



SWACHH BHARAT RUN

- CSR Initiative



Organized by :



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Ministry of Sports & Youth Affairs





The Initiatives

- **Swachh Bharat Abhiyaan, launched on 2nd October 2014 at Rajghat, New Delhi, is a biggest National level Campaign by the Government of India to clean the streets, roads, public meeting places, river sides, schools, colleges, residential areas etc.**
- **Hon'ble Prime Minister, Sri Narendra Modi said it was our social responsibility as citizens of India to help fulfill Gandhiji's vision of "Clean India", by his 150th birth anniversary in 2019.**



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The Background

- In line with the objective of Swachh Bharat Mission, the state of Assam has implemented sanitation campaign and initiated steps, though inadequate, for cleanliness, sanitation and making various cities safer for common people.
- In spite of constructing several thousand individual household toilets in several districts, the standard of cleanliness, sanitation and hygiene are way behind the requirement.



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The Realities



- A Swachh Bharat Mission has sought active participation from corporate sector for contribution though, despite significant interest, very little progress has been made in implementation due to various barriers they face in the field of Water, Sanitation and Hygiene (WASH).
- Although a large number of companies are supporting WASH in different parts of the country in last three years, the state of Jammu and Kashmir, Assam and Arunachal Pradesh were neglected, despite high open defecation rates. The North-East in general saw low levels of corporate interest.



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- As large as \$54 billion (approx. 6.4% of GDP) are wasted to counter inadequate sanitation and its consequences.
- Rural sanitation was as low as 21% .
- Based on Indian statistics, the UN in 2010 estimated 626 million people practice open defecation which is 50% of rural India in compare to 4% & 7% in China and Bangladesh respectively.
- 88% of deaths from diarrhea occur because of unsafe water, inadequate sanitation and poor hygiene



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Run for Clean India

- An annual Quarter Marathon is being arranged from Dec 2017 to 2019 commemorating 150th birth anniversary of “Father of the Nation”.
- An initiative taken up by TIPKAI, an NGO together with Leisure Sports Management to organize mass participation in 5 cities in 2017 to contribute to this noble mission.
- The purpose of this multicity Annual Run is not only to create awareness & consciousness but also to generate adequate fund for building one Public Toilet (Sulabh Sauchalaya) in each of the 5 cities and maintain these year long.



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Key Features

- **Participation : Open to all**
- **Venues : Guwahati 31st Dec '17, Silchar 7th Jan '18, Dibrugarh 14th Jan '18, Jorhar 21st Jan '18, Tezpur 28th Jan '18**
- **Distance : Quarter Marathon for all, 5K for Senior Citizens and specially abled**
- **Entries through dedicated Website.**
- **Free distribution of “Run for Clean India” branded T-Shirts and Caps**



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The Opportunities

- To address existing gaps in the WASH lifecycle, a CSR initiative has been created by Tipkai, an NGO along with Leisure Sports Management in collaboration with Govt. of Assam to host Quarter-Marathon in 5 cities as detailed below not only to create awareness & consciousness but also to generate adequate fund for building Public Toilet in each of the 5 hosting cities and maintain these year long. Additionally public toilets would be made up of bamboo and other local materials at various Touristic spots of Assam. These facilities built out of bamboo would be a landmark creation at touristic spots which have been lacking in the state.

- 31st Dec 2017 – Guwahati
- 7th Jan 2018 – Silchar
- 14th Jan 2018 – Dibrugarh
- 21st Jan 2018 – Jorhat
- 28th Jan 2018 – Tezpur



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Promotion

- Dedicated website.
- 360 degree promotion.
- Awareness campaign through Social Media.
- Celebrities & Socialites to add value to the promotion.
- Syndicated column in leading dailies and magazines to add value.
- Extensive promotion through Radio Network.
- Sustained campaign through Canter, Malls, Outdoor Medium, Posters etc





The Organizers

TIPKAI

- A NGO serving for over 3 years for the cause of development of the society on various sphere.
- Spreading health awareness throughout Assam to eradicate malnutrition and child mortality
- Encouraging and supporting child care and education
- Promoting environmental cause and afforestation.
- Educating youth on drug abuse and other narcotic activities.
- Committed to uplift youth and the society.



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Leisure Sports Management

- The oldest Sports Management Company in India having distinction of promoting multiple sports discipline since early 80s.
- Creator and promoter of Nehru Gold Cup Tournament, National League of Football (now I-League) and National Hockey League (PHL) in India.
- Marketed and conducted Medal Ceremonies of South Asian Games in Assam & Meghalaya.
- Promoted and marketed Afro Asian Games, World Billiard Championship, World Ranking Snooker, Indo-Pak Hockey Series, SAAF Swimming Championship, Grand Master Chess Championship and several other International Tournaments.
- Promoter of National Teams of Hockey, Shooting, Wrestling, Archery and Volleyball for several years.
- Promoter of Leading Sporting Icons like Abhinav Bindra, Gagan Narang, Sushil Kumar, Yogeshwar Dutt, Mary Kom, Vijender Singh, Vijay Kumar, R.V.S. Rathore, Deepika Kumari, Jayanta Talukdar, Geeta Phogat, Tarundeep Rai, Chekrovolu Swuro and many others for several years.
- Promoted and marketed various Regional leading events including Calcutta Football League.



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Sponsorship Opportunities



Prime Donor

- Logo on Participants Uniform (front / back)
- Product Category Exclusivity
- Logo on Gates
- Logo on Perimeter Boards
- Logo on Press Conference & Presentation Backdrops
- Logo on Kiosks
- Logo on Hoardings
- Logo on all Event Collaterals
- Website association to the event.
- Right to Merchandize
- Right to Promote
- Logo on certificates & Trophies

Cost : Rs. 35 lacs + taxes & branding





Lead Donor

- Logo on Gates
- Logo on Perimeter Boards
- Logo on Press Conference & Presentation Backdrops
- Logo on Kiosks
- Logo on Hoardings
- Logo on all Event Collaterals
- Website association to the event.
- Right to Promote
- Logo on Certificates

Cost : Rs. 15 lacs + taxes & branding





Donor

- Logo on Gates
- Logo on Perimeter Boards
- Logo on Press Conference & Presentation Backdrops
- Logo on Hoardings
- Logo on all Event Collaterals
- Website association to the event
- Right to Promote
- Logo on Certificates

Cost : Rs. 10 lacs + taxes & branding





Supporter

- Logo on Gates
- Logo on Perimeter Boards
- Logo on Hoardings
- Logo on all Event Collaterals
- Website association to the event.
- Logo on Certificates

Cost : Rs. 5 lacs + taxes & branding





Partners

- **Logo on Perimeter Boards**
- **Logo on Hoardings**
- **Website association to the event.**
- **Logo on Certificates**





The Conclusion

This 3 year long annual endeavor ending with 150th birth anniversary of “Father of Nation” in 2019 is an adorable initiative which would hopefully improve sanitation and hygiene condition and facilities in Assam and make it Open defecation free (ODF).



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Let's join hand to make India Clean

