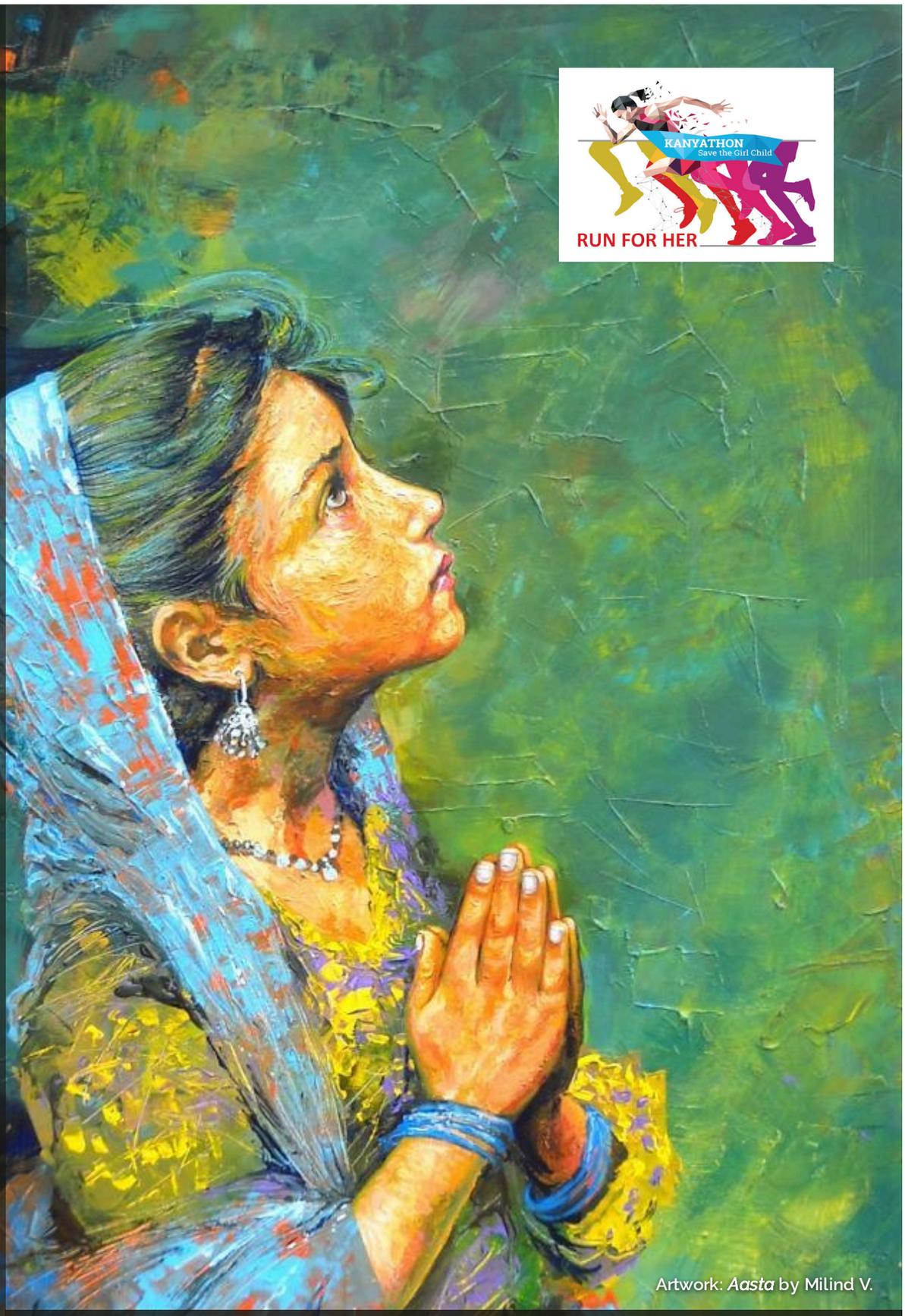
KANYATHON



KANYATHON
Save the Girl Child
RUN FOR HER

Artwork: *Aasta* by Milind V.

