

# Walk the Talk - #TMM2019 – My Cause

Though my walking/ running was regular, I realized that there was no vision of what I was working towards besides focusing on my health. The “why” behind the goal is crucial as it will serve as a motivator. To become emotionally involved with some purpose or a cause is that provides you with an emotional charge. The emotional connect is hugely important, as this will motivate you to keep moving toward your goal. Perhaps, the foremost reason for pursuing any kind of charity work is about making a difference and I wanted to make that difference.

Often this very personal “calling” or “Choice” that comes from a moral, social, cultural, or even religious motivation. This is ‘value-driven’ work which gives a sense of personal fulfillment derived from placing “cause” over profit. I have been doing my bit of charity by donating money without being involved and charity without purpose is purposeless.

If it doesn't challenge you.. it won't change you. इस दुनिया में असंभव कुछ भी नहीं, हम वो सब कर सकते हैं, जो हम सोच सकते हैं, और हम वो सब सोच सकते हैं, जो आज तक हमने सोचा ही नहीं! I took up the challenge of educating the Girl Child. I made Choice to walk the talk and chose to ‘Run’ for a cause. I associated myself with Project Nanhi Kali. Project Nanhi Kali was initiated in 1996 by the K. C. Mahindra Education Trust (KCMET) with the aim of providing primary education to underprivileged Girl Children in India. I took up the cause for education of Girl Child as I believe that it is a means of helping children to learn how to do things and encouraging them to think about what they learn. I registered myself for the Half at Standard Chartered Mumbai Marathon in 2017 and was able to raise money to support the education of 400 Nanhi Kalis. It was a great feeling, helping others gives you a feeling of happiness and contentment. Last year too, I became part of the Tata Mumbai Marathon and raised a whooping amount Rs. 7265379 which aided the education of around 1722 Nanhi Kalis.

After a gratifying response with last year's campaign, this year I set for myself a new challenge – to raise a Crore of rupees to educate more than 2500 girls. वो हाथ किस काम के... जो प्रार्थना के समय भगवान की ओर उठाये जाते हैं !! और किसी की मदद के समय, बगल में छिपा लिए जाते हैं!

With my team's overwhelming support, I confidently was able to achieve the target and raised more than the 1 crore target. Together with the support of my team, we were able to re-script the destinies of more underprivileged girls across India! Together, we hope to touch many little hearts and change a lot of lives of children by just merely reaching out to people and asking them to be co-partners in my fundraising initiatives. Kyuki हम साथ साथ हैं !!

I entrusted Ancy with the accountability of bringing the team together to co-partner me in this noble cause. My team consisting of Nikhil Sohoni, Nozar, Richard, Sriram, Sameer, Vineet, Pathik & Ancy, wholeheartedly swung into action to reach out to all internally and to outside organizations to donate. The team had a two-fold goal of not only achieving the target but also to reach out to people at large and to get them to join the ‘I too care’ crusade. . Therefore this is what I have to say... when you run alone it's a ‘Race’ and when you run with the Team it's a ‘Grace’.

No bird soars too high if he soars with his own wings. - William Blake

A big 'Thank You' to my team, friends and colleagues who have stood with me and with the Nanhi Kalis. सहयोग देने के लिये शुक्रिया, साथ जुड़ने के लिये शुक्रिया, साथ निभाने के लिये शुक्रिया दोस्तों !!

And as I look back and ask myself what really pleases me. Why am I feeling a sense of elatedness? It is probably why people in the area of social service are the most contented lot as it is being able to give they receive more. Here it is not clear, who the beneficiary really is, whether it is the person receiving it or the person giving it. I personally felt that more than giving I have received a lot in terms of satisfaction and well being. I feel this is a selfish act rather than a selfless one because you get a lot more than what you give. Making a real impact on those causes, can infuse your everyday life with more meaning

When you give, you feel great because you are a part of something bigger. There is a Chinese saying that goes: "If you want happiness for an hour, take a nap. If you want happiness for a day, go fishing. If you want happiness for a year, inherit a fortune. If you want happiness for a lifetime, help somebody." For centuries, the greatest thinkers have suggested the same thing: Happiness is found in helping others. ये हार (garland) की जीत हैं या जीत का हार, ये हार हैं या जीत हैं ! खुशियां बांटने से बढ़ती हैं और दुख बांटने से घटता है...

I would like to end this on a Bollywood note which is very apt to what I have been trying to communicate. It costs nothing, but creates much. It enriches those who receive, without impoverishing those who give.

किसी की मुस्कुराहटों पे हो निसार

किसी का दर्द मिल सके तो ले उधार

किसी के वास्ते हो तेरे दिल में प्यार

जीना इसी का नाम है..

Do you have similar stories to share, I would be interested to know about your Journey and your cause.

V S Parthasarathy,

1<sup>st</sup> February, 2019