handicrafts project. Last fiscal year CR directly enhanced the lives of nearly 20,000 persons and positively touched the lives of thousands more. CR's particular strength has been to focus on people that no one else helps and to "rescue" people from the consequences of ill-health, illiteracy & poverty.

*"From Boston to London to Berlin, marathons generate a huge amount of enthusiasm from runners and their supporters about the activities of NGOs. It allows a strong bond to be created between the cause of the NGO and the runner willing to endure physical pain to help his/her NGO. We are thankful to Tata Steel for providing the NGOs a great platform to showcase our work and to India Cares for facilitating the event so well."*

*-Jaydeep Chakraborty,  
CEO*



## PARTICIPATING CSOs



### **Swayam**

*Raised : ₹ 6,99,929*

*Cause : Girl Child & Women*

We work with women survivors of violence, their children, schools and colleges, lawyers, judges, police, NGOs, community groups, other networks in Kolkata and surrounding districts.



### **The Oral School for Deaf Children**

*Raised : ₹ 5,21,004*

*Cause : Disability*

Provide English medium education to all deaf students from Nursery to class 12 of all ethnic, religions, social and financial backgrounds.



### **Paryavaran Mitra**

*Raised : ₹ 4,50,000*

*Cause : Environment & Animal Welfare*

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.



### **Habitat for Humanity India Trust**

*Raised : ₹ 2,70,000*

*Cause : Community Development*

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



### **Shakti Fund - An India Cares Initiative**

*Raised : ₹ 2,07,000*

*Cause : Community Development*

Set up to encourage the Civil Society Organisations (CSOs/ NGOs) and their well wishers to reach out and communicate better about their work/cause to raise more resources.



### **LittleBigHelp India Trust**

*Raised : ₹ 1,39,960*

*Cause : Children*

Runs Girls' Home and Boys' Home separately for vulnerable girls and boys for these children to start a new life away from the street with care, comfort, nutrition, education - and a place to call 'home'.



### **Paripurnata Halfway Home**

*Raised : ₹ 1,39,300*

*Cause : Disability*

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

## PARTICIPATING CSOs



### Blue Star Foundation

Raised : ₹ 1,35,000

Cause : Disability

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



### Motivation India

Raised : ₹ 1,22,519

Cause : Disability

The right wheelchair in the right way can transform a life. Motivation India works with people with mobility disabilities across India by providing customized and appropriate wheelchairs. cancer patients at the hospital based on the needs of patients seeking support.



### Antara

Raised : ₹ 96,970

Cause : Health

Antara caters to persons with mental illness by providing treatment and rehabilitation. Free services are provided to all the needy patients especially the homeless.



### Loreto Rainbow Homes Foundation

Raised : ₹ 48,810

Cause : Children

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



### CRY- Child Rights and You

Raised : ₹ 32,000

Cause : Children

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



### Sorooptimist International of Calcutta

Raised : ₹ 21,200

Cause : Girl Child and Women

A voluntary women's organization working in West Bengal to improve lives of underprivileged women and children.



### Voice of World

Raised : ₹ 19,000

Cause : Disability

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

## PARTICIPATING CSOs



seva kendra  
calcutta

**Seva Kendra Calcutta**

*Raised : ₹ 16,652*

*Cause : Vocational Training*

SKC's mission is to foster Sustainable development through Natural Resource Management, Education and Skills development.



act:onaid

**ActionAid**

*Raised : ₹ 14,200*

*Cause : Education*

ActionAid's mission is to work in solidarity with the poor and excluded to eradicate poverty, patriarchy and injustice.



ashwini  
The next step

**Ashwini Charitable Trust**

*Raised : ₹ 10,500*

*Cause : Education*

Our mission is to educate and empower underprivileged children from the urban slums of Bangalore and support them till they are gainfully employed.



**Barasat Unnayan Prostuti**

*Raised : ₹ 7,500*

*Cause : Girl Child and Women*

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



**Cancer Foundation of India - CEI**

*Raised : ₹ 6,000*

*Cause : Health*

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



**SeSTA - Seven Sisters  
Development Assistance**

*Raised : ₹ 5,100*

*Cause : Girl Child and Women*

Catalyzing inclusive and sustainable development in North East India by enhancing capabilities of rural communities.



Dakshini Prayash logo featuring a stylized 'D' and 'P'.

**Dakshini Prayash**

*Raised : ₹ 3,000*

*Cause : Education*

"Educating and empowering families to create healthy and sustainable communities" With this motto, Dakshini Prayash is making efforts under the verticals of education, health, and self-reliance.

## PARTICIPATING CSOs



### Clean Air Kolkata

Raised : ₹ 1,800

Cause : Environment & Animal Welfare

Our aim is to make Kolkata the most live-able and Climate friendly city in the world.



### Arya Seva Girls Education Society

Raised : ₹ 1,700

Cause : Girl Child and Women

Educating girls and providing them all facilities related to education, food and health-care.



### Kolkata Society for Empowerment of the Differently Abled (KSEDA)

Raised : ₹ 1,500

Cause : Disability

KSEDA is committed to improve the life skills of children afflicted with deaf-blindness & multiple disabilities so that they are able to sustain an independent, dignified life.



### Baikunthapur Tarun Sangha

Raised : ₹ 1,000

Cause : Community Development

BTS serves the underprivileged women, Children & Elderly people's families affected by tiger & crocodile attacks in Sunderban.



### Goonj

Raised : ₹ 1,000

Cause : Community Development

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



### Deepika Charitable Educational Trust

Raised : ₹ 1,000

Cause : Disability

Academics and skill training for the marginalized, intellectually challenged, and also children with autism.



### Pratibandhi Sahayak Samity

Raised : ₹ 1,000

Cause : Disability

Pratibandhi Sahayak Samity has a mission to make a society where all sections of people especially physically challenged person will have access to equal opportunities, right to care and protection in all spheres of lives.

