



Walkathon 2015 **GREEN & CLEAN**

January 24, 2015



Walk for Green and Clean Environment



Walkathon

Walkathon is an annual feature organised by DHAN Foundation on a specific theme for every two years. This is a public event, engaging the citizens for a common cause, organised across the country, where DHAN has its presence. Walkathon is not just an event organised for creating awareness, rather it calls for concerted action on the issues during and after the event. Initiated as Madurai Marathon in 2007, a Run for Water to involving the youth in large numbers subsequently took a shape of Walkathon in 2013, broad basing the event to include people from all walks of life irrespective of age. Since inception, the themes of the event were as followed:

2007 & 2008 – Run for Water and Conserving Heritage Water Bodies

2009 & 2010 – Run to be Free from Anemia

2011 & 2012 – Run for Climate Change Adaptation

2013 & 2014 – Walk for Agricultural Bio-Diversity with Special Emphasis on Small Millets

Walkathon is a pan-India event organised on a particular day with a lot of programmes before and after the Walk. Drawing and poster making, slogan writing and essay writing competitions would be organised for the students from schools and colleges on the theme. The winners would be awarded at the Walkathon event. Exhibitions and seminars would be organised after the Walkathon event to deliberate on the theme and get into action after the event.

Walkathon 2015-16 focusing on Green and Clean Environment

Coinciding with the Swachh Bharat Mission launched by the Government of India, DHAN has taken “Green and Clean” as a theme of the Walkathon, which is organised on January 24, 2015 across the country. Greening and Cleaning are the twin big challenges faced by the villages and cities in India today. With the rapid pace of urbanisation, the urban population is stressed with a lot of environmental challenges like pollution of water, air and land, and resultant hazards to public health. Indiscriminate damage caused to green cover and water resources have made the urban living miserable, leading to outbreak of diseases and economic stress as a fall out. The Walkathon is an effort to initiate public debate and engagement into meaningful action around these issues. The major focus of the Walkathon is instilling a sense of cleanliness and concept of greening in the minds of everyone not only to keep their dwelling places clean and green, but also playing their role voluntarily in keeping the public utilities and common properties clean and green. Thematic areas for action around the theme of Green and Clean are:

- Conserving and Developing Waterbodies
- Planting and maintaining trees
- Promoting Sanitation and Hygiene
- Promoting Clean and Green Foods
- Nutrition Gardens in the Farm and Home

Space for Partnership

Walkathon is a platform, which throws opportunity for bringing together relevant, competent and likeminded organisations from the public, private and non-government spheres. National agencies like National Rural Health Mission and National Bio-Diversity Authority, several nationalised and private commercial banks and insurance agencies, state departments of agriculture, health and environment took active role in the past events. Response from the educational institutions, farmers and women SHG federations has been overwhelming all through these years. The partnership goes beyond sponsoring the event, projects or products evolved from each of the event have received support in the past. There are different partnership opportunities starting from sponsoring a portion of the event, to pledge for the cause of the event by way of extending long term support for the projects or products. Different sponsorship options are listed below:

Sl. No	Event	Expected participants	Sponsorship Needed (in Rs.)	Publicity for Sponsor
1.	Walk for a cause	20000	2.50 lakhs	<ul style="list-style-type: none"> • Logo on 20,000 caps • Radio jingle advertisement • Mini Hoarding at Venue • 2,000 posters, 20,000 handouts • Logo in stage backdrop • Acknowledgement as Walkathon partner
2.	Dignitaries led walk	1,000	1.50 lakhs	<ul style="list-style-type: none"> • Logo on 1,000 caps • Radio jingle advertisement • 500 Posters, 1,000 handouts • Mini hoarding and Banner at venue • Acknowledgement as Walkathon partner
3.	Walk for Differently abled	500	1.00 lakh	<ul style="list-style-type: none"> • Hoardings at venue • Posters and handouts • Logo in stage back drop
4.	Green & Clean	20,000 information booklet to 20,000 students and public	4.00 lakhs	<ul style="list-style-type: none"> • Information booklet to 20,000 students / youth @ Rs.20 per booklet. (Sponsors can support 5,000 to 10,000 booklets)
5.	- Green & Clean Competitions for youth drawing, elocution and essay writing	20,000	4.00 lakhs	<ul style="list-style-type: none"> • Certificates for Volunteer, participating schools & college students. Prizes and logo on certificates to winners & participants in the Essay writing and drawing competition for schools and College students
6.	Event Publicity		5.00 lakhs	<ul style="list-style-type: none"> • Hoardings / Digital banner at vantage locations • Radio Jingles • TV spots • Newspaper Ads • 50 cultural programmes to create awareness

