

# PRABHAAV - 3

Charity Newsletter of the  
NMDC HYDERABAD MARATHON 2025

POWERED BY





# Charity

As we get to one of our biggest marathons ever, this edition of the **NMDC Hyderabad Marathon powered by IDFC First Bank** has also been the best one in terms of Charity too. The event shall be conducted on the **23<sup>rd</sup> and 24<sup>th</sup> of August 2025** and everyone is neckdeep in terms of the preparation - from the organizing team to the volunteers to the participants, of course. The event, while being one of the paramount community events in the city, also aims to be the most impactful too.

## Message from the Charity Team

Charity has always been at the heart of the Hyderabad Marathon and it has only grown bigger in the latest editions of the event. The Charity effort this year has been our biggest one yet - yes, we're raising more funds than any of our earlier editions and we couldn't be any happier. We closed the sale of all charity bibs last weekend and we are now gearing up for the last lap - to encourage everyone to raise funds for the causes dearest to them and wish our NGO partners the very best as we get closer to the start line of the event. At Hitex expo, Goonj, one of our charity partners, will be hosting a collection drive, where runners can contribute material that can find a second life in the hands of people who need it.

We're looking forward to hosting the NGOs at the event expo on the 22nd and 23rd August and are also gearing up to host over 250 beneficiaries for the Charity run on the 23rd. We're open for fundraising until after the NMDC Hyderabad Marathon 2025 (till 15th September). Here's wishing everyone the very best - runners, volunteers and more importantly, NGOs and their donors.

## Message from the Race Director

Here's congratulating everyone on what has been our biggest Charity push yet - we've set ourselves a tall target on the Charity front and it has only helped us get to where we are now - we've now raised the most funds compared to all our earlier editions.

With all the registrations closed, we're now looking at the last minute preparations for the event - here's wishing everyone the very best; especially to all our NGO partners and fundraisers to meet their Charity targets for the Hyderabad Marathon this year. We're also looking forward to the Charity run that's being organized as part of the 5K event with over 250 participants. Also, we welcome 110 special kids from our NGO friends in Bangalore to participate in 10K and Half-marathon.

## Funds Raised:



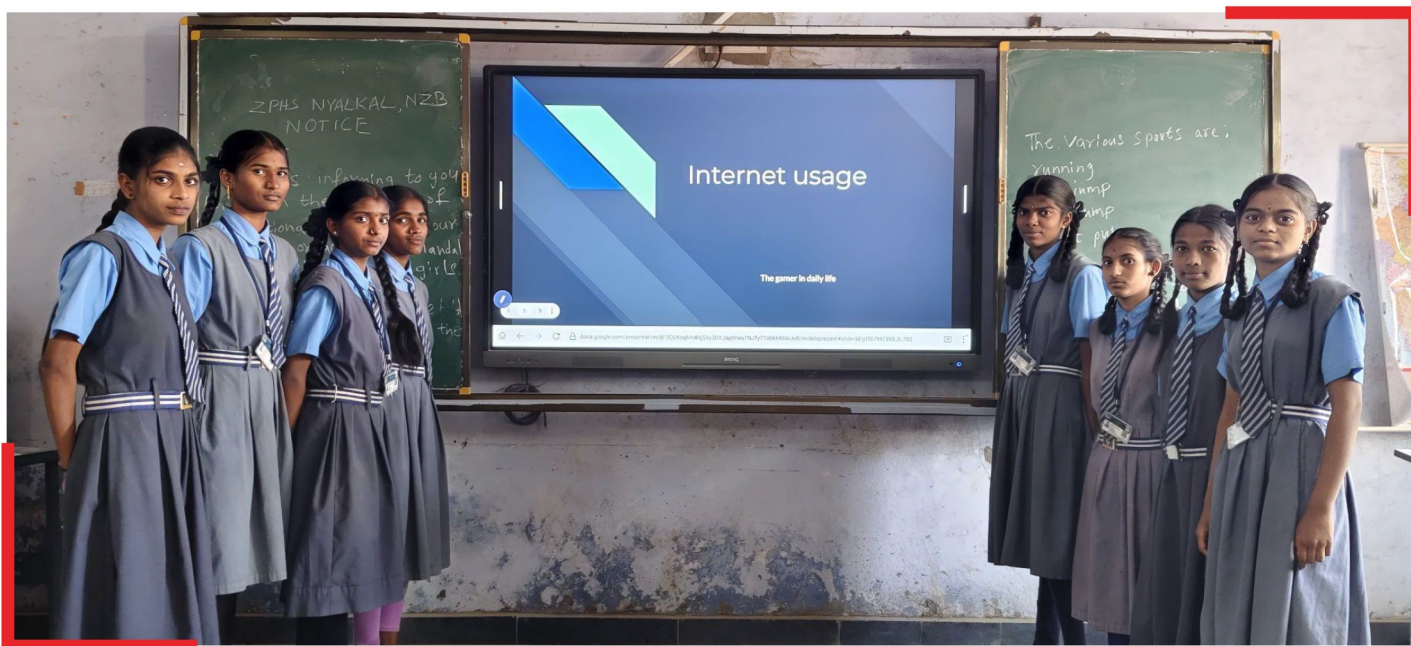
INR 1.4 Cr (as of 14<sup>th</sup> August)

