



**airtel**

**delhi half  
marathon**  
15 december 2013

Charity Partner



**CHARITY DOCKET**  
*(ADHM - 2013)*



## INTRODUCTION...

'Inspiration' and 'Excitement' were at an all time high on Sunday, 15th December 2013 – it was the 6th edition of the world's most prestigious half marathon, the AIRTEL DELHI HALF MARATHON. We were honoured to have amongst us 2 of the world's finest athletes. The 100m World and Olympic Champion, DONOVAN BAILEY as the ADHM International Event Ambassador. And India's son of the soil, Arjuna Awardee, MILKHA SINGH! Referred to as the Flying Sikh - his Commonwealth & Asian Games Gold medallist has been an inspiration for so many Indian sportspersons.

The 6th edition of the Airtel Delhi Half Marathon also had one of the most competitive elite fields in an international competition with over 8 runners having clocked timings under 60 minutes. And Delhi was not disappointed. Atsedu Tsegay of Ethiopia stopped the clock at 59:12 to lower the course record of 59:15, set at the 2008 edition of the Event.

And Delhiites did put their best foot forward and RAN... for health, fitness, to achieve their personal best, for the love of their city, country. And many more as agents of change, to promote and raise the much needed funds for a charity of their cause!

It's time now to recognize the Change Runners who dedicated their run to bring about a positive difference to a multitude of causes. 105 non-profit organizations registered with Concern India Foundation, the Event's official Charity Partner. The Event was used by these NGO's as a platform to increase awareness of their causes and generate amounts in support of their fundraising activities. Each NGO was empowered, under guidance of Concern India Foundation, to reach out to companies and the citizens of Delhi and the country at large. Individuals and companies could choose a cause closest to their heart, and reach out to their friends, colleagues and family, in this mission.

A total amount of ₹ 4.15 crores was raised in charity benefitting 60 non-profit organizations representing varied causes like Education, Health, Community Development, Nutrition, Elderly/Senior Citizen, Disability, Environment, Animal Welfare, Sport, Human Rights, Vocational Training, Girl Child, Child Protection and Women Empowerment.

This docket records the benevolent efforts made by companies and individuals who have monetarily contributed to the various projects undertaken by the registered NGO's. We thank the Government of Delhi and the key custodians and stakeholders of Delhi for their whole hearted and unstinting support in the success of the Airtel Delhi Half Marathon 2013. Our sincere thanks also to all our partners and participants for making this 2013 edition a memorable one.



**Vivek Singh**  
Procurement International



**Kavita Shah**  
Concern India Foundation





The Airtel Delhi Half Marathon has helped inculcate a sporting and health and fitness culture among the people of Delhi. It was indeed wonderful to watch thousands of people of different ages and from different backgrounds, brave the early morning chill to come and run. A healthy and fit population will always contribute to the good of society.

**Shri Ajit M. Sharan**, Secretary, Ministry of YA & S

The Airtel Delhi Half Marathon provides a wonderful platform for Indian athletes to experience running on an international stage, along with the best athletes of the world. The setting of the JN Stadium was also worthy of the event, which is the world's most prestigious half marathon. Distance running, as a sport, is getting immensely popular worldwide and I am sure this event will help inspire more of our athletes to take to the sport and make larger efforts to try and match the performances of their foreign counterparts.



**Shri Jiji Thomson**, Director General, Sports Authority of India



Delhi Police has over the years proudly associated itself with the Airtel Half Marathon and the latest version on 15th December, 2013 went off without any difficulty due to effective management of traffic and diversions as planned. I commend my traffic officers and staff who have put in tireless efforts to ensure smooth conduct of this event causing least inconvenience to other road users. I sincerely hope that the officers and men shall continue to work with the same zeal and zest to earn laurels for Delhi Police.

**Shri Anil Shukla**, Addl. Jt. CP (T)

\*At Airtel, it makes us proud that ADHM has become one of the most popular marathons globally attracting leading athletes from across the world. ADHM is getting bigger & better with each year, it has today become a cult sport and is like an Olympics of Half Marathons. It is growing as a passionate experience among running enthusiasts in the country and it was ecstatic to have been present with these enthusiasts even as Atsedu Tsegay set the new course record and created history.



**Ajai Puri**, Director - Market Operations, Bharti Airtel India



A course record is always what international distance events are aiming for and special efforts were made this year to put together a quality field that could achieve the same. The course was fast, the weather conducive to fast times and the quality field obliged. Besides the elite field, the thousands of participants from Delhi and different parts of the country also played their role in the event's success. I thank and commend each of them for helping this event live up to its billing as the world's most prestigious half marathon. Procram International will continue to strive to make the event bigger and improve the running experience each year.

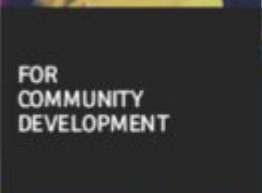
**Anil Singh**, MD Procram International



FOR EDUCATION



FOR SAB



FOR COMMUNITY DEVELOPMENT

I AM A  
**CHANGE RUNNER**

FOR SOCIAL WELFARE



FOR ENVIRONMENT & DISASTER MANAGEMENT

FOR WOMEN, CHILDREN & AGED



FOR A BETTER INDIA

MAKE A DIFFERENCE TODAY.

## THE CHARITY STRUCTURE...

### DREAM MAKER

A self-motivated individual who commit to raise a minimum of ₹ 1.5 Lakhs for their chosen charity or cause.

To be a Dream Maker, the individual has to make an upfront, non-refundable contribution of ₹ 7,500. This contribution will be considered as part of the minimum ₹ 1.5 lakhs he/she has to raise.

### DREAM CHALLENGER

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 the 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 ₹ 20,000. This contribution will be considered as part of the minimum ₹ 4 Lakhs he/she has to raise.

### YOUTH CHALLENGERS

The Youth Challenger is a category specially designed for students belonging to educational institutions who feel passionate about a cause and commit to raise a cumulative minimum amount ₹ 50,000 for the charity or cause of his or her choice.