## PARTICIPATING CSOs



**Bal Utsav**  
Raised : ₹ 1,000  
Cause : Education

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



**Bhumi**  
Raised : ₹ 1,000  
Cause : Education

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



**Swapnopuron Welfare Society**  
Raised : ₹ 1,000  
Cause : Education

Swapnopuron is catering to children and women at Hingalganj with the mission to tap their unlimited potentiality and enable them to grow as individuals.



**Ashraya Seva Trust**  
Raised : ₹ 1,000  
Cause : Elderly

Provide shelter & other basic amenities to the elderly, especially aged women who are neglected by their kith & kin.



**SNP+ - South 24 PG Network of People Living With HIV/AIDS**  
Raised : ₹ 1,000  
Cause : Health

SNP+ works to improve quality of life of people affected with HIV/ AIDS, spread information to marginalised and vulnerable population about HIV and sensitize society against discrimination.



**St. Jude India ChildCare Centres**  
Raised : ₹ 1,000  
Cause : Health

Free accommodation and holistic support to needy families coming from villages and towns to city hospitals for their children's cancer treatment.

# SPECIAL STORIES



## Celebrating the Will to Survive

Barasat Unnayan Prostuti registered in the Tata Steel Kolkata 25K to help improve psycho-social health, provide counselling, rehabilitation and livelihood support to survivors of human trafficking. Along with raising funds towards these goals they were able to generate awareness and strengthen the voice of formerly abused individuals.

*“22 trafficking survivors took part in the 5 km Ananda Run of Tata Steel Kolkata 25K. Mainly from the North and South 24 Parganas, their participation was to raise awareness on the perils of trafficking. They ran under the banner of Partners for Anti Trafficking (PAT) - a network of eight community based organizations and caught the attention of people and newscasters alike and even went on to be featured in the Telegraph. Thank you to this platform to raise awareness, steps to make the voice heard, and a showcase of support for survivors of human trafficking!”*



## The 'Positive' Infusion

**South 24 PG Network of People Living With HIV/AIDS (SNP+)** participated in TSK25K for the first time to **make a difference to the excluded**, the people who are HIV Positive. They have no access to education/information regarding HIV/AIDS and are marginalised by society. SNP+ is a community based organisation by, for and of the people living with HIV and AIDS.

*“Often seen that, for no fault of their own, children with HIV are discriminated, excluded and left to fend for themselves. With our participation in the TSK25K, we wished to have our children come out from their remote villages, enjoy themselves, receive support from the public, corporate and volunteers alike to beat the stigma and discrimination around HIV and AIDS. We also want to show that individuals with HIV can run, be fit and live life normally, this platform is one way to bring this about.”*

**- Kshitish Mondal,  
President of SNP+**



# FINANCIALS OF FUNDRAISING

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

- associate with an international brand event
- promote their work
- build their visibility and credibility
- take the opportunity to raise funds by involving all stakeholders.

There are three main categories through which funds can be raised - **CSO's 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 2018 was 20%. 24% of the funds passed through India Cares accounts and 76% was raised directly by the CSO by reaching out to the 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 coming into India Cares Bank account on behalf of any non profit is passed on and there is no retention from any of the funds that the donor donates directly to the chosen cause.

The actual retention and disbursement per participating non profit is dependent on their utilization of each of the three categories. In its role as TSK25K's Philanthropy Partner, India Cares is committed to keep the overall administrative cost of fundraising on a reducing basis year on year.



