

Philanthropy Partner



Event Partner



Join the **Tata Steel World 25K** **Kolkata 2026**

On 20th December 2026

**Communities That Care,
Institutions That Lead**



About Tata Steel World 25K

The Tata Steel World 25K Kolkata (TSW25K) is one of the world's premier running events and the only 25 km race globally to receive the Gold Label recognition from World Athletics. Beyond its sporting excellence, TSW25K has emerged as the largest platform for philanthropy in East and Northeast India, enabling more than 100 NGOs to collectively raise over Rs. 6.5 crore since 2014. Scheduled on Sunday, 20th December 2026, the 11th edition of the event continues to promote fitness, community spirit, and social impact. Supported by Tata Steel, organized by Procam International, and partnered with Impact360 Foundation for philanthropy, TSW25K unites runners, corporates, NGOs, and changemakers to support meaningful causes and create a lasting positive impact on society.



Philanthropy at the Heart of TSW25K From education and healthcare to gender equity, environment, and rural development, TSW25K enables NGOs to connect with thousands of runners, fundraisers, and donors, turning every stride into an act of impact. The race transforms Kolkata's streets into a pathway for change, uniting fitness and philanthropy like never before. Over the years, the philanthropic platform of the Tata Steel Kolkata 25K has grown in scale, participation, and impact.

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Over the years, the philanthropic platform of the Tata Steel Kolkata 25K has grown in scale, participation, and impact. Here's a look at the measurable change driven by the event:

Particulars	Value	Description
 Fund Raised	5.5+ Crore	Spanning education, healthcare, disability inclusion, gender rights, rural development and more
 Participating NGOs	100+	From grassroots organization to nationally recognized institutions
 Individual Fundraisers	3500+	Including students, working, professionals, runners, youth, changemakers and influencers
 Corporate Teams	30+	Mobilizing employees for a cause and raise through CSR and workplace giving
 Years of Giving Back	10	Philanthropy has been at the core of the event since its early editions - turning fitness into a force for good



Turn Communities into Changemakers

Every institution has the power to create change. Institutions such as puja pandals, schools, colleges, and gated communities should participate in raising funds for TSW25K because they have the ability to bring people together around a shared purpose. Their participation can transform individual contributions into meaningful collective impact.

- 1 **Durga Puja** celebrates togetherness, compassion, and service to society. By partnering with TSW25K, your puja committee can help transform the goodwill of thousands of visitors into meaningful impact. Every contribution—big or small—supports a shared community goal while showcasing your pandal's commitment to social responsibility.

Why Should Puja Pandals Participate in TSW25K?

Contribute to Local Development

- 01 Highrise/Gated communities can support a local NGO that can work for a local cause of that area viz education of children, environment, health & hygiene, animal care etc and thus contribute to local development.

Community impact

- 02 Durga Puja is rooted in community service and collective participation. Supporting TSW25K allows pandals to extend that spirit beyond the festival by contributing to a meaningful cause.

Social responsibility

- 03 Participation demonstrates the puja committee's commitment to giving back, which can strengthen its reputation among devotees, local residents, and sponsors.

Public engagement

- 04 Visitors often appreciate opportunities to support a worthy cause while attending the festival. A well-organized fundraising campaign can increase engagement without disrupting the celebrations.

Volunteer opportunities

- 05 Members of the puja committee, especially younger volunteers, can develop organizational and leadership skills by participating in a structured fundraising effort.

Collective achievement

- 06 If multiple pandals participate, the campaign can create a city-wide movement where each contribution adds to a larger shared goal.

Branding & Promotion

- 07 Social Media Promotion by Impact360 Foundation in association with TSW25K and Procam International.

Recognition & Rewards

- 08 The participating pandals will get recognized through acknowledgements in social media mentions. All participating pandals will get certificate of appreciation and Top 3 gets awarded for “TSW25K Shera Social Impact Pujo Award”.