To be a part of Youth Challenger team, the group has to make an up front, non-refundable contribution of ₹ 5,000. This contribution will be considered as part of the minimum ₹ 50,000 group has to raise.

### CORPORATE CHALLENGE

A select group of 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.

### I PLEDGE

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

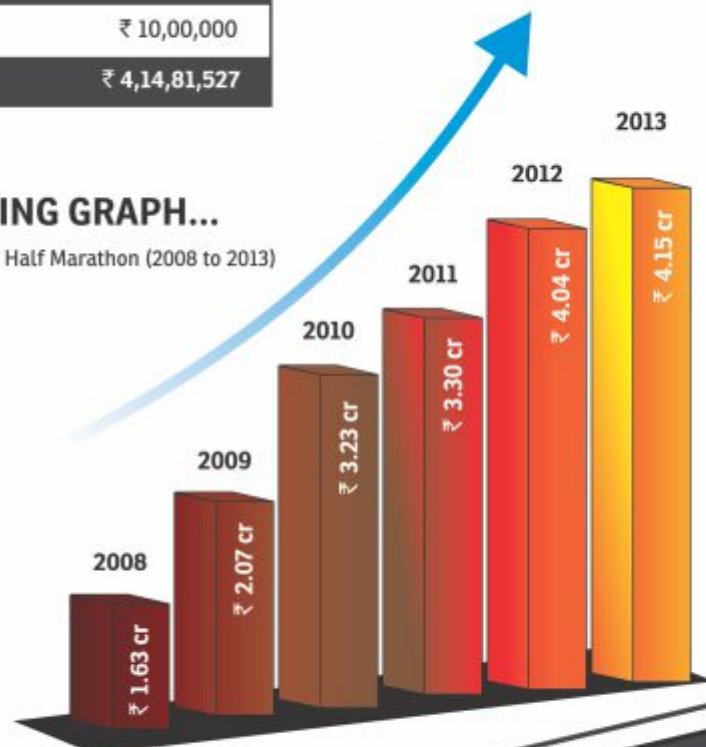
## CHARITY AMOUNTS @ A GLANCE...

Summary of amounts raised through the Airtel Delhi Half Marathon 2013

Amounts raised by <b>I PLEDGE</b> participants	₹ 36,42,847
Amounts raised by <b>DREAM TEAMERS</b>	₹ 96,92,433
Amounts raised by the <b>CORPORATE CHALLENGE</b>	₹ 2,70,71,647
Amounts raised by the <b>YOUTH CHALLENGER</b>	₹ 74,600
<b>Total amount raised via the CHARITY PARTNER</b>	<b>₹ 4,04,81,527</b>
Estimated funds raised directly by the <b>NGOs</b>	₹ 10,00,000
<b>Total amount raised through ADHM - 2013</b>	<b>₹ 4,14,81,527</b>

## CHARITY FUND RAISING GRAPH...

Funds raised through the Airtel Delhi Half Marathon (2008 to 2013)



## ADHM 2013 VS ADHM 2012: A COMPARISON...

Description	year 2013	year 2012
	Figures	Figures
Total funds raised	<b>₹ 4.15 crores</b>	<b>₹ 4.04 crores</b>
No. of individuals who pledged money	2364	2233
Largest number of pledges raised by a single runner	288	202
No. of online donors	951	1206
Largest single pledge amount	₹ 5,00,000	₹ 8,25,000
smallest single pledge amount	₹ 10	₹ 50
<b>Participating NGO's</b>		
No. of participating NGO's	105	78
No. of NGO's who raised funds	70	59
Highest fund raising NGO	₹ 1,27,39,683 (Bharti Foundation)	₹ 1,31,111,856 (Bharti Foundation)
2nd highest fund raising NGO	₹ 16,51,050 (Khushboo Welfare Society)	₹ 18,50,000 (Unites Way of Delhi)
3rd highest fund raising NGO	₹ 14,52,324 (Sukarya)	₹ 16,90,600 (Sukarya)
<b>Highest Individual Pledge Raisers</b>		
	<b>Figures</b>	<b>Figures</b>
Dream Challengers	₹ 16,54,502	₹ 10,56,001
Dream Makers	₹ 5,14,161	₹ 7,39,100
I Pledge	₹ 2,46,100	₹ 10,19,603
<b>Corporate Challenge / Description</b>		
Largest no. of participants from a company	KPMG (280)	KPMG (280)
Highest amount in pledges raised by a company	₹ 1,75,331 (Fluor Daniel)	₹ 1,82,152 (Fluor Daniel)

## MEET THE CHANGE RUNNERS...

### DREAM CHALLENGERS

Individuals who rose a minimum of ₹ 4 lakhs in pledges.



**Ajay Bakaya**, Executive Director  
Sarovar Hotels  
Raised funds in support of "Pragati"  
Total Money raised – ₹ 10,36,240



**Dhruv Bhagat**, CEO Bihar & Jharkhand,  
Bharti Airtel Ltd  
Raised funds in support of "Bharti Foundation"  
Total Money raised – ₹ 5,12,137



**M.P Deepu**, PSMO Bihar & Jharkhand,  
Bharti Airtel Ltd  
Raised funds in support of "Bharti Foundation"  
Total Money raised – ₹ 5,35,941



**Richard Rekhy**, Chief Executive Officer (CEO),  
KPMG India  
Raised funds in support "Concern India Foundation"  
Total Money raised – ₹ 16,54,502

## DREAM MAKERS

Individuals who rose a minimum of ₹ 1.5 lakhs in pledges.