# NGO Impact

One of the differentiating factors for us at the Charity team has been the impact that our partner NGOs have made on the society and we've been documenting the impact that our last year's NGO partners have had.

*In this edition, we cover **Digital Equity** who continue to be our partners this year as well.*

True to its name, **Digital Equity** aims to bridge the digital divide amongst the common public by empowering students and communities, led mainly by youth from the rural areas. Through ICT (Information and Communication Technology) training, combating misinformation, and running youth clubs as community knowledge hubs, the organisation equips high school students in government and low-income private schools with essential internet, computer, and soft skills—using play to create safe and inclusive learning spaces.



In 2024 alone, Digital Equity's work reached 7,000+ students across seven districts of Telangana with the support of 700+ undergraduate youth facilitators. Over the past three years, its programs have impacted 10,000+ students. Before their intervention, only 4% of students in these areas had basic ICT proficiency; after the program, 87% achieved sufficient proficiency, along with improved safe internet use, ability to tackle misinformation, and they were also equipped in soft skills such as public speaking, teamwork, and presentations.

In 2025, the organization aims to reach 15,000+ students with the help of 1,500 youth changemakers across 15 districts of Telangana. They would like to use the funds raised from the Hyderabad Marathon 2025 for the same.

Here's wishing them the best of luck as they aim to spread ICT knowledge amongst the masses along with equipping them with adequate knowledge to combat misinformation and help the school students get better at soft skills.



# CHARITY RUN 2025

A special Charity run is being organized for beneficiaries from different charity partners that includes underprivileged kids and kids with special abilities as part of the 5K run at the NMDC Hyderabad Marathon 2025 on the 23<sup>rd</sup> August. This special run shall happen at the Hitex premises.

Over 250 kids are expected to be a part of this run and the distance for these kids shall be 1-2 Km. These kids have been beneficiaries of our NGO partners and/or are directly or indirectly impacted by the work that these NGOs have been doing over the years. Last year, we had nearly 200 kids participate in the Charity run.

We're excited in hosting all these kids.





# NGO LED ENGAGEMENT IN SLRs

NGOs often look for platforms to talk about the causes dearest to them and promote their work. The Hyderabad Runners recognises this and has given our NGO partners a platform where they can engage with the running community, the platform being our Sunday long Runs (SLRs).

SLRs form the perfect platform for the NGOs to interact with the running community that comprises people from all walks of life. More often than not, NGOs have found newer connections via our SLRs and some of our runners also discovered newer avenues to give meaning to their running targets.



Our 28 NGO partners have been actively promoting their causes at our Sunday long runs. It's fascinating to see how this works. Every Sunday, a long run happens at one or two locations across Hyderabad and we've created a roster in a manner that one or two NGOs get to meet the running community at each SLR. During the course of the last 16-20 weeks, each NGO has met the running community multiple times to further their cause and this has helped the NGOs build a better connection with the running community and also enabled them to find newer donors and fundraisers in the process.





It has been fascinating to see how some runners have started to brush twice now after listening to the representatives of the Rohini foundation and how some have adopted active blood donation in their annual list of to-do things after listening to our NGO partners like the Blood Warriors & ASWA. Similarly, other NGOs have had a lasting impact on the running community and we're seeing that a lot more runners are seeing newer perspectives as they get ready to crush their targets at this year's NMDC Hyderabad Marathon.

