

airtel

**delhi half
marathon**
19 november 2017



10
YEARS RUNNING



Philanthropy Partner





PROMOTER'S DESK

As we sprinted past the milestone of successfully completing the 13th edition of the prestigious Delhi Half Marathon, the 10th under the title sponsorship of Bharti Airtel, we feel an immense sense of gratitude and appreciation for the running enthusiasts from across the country and the world who arrived in Delhi to take part in the event. This year was most special not just because it was the 10th edition but also because the lead-up to the event posed several hurdles. After all, it is running that has taught us to stay persistent towards our goals regardless of the circumstances.

It was overwhelming to see people from various walks of life, differently abled, the young and old come together on a common platform to beat their personal milestones. It is these unassuming heroes that encourage us to sustain year-on-year, and egg us on to bring a bigger and better show as we surge ahead into a new calendar year.

The event, which is already touted as one of the fastest courses in the world, received a shot in the arm when it was labelled as an IAAF Gold Label event, symbolising highest operational excellence of an event. Motivating and inspiring thousands of runners at the start and finishing line were Olympic Champion Anthony Ervin, Shri Rajyavardhan Singh Rathore, Minister of Youth Affairs and Sports, Puma Legend Linford Christie among others.

This year's landmark event continued to remain a field of champions. With world-class runners on par with each other, it was not surprising to see top five finishers time less than a minute. Berhanu Legese taking the first place with a pulsating 00:59.46 seconds, Andamlak Bellhu clocking 00:59.51 for a close second, Leonard Korir stopped the clock at 00:59.52 for the third place, while Asefa Gegewo and Jorum Okumbo times 00:59.54 and 00:59.58 to finish fourth and fifth respectively.

The highlight though was Almaz Ayana choosing to make her half-marathon debut with our event. The reigning 10000m world champion and world record holder beat the women's field to make a winning debut at this distance.

The elite Indian runners both men and women continued to shine and shattered the previous course records. Nitendra Singh Rawat made a scintillating comeback with 01:03.53 on the clock. His rival G Lakshmanan too timed 01:03.53 to take the limelight while in Women's category L Suriya set the track ablaze with her impressive eighth-place finish, first among elite Indian women runners.

Like every year, this year too ADHM remained committed to its fundamental aspect, which is philanthropy. Through India Cares Foundation our efforts to reach out to the lesser privileged and with 101 CSOs registering for the event, we raised ₹ 8.10 crores towards the various cause like education, women, child nutrition, healthcare, saving a girl child and environment.

To host a mega run of this magnitude is not possible without the unwavering support of the participants, Delhi Government, Civic Authorities, the Association of International Marathons and Distance Races, Athletics Federation of India, Our Sponsors and Partners.

We are committed to raising the running profile of India's capital internationally and delivering a world class experience, to our elite and amateur participants.

Anil and Vivek Singh
Procams International Pvt. Ltd.



POWER SPEAK



Colonel (Retd.) Rajyavardhan Singh Rathore,
Hon'ble Minister of State (IC) Youth Affairs & Sports, Govt. of India

"It is great to know that over 35,000 participants from India and across the world participated in the Airtel Delhi Half Marathon 2017. Mass participative events like these propagate the need for an active lifestyle and not only inspire serious runners but also the common man to take up running as a sport and pursuing it as a way to stay fit. I have been a part of this event over the years and the energy, enthusiasm and the commitment of the people is extraordinary!

The Airtel Delhi Half Marathon is also a tremendous platform for our Indian athletes to compete amongst the elite of the world. The fact that world champions like Geoffrey Kirui and Almaz Ayana are participating speaks volumes about the reputation of the event, which has rightfully earned the IAAF Gold Label.

I wish the organisers, participants and everyone associated with this marquee event the very best and laud their efforts in creating a running revolution in the country."



RAVINDRA SINGH NEGI,
CEO – Delhi/NCR, Bharti Airtel

"It was great to see continued overwhelming response from the participants, who displayed fantastic spirit and brought the city together. We at Airtel would like to thank all participants and supporters for making the event a big success.

In particular, we would like to congratulate Procama International for promoting a world-class event."



C. K. VALSON,
Secretary AFI

"With four Indian athletes shattering course records, the 2017 Airtel Delhi Half Marathon couldn't have been any more glorious. AFI would like to congratulate all winners, particularly Nitendra Singh Rawat, G Lakshmanan, Avinash Sable and L Suriya for creating new national records. Events like Airtel Delhi Half Marathon serve as a great platform for budding as well as established runners to better themselves, while competing against some of the best in the world."



DEPENDRA PATHAK IPS
Special Commissioner of Police (Traffic)

"The conduct of 2017 Airtel Delhi Half Marathon was done with all due diligence in place. With the help of all our officers, along with Procama International, we delivered the promise of a hassle-free, clean event. This would not have been possible without the support of people of Delhi, participants and non-participants, showing their patience and commitment to ensure Delhi's most sought after running event goes smoothly. I would also like to congratulate my team for participating in the Police Cup and putting up a good performance."



THE PHILANTHROPY PILLAR

The 10th edition of the Airtel Delhi Half Marathon has increased our belief that the platform of running is an ideal platform for Civil Society Organisations (CSOs/ NGOs), working in all causes, to reach out to people from all sections of society and receive support.

Participation from the serious runners, doing a half marathon for a cause, has more than doubled this year. This helps build credence to the seriousness of the cause and the impact of the funds raised through this event.

The greatest learning this edition has brought to the fore is that good, transparent work and relationships sustained throughout the year with donors and fundraisers can help a cause grow their income beyond imagination! We have the sterling example of Lotus Petal Foundation which in 2014 raised ₹ 50,000/- this year, in 2017, only its 4th year of participation has crossed ₹ 2 crore of funds raised; and over 75% has come from individuals many of whom will continue supporting for many years – if good relations are maintained!

Runners care not just about their 'Timing' is what has been proved. Over the past few years, India Cares has seen increase in the efforts put in by the CSOs to communication about their cause and its impact, we have seen the youth growing in numbers year on year standing for a cause; this year has belonged to the serious runners who have shown their passion for a cause. All coming together is an indication of growth that the philanthropy pillar is on the brink to see considerable increase in the coming editions of the event.

THE PHILANTHROPY PARTNER'S DESK

Airtel Delhi Half Marathon overcame many hurdles this year, but the people across India and the world, increased their support from the 2016 edition to the participating CSOs by 23%, to a whopping Rs 8.10 crore by contributions from 7,806 donors and many companies!

Over 100 CSOs registered, 50+ Care Champions', who took on a target of anything between a lakh and ₹ 10 lakh raised ₹ 2.34 crore, 62 Companies fielded 90 teams contributing ₹ 2.93 crore and 200+ individuals raised funds through the 'iCare' segment, setting their own targets and raising ₹ 1.08 crore!

All together 7,806 donors donated, 248 individuals raised funds, 62 companies contributed towards 101 CSOs working in causes including the Environment, Education, Disability, Women and Community Empowerment.

We 'Thank' the event organisers, Procam International for the 'Charity Bibs' they provided for the 21km non-timed runners and the first 'Timed 10k Race' category, where entry was only through Charity Bibs. There was great response. Through the Charity Bibs a total of ₹ 21.53 lakh was raised by 54 CSOs with over 1,000 runners contributing an average of ₹ 2,150 apart from the run registration fee, for causes they selected.

India Cares 'Shakti Fund' set up to provide encouragement and incentives to CSOs in different ways, was also much appreciated. This year in addition to Charity Bib funds we collaborated with Letzchange and a total of ₹ 7.20 lakh was distributed to 19 CSOs for initiatives such as: digital media campaigns; most active fundraisers; largest number of contributions; and most funds raised by Trustees through a 'Battle of the Boards'.

"The system set and followed for reporting of funds raised and impact created, is transparent & accountable. It's not just the ₹ 8.10 crore raised in 2017 which is making us happy, it is more the fact that nearly 50,000 individual lives were impacted with the funds raised in the 2016 edition. All this motivates us to track, maintain and modify the structured approach and grow the philanthropy pillar with the support of the event promoters Procam International."

Murray Culshaw
Chairperson
India Cares Foundation

A QUICK OVERVIEW

NO. OF INDIVIDUALS WHO PLEDGED MONEY	LARGEST NO. OF PLEDGES RAISED BY A SINGLE RUNNER	NO. OF DONORS WHO DONATED ONLINE ON www.icfn.in/adhm	LARGEST SINGLE PLEDGE AMOUNT	SMALLEST SINGLE PLEDGE AMOUNT	NO. OF PARTICIPATING CSO'S
7,806	260	3,436	₹ 5 lakhs	₹ 10	101
NO. OF CSO'S WHO RAISED FUNDS	HIGHEST FUNDRAISING CSO	2ND HIGHEST FUNDRAISING CSO	3RD HIGHEST FUNDRAISING CSO		
85	₹ 2,01,36,449 Lotus Petal Foundation	₹ 95,72,606 Bharti Foundation	₹ 65,11,498 Udayan Care		
HIGHEST CARE CHAMPION PLATINUM	HIGHEST CARE CHAMPION DIAMOND	HIGHEST CARE CHAMPION GOLD	HIGHEST CARE CHAMPION SILVER		
Jatin Arora Lotus Petal Foundation ₹ 16,46,385	Nandita Chakraborty Lotus Petal Foundation ₹ 59,82,911	Sangharsh Shail Jaiminee Lotus Petal Foundation ₹ 11,18,756	Geetanjali Chopra Wishes And Blessing ₹ 4,32,300		
HIGHEST iCARE FUNDRAISER	2ND HIGHEST iCARE FUNDRAISER	MAXIMUM PARTICIPATION FROM A COMPANY IN CORPORATE CARES	HIGHEST AMOUNT RAISED BY EMPLOYEES OF A CORPORATE CARES TEAM		
Arun Sharma Lotus Petal Foundation ₹ 20,13,236	Deepak Sharma Udayan Care ₹ 13,52,243	Hero MotoCorp Ltd. 552 employees	FLUOR India Pvt. Ltd. ₹ 9,32,167 contributed by 1,752 individuals		