**A Ganesh**, COO, Airtel Karnataka,  
Bharti Airtel Ltd  
Raised funds in support of "Bharti Foundation"  
Total Money raised – ₹ 2,09,000



**Aashna Kaul**,  
16 Year Old Student  
Raised funds in support of "Concern India Foundation"  
Total Money raised – ₹ 1,50,000



**Ajay Chitkara**, CEO Global Data Business,  
Bharti Airtel Ltd  
Raised funds in support of "Bharti Foundation"  
Total Money raised – ₹ 4,75,767



**Ajay Kaul**, Chief Executive Officer,  
Jubilant FoodWorks Limited  
Raised funds in support of the cause of "Vocational Training"  
Total Money raised – ₹ 2,09,058



**C Surendran**, Airtel North- Eastern States & Assam,  
Bharti Airtel Ltd  
Raised funds in support of "Bharti Foundation"  
Total Money raised – ₹ 1,50,353



**Deepak Bahri**, President,  
Sentiss Pharma Pvt Ltd  
Raised Funds in support of "Concern India Foundation"  
Total Money raised – ₹ 1,50,000



**Garima Dhamija**, Director,  
Salto Dee Fe Consulting Service  
Raised funds in support of "Say – Shiksha and You"  
Total Money raised – ₹ 2,29,250



**Gautam Jain**, Chief Executive Officer,  
Penguin International  
Raised funds in support of "Khushboo Welfare Society"  
Total Money raised – ₹ 1,59,502



**Madhur Dhupar**,  
14 Year Old Student  
Raised funds in support of "Concern India Foundation"  
Total Money raised – ₹ 2,02,600



**Manoj Murali**, COO, Airtel Andhra Pradesh,  
Bharti Airtel Ltd  
Raised funds in support of "Bharti Foundation"  
Total Money raised – ₹ 1,70,553



**Neeraj Katoch**, RPC Head – Delhi,  
ICICI Bank Ltd  
Raised funds in support of "Udayan Care"  
Total Money raised – ₹ 1,93,299



**Preet Dhupar**, Chief Operating Officer,  
BBC Global News India Pvt Ltd.  
Raised funds in support of "Concern India Foundation"  
Total Money raised – ₹ 2,93,500



**PVV Srinivasa Rao**, HUB CEO  
Uttar Pradesh & Uttrakhand and Bihar,  
Bharti Airtel Ltd  
Raised funds in support of "Bharti Foundation"  
Total Money raised – ₹ 5,14,161



**Raakhe Kapoor Tandon**, Managing Director and CEO,  
Raas Capita (India) Pvt Ltd  
Raised funds in support of "Concern India Foundation"  
Total Money raised – ₹ 2,32,501



**Saamir Gupta**, Management Consultant – Strategy,  
Accenture  
Raised funds in support of "Onvya - Tara Shelter"  
Total Money raised – ₹ 3,00,229



**Veronique Dinand**,  
Chief Scientific Officer in Pediatric Hematology Oncology  
Research, Sir Ganga Ram Hospital, New Delhi  
Raised funds in support of "Educational and  
Development Initiatives"  
Total Money raised – ₹ 3,04,450



**Vikas Singh**, Hub CEO,  
Bharti Airtel Ltd  
Raised funds in support of the cause of  
"Bharti Foundation"  
Total Money raised – ₹ 1,99,390



**Vineet Gupta**, Director – Corporate Affairs,  
GE India  
Raised funds in support of the cause of  
"Concern India Foundation"  
Total Money raised – ₹ 1,52,500

## YOUTH CHALLENGERS

Students of Educational Institutes who rose a cumulative minimum amount of INR 50,000

Brothers For The Blind



**Ashwin Sharma Gautam Mathur Naman Devdaksh**

Raised funds in support "Indian Association of the Blind – Blind Cricket Association"  
Total Money raised – ₹ 74,600

## CORPORATE CHALLENGE...

79 corporates fielded 102 teams, supporting 33 NGOs

NAME OF THE CORPORATE	NGO SUPPORTED	PARTICIPATING EMPLOYEES	TOTAL AMOUNT IN ₹
Accenture Services Pvt Ltd	Salaam Baalak Trust	25	253,001
Amarchand & Mangaldas & Suresh A. Shroff & Co.	Sukarya	10	125,000
Amtek Auto Limited.	Smile Foundation	25	250,000
Apollo Tyres Limited	Apollo Foundation	90	850,000
BA Continuum India Pvt. Ltd.	United Way of Delhi	40	350,000
Barclays Shared Services Private Ltd.	Om Foundation	65	687,600
Beetel Teletech Limited	Bharti Foundation	10	125,000
Bharti Axa Life Insurance Company Ltd	Bharti Foundation	10	125,000
Bharti Infratel Limited	Bharti Foundation	80	700,000
Bharti Realty Limited	Bharti Foundation	25	250,000
Bird Group	Sukarya	160	1,400,000
BlackRock Services India Pvt Ltd	Smile Foundation	25	250,000
Blue Star Limited	Blue Star Foundation	25	250,000
BSB Portal Limited	Bharti Foundation	10	125,000
Cadbury India Limited	Concern India Foundation	105	950,000
Cairn India Limited	Annamrita	40	350,000
Cargill India Pvt. Ltd.	United Way Of Delhi	120	1,050,000
Central Bank of India	Concern India Foundation	25	250,000
Cisco Video Technologies India Pvt. Ltd.	Bharti Foundation	10	125,000
Converse Network Systems India Pvt. Ltd.	Bharti Foundation	40	350,000
Comviva Technologies Limited	Bharti Foundation	25	250,000
Container Corporation of India Limited	Concern India Foundation	25	250,000
Cornell Overseas Pvt. Ltd.	Concern India Foundation	25	250,000
Corning Technologies India Pvt. Ltd	Bharti Foundation	25	250,000
Emerson Network Power (India) Pvt. Ltd.	Bharti Foundation	10	125,000
Ericsson India Private Limited	Bharti Foundation	25	250,000
Fedex Express Transportation & Supply Chain Services (India) Pvt. Ltd.	CRY - Child Rights And You	40	350,000
FieldFresh Foods Pvt Ltd	Bharti Foundation	40	350,000
Fiserv India Pvt. Ltd.	The Society For Door Step School	40	350,000
Fluor Daniel India Pvt. Ltd.	Khushboo Welfare Society	40	525,331
Futures First Info Services Pvt. Ltd.	Etasha Society	10	125,000
Genpact India	Bharti Foundation	25	250,000
Glaxo Smithkline Consumer HealthCare Limited	Khushboo Welfare Society	25	250,000
HDFC ERGO General Insurance Co. Ltd.	Care India	25	250,000
HDFC Limited.	SOS Children's Villages of India	40	350,000
Hero Cycles Limited	Bharti Foundation	25	250,000
Hitachi Metals (India) Pvt. Ltd.	Isha Education	25	250,000
Huawei Telecommunication India Co. Pvt. Ltd.	Bharti Foundation	25	250,000
Hungama Digital Media Entertainment Pvt. Ltd.	Bharti Foundation	25	250,000
IBM India Pvt Ltd	Bharti Foundation	25	250,000
ICICI Prudential life Insurance Co. limited	Catalyst For Social action	40	350,000
Indiacast UTV Media Distribution Pvt Ltd	Bharti Foundation	10	125,000
Indus Towers Limited	Bharti Foundation	40	350,000
Ingersoll Rand International India limited	United Way of Mumbai	25	250,000
Jindal Steel & Power Limited	Khushii	10	125,000
Johnson & Johnson Limited	SOS Children's Villages of India	50	500,000
Kohler India Corp Pvt. Ltd.	Responset Development Services - An Aidmatrix Initiative	50	475,000