# ART FOR SPORT

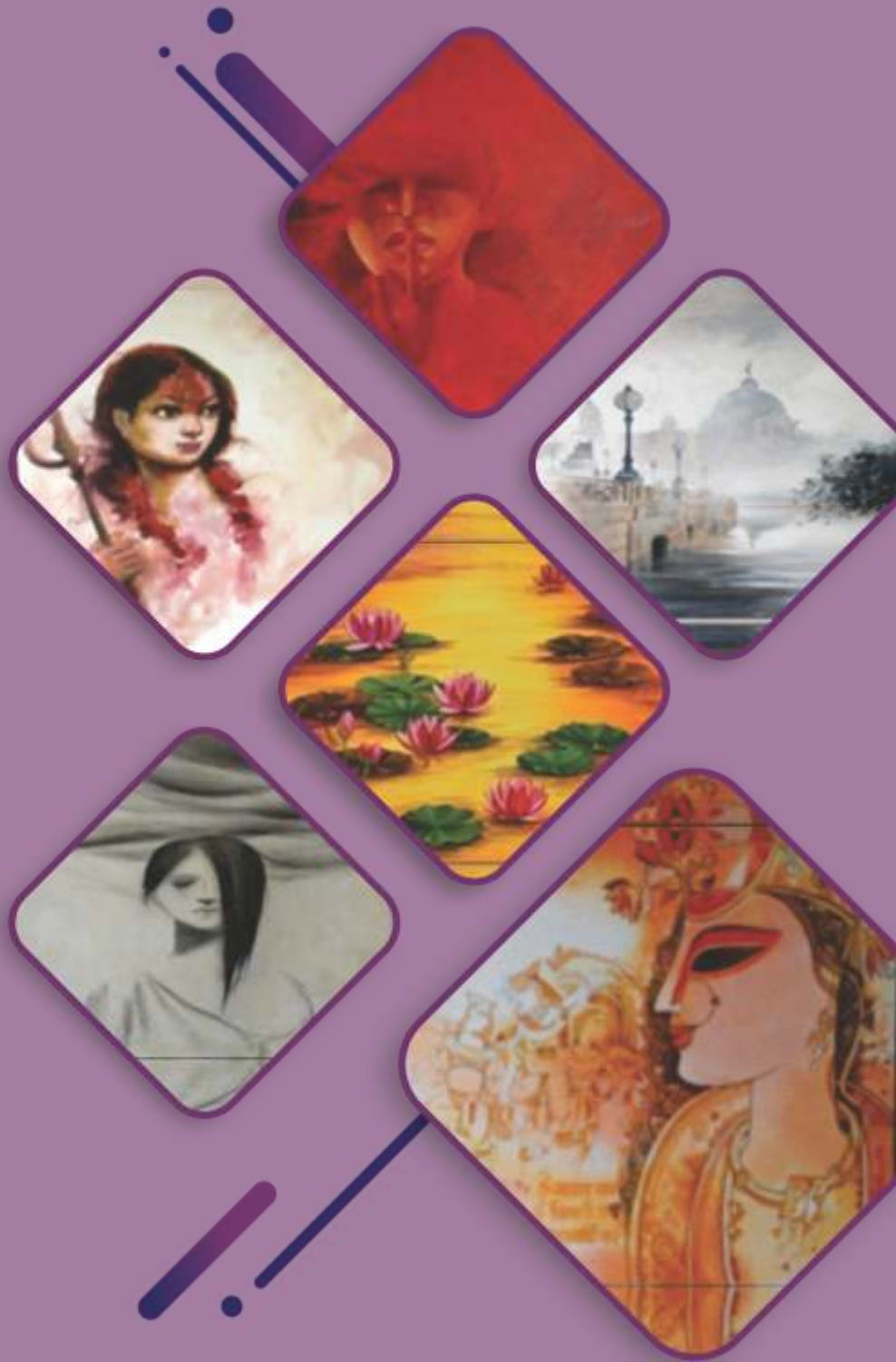
## Connect To Art and Transform Lives

The Art for Sport initiative started in the inaugural year was exponentially enhanced by the Hospitality Partner, The Oberoi Grand.

In boosting the fundraising efforts for various causes, the paintings contributed by over 25 well known artists of Kolkata were showcased for sale at The Oberoi Grand from 14 December to 16 December.

Paintings contributed by acclaimed artists of Kolkata like Washim Kapoor, Debashish Mullick Chowdhury, Anjan Bhattacharya, Vani Chawla, Shubla Verma, Rintu Roy Chowdhury, Usha Ranjan Mondal, Pranab Roy, Madhumita, Bappa Halder, Nabanita Guha and many others!

The Oberoi Grand, Hospitality Partner and India Cares Foundation, Philanthropy Partner of Tata Steel Kolkata 25K 2018 would like to thank every artist and donor who contributed towards a cause through Art For Sport and make a difference. ₹ 2.06 lakh was raised through the sale of 6 paintings. The funds will help strengthening the participating CSOs.



In addition to this, on Sunday Race day at the start line, 35 women painters under the guidance of Washim Kapoor and Debashish Mullick Chowdhury captured the fervour of distance running.



# A QUICK OVERVIEW

No. of Individuals who pledged money

559

Maximum no. of pledges raised by a single runner

37

No. of donors who donated online on <https://icfn.in/TSK25K/>

256

Largest single pledge amount

₹ 1,75,000/-

No. of participating CSO's

36

No. of CSO's who raised funds

36

Highest fundraising CSO

₹ 13,05,000/-  
by Tata Medical Centre

2<sup>nd</sup> Highest fundraising CSO

₹ 10,23,601/-  
Shrimad Rajchandra Love & Care

3<sup>rd</sup> Highest fundraising CSO

₹ 7,13,700/-  
Calcutta Rescue

Highest fundraising individual

Anuradha Kapoor  
for Swayam  
₹ 5,63,493/-

Maximum participation from a company in Corporate Cares

Bajaj Electricals Ltd.  
100 Employees

Highest amount contributed by a Corporate Cares team

Bajaj Electricals Ltd.  
₹ 5,00,000/-

# ABOUT INDIA CARES FOUNDATION

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 Bangalore, Delhi and Kolkata. In the past decade we have associated with over 1200 CSOs ( NGOs), supported in raising Rs 86+ crore through 262 companies and 4276 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 Airtel Delhi Half-Marathon, the TCS World 10K Bengaluru and the Tata Steel Kolkata 25K.

**Philanthropy Partner**





# EVENT HIGHLIGHTS

# IAAF BRONZE LABEL RACE



The Tata Steel Kolkata 25K 2018 was accorded the 'Bronze Label' by the International Association of Athletics Federations (IAAF), making it the only accredited 25K in the world.

This label is awarded to races on basis of a set of criteria including organizational competence, elite field representation, equal prize money for male and female runners, medical support system, live television coverage, timing for participants and qualified personnel to ensure smooth conduct of the event across departments among others. In addition, it also considers the course measurements, sanitation of the route which includes - safety and quality of the route, restrictions on traffic to allow free movement for runners within the specified time, facilities provided on course for a pleasant running experience for all participants.



## FACE OF THE EVENT



### **SOURAV GANGULY**

*Face of the Event*

“*TSK25K has inspired a change in the mindset and awakening among the citizens about running and a healthy lifestyle. I was truly inspired to see over 14500 runners on Sunday take the start line and run for themselves and for charity. Thank You, Kolkata! Congratulations to all the participants and wishing TSK25K a bigger edition next year.*”



Sourav Ganguly, Swapna Barman, Peeyush Gupta – VP, Steel, Marketing & Sales, Tata Steel, at the Launch Conference



Greg Louganis, International Event Ambassador; Aroop Biswas, Minister in Charge - PWD, Housing, Sports and Youth Services, Govt. of West Bengal; Face of the Event Sourav Ganguly; alongwith Indian elite men winners.