Summary of Amounts raised through the Airtel Delhi Half Marathon 2017

CORPORATE CARES ₹ 2,93,13,190

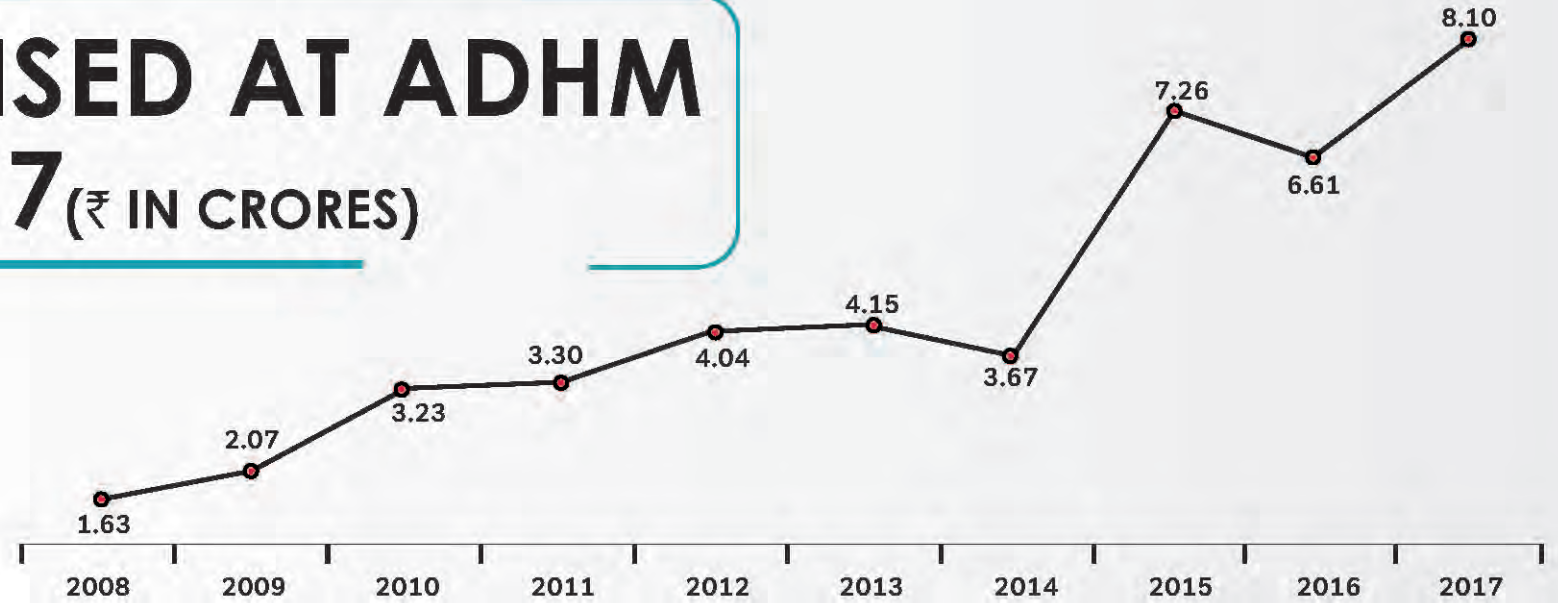
CARE CHAMPIONS ₹ 2,34,38,319

iCARE FUNDRAISERS ₹ 1,09,15,975

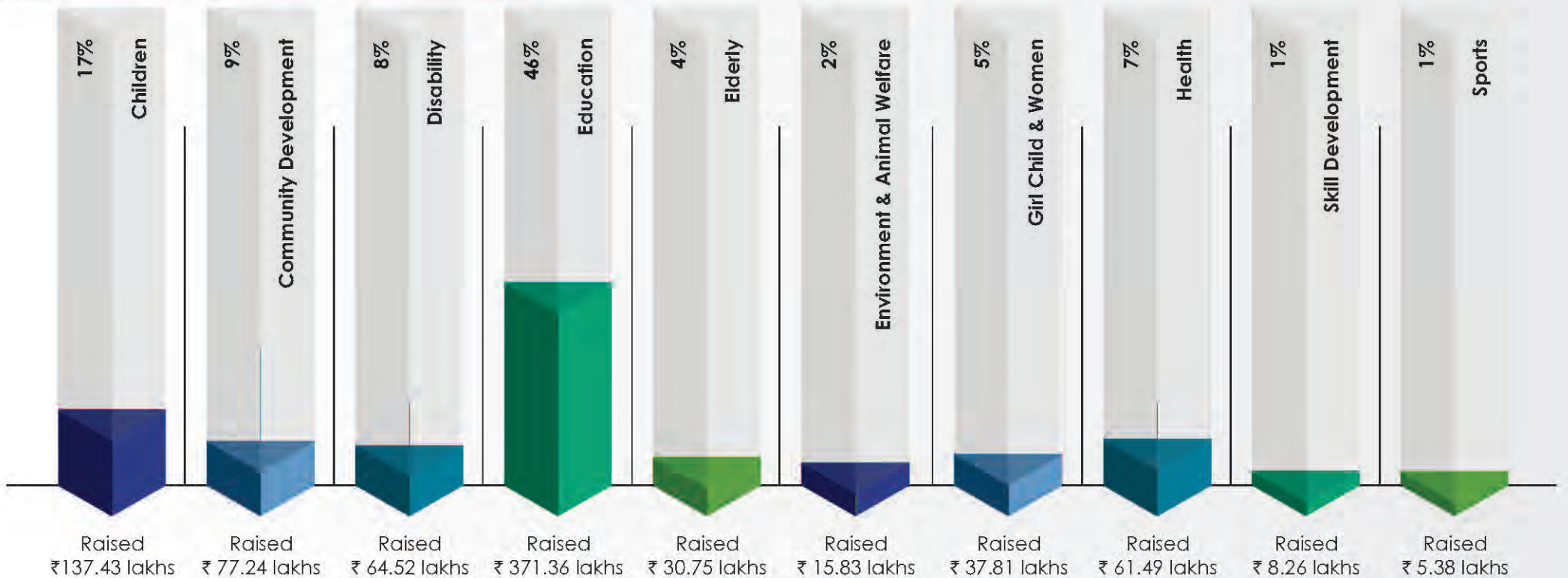
CSO EFFORTS ₹ 1,73,42,693

TOTAL ₹ 8,10,10,117

FUNDS RAISED AT ADHM 2008 - 2017 (₹ IN CRORES)



CAUSE - WISE FUNDS RAISED AT ADHM 2017





CARECHAMPIONS

These individuals with the unwavering focus and determination to make a difference, have led the way for fundraising through the platform of Airtel Delhi Half Marathon. As ambassadors of a cause/CSO they have supported through the event, each one is confident that the impact created is much greater than the funds contributed by themselves or their supporters. Though the degree of challenge taken by each Care Champion is different, the passion and effort taken is incomparable. Truly champions in their own right.

CARE CHAMPIONS PLATINUM

A Care Champion Platinum is an individual who undertakes to raise a minimum of ₹ 10 lakh for a cause/CSO that they strongly believe in. This edition we had 2 Care Champions Platinum who raised a total of ₹ 26,50,535, benefitting 2 CSOs.

Highest Fundraiser



Jatin Arora
Raised ₹ 16,46,385
In Support of Lotus Petal Foundation

The founder of BootCamp Yellow, an outdoor fitness program, a certified fitness instructor and a running coach. He has inspired a large section of people to transform their lifestyle and be fitness enthusiasts and runners. Through his initiative and collaboration with Lotus Petal, he has enthused and trained underprivileged children living in the slums to run the Airtel Delhi Half Marathon. Currently he coaches teachers to train the children of Lotus Petal and he also actively raises funds for the cause.

"This year my intention was to share the joy that I receive while working for the children of Lotus Petal with more people. I wanted new people to learn about the schools and how they could connect with the cause. The pride of associating with Lotus Petal was heightened as I introduced the school and the work done in the last year with the new and old donors. My fundraising for the children of Lotus Petal is a token of appreciation for the myriad blessings that have come my way through the year."

Jatin Arora

CARE CHAMPIONS PLATINUM



Dr. Prashun Chatterjee
Raised ₹ 10,04,150
In support of Healthy Aging India

Dr. Chatterjee, a follower of the principles of Swami Vivekananda, is one of the few Geriatricians in India and is currently working in All India Medical Institutes of Sciences (AIIMS). He has been awarded the honorary "Pride of Chennai". He is a simpleton and visionary at heart with a strong commitment to give service to others particularly the undeserved and elderly. His vision is to make Aging healthy, happy and autonomous for all elderly hence the inception of his dream Healthy Aging India. He is also the Doctor to Hon'ble Shri. L. K. Advani and Hon'ble Governor of Gujarat.

"I believe it is important to preserve the dignity and autonomy in late life through health awareness, promotion and creating intergenerational solidarity. This community which has so much wisdom, needs to be engaged in meaningful activity. At Healthy Aging, we are striving to create unique self-sustaining model for elder generation so that they don't need to ever depend upon others for their survival".

Dr. Chatterjee

CARE CHAMPIONS DIAMOND

A Care Champion Diamond is an individual who undertakes to raise a minimum of ₹ 5 lakh in donations for a chosen CSO. We had 8 individuals in this category who raised ₹ 1,05,18,332 for 6 CSOs.

Highest Fundraiser



Dr. Nandita Chakraborty

Raised ₹ 59,82,911

In support of Lotus Petal Foundation

Dr. Nandita Chakraborty is a general physician and runs her clinic in Gurgaon, India. She has overcome a physical disability to be a marathon runner. She is also a trustee of Lotus Petal Foundation. By raising ₹ 59.83 lakhs, Dr. Chakraborty is the Highest Fundraiser at the Airtel Delhi Half Marathon 2017.

"It was a wonderful journey this time again and all my previous donors came back stronger. They not only opened their hearts and contributed generously but also got people from their lives to see the work of Lotus Petal Foundation. It only meant that they believed in the work being done. Each story of contribution inspired me to connect to more people. A 9-year-old patient of mine broke open her piggy bank and donated ₹ 200 twice during my fund-raising duration."

Dr. Nandita



Dr. J.S Arora

Raised ₹ 11,75,200

In support of National Thalassemia Welfare Society - NTWS

Dr. Arora, a member of the Advisory Group 'Patient for Patient Safety Champion (PFPS) and General Secretary National Thalassemia Welfare Society & Federation of Indian Thalassemics. He is a regular columnist at leading publications on this subject.

"Thalassemia is one of the most common serious inherited blood disorders. Thalassemia major are normal at birth but develop severe anaemia within first year of age, requiring lifelong blood transfusions and costly medicines. No family can afford such costly treatment. Thalassemia can be cured by Bone Marrow Transplant (BMT) operation which cost around ₹12 lakhs to ₹15 lakhs per child. I wanted to contribute at least ₹ 2 lakhs per child for as many Thalassemics as I could and hence this step towards raising funds through the ADHM."

Dr. Arora



DRG - Delhi Runners Group

Raised ₹ 7,16,596

In support of MSF India

Delhi Runners Group, is the largest running group in Delhi. DRG endeavours to help as many people as possible to start their fitness journey and realise the importance of a healthy lifestyle.

"DRG came together to raise money for MSF India as we love running and we are very happy to use this passion of ours along with our favourite race in Delhi as a platform to raise funds for the health care of the needy. We are trying to do our bit to help MSF India provide medical care to those who need it most "regardless of race, religion, gender or political affiliation."

**Sundresh Sarup
(Founder DRG)**



Rahul Shinde

Raised ₹ 5,85,697

In support of Responset Development Services

Rahul Shinde is a food enthusiast who, as the Managing Director of KFC India, is building and growing the presence of KFC in India and introducing Indians to the best tasting chicken in the world. He has been an aspiring runner for the last 10 years and continues to work hard to fit running in the midst of his day to day corporate life. Some days have more success than others but the spirit to run freely lives strong! He has a goal of running the half marathon in less than 2 hours.

"Running is a sport where you are your own competition. Useful as an aerobic exercise or when you want to be with just yourself or when a vigorous activity is required to drain the stress of the day to day, my love for running can now be put to great use – in support for KFC's add Hope program aimed at eradicating child hunger in partnership with ResponseNet."

Rahul



Rajan Narayanan

Raised ₹ 5,24,928

In support of The Baale Mane

Rajan is Chairman at People Care Business Solutions Pvt. Ltd where he focuses on providing Advisory services to younger generation entrepreneurs in IT service and to companies wishing to engage India Inc and in services related to Mergers and Acquisitions.

He is also involved very closely with a few non-profits and is on the Board of quite a few. As Trustee Treasurer since 2008 at The Baale Mane Trust, a home just on the outskirts of Bengaluru, that has 60 girl children who do not have parents able to care for them, he wants to help build a larger and better home for them and thus is raising funds through all platforms as possible.

"This project aims to build a new block at Baale Mane, providing a more hygienic kitchen and dining area, larger and age appropriate dormitories, better study and activity space for the Baale Mane girls. As the girls grow up and we continue to support them into adulthood, Baale Mane needs more space for the older girls to live, study and grow."

Rajan Narayanan

CARE CHAMPIONS GOLD

A Care Champion Gold is an individual who undertakes to raise a minimum of ₹ 2.50 lakh in donations for a chosen CSO. ADHM 2017 had 7 individuals who raised ₹ 31,89,037 for 6 CSOs

Highest Fundraiser



Sangharsh Shail Jaiminee
Highest Fundraiser
Raised ₹ 11,18,756
In support of Lotus Petal Foundation

Sangharsh heads the supply chain for personal health at Philips for Indian Subcontinent. He lives in Gurgaon with his wife. Sangharsh is a long-distance runner who likes to read and travel.

"Being a first-time fund raiser I was completely overwhelmed at the thought of asking people for their money. The thought of the impact of my contribution constantly motivated me. The cause of education and the future of these bright children at Lotus Petal is very close to my heart and just with this belief I reached out to my friends and family. I felt a lot of peace and contentment throughout the fundraising time. So many friends and acquaintances got reconnected because of this unifying cause. I felt confident about my decision. This Diwali, my wish to friends and family was only that they must light a life of a child by sending them to school. It moved people to give and my beautiful wife uttered that she was proud of me."