NAME OF THE CORPORATE	NGO SUPPORTED	PARTICIPATING EMPLOYEES	TOTAL AMOUNT IN ₹
Kotak Mahindra Bank Limited	Action For Ability Development & Inclusion	25	305,715
KPMG	Mobile Creches , Vidya Integrated Dev. For Youth & Adults, Literacy India, Hope Foundation	280	2,450,000
Li & Fung (India) Pvt. Ltd.	AADI , Indian Cancer Society	50	475,000
Madison Communications Pvt. Ltd.	Bharti Foundation	25	250,000
Make My Trip India Pvt. Ltd.	Udayan Care	25	250,000
Maraisan Technologies Pvt Ltd	Bharti Foundation	10	125,000
Max India Foundation	Khushboo Welfare Society	40	350,000
mCarbon Tech Innovation Pvt. Ltd.	Bharti Foundation	10	125,000
Microsoft Corporation Pvt. Ltd.	Bharti Foundation	10	125,000
Nokia Solutions And Networks Pvt. Ltd.	Bharti Foundation	10	125,000
Pearson Education (A division of Dorling Kindersley (India) Pvt. Ltd.)	World Vision India	10	125,000
Pricewaterhouse Coopers(PWC) India	Vidya Integrated Dev. For Youth & Adults	40	350,000
Rad Data Communications Pvt. Ltd.	Bharti Foundation	10	125,000
Sterlite Technologies Limited	Bharti Foundation	50	475,000
Tech Mahindra	KC Mahindra Education Trust-Project Nanhi Kali	25	250,000
Tejas Networks Limited	Bharti Foundation	10	125,000
TeleSystem Electronic (M) Sdn. Bhd.	Bharti Foundation	10	125,000
Tetra Pak India Pvt. Ltd.	KC Mahindra Education Trust-Project Nanhi Kali	25	250,000
The Hongkong and Shanghai Banking Corporation Limited	KC Mahindra Education Trust-Project Nanhi Kali	25	250,000
The Royal Bank of Scotland	Vidya and Child	25	250,000
Towers Watson India Pvt. Ltd.	Bharti Foundation	40	350,000
United Health Group Information Services Pvt. Ltd.-Gurgaon	Salaam Baalak Trust	25	250,000
United Technologies Corporation India Pvt.Ltd.	Khushboo Welfare Society, Bharti Foundation	80	700,000
UnitedHealth Group Information Services Pvt. Ltd.-Gurgaon	Udayan care	25	250,000
UTStarcom India Telecom Pvt. Ltd.	Bharti Foundation	25	250,000
ValueFirst Digital Media Pvt. Ltd.	Bharti Foundation	25	250,000
Vatika Group	Udayan Care	25	250,000
Velocis Systems Pvt. Ltd.	Bharti Foundation	40	350,000
Welspun Energy Limited	Indo-Global Social Service Society	10	125,000
XL India Business Services Pvt. Ltd.	Indian Cancer Society , National Thalassemia Welfare Society	65	600,000
Yes Bank Limited	Bharti Foundation	25	250,000
Yum Foods India Pvt. Ltd.	Smile Foundation	10	125,000

A special thanks to the employees of the organizations mentioned below, who came forward to support the cause close to their heart and helped the companies raised funds much higher than the company contributions.

**Accenture Services Pvt Ltd.**

**Barclays Shared Services Private Ltd.**

**Fluor Daniel India Pvt Ltd.**

**Kotak Mahindra Bank**

AND THE AWARDS GO TO...

#### DREAM MAKERS

Highest Pledge Raising Individual	PVV Srinivasa Rao raised ₹ 5,14,161 supporting 'Bharati Foundation'
2nd Highest Pledge Raising Individual	Ajay Chitkara raised ₹ 4,75,767 supporting 'Bharati Foundation'
Youngest Dream Teamer	Madhur Dhupar raised ₹ 2,02,600 supporting 'Concern India Foundation'

#### DREAM CHALLENGERS

Highest Pledge Raising Individual	Richard Rekhy raised ₹ 16,54,502 supporting 'Concern India Foundation'
2nd Highest Pledge Raising Individual	Ajay Bakaya raised ₹ 10,36,240 supporting 'Pragati'

#### CORPORATE CHALLENGE

Highest Company Contribution	KPMG contributed ₹ 24,50,000 supporting Mobile Creches for Working Mother's Children', 'Literacy India', 'Hope Foundation', 'Vidya Integrated Dev. For Youth and Adults'
2nd Highest Company Contribution	Bird Group contributed ₹ 14,00,000 supporting 'Sukarya'
Highest Individual Pledge Raiser	Tapan Goel from Barclays Shared Services Pvt Ltd raised ₹ 87,600 supporting 'Om Foundation'
Company with Highest Employee Contribution	Flour Daniel India Pvt Ltd raised ₹ 1,75,331 supporting 'Khushboo Welfare Society'