## INTERNATIONAL EVENT AMBASSADOR

### **GREG LOUGANIS**

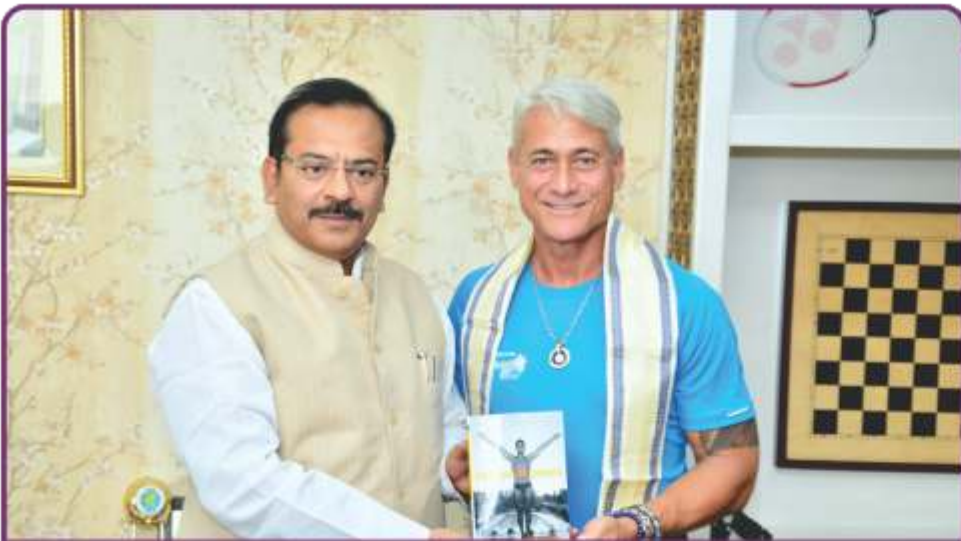
*International Event Ambassador*

*“It was an honour to be the event ambassador and all that I am taking back from here are some of the most beautiful memories. The city is such a riot of emotions. It is inspiring to see the young, old, men, women on that starlin in high spirits. Heartiest congratulations to everyone involved in making this event a memorable one.”*

Considered 'the best diver in history', Greg Louganis graced the City of Joy as its International Event Ambassador. Greg can boast a total of 17 global gold medals to his name; including four from the Olympics, five world championships, six Pan American titles and two from the World University Games.

After his retirement from competition in 1989, the 58-year-old American has donned many hats and always continued his commitment to excellence. He has become a mentor and coach to many top divers including members of the 2012 and 2016 US Olympic teams, a motivational speaker, author, actor, LGBT rights activist, humanitarian and an HIV/AIDS awareness advocate and designer.





Welcomed by the Hon'ble Sports Minister, Govt. of West Bengal, Aroop Biswas



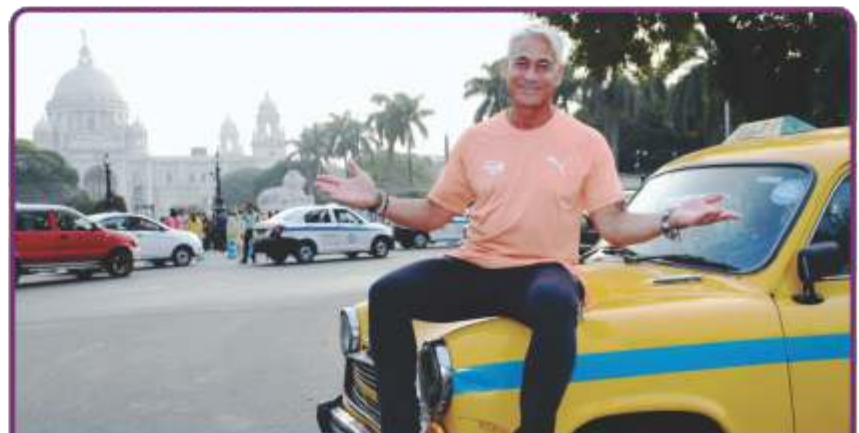
An inspiration for all runners at the Mirchi Get Active Expo



Press Meet & Greet with Greg Louganis



An interaction with the team at Tata Steel



Experienced the sights and songs of Kolkata

# LAUNCH CONFERENCE



At the Launch of the TSK 25K 2018 (L to R) Enrico Piperno – Co-founder, Procarn International, Shyam Thapa & Pradip Choudhury (Former Indian Football Players), Rajan Handa-Sr. Brand Business Manager-Oakley, Murray Culshaw, Chairperson and Founder, India Cares Foundation, Ajit Banerjee-President, BOA, Sourav Ganguly, Face of the Event, TSK 25K 2018, Swapna Barman, Heptathlon Gold Medalist, Asian Games 2018, Prasun Mukherjee, retd, IPS , President, WBAA, Vineet Goyal – IPS, ACP, 1, Kolkata, Peeyush Gupta – VP, Steel, Marketing & Sales, Tata Steel, Kulvin Suri & Kamla Mitra-WBAA.

The 5<sup>th</sup> edition of the Tata Steel Kolkata 25K saluted the martyrs of the nation and encouraged the city to run together to celebrate Vijay Diwas on December 16<sup>th</sup>. It was announced at a gala graced by the event sponsors along with Face of the Event Sourav Ganguly and Swapna Barman, the Indian heptathlete gold medalist at 2018 Asian Games.

The Timed 5K race category was added specially to encourage and experience the magic of distance running.

This year the event strengthened its core with five new sponsors on-board:

- (a) **TIAGO NRG**, as the Driven By partner with the new 'Urban Toughroader' – the Tiago NRG
- (b) **OAKLEY**, one of the leading product design and sport performance brands in the world, as the Event's Performance Eyewear Partner
- (c) **GODADDY**, the world's largest cloud platform dedicated to small and independent ventures as the official Domains and online presence partner
- (d) **INDIA CARES**, the backbone of the philanthropy paradigm of the TCS World 10K and Airtel Delhi Half Marathon, as the Philanthropy Partner of the Tata Steel Kolkata 25K,
- (e) **NATURE VALLEY**, the iconic brands' granola bars provide its consumers with the energy they can depend on, Nature valley as the Nutrition Partner.



Dr. Boria Majumdar, Rajan Handa - Senior Brand Business Manager, Luxottica, Meena Dave – CEO, India Cares, Samir Singh - Zonal Director, East, Fortis Hospitals, Shyam Tallamraju - Senior VP and National Activations Head, Entertainment Network India Limited, Radio Mirchi, Sumit Joshi – GM, The Oberoi Grand.



