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# Tata Steel Kolkata 25K 2022 celebrates Sport, Art & Giving INR 19.37 lakh raised for charitable causes



## Art for Sports initiative pays tribute to late artist Washim Kapoor

**Kolkata, 13<sup>th</sup> April 2023:** East India's biggest running festival, the Tata Steel Kolkata 25K 2022, celebrated Sport, Art & Giving at the Oberoi Grand in Kolkata on Thursday, 13th April.



TSK 25K is the only World Athletics Elite Label 25K road race in the world and this edition of the event was ushered in with **Notun Josh**. TSK 25K is etched in the city's ethos and has become one of the most-awaited events on the city's sporting calendar, bringing together 15,000+ in a festival of oneness, healthy living and inspiring the joy of giving.

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**Chanakya Chaudhary, Vice President-Corporate Services, Tata Steel**, said, "The seventh edition of TSK 25K ushered in Notun Josh for the 15,000+ runners from the City of Joy. The event helped raise INR 19.37 lakh for charity. Signature events such as our marathons and other sporting activities are infused with our deep-rooted corporate philosophy, one that embraces the spirit of encouragement and adopts initiatives aimed at patronising sporting pursuits in society. Hence, the Art for Sports initiative has motivated the art fraternity in Kolkata to nurture another form of art...the one that involves giving! As a Company, we intend to continue this noble cause, going forward."

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**Debasish Kumar, MLA and MMIC – KMC**, said, "Tata Steel 25K marathon is not an event for a day but it is an event for the mankind that promotes health and fitness in the city."

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## Distance Running & Philanthropy

Distance Running and philanthropy are indelibly linked, and over the years the TSK 25K has inspired the citizenry to go beyond oneself for the larger good. The successful seventh edition, ably supported by philanthropy partner United Way Kolkata, raised INR 19.37 lakh for charity, with a total of 22 NGOs taking part for a variety of causes.

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Eleven Corporate donor partners participated, while a clutch of inspiring Individuals also raising funds. An impressive turnout of 350 Corporate runners came together, to raise funds for the NGOs.

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Cause Neutrality, Transparency, Accountability & Sustainability are the principles of the Tata Steel Kolkata 25K's philanthropy pillar. A docket has been published accounting for the funds raised and was unveiled by all the dignitaries present and Tata Steel.

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## WINNERS OF TSK 25K 2022

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### NGOs

- Highest Fundraising NGO: The Tata Medical Center (TMCT) – ₹ 7,00,000
- 2nd Highest Fundraising NGO: Concern India Foundation – ₹ 5,00,000



### Change Maker

- Highest Fundraising Individual: Subrata Barman – ₹ 76,722 for Trilochanpur Association for Development in Social Welfare



### Young Philanthropist

- Highest Fundraising Youngsters: Anuska Prakash and Arjun Prakash - ₹ 36,000 for Future Hope Foundation

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**Dinesh Agarwal, President of the Society for United Way of Kolkata**, expressed his enthusiasm for the Tata Steel Kolkata 25K and the event's success, saying: "The day brought hope for new beginnings, especially after the world survived a global pandemic. The sheer enthusiasm of the participants was extremely inspiring. We feel proud to be the philanthropy partner of this platform. It is an empowering feeling to see like-minded people coming together for the greater good, which aligns with the vision of United Way Kolkata."

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**Naarayan TV, CMO, IDFC FIRST Bank**, said, "Marathons have steadily gained popularity over the years and IDFC FIRST Bank has been proudly associated with marathons across the country as they align with one of the Bank's core pillars of Social Good. The Tata Steel Kolkata 25K celebrates the enthusiasm of the City of Joy by bringing together people and NGOs on the same platform. IDFC FIRST Bank partners with programs across education, health, women empowerment, entrepreneurship, livelihood, and sanitization. With the Runners' Pledge, IDFC FIRST Bank aims to enable marathoners support a cause close to their hearts. The larger association with a participative sport like the marathon represents the Bank's commitment to inclusion across all levels."

Hospitality Partner



### Art for Sports

Instituted in 2014, this initiative has galvanized the art community in Kolkata in support of various causes at the Tata Steel Kolkata 25K, under the mentorship of renowned artist, the late Washim Kapoor. Every year, over 40 artists draw their rendition of what they see and feel at the finish line of the event.

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Culminating this year's success, and as a tribute to the late Washim Kapoor, 25 artists brought alive the colours and spirit of Kolkata. Eminent painter and sculptor Debasish Mallick Choudhury curated the art.

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The special Art for Sports workshop was judged by Hon'ble MP & eminent painter Jogen Chowdhury, eminent painters Samir Aich and Sanatan Dinda and Debasish Mallick Choudhury.

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Achintya Bhattacharya, Arighna Saha and Moumita Dey were announced as the winners and received cash prizes of INR 50,000, INR 30,000 and INR 15,000 respectively.