IMPACT REPORT

2026-27

AN INITIATIVE BY

JAGSoM
JAGDISH SHETH SCHOOL OF MANAGEMENT

IFIM INSTITUTIONS
SINCE 1995

VIJAYBHOOMI UNIVERSITY

KANYATHON

THE YEAR IN ONE PAGE

Every step is a story

In 2013, 400 people laced up their shoes for a girl they would never meet. In 2026, at its 15th edition, more than 16,000 runners did the same — in Bengaluru, in Karjat, on the BITS Pilani campus and, for the very first time, in Jammu. Together they raised over ₹105 lakh.

In 2026-27, those steps became college places, health care, school fees and digital classrooms. The four chapters that follow tell their stories.

16,000+
runners across four locations

₹105 lakh+
raised by the 2026 run

50
girls and young women supported directly in 2026-27

1,000+
children learning in our Shiksha Kendras

50 girls. Four cities. One run for her.



LEADERSHIP MESSAGE

Mrs. Kalpana Padode

Governing Board Member,
Vijaybhoomi University

Kanyathon is not just a run; it is a movement in motion. With every step, a girl moves closer to dignity and the power to shape her own destiny.

Kanyathon has always belonged to our students. Each year they build it from nothing — and in doing so, they learn that leadership means showing up for someone else.

Each year, that effort becomes something a girl can hold: a place in a college classroom, the care she needs to stay well, a chance to stay in school. That is the true measure of every kilometre run.

"Every step taken in Kanyathon is a step toward ensuring that no girl's dream is limited by her circumstances."

To our students who built this movement, our partners who believed in it, and every runner who crossed the finish line — thank you. The road ahead is long, and we will keep running.

— Kalpana Padode

ABOUT KANYATHON

How a run became a movement

Kanyathon began in 2013 at IFIM Business School — now rechristened JAGSoM — as a simple idea: students would organise a run, and every rupee raised would go towards a girl's education. IFIM Institutions as a whole soon joined, followed by Vijaybhoomi University. The name says it all — *Kanya*, the girl, and *thon*, from marathon: a run with a purpose.

What makes Kanyathon different is who runs it. Students form a "Kanyathon company" with a CEO, COO, CFO, CMO and their teams. They pitch to sponsors, negotiate with partners, manage budgets and run the event end to end. For MBA students it is their capstone project; for undergraduates it is their course in negotiation.

Mission

A sustainable model for UN SDG 3 (Good Health), SDG 4 (Quality Education) and SDG 5 (Gender Equality).

Vision

Empower women and girls through education, health and hygiene, and digital literacy.

SDG 3
Good Health and Well-being

SDG 4
Quality Education

SDG 5
Gender Equality

Recognition along the way

2024 Ranked #1 for social impact at the SPJIMR Social Impact Awards

2021 AACSB Innovations That Inspire



KANYATHON 2026 · 15TH EDITION

Four cities, one finish line

The 15th edition was the year Kanyathon crossed new borders. Timed around International Women's Day, the run grew from two locations to four.

10,000+
Bengaluru
Flagship run

3,000+
Karjat
Near the VU campus

2,000+
BITS Pilani
First time

1,000+
Jammu
First chapter · 22 Mar

Bengaluru remained the heartbeat of the movement, with 10,000+ runners filling the start line of the flagship run. **Karjat** brought 3,000+ runners together close to the Vijaybhoomi University campus. **BITS Pilani** joined for the first time, with 2,000+ runners on campus. Prof. Sudhirkumar Barai, Director, BITS Pilani, described it as a "meaningful celebration of women empowerment."

And on 22 March 2026, Kanyathon reached **Jammu**. More than 1,000 students, women, police personnel, educators and citizens gathered at the University of Jammu under the theme "Say Yes to Life, No to Drugs", with the J&K Police, the Excise & Taxation Department, the Centre for Developmental Education and LSEHO. Chief guest Shiv Kumar Sharma, DIG, Jammu-Samba-Kathua Range, urged participants to lead with courage and determination.