Sangharsh

CARE CHAMPIONS GOLD



George Abraham
Raised ₹ 5,11,048
In support of
Score Foundation



Dharmender Khajuria
Raised ₹ 4,18,421
In support of
Bharti Foundation



Gagan Arora
Raised ₹ 2,97,100
In support of
Salaam Balaak Trust



Ricky Surie
Raised ₹ 2,63,000
In support of
Udayan Care



The Run Club
Raised ₹ 2,57,000
In support of
MSF India

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. Though 18 individuals committed to raise minimum of a lakh each for their cause, they have collectively raised ₹ 33,24,397, 85% more than the minimum target!

Highest Fundraiser



Dr. Geetanjali Chopra
Raised ₹ 4,32,300
In support of Wishes and Blessings

Dr. Geetanjali Chopra is the Founder of Wishes and Blessings. An accomplished scholar, Geetanjali gave up her career to follow her heart and set up her NGO in April 2014. Working on multiple social issues with the aim of inspiring and empowering dreams, she is a firm believer in the philosophy of "be the change you wish to see in the world". Presently Geetanjali is working to establish the first Wishes and Blessings Old Age Home, which would be inaugurated in April 2018.

"Fundraising in the ADHM has been an enriching experience. It was overwhelming to see the support of so many people who wanted to do something meaningful for the old and abandoned. Big thank you to ADHM and India Cares for providing Wishes and Blessings an opportunity to raise funds for a cause so close to our hearts. Although we still have a long way to go, this is surely a welcome start."

Dr. Chopra

CARE CHAMPIONS SILVER



C Surendran
Raised ₹ 3,97,980
In support of
Bharti Foundation



Garima Garg
Raised ₹ 3,13,901
In support of Khel Khel
Mein Foundation



Gautam Narayan
Raised ₹ 2,09,501
In support of
Score Foundation



Sunil Taldar
Raised ₹ 2,09,400
In support of
Bharti Foundation



Sameer Mehta
Raised ₹ 1,84,960
In support of
Udayan Care



Chandni Chopra
Raised ₹ 1,72,100
In support of Khel Khel
Mein Foundation

CARE CHAMPIONS SILVER



Venky
Raised ₹ 1,65,116
In support of
Bharti Foundation



Gaurav Chopra
Raised ₹ 1,50,000
In support of
Bharti Foundation



Sanjay Gupta
Raised ₹ 1,49,361
In support of
Udayan Care



Neeraj Katoch
Raised ₹ 1,48,747
In support of
Udayan Care

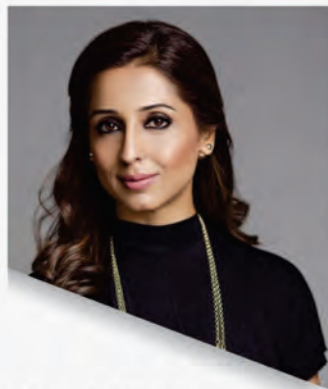


Jahnvi Aggarwal
Raised ₹ 1,40,100
In support of
Concern India Foundation



Amitabh Lal Das
Raised ₹ 1,16,000
In support of
Score Foundation

CARE CHAMPIONS SILVER



Chandni Singh
Raised ₹ 1,11,000
In support of
Lotus Petal Foundation



Rajender Sud
Raised ₹ 1,10,101
In support of
Score Foundation



Manoj Murali
Raised ₹ 1,08,418
In support of
Bharti Foundation



Nitish Sahni
Raised ₹ 1,04,100
In support of Concern
India Foundation



Chandan Berry
Raised ₹ 1,01,312
In support of Udayan Care

YOUTH CARES

A Youth Cares Team is a group of 3 students who get together and decide to take on a target of ₹ 75,000 for a cause of their choice. We had 6 Youth Cares Teams. 18 students raised a total of ₹ 36.34 lakh for 6 CSOs.

Highest Fundraising Team



Sariful Islam, Saloni Raj and Aman Kumar

Raised ₹ 30,31,630

In support of Lotus Petal Foundation

"We have dreams and we are grateful that we have Lotus Petal that believes in our dreams. We want to learn new things and see the world, we wish to explore and scale new heights. Our teachers only encourage us to aspire for more through hard work. We could not have reached this far or dared to dream if our school did not support us. Through the year we showcase our learnings through various events organized within and outside our school. We meet new people and introduce Lotus Petal to them so, people feel confident in supporting our education. We want more and more people to know about our school so it can grow and more children like us can realise their dreams."

Saloni Raj

Student

Lotus Petal Foundation

2nd Highest Fundraising Team



Anusha Sharma, Harshita Khanna and Vibhu Sharma
Raised ₹ 2,03,750
In support of Karm Marg Charitable Society

"We support Karm Marg because it gives loving, family-like support to so many children similar to us. We realise how privileged we are to have parents and siblings who love us unconditionally—and hope that the funds we raise in the Airtel Delhi Half Marathon will help children our age to experience the same".



Janhavee Hada, Diya Anand, Kashika Malhotra
Raised ₹ 1,09,100
In support of Wishes & Blessings



Anmol, Pooja, Bharat
Raised ₹ 1,07,252
In support of Karm Marg Charitable Society



Yashaswini Jain, Khushi Malik, Abhinandan Malik
Raised ₹ 94,400
In support of Concern India Foundation

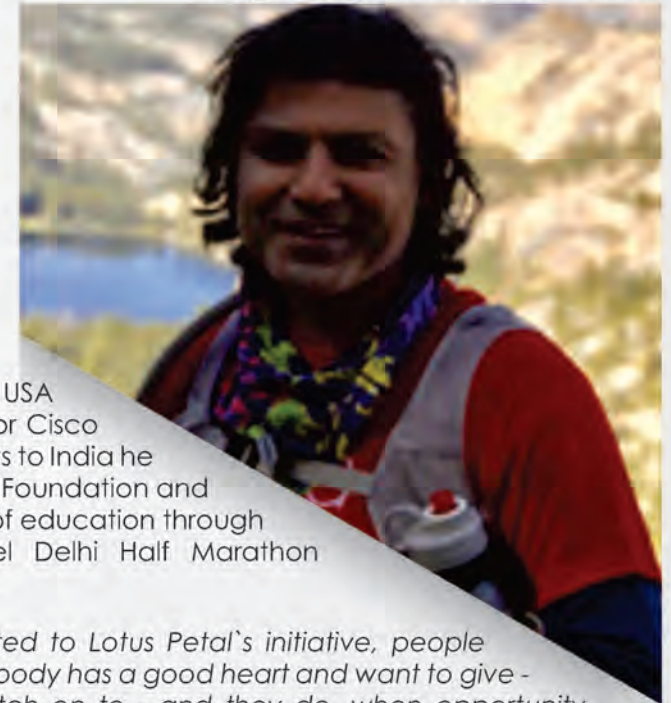


Meenakshi, Mamta, Anam
Raised ₹ 87,886
In support of Pardada Pardadi Education Society

iCARE FUNDRAISERS

iCare individuals are those who decide their own targets for the chosen CSO from the participating organisations, and raise funds through their networks. We have had 198 such individuals who raised a total of ₹ 1.09 crore, double than what icare fund raisers did last edition!

Highest Fundraiser



Arun Sharma
Raised ₹ 20,13,236
In support of Lotus Petal Foundation

Arun lives in Pleasanton California, USA with his wife and 2 sons. He works for Cisco Systems in California. In one of his visits to India he visited the schools run by Lotus Petal Foundation and since then he has run for the cause of education through them. This is Arun's second Airtel Delhi Half Marathon participation and first as a fundraiser.

"My realization is that as I connected to Lotus Petal's initiative, people connected onto my initiative. Everybody has a good heart and want to give - what's missing is a champion to latch on to - and they do, when opportunity presents. Thanks to my donors who opened their hearts. Corporate matching (especially my employer Cisco systems) helped tremendously.

This experience got everyone closer-friends, family, cousins; people from 7 countries donated to my run. A person donated 40% of his monthly salary because the children of Lotus Petal need it more. I am truly astounded by the goodness of people that I witnessed through my fundraising and how the vision of Lotus Petal resonated with so many people through me- truly one world.

Each special than the others, a few memories stand out:

- ▶ *The person who donated 40% of his monthly salary (because the kids need it more).*
- ▶ *The son who donated and called his father in India for the same. His father picked up a friend, went straight to the bank and donated ₹ 1.5 lakhs. All within a matter of 48 hours.*
- ▶ *When within an hour of sending an email, people from 7 countries came ahead and raised ₹ 5k for 12 in 12 initiative - true one world.*
- ▶ *Friends from yesteryears, who I haven't seen/spoken to in decades, came forward and donated amounts beyond my wildest expectations.*
- ▶ *When another friend became a champion, and reached out to his network to raise funds, his daughter doing Heena paintings to raise funds*
- ▶ *When family came together, close family, extended cousins, in laws - around the world donated - charity truly starts at home."*

Arun Sharma

iCARE FUNDRAISERS

2nd Highest Fundraiser



Deepak Sharma
Raised ₹ 13,52,243
In support of Udayan Care

"I am committed for this lifetime to the cause of Udayan Care. This year I participated in ADHM 2017 with a clear target to raise funds for one of the girl from Udayan Care home pursuing a Fashion Designing course at one of the leading institutes in India. I had set out with an external target of ₹5 lakhs and an internal target for self as ₹10 lakhs.

The contribution from my friends and relatives was overwhelming and I touched a figure of ₹13.5 lakh by the time the event ended.

I am second this year, just like last year, under the iCare individual fund raiser category. Somehow, I am not happy with this performance this year as I wanted to be number one. However, I have promised myself, with a strategy already decided, to be number one next year.

Where organizing of the event is concerned, It was very well planned. I wish the organizers all the best for the future."

Deepak Sharma



CORPORATE CARES

Highest Contributing Corporate

Hero MotoCorp Limited
Raised ₹ 46,75,000
In support of Child Rights and You

Maximum participation from a company in Corporate Cares - Hero MotoCorp Ltd. - 552 employees.

"At Hero MotoCorp, the principles of CSR are integral to the way we conduct our business. We believe in 'Manufacturing Happiness' through our various factories, where man, machine and nature work together in harmony to minimize environmental impact and develop a healthy ecosystem.

With the same belief and intent, we have been participating in the Airtel Delhi Half Marathon consistently as a corporate participant in association with CRY supporting the cause of underprivileged children and girl child. At the Airtel Delhi Half Marathon 2017, we had more than 500 employees participating in different categories and the scale of our participation further emphasizes our focus on the wellness agenda helping Hero create an environment wherein, every employee can participate, stay healthy and motivated, thus fueling individual and organization performance.

With 500+ employees running for Hero MotoCorp, we have ensured that more than 5000 children are back to school and get the right support for further education.

As a corporate citizen, there's nothing better than supporting in building the community around you while taking care of your own wellness."

**Mr. Sanjay Jorapur (Chief Human Resources Officer) and
Mr. Vijay Sethi (CIO and Head-CSR)**

CORPORATE CARES

Highest Fundraising Corporate
2nd Highest Contributing Corporate

FLUOR India Pvt. Ltd.

Raised ₹ 24,32,267

In support of Khushboo Welfare Society, Literacy India, Aman Biradari Trust, The Earth Saviors' Foundation

FLUOR India Pvt. Ltd. had 1752 individuals contributing ₹ 9,32,167.

"There is no exercise better for the heart than reaching down and lifting people up", said John Holmes.

We, at Fluor, believe that it is our responsibility to be cognizant of the myriad challenges that our communities face and strive, to the best of our abilities, to give back to society. In this endeavour the 2017 Airtel Delhi Half Marathon was a good opportunity for us to not only further understand and propagate a sense of responsibility towards our community, but also commit ourselves to bringing about a positive change in our surroundings.

180 of our employees enthusiastically participated in the half marathon events held on 19th November 2017 and collectively secured an unprecedented sum of donations for the four NGOs that we supported: Association for Rural and Urban Needy – Delhi Rainbow Homes, Khushboo Welfare Society, The Earth Saviours Foundation, and Literacy India. Volunteers, through a sustained donation campaign, were successful in creating awareness about the various partner NGO programs and projects and fostered an increased sensitivity towards the noble art of giving."

Arun Kumar Jain
(Managing Director
Fluor India Private Limited)





RUKHSANA HAQUE

Highest Fundraiser amongst Corporate Cares Teams

Rukhsana Haque
Vatika Group
Raised ₹ 1,07,313
In support of Sense India

"When I received a communication from Sense India that I too could create my own facebook page and start raising funds, I thought, 'Why not'? And then while creating the page, I had to set a target and I had one lakh rupees in mind, thinking it was an achievable target.

But then I realized how difficult it was to convince people to contribute for a cause!! I approached most of my friends, colleagues and explained to them about the cause and how I am connected with it. Also told them they could contribute any amount - even fifty rupees will do!

Some of them procrastinated, a few were doubtful about the funds reaching the right place. But most of them were positive and wanted to pitch in because I was doing it! I had to follow up with the procrastinators and ensured they clicked the 'Donate' button! I felt honored when I met my target and simply overjoyed when I exceeded it....."

Rukhsana Haque
(General Manager-People Services
Vatika Group)

CORPORATE CARES TEAMS

Total No. of Corporates-62 | Total No. of Teams-90 | Funds contributed-2,93,13,190 | CSOs Benefitted-31

COMPANY NAME	CSO SUPPORTED	AMOUNT (₹)
Absolutdata Research & Analytics Solutions	AADI - Action for Ability Development and Inclusion	1,75,000
Aegis	Bharti Foundation	1,75,000
Amadeus India	Sukarya	15,00,000
Apollo Tyres	Apollo Tyres Foundation	10,00,000
ART Affordable Housing Finance (India)	Concern India Foundation	1,75,000
Axis Bank Ltd.	CARE India	1,75,000
Bain Capability Centre India	AADI - Action for Ability Development and Inclusion	3,75,000
Bajaj Electricals Ltd.	Pariyavaran Mitra	13,75,000
Bharti Infratel Ltd.	Bharti Foundation	7,75,000
Bharti Realty Holdings Ltd.	Bharti Foundation	2,75,000
BlackRock Services India	Smile Foundation	3,75,000
Blue Star India	Blue Star Foundation	5,50,000
C&S Electric Ltd.	Wishes and Blessings	1,75,000
Commscope	Bharti Foundation	1,75,000
Comviva Technologies Ltd.	Bharti Foundation	2,75,000
Deloitte Shared Services India	Vidya Sagar	1,75,000
Delta Power Solutions India	Bharti Foundation	1,75,000
Dr Lal PathLabs Welfare Trust	The Akshaya Patra Foundation	1,75,000
DXC Technology	Udayan Care	1,75,000
ECI Telecom India	Bharti Foundation	1,75,000
Ericsson India	Bharti Foundation	2,75,000
EY GBS (India)	Salaam Baalak Trust	2,75,000
Fieldfresh Foods	Bharti Foundation	2,75,000
*Fluor India	Khushboo Welfare Society; Literacy India; Aman Biradari Trust; The Earth Savivors' Foundation	24,32,267
Frog Cellstat Ltd.	Bharti Foundation	1,75,000

* Corporates whose employees have raised funds in addition to corporate contribution.

CORPORATE CARES TEAMS

COMPANY NAME	CSO SUPPORTED	AMOUNT (₹)
Future First Info Services	Etasha Society	3,75,000
Garther - CEB India	Jan Madhyam	2,75,000
GHCL Ltd.	Sightsavers	1,75,000
GoDaddy India Domain & Services	Save the Children	1,75,000
Gourmet Investments	Bharti Foundation	1,75,000
GroupM	Bharti Foundation	1,75,000
H-One India	Udayan Care	1,75,000
HDFC Ergo General Insurance Company	CARE India	8,25,000
HDFC Ltd.	Jan Madhyam	3,75,000
HDFC Standard Life Insurance Company	Smile Foundation	2,75,000
Hero MotoCorp Ltd.	CRY - Child Rights and You	46,75,000
Hexaware Technologies	Vidya and Child	1,75,000
Huawei Telecommunication (I) Co.	Bharti Foundation	3,75,000
Hungama	Bharti Foundation	1,75,000
ICICI Prudential Life Insurance	Catalysts for Social Action - CSA	2,75,000
IndiaCast Media Distribution	Bharti Foundation	1,75,000
Indus Tower Ltd	Bharti Foundation	5,00,000
Ingersoll Rand	Agastya International Foundation	5,50,000
*Kotak Mahindra Bank	AADI - Action for Ability Development and Inclusion	6,83,610
KPMG	Vidya Integrated Development, CanSupport	16,40,000
Kuehne + Nagel Pvt. Ltd.	Bharti Foundation	1,75,000
MakeMyTrip India	Udayan Care	2,75,000
Milliman India	Khushboo Welfare Society	5,00,000
NBCC India	Wildlife Trust of India	2,75,000
Nokia Solutions and Networks India	Bharti Foundation	1,75,000

* Corporates whose employees have raised funds in addition to corporate contribution.

CORPORATE CARES TEAMS

COMPANY NAME	CSO SUPPORTED	AMOUNT (₹)
OLX India	Sukarya	3,75,000
PC Solutions	Bharti Foundation	2,75,000
Performics	Bharti Foundation	1,75,000
Rosenberger Electronic Co. India	Bharti Foundation	1,75,000
SBI Cards & Payments Services	Sukarya	5,00,000
Schindler India	Smile Foundation	2,75,000
Sentiss Pharma	Concern India Foundation	3,75,000
Sony Pictures Networks Distribution	Bharti Foundation	2,75,000
Tele System Communications (India)	Bharti Foundation	1,75,000
Tetrapak India	Charities Aid Foundation (CAF) India	2,75,000
*Vatika Group	Sense International India & Udayan Care	4,57,313
Velocis Systems	Bharti Foundation	5,00,000

* Corporates whose employees have raised funds in addition to corporate contribution.

HIGHEST FUNDRAISING CSOs

Highest Fundraising CSO



Lotus Petal Foundation
Highest Fundraising CSO in the Education Cause category
Raised ₹ 2,01,36,449

A life of dignity to every child is the core belief of everyone at Lotus Petal Foundation. We believe that education is the single most empowering tool to transform an individual's life.

Established in 2011 with the savings of a young corporate executive, Kushal Raj Chakravorty, Lotus Petal has grown from a single room, learning unit with 7 children, to a flourishing school of over 20 classrooms, science lab, library, computer lab, audio visual lab, Wi-Fi and CCTV enabled facility.

At Lotus Petal we provide exemplary education, healthcare, nutritious meals and livelihood options to the underprivileged children and youth living in the urban slums of Gurgaon, India. We have over 300+ students that are studying in our two schools. The academic curriculum is well rounded by soft skill training, theatre, classes in communication and language, career counselling and fitness. All our children are trained to run the Airtel Delhi Half Marathon each year. The jubilation of their participation in the event is the motivation for many people to contribute towards their education.

This year in particular, Lotus Petal is humbled by the support of our corporate and individual donors. Their support is a testimony that there are so many people who believe in our work and us and also goes on to show that there are many individuals and organizations who really want to make a difference to the lives of others. These silent heroes are the spine and pride of Lotus Petal and they are an integral part of who we are and what we believe in. We are grateful to each such individual and organization that contributed to the cause so we could do what we absolutely love to do.



HIGHEST FUNDRAISING CSOs

2ND Highest Fundraising CSO

Bharti Foundation
Raised ₹ 95,72,606

Vision: To help underprivileged children and young people of our country realize their potential

Bharti Foundation's flagship initiative – the Satya Bharti School Program is working towards improving the accessibility and quality of education for underprivileged children across rural India, completely free of cost, with a special focus on the girl child. The program envisions transforming students into educated, confident, responsible and self-reliant employable citizens of India with a deep sense of commitment to their society. Currently 254 primary, elementary and senior secondary schools are operational under the Satya Bharti School Program across Punjab, Haryana, Rajasthan, Uttar Pradesh, Tamil Nadu and West Bengal.

HIGHEST FUNDRAISING CSOs

3RD Highest Fundraising CSO



Udayan Care
Highest Fundraising CSO in the Children Cause category
Raised ₹ 65,11,498

'A nurturing home for every orphaned child, an opportunity for higher education for every girl and for every adult, the dignity of self-reliance and the desire to give back to society' - this is the MISSION of Udayan Care.

The entire Udayan Care Family works towards this mission everyday through our 3 innovative and main programmes- UDAYAN GHAR PROGRAMME (Based on the belief that a loving home and family is the right of every child), UDAYAN SHALINI FELLOWSHIP PROGRAMME (Based on the consensus that the dropout rate of girls after primary school is abysmal) & UDAYAN CARE INFORMATION TECHNOLOGY & SKILL CENTRE (Based on Udayan Care's mission to enable every adult the dignity of self-reliance).

"Udayan Care has been participating for 11 years now and we can safely say ADHM has helped our mission tremendously by giving us a platform to reach out to more corporate donors every year and potentially begin a long-term partnership with them. It also helps us reach out to the masses and spread word of the various ways in which they can support our work. The event day arrives and all new associations are solidified when one can witness the smiling faces of our new corporate partners and individuals, who have taken out a day to run together for our children and will start to associate with our cause for years to come".

"Together we can, together we will!

Let's run year on year to enable many more children to fly!"

HIGHEST FUNDRAISING CSO'S IN RESPECTIVE CAUSE CATEGORIES



AADI-Action for Ability Development and Inclusion

Amount Raised: ₹ 21,61,043

AADI has a pan India presence and provides services to people across disabilities, using a life span approach in Delhi-NCR.

Cause: Disability



Concern India Foundation

Amount Raised: ₹ 8,27,600

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

Cause: Community Development



ETASHA Society

Amount Raised: ₹ 6,28,900

Providing market-oriented vocational training and placement, employ-ability skills training and career guidance to young people from disadvantaged backgrounds in India.

Cause: Skill Development



Healthy Aging India

Amount Raised: ₹ 2,10,000

We provide FREE medical support for helpless elderly and run intergenerational learning centres. The motto is support helpless elderly, promote active aging to "encourage, educate and empower".

Cause: The Elderly

HIGHEST FUNDRAISING CSO'S IN RESPECTIVE CAUSE CATEGORIES



Khel Khel Mein Foundation **Amount Raised: ₹ 5,38,022**

Using sports as an intervention to facilitate holistic development of children in Delhi's poorest communities.

Cause: Development through Sport



National Thalassemia Welfare Society - NTWS **Amount Raised: ₹ 17,02,300**

Care & Control of Thalassemia in India.

Cause: Health Care



Paryavaran Mitra **Amount Raised: ₹ 12,50,000**

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.

Cause: Environment & Animal Welfare



Sukarya **Amount Raised: ₹ 21,56,550**

Sukarya works to save lives of mother and children, empower women, empower villages, and educate slum children in Delhi, Rajasthan and Haryana.

Cause: Girl Child & Women Empowerment

FUNDS RAISED BY CSOs



Agastya International Foundation Amount Raised: ₹ 5,00,000

Through all its programs, Agastya has reached over 6 million children and 2,00,000 teachers in 17 states in India.



apollo
foundation

Apollo Tyres Foundation Amount Raised: ₹ 9,10,000

To inform, educate and bring behaviour change in the identified target population (Customers, Employees, Supply Chain Partner and Community) with respect to HIV-AIDS & Sexually Transmitted Infection.



ARUN - Association for Rural & Urban Needy Amount Raised: ₹ 4,87,461

Working towards the rights of homeless children on the streets of Urban India, by providing them shelter, livelihood and healthcare support.



Astha Amount Raised: ₹ 2,00,400

Taking issues in relation to persons with disabilities from grassroot to policy level.

**The Baale Mane
Gopalarupa**

Baale Mane

Amount Raised: ₹ 5,24,928

Baale Mane engages with girls from an early age, liberating them from economic, social and psychological disadvantages of their circumstance and gender, nurturing them to have the capacity to become self-directed individuals and leaders in their communities.



Bal Utsav

Amount Raised: ₹ 7,626

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



Blind Cricket Association

Amount Raised: ₹ 11,116

We work for rehabilitation, upliftment & betterment of blind people through Cricketing Activities at grass root level to national and international level.



BloodConnect Foundation

Amount Raised: ₹ 2,000

To eradicate blood shortage in India within our lifetime. Spread across 20 cities, we work primarily the country's youth to achieve 100% voluntary donations, and have saved over 90,000 lives since 2010.



Blue Star Foundation

Amount Raised: ₹ 5,00,000

It supports various activities in Education, Health, support women and children, senior citizens, disability and environment.



CanSupport

Amount Raised: ₹ 4,06,600

To enable people with advanced cancer and their families to make informed choices and decisions and to receive appropriate physical, emotional, social and spiritual support.



CARE India

Amount Raised: ₹ 9,10,000

CARE India helps alleviate poverty and social exclusion by facilitating empowerment of women and girls from marginalised communities in India.



Catalysts for Social Action- CSA

Amount Raised: ₹ 2,50,000

Magic Bus breaks the poverty cycle, one child or youth at a time. We take children & youth on a journey from childhood to livelihood, steering them towards a better life with better awareness, better life skills and better opportunities.



CBM India Trust
Amount Raised: ₹ 1,455

Our programme will contribute to equity through disability inclusion in poorest communities.



Centre for Catalyzing Change
Amount Raised: ₹ 5,107

We equip, mobilize, educate and empower women and girls to achieve gender equality.



Centre Of Excellence In Alternative Care
Amount Raised: ₹ 12,400

Promotion and training on Foster Care.



Charities Aid Foundation (CAF) India
Amount Raised: ₹ 2,50,000

We support all socio development causes that position us uniquely to address a wide cross sectoral span of donor interests.



Child Heart Foundation
Amount Raised: ₹ 14,120

We would like you to associate with us for our mission to "Making Hearts Smile". CHF is built for helping children born with CONGENITAL HEART DISEASE (CHD). The focus is families who are financially challenged and cannot meet the financial requirements for heart surgery.



Childline India Foundation
Amount Raised: ₹ 10,875

Childline strives to ensure the rights of children, provide last mile connectivity, foster a child friendly ecosystem and integrate the efforts between children, civil society and the state to make child protection everybody's mandate.



CREA
Amount Raised: ₹ 4,400

To build feminist leadership, advance women and girls' sexual and reproductive health and rights in the global South.



Cricket Association for the Blind in India
Amount Raised: ₹ 44,001

Using cricket as the means to promote inclusion of and opportunities for persons with visual disabilities.



CHILD RIGHTS AND YOU

www.cry.org

Ensuring lasting change
for children

CRY- Child Rights and You
Amount Raised: ₹ 42,65,350

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



Don Bosco Tech Society
Amount Raised: ₹ 1,24,954

Skilling India - Bridging digital, social and economic divide in India by significantly contributing to the development of the marginalised youth by enhancing the employability and life management skills.



FOUNDATION

E&H Foundation
Amount Raised: ₹ 22,72,900

To provide quality education and health-care facilities to 100,000 under-privileged children per year by 2020, with a special focus on the girl child.



Educational and Development Initiatives (EDI)
Amount Raised: ₹ 1,67,246

A thriving future for rural women through vocational skills, training in sewing, computers and hospitality.



END
POVERTY

End Poverty
Amount Raised: ₹ 3,900

End Poverty is working for deprived community in Alwar district of Rajasthan state in the area of girls education, environment and poverty alleviation.



Feeding India

Feeding India
Amount Raised: ₹ 5,900

Feeding India is a not-for-profit social organization which aims to solve the problem of hunger and malnutrition in the country. We channelize extra nutritious food from weddings, restaurants, to the people who really need it and have no means or access food.



FOUNDATION

Fight Hunger Foundation
Amount Raised: ₹ 24,100

We take decisive action against the causes and effects of hunger and malnutrition in children.



FRIENDICOES

SECA

Friendicoes SECA
Amount Raised: ₹ 80,281

Friendicoes SECA, started in 1979, is a clinic-cum-shelter that provides medical and rehabilitation services to rescued animals. It has now slowly become one of the most popular animal welfare NGOs in India.



Gaudium Foundation
Amount Raised: ₹ 12,850

The organisation aspires to empower children and women with healthcare, awareness and amplify education and skill development opportunities.



Goonj
Amount Raised: ₹ 16,251

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



Growth Foundation of India
Amount Raised: ₹ 30,675

We believe in a holistic 360-degree development. The mission of our organization is to empower our community by creating choices for themselves and their families, allowing them to transform their own lives and ensuring an irreversible change for good.



Guru Vishram Vridh Ashram of SHEOWS
Amount Raised: ₹ 1,000

Provide for helpless old aged found on the streets of Delhi/NCR, those who are struggling for a meal a day and have no family to go to. We give them love, care, food, shelter and health care.



HelpMeSee India Foundation
Amount Raised: ₹ 4,820

HelpMeSee helps eradicate cataract blindness across India.



Ina Raja Memorial Education Trust
Amount Raised: ₹ 53,602

Working for the last twenty years towards education of the underprivileged children in west Delhi. Since 2017 we have also started a nutrition and health care program for the 50 youngest children at the Trust.



Isha Education
Amount Raised: ₹ 4,31,362

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



Jan Madhyam
Amount Raised: ₹ 5,90,000

Inclusion of the disabled and economically disadvantaged child in all aspects of mainstream life-school-society and work place.



Joining Hands
Amount Raised: ₹ 72,500

Skill development & enhancing employability by providing education, training and developing skills of urban poor youth.



K. C. Mahindra Education Trust
Amount Raised: ₹ 9,700

Project Nanhi Kali empowers more than 100,000 girls across rural, tribal and urban regions in nine states of India by providing them with high-quality education support and resources.



Karm Marg Charitable Society
Amount Raised: ₹ 8,15,644

To provide a secure living and learning environment to ensure that our children realise their full potential.



Khushboo Welfare Society
Amount Raised: ₹ 9,40,000

We enhance the discovered potential in individuals challenged with cognitive and physical impairments for equal and contributory participation in society.



Kost Kadambini Charitable Trust
Amount Raised: ₹ 12,200

The Trust is working on creating awareness about musculoskeletal and deformities by (1)Teaching (2)Health Camp Screening (3) Free and Subsidies Spine Surgery mainly in Orissa & NCR region in Delhi.



Lex Alliance Foundation
Amount Raised: ₹ 11,000

To work for the upliftment and betterment of the deprived people and bring them into the mainstream of the society, ensuring a life of dignity and security for the marginalized population, enabling them to realize their rights, avail resources and opportunities, fight social injustice, develop leadership capabilities and build a better future for themselves.



Literacy India
Amount Raised: ₹ 4,88,900

Literacy India's endeavor is to meet this objective through imparting basic education and through exposing our students to a variety of vocational skills in performing arts, computer, etc.



Magic Bus India Foundation
Amount Raised: ₹ 22,000

Magic Bus breaks the poverty cycle, one child or youth at a time. We take children & youth on a journey from childhood to livelihood, steering them towards a better life with better awareness, better life skills and better opportunities.



MOHAN Foundation
Amount Raised: ₹ 5,59,116

To augment deceased organ donation in India so that more life saving organs are available for end stage organ failure patients.



MSF India
Amount Raised: ₹ 13,34,568

To provide medical care to those who need it most, regardless of race, religion, gender or political affiliation.



NalandaWay Foundation
Amount Raised: ₹ 65,710

a non-profit that works with children from the poorest districts in India, helping them raise their voices and issues through theatre, visual arts, music, dance, radio and films.



National Social Society
Amount Raised: ₹ 11,000

Primary education through a remedial class for the poor student.



ONYVA - TARA
Amount Raised: ₹ 20,150

Rescue vulnerable children in Delhi and provide them with a home, a family-like environment and a guaranteed quality education.



PardadaPardadi Education Society
Amount Raised: ₹ 1,25,505

Rural development through the education, empowerment and employment of girls and women.



Parivartan Sandesh Foundation
Amount Raised: ₹ 1,000

PSF focus & sole reason for existence is the betterment of Under-privileged in terms of health, education, self-reliant Skills & for awareness of social issues.



Prism Foundation
Amount Raised: ₹ 17,550

Prism Foundation ensures the society to enhance the education level of those who suffering from financial crisis.



Ramakrishna Mission Ashrama ROSHNI
Amount Raised: ₹ 16,000

ROSHNI established 1998, rehabilitates persons with Neurological developmental disabilities; Lifespan Approach- Early Intervention, Special school, Vocational Training, Inclusive Education.



Responsenet Development Services
Amount Raised: ₹ 8,54,362

In partnership with Responsenet and other partners, addHOPE aims to provide 20 million meals to underprivileged children by 2020.



Salaam Baalak Trust
Amount Raised: ₹ 5,49,400

Salaam Baalak Trust aim to providing a sensitive and caring environment to street and working children of Delhi and NCR region.



Save The Children India
Amount Raised: ₹ 6,49,250

An integrated community development approach towards access to quality education, enhancing employability, access to gender justice and behavioural change health promotion.



Score Foundation
Amount Raised: ₹ 9,70,650

To help realize personal independence, economic self-reliance and social inclusion of blind people in India.



Sense International India
Amount Raised: ₹ 2,81,813

Working with deafblind children and adults throughout India so that they can be active members of society.



Shakti Fund - An India Cares initiative
Amount Raised: ₹ 12,59,235

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



Sightsavers
Amount Raised: ₹ 1,60,000

In India since 1966, Sightsavers works to eliminate avoidable blindness and fights for the rights & needs of people who are visually impaired or blind.



Smile Foundation
Amount Raised: ₹ 8,40,000

Education of underprivileged children as a catalyst to address issues like health, poverty, unemployment, human rights across India.



Sshrishti
Amount Raised: ₹ 20,600

To provide an education fostering social equity, inclusive development, and effective economic and public participation.



Swami Sivananda Memorial Institute
Amount Raised: ₹ 2,63,352

Focus of work: Serving women and children from underprivileged families of West Delhi through nutrition, health, education and livelihood.



**Teenage and Young Adult Cancer Foundation-
TYACAN**
Amount Raised: ₹ 1,000

To ensure the best cancer care and a life's dream for every young Indian.



The Akshaya Patra Foundation
Amount Raised: ₹ 1,60,500

Akshaya Patra operates world's largest meal program serving hot cooked meals to 1.5 million children in 24 locations across 10 states of India.



The Earth Saviours Foundation
Amount Raised: ₹ 8,41,356

We have a rescue center for abandoned and disabled people to provide them with free accommodation, food and medicines.



The Naz Foundation (India) Trust
Amount Raised: ₹ 2,86,539

Naz India's care home provides HIV Positive children a stigma-free healthy environment care and support. The aim is to make them self-sufficient & encourage an independent life.



Udaan - Ek Meetha Sapna
Amount Raised: ₹ 81,808

Udaan works with NGO's & Government schools, imparting art education and professional guidance to underprivileged children.



Vidya & Child - A Project under Jayaprakash Narayan Memorial Trust
Amount Raised: ₹ 2,76,153

Vidya & Child works with the mission to help bridge the gap for those children who need education and have no access to the facilities for learning existing in our society.



Vidya Sagar
Amount Raised: ₹ 2,20,000

Rehabilitation, education, empowerment and inclusion of people with neurological disabilities in India's rural/ urban community.



Vidya School
Amount Raised: ₹ 11,25,000

Grass-root level development programmes in the poorest of neighborhoods of Delhi, Haryana, Mumbai and Bangalore.



Wildlife SOS
Amount Raised: ₹ 3,585

Wildlife SOS is responsible for taking action against animal cruelty, rescuing wildlife in distress, working to resolve man-animal conflicts while promoting & educating the public for habitat protection.



Wildlife Trust of India
Amount Raised: ₹ 2,50,000

To conserve wildlife and its habitat and to work for the welfare of individual wild animals, in partnership with communities and government.



Wishes and Blessings
Amount Raised: ₹ 9,74,308

Wishes and Blessings is a unique platform that helps the underprivileged by linking donors with beneficiaries. Our mission is to inspire and empower dreams, by means of spreading smiles.



World Vision India
Amount Raised: ₹ 16,000

World Vision India is dedicated to improving the lives and future of India's most vulnerable children.



Yoddhas Indian Fighting Against Cancer
Amount Raised: ₹ 60,125

To be the most trusted source of information on Cancer and provide necessary support to patients & others dealing with cancer in India.

FUND UTILIZATION REPORT

IMPACT of funds raised through the
Airtel Delhi Half Marathon 2016

Information drawn from 'Utilization' reports submitted by the CSOs, include great insights:

- ▶ As has been the trend at the Airtel Delhi Half Marathon, the Health category has had the most impact with 32,766 individuals being provided with check-ups, screening, treatments and medicines for various medical needs like HIV, Blood transfusions, Eye Care, Nutrition supplements for young and old alike, with the highest number being 6,541 pregnant and lactating mother and child being provided checkup, meals and nutrition.
- ▶ Over 15,000 children were imparted Education, from first standard to degree college students. More than half of the children have received after school lessons in English, Maths and Science; four classrooms were built, over 25 teachers' salaries were sponsored during the year and 3,916 children were given complete care of home, food and education.
- ▶ 643 Elders received food and health care during the year.
- ▶ 421 Differently Abled received skill training for suitable jobs.
- ▶ 797 Youth and Women were provided with vocational training in technical trades and in courses such as tailoring, beautician course, vegetable farming and 1,180 individuals were given guidance in taking decisions with respect to their career options.
- ▶ A few Communities were worked with during the year which helped over 6,000 people understand their rights in relation to Government and other schemes; and to know about waste segregation, water conservation and recycling. One interesting community initiative was the mass wedding arranged for 14 underprivileged girls under one roof. All of the girls were from different religious backgrounds and were married according to their faith. 2,000 well-wishers blessed the newlyweds! Presents like fridges, gas stoves, sarees, kitchen appliances, etc. were bought by the guests to bless each couple and help them start their new life together.

ABOUT INDIA CARES

India Cares Foundation (www.icfn.in) is a support organisation and a 'Friend' of the social sector.

Our Vision is a civil society that inspires and encourages support.

Our Mission is to enable Civil Society Organisations (CSOs) to effectively communicate and engage the public.

Since 2008 through India Cares initiatives 125,000 individuals have donated; 3,750+ individuals have fundraised and 275+ companies have associated with 1,000+ CSOs, helping raise INR 64 crore for various causes across India.

Apart from the Airtel Delhi Half Marathon, we are partners for the TCS World 10k Bengaluru – these wonderful events provide a great platform to help CSOs engage every section of society and raise vital resources.

Other initiatives of ours include:

- ▶ A digital "Wishtree" that helps a CSO wherever they are in India seek support for non-cash requirements;
- ▶ Our CEO Forum is a one of its kind peer-to-peer learning and interaction forum for CEOs/ Managing Trustees, Senior Management in the social sector, currently being conducted in Bengaluru, Delhi, Chennai, Hyderabad and Pune;
- ▶ Our 'SkillWork' workshops give practical hands on training to CSOs in various day-to-day requirements;
- ▶ Our ReachOut programme helps build capacities within CSOs to handle their Donor Management and Communications, both internally and externally to various stakeholders;

And we work with companies in the space of CSR strategy and Employee Engagement.



ANTHONY ERVIN INTERNATIONAL EVENT AMBASSADOR 2017

One of strongest ever come back stories in the history of sport, four-time Olympic medallist Anthony Ervin was the event ambassador for the 10th Airtel Delhi Half Marathon.

At 19, he won gold at Sydney Olympics in 50mts swimming. At the top of his profession, he chose to retire at the age of 22, sold his Olympic gold medal for charity towards Tsunami victims. Post retirement, Ervin dabbled in music, worked as a DJ, started his own band and got into trouble for all the wrong reasons. Then something changed and he decided to get back to studies, quit smoking and hit the swimming pool again. The rest is History.

At the age of 35, last year at Rio Olympics, Anthony claimed the gold medal again and now has the record of the youngest and oldest man to win an Olympic Gold Medal 16 years apart.

"It was a splendid experience here at the 2017 Airtel Delhi Half Marathon and the way the event was organised was beyond my expectations. This was one of those rare events I have been to where the feeling of joy and togetherness is brought through sports. It's always great to be a part of an event, where you get the opportunity to inspire people through sports and I would love to do this as much as I can. It was heartening to experience the love, warmth and hospitality of the people and I feel truly privileged to have been part of this world-class event. Keep running, stay inspired."

Anthony Ervin





THE LAUNCH CONFERENCE

Procam International continues to remain the catalyst that has been re-inventing the paradigm of running in India. The event celebrated 10 glorious years in the capital and the launch conference was highlighted by a series of announcements.

GOLD LABEL RACE: In 2017 ADHM received the merit of a Gold Label Race – a rare distinction from the International Association of Athletics Federations (IAAF) classifying the half marathon as one of 'leading road races around the world'.

10K RUN: Keeping in mind the popularity of the Great Delhi Run and to give a fillip to the emerging runner community, for the first time, there was a 10K run introduced exclusively via charity.

NEW SPONSORS: To make any sporting event a grand success, it is imperative to have like-minded sponsors on board and this year two new global brands extended their association with the event. India's leading mineral water brand Bisleri came on board as the Hydration Partner and Jet Airways, India's premier international airline, as the Airline Partner.

COUNTDOWN PRESS CONFERENCE

The 2017 edition of the event heralded a new high with registrations closing in a record 20 days for half marathon with 13,000 runners signing up for the event. The USD 2,75,000 event witnessed 35,000 participants running in five race categories -- Half Marathon (Elite & amateur), Great Delhi Run, 10K Run, Senior Citizens and Champions with Disability

(L-R) Dilip Jayaram (CEO Procama International), Neha Arora (Planet Abled), Pritesh Chothani (Vice President & Cluster Head, Dehi-Jaipur-Jodhpur, Radio Mirchi), Anjana Ghosh (Director, Bisleri), Ravindra Singh Negi (CEO, Delhi-NCR, Bharti Airtel) & Ashish Shah (CEO, Delhi Dynamos F.C.)



PUMA FINISHERS TEE

PUMA Legend & British Sprinter Linford Christie along with Vishal Gupta (Director Retails, Puma India) and Vivek Singh (Jt. MD, Procama International) unveiled the **ADHM 2017 FINISHERS TEE**. The first 1000 finishers received the exclusive PUMA Finishers Tee.

CHARITY PRESS MEET

The charity press meet this year was a celebration of young philanthropists and their contribution to the event, as the conference was held on the 14th of November, marking Children's Day.

The conference was moderated by Nitish Sahni, a class XI student at Shri Ram School, who is a passionate runner, who ran his first 10K run this edition. A regular fundraiser for various causes since 2014.

The children panelists at the conference included Pooja (supporting Karm Marg Home), Keertannya Ojh Khandelwaal (supporting AADI), Kashika Malhotra (supporting multiple causes) and Sariful Islam (supporting Lotus Petal Foundation). All these students are from A+ schools of Delhi NCR, who are receiving education through the work of CSOs that are raising funds at the ADHM.



(L-R)-Rajan Narayanan, India Cares Foundation, Nitish Sahni, Sariful Islam, Vivek Singh, Joint Managing Director, Procam International, Kashika Malhotra, Pooja, Keertannya Ojh Khandelwaal

TECHNICAL PRESS MEET

Taking the media through the course, prepping them for race day was Hugh Jones (Race Director, ADHM), Dr Kishlay Datta (Associate Director and HOD Dept. of Emergency Medicine, Max Healthcare, and Event Medical Director), Rajeev Ranjan (Deputy Commissioner, Traffic, Central Range) and Vivek Singh (Jt. MD, Procam International).

DELHI DYNAMOS ISL TEAM

The Indian Super League Football club of the capital city, Delhi Dynamos joined hands with the event to promote fitness in the city.

"Delhi has developed an incredible spirit and culture of running thanks to the Airtel Delhi Half Marathon. We (Delhi Dynamos) are happy to join them in celebrating this sportsman spirit of our city. As a football club, fitness & health are the two most important aspects for us. From grassroots to the first team, fitness is the basis of becoming a top athlete and that is the message that we want to give out to all the runners as well. Our coach and our players look forward to interacting with the participants and inspire them with techniques that are being used at the pinnacle of the sport."

Ashish Shah, CEO, Delhi Dynamos F.C.



NESTLÉ MIRCHI GET ACTIVE EXPO

16th to 19th November, NSIC Exhibition Complex, Okhla, New Delhi.

One of the biggest sporting expos, catering to 35,000 people, hosting top-notch sports and lifestyle brands of the country like Airtel, ORSL & PUMA. The hub from where Event's confirmed participants could collect their running number bibs, the Expo provided all visitors with brand interactions and expert talks.

Match the Fastest with Eliud - Courtesy Airtel

Match the Fastest with Eliud was a unique engagement carried out by Airtel at the expo, where runners were challenged to keep up with the average race pace of ADHM 2016 winner, Eliud Kipchoge. Participants were tethered to a treadmill to see how long they could run at 21 km/hr. The activation was a major attraction for all the participants at the Expo.



CHAMPIONS WITH DISABILITY (CWD) RE - ENERGISED

To create a necessary stir for CWD and further engage with the community, this category for the 2017 edition was supported by Planet Abled, an organisation that provides accessible travel solutions and leisure excursions for people with different disabilities. With their necessary expertise and manpower, Procam along with Planet Abled gave participants an enhanced and an unforgettable experience on race day.

To begin with, the participants were welcomed in the holding area, by a very special person, **Preeti Singh - 1st Runner Up - Miss India Wheelchair 2017**, who was the emcee for the day at the CWD marquee. Preeti's presence was a pleasant delight.

The participants also enjoyed the fun photo booth activity organized for them at the holding area, as each of them took back a printed copy of their race day memory.

This edition also saw the presence of Indian Olympic Parathletes, Mariyappan T. (India's first Paralympian gold medallist since 2004) and Varun Singh Bhati (Indian Para high jumper having won several medals in international events including bronze at 2016 Summer Paralympic Games and 2017 World Para Athletics Championships) along with Indian National Para Athletics Coach, Shri Satyanarayana to encourage and applaud the participants. The Para Olympic team garlanded the participants with medals post their finish. Above all the enthusiasm and energy of all the participants was what made race day a truly memorable one!

Supported by

PLANET
ABLED



THE S-CROSS MOTORCADE

The Official Lead Car of the event was showcased with Rio Olympic Champion and Event Ambassador Anthony Ervin at the iconic India Gate, making it a truly picture perfect moment.



PASTA COOK OUT

Celebrating the age-old tradition of carbo-loading, Event partners and key dignitaries engaged themselves in a pasta cookout, competing to create the dish of the day held at Le Meridien New Delhi. The experienced pair of Mrs. Meena Bhatia (VP-OPS & Sales, Le Meridien New Delhi) and Anil Singh (MD, Procam International) outshined and were declared winners at the Pasta Cookout.

PUMA WARM-UP ZONE

Warm up on Race day was conducted by actor and anchor Samir Kochhar and Puma fitness trainer Nidhi Mohan Kamal for all the half marathon and 10K registered participants, in the presence of Puma Legend Linford Christie.

The high energy session, surely warmed up the participants well before their run!



JABONG RUN IN COSTUME

On race day, the Great Delhi Run is a street carnival where thousands (individuals and companies) run in support of a cause they believe in. Many literally wear their hearts on the sleeves. To recognise and reward their hard work, Jabong.com, event's Retail Partner, conducts a contest for the best dressed group and individual, participants. The winners get cash prizes in recognition of their creativity and enthusiasm.

This edition the contest was judged by Soumava Naskar (Head-Brand Marketing, Jabong) and Binni Ray (GM-HR, Jabong).

Jabong Run In Costume results:

Being Us! : Adarsh Public School – depicting women empowerment
Save the Children – depicting equality for women in India
Etasha Society – depicting empowerment of the youth

Going Solo! : Anshika Tanwar – promoting river replenishment
Bhavya Sharma – rooting against animal cruelty
Garvit Khanna – portraying the current topic - GST

RUN CLUB FOR RUNNERS

This ADHM 2017, 12 running clubs manned 12 water stations towards the Half marathon & 10K run routes. They ensured every participant's hydration needs pre & post-race were met. Besides giving water, their role is also to motivate the runners. This by far is the biggest initiative in India. Runners supporting runners to achieve their goals.