#### YOUTH CHALLENGERS

Special Recognition	Brother's for the Blind raised ₹ 74,600 supporting 'Indian Association of the Blind – Blind Cricket Association'
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#### I PLEDGE

Highest Individual Pledge Raiser	Priyanain Sawhney raised ₹ 2,46,100 supporting 'Aarth Astha'
2nd Highest Individual Pledge Raiser	Ian McBride raised ₹ 2,15,600 supporting 'Etasha Society'
3rd Highest Individual Pledge Raiser	Pallavi Kumar raised ₹ 1,61,802 supporting 'Mohan Foundation'
Highest No. Of Pledges Raised By An Individual	Nakul Butta raised ₹ 1,15,200 in support of Disability as a cause, with 54 pledges

#### NGO AWARDS

Highest Pledge Raising NGO	Khushboo Welfare Society raised ₹ 16,51,050
2nd Highest Fund Raising NGO	Sukarya raised ₹ 14,52,324
3rd Highest Pledge Raising NGO	United Way of Delhi and Mobile Creches for Working Mother's Children' raised ₹ 14,13,716 each
Highest Pledge raising Corporate Foundation	Bharti Foundation raised ₹ 1,27,39,683

## FUNDS RAISED BY NGOS...

CC – Amounts raised through Corporate Challenge | DT – Amounts raised by Dream Teamers | IP – Amounts raised by Ipledgers

Total – Total amount disbursed to the NGO



17000ft Foundation  
IP – ₹ 7,582  
Total – ₹ 7,582



Aarth Astha  
IP – ₹ 3,61,000  
Total – ₹ 361,000



Action For Ability Development & Inclusion (AADI)  
CC – ₹ 5,94,852  
IP – ₹ 6,475  
Total – ₹ 6,01,327



Annamrita  
CC – ₹ 3,15,000  
IP – ₹ 3,429  
Total – ₹ 3,18,429



Apne Aap Women Worldwide India Trust  
IP – ₹ 19,050  
Total – ₹ 19,050



Apollo Foundation  
CC – ₹ 7,65,000  
IP – ₹ 8,327  
Total – ₹ 7,73,327



Ashish Foundation For The Differently Abled (AFDA) Charitable Trust  
IP – ₹ 78,330  
Total – ₹ 78,330



Bal Utsav  
IP – ₹ 10,363  
Total – ₹ 10,363



Bharti Foundation  
CC – ₹ 73,35,000  
DT – ₹ 42,47,852  
IP – ₹ 1,62,654  
Total – ₹ 1,17,45,506



Blue Star Foundation  
CC – ₹ 2,25,000  
IP – ₹ 2,449  
Total – ₹ 2,27,449



Care India Solutions For Sustainable Development  
CC – ₹ 2,25,000  
IP – ₹ 11,926  
Total – ₹ 2,36,926



Catalyst For Social Action  
CC – ₹ 3,15,000  
IP – ₹ 3,429  
Total – ₹ 3,18,429



CRY - Child Rights And You  
CC – ₹ 3,15,000  
IP – ₹ 6,273  
Total – ₹ 3,21,273



Dr. Shroff Charitable Hospital  
IP – ₹ 1,90,363  
Total – ₹ 1,90,363



The Earth Saviours Foundation  
IP – ₹ 94  
Total – ₹ 94



Educational for Development Initiatives  
DT – ₹ 2,95,324  
IP – ₹ 19,015  
Total – ₹ 3,14,339



Etasha Society  
CC – ₹ 1,12,500  
IP – ₹ 2,08,252  
Total – ₹ 3,20,752



Icare Eye Hospital-Unit of Ishwar Charitable Trust  
IP – ₹ 6,634  
Total – ₹ 6,634



Goonj  
IP – ₹ 3,017  
Total – ₹ 3,017



Helpage India  
IP – ₹ 65,857  
Total – ₹ 65,857



Hope Foundation  
CC – ₹ 3,15,000  
IP – ₹ 3,429  
Total – ₹ 3,18,429



Indian Association of the Blind- Blind Cricket Association  
IP – ₹ 417  
Total – ₹ 417



Indian Cancer Society  
CC – ₹ 4,27,500  
IP – ₹ 1,33,653  
Total – ₹ 5,61,153



Indo-Global Social Service Society  
CC – ₹ 1,12,500  
IP – ₹ 2,173  
Total – ₹ 1,14,673



Isha Education  
CC – ₹ 2,25,000  
IP – ₹ 1,65,751  
Total – ₹ 3,90,751



K.C. Mahindra Education Trust - Project Nanhi Kali  
CC – ₹ 6,75,000  
IP – ₹ 7,819  
Total – ₹ 6,82,819



KHUSHBOO WELFARE SOCIETY  
Centre for Personwith Disabilities

Khushboo Welfare Society  
CC – ₹ 13,38,318  
DT – ₹ 1,51,488  
IP – ₹ 16,217  
Total – ₹ 15,06,023



Khushi  
CC – ₹ 1,12,500  
IP – ₹ 1,225  
Total – ₹ 1,13,725



KOST-Kadambini Charitable Trust  
IP – ₹ 24,689  
Total – ₹ 24,689



The Leprosy Mission Trust India  
IP – ₹ 9,455  
Total – ₹ 9,455



Literacy India  
CC - ₹ 3,15,000  
IP - ₹ 3,429  
Total - ₹ 3,18,429



Love care Foundation  
IP - ₹ 945  
Total - ₹ 945



Magic Bus Foundation  
IP - ₹ 23,775  
Total - ₹ 23,775



Make a Difference  
IP - ₹ 30,283  
Total - ₹ 30,283



Make a Wish Foundation  
IP - ₹ 25,502  
Total - ₹ 25,502



Mobile Creches For Working Mother's Children  
CC - ₹ 12,60,000  
IP - ₹ 13,716  
Total - ₹ 12,73,716