Runners chose from a 3 km walkathon, 5 km and 10 km timed runs, pro runs and family runs, with e-gaming for those who preferred a different race. Corporate partners reported in the press include Wipro, HP, Timken, Biocon, Infosys, Siemens, Deutsche Bank, Brillio, Momentive, Sagility and Tech Mahindra. The run is endorsed under the Fit India Movement of the Ministry of Youth Affairs and Sports.

01 CHAPTER 1

Opening doors to higher education

For a bright girl from a family that cannot afford college fees, talent is not always enough. Kanyathon exists to close that gap.

14

girls on the Kanyathon UG Scholarship in 2026-27

AN ACKNOWLEDGMENT FROM THE CORPORATE WORLD

₹60 lakh

Mirae Asset Foundation scholarship: five new girls, each with a 100% tuition fee scholarship for her undergraduate programme.

For these young women, the question is no longer *whether* they can study, but *what* they will become.

The Jammu run also opened a new door. Through the Kanyathon Jammu chapter, we have adopted two girls from Borderless Foundation, J&K — carrying the spirit of the run into their education. At BITS Pilani, the partnership goes beyond the start line: Kanyathon will support one girl on campus. And across our group's institutions, six students — from undergraduate to PGDM programmes — are continuing their studies with Kanyathon behind them.

NEW THIS YEAR · TWO FUTURE MANAGERS

Two young women from Bengaluru have joined the PGDM at **JAGSoM**, our premium business school. Both were student council leads at **Srushti Degree College**, Marathahalli, Bengaluru, and graduated with an average CGPA of 8. One is a farmer's daughter; the other's family earns its living selling flowers.

Both have received a **100% PGDM fee scholarship**, and both will also receive laptops to support their studies.

02 CHAPTER 2

Health, the foundation of every dream

A girl cannot learn if she is unwell. Health is where every other opportunity begins.

In Kolkata, five girls are fighting a battle no child should have to fight. They are the daughters of rickshaw pullers and fishermen — families who live on what they earn each day, and for whom months of cancer treatment can seem out of reach.

₹2.5 lakh

donated by Kanyathon for five girls' cancer treatment

Our donation went to **Sudeshna Beacon of Hope (SBOH)**, a non-profit foundation set up in memory of Sudeshna, who was lost to cancer in 2013. SBOH supports underprivileged children fighting cancer at the **Saroj Gupta Cancer Centre & Research Institute (SGCC&RI)**, Thakurpukur, Kolkata — a non-profit cancer hospital founded in 1973 by oncologist Dr. Saroj Gupta.

With our donation, these five girls will now receive their cancer treatment there. The difference is real: by SBOH's own estimate, ₹10,000 can support a child's stay at the hospital for a week, or one month of maintenance chemotherapy. Our ₹2.5 lakh is roughly 25 such weeks or months of care.

WHO THEY ARE

Five girls. Their fathers pull rickshaws or fish for a living, earning day to day. For families like theirs, long cancer treatment can mean impossible choices. Now these girls will receive the treatment they need — and with it, the chance to get back to school, and to being children.

It builds on Kanyathon's wider health work: menstrual-hygiene drives with Rotary Bravehearts, free medical camps in Jambrung village, and menstrual-hygiene awareness for adolescent girls in our Shiksha Kendra schools.

03 CHAPTER 3

Breaking the cycle: daughters of red-light areas

Some girls grow up in places where the future seems already written. For the daughters of women in Mumbai's and Pune's red-light areas, stigma and interrupted schooling are everyday risks. Kanyathon believes their story can be rewritten — one school year at a time.

7
daughters in 2023

15
daughters in 2024

27
girls on direct fee support in 2026-27

12
Mumbai Smiles (MoU)
Kamathipura, Mumbai
Class 7 to college: seven at Wilson High School, two in social work at Nirmala Niketan, two at New College, one in a vocational course.

