



Maha Walkathon

www.mahawalkathon.com



CASI
Global



The Event | Maha Walkathon

PWD Maharashtra & MMVD, Home Ministry, Government of Maharashtra along with CASI Global and CSR Diary has organized Mahawalkathon. This is a unique event where 1000+ walkathons are scheduled across the state of Maharashtra; same day same time; creating a unique record; **scheduled on 30 Nov 2019 @8am** www.mahawalkathon.com

Rotary Involvement

- ✓ Rotary has been approached to host this event at a club level and provide support to the event.
- ✓ Last year, we had the full support from most of the Rotary districts, who were a part of the CASI Community Leader Award 2018. **This year as well we have the Rotary Support as always! A big Thanks to all the District Governors.**

Club Level Participation

- ✓ Every club president is invited & entitled to host the local leg of the Maha Walkathon.
- ✓ Club members, families, and non members are invited to participate in the 2 kilometer walk.

Filling the form to host the walkathon at your club

- ✓ A specific form is available (enclosed) to host the walkathon at your club.
- ✓ It is important to correctly fill the details of the leadership team in this form since special felicitation to leadership team at every club is based on this form.

The Event

Starting Point

- ✓ Each unit of Mahawalkathon (2 K walk) can be started at the club, nearby college / school or a junction.



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The Route

- ✓ Since this is only a 2 kilometer walk, the route can be planned easily staying off main roads and preferably on inner lanes and smaller roads. Residential roads / areas are preferred, to make the impact reach our communities.

End Point

- ✓ Preferably the route should be 1 kilometer to and forth to make a total of 2 km

Permissions from Authorities

- ✓ Please reach out to your nearest Traffic police and submit the 2 km route for their approvals.

Guest of Honor at local events

- ✓ The Rotary club president and the club secretary are the guest of honor. Along with them please invite principals of nearby schools / colleges and other senior police / RTO dignitaries.
- ✓ Please inform CSR Diary coordinators office about these Guest of Honors. There is a special mention for them on the official website
- ✓ This is a one-of-a-kind massive event and we need to leverage this event to further promote our cause and visibility.

Year Book post event

- ✓ Leadership Teams
- ✓ Colleges / Schools Participating
- ✓ Clubs Participating
- ✓ Societies participating
- ✓ Sponsors
- ✓ Guests of Honor
- ✓ Dignitaries present
- ✓ And photographs will be presented in the event year book.
- ✓ Best paintings / drawings / essays will also be featured in the year book.

Costs & Sponsorships

- ✓ There is no cost of participation in the walkathon.
- ✓ No fees can be levied on participants.



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✓ Sponsorships can be raised locally and 80% of all such sponsorships collected will be retained by the club. The balance 20% of sponsorships will be remitted to CSR Diary (the trust). The account details will be sent separately to club presidents. Please remit the same on or before 30th November since names & details of all sponsors are to be showcased on the main website of the event.
www.mahawalkathon.com

Rotaract Participation

- ✓ Rotaract clubs have the option to join their parent Rotary clubs at the walkathon; they also have the option to host a separate walkathon at a different venue.
- ✓ Parent Club presidents along with other senior dignitaries may decide on this. In case a Rotaract club is hosting a separate walkathon, they will fill in the necessary hosting form as mentioned above.
- ✓ Separate leadership certificates will be issued to Rotaract leaders in case they have a separate walkathon.

Use of Banners and Posters on Social Media

- ✓ Poster format enclosed.
- ✓ Please create alternate formats and share on Mahawalkathon@gmail.com / +91 9833570282 (for any queries)
- ✓ Please link on the facebook page:
<https://www.facebook.com/MahaWalkathon/>
- ✓ Please use #mahawalkathon on all social media posts

Causes promoted in the event

#Road Safety - #Responsible Driving - #No Honking

More about the event

1. This is an annual event
2. Primary participants are students and parents
3. This is a walkathon and not a marathon ensuring wider participation.