Mohan Foundation  
IP - ₹ 2,48,621  
Total - ₹ 2,48,621



National Organisation For Social Empowerment  
IP - ₹ 4,804  
Total - ₹ 4,804



National Thalassemia Welfare Society  
CC - ₹ 2,25,000  
IP - ₹ 2,449  
Total - ₹ 2,27,449



Nipun  
IP - ₹ 15,160  
Total - ₹ 15,160



Om Foundation  
CC - ₹ 6,25,572  
IP - ₹ 6,810  
Total - ₹ 6,32,382



Outcancer Society  
IP - ₹ 47,151  
Total - ₹ 47,151



Onvya-Tara Child Shelter  
DT - ₹ 2,85,623  
IP - ₹ 3,109  
Total - ₹ 2,88,732



Parivartan Sandesh foundation  
IP - ₹ 1,940  
Total - ₹ 1,940



Pragati  
DT - ₹ 10,09,837  
IP - ₹ 88,612  
Total - ₹ 10,98,449



Pratham Education Foundation  
IP - ₹ 1,889  
Total - ₹ 1,889



Protsaहन Charitable Trust  
IP - ₹ 1,43,074  
Total - ₹ 1,43,074



Purkal Youth Development society  
IP - ₹ 7  
Total - ₹ 7



Red Paws Rescue  
IP - ₹ 95,786  
Total - ₹ 95,786



Responenet Development Services - An Aidmatrix Initiative  
CC - ₹ 4,27,500  
IP - ₹ 4,654  
Total - ₹ 4,32,154



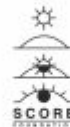
Roshni Ramakrishna Ashrama  
IP - ₹ 94,889  
Total - ₹ 94,889



Salaam Baalak Trust  
CC - ₹ 4,52,918  
IP - ₹ 10,142  
Total - ₹ 4,63,060



Say-Shiksha and You  
DT - ₹ 2,19,379  
IP - ₹ 69,061  
Total - ₹ 2,88,440



Score Foundation  
IP - ₹ 57,512  
Total - ₹ 57,512



Setu Foundation  
IP - ₹ 471  
Total - ₹ 471



Shanti Sahyog (Co-operation for Peace) - Gandhian NGO  
IP - ₹ 14,557  
Total - ₹ 14,557



Skillshare International  
IP - ₹ 17,257  
Total - ₹ 17,257



Smile Foundation  
CC - ₹ 5,62,500  
IP - ₹ 6,123  
Total - ₹ 5,68,623



SOS Children's Villages of India  
CC - ₹ 7,65,000  
IP - ₹ 18,658  
Total - ₹ 7,83,658



Sukarya  
 CC - ₹ 13,72,500  
 IP - ₹ 50,619  
 Total - ₹ 14,23,119



Teach To Lead  
 IP - ₹ 1,26,728  
 Total - ₹ 1,26,728



The Society For Door Step School  
 CC - ₹ 3,15,000  
 IP - ₹ 3,429  
 Total - ₹ 3,18,429



Udayan Care  
 CC - ₹ 6,75,000  
 DT - ₹ 1,83,216  
 IP - ₹ 1,46,827  
 Total - ₹ 10,05,043



United Way Of Delhi  
 CC - ₹ 12,60,000  
 IP - ₹ 13,716  
 Total - ₹ 12,73,716



United Way of Mumbai  
 CC - ₹ 2,25,000  
 IP - ₹ 2,449  
 Total - ₹ 2,27,449



Vidya and Child  
 CC - ₹ 2,25,000  
 IP - ₹ 2,449  
 Total - ₹ 2,27,449



Vidya Integrated Dev. For Youth & Adults  
 CC - ₹ 6,30,000  
 IP - ₹ 20,444  
 Total - ₹ 6,50,444



World Vision India  
 CC - ₹ 1,12,500  
 IP - ₹ 1,225  
 Total - ₹ 1,13,725

**Important:** The above amounts are exclusive of bank charges and amounts retained by Concern India Foundation as its administrative fees. The overall retention by the Charity Partner, thereby the cost of funds raised for NGOs through Airtel Delhi Half Marathon 2013, is 7.5%.



## UTILIZATION OF FUNDS...

### MOBILE CRECHES

#### Background

Mobile Creches is a pioneering organization working for the rights to Early Childhood Development for marginalized children from birth – 12 years living on the construction sites and slums of Delhi (NCR) since 1969.

#### Utilization of Funds

From last 5 years, Mobile Creches is receiving generous support from its partners in the Airtel Delhi Half Marathon. The funds raised in ADHM 2012 were completely utilized to fulfill day to day expenses of 2 daycare centres – Atharva, Gurgaon and Raja Bazar, Delhi. About 622 children were benefitted through the services provided at the centres which involved health checkup, immunization, nutritious balanced diet, special nutrition to malnourished children, informal education etc.

#### Impact

The impact was clearly visible on malnourished children who stayed for minimum 5-6 months and attained benefits from the health and nutrition activities at the centre.

- 70% children had improved their nutritional grade
- 90% children were given age appropriate immunization
- Educational activities benefitted 91% children from birth-6 years age and thus resulted in improved performance on motor skills, and cognition level
- 30% of the children were mainstreamed to government school for formal education

Change was perceived not only in children but also among the community members through their linkage with government health services. Pregnant and lactating women also remained the beneficiary group through regular meetings.

#### Story of Change

16 months old Purnima came to the construction site center in Gurgaon, as a malnourished child (Grade 2 Malnutrition status). She was extremely weak and could not participate much in centre activities. The doctor recommended a special diet, regular body massage and multi vitamin supplements. Mobile Creches staff further counseled her mother to give extra attention and take care of her health and hygiene. Purnima's attendance remained regular and slowly her weight and nutrition status improved to Grade 1.

A cheerful Purnima now interacts with other children; she climbs, swings, plays with blocks. At meal times, she is the first one in the line!



### KHUSHBOO WELFARE SOCIETY

Khushboo Welfare Society for Mental and Multiple Disabilities is a well accredited voluntary NGO providing multifarious services, from its Centre in Gurgaon since 1995, to equip and empower the children and adolescents with 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 NGOs to raise funds.