**Vivek Singh, Jt MD of race promoter Procam International, said:** “The beauty of the Tata Steel Kolkata 25K lies in its ability to transcend sport — through art, charity, inspiring larger good — and touch people’s lives in significantly different ways. The last few years have been challenging for all, and it’s commendable that the citizens have opened their hearts and raised funds for causes they believe in.”

**He further said,** “The Art for Sports initiative exemplifies this great city’s passion, and it was heartwarming to witness these budding artists bring alive the spirit of Kolkata in a tribute to the late Washim Kapoor. My heartfelt gratitude to one and all. It’s only the power of the collective that helped us put together yet another successful edition of the event.”

**For more details, please contact Procam International:**

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For more information about the Tata Steel Kolkata 25K, log on

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### About Tata Steel:

Tata Steel group is among the top global steel companies with an annual crude steel capacity of 34 million tonnes per annum. It is one of the world's most geographically diversified steel producers, with operations and commercial presence across the world. The group recorded a consolidated turnover of US \$ 32.83 billion in the financial year ending March 31, 2022.

**A Great Place to Work-Certified™** organisation, Tata Steel Limited, together with its subsidiaries, associates, and joint ventures, is spread across five continents with an employee base of over 65,000. Tata Steel has been a part of the DJSI Emerging Markets Index since 2012 and has been consistently ranked amongst top 10 steel companies in the DJSI Corporate Sustainability Assessment since 2016. Besides being a member of ResponsibleSteel™, worldsteel's Climate Action Programme and World Economic Forum's Global Parity Alliance, Tata Steel has won several awards and recognitions including the World Economic Forum's Global Lighthouse recognition for its Jamshedpur, Kalinganagar and IJmuiden Plants, and Prime Minister's Trophy for the best performing integrated steel plant for 2016-17. The Company, ranked as India's most valuable Metals & Mining brand by Brand Finance, featured amongst CII Top 25 innovative Indian Companies in 2021 and top 10 sustainable organisations of India Hurun Research Institute in the 2021 Capri Global Capital Hurun India Impact 50, received Steel Sustainability Champion recognition from worldsteel for five years in a row, 'Most Ethical Company' award 2021 from Ethisphere Institute, RIMS India ERM Award of Distinction 2021, Masters of Risk - Metals & Mining Sector recognition at The India Risk Management Awards for the sixth consecutive year, and Award for Excellence in Financial Reporting FY20 from ICAI, among several others.

### About IDFC FIRST Bank:

IDFC FIRST Bank is a universal Bank formed by the merger of erstwhile IDFC Bank, promoted by renowned infrastructure financing institution IDFC Ltd. and leading technology NBFC, Capital First. IDFC FIRST Bank has provided over 30 million loans in its combined history and serves customers in over 60,000 villages, cities and towns across the length and breadth of the country. The Bank's vision is to "build a world class bank in India, guided by ethics, powered by technology, and to be a force for social good". Our mission is to touch the lives of millions of Indians in a positive way.

The Bank's tagline is "Always You First", where "You" refers to the customer. The bank believes in making customer-first products and was the first universal bank to offer monthly interest credit on savings accounts, first bank to announce ZERO FEES on Savings accounts, first bank to issue life-time free credit cards with no minimum spend conditions, first bank to offer dynamic and low APR rates, evergreen rewards points, and many other such interesting products.



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IDFC FIRST Bank serves customers across the length and breadth of the country and has expanded to 707 branches, 253 asset service centers, 867 ATMs, a next-generation net and mobile banking platform and 24/7 Customer Care services.



Since the merger with Capital First in 2018, the Bank has successfully transformed from an infrastructure and corporate financing institution to a retail financial institution, where over 80% of the loan book is now constituted by retail and commercial loans. On the deposits side, 77% of the deposits as of December 2022 is from retail customers, as compared to 27% at the time of merger. The bank has a balance sheet of Rs. 2,21,374 crore (December 31, 2022).



IDFC FIRST Bank is committed to bring high-quality banking at affordable rates to India. Apart from retail loans and deposits, the Bank also offers high quality technology-enabled corporate banking solutions, contemporary cash management solutions, fleet card and FASTag solutions and wealth management solutions.

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**About Procam International:**

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Since its inception in 1988, Procam International has been the driving force behind the growth and development of sports management in India. Founded by Anil and Vivek Singh, Procam is India's premier sports management company and is involved in live events, sports consultancy, and live television production.

Hospitality Partner



With astute planning and exemplary execution, Procam has a track record of conceptualising and promoting over 100 international events, across the disciplines of Powerboat Racing, Cricket, Football, Tennis, Distance Running, Squash, WWE, Horse Racing, Volleyball, among others. These events have elicited the participation of the highest calibre of athletes and huge public interest and attendance.

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Pioneers of the distance running movement in India, Procam International's Big 4 – Tata Mumbai Marathon, Vedanta Delhi Half Marathon, Tata Consultancy Services World 10K and Tata Steel Kolkata 25 K — are global leaders in their respective distances. They have ushered in a running revolution that has helped redefine, the health, fitness, and giving paradigm of our country.

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