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Gathering participants

1. Club Members and Families
2. Non Members within the circle
3. Nearby schools and colleges

- ✓ Invitation letter from Secretary (Roads), Public Works Department (Government of Maharashtra); shri C P Joshi has been sent to all Rotary Presidents.
- ✓ Please reach out to nearby schools and colleges asking them to join at your walkathon.

Part two of the event

- ✓ Drawing, Painting, Photography, Video Making Competition
- ✓ Organizers are requested to get participants / club members to submit entries on the themes. And upload them on <https://www.facebook.com/MahaWalkathon/>
- ✓ Winners will be mentioned on website and other communication material.
- ✓ This is optional but recommended.

Questions / Answers

1. A particular college is already hosting a walkathon, can we ask them to join in our walkathon?

Yes.

Although it's easier to have a separate walkathon since there is no minimum number of participants

2. Is there a minimum number of participants?

While we have a few confirmations with over 6000 participants, we also have confirmations with 25 participants. There is no minimum criteria; although a minimum of 20 participants is suggested.

3. Any Dress code?

No, any comfortable wear is suggested.



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4. Banners / Posters / Placards to be displayed

a. One banner with PWD, MMVD, CASI & CSR Diary logo needs to be displayed at the point of initiation. The event #Mahawalkathon needs to be mentioned on this banner.

b. Other banners / Placards (catchy slogans) required are on:

Road Safety

Responsible Driving

No Honking

c. Please display atleast two Banners with your Clubs Name

For example “Rotary Club of Mulund Hill View; Proud Particiant – Mahawalkathon”

For Example “Mulund Hill View Leg of Mahawalkathon” Powered by Rotary Club of Mulund Hill View”

Mahawalkathon@ Mulund Hill view

- Powered by Rotary Club of Mulund Hill View
- District

Rotary CLub of Mulund Hill View

- Proud Host
- District
- Mahawalkathon

Rotaract Club of Mulund Hill View Somaiya Chapter

- Proud Host
- District
- Mahawalkathon

5. Uploading Photographs and Videos of the event

- ✓ Apart from your club websites and club social media pages, the pictures will be displayed on the main website.
- ✓ Also tag each photo uploaded on your social media pages with #mahawalkathon



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- ✓ Please share all your event photographs by 05 December 2019 on Mahawalkathon@gmail.com /use 'shareit', 'googledrive' or such bulk transfer if you have lots of pictures.

6. Who can submit a drawing /painting?

- ✓ Anyone
- ✓ It has to be on the theme.
- ✓ Please mention person's name and tag him / her on the face book page.
- ✓ Winners are declared every month.

Other features of the event

1. Over 10 Lac participants expected
2. The MMVD; Home Ministry department and PWD has personally sent an invite to every school / college ensuring very high participation
3. This is a family event and not only for running community.
4. Every club has the option to lead the local level walkathon and be a part of the unique record.
5. Every participant will receive a certificate from MMVD, PWD, CASI & CSR Diary
6. This is a 2 Kilometer walk
7. Schedule; 8 am on 30th Nov 2019 @ 8 am
8. Theme / cause; #road safety #responsible driving #no honking

Fund Raising & Membership Drive

1. Funds raised at local club level for the local leg of the walkathon; 80% to be retained by the club./ district. Balance 20% for CSR Diary
 - 1.1. There are no participation charges to participants or to participating clubs.
2. With such large participation across the state, the event can be used as membership drives locally.

Awards & Certificates

Certificates to each Participant

Certificates to leadership teams at clubs



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Award post event

1. Participating Club Presidents and District Governors will be felicitated at an official event in Mumbai post event.
2. Every participating Club President & their Leadership Team will receive a special certificate on being a part of the leadership team.
3. Details of Club Presidents and District Governors extending support to the event shall be mentioned on the official website

For hosting the Maha Walkathon at your club, please speak to;

- ✓ Dr. Mitez Sheth: 9833570282
- ✓ Prof. Paresh Sheth: 9820608727

Website; www.mahawalkathon.com

Email: mahawalkathon@gmail.com