Accountability & Transparency

- 09 The NGO will provide an implementation & impact report

How to Raise Funds Through Puja Pandals?

01

Become the Pandal's Official Cause Partner

Partner with the a local/any other puja committee to make TSW25K the pandal's featured social initiative for the festival.

02

Support provided by Puja Committee

For the ensuing puja days, the pandal will provide a small space for a fundraising kiosk at the puja premises and make announcements for visitors to support the cause. The NGO will distribute awareness material and raise funds through QR code or donation links at the booth. Show live fundraising status-the target vs the achieved

03

Engagement activities by NGO:

- Conduct cleanliness/dengue/malaria drive in monsoon season.
- A Sunday morning walk with tea for the senior citizens of the locality
- Conduct Children's art competitions, dhunuchi dance, quiz, games, cultural performances, photo booth/selfie zones on the puja days. Complimentary 5K Ananda run in TSW25k.

04

Accountability & Transparency

Impact360 Foundation & NGO will announce the funds raised through the stall with the number of donor

Monday
31st August 2026
Last Date for
Registration

Important Dates

Sunday
10th January 2027
Last date for
fundraising

2

Highrise/Gated Communities

A strong community is measured not only by how well its residents live together, but also by the positive impact they create beyond their walls. By supporting TSW25K, your community can transform everyday participation into meaningful change. Every household, every contribution, and every volunteer helps build a larger movement.

Why Should Highrise/Gated communities Participate in TSW25K?

Contribute to Local Development

Highrise/Gated communities can support a local NGO that can work for a local cause of that area viz education of children, environment, health & hygiene, animal care etc and thus contribute to local development.

Even small contributions from many households can add up to significant support for a social cause.

Make a collective difference

Strengthen community spirit

A shared fundraising campaign encourages residents to work together around a common purpose, fostering connections across the community.

Participating allows residents to contribute to broader social impact, extending the community's values beyond its own neighbourhood.

Support a cause beyond the community gates

Encourage volunteering

Residents of all ages can contribute by organizing events, volunteering, or helping spread awareness, not just by donating.

Involving families in fundraising can help teach values such as empathy, generosity, and civic responsibility.

Inspire children and young people

Showcase community leadership

Communities that participate can be recognized for their contribution, inspiring other residential complexes to join and amplifying the overall impact.

Social Media Promotion by Impact360 Foundation in association with TSW25K and Procam International.

Branding & Promotion

Recognition & Rewards

The participating pandals will get recognized through acknowledgements in social media mentions. All participating pandals will get certificate of appreciation and Top 3 gets awarded for “TSW25K Shera Social Impact Highrise Award”.

The NGO will provide the details of donation raised, implementation & impact report to the resident welfare society.

Accountability & Transparency

How to Raise Funds Through Highrise Buildings?

Step 01

· Become the “Celebration with a Cause” Partner of a local/any other Highrise gated society to make its featured social initiative for the festival.

Step 02

· Allow the NGO to put up a stall/kiosk in Puja Ananda Mela of food festivals in complex or allow them to put up a stall for selling items made by beneficiaries/artisans like clothes, artifacts, handicrafts, food items etc.

Step 03

Inform the residents about the NGO, its objective of raising funds and the involvement of the complex through notices or community gate apps.

Step 04

· Set up digital donation QR codes in common areas and during community events for residents to make payments.

Step 05

Allow the NGO run a "Donate ₹100" or similar campaign to encourage broad participation.

Engagement activities by NGO:

01

Conduct cleanliness/dengue/malaria drive in monsoon season for the complex/locality

02

A Sunday morning walk with tea for the senior citizens of the complex

03

Conduct Children's art competitions, dhunuchi dance, quiz, games, cultural performances, photo booth/selfie zones on the puja days.

04

Complimentary 5K Ananda run in TSW25k



3

School/Colleges

Students have the power to create change far beyond the classroom. By raising funds for TSW25K, you can transform your creativity, teamwork, and enthusiasm into meaningful impact. Every event you organize, every conversation you start, and every contribution you inspire helps build a stronger community

Why Should schools/colleges Participate in TSW25K?



