



PRABHAAV

Vol. 2

*Charity Newsletter of the
NMDC Hyderabad Marathon 2024
powered by IDFC FIRST Bank*





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PHILANTHROPY

The 13th edition of the NMDC Hyderabad Marathon powered by IDFC First Bank was conducted on the 24th and 25th of August and it provided everyone a great opportunity to meet and interact with all the 13 NGO partners. It was great to see 230 participants from our NGO partners for the NGO run on the 24th; it coincided with the 5K run, a precursor to the main event on the 25th. All the NGO partners also got to showcase their projects on the stage at the event expo on the 23rd and 24th August.

Message from the Race Director:



Mr. Rajesh Vetcha
NMDC Hyderabad
Marathon 2024

This year, we had the privilege of hosting the 13th edition of the NMDC Hyderabad Marathon, powered by IDFC First Bank, with over 25,000 participants from across India and the world. Their enthusiasm truly made this event special. We are also grateful to have received the World Athletics basic label as a road race, a milestone we're proud to achieve.

As India's second-largest marathon, the heart of this event lies in supporting charitable causes. The focus for our 13 NGOs has always been to raise awareness for the causes they champion, and they achieved this across various platforms, such as Sunday Long Runs, activities at Lakdikapul Metro Station, Promo Runs, and our Expo Days.

This year's event began with the NGO Run, where 230 beneficiaries and volunteers from our 13 NGOs represented their causes. The awareness these NGOs have created can be seen in the strong support they have received from the community. It's a reminder that this marathon is not just about running—it's about building a kinder, more supportive society.

I sincerely hope that this collective effort will inspire even more people to engage and contribute in the days ahead. Together, we believe that positive change is possible, and I am humbled to be part of this journey.

The total amount fundraised to date is ₹86,63,000.

HYDERABAD MARATHON 2024 EXPO

The 13th edition of the NMDC Hyderabad Marathon 2024 powered by IDFC First Bank was organized on the 24th and 25th August. The expo for the event was held on the 23rd and 24th (Friday and Saturday) at Hitex premises under the aegis of SportExpo, the expo partners for the Hyderabad marathon 2024.

The expo saw more than 20,000 footfalls; the Hyderabad Marathon expo is the most attended sports expo in South India and has the 2nd most footfalls after the Tata Mumbai Marathon.

For the Philanthropy Team and the NGO partners, the expo had 3 important parts.

NGO stall:

A stall was allotted to the NGOs to showcase their work and to promote awareness about their causes. The NGOs were given 2-hour slots on both the days of the expo and all the 13 NGO partners showcased their work and used the opportunity to spread awareness about their work and the projects for which they're raising funds as part of the Hyderabad Marathon 2024.



Presentations on the Stage:

The NGO partners were also given 10-15 minute slots on the stage inside the expo to talk about their work and the impact they've been creating until now. They also got a chance to show their work via powerpoint presentations too. All the NGO partners utilized this opportunity to impress upon the expo visitors their work.



Shoe collection via Greensole:

Greensole is a shoe upcycling company from Mumbai and they are the upcycling partners of the NMDC Hyderabad Marathon 2024. We set up a used-shoe collection stall at the expo where runners and everyone coming to the expo could donate their used shoes to be upcycled or refurbished. These shoes were sent to the Greensole team in Mumbai where these shall be repurposed as part of their #donatingwalks initiative. These upcycled shoes shall further be distributed to the disadvantaged.

At the Hyderabad marathon expo this year, we collected over 546 used shoe pairs. We'd like to thank everyone who used this opportunity to pass on their shoes for further use.

We'd like to organize similar shoe collection drives in future too.



NGO RUN

The 13th edition of the NMDC Hyderabad Marathon 2024 powered by IDFC First Bank was organized on the 24th and 25th August. As part of this, the 5K run was held on the 24th where over 8000 runners participated. Alongside this 5K run, an NGO run was also organized where beneficiaries from all the 13 NGO partners of the Hyderabad Marathon participated. In total, 230 beneficiaries, volunteers and support staff of all the 13 NGOs participated in this run. It was really nice to see the young ones and the specially abled ones take to the streets inside the Hitex campus.



Uniquely, the NGO run was flagged off first - 15 minutes before the actual 5K flag off. It was heartening to see the cheer and the support for the NGO run all throughout. Most of the participants of the NGO run ran 1 kilometer and they finished their runs at the main entrance of the Hitex exhibition halls. Some children wanted to run more than a kilometer and completed their 5K run along with their caretakers.



After the run, all the beneficiaries and participants of the NGO run clicked a lot of pictures. They also played some games and ran around in the new Hitex garden. The Hyderabad Runners Society provided for the accommodation and transportation of the outstation beneficiaries.

A special mention to all our NGO partners for using this unique opportunity. It ain't easy to get everyone up and ready early in the morning and get them on buses to the venue. It was heartwarming to see the joy on the faces of all the beneficiaries - the young and the old alike.

ELITES VISITING MANASA

On the day after the Hyderabad Marathon 2024, the Indian and the Kenyan elite athletes visited Manasa, one of our NGO partners working for the children. On the morning of the 26th, the athletes drove to the premises of Manasa located near Nagole along with the race director Rajesh Vetcha and the elites coordinator Gautam Pothineni, the Philanthropy champion Smita Chamling and others from the Hyderabad Runners Society.



The Elites were welcomed to the venue with a traditional 'Tilak' ceremony and they were taken around the facility explaining the various facilities being provided to the children. The athletes interacted with the kids and also witnessed a few cultural performances by the specially abled children.