Dr. Boria Majumdar & Sourav Ganguly at the Launch Conference

# COUNTDOWN & PHILANTHROPY PRESS MEET



The Vijay Diwas Trophy unveiled Enrico Piperno (Co-founder, Procam International), Major General R S Bhaduria; A R Bardhan (Principal Secretary, PWD, Govt. of West Bengal), Debasish Kumar (MMIC, Sports, Parks and Advertisements, KMC, Kolkata), Lt. General Manoj Naravane (GOC-in-C, Eastern Command, Kolkata), Peeyush Gupta (VP, Steel Marketing & Sales, Tata Steel), Lt. General Gautam Moorthy (PVSM, AVSM, VSM, Arms Administrator Member, Armed Forces Tribunal, Kolkata), Kushan Pal (Cluster head East Radio Mirchi), Sumit Joshi (The Oberoi Grand), Dilip Jayaram (CEO, Procam International) .

Vijay Diwas fell on the same day as Tata Steel Kolkata 25K 2018 – 16<sup>th</sup> December. Vijay Diwas day marks the military victory over Pakistan in 1971 during the war for the independence of Bangladesh from Pakistan. The end of the war also resulted in the unilateral and unconditional surrender of the Pakistan Army and subsequent secession of East Pakistan into Bangladesh. This is the only war between 2 countries, the result of which was the birth of a third nation.

In a show of solidarity with the Services, for the first-time TSK25K launched the Vijay Diwas Trophy. The Rolling Trophy is inspired by the momentous Vijay Smarak and is on display at the Command Headquarters inside Fort William. The winning team members were presented with the replica of the trophy.



For the first time, India Cares Foundation took on the mantle as the Official Philanthropy Partner and even before race day, 36 CSOs had raised a total of ₹ 35 lakhs.

The most significant aspect of the 2018 edition has been running groups opening up their hearts for fund-raising, thus giving more meaning to their run. Four groups had chosen four causes; in addition, a dozen timed race participants choose separate causes.





# MEDIA CENTER

The fully equipped event Media Center on Red Road was the central point for all TSK25K media activities in race week. Over 200 accredited local and international media were present during the race week for numerous curated press conferences and interactions.



At the unveiling, of the Tata Steel Kolkata 25K 2018 Route (L to R), Rathin Banerjee Vice President WBAA, Dr. Sanjukta Dutta, Head Medical Emergency, Fortis Hospitals Anandapur and Medical Director, Hugh Jones, General Secretary AIMS and Race Director, Debasish Kumar –MMIC, Sports, Parks and Advertisements, KMC, Kolkata, Santosh Pandey, DC Traffic and Dr Srikanth Sola, Co-founder, Director & CEO, Devic Earth.

The Technical Press Meet on December 12<sup>th</sup> outlined arrangements for the 14000+ participants on race day including medical facilities and the race route.



The Elite Athlete Press conference saw champions L.Suriya, Sudha Singh , Kenya's Florence Kiplagat, Ethiopia's Degitu Azimeraw, Ethiopia's Birhanu Legese, Kenya's Eric Kiptanui, Avinash Sable and Abhishek Pal speak about their race strategy, preparations for Sunday.



Top International & Indian Elite Athletes at the beautiful St Paul's Cathedral in the heart of the city Indian Defending Champion Avinash Sable, Ethiopia's Birhanu Legese, Kenya's Eric Kiptanui, Ethiopia's Defending Champion Degitu Azimeraw, Kenya's Florence Kiplagat and Indian Defending Champion L Suriya.



On Race Day, the media centre 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.

# MIRCHI GET ACTIVE EXPO



The Mirchi Get Active Expo was a one-stop destination for health and fitness enthusiasts to come together under one roof. The three-day expo at the Khudiram Anushilan Kendra remained open from 10:30 am to 7:00 pm on Thursday and Friday, and on Saturday from 10:00 am to 5:00 pm.

In addition to bib collection, bib timing tag verification, the expo helped runners get tips from experts, trainers, doctors and more, in preparation for their big day. Registered participants also got chance to meet International Event Ambassador Greg Louganis. Expert Speaker Sessions conducted by Kieren D'Souza, Ultra Marathoner on the Importance of Recovery Post Running.

# PASTA COOK-OUT



Keeping in the tradition of carbo-loading before race day, the Pasta Cook-out was a fun and interactive luncheon hosted by the Oberoi Grand, Event's Hospitality Partner. Hosted by Dr. Boria Majumdar, event partners, dignitaries, some of the pacers, along with International Event Ambassador Greg Louganis, sported their chef toques and dabbled with their culinary skills to dish out some delicious pasta!

Greg Louganis and Chanakya Chaudhary, Vice President Corporate Services, Tata Steel Ltd. outshined and were declared winners at the Pasta Cookout.

# TSK25K 2018 OFFICIAL PACERS

Keeping up with the Vijay Diwas celebrations, this year all the pacers for the event were represented by various services. 23 Indian Defence Forces officers paced and lead the Open 25K and Open 10K runners to the finish line.

Pacers are seasoned runners who are willing to compromise their timing on race day in order to lead other fellow runners, perhaps to achieve their individual personal bests.

16 male pacers from the Defence forces have volunteered to set pace for Open 25K runners at the Tata Steel Kolkata 25K 2018. These pacers will start their race at 7:18 a.m. from Red Road and will be stationed in different pens within the holding area, depending upon the bus they are leading individually. You will be able to identify a pacer with the help of a flag which he/she will be carrying. The net finish time within which the pacer is expected to cross the finish line will be mentioned on the flag he/she will be carrying.