At Khushboo 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 the Airtel Delhi Half Marathon is utilized to support, grow and upgrade our activities and programs:

1. 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.
2. Pre School (age 3-6years)- A preschool has been set up with the aim of providing pre-school special education and therapeutic intervention for children between the ages of 3-6 years, with hand-in-hand training of their mothers in handling their special needs.
3. BLESSINGS - the Special School for children with challenges from mental and multiple disabilities focuses on comprehensive special educational program for pupils aged 6-18 years.
4. SAMVEDAN - A uniquely created wing for special care of severely challenged children and adolescents.
5. SAMARTH (Vocational Training) - Has been conceived as a vehicle to train and engage the persons with mental and multiple disabilities in appropriate vocations, to empower them with their right to become contributing members of the society with enhanced self-esteem.
6. Community Based Rehabilitation (CBR) - Under this program, we extend village based rehabilitation services for disabled children. It is a multi-sectoral, multi-dimensional approach for children with disabilities, with joint participation of the families, the village community, and Khushboo.



## SUKARYA

Sukarya provides quality health services to underprivileged people living in the slums and villages of Delhi and Haryana since 1998.

Since the last eight years, Sukarya has received unstinting support from its corporate partners in the Airtel Delhi Half Marathon. In 2012, we received valuable support from Bird Group and ICICI Lombard General Insurance. This amount was utilised towards making health services more accessible and empowering women living in rural Gurgaon. The following is an overview of the activities undertaken:

### **Waliawas Sehat Centre:**

Waliawas, a small village located 10 Kms from Gurgaon has no government and private health facilities, and the nearest public health center is located at a distance of about 10 kms. To address this gap, we have been running a community health center three days a week for four hours. The main activities of the SEHAT health centre are: a) Providing primary health care services on regular basis through a MBBS Doctor and a medical dispenser, b) Sensitization of community on health concerns through community health workers by organizing awareness sessions/ campaign among community on the following issues - Importance of nutrition, Maternal and child health and family planning, Immunization, TB and DOTS program, Sanitation, Hygiene and Safe Drinking water. A Village Health and Sanitation committee has been formed to involve the community in program planning and implementation.

### **Economic Empowerment of Rural women through Self Help Groups and Entrepreneurship Building:**

We have been running 9 Self Help Groups (SHGs) in 4 villages of Waliawas, Bandhwari, Gwalpahari (new) and Gwalpahari (Old). With the funds received, we focused on strengthening the existing SHGs so as to make them self reliant. The SHGs encourage savings and microcredit for making women self-reliant. Several trainings in management were conducted to help the groups function independently. Some of these women are also engaged in Spice and Cereal Processing Units where they produce spices and cereals under hygienic conditions. We have provided the equipment, raw material and training for the production and facilitate the marketing of the produce. Sukarya helped market these products by organising sales in corporate offices and group housing societies. We also run adult literacy classes to impart functional literacy to village women.



## BHARTI FOUNDATION

### **Background**

Bharti Foundation is the philanthropic arm of Bharti Enterprises. Its rural flagship initiative, the Satya Bharti School Program, aimed at holistic development of children, is intended at delivering free quality education to underprivileged children across rural pockets of India with special emphasis on girl child. Currently, there are 254 SatyaBharti Schools spread across six states, catering to nearly 39,000 children - of which 49% are girls.

### **Funds utilized**

Each year, the Airtel Delhi Half Marathon (ADHM) works as a catalyst to garner support for the Satya Bharti School Program. The funds raised through ADHM 2012, has been utilized towards the annual operational expenses of the Program and has positively impacted the lives of over 1800 underprivileged children and approximately 1500 teachers.

### **Impact**

The program is an endeavour to enable our students and teachers become change-agents and create a socio economic impact in their respective communities. Their participation in community development campaigns has contributed towards initiating the change at the grass root level. And their efforts have been recognised at the National and the International forums.

### **Case Study: Winds of change by a 12 yr old**

In India, discrimination on the basis of caste has been predominant since ancient times. Even today, it remains as a progress barrier in the development of modern India. This custom of discrimination based on castes, is common in rural India and the village of Raiwana, Rajasthan being no exception.

Arti Verma, a class V student of SatyaBharti Government School, Raiwana, Rajasthan saw that her friend was denied entry into a temple because she was from backward caste; Arti decided to challenge the caste system prevalent in her village.

Arti started her crusade by gaining the support of her father, who was also the head of the village and by meeting up with other villagers to bring equality among all castes. In order to reach out to masses, she conducted a rally and communicated her message through hand-made posters and slogans. Arti's efforts slowly began to show results and the upper caste community became more tolerant towards the fellow villagers belonging to the lower castes. Their children were allowed entry into schools, men and women found employment and were also made a part of social activities of the community. This inclusion and acceptance, brought pride and hope of a brighter future for them.



## OUR EXPERIENCE...

"The cause of the underprivileged children is close to my heart and inspires me to run the Airtel Delhi Half Marathon year on year. I support Pragati, the Gurgaon based NGO providing free school education to underprivileged kids.

As a Dream Challenger I run with the responsibility of raising significant funds for my chosen cause. To achieve this goal every year is most gratifying. I applaud Concern India Foundation, Airtel and Procarn for another successful event. I shall continue running for Pragati and for a future filled with hope. "

- Ajay K. Bakaya, Dream Challenger, ADHM 2013

"Airtel Delhi Half Marathon is an event which, every year, witnesses Delhi in its most energetic and enthusiastic spirits. It is an event where people from all ages, backgrounds, communities come together to run, motivate and contribute their bit, back to the ones in need. ADHM 2013 for me will always be the most special event because it gave me a wonderful opportunity to contribute to the NGO I have been associated with since past three years. I could generate a financial help enough to ensure a month's supplies and school fees for all the kids at TARA. Not only this, I could connect to the masses – my family, friends, colleagues, social circles like never before and raise awareness for the NGO. Being a Change Runner as a Dream Maker has been more fulfilling than I had ever imagined. I invite you all to participate and experience it yourself. "

