

Mumbai Marathon raises record Rs 28.14 cr for charity

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The Standard Chartered Mumbai Marathon 2016 — with its motto “Giving has no finish line!” — has raised a record Rs 28.14 crore for charity through its partner United Way Mumbai, taking the 13-year aggregate to Rs 162.64 crore.

Last year, the city's major street running event had raised Rs 24.06 crore. The money, raised by 286 NGOs, 157 corporates, 266 teams and thousands of individual donors, will go for social causes including education, disability, healthcare, women empowerment, children, animal welfare and environment, livelihood, social, civic & community development, art and to the elderly.

The Governor of Maharashtra, Vidyasagar Rao, presided over the charity awards function here on Friday, along with brand ambassador John Abraham. The international brand ambassador for the event held on January 17 was Olympian Edwin Moses.

United Way Mumbai's Jayanti Shukla said: “United Mumbai has been the philanthropy partner for SCMM for the past eight years, helping transform countless lives through the support we receive from our corporates, NGO and individual supporters. The 2016 version of the Mumbai Marathon saw the creation of our newest category of ‘Young Leaders’, encouraging our ever growing and enthusiastic youth population to become more involved. Watching the growth in involvement from all those who play their part in the SCMM is a sure sign of a happier and brighter future.”

The highlight of the charity part of the race was young leaders in the under-21 age group collecting Rs 1.32 crore for their respective NGOs. The social change icons, the husband and wife team of Sankara Raman and Ramani Sankara Raman (Amar Seva Sangam, Tamil Nadu), Dharmesh Jain, Villy Doctor and Anand Mahindra have contributed a little over Rs 3 crore for four NGOs.

NGOs Shrimad Rajchandra Love and Care, Care Foundation and Isha Foundation have raised Rs 5.86 crore and 139 Change Runners, Rs 7.98 crore for 65 NGOs. Vivek B Singh, Joint MD of Procam International, said, “There has been a noteworthy increase in the contributions made towards charity. It wouldn't have been possible without the support of the young fundraisers, various NGOs and the citizens. The actions of these fundraisers will help alleviate many issues that affect society.”

Young leaders in the under-21 age group managed to collect

Rs 1.32 crore