## Official Half Marathon 25K Pacers



COL SANDEEP MADAN  
2:10 Hour Bus



BRIG PRADEEP CHHONKAR  
2:10 Hour Bus



BRIG HARI BATH  
2:20 Hour Bus



LT YOGESH GERA  
2:20 Hour Bus



CAPT CHAO LENGDON  
CHAOCING (RETD)  
2:30 Hour Bus



COL MUNISH BHAGI  
2:30 Hour Bus



COL MOHIT MAMGAIN  
2:40 Hour Bus



WG CDR PANKAJ VATSYAYAN  
2:40 Hour Bus



**LS SANTOSH KUMAR PADHY  
(RETD)**  
2:50 Hour Bus



**LT COL DEVANDER BHATIA**  
2:50 Hour Bus



**LT COL SWAROOP SINGH KUNTAL**  
3:00 Hour Bus



**COL RAJENDRAGOUDA B PATIL**  
3:00 Hour Bus



**MAJ SANDEEP KUMAR**  
3:10 Hour Bus



**LT CDR KARANPREET SINGH**  
3:10 Hour Bus



**BRIG ANANTHARAM JAIRAM**  
3:20 Hour Bus



**COL ANJAN SENGUPTA**  
3:20 Hour Bus

## Official Open 10K Pacers

3 male and 1 female pacer from the Defence forces have volunteered to set pace for Open 10K runners at the Tata Steel Kolkata 25K 2018. These pacers will start their race at 6:30 a.m. from Red Road and will be stationed in different pens within the holding area, depending upon the bus they are leading individually. You will be able to identify a pacer with the help of a flag which he/she will be carrying. The net finish time within which the pacer is expected to cross the finish line will be mentioned on the flag he/she will be carrying.



**COL ARUPENDU GUPTA**  
60 Minutes Bus



**COL MURLI MANOHAR MAYANK**  
70 Minutes Bus



**LT COL VINAY SHARMA**  
75 Minutes Bus



**MAJ DR. NEELU KHANNA  
(RETD)**  
80 Minutes Bus

# RACE DAY

On December 16<sup>th</sup>, Kolkata woke up to the energy emanated by Sporting icons and Olympic Champion Greg Louganis, Face of the event Sourav Ganguly along with 14,734 people who ran on a nippy winter morning as TSK25K celebrated Vijay Diwas.

## TSK25K 2018 ELITE WINNERS

### INTERNATIONAL ELITE WOMEN

**Winner : Dibaba Kuma (ETH) - 1:27:34**  
**1<sup>st</sup> runner up Ftaw Zeray (ETH) - 1:27:38**  
**2<sup>nd</sup> runner up : Failuna Matanga (TAN) - 1:27:45**



### OVERALL ELITE MEN

**Winner : BirhanuLegese (ETH)- 1:15:48**  
**1<sup>st</sup> runner up : BayelignYegsaw (ETH)- 1:15:49**  
**2<sup>nd</sup> runner up : Amos Kipruto (KEN)- 1:15:52**



### INDIAN ELITE MEN

**Winner : Avinash Sable - 1:17:11**  
**1<sup>st</sup> runner up : Srinu Bugatha - 1:17:18**  
**2<sup>nd</sup> runner up : Abhishek Pal - 1:18:26**

### INDIAN ELITE WOMEN

**Winner : L. Suriya - 1:28:29**  
**1<sup>st</sup> runner up : Sudha Singh - 1:29:11**  
**2<sup>nd</sup> runner up : Parul Chaudhary - 1:30:18**





## PUMA WARM-UP ZONE

Warm up for all Open 25K and Open 10K participants on race day was conducted by Puma fitness trainer Nidhi Mohan Kamal, in the presence of International Event Ambassador Greg Louganis. The high energy session 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. To acknowledge their efforts and reward their hard work, there was a contest that was judged by Suparna Mukherjee - Mrs India Asia Pacific.



## EXPRESSIVE US (GROUP WINNERS):

Little Big Help India Trust (Safe Drive Save Life) and Shrimad Rajchandra Mission (Transforming the world through Love & Care)

## EXPRESSIVE ME (INDIVIDUAL WINNERS):

Zeenat Khatoon (Beti Bachao) and Moumita Mali (Save Earth)



### VOLINI RECOVERY ZONE

Volini created the 'Maxx Recovery Zone' that spanned across 5,000 sq.ft. area where runners headed straight after the finish line to get quick recovery. 120 physiotherapists, managed by injury management specialists and doctors, made sure over 4000 runners were taken care of. Kieren D'souza, Ultra Marathon runner & the only Indian to have completed the gruelling 246.6 km Spartathlon, was fundamental in offering training and post recovery tips to all runners on race day.



### VIJAY DIWAS TROPHY

The inaugural edition of the Vijay Diwas Trophy received whole-hearted participation of the Eastern Command. The trophy saw participation from the Army, Navy and Airforce compete for the total prize money of ₹ 1,32,000.

**Winning Team** : Mohit Rathore, Mukesh Bandhari, Deepak Singh Rawat, 4:06:35.

**1<sup>st</sup> Runner-Up** : Jagdish Mahar, Sandeep Singh Chouhan, Vikash Kumar, 4:15:37.

**2<sup>nd</sup> Runner-Up** : KH Roshan Singh, Bhupendra Singh Rawat, Neeraj Singh Kunwar, 4:16:53.



### 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 race within the Open 10K distance – the Police Cup. In total there were 20 Police Cup teams comprising of 3 team members, each member running the 10 km distance.