- Saamir Gupta, Dream Maker, ADHM 2013



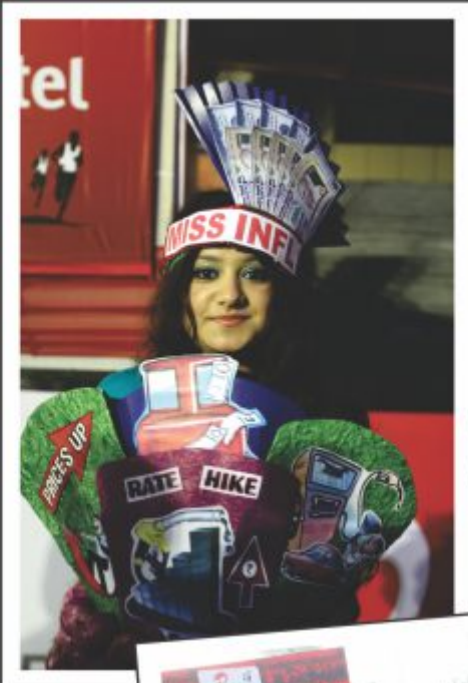
"The joy is in the journey.

I am not a sports person. I have never participated in activities that test physical endurance. And yet at 42, I decided to run for the first time in the Great Delhi Run. It's only 6 kms some would say. But for a person like me, it seemed a lot I wanted to run to raise awareness and funds for the cause of Organ Donation – the work that I do with the organization I spearhead in Delhi – MOHAN (Multi Organ Harvesting Aid Network) Foundation. And as I reflected, I realized that my struggle with this initiative for the last 3 years, since I set up the Delhi-NCR office, has been nothing short of a marathon. It has been an uphill task to set up a new office, to spread awareness on a subject that is burdened with religious issues and ethical dilemmas and to coordinate with hospitals and the government to help put systems in place. And yet each day, however challenging, has been exciting and rewarding. Just like the run.

The joy was in the journey. I was overwhelmed with the number of people who signed up for organ donation as I put up the event on Facebook. And I was equally overwhelmed with how many that came forward to contribute to the cause. In such a short time, with the help of donations from a wide variety of people I was able to reach a significant target. I felt jubilant at the end of the run. Was it the run itself or was it because the cause was getting yet another boost?

Looking forward to the next year. "

- Pallavi Kumar, Ipledger, ADHM 2013





## THE CORPORATES SPEAK...



**Siraj Chaudhry**  
Chairman - Cargill India Private Limited

"ADHM is increasingly becoming popular with the corporate sector as it brings fun and charity together. The event offers an opportunity to sensitize employees towards both fitness and the causes being supported. I feel humbled that our participation goes beyond fun and challenge of running, creates a lasting impact on the lives of people who need support. "



**Radha Bhatia**  
Chairperson - The Bird Group

"It has been an enriching and a very fulfilling experience for the Bird Group to be associated with Airtel Delhi Half Marathon for the past so many years. The management along with the employees looks forward for the early morning event which is a great platform for team building as well as walking for a worthy cause. The Bird Group over the years has been associated with Sukarya, a NGO working towards improving the health status of the urban and rural poor and has been a pillar of strength for them. We look forward for many more years of participation. "



## ADHM VIRTUAL HALF MARATHON...

In an unique new initiative, Event's Charity Partner, Concern India Foundation partnered with Triggerz to create the ADHM Virtual Half Marathon, aimed at bringing about awareness on the NGOs and the work they undertake. This allowed both Event participants and public, at large, to contribute in a special way to the NGO of their choice. Through the integrated application created on the event website, an individual could not only contribute for their NGO, but also share their NGO details on their own social media pages. With each share, the chosen charity moved 50 meters ahead in the virtual race.

Special donation amounts were announced by Concern India Foundation for the top 3 NGOs winning the Virtual Half Marathon.

The following 3 NGOs were the top 3 charities in the virtual charity race –

- Teach for India – received ₹ 50,000
- Make A Difference – received ₹ 30,000
- Make A Wish India – received ₹ 15,000

The ADHM Virtual Half Marathon got 20,000 page views and 8,000 triggers during the 15-day long campaign. This led to 2.5 million global impressions about the race and more importantly, about the participating NGOs. Our heartfelt thanks to Triggerz.com for partnering with us for this initiative.

## THANK YOU FROM CONCERN INDIA FOUNDATION...

As charity partner for the Airtel Delhi Half Marathon, over the past 6 years, we have seen the Half Marathon transform from being a running event to one of the most socially conscious events of the city. The support, spirit and solidarity that the people of Delhi have for social causes close to their hearts has been heart-warming.

ADHM has proved to play an instrumental role in helping NGOs highlight the issues they work on and garner support for their causes. It has served as an efficient, reliable and structured platform to raise crucial funds for charity. Concern India Foundation is proud to be associated with an event that brings people together and promotes the spirit of giving.

The charity aspect of the event hinges on the generosity and spirit of the participants and the supporters. It is your will to make a difference in the lives of the less fortunate that makes this event a success year after year. We would like to extend our deepest gratitude to each and every participant for being a part of this unique fund raising initiative where fitness and benevolence comes together.

Every effort made and every rupee donated has the potential to create a change in the lives of the underprivileged. Your efforts make you agents of change and today, we thank you for being the Change Runners...



## ABOUT CONCERN INDIA FOUNDATION...

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

Set up in 1991, Concern India Foundations extends financial and non-financial support to grassroots NGOs working in the areas of education, health and community development.

Through our efforts, today we support 275 grassroots NGOs reaching out to over 2,75,000 marginalised people through our offices in Mumbai, Bangalore, Chennai, Delhi, Hyderabad, Kolkata and Pune.

We provide support to grassroots NGOs that show a high level of commitment to their work, but lack the time and expertise to raise financial and other assistance. We work to bridge the gap between NGOs, corporates and individuals who wish to support developmental work in the country, thus enabling the NGOs to concentrate on their core activities.



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