They were thoroughly impressed by the kids' singing and dancing skills. Following the cultural performances, a small presentation on the NGO was made by the teachers. The athletes visited the various classrooms and activity rooms in the facility and interacted with the children. They also took a lot of pictures as well.



Kenyan marathon runners Ezekiel Kipkorir, Sheila Chelangat, Zenith Kiptu and Hamington Cherope participated in this program facilitated by the Hyderabad Runners Society. Along with them, Indian elite runners like Vipul from Delhi, Bhagirathi from Uttarakhand and Srinu Bugatha from Vizianagaram also visited Manasa.

Moved by the effort being put in by Manasa, the Indian winner of the race, Srinu Bugatha announced a donation of INR 10,000 from his prize money.

Manasa has raised more than 5 lakhs via various donors on the NMDC Hyderabad Marathon website. Corporates like Natco Pharma and Procter & Gamble also contributed to this endeavor. The charity donations on the website are open until 30th September. The NGO's treasurer, Madan Mohan Reddy Terala thanked the Hyderabad Runners, the NMDC Hyderabad Marathon and the Elite runners who visited their facility.



The visit by elite athletes was featured in multiple local newspapers.....

Media Coverage

<https://businessnewsthisweek.com/news/marathoners-kind-gesture/>

<https://www.pnnews.com/amp/marathon-is-not-just-about-running-but-it-is-also-about-humanity/>

<https://smartbusinessnews.com/news/marathoners-kind-gesture/>

<https://biznewsdesk.com/news/marathoners-kind-gesture/>

<https://onlinemediacafe.com/newsbeat/marathoners-kind-gesture/>

INTERVIEWS:



As part of our outreach initiative, we've been speaking to individual fundraisers and corporates who've decided to help our NGO partners via the Hyderabad Marathon this year. We spoke to Anuradha, a serial marathoner.

Q1. Why did you choose to fundraise at the Hyderabad Marathon this year ?

A: I found this year's Charity as my chance to redeem my gratitude to Hyderabad Runners Society as well the people around me who have supported and encouraged me to achieve my goals in the field of running.

Q2. What are the causes dearest to you ?

A. I will not prioritize any of the charities.. All of them are very genuine and I would leave them at the discretion of the Hyderabad Runners Society but my heart goes out to the kids.

Q3. How are you motivating your family and friends to donate to your fundraiser ?

A. When I put out the request for the charity to my family and friends, everyone came out so happily to contribute for a worthy cause.

Q4. How do you want the funds raised (by you) to be used by the charity partners ?

A. I would be very grateful if the money is used wisely , prudently with a humane touch... nothing more; nothing less.

Q5. Has there been a charity cause (at any event) that moved you ?

A. Any charity done with a big heart always moves me dearly.



We also spoke to Ranvijay Lamba, the Managing Director & Country Head of Arcesium Limited India, who have come forward to help four of our Charity partners, Alokita, Blood Warriors Foundation (BWF), Digital Equity, and Rohini Foundation (Right to Oral Health Society).

What motivated your company to be a part of the Hyderabad Marathon this year?

We have a strong commitment to community well-being and supporting initiatives that promote health, fitness, and social impact – and so it was natural for us to be a part of this significant event. Our aim was to drive positive change by not only encouraging fitness but also extending our CSR efforts through support for local charities that are making a difference in people's lives.

How does the donation to various charity partners at the Hyderabad Marathon align with your company's CSR outlook?

These donations align perfectly with our CSR vision of contributing towards sustainable development, health, education, and community welfare. With the sponsorship of five NGOs through this marathon, we directly impact grassroots-level causes, driving tangible improvements in society. This approach reflects our dedication to strategic, community-focused CSR, where our contributions uplift underserved communities while aligning with our broader organizational goals.

How do you think participation in the Marathon helped your employees?

Preparing for the marathon required our employees to dedicate time to physical fitness, and they also got the opportunity to find a deeper sense of purpose by engaging in a meaningful cause beyond their everyday work. It allowed them to feel more connected to the company's CSR goals, as they could actively participate in an initiative that supports NGOs, blending their personal health with our shared social responsibility.

What kind of CSR work have you done in the past?

Our past CSR initiatives span a variety of impactful areas, including environmental sustainability, education, health, and community development. We have engaged in projects such as setting up libraries in underprivileged schools, sponsoring health camps, and supporting women's empowerment initiatives. Each project is chosen based on its potential to create long-term value for society, which aligns with our belief in responsible and impactful philanthropy.

What kind of fitness initiatives do you have in your organization?

Within our organization, we promote fitness through regular physical and mental health awareness programs, fitness challenges, and activities like yoga and mindfulness sessions. We also encourage our employees to take part in events such as marathons and sports tournaments, reinforcing the importance of physical health as part of overall well-being. These initiatives are integrated into our CSR program, supporting holistic wellness at both the individual and community levels.

How do you plan to continue your association with the Hyderabad Runners and the Hyderabad Marathon?

We plan to strengthen our association with the Hyderabad Runners and the Hyderabad Marathon by exploring additional ways to support the cause through our CSR platform. By expanding our involvement, we aim to bring greater visibility to the charitable work being done and further integrate health and fitness with our corporate social responsibility agenda, supporting both our employees and the larger community.



THANK YOU



For any questions regarding the Philanthropy initiative, please write to us at charity@marathonhyderabad.com.