01

Create real-world impact

Students can contribute to a meaningful cause and see how collective action can improve lives.



02

Develop leadership skills

Organizing fundraising campaigns, events, and awareness drives builds leadership, teamwork, communication, and project management experience.



03

Learn social responsibility

Fundraising helps students understand the importance of giving back and being active members of their communities.



04

Turn ideas into action

Students can use their creativity to organize events such as sports competitions, cultural festivals, quizzes, bake sales, or online campaigns that raise both funds and awareness.



05

Build a sense of achievement

Knowing that their efforts directly supported TSW25K can be a rewarding experience and inspire continued community involvement.



06

Strengthen school or college culture

Working together toward a shared goal fosters collaboration across classes, clubs, and student organizations.



07

Enhance extracurricular profiles

Participation in fundraising and community service can strengthen resumes, scholarship applications, and university applications by demonstrating initiative and civic engagement.



08

Inspire others

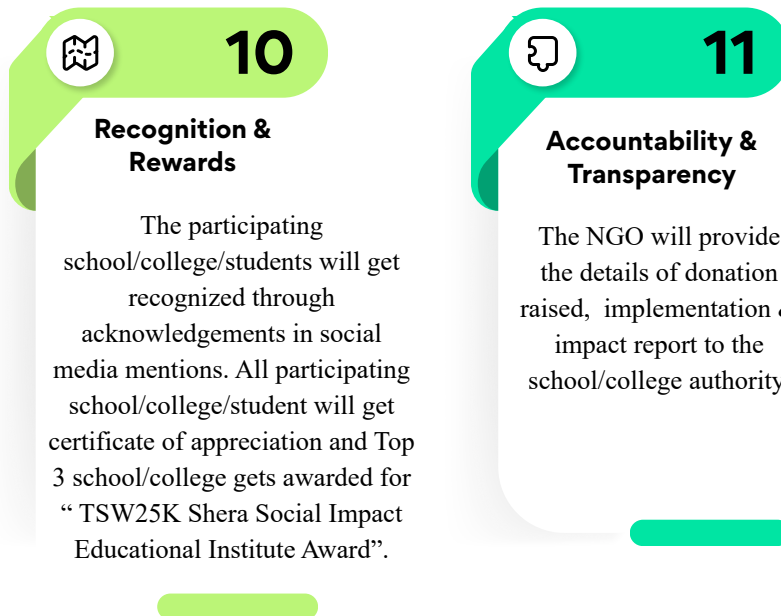
Students often influence their families, friends, and local communities, helping TSW25K reach a wider audience.



09

Branding & Promotion

Social Media Promotion by Impact360 Foundation in association with TSW25K and Procam International.



How to Raise Funds through Schools/Colleges?

- 1

Students can register as individuals, supporting any NGO of their choice and raise funds and become a young leader or a changemaker.
- 5

Raise funds through its Alumni Group
- 2

Schools/Colleges can register as an institute and conduct a donation drive for running for a cause in TSW25K
- 6

Inform the residents about the NGO, its objective of raising funds and the involvement of the complex through notices or community gate apps.
- 3

