Explore abilities, push limits!

4th to 12th November, 2017

GOA - BELAGAVI - HUBBALLI - MANGALURU - BENGALURU
About the SwachhAbility Run

SwachhAbility Run is a unique run, conveying a strong message about two important causes - Inclusion of Divyangs as equal and Swachh Bharat. The first edition of the event kicked off as JK Cement SwachhAbility Run and was a resounding success with participation of over 12,000 people.

The SwachhAbility Run is the brainchild of Kargil War veteran Major D P Singh. A Limca Book of Records holder, Major Singh is India’s first blade runner who has more than 25 marathons to his credit till date.

He was grievously injured during the Kargil War and lost his leg but he did not let his disability affect him. Major Singh says "After 10 years of my injury during Kargil war, I started running half marathon using an artificial leg to convey the message to the society that ability is a state of mind". As a 100% disabled and an amputee, this was the beginning of my journey of turning every adversity into an opportunity.
To reach out to the Divyangs and to encourage them to not give up, Major DP Singh formed a group, The Challenging Ones (TCO) in 2011. TCO uses sports as medium to empower Divyangs and it aspires to enable them to extend their abilities and bring laurels to the Country in various Paralympic sports. Today, TCO has a membership of 1400 amputees across India. TCO have converted over 500 amputees into challengers by now, who have participated in various marathons across India. This has instilled confidence in them and not only kindled a fire in them, to do something big, but also changed the perception of society towards Divyangs.

There is a dire need of instilling confidence in Divyangs across the country and also change the perception of society towards them by making them showcase their hidden abilities by performing on ground.

This was the guiding thought behind organizing the JK Cement SwachhAbility Run 2016.
Merging of Two Noble Causes

This was a one of a kind run aimed at

- Inclusion of people with disabilities as equal in our society
- Promoting the Swachh Bharat campaign with the cleanliness drive led by Divyangs

JK Cement SwachhAbility Run was a resounding success with over 12000 participants from different walks of life coming together to challenge all limitations and contribute to a noble cause.
Inclusion of Divyangs
Swachh Bharat drive led by Divyans
The key highlights of first edition of the event were

▸ Equal opportunity platform provided for general public and Divyangs in real (smaller cities/towns) India
▸ Attempt to bring Inclusion of Divyangs through sports
▸ Swachhta drive led by Divyangs and the cleaned area adopted by schools for regular maintenance
▸ School children sensitised towards Inclusion and Swachhta
▸ The movement was supported by the Indian Army and its media team
Across 7 Cities, 2016

Day 1: 27 Nov
Day 2: 28 Nov
Day 3: 29 Nov
Day 4: 30 Nov
Day 5: 01 Dec
Day 6: 02 Dec
Day 7: 03 Dec
Glimpses, 2016
Press Coverage, 2016

Run for cleanliness on December 3

Chandigarh: The run is an initiative to mark the International Day of Persons with Disabilities. On November 27, 2016, at Chandigarh and other places in the country, the run was conducted. The run was flagged off by Major D.P. Singh, a veteran of the Indian Army. The event was organized by the Chandigarh Tribune and the National Association for the Blind. The event was attended by many, including students and other people. The run was a success and helped raise awareness about the importance of cleanliness and the rights of people with disabilities.
Social Media Coverage, 2016

Continuing with the spirit of Swachh Bharat, SwachhAbility run was conducted at Karukhetra today. Despite heavy fog and poor visibility, huge enthusiastic crowd was seen participating in the run defying age and disability. The event was flagged off by Smt. Jaspal Kaur M/O Maj Niren Bak and Smt. Preeti V/Wd. Smt. Vandana Mehndiratta, both of whom attained martyrdom in J&K.

Swachh Ability Run
7 Days, 7 Cities, 7 Runs, 2 Causes
10 AM & 1 PM

Video performance in this post
- Minutes viewed: 11,415
- Unique viewers: 32,685
- Video views: 33,575
- 10-second views: 20,438
- Audience and engagement: 0.05
In each of the seven cities the event paid homage to various real life heroes, some of whom made the ultimate sacrifice for our country.

- Brig K S Chandpuri, who is renowned for his heroic leadership in the famous battle of Longewala in the Indo-Pakistan war of 1971, and was awarded the Maha Vir Chakra. The movie "Border" was a biopic based on this real life hero.
- Smt Meena Nayyar, mother of kargil martyr and Maha Vir Chakra awardee Capt Anuj Nayyar
- Sh Suchha Singh, father of Shaurya Chakra awardee Corporal Gursevak Singh who attained martyrdom in the recent attack in Pathankot
- Veer Nari Smt Om Pati, who was honoured on behalf of Hony Lt Lehana Singh who was the Vir Chakra awardee and hero of 1965 Indo-Pakistan war
- Lt Gen Mukesh Sabharwal, a distinguished military officer who is the mentor of Major DP Singh
- And various other war heroes, and the families of martyrs
JK Cement SwachhAbility Run culminated with an awards ceremony on 4th December, 2016 at the Ayurvigyan Auditorium of Army Hospital RR, New Delhi, saluting the spirit of Divyaangs.