**Winning Team** : Manas Das, Laxman Chandra Roy, Bachhu Durlav - 1:54:49

**1<sup>st</sup> Runners-Up** : Joydev Dey; Panchanan Datta; Panchananda Ghosh - 1:56:14

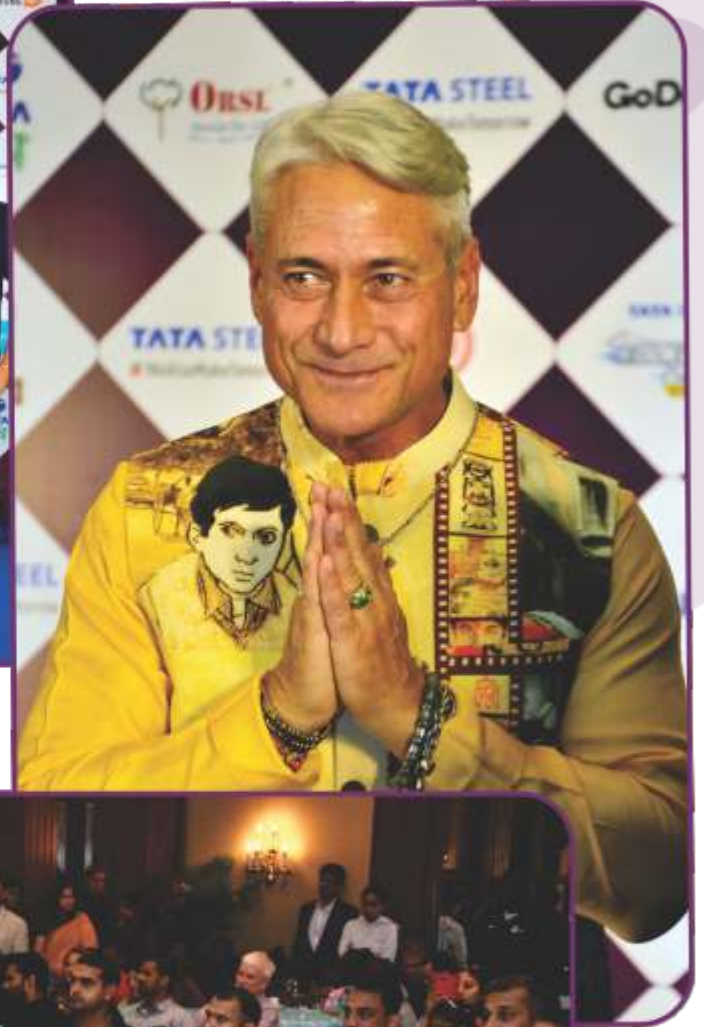
**2<sup>nd</sup> Runners-Up** : Wazed Ali, Sandip Dutta, Achong Abel RongongLepcha - 2:02:00

### RUN CLUBS FOR RUNNERS

Run Clubs were an integral part of race day activities. Six run clubs from the city were actively involved in handling the Bisleri hydration centres and ORSL restoration stations on the course, and giving the much-needed motivation to fellow runners.



# CHAMPIONS DINNER



Champions Dinner is a celebration to applaud the achievements and success of the event. All the winners are 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!



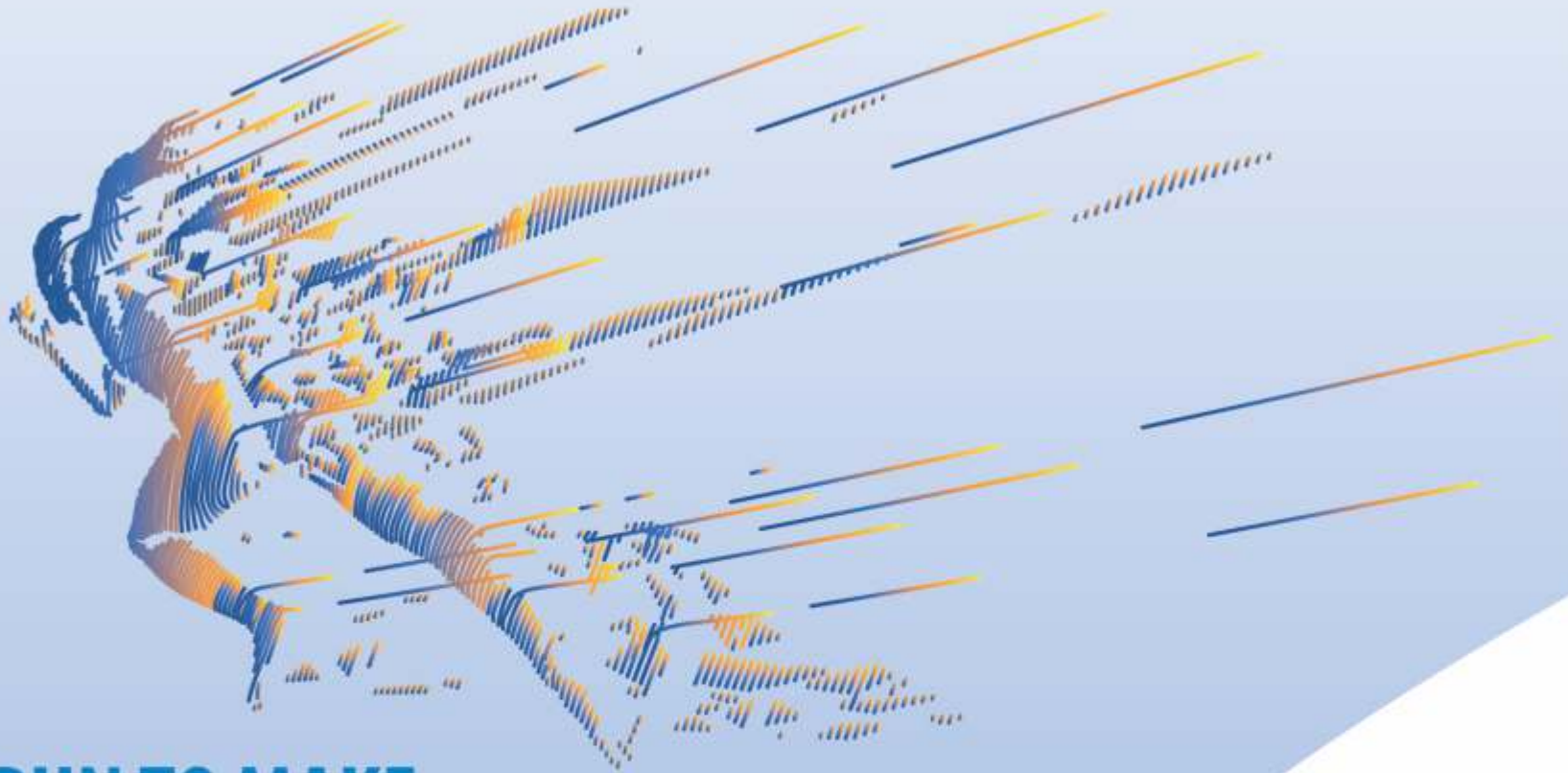


**PARTNER'S SPEAK**

TITLE SPONSOR

**TATA STEEL**

WeAlsoMakeTomorrow




# RUN TO MAKE A BETTER TOMORROW

Tata Steel is committed to creating platforms for activities that bring people together - running is one of them.