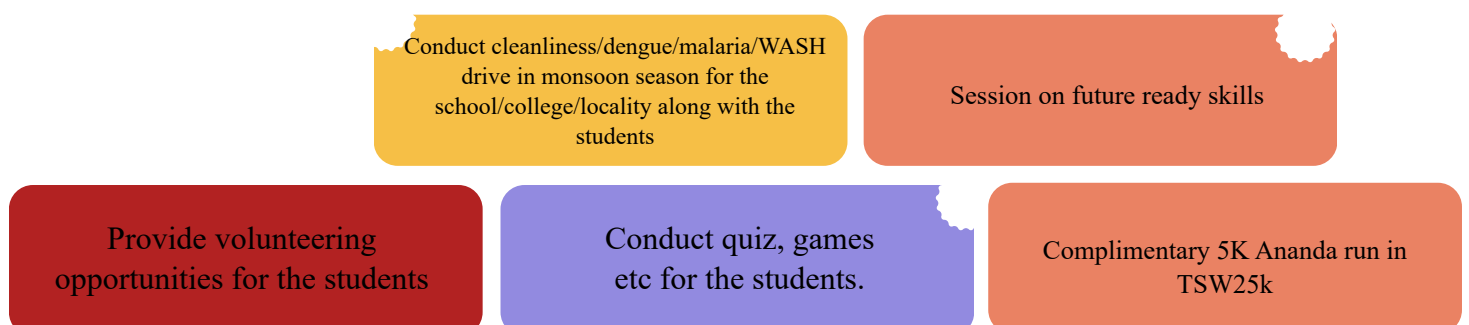
Conduct a fun fiesta/music/youth/food festival and donate the raised funds to the NGO
- 7

Set up digital donation QR codes in common areas and during community events for residents to make payments.
- 4

Allow the NGO to put up a stall/kiosk in fun fiesta/ music/food festivals of school/college or allow them to put up a stall for selling items made by beneficiaries/artisans like clothes, artifacts, handicrafts, food items etc.
- 8

Allow the NGO run a "Donate ₹100" or similar campaign to encourage broad participation.

Engagement activities by NGO:



Changemakers 2025



Run4Miles



Barasat Runners



North Kolkata Runners



JJs Running



Passion with Purpose



The Happy Mommy Place



Kolkata Moms

NGO's Supported by Changemakers



Ngo's Participating in 2026

Education

- Concern India Foundation
- Kankura Masat Social Welfare Society
- Indian Society for Rural Development
- Tiljala Society for Human and Educational Development
- Dakshini Prayash
- Barasat Unnayan Prostuti
- Baranagar Swapnaloke
- Durbar Mahila Samanwaya Committee
- Child Rights and You
- Udayan Care
- Divine Script Society Kolkata
- Rangeen Khidki Foundation
- Katakali Swapnopuron Welfare Society
- Hope Kolkata Foundation
- SOS Children's Villages of India
- Funsmart Knowledge Solution Foundation
- The Friends of Tribals Society
- Gully Classes Foundation

Animal Welfare

- Animal Rescue and Care

Social, Civic and Community Development

- South 24PG Network of People Living with HIV/AIDS
- United Way Kolkata (UWK)
- Star Cement Charitable Trust

Livelihood Generation

- Impact360 Foundation
- Medtech Foundation
- V-Sun Welfare Foundation

Disability

- Paripurnata ➤ DeepRanjani Foundation
- Rescue and Relief Foundation
- Subhiksha Voluntary Organization
- Childlife Preserve Shishur Sevay
- Garden Reach Institute For the Rehabilitation and Research
- Adventures Beyond Barriers Foundation
- AKB Memorial Trust
- Iswar sankalpa ➤ Suryoday Trust

Women Empowerment

- Ankur Kala's ➤ AIM Foundation

Health

- Human Development Centre
- Tata Medical Center
- EBMA Foundation
- Social Transformation and Research Centre
- Poribes Foundation
- Rural Health Care Foundation

Arts Culture and Sports

- Diptam Foundation

Children

- New Light ➤ SPADE
- Lions Club of Kolkata Light Workers
- LittleBigHelp India Trust
- Save the children committee (India)

Environment

- Sandeshkhali Maa Saroda Women & Rural Welfare Society

Gender Equality

- Kolkata Sanved

Philanthropy Press Meet



Philanthropy Award Night



Award Glimpes

HIGHEST FUNDRAISING NGO'S



HIGHEST FUNDRAISING INDIVIDUALS



HIGHEST FUNDRAISING YOUNG LEADER



HIGHEST FUNDRAISING RUNNING CLUB