10
Kayakalp (now RHWPP)
Pune
Nine in Classes 10–12 and one in her second year of GNM nursing; seven live in a hostel.

5
Sparsh
Pune
Three at Dr. Cyrus Poonawala English Medium School, one in Class 12 through NIOS, one in her final year of a B.A. in Bengaluru.

A COMMON PROFILE OF OUR ADOPTED GIRLS

Where they come from	Daughters of women working in the red-light areas of Kamathipura, Mumbai, and Budhwar Peth, Pune
What stands in their way	Stigma, interrupted schooling, the risk of exploitation, and fees their families cannot meet
What Kanyathon provides	Fees, tuition classes, books, uniforms and educational material — through NGO partners who work closely with each family
How far they have come	Two now study social work in Mumbai; one is in her final year of a B.A. in Bengaluru; three cleared SSC/HSC at the first attempt in 2024-25

To protect their privacy, the girls' names are not published in this report.

Every one of them is a quiet act of courage

A girl choosing her classroom, and a mother choosing a different future for her daughter. As they grow, these girls can become change agents in their own communities.

“

Your help has instilled a new sense of confidence and a light of hope in their lives. These girls are now more focused on their studies, careers, and bright futures. The parents of these girls, many of whom are involved in commercial sex work, are deeply appreciative of your assistance.

PROGRAMME MANAGER – EDUCATION, MUMBAI SMILES FOUNDATION

“

This support has made my studies much easier.

ONE OF KANYATHON’S EARLIEST SCHOLARS FROM KAMATHIPURA, NOW STUDYING SOCIAL WORK — ON HER KANYATHON LAPTOP

“

Kanyathon has supported me by providing tuition assistance, which has helped me understand the subjects better and improve my personality.

A STANDARD VIII STUDENT

KANYATHON

04 CHAPTER 4

Opening up the digital world

In a village government school, a computer screen can be a window. The Kanyathon Shiksha Kendras (KSKs) are digitally enabled classrooms where rural children learn spoken English, computer literacy, and health and hygiene.

5 → 9
Shiksha Kendras, 2024-25 to today

1,000+
students served

55
laptops from HP

The centres include KSKs at the government school in Jambrung, the Adivasi school in Pingalas, Wilson School in Mumbai, the Shiksha Adhar classes and Huskur. Each is equipped with computers, charts and maps; several also have digital screens, a projector and CCTV. At Saraiwadi school near Vijaybhoomi University, Kanyathon funded painting and a new compound wall. Around the classrooms, the support continues: mid-day meals with The Akshaya Patra Foundation, and washrooms and classroom upgrades in government schools.

BEYOND THE CLASSROOM

HP supported Kanyathon with 55 laptops, which we are now distributing to students who need them most — girls supported through our NGO partners, and Kanyathon scholarship girls across our campuses.

“

We at Wilson High School are witnessing gradual yet positive changes in all the girls' students who are receiving valuable support from the Kanyathon group… There is a noticeable improvement in their personalities, and we are delighted to see their growth.

HEADMISTRESS, WILSON HIGH SCHOOL, MUMBAI

ACCOUNTABILITY

Promises kept

Last year, Kanyathon set itself four goals for 2025-26 in its 2025 Impact Report. Here is where we stand.

Commitment	Goal set for 2025-26	Where we stand in 2026-27
Scholarships for meritorious girls	10 students (up from 9)	**14 girls** on the Kanyathon UG Scholarship, plus 2 in JAGSoM's PGDM
Education for daughters of red-light areas	20 girls (up from 15)	**27 girls** on direct fee support
Kanyathon Shiksha Kendras	Better infrastructure and curriculum in the 5 existing centres	**9 centres**, 1,000+ students (as reported)
NGO collaborations	More than 4 partners	Mumbai Smiles, Kayakