



airtel



**delhi half
marathon**
23 november 2014

**CELEBRATING
2014**







A NEW ADHM COURSE RECORD

Ethiopian Guye Adola demolished a highly competitive men's elite athlete field and also set a new Course Record at the 2014 edition of Airtel Delhi Half Marathon. He stopped the clock at 59:06, making him 3rd fastest half marathoner of the year 2014 and all-time fastest in Ethiopia. He was followed home by the 2014 World Champion at the distance, Geoffrey Kamworor in 59:07 PB and Ethiopian Mosinet Geremew 59:11 (who also broke the existing record).



“ I am glad to know that this year more than 32,600 individuals from India and across the world participated in the Airtel Delhi Half Marathon on November 23. Undoubtedly, events like this make more and more people conscious about the importance of health and fitness through running. I congratulate the many agencies and individuals involved for a great show and hope that the event continues to make us aware about competitive running in India and the importance of fitness for all. ”

SARBANANDA SONOWAL,
Union Minister of State - (IC) Sports & Youth Affairs

“ November 23 was certainly a proud day for Delhi as the Airtel Delhi Half Marathon allowed thousands of people to run as one united city. The event helped highlight the significance of running and the joy and satisfaction the simple activity can bring us. It also enabled us to witness some top athletes in action and celebrate perseverance, strength of mind and accomplishment in a unique way. ”

RAJIV PRATAP RUDY,
Union Minister of State Skill Development & Entrepreneurship (IC) and Parliamentary Affairs



“ The Airtel Delhi Half Marathon is helping spread the much-needed message of health and fitness among the present generation and the efforts are commendable indeed. The event is also a significant charity-raising platform, benefiting society. I look forward to seeing more people from across the country taking part in running events. Let us come together to build a healthy India through sports. ”

KIREN REJIJU,
Union Minister of State for Home Affairs

“ I am glad to have been a part of the Airtel Delhi Half Marathon 2014. The run inspires not just serious runners but also the common man to take up the sport and excel. It was fantastic to experience all the energy and passion with which participants ran. The event plays a big role in our lives. Well done and congratulations to every winner from India and abroad. ”

COLONEL RAJYAVARDHAN SINGH RATHORE,
Union Minister of State, Information & Broadcasting



“ I am pleased to have witnessed all the action and excitement of the Airtel Delhi Half Marathon 2014 personally. The fact that thousands of people from Delhi and the rest of India from different spheres of life are taking to running in a big way is heartening. Congratulations to everyone involved for conducting the event well and making it a great success for the participants. ”

AJIT M. SHARAN,
Secretary Sports, Ministry of Youth Affairs & Sports

“ Traffic Police ensured effective regulation on the route with least inconvenience for other road users on the day of the Race. I congratulate my team for making sure Delhi's roads matched the requirements of a world-class running event. Delhi Police has constantly supported Airtel Delhi Half Marathon and ensured its success. ”

ANIL SHUKLA IPS,
Joint Commissioner of Police (Traffic), Delhi



FROM PROMOTER'S DESK

With a step of faith and the support of many, a big dream has very satisfyingly come true. The Airtel Delhi Half Marathon (ADHM) is the top Half Marathon in the world and Delhi's largest annual celebration. An event that brings the world's finest distance runners to India to compete in an event, that celebrates the power of speed and endurance and helps in making lives brighter and better, through the charity it raises.

32,527 runners participated in a successful 7th edition of ADHM on Sunday, November 23 2014. Seven big milestones were crossed and we are privileged to celebrate them with you today.

We had the current marathon world record holder, Paula Radcliffe amongst us, as the International Event Ambassador. A new course record was created by Guye Adola (59:06), smashing Atsedu Tsegay 2013 record by 6 seconds. Another record of sorts was created when the top 9 finishers in the overall men's category, finished in under 60 minutes – something that has never happened before.

We celebrated 'Women in Sport' in a significant way at 'Beyond the Finish Line', and there were 7118 women participants at ADHM 2014 - 52% more than in 2008. The Technical Running Gear (TRG) was a big style statement for every half marathon runner, courtesy Reebok, Event's official Training and Sportswear Partner. Personal bests were achieved by many at the 2014 edition and 97 per cent finished the half marathon. Last but not the least, charity of ₹ 3.67 crore was raised by 68 NGOs, ensuring that the legacy of ADHM 2014 will live on for long after race day.

We continue to be passionate, enthusiastic and shall dare to dream bigger in the editions to come!



ANIL & VIVEK SINGH

Procam International

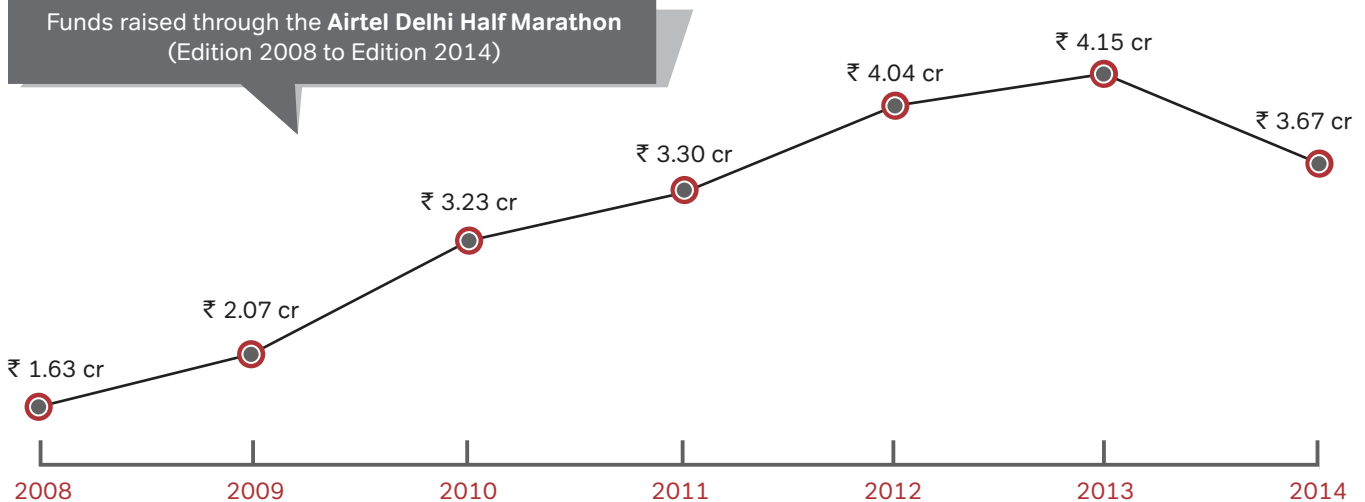


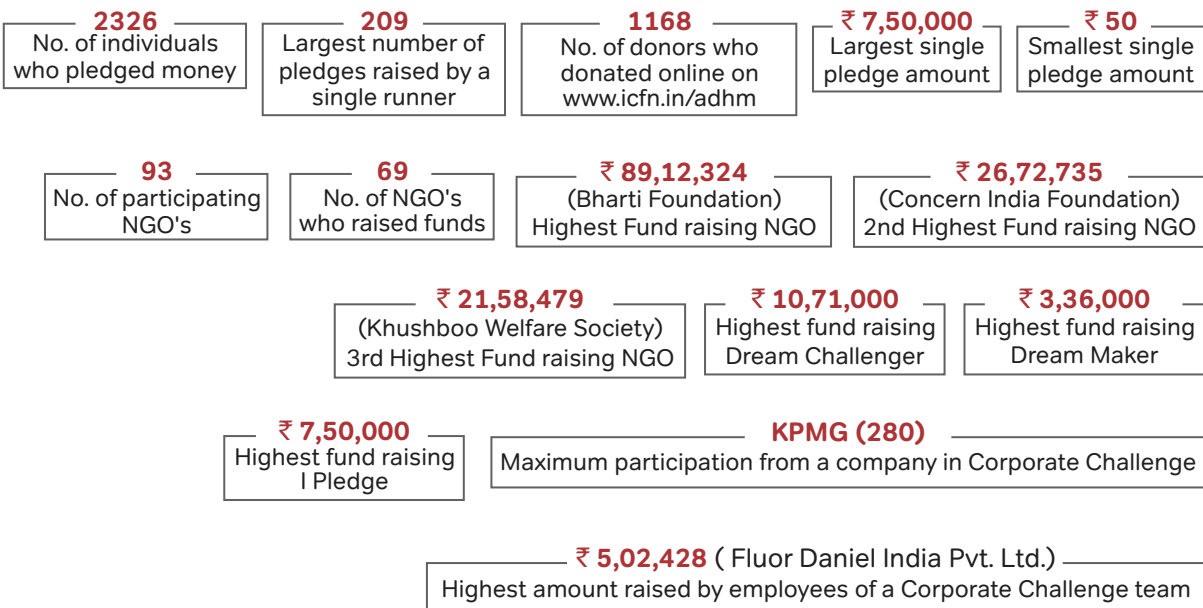
THE PHILANTHROPY PILLAR

Worldwide, distance running events have gained importance as fund raising platforms. Such events symbolize community spirit, melt all barriers and prove as wonderful triggers to do one's bit for Charity. Running events not only keep you healthy, but create an opportunity to fulfil one's duty as a responsible citizen.

Fundraising has always been at the heart of the Airtel Delhi Half Marathon (ADHM). Whilst some NGOs use this event as a platform to raise awareness for the work they undertake, many see it as an opportunity to raise funds for their charitable activities. Each NGO is empowered, under the supervision of Event's official Philanthropy Partner **India Cares Foundation**, which drives and monitors Event's charity aspect. India Cares equips the NGOs to connect with India Inc. and individuals through the Event and thereby 'raise friends and raise funds'.




Charity through the ADHM is encouraged by way of 'fund raising'. Runners/ individuals are invited to not only donate on their own, but importantly raise funds through their circle of family, friends, colleagues, acquaintances, in support of the NGO chosen by such runner/individual. Fundraising through ADHM is for anyone and everyone, be it a corporate head honcho, a student, a homemaker, or even a corporate house. A Charity Structure is created for ease of understanding and is used by all constituents of society- Dream Teamers, iPledgers, Corporate Challenge and Youth Challenge. This structure has been explained more in this docket, along with highlighting their fundraising achievements through ADHM.





SUMMARY OF AMOUNTS RAISED THROUGH THE AIRTEL DELHI HALF MARATHON 2014

Amount raised by DREAM TEAMERS	Amount raised by I PLEDGE participants	Amount raised by YOUTH CHALLENGE	Amount raised by the CORPORATE CHALLENGE	TOTAL AMOUNT RAISED THROUGH ADHM – 2014
₹ 80,06,670	₹ 55,43,262	₹ 2,08,632	₹ 2,29,66,654	₹ 3,67,25,218

01.	Guye Adola (59:06)	Ethiopia	
02.	Geoffrey Kamworor (59:07)	Kenya	
03.	Mosinet Geremew (59:11)	Ethiopia	
04.	Cybrian Kotut (59:12)	Kenya	
05.	Stanley Biwott (59:18)	Kenya	
06.	Stephen Kibet (59:21)	Kenya	
07.	Abraham Cherobon (59:21)	Kenya	
08.	Jonathan Maiyo (59:28)	Kenya	
09.	Kenneth Kipkemoi (59:43)	Kenya	



RECORD NUMBER OF 9 UNDER 60:

The number of 9 runners finishing under 60 minutes in one race is a new record; previous was 8 in RAK Half Marathon 2014.

97% FINISHERS

97% of Half Marathoners successfully finished the race and many achieved their personal best.



DREAM CHALLENGERS

An individual who is deeply committed to raising large sums for charity through the marathon. Under this category she/he commits to raising a minimum of ₹ 4 lakhs through pledges for a charity or cause of his or her choice through the ADHM.

To be a Dream Challenger, the individual has to make an upfront, non-refundable contribution of ₹ 15,000. This contribution is considered as part of the minimum ₹ 4 lakhs he/she has to raise.



Highest Fundraiser

DWARKA PANDURANGI

An Extraordinary Volunteer Fundraiser

Raised funds in support of “Vidya Sagar”

Total Money raised – ₹ 10,71, 000/-

“ I relate to the story: An Anthropologist invited African tribal children to a game and placed a basket of fruits near a tree, made them stand 100 meters away. He announced that whoever reached first would get all the fruits.

When he said Ready Steady Go...

Do you know what these small children did?

They all caught each other's hands and ran towards the basket together, divided the fruits amongst them, ate the fruits and enjoyed it.

When he asked them why they did so, they said 'UBUNTU'. In their language it means: 'I am, because, we are!' - How can one be happy when all the others are sad?

Everyone has something, a little bit to give. More people should start giving - share what little they have so that all of us can be happy - learn from the African tribal children. People who haven't experienced the pleasure of giving are the under-privileged people.”



2nd Highest Fundraiser

GEORGE MATHEN

CEO - Kerala and Tamil Nadu, Bharti Airtel Ltd.

Raised funds in support of “Bharti Foundation”

Total Money raised – ₹ 7,98, 349/-

“ Today, Airtel Delhi Half Marathon has become a prominent event for people to support a charity of their choice. The response received by Airtel Delhi Half Marathon every year is inspiring in itself to be a part of it. A run to support a social cause just makes it a compelling factor for anyone who desires to create a better tomorrow. I'm extremely glad to have played a humble part in raising funds to support the noble Satya Bharti School Program initiative by Bharti Foundation. I'm sure more events like these will help our students of the Satya Bharti Schools achieve all their dreams. ”



VIR INDER NATH

Chief Operating Officer - Kolkata and West Bengal Telecom Circle Bharti Airtel Ltd.

Raised funds in support of “Bharti Foundation”

Total Money raised – ₹ 6,96, 870/-



NALINA SURESH

Executive Vice President - DHR International

Raised funds in support of “17000ft”

Total Money raised – ₹ 5,60,000/-



AJAY CHITKARA

CEO - Global Data Business Bharti Airtel Ltd.

Raised funds in support of “Bharti Foundation”

Total Money raised – ₹ 5,45,200/-

DREAM MAKERS

An individual who is deeply committed to raising large sums for charity through the marathon. Under this category she/he commits to raising a minimum of ₹ 1.50 lakhs through pledges for the charity or cause of his or her choice through the ADHM. To be a Dream Maker, the individual has to make an upfront, non-refundable contribution of ₹ 7,500. This contribution is considered as part of the minimum ₹ 1.50 lakhs he/she has to raise.



Highest Fundraiser

ZARA ADIL

19 year old student

Raised funds in support of “Concern India Foundation”

Total Money raised – ₹ 3,36,000/-

“ I believe that true freedom for an individual comes only through education. Providing the youth with education which ensures their personal development is essential for growth of the nation and I am extremely happy that my efforts will see many children to be a step closer to achieving their goals. ”

2nd Highest Fundraiser

ANEESHA WADHWA

Trustee, Udayan Care

Raised funds in support of “Udayan Care”

Total Money raised – ₹ 3,08,666/-



“ Udayan Care is doing ground breaking work across 10 cities towards creating a band of strong, independent young women coming from difficult circumstances. I was proud to build awareness for the Udayan Shalini Fellowship through ADHM and am overwhelmed at how generously people have responded to my fund raising target. Through the money raised, we will be supporting 3 girls who wouldn't normally complete school, from Grade XI through college. ”



AASHNA KAUL

17 year old student

For Concern India Foundation

₹ 2,44,132/-



AJAY KAUL

CEO
Jubilant Food Works Ltd

For Concern India Foundation

₹ 2,36,550/-



VERONIQUE DINAND

Chief Scientific Officer
Sir Ganga Ram Hospital

For EDI

₹ 2,32,300/-



TAMANA CHONA

A nursery school
Teacher

For Tamana

₹ 1,70,500/-



NEERAJ KATOCH

RHI
ICICI Bank

For Udayan Care

₹ 1,68,602/-



Youngest Dream Teamer

URVI MAHESHWARI

14 year old student

Raised funds in support of "Concern India Foundation"

Total Money raised – ₹ 2,03,700/-

“ I feel privileged to have helped those in need and hopefully solved a part of their puzzle. Many more pieces are yet to be put together, but I consider it to be a good start. ”



GAUTAM JAIN

CEO
Penguin International

For Khushboo Welfare
Society

₹ 1,64,801/-



SANJAY NANDRAJOO

CEO
Atrium Restaurants
India Pvt. Ltd

For Bharti Foundation

₹ 1,57,500/-



KUSHAVJEET MANN

Co-founder
Ethos Power

For Krish Hope

₹ 1,57,500/-



ANUP KALRA

Entrepreneur

For Udayan Care

₹ 1,55,000/-



SRINI GOPALAN

Director -
Consumer Business
Bharti Airtel Limited

For Bharti Foundation

₹ 1,50,000/-



C SURENDRAN

CEO - NCR
Bharti Airtel Limited

For Bharti Foundation

₹ 1,50,000/-

I PLEDGE

Any individual runner, who is neither a Dream Maker or Dream Challenger, nor is part of a Corporate Challenge team, however does his/her own bit to raise funds for a cause/charity of his/her individual choice.



Highest Fundraiser

RICHARD REKHY

CEO, KPMG

Raised funds in support of “Concern India Foundation”

Total Money raised – ₹ 7,50,000/-

A consistent fundraiser at the Airtel Delhi Half Marathon, Mr. Rekhy has championed the cause of education through the event, raising over ₹ 54 lakhs since ADHM 2010.

“ I am deeply honored to write in support of the Concern India Foundation. My association with the Foundation has been extremely fulfilling and a powerful reminder to me, to do my best for those who need our help the most. I wholeheartedly extend my support to the Foundation in hope that it continues its rewarding work to make a difference towards a better tomorrow. ”

2nd Highest Fundraiser

VAIBHAV MORARKA

MD, W H Brady & Co.

Raised funds in support of “Khushboo Welfare Society”

Total Money raised – ₹ 3,40,250/-



“ I truly believe in the amazing job that Khushboo Welfare Society is doing in providing care and rehabilitation to differently abled children and that was my biggest motivation for raising funds. I am grateful to all the people who have donated and made this possible. I hope that I retain this achievement for KWS annually. ”



3rd Highest Fundraiser

CLAIRE KOMIVES

Professor, biomedical, chemical and materials engineering San Jose State University, currently visiting scholar at IIT delhi, delhi

Raised funds in support of “Education Development Initiatives”

Total Money raised – ₹ 1,59,237/-

“ When I came to India to do a research project, I wanted to do what I could to help. I was delighted when the Kamalini team invited me to join their run, so I could combine the fun of running with the chance to get others to support a cause for livelihoods of needy women. Kamalini has already trained more than 1000 women and they are just getting started. Thanks to all my donors for helping me reach my target for Kamalini, and thanks to the organizers for a great event.”

THE YOUTH CHALLENGE

A group of students from an educational institution, who are committed to raising a cumulative amount for charity through ADHM. A team of Youth Challenge comprises of 3 to 5 participants and belongs to the age group between 12 years to 21 years. Under this category, the team commits to raise a minimum of ₹ 50,000 thousand per team through pledges for the charity or cause of their choice.

The team has to make an upfront, non-refundable contribution of ₹ 5,000. This contribution will be considered as a part of the minimum ₹ 50,000 they have raised.



ASHWIN SHARMA | NAMAN DEVDKSH SANAM | SHARANYA

Raised funds in support of “**The Naz Foundation**”

Total Money raised – ₹ 85,600/-

“ It has been a truly memorable and inspiring journey working with Naz foundation. I sincerely hope that with the funds my team and myself have raised we can make a difference in some child's life.”

- Ashwin Sharma

CICILIYA | ARCHANA | ROJILA

Raised funds in support of “**EDI**”

Total Money raised – ₹ 66,882/-

MATTHEW | WAYNE | JONATHAN

Raised funds in support of “**EDI**”

Total Money raised – ₹ 56,150/-



LAUNCH OF ADHM 2014 - Launch of registrations with key stakeholders, partner heads and media in attendance at Le Meridien, New Delhi, Event's official hospitality partner.



MIRCHI GET ACTIVE EXPO - One of the biggest sporting expos, catering to 30,000 people, hosting top notch sports and lifestyle brands of the country.



CHARITY PRESS MEET AND GREET -



TECHNICAL PRESS MEET - Taking the media through the course, prepping them for race day.



BEYOND THE FINISH LINE - Honouring Women in Sport.

CORPORATE CHALLENGE

Companies fielding teams of 40 employees / 25 employees / 10 employees, contributing a minimum pre-determined amount of ₹ 3.50 lakhs / ₹ 2.50 lakhs / ₹ 1.25 lakhs respectively, for the NGO of the company's choice. Each employee is motivated to raise any amount in pledges.

60 companies with 83 teams supporting 28 NGO's

COMPANY	SUPPORTED NGO	PARTICIPATING EMPLOYEES	CONTRIBUTED
Accenture	Charities Aid Foundation (CAF) India	25	₹ 2,61,550
AGA Assistance India Pvt Ltd	Khushboo Welfare Society	40	₹ 3,50,000
Amarchand & Mangaldas & Suresh A.Shroff & Co.	Art of Charity Organization (iCharity)	10	₹ 1,25,000
Amatrra Group of Spa	Maitri	10	₹ 1,25,000
Ambuja Cements Ltd	Udayan Care	25	₹ 2,50,000
Apollo Tyres Ltd	Apollo Foundation	90	₹ 8,50,000
Avaya Operation Services	Bharti Foundation	25	₹ 2,50,000
BA Continuum India Private Limited	United Way of Delhi	40	₹ 3,50,000
Beetel Teletech	Bharti Foundation	10	₹ 1,25,000
Bharti AXA Life Insurance	Bharti Foundation	10	₹ 1,25,000
Bharti Infratel Limited	Bharti Foundation	80	₹ 7,00,000
Bharti Realty Limited	Bharti Foundation	25	₹ 2,50,000
Bird Group	Sukarya	160	₹ 14,00,000
BlackRock Services India Pvt Ltd	Smile Foundation	40	₹ 3,50,000
Blue Star Limited	Blue Star Foundation	25	₹ 2,50,000
Cargill Ltd	United Way of Delhi	130	₹ 11,75,000
CISCO	Bharti Foundation	10	₹ 1,25,000
Comviva Technologies	Bharti Foundation	25	₹ 2,50,000



Highest
Contributing
Company:

KPMG

₹ 24,50,000/-

A company which has been a recipient of the 'Highest Contributing Company' award at ADHM earlier, has topped the charts yet again at the 2014 edition. Supporting multiple NGOs each year, KPMG stoically stands by the voluntary sector.

“ Corporate Citizenship is embedded in the KPMG values. It is these values and the enthusiasm of our people that has made us the largest corporate team. The Airtel Delhi Half Marathon gives us the opportunity to raise funds and awareness for the NGOs and schools we work with through the year and we look forward to participating in this event in 2015. ”

KPMG, India

COMPANY	SUPPORTED NGO	PARTICIPATING EMPLOYEES	CONTRIBUTED
Cvent India Pvt. Ltd	Sightsavers	10	₹ 1,25,000
Dimension Data India Limited	Bharti Foundation	10	₹ 1,25,000
ECI Telecom	Bharti Foundation	10	₹ 1,25,000
Ericsson India Pvt Ltd.	Bharti Foundation	25	₹ 2,50,000
FedEx Express Transportation	CRY - Child Rights and You	40	₹ 3,50,000
FieldFresh Foods Pvt. Ltd.	Bharti Foundation	40	₹ 3,50,000
Fluor Daniel India Pvt Ltd	Khushboo Welfare Society	80	₹ 12,02,428
Futures First Info Services	Etasha Society	25	₹ 2,50,000
Gemalto Digital Security Pvt. Ltd.	Bharti Foundation	10	₹ 1,25,000
Google India	Bharti Foundation	25	₹ 2,50,000
HDFC Ergo	CARE India	25	₹ 2,50,000
HDFC Ltd	Mobile Creches	40	₹ 3,50,000
Hero Moto Corp Ltd.	Indian Cancer Society	40	₹ 3,50,000
Hungama Digital Media Entertainment Pvt. Ltd	Bharti Foundation	10	₹ 1,25,000
ICICI Prudential Life Insurance Co. Ltd.	CSA - Catalysts for Social Action	25	₹ 2,50,000
Indus Towers	Bharti Foundation	40	₹ 3,50,000
Ingersoll Rand	Agastya International Foundation	25	₹ 2,50,000
Intuit India Software Solutions Pvt Ltd	Concern India Foundation	10	₹ 1,25,000
Johnson & Johnson	Concern India Foundation & SOS Children's Villages	50	₹ 5,00,000
Junxion	Sightsavers	10	₹ 1,25,000
Kohler India Corp Pvt Ltd.	Charities Aid Foundation (CAF) India	50	₹ 4,75,000
Kotak Mahindra Bank Ltd.	AADI - Action for Ability Development and Inclusion	25	₹ 4,52,676
KPMG	Literacy India, Mobile Creches & Vidya Integrated Development	280	₹ 24,50,000
Madison India	Bharti Foundation	25	₹ 2,50,000
Make My Trip	Udayan Care	25	₹ 2,50,000



2nd
Highest
Contributing
Company:
XL GROUP
₹ 21,00,000/-

“ At XL Group we take corporate social responsibility seriously and try to make a difference in the communities in which we live and do business. I am very proud to see XL Group among the top three contributors at this year's Airtel Delhi Half Marathon. The team's success clearly reflects their ongoing commitment; each investing time and effort into this charity event to make it successful and meaningful. ”

DEREK NAZARETH
Country Head For India
XI Group

COMPANY	SUPPORTED NGO	PARTICIPATING EMPLOYEES	CONTRIBUTED
Mcarbon Tech Innovation Pvt. Ltd.	Bharti Foundation	10	₹ 1,25,000
Nokia Solutions and Networks India Private Limited	Bharti Foundation	10	₹ 1,25,000
Optum	Vidya Integrated Development	10	₹ 1,25,000
Renew Power Ventures Private Limited	Prayas	40	₹ 3,50,000
Sentiss Pharma	Concern India Foundation	40	₹ 3,50,000
SERCO	Bharti Foundation	10	₹ 1,25,000
Spice Digital Ltd	Bharti Foundation	10	₹ 1,25,000
Sterlite Technologies Limited	Bharti Foundation	40	₹ 3,50,000
Tata Communications Ltd.	Etasha Society	25	₹ 2,50,000
Telesonic Networks Ltd.	Bharti Foundation	10	₹ 1,25,000
Tetra Pak India Pvt. Ltd.	AADI - Action for Ability Development and Inclusion	25	₹ 2,50,000
United Technologies Corporation India Pvt Ltd	Khushboo Welfare Society & Magic Bus India Foundation	80	₹ 7,00,000
UT Starcom	Bharti Foundation	25	₹ 2,50,000
Vatika Group	Udayan Care	25	₹ 2,50,000
Velocis Systems Pvt. Ltd.	Bharti Foundation	40	₹ 3,50,000
XL India Business Services Private Limited	Etasha Society, Maitri, Salaam Baalak Trust & SHEOWS - Sant Hardyal Educational & Orphans Welfare Society	240	₹ 21,00,000






Highest
Fundraising
Corporate
Challenge Team
FLUOR DANIEL
₹ 12,02,428/-

Flour Daniel, stands true to the quote by Helen Keller, “Alone we can do so little; together we can do so much”. Although the organisation has fielded one team, the employees themselves have been committed to raise funds to do their bit for society. Employees believed that as a team they could achieve a lot more and their belief has made them the most active fundraising company at ADHM 2014, together raising an amount of ₹ 5,02,428.

“ Our dedicated bands of enthusiastic volunteers exhibited exceptional team working and persuasion skills in encouraging a thousand colleagues to donate for a cause that they perhaps may not have readily related to in the first instance. Their perseverance in methodically raising awareness elicited a heartwarming response. We hope our collaboration with Khushboo will bring about an improvement in the lives of both the challenged children as well as the blessed givers! ”

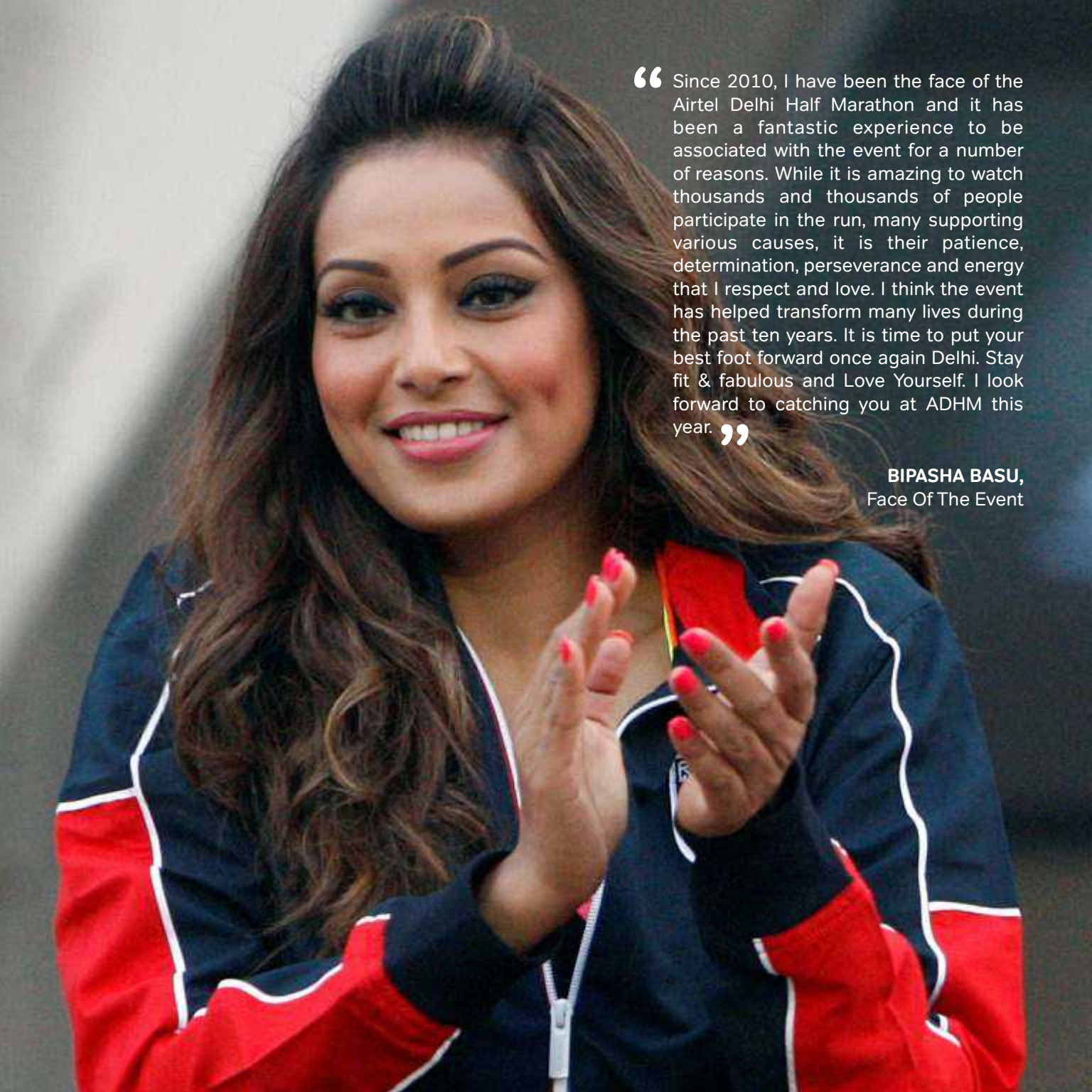
ARUN KUMAR JAIN
Managing Director
Flour Daniel India Private Limited

A full-page photograph of Paula Radcliffe, a professional long-distance runner, captured in a running stride. She is wearing a light blue athletic t-shirt and matching shorts, white sunglasses, and a white watch on her left wrist. She is smiling and looking towards the camera. The background features the iconic India Gate monument in Delhi, India, under a clear sky. The monument's archway and columns are visible behind her. In the foreground, there is a green metal fence and some greenery.

“ Few events can compare to the feeling of joy and togetherness brought about by a running event. In some of the largest cities of the world, distance running has helped people become fitter, find new meaning in life, and bring communities closer. I'm sure the Airtel Delhi Half Marathon has helped 32000+ runners experience all this and more. I loved being there. Keep up the momentum and all the best! ”

PAULA RADCLIFFE,
Event Ambassador

Current Women's Marathon World Record Holder -
2:15:25 at the London Marathon,
a record unbeaten since 13th April 2003.



“ Since 2010, I have been the face of the Airtel Delhi Half Marathon and it has been a fantastic experience to be associated with the event for a number of reasons. While it is amazing to watch thousands and thousands of people participate in the run, many supporting various causes, it is their patience, determination, perseverance and energy that I respect and love. I think the event has helped transform many lives during the past ten years. It is time to put your best foot forward once again Delhi. Stay fit & fabulous and Love Yourself. I look forward to catching you at ADHM this year. ”

BIPASHA BASU,
Face Of The Event

HIGHEST FUNDRAISING NGOS

Bharti Foundation was set up in 2000 as the development arm of the Bharti Group of Companies to bridge the existing education divide and make quality education accessible to underprivileged children in rural India. It implements and supports programs in the fields of primary, elementary, senior secondary and higher education, with an aim to transform the children into educated, employable and responsible citizens of tomorrow, with a sense of commitment to the communities in which they live. Continuing on the tradition of contributing towards the nation's agenda, the Foundation has recently announced 'Satya Bharti Abhiyan', an initiative to improve rural household sanitation facilities.



bharti
Bharti Foundation

HIGHEST FUNDRAISING NGO

BHARTI FOUNDATION

RAISED: ₹ 89,12,324/-



Key initiatives:

Rural Education:

- Provide free quality education to underprivileged children, with a special focus on the girl child
- Transform students into educated, confident, responsible and self-reliant employable citizens of India with a deep sense of commitment to their society
- Encourage active involvement of the rural community, parents of students and like-minded organizations working in the field of education in India
- Make a lasting and sustainable impact on the community where schools are present
- Find innovative solutions, through its primary and senior secondary schools, to create replicable and scalable components in the Program to ensure delivery of quality education

Rural Sanitation:

- Improve rural household sanitation facilities in rural Ludhiana, Punjab
- Change Behavior of rural community through awareness drives

Utilization of Funds

Since 2008, Bharti Foundation has been actively associated with the Airtel Delhi Half Marathon (ADHM) and has successfully utilized the ADHM platform to create awareness about its programs and provide an opportunity to like-minded organizations to reach out to support the education of underprivileged children.

Each year, Bharti Foundation has used this opportunity to espouse a 'theme' for the event, highlighting a 'cause' associated with the Satya Bharti School Program, the flagship initiative of Bharti Foundation. At the ADHM 2014, the theme was 'Making a Difference Together – Partnering for Girl Child Empowerment'. It engaged all the individual runners to pledge their support to help overcome issues concerning the children of Satya Bharti School Program.





About Us:

In 2013-14, Concern India Foundation extended financial and non financial support to over 270 NGOs across India, working at the grassroots level in the areas of education, health and community development reaching out to around 1,63,032 lives directly from the disadvantaged sections of society.

Through our various initiatives we helped bring about a positive change in the lives of children, youth, women, the mentally and physically challenged and the aged.

Utilization of funds:

For the last 6 years, several individuals and organizations have been generously supporting Concern India Foundation in the Airtel Delhi Half Marathon. The funds raised in the 2013 edition were used to continue Concern India Foundation's tradition of providing financial and non-financial support to grassroots organisations working in the areas of education, health, differently abled, elderly care and vocational training in Delhi.



2ND HIGHEST FUNDRAISING NGO

CONCERN INDIA FOUNDATION

RAISED: ₹ 26,72,735/-

Impact:

- 1368 children were enrolled in formal and non-formal education
- 33 specially-abled children were part of the early intervention programme, in-house training, communication skills and care group activities
- 98 senior citizens were provided with medical care, nutritious food and counseling
- Reached out to 84 school girls in the age group of 6-14 years through learning centres, established in the villages of Haryana
- 3536 disadvantaged people were provided health care facilities through community based medical facilities
- 53 young people were set onto a road of self reliance and income generation through skill development training programmes
- 16 computers were installed for basic computer education
- 18622 beneficiaries were treated for eye care with the dual objective of vision restoration and blindness prevention

Case study:

Sashmita Nayak was 10 years old when she heard about an organisation which was helping children with their studies in their basti. After several sessions of counselling, she enrolled herself in 4th standard and never looked back. Sashmita expressed her interest in pursuing professional studies and wanted to sit for the common entrance test. Today, Sashmita is about to complete her engineering and is simultaneously working part time with a production house that directs innovative films and media projects for children.





3RD HIGHEST FUNDRAISING NGO

KHUSHBOO WELFARE SOCIETY

RAISED: ₹ 16,51,050/-

Khushboo Welfare Organisation is a well accredited voluntary NGO providing services, from its Centre in Gurgaon since 1995, to equip and empower the children and adolescents with mental and multiple disabilities, for equal participation in society. We provide professional care, rehabilitation services for them, and at the same time sensitizing the society for their effective integration and support. A range of education, training, vocational and therapeutic programs are used as tools to achieve our objectives.

We have been participating in this mega annual event regularly since its inception, with the support of leading Corporates and individuals. The event provides an excellent opportunity to project organizations as a socially sensitive and responsible corporate and at the same time help NGO's to raise funds.

ADHM has been one of the strongest fund raising events which helps NGO's to reach out to a large number of Corporates for support, reach out to a large section of society and create awareness about their work and raise substantial funds. At Khushboo, through our various fund raising events, we aim to deliver services which support disabled people to gain more equality, choice and independence in their lives, and reach their full potential.

The money raised through ADHM has been utilized to grow and upgrade the following projects of Khushboo:

- SPARSH (Early Detection & Intervention) -Provides services of early detection and intervention through special care for children with disabilities in the age group of 0-6 years.
- BLESSINGS (Academic Division) -Special School' for children with mental and multiple disabilities with a focus to provide comprehensive special educational program for students aged 6-18 years.
- SAMVEDAN - A uniquely created wing within the overall Special Education program, for the severely challenged children.
- SAMARTH (Vocational Training Project)- Has been conceived as a vehicle to train the persons with mental and multiple disabilities in appropriate vocations or trades, to empower them with their right to become contributing members of the society with enhanced self-esteem.
- Community Based Rehabilitation (CBR) –Under this program, we provide village based rehabilitation services for disabled children. It is a multi-sectoral, multi-dimensional approach for children with disabilities, with joint participation of village community, the family members and Khushboo.
- Pre School (age 3-6years)- A preschool has been set up with the aim of providing special education, physiotherapy, occupational therapy and speech therapy for children between the ages of 3-6 years from the local community



FUNDS RAISED BY PARTICIPATING NGOS



17000 FT. FOUNDATION

17000ft works in very remote villages of Ladakh, to improve education and quality of life.

₹ 5,45,000



AMAN BIRADARI TRUST

Working towards the rights of homeless men, women and children on the streets of New Delhi, by providing them shelter, livelihood and healthcare support.

₹ 3,700



AYUDHAM SOCIETY FOR OLD AND INFIRM

We provide room, boarding and meet medical needs of retired old people and underprivileged children.

₹ 5,100

AADI - ACTION FOR ABILITY DEVELOPMENT AND INCLUSION

We facilitate enabling environments in the best interest of the child and the adult thus ensuring equitable, accessible, quality assured services using a life span approach and we are guided by the needs of people with disability.

₹ 6,98,571



ASTHA

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

₹ 1,69,600



BAL UTSAV

Education and skill building of Non School Going Children from Urban Slums, Waste Pickers and Children of Construction Labourers.

₹ 3,400



AASRAA TRUST

We work to empower street and slum children through education, vocational training, nutrition and medical care.

₹ 8,000



APOLLO FOUNDATION

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

₹ 7,65,000



BHARTI FOUNDATION

Improving accessibility and quality of education across rural India (Haryana, Rajasthan, Punjab, Tamil Nadu, Uttar Pradesh, West Bengal).

₹ 89,12,324

AGASTYA INTERNATIONAL FOUNDATION

Agastya International Foundation is a Bangalore based non-profit educational trust that seeks to transform and stimulate the thinking of economically disadvantaged children.

₹ 2,25,000



ART OF CHARITY ORGANIZATION (ICHARITY)

iCharity enlists NGOs operating in India and provides them with an efficient donation mechanism where interested donors can make donations to the cause of their choice implemented by the NGOs.

₹ 1,12,500



BHUMI

Bhumi builds a better society by empowering young adult volunteers to lead social impact projects, and deliver key education programmes to underprivileged/disadvantaged population.

₹ 1,89,253



BLIND CRICKET ASSOCIATION

We work for Rehabilitation, Upliftment & Betterment of Blind people through Cricketing Activities at grass root level to national and International level.

₹ 3,000



CENTRE FOR CIVIL SOCIETY
Social Change Through Public Policy

CCS - CENTRE FOR CIVIL SOCIETY

CCS advances social change through public policy. Our vision is that each individual leads a life of choice in personal, economic and political spheres and every institution is accountable.

₹ 49,500



COOPERATIVE OUTREACH OF INDIA

Focus in assisting slum children to lead them to main stream of Education.

₹ 3,700

EDI - EDUCATIONAL AND DEVELOPMENT INITIATIVES



A thriving future for rural women and their families by vocational skills training at Kamalini.

₹ 4,94,038

BLUE STAR FOUNDATION

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

₹ 2,25,000



CHARITIES AID FOUNDATION (CAF) INDIA

To build a society motivated to give ever more effectively and help transform lives and communities.

₹ 4,41,750



CRY - CHILD RIGHTS AND YOU

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

₹ 3,17,200



CANKIDS - KIDSCAN

Support group for children with cancer and their families across India.

₹ 20,750



CHILDLINE INDIA FOUNDATION

CHILDLINE 1098 is a national, emergency, free phone outreach service for children in distress.

₹ 72,700



CSA - CATALYSTS FOR SOCIAL ACTION

CSA focuses on Adoption and Holistic child care. Our aim is to optimize rehabilitation outcomes for destitute/orphaned children and to influence change in adoption practice.

₹ 2,25,000



ETASHA SOCIETY

Career guidance and vocational training for less privileged young Indians.

₹ 13,52,878

CARE INDIA FOR SUSTAINABLE DEVELOPMENT

CARE focuses on ending poverty and social injustice. We do this through well planned and comprehensive programmes in Health, Education, Livelihoods and Disaster Preparedness & Response.

₹ 2,26,700



CONCERN INDIA FOUNDATION

To extend financial and non-financial support to grass root programmes working in the areas of education, health and community development.

₹ 26,72,735



DESIRE SOCIETY

To improve the lives of children struggling with the impact of the HIV/AIDS pandemic in India. We provide shelter, food, treatment, education and psycho-social support to help these victims achieve their full life potential.

₹ 5,000





GOSPORTS FOUNDATION

Empowering India's Future Olympians.

₹ 5,700



INA RAJA MEMORIAL EDUCATION TRUST

Working for the last eighteen years towards education of underprivileged children in west Delhi.

₹ 55,500



KHUSHBOO WELFARE SOCIETY

Providing education, training, vocational rehabilitation, therapeutic services for children with Mental Retardation and Multiple Disabilities.

₹ 21,58,479

LOTUS PETAL CHARITABLE FOUNDATION



Running an alternative school for underprivileged children and learning centre for elder children in primary and secondary education in south city 1, Gurgaon.

₹ 53,100

GYANADA FOUNDATION

In the first year we have supported 124 girls at 14 schools in Kolkata, Delhi and Ranchi.

₹ 5,400



INDIA CARES FOUNDATION

Enhances the quality of services, income and accountability of NGOs – through collaborating with individuals and organisations who share our vision.

₹ 1,04,900



KOST KADAMBINI CHARITABLE TRUST

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

₹ 10,000



HELPAge INDIA

To work for the cause and care of disadvantaged aged persons and to improve their quality of life.

₹ 14,100



INDIAN CANCER SOCIETY-DELHI

Awareness and preventive cancer screening are the key to stem the rising tide of cancer.

₹ 3,34,000



KRISH HOPE FOUNDATION

Our focus is to enrich lives of special needs children.

₹ 2,62,001



MAGIC BUS INDIA FOUNDATION

Magic bus equips children with essential skills and knowledge needed to break the cycle of poverty.

₹ 3,27,800

HUMKADAM FOUNDATION

Humkadam team is focused to promote overall development of kids in orphanages of Delhi/NCR area.

₹ 15,700



ISHA EDUCATION

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

₹ 4,06,742



LITERACY INDIA

Empowering underprivileged children and women by making them self-sufficient.

₹ 6,30,000



MAITRI

Maitri is committed to promoting identity, respect & dignity for vulnerable populations in India with a focus on Abandoned, Destitute and Elderly Widows.

₹ 4,42,500





MOBILE CRECHES

Works towards providing holistic care to the most neglected children, in the harshest of circumstances, at the construction site and urban slums.

₹ 15,75,000



OM FOUNDATION

It has created, managed and supported programs aimed to bring about sustainable changes, predominantly in the field of education and employment for the underprivileged.

₹ 25,700



PRAGATI

Pragati focuses on providing quality primary education to underprivileged children in Gurgaon.

₹ 1,16,500



SENSE INTERNATIONAL INDIA

Working with Deafblind children & adults throughout India.

₹ 1,19,335

MOHAN FOUNDATION

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

₹ 7,000



ONE THOUSAND HOCKEY LEGS - HOCKEY CITIZEN GROUP

Providing free hockey coaching for under-privileged school children in Chennai, Delhi, Kanpur, Kolkatta, Puducherry.

₹ 1,01,001



PRAYAS

To reach to the unreachable through multiple services such as education, shelter, nutrition, health, vocational training, social & economic empowerment in 09 states of the country through its 24homes/shelters and 236 education centers.

₹ 3,15,000



SALAAM BAALAK TRUST - SBT

Working in and around New Delhi Railway Station, at crowded bus stops, congested business and tourist areas and slums, dedicated to the care and protection of neglected street children, regardless of caste, color, creed or religion.

₹ 6,30,000

salaam baalak trust



NATIONAL THALASSEMIA WELFARE SOCIETY - NTWS

Subsidized treatment for Thalassemics, Awareness, Screening & Prevention of Thalassemia.

₹ 7,750



ORGAN INDIA

Increase the number of donor pledges by creating widespread awareness on organ donation in Delhi/NCR.

₹ 40,000



RAMAKRISHNA ASHRAMA ROSHNI

Rehabilitating persons with Neurological developmental disabilities through Lifespan Approach- Focus which includes Early Intervention, Train Parents /Professionals, Inclusive Education Mainstream, Vocational Training Adults.

₹ 1,60,700

NECTARLAND

Nectarland is developing media that transforms the learning experience of Sanskrit for students & enthusiasts.

₹ 20,900



PARIVARTAN SANDESH FOUNDATION

We work for Health & Survival, Education & schools, Vocational Skills Development, Other social Causes and Emergency response with support from our respective donors.

₹ 4,300



SAKAAR OUTREACH

To reach out and touch lives, creating employability & income generation & Empowerment of women & children through education, vocational training & Health.

₹ 8,500



SHEOWS - SANT HARDYAL EDUCATIONAL & ORPHANS WELFARE SOCIETY

We take care of street picked mentally and physically challenged destitute old aged.

₹ 6,46,000





Sightsavers SIGHTSAVERS

Sightsavers works to eliminate avoidable blindness & promote equal opportunities for disabled people in India.

₹ 2,87,377



TAMANA

Tamana provides a holistic rehabilitation program to special needs individuals to make them happy integrated members of society.

₹ 1,68,600



UDAYAN CARE

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.

₹ 15,25,134

WISHES AND BLESSINGS



Fulfilling wishes, spreading blessings and making dreams come true which result in the well-being and upliftment of the underprivileged.

₹ 1,07,200

SMILE FOUNDATION

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

₹ 3,29,500



TARA HOMES FOR CHILDREN (ONYVA TRUST)

TARA Homes for Children offer a residential service with an emphasis on education for abandoned children in Delhi.

₹ 8,700



UNITED WAY DELHI

United Way of Delhi endeavors to create opportunities for all its community members in Delhi and NCR by focusing resources in the areas of education, income & health.

₹ 14,90,000



SOS CHILDREN'S VILLAGES OF INDIA

SOS CV India is one of the largest self-implementing organizations providing rehabilitation of orphaned, homeless and abandoned children through children's villages at 31 locations in 22 states across India.

₹ 2,42,800



TEACH FOR INDIA - TEACH TO LEAD

One day all children will attain an excellent Education

₹ 14,300



VIDYA INTEGRATED DEVELOPMENT

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

₹ 4,79,500

SUKARYA

Ensuring equitable access to quality health services for all including the poorest sections of the society, especially women, adolescents and children.

₹ 12,60,000



THE NAZ FOUNDATION (INDIA) TRUST

Holistic approach to combat HIV, focusing on prevention as well as care and support.

₹ 80,600



VIDYA SAGAR

Help persons with disability, however profound, to reach their maximum potential and lead inclusive, happy and fulfilling lives.

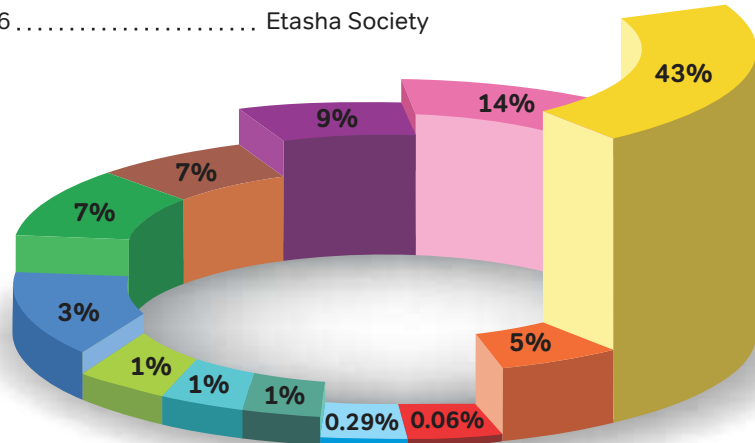
₹ 10,71,000



CAUSE-WISE FUNDS RAISED

CAUSES-TOTAL AMOUNT RAISED	HIGHEST RAISING NGO
Arts & Culture - ₹ 20,900	NectarLand
Children - ₹ 33,70,234	Udayan Care
Community Development - ₹ 26,72,735	Concern India Foundation
Disability - ₹ 50,98,663	Khushboo Welfare Society
Education - ₹ 1,57,30,969	Bharti Foundation
Elderly - ₹ 11,07,700	SHEOWS - Guru Vishram Vriddh Ashram
Girl Child & Women - ₹ 2,35,200	Care India For Sustainable Development
Health - ₹ 25,34,400	Sukarya
Human Rights - ₹ 3,17,200	CRY - Child Rights And You
Social Services - ₹ 2,19,700	Art of Charity Organization (iCharity)
Sports - ₹ 1,06,701	One Thousand Hockey Legs - Hockey Citizen Group
Vocational Training - ₹ 18,96,416	Etasha Society

Total - ₹ 3,67,25,218



CHAMPIONS WITH DISABILITY

Proving to the world, that it is all about mind over body!



SENIOR CITIZENS' RUN

'Age is just a number' - running not to win a race but to win hearts with their smiles!



OUR EXPERIENCE



“ We are writing to express our deepest thanks to the Procarn International and India Cares team for helping us make our fund raising drive a success in the Airtel Delhi Half Marathon 2014.

We sincerely appreciate the support and guidance we received from you throughout the marathon season, and especially through the registration process. Your work has been absolutely splendid!

Thanks once again for the excellent service you provided. It was a pleasure working with you. You guys did a great job!

Look forward to working with you in the next marathon as well. ”

DR. MEENAKSHI NAYAR
President
Etasha Society



“ Over the years, Bird Group has been actively participating in the Airtel Delhi Half Marathon. We believe that premium event such as this, encourages our employees to come together thereby to propagate the concept of a healthy lifestyle and stand for a cause that is essential for the development of the larger community.

As part of our CSR policy, we at Bird Group have taken a step forth and extend our support to 'Sukarya', which contributes to the physical & mental wellbeing of the marginalized and vulnerable sections of society, particularly women and children. ”

ANKUR BHATIA
Executive Director
Bird Group



“ I was a first time fund raiser and Airtel Delhi Half Marathon proved to be the ideal platform to start. The organization pages and appeal pages on India Cares website reduced a lot of my work. Because of the amount of content that could be put up on the India Cares pages, I just had to inform people to go to my page rather than explaining them the same things over and over again. The support from India Cares was amazing. ”

ASHIR ASEESH BORAH
Student and a Volunteer
with Bhumi



Mr. Prakash is the highest fund-raising individual for the Corporate Challenge. When asked what inspires him to raise funds, he quoted,

“ I would like to reiterate a quote of Mother Teresa, ‘The secret of living is giving. Give cheerfully because god loves cheerful givers.’ ”

VINEET PRAKASH
Kotak Mahindra Bank Ltd



“ We at Concern India Foundation have always recognised the potential of the ADHM as a fund raising platform. We have focused on getting people to be socially aware and involved at this event and the award is a recognition of that effort. We are greatly encouraged and will continue to work towards benefitting as many people from the underprivileged sections of society as we can. ”

KAVITA SHAH
CEO
Concern India Foundation



“ ADHM is a wonderful platform which bridges the gap between donors and trustworthy NGOs working for a social cause. Not only the socially sensitive Corporates but also the Individual Donors get a reliable channel to get connected to a cause. It also gives a wide platform to the NGOs to showcase their initiatives, sensitize the society and earn their long lasting support. ”

SONALI SABKOOR
Chairperson
Khushboo Welfare
Society

TRG

Courtesy Reebok every Half Marathoner was presented with a stylish, state-of-the-art Technical Running Tee.



WOMEN IN SPORT

Breakthrough in participation of women runners - 7118 women participated in 2014. A 52% increase from 2008.



FROM THE PHILANTHROPY PARTNER'S DESK:



Murray Culshaw
Chairperson

In 2014 India Cares took over the mantle as the Philanthropy Partner for the Airtel Delhi Half Marathon. We at India Cares are passionate about the social sector with a core mission to build capacity for individual NGO's. We have begun to establish a solid base of support from NGOs in the NCR region and across India. The Airtel Delhi Half Marathon is the single largest opportunity in North India for NGOs to raise funds and awareness, for their cause.

A very important source of fundraising is company participation. Despite a trim in company participation we have seen many new corporates on board use this platform. They have come on board regardless of the follow-up circular of the CSR Bill which mentions donations 'to Marathons' may not be included. Many companies understood that donations to specific projects, that are close to their heart, can be continued 'through' the platform of Airtel Delhi Half Marathon. They have used this opportunity to not only engage employees but continue to support NGOs. For example KPMG used the platform to continue their employee engagement by fielding five teams and supporting NGOs they were already working with, thus contributing over ₹ 24 lakhs.

Interestingly individual fundraising is UP by 15%! - an important focus to ensure sustainability. Over 100 Dream Teamers raised funds for the causes they believed in. Our efforts to help NGOs to reach out and talk about their work succeeded. Individuals especially the gen-next from schools and colleges have become donors and fundraisers for the first time.

We are confident that in the years to come, we will see a much greater involvement of corporates, individuals and the society, in support of vital services provided by the social sector, through the Airtel Delhi Half Marathon.

Thank you Delhi for your generosity and heart. We look forward to enriching more lives together.



ABOUT INDIA CARES

India Cares Foundation envisages a vibrant civil society sector strengthened by an NGO community responding to the challenges of inequality and injustice facing Indian society. To achieve this strength, India Cares helps the NGO community build wide-scale public support and become increasingly accountable to 'society'.

Over the last five years 400+ NGOs have actively associated with us and raised over ₹ 21 crore through this association.

While the emphasis has been on events and fundraising, we have arranged training courses; helped with awardee identification for NGO related awards for the Rotary, Times of India and Namma Bengaluru Foundation and increasingly give advice to NGOs and Companies on a very wide range of topics.

Our work comes under four categories:

- 1. Increasing Funds:** For this we emphasis creating platforms for NGOs to go out and raise income especially from individuals, but also from companies.
- 2. Ensure Accountability:** NGOs who participate in the event, need to have up-to-date legal registration documents; audited statements of accounts; and provide utilization reports of funds raised through our events. We ourselves conform to Credibility Alliance Norms for Governance, and public disclosure of information in the Annual Reports we produce.
- 3. Information Gathering and Sharing:** This implies gathering data on the NGO community, and making the information known through our website.
- 4. Training Workshops:** Our workshops concentrate on fundraising and donor communication related to the event.





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



CHAMPIONS DINNER - A dinner with the Champions celebrating their day of glory.

BHARTI AIRTEL



“ The Airtel Delhi Half Marathon is an event that has sparked an amazing running revolution that represents not only the fun spirit of the city – but also the fast increasing significance of health and wellness among the people of Delhi. Like every year, it has been an honour to be associated with this great movement in 2014. We are happy to see ADHM spearheading positivity and encouraging consciousness in the community. ”

AJAI PURI, Director Market Operations

CIGNA TTK HEALTH INSURANCE



“ Our association with the Airtel Delhi Half Marathon has been overwhelming. We are glad to be associated as health insurance partner of this healthy and charitable event. We think this is a right platform to spread our message of partnering people in their journey of health and wellness. We believe 'Health hai toh life hai' and we look forward to be a part of this event in the years ahead. ”

SANDEEP PATEL, MD & CEO

JABONG.COM



“ Be fashionable and fit, is Jabong's goal for its fashion conscious customers. In an attempt to contribute towards this goal, Jabong's partnership with ADHM has been one of the most successful partnerships in the last year. With over 40 employees who showed tremendous enthusiasm in participating, Jabong witnessed an equal fervour from its customers and witnessed 100% growth in sports category. Curating the best fashion under one roof; with this association, Jabong aimed at enlivening customers on importance of a healthy life, thus, encouraging youth to undertake a healthy life by way of such marathons! Jabong was able to create substantial buzz on social media with their campaigns like #Jabongrun that was about posting fashionable selfies. ”

PRAVEEN SINHA, Founder & MD

RANBAXY LABORATORIES LTD



“ Our association with Procarn organized marathons has been very successful and encouraging. For the first time, Volini set-up Recovery Zones for marathon runners to help them recover from the strain their body undergoes during such strenuous runs. The response from the participants was tremendous. Over ten thousand people recovered at our recovery zones both in Delhi and Mumbai respectively, Our recovery zones had professionals to take care of the post marathon recovery, and advise the runners on how to do so. We are thrilled that Volini was the preferred and an effective choice for the runners. It is our endeavor to have the runners follow their passion without worrying about pain. While this is a new concept and is being implemented for the first time in India, it has found instant acceptance with the runners and the fitness enthusiasts. They now realize that just like workout is important for any physical activity, post activity recovery is equally essential for the maintenance and longer-term fitness. We are inspired to continue with our commitment. ”

SUBODH MARWAH, VP and Business Head, Consumer Healthcare

TUI



“ TUI India is proud to be official travel partner of The Airtel Delhi Half Marathon. TUI has always supported the cause of fitness and sport. As more Indians start jet-setting, there is a growing consciousness about health and wellness that dictates even the travel choices of TUIrists. Over the years, Marathons have become an important event in the travel calendars of enthusiasts. An association with this event is therefore a perfect fit with the ethos of TUI. ”

MR. VISHAL SINHA, COO

“ It's been a great journey through all these days while working on the ADHM 2014 and even greater to see the grand success on the day of the event. With great pride we say our partnership only gets better each year. As hospitality partners the team of Le Meridien has been actively involved not only in running, but also looking after the hospitality. Le Meridien associates were inspired to participate in this mega city event that raises funds and supports various social causes for community development. To celebrate this partnership, we were part of the pre-event and Pasta party which were attended by eminent personalities. ADHM celebrates the camaraderie and the spirit of friendship with Le Meridien, an iconic establishment of the city. We look forward for more such events in the future, with hope that we will be able to pull a greater show with every edition. Le Meridien, I SEE THE WORLD WITH NEW EYES ”

MRS. MEENA BHATIA, VP-Operations



LE MERIDIEN
NEW DELHI

“ Max Healthcare has been the official healthcare partner for the Airtel Delhi Half Marathon for the past three years. We have always offered the runners top class medical care, so that they can completely focus on running their best. Every year a number of Max employees participate in this event. This year we decided that the call to participate in the marathon for its internal employees should also answer an inner calling. With an initiative aptly called 'Run for Someone', Max employees chose to run for a patient that they were taking care of, who because of their current medical condition could not physically run the Great Delhi Run. The initiative reflects the emotions that lie behind every act of care, that of empathy, understanding and the heartfelt intent to do something for someone. For Max Healthcare, it resonates with 'Sevabhav', one of its founding and guiding principles. ”

DR. TAMORISH KOLE, Senior Consultant and Head - Emergency Medicine



MAX HEALTHCARE

“ We have been associated with ADHM since its inception year. With rapidly growing popularity of running events across different sections of society, Kingfisher's association with the Airtel Delhi Half Marathon grows stronger every year. Congratulations to the Procam Team for putting on a great spectacle which saw a record breaking number of participants this year. ”

SAMARSINGH SHEIKHAWAT, President



KINGFISHER

“ The Airtel Delhi Half Marathon has become a running revolution today. Running is one of the best ways to counter stress and lifestyle related health problems. While at an individual level the commitment is growing, even among corporate it is gaining focus with a thrust on health and fitness. We introduced the DHL Corporate Champion race category as an attempt to make running an enjoyable exercise routine among working professionals. And we were delighted that in 2014 total 543 corporate runners participated for the DHL CC. Also as the Official Logistics Partners of the road race, DHL always strives to deliver the best running experience and look forward to the years to come. ”

RS SUBRAMANIAN, SVP & MD, India



DHL EXPRESS

“ Events such as these bring people from all walks of life together in a celebration of vitality and life. For Harmony for Silvers Foundation, whose motto is 'Celebrate Age', association with the ADHM in the form of the Harmony Senior Citizens' Run is a natural expression of all that we stand for: active, independent ageing; the sheer potential of Generation A; and the crucial need for our silvers to stay fit and empowered. ”

MRS. TINA A. AMBANI, Chairperson



HARMONY FOR
SILVERS
FOUNDATION

Title Sponsor



Channel Partner



Training & Sportswear Partner



Health Insurance Partner



Retail Partner



Recovery Partner



Travel Partner



Hospitality Partner



Print Partner



Radio Partner



Medical Partner



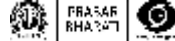
Good Times Partner



Logistics Partner



Broadcast Partner



Philanthropy Partner



Institution Partner



Supported by



Under the aegis of



Certified by



Supported by



Supported by



Promoted by







A
PROCAM
INTERNATIONAL
Initiative