POLICE CUP

The Police Cup, which was initiated in the 2015 edition of the Event, participation of 60 personnel from the Delhi Police force, vying for the Police Cup trophy.

MEN'S TEAMS RESULT:

Gold Medalists

Bijender Singh, Aadesh Dagar, Vijay Singh

Silver Medalists

Subhash Singh, Megh Raj, Hareesh H P

WOMEN'S TEAMS RESULT:

Gold Medalists

Lalita Madhwal, Reena, Rekha

Silver Medalists

Aarti, Padmawati, Rekha



VOLINI RECOVERY ZONE

As the Event's Recovery Partner, Volini sets up a recovery zone at the Event venue, for all half marathons and 10K runners post their run. This year over 9000 runners recovered at the Volini Recovery Zone spanning across 9000 sq. ft. area with more than 200 recovery experts including sports scientists, injury management specialists, doctors and physiotherapists. Kieren Dsouza, Ultra Marathoner and the only Indian to have completed the grueling 246.6 km Spartathlon, was fundamental in offering training and post recovery tips to all runners on race day.

INDIAN COURSE RECORDS SHATTERED

INDIAN MEN: The Indian athletes made a pulsating impact this year with scintillating performances by **Nitendra Singh Rawat (01:03:53)**, **G Lakshmanan (01:03:53)** & **Avinash Sable (01:03:58)**, all three beating the course record set by Deepchand Saharan in 2009 of 1:04:00.

INDIAN WOMEN: The Indian Elite Women's category saw a sensational finish by top contender **L Suriya** as she dashed to the finish line, and set a course record with **1:10:31**, beating Lalita Babar's 2015 record at the event of 1:10:52.



WORLD CHAMPIONS AT THE START LINE

Geoffrey Kirui, 2017 IAAF World Championships London marathon winner along with Almaz Ayana, winner of the IAAF World Championships 2017 in 10,000m and World Record Holder and gold medalist at Rio Olympics 2016 made it to the start of the 10th edition. It was a matter of great pride to see a celebrated athlete such as Almaz Ayana make a winning debut on Indian soil and choose ADHM to make her debut over the half marathon distance.

Geoffrey Kirui 01:00:04 and Almaz Ayana 01:07:11

THE OFFICIAL PACERS OF HALF MARATHON

SHIV KOSGI 1:45 Bus



ASHISH KUMAR 1:45 Bus



ALFREDO MIRANDA 1:45 Bus



PRABHAKARAN MOHAN 1:50 Bus



MANIK DHODI 1:50 Bus



DINESH HEDA 1:55 Bus



SHAILJA S SRIDHAR 1:55 Bus



JAGPREET BRAR 2:00 Bus



BALWINDER SINGH 2:00 Bus



PREET SINGH 2:00 Bus



UMESH GUPTA 2:05 Bus



BIPLAB MUKHERJEE 2:05 Bus



DEEPAK SHARMA 2:10 Bus



AVANI VORA 2:10 Bus



SUNIL CHAINANI 2:15 Bus



KARANDEEP SINGH 2:15 Bus



SIDDHANT CHAUHAN 2:20 Bus



RAHUL VERMA 2:20 Bus



SUNDRESH SARUP 2:25 Bus



J THALAPATHY SRIRAM 2:30 Bus



ANKUSH MEDIRATTA 2:30 Bus



BIJENDER VATS 2:40 Bus



VINOD KAUL 2:40 Bus



NEELAM TALWAR 2:50 Bus



JITENDRA ADVANI 2:50 Bus



TUSHAR TRIPATHI 3:00 Bus



PRACHI GARG 3:00 Bus



THE OFFICIAL PACERS OF THE 10K RUN

ANIL TIWARI 60 mins Bus



GAUTAM SADANA 65 mins Bus



SHRUTI JOSHI PANDEY 70 mins Bus



PRITI SHUKLA 75 mins Bus



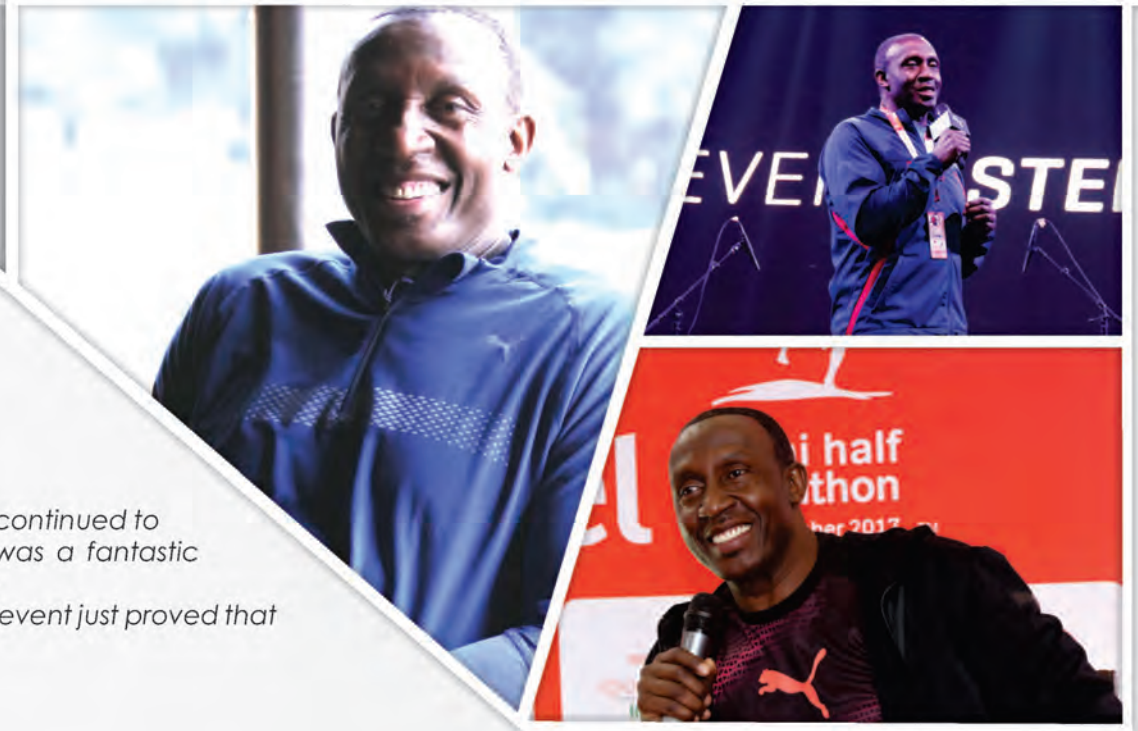
PUMA LEGEND LINFORD CHRISTIE

Linford is the only British athlete to have won Gold medals in the 100 metres at all four major competitions Olympics, Commonwealth Games, World Championships & European Championships and was the first European to have run sub ten seconds.

Linford graced and cheered the participants at the start line of the event.

"India never ceases to surprise me and the 2017 Airtel Delhi Half Marathon continued to give me that experience. Seeing over 32,000 people on the start-line, was a fantastic experience and the energy and passion with which the participants ran was truly inspiring. Running is a universal sport that has no barriers across and this event just proved that people from all walks of life can come together and celebrate."

Linford Christie

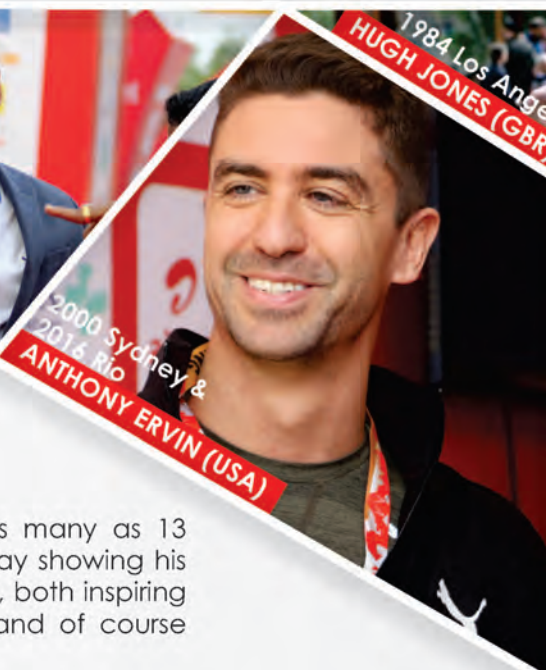


CHAMPIONS DINNER

A gala night with all the champions of the Airtel Delhi Half Marathon 2017, celebrating their day of victory. At the champions dinner this edition a special recognition was given to all pacers and running clubs manning water stations as a token of appreciation for their contribution at the event.

13 OLYMPIANS AT THE EVENT

The Airtel Delhi Half Marathon attracted stellar names with as many as 13 Olympians in varied capacities – Minister and Dignitary of the Day showing his solidarity to sport, International Event Ambassador and a Legend, both inspiring thousands, an expert Television Commentator, Race Director and of course competitors vying for a podium finish.



INTERNATIONAL EVENT AMBASSADORS

2008



SIR RICHARD JOHN HADLEE MBE is a New Zealand former cricketer, regarded as one of the greatest fast bowlers and all-rounders in cricketing history.

2008



JACQUELINE JOYNER-KERSEE is an American retired track and field athlete, ranked among the all-time greatest athletes in the heptathlon as well as long jump. She won three gold, one silver, and two bronze Olympic medals, in those two events at four different Olympic Games.

2009



ALLAN ROBERT BORDER is a retired Australian cricketer, a batsman. Border was for many years the captain of the Australian team. Border still retains the world record for the number of consecutive Test appearances of 153 and is second on the list of number of Tests as captain.

2009



CATHERINE FREEMAN is a former Australian sprinter, who specialized in the 400 meters event. She would occasionally compete in other track events, but 400m was her main event. She became the Olympic champion for the women's 400 meters at the 2000 Summer Olympics, at which she lit the Olympic Flame.

2011



KHALID KHANNOUCHI is a Moroccan American marathoner. He is the former world record holder for the marathon. He is one of only five men to break the marathon world record more than once, and one of only four to break their own marathon world record.

2012



DAVID RUDISHA, is a Kenyan middle-distance runner. He is the 2012 and 2016 Olympic champion, 2-time World Champion (2011 and 2015), and world record holder in the 800 meters. Rudisha is the first and only person to ever run under 1:41 for the event.

2013



DONOVAN BAILEY, O.Ont (born December 16, 1967) is a retired Canadian sprinter, who once held the world record for the 100 metres. He recorded a time of 9.84 seconds to win the gold medal at the 1996 Olympic Games. He was the first Canadian to legally break the 10-second barrier in the 100 m.

2014



PAULA JANE RADCLIFFE, is an English long-distance runner. She is a three-time winner of the London Marathon (2002, 2003, 2005), three-time New York Marathon champion (2004, 2007, 2008), and 2002 Chicago Marathon winner. She has been the women marathon world record holder for 15 years.

2015



KENENISA BEKELE is an Ethiopian long-distance runner and the current world record and Olympic record holder in both the 5,000 metre and 10,000 metre events.

2016



ELIUD KIPCHOGE is a Kenyan long distance runner, and the 2016 Olympic marathon gold medalist. He has been described as "the greatest marathoner of the modern era."

2017



One of strongest ever come back stories in the history of sport, **ANTHONY ERVIN** is an American swimmer and four-time Olympic medalist.

WASTE MANAGEMENT AT ADHM 2017

As a responsible race organizer of an event that promotes health and fitness for all, Procarn has always been concerned as much about the well-being of our participants as about the environment. Procarn International has taken a conscious decision to make all its running events eco-friendly, with a focus on managing waste through the methods of re-using and recycling. At ADHM 2017, the waste management of the event was managed and overseen by Hasiru Dala Innovations in collaboration with Chintan, an organisation working with wastepickers in Delhi.

The event created 2 levels of impact – one taking care of the environment where maximum waste was recycled, and second, livelihood impact by giving jobs to wastepickers (the informal sector).

Communication:

- The event has been sending only e-confirmation letters to runners via email since 2011.
- In this edition too, participants were encouraged to receive event related information (handbooks) in digital format. This received an over whelming response and nearly 50% of the runners opted for e-handbooks.