Product / Project	Unit Cost	Estimated need
Creation or Rehabilitation of Community water Harvesting Structures -(Drinking water and cattle water ponds)	Rs.1 lakh	200 ponds
Tank silt application to enrich soil	Rs. 5000 per acre	200 acres
Land development – Conversion of uncultivable into cultivable land by removing prosopis weeds	Rs. 10000 per acre	200 acres
Solar systems for community lighting and cooking	Rs. 2 lakh per unit	100 solar units
Horticultural tree plantation in drylands	Rs. 20,000 per acre	1000 acres

Product / Project	Unit Cost	Estimated need
Afforestation in Common lands	Rs. 20 / sapling	50,000
Farm ponds in rainfed lands to provide life-saving irrigation	Rs. 22,000 / pond	1000 farm ponds
Anemia Control for Adolescent girls	Rs. 200 per girl	20,000 Adolescent girls
Construction of toilets in the poor households	Rs. 35,000 per toilet	500
Construction of Community Sanitary Complexes in villages and slums	Rs. 20 lakhs for 30 seat toilet	10
Solid Waste Management by the Community for setting up of vermicompost units in slums	Rs. 5 lakhs per unit	10

* Community would provide 25 percent of total cost of the activity

How Can You Support?

- Participate in the event to show your solidarity for the cause of Green and Clean.
- Support in the efforts towards promoting Green and Clean environment by sponsoring the Event and the Cause (Sponsorship options listed above)
- Share your knowledge in Green and Clean concept and practices.
- Volunteer to join us in Green and Clean Initiative

Bank Details

Please send your contributions by Cheque / RTGS /NEFT transfer to the following bank accounts, and send us a letter of Contribution / Donation addressed to "The Executive Director, DHAN Foundation, Madurai" to our email ID dhanfoundation@dhan.org and csudhakar@dhan.org

Name of the Bank : CANARA BANK
 Bank Address : 24, Town Hall Road, Madurai 625 001. Tamil Nadu, INDIA
 Name of the Account Holder : DHAN Foundation
 For Foreign Donations : Savings Bank Account No: 1013.1010.28758
 For Local Donations : Savings Bank Account No: 1013.1010.28757
 SWIFT CODE : CNR BIN BB UFM
 Bank IFSC Code : CNRB 0001013

All donations to the cause are eligible under 80G of Indian Income Tax Act.

About DHAN Foundation

DHAN Foundation is a Development NGO that nurtures professionalism in development work. Driven by the philosophy of "Giving Back to the society", around 800 professionals drawn from various disciplines such as agriculture, engineering, management and finance are working at the grassroots with the poor communities. DHAN has so far reached over 1.35 million poor families, spread over 73 districts in 13 Indian States. Community banking for poverty eradication and promoting farm based livelihoods through conservation and development of water resources are the major themes of DHAN. Rainfed farming development, democratizing Panchayats, coastal conservation and livelihoods are the programmes currently being scaled-up by DHAN. Climate change adaptation, migration, youth and development are the new themes currently being piloted. DHAN works with the state and central governments for advocating pro-poor policies in the fields of water conservation, microfinance and livelihoods.

Contact us

Walkathon Organising Secretariat

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