The myriad benefits of running have driven Tata Steel to create several high-octane runs over the years. These runs in Kolkata, Bhubaneswar, Jamshedpur and Noamundi have become immensely popular, especially among the youth. Encouraging individuals to take the first step, the runs witness participation from men and women of varying running expertise and physical ability. The flagship run in Kolkata is a testament to Tata Steel's focus on excellence, both on the track and off it.

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FOREVER FASTER PUMA.

And it was 5 km

And it was 10 km

**PUMA**

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TATA STEEL KOLKATA 25K

RECHARGE  
YOUR  
RUN



DELICIOUS REAL RECHARGE

NOW IN INDIA





DRIVEN BY

**TATA MOTORS**  
Connecting Aspirations

**TATA**



## Tiago NRG leads Kolkata

The Tata Steel Kolkata 25K, 2018 proved to be an event of great exhilaration, with the Tiago NRG being the official lead car for the marathoners. The energy was infectious and that's exactly what the Tiago NRG is driven by. A unique distance running event, the Tata Steel Kolkata 25K motivates runners to bring out their raw spirit and run their best! With its armoured design, enhanced safety and rugged character, Tiago NRG - Urban Toughroader led the runners through the track and kept a countdown of time from the beginning of the run. To challenge yourself and push to do more is something both Tata Steel Kolkata 25K and Tiago NRG believe in and that's what made this partnership perfect. We hope this association goes a long way and inspires many more athletes to always push their eNeRGy to do more!

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**ASTRON GPS SOLAR.  
THE WATCH THAT KEEPS  
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As Novak Djokovic travels the world,  
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NOVAK DJOKOVIC

\*If there is a change in the region / time zone, manual time zone selection may be required.

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FASHION PARTNER

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# ACE THE PACE

"As always, Jabong is excited to be associated with one of the most prominent marathons of the nation. The Tata Steel Kolkata 25k was a celebration of spirit and individuality, attributes that resonate with Jabong's philosophy. We here at Jabong identify with and appreciate the resilience of the runners who participated in the daunting challenge."

- Gaurav Kacker, Head of Marketing

# STAY COOL STAY AHEAD

# Bisleri

## OFFICIAL HYDRATION PARTNER

Being the **Hydration Partner** at Tata Steel Kolkata Marathon 2018, Bisleri took charge of the water requirements for the runners and athletes participating in the run. Bisleri set up **14 water stations** across the 25km stretch on the running track to ensure that all the participants are well hydrated.

Not just the hydration expert, we at Bisleri wanted to create awareness about **Plastic Recycling** through our initiative **Bottles for Change**. Bisleri employees ran to educate the citizens about the importance of Plastic Recycling.



OFFICIAL  
HYDRATION  
PARTNER

RECOVERY PARTNER



**4,738 RUNNERS**  
RECOVERED AT THE  
**VOLINI**  
**RECOVERY ZONE**  
OUT OF A TOTAL  
OF 14,734 RUNNERS



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

**VOLINI**  
**MAXX**

**INDIA'S STRONGEST**  
PAIN RELIEF SPRAY\*

PERFORMANCE EYEWEAR PARTNER

**OAKLEY**

It's OK to...  
choose your own  
finish line.

ONE OBSESSION

MILIND SOMAN / RUNNING  
OAKLEY.COM/PRIZM



Marathons have, over the years, transformed from being just a sport; they have evolved into a culture, a philosophy, and for many, a way of life.

ORSL™, India's No.1 doctor prescribed electrolyte drink is proud to be associated with TSK 25K, as their official "RESTORATION PARTNER".

ORSL™ had pioneered the concept of electrolyte Ready-To-Drink (RTD) tetrapack format with a tasty fruit juice since over a decade ago. Keeping in line with the vision of anticipating consumer needs, creating solutions and experiences for people to lead healthy and vibrant lives, this association proves to be a giant leap indeed.



### DINAR MHATRE

General Manager OTC  
New Business, Professional Selling

“

It's a matter of great pride for ORSL™ brand to be associated as the Restoration Partner of TSK 25K. It's a fantastic sports platform which aims not only to shape the running community in India but also attempts to build the right awareness for the prevalent social challenges, something we at Johnson and Johnson feel deeply about.

”



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The Telegraph,  
now refreshed with more offerings.



Refreshed

The Telegraph

Unputdownable

More unputdownable than ever before.





  
*The Oberoi*  
GRAND  
KOLKATA, INDIA

The Grande Dame of Chowringhee, as the hotel is known, has borne witness to centuries of colonial rule, the world wars, changing of the nation's capital, Indian independence and the resultant friction from partition, political changes and the latest upsurge of rapid industrialization. It has, in its own way, created a place in Kolkata's cultural, architectural, political and hospitality history and holds within its statuesque walls thousands of tales of this phenomenal city.

It gives us immense pleasure to continue our tradition of bonding with the best by being a part of this miraculous mindbend that the Procarn 25k run has triggered in this city's denizens. In our fifth 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 latest initiative 'Art for Sport' is an added feather in its very decorous cap.

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

**SUMIT JOSHI**  
General Manager  
The Oberoi Grand Kolkata





*Happy Running*



PROUD PARTNER FOR TSK25



MEDICAL PARTNER



# RIGHT CARE

FOR BONE AND JOINT INJURIES



BONE &  
JOINT CARE

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energy to  
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India's  
Senior Citizens

# PROMOTING ACTIVE AGEING



*The Senior Citizens' Run is significant—it puts silvers on the front page while highlighting their potential. A very special thanks to all those who made the event possible and cheers to our intrepid silvers who came out to be counted.*

*—Tina Ambani, Chairperson, Harmony for Silvers Foundation*









Initiative