Usage of alternate product/material:

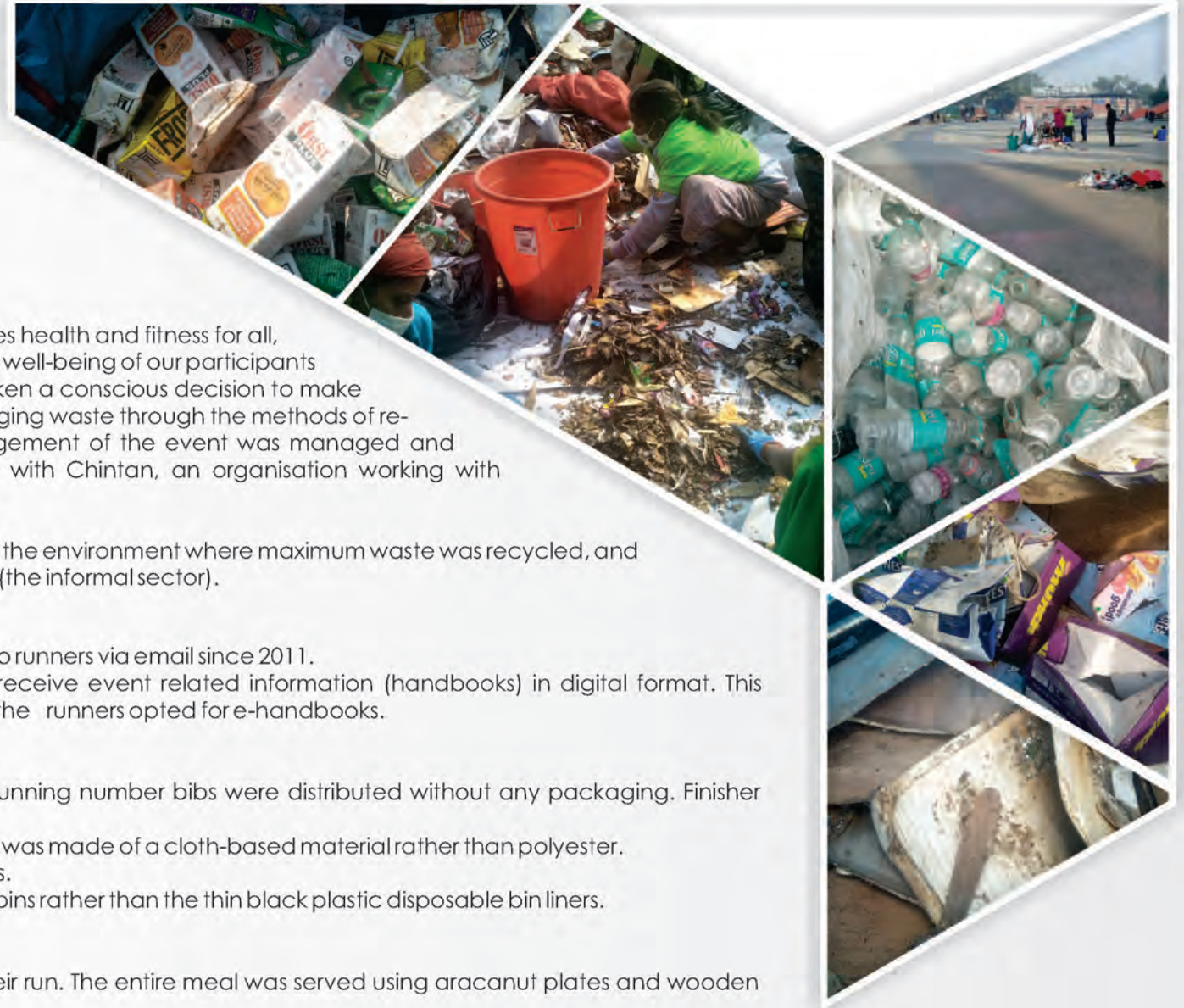
- Plastic packaging was avoided. All the participants' running number bibs were distributed without any packaging. Finisher medals were handed out in fabric pouches.
- The runner bags handed out to each runner at the expo was made of a cloth-based material rather than polyester.
- Thick paper bags were used instead of plastic carry bags.
- Thick HDPE reusable plastic lining was used in the waste bins rather than the thin black plastic disposable bin liners.

Refreshments:

- Hot refreshments were served to all the runners post their run. The entire meal was served using aracanut plates and wooden spoons.

FOOD WASTE

Dry and other waste 4994 Kgs **Pet Bottles** 597 Kgs **Tetrapack** 573 Kgs **Aracanut Plates/ Spoons** 450 Kgs **Food Waste** 278 Kgs



THE VARIOUS TYPES OF WASTE GENERATED AT THE EVENT

Food Waste: This includes all leftover food from the plates and food left behind by caterers, orange peels and other leftovers

DETAILS OF THE DISPOSAL FOR VARIOUS WASTES

Transported to Chintan Material Recovery Facility, Bhopura where it was composted.

THE VARIOUS TYPES OF WASTE GENERATED AT THE EVENT

Plastic Bottles/ Pet Bottles: This includes the water bottles from all water stations serving water on the route or at the venue.

DETAILS OF THE DISPOSAL FOR VARIOUS WASTES

Transported to M/s Al Mehtab, Delhi for making fiber thread for textile industry. The bottles and caps are recycled separately.

Tetrapack: This includes tetrapack covers for juices, etc.

Transported to Tetrapak, Rudhrapur This is bailed and sent for recycling.

All other dry waste: This includes paper, files and cardboards.

Sent to paper mill (M/s Bharat Bhushan).

Aracanut Plates: This includes the plates used to serve the food at the refreshment counters.

Composted in Chintan MRF.

Carpet Waste: This includes waste/spoil carpets

Distributed among village ladies and waste collectors in and around Bhopura on demand basis for reuse.

Swabhimaan, a Bengaluru based NGO also distributed the flex/vinyl waste used for branding and signage in the event. The majority of the flex was cut from boards/frames and glued together to make thick double flex sheets which was given out to homeless people to be used as shelter. A total of 3418 such sheets were handed out.





IGNITED PARTNER
PUMA

MARUTI SUZUKI

NEXA



EXCITEMENT
RUNS HIGH WITH
NEXA

**DRIVEN BY
NEXA**

THE ALL-NEW
S-CROSS

RUN YOUR OWN RACE

— Be You —

"Jabong is proud to be the fashion partner for some of the country's leading marathons, which has not only attracted athletes and running enthusiasts but also unified people from all walks of life. It exemplifies the spirit of perseverance and a journey of self-discovery, which is in-line with Jabong's philosophy of 'Be You' "

- GUNJAN SONI, HEAD OF JABONG

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FASHION PARTNER
JABONG



Celebrate the #JoyOfRunning

This was our second year of a successful partnership with Airtel Delhi Half Marathon, 2017.

"Marathons not only test the spirit of human endurance, but also reflect the power of resilience as well as the strength of faith and self-belief. Jet Airways is proud to associate itself with the 10th edition of the Airtel Delhi Half Marathon – one of India's iconic running events, in our endeavor to spur our employees and participants to push and go beyond their limits, in the pursuit of excellence."

Jayaraj Shanmugam,
Executive Vice President- Products and services,
Jet Airways



JET AIRWAYS



AIRLINES PARTNER
JET AIRWAYS

SEIKO

TIMING PARTNER
SEIKO

SEIKO GOES BEYOND THE FINISH LINE



“Seiko has been at the forefront of world sport for over 50 years, recently extending its legacy in India as well. We are delighted to have been the Official Timing Partner once again at the Airtel Delhi Half Marathon 2017; because we see every athlete as an inspiration to pursue perfection, just like we do with every timepiece we craft.”

Niladri Mazumder

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



VOLINI®

OFFICIAL RECOVERY PARTNER



9514 RUNNERS RECOVERED AT THE VOLINI RECOVERY ZONE, OUT OF A TOTAL 32,000 RUNNERS.



Instant Pain Relief,
Anytime Anywhere.



To know more on Recovery & to enroll for Volini Recovery Program, log on to <http://www.volini.com/recoverwithvolini/>

RECOVERY PARTNER
VOLINI

airtel delhi half marathon

Bisleri

OFFICIAL HYDRATION PARTNER

"Being the Hydration Partner at Airtel Delhi Half Marathon 2017, Bisleri took charge of water requirements for the runners and athletes participating in the run. Bisleri set up **14 water stations** across the 21 Km stretch on the running track to ensure that all the runners and athletes are well hydrated.

Proper hydration is a constant struggle for runners and we have realized that most of them neglect the importance of hydration during marathon training, hence we are glad to rope in Dr. Aashish Contractor (Run and sports medicine expert) who guided the marathoners as a **Hydration Expert**. The association helped us educate the runners by emphasizing the importance of monitoring hydration levels and it is vital that runners follow the same to achieved a fit mind and body."

- Ms. Anjana Ghosh, Director, Bisleri International Pvt Ltd

HYDRATION PARTNER
BISLERI

Le **MERIDIEN**

#HAPPINESSBREWED

Le Meridien New Delhi is proud to continue its partnership with Procim International for the Airtel Delhi Half Marathon (ADHM) for the 10th consecutive year. As every year, there was outstanding energy, drive and enthusiasm in our associates. This year our slogan was 'Happiness Brewed', something that all our associates strive to achieve not only at the work place but also in their personal lives

As a run up to the marathon, we showcased some innovative and healthy recipes in our coffee shop and to celebrate our partnership, we hosted the Pasta Party which was attended by eminent personalities. We also ran a contest on our Facebook page asking visitors on the page to share their moments of happiness and tagging three of their friends and this was also shared by ADHM on their FB page.

Being the Hospitality Partner, the Le Meridien team has yet again come together to ensure that the run is a huge success-right from taking care of the hospitality of guests, the pre race event and the grand success of the race. All these were done keeping in mind that this mega city event also raises funds and supports various social causes for community development in India.

We look forward to a stronger partnership and hosting more such events in the future and be a pivot of enterprise and energy for this great city event.

HOSPITALITY PARTNER

HOSPITALITY PARTNER
LE MERIDIEN

**BHAAG
DELHI BHAAG**
For music that keeps
you going, tune in to
Delhi's No. 1 radio station!



**RADIO PARTNER
RADIO MIRCHI**



SEVENTH SUCCESSFUL RUN AS OFFICIAL MEDICAL PARTNERS



At Max Healthcare, we are proud to be associated with ADHM since 2011 as official Medical Partner. We are committed in providing highest level of medical care to ensure safe run for all participants. This year was especially challenging, since Delhi was covered in smog during the marathon. But, it did not deter the passionate runners from participating. We were thrilled to see the spirit of Delhites while we ensured no casualties.

Marathon running has become major focus among Indians these days, which has in turn proven to be a major contributor of improved health. All running enthusiast practice round the year in order to participate in organised marathon which also keeps their health under check.

As a responsible healthcare partner we would advice all the participants to make good health as their first priority urging them to remember "health is the only personal wealth which can push you further and further in life's struggle."

Dr. Kishalay Datta
Director Et HOD, Department of Emergency Medicine, Max Healthcare, New Delhi



**MEDICAL PARTNER
MAX HEALTHCARE**

INSTITUTION PARTNER
HARMONY

ACTIVE PROMOTING AGEING

harmony
celebrate age
The magazine for silver citizens

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

harmonyindia.org
/harmony4silvers
/harmony4silvers
/harmony4silvers

TV PRODUCTION PARTNER
INITIUM PRODUCTIONS

It's not sports, if it ain't LIVE

initium
PRODUCTIONS



<p>Channel Partner</p> 	<p>Ignited By</p> 	<p>Nutrition Partner</p> 	<p>Driven By</p> 
<p>Fashion Partner</p> 	<p>Airline Partner</p> 	<p>Timing Partner</p> 	<p>Recovery Partner</p> 
<p>Restoration Partner</p> 	<p>Hydration Partner</p> 	<p>Hospitality Partner</p> 	<p>Print Partner</p> 
<p>Radio Partner</p> 	<p>Medical Partner</p> 	<p>Philanthropy Partner</p> 	<p>Institution Partner</p> 





THANK YOU
DELHI

A  Initiative