The NGOs too, on their part have been conducting drives and other initiatives to spread the word about their activities, thereby spreading awareness about their initiatives, speaking about their causes and also inspiring individuals to raise funds.



# Corporate Participation

Corporates in Hyderabad have been a very big support to the Hyderabad Marathon every year and this year is no different. With over 11,000 corporate registrations, this edition's participation is the highest from the corporates of all the editions.

The corporates have also been using their CSR funds to further the causes dearest to them and to enable their employees to think and contribute on similar lines. They also have been supportive of our NGO partners too. And the Hyderabad Marathon is the perfect platform to bring everyone together - the corporates, NGOs, employees and runners.

With the onus on fitness and wellbeing increasing every year, corporates have also been doing their bit to promote and spread the message of fitness amongst their employees.

For this edition, the Charity team spoke to **Ranvijay Lamba, Managing Director and**

**Country Head for India & Portugal Arcesium**, who have come forward to help 6 of our Charity partners, Alokkit, Blood Warriors Foundation, Digital Equity, Hyderabad Runners Society, Sparsh Hospice and Rohini Foundation.





# Here are some excerpts of our interview:

## **1. How has been your experience with the NMDC Hyderabad Marathon platform in General?**

The NMDC Hyderabad Marathon has consistently provided a seamless, well-organized, and impactful platform that goes beyond just promoting fitness. It creates a unique convergence of health, community spirit, and social responsibility. For us at Arcesium, it's an event that aligns naturally with our values enabling our employees to participate in a cause that blends personal well-being with a broader purpose.

## **2. How's your experience with last year's event?**

### **What's enabling you to come back to the event this year too?**

Last year's event was an inspiring experience for our team. The energy on the ground, the sense of camaraderie among participants, and the opportunity to directly support NGOs through our sponsorship made it truly memorable. We witnessed first-hand how the marathon not only motivates fitness but also channels that energy into meaningful social impact. This year, we return with even greater enthusiasm, eager to build on that momentum and deepen our commitment.

## **3. How are you looking at the Hyderabad Marathon this year?**

This year, we see the Hyderabad Marathon as an opportunity to amplify both wellness and impact. We're encouraging broader employee participation, ensuring that everyone from first-time runners to seasoned athletes feels included. At the same time, we're leveraging the platform to support local charities in a way that creates tangible benefits for the communities we serve. It's about running together for a cause that matters.

## **4. How are you taking the "giving back to the society" idea to your employees?**


At Arcesium, "giving back" is more than a message it's part of our culture. We actively involve employees in selecting, planning, and participating in CSR initiatives, so they feel personally connected to the impact we create. Events like the Hyderabad Marathon provide a hands-on way for our teams to experience how individual efforts can collectively drive change, blending personal achievement with social responsibility.

## **5. What's the net society impact that companies have in general?**

When companies invest in society through well-planned initiatives, the impact extends far beyond immediate outcomes. From improving access to education and healthcare, to empowering communities and promoting sustainability, corporate contributions can create lasting change. Businesses have the ability and the responsibility to leverage their resources, reach, and expertise to address pressing societal challenges, fostering a healthier, more equitable future.

## **6. What are the larger social impact initiatives at Arcesium?**

At Arcesium, our CSR initiatives cover a wide spectrum, all aimed at creating sustainable, long-term value for communities. Some of our high-impact projects include setting up ICUs in hospitals to enhance access to critical healthcare, adopting tribal villages to create livelihood opportunities and support vulnerable groups, and sponsoring the education of girls from underprivileged communities each year. We also actively invest in environmental sustainability, health and wellness campaigns, and community development projects all driven by our belief that lasting change stems from strategic, inclusive, and community-focused action.





## Last date of Fundraising:

The Fundraisers on our Charity page are open until the **15<sup>th</sup> September**. Runners and donors and everyone who intends to donate and help our NGO partners can choose to donate to them via our page.

For any questions regarding the Charity initiative, please write to us at [charity@marathonhyderabad.com](mailto:charity@marathonhyderabad.com).



**Donate Now**

**Run for a cause.**



[www.nmdchyderabadmarathon.com](http://www.nmdchyderabadmarathon.com)

# THANK YOU