On this occasion, some Special Divyaangs were felicitated for breaking barriers and contributing to the society.

Chief Guest Hon’ble Defence Secretary Sh. G Mohan addressed these real life heroes and applauded their never say die spirit.
Sponsors & Partners, 2016

 JK Cement LTD.

 Flags of Honour Foundation
 A Raled Chandragupta Initiative

 INDIAN ARMY

 THE CHALLENGING ONES

 bigroxx Media

 FAST&UP

 KILHI DYNAMOS

 endolite

 TIO SPORTS

 Clean planet

 Protons SPORTS
SWACHHABILITY
RUN 2017
A celebration to encourage Abilities over Disabilities and lead by example towards Swachh India
Taking forward the spirit of the event, the second edition to be held in 2017 will also feature two sub events

- 10 km Timed Run
- 3 km Run

The 10km run will be open for all to participate; however, in order to encourage more participation towards the cause, 3km run will be done alongside especially for school children and for anyone else who would wish to run a shorter distance.

School children will be encouraged to participate in the run as a platform to spread awareness about the causes in a creative and vibrant manner.

After the run, the participants led by Divyans will clean a designated area as a part of the Swachh Drive. The cleaned area will thereafter be adopted by the participating schools for its regular maintenance and cleanliness.
Participation of Schools, 2017

Schools, just like last year, can use this great opportunity for children, the future of tomorrow, to learn and be a part of this great cause.

- Sensitizing the children for a better India
- Encourage the students to participate in a competition on the themes of Awareness towards inclusion of Divyangs as equals in society and Swachh Bharat
- The children will make banners / posters / placards / fancy dress on the themes related to the event to drive forward the social messages
- Children and staff will participate in the Swachh drive along with the Divyangs, and the schools will take ownership of the designated area to ensure it would be maintained regularly

File photo from the SwachhAbility Run 2016 event
The Expo, 2017

The Expo will be held a day prior to the marathon event in each city, and it will be for one full day.

Participants will be visiting the expo, along with their friends and/or families, to collect the goodie bags. This will offer branding opportunities to the sponsors.

- Stalls will be provided to sponsors. Representatives of the sponsors at their stall can directly interact with the visitors.
- Standees, banners, placards, etc., with branding and promotional material can be put up.
- Goodie bags containing chest numbers, t-shirts (for paid registration) will be distributed. Branding will be done on goodie bags, as well as the bibs, t-shirts, pamphlets, etc., contained in the goodie bags.
Across 5 Cities, 2017
Achieving phenomenal success in its first edition last year, SwachhAbility Run, in 2017 is gearing up to set its first foot in Goa.

- **Venue address:**
  
  *To be finalized soon*

- **For offline registration contact:**
  
  Mr. Milind Desai  
  Mob: 9503086878  
  Email: milind.desai@jkcemnt.com
Our next stop, after Goa, will be “The Sugar Bowl of Karnataka”, Belagavi.

- **Venue address:**
  BK Model High School
  Camp Opp INOX Theatre, Belgaum
  Karnataka - 590001

- **For offline registration contact:**
  Mr. Dayanand Kalal
  Mob: 9972979477
  Email: dayanand.kalal@jkceement.com
To refresh, revitalize and rejuvenate our senses, the 3rd destination of JK Cement Swachhability Run is Hubballi, “The Flowering Creeper” surrounded by hills and lakes.

- **Venue address:**
  J. G. College of Commerce
  Vidyanagar
  Hubballi - 580021

- **For offline registration contact:**
  Mr. Parvez Ahmed Munshi
  Mob: 9686502240
  Email: parvez.munshi@jkcement.com
With our mind and body refreshed in Hubballi, SwachhAbility Run will be heading to Mangaluru.

- **Venue address:**
  Canara Higher Primary School, Behind Mangala Devi Stadium, Urva, Mangalore - 575003

- **For offline registration contact:**
  Mr. Chetan Krishna
  Mob: 9900272596 / 9686501843
  Email: chetan.krishna@jkcement.com
The sunrise on 12th November, 2017 in Bengaluru will be a remarkable one, with JK SwachhAbility Run setting its foot in this Silicon Valley.

- **Venue address:**
  
  **Federal Public School**
  
  #27, Hegade Nagar Main Road, Opp KNSIT, Thirumenahalli, Thanisandra Main Road, Yelahanka, Bengaluru, Karnataka - 560064
  
  Phone: 080-28567277 / 28567909 / 9019233099

  **Samprasiddhi Sports Estadio**
  
  No 14, Hegde Nagar Main Road, Opposite to Haj Bhavan main road, Thirumenahalli, Thanisandra main Road, Yelahanka, Bengaluru, Karnataka - 560064
  
  Phone : Suresh AR - 8861486357 / 9945100706

- **For offline registration contact:**
  
  Mr. Prabhuling Punneshetty
  
  Mob: 9448118205
  
  Email: prabhuling.punneshetty@jkcement.com
We are pleased to announce our partners and sponsors who are already onboard for the 2017 event. SwachhAbility Run team would like to thank them for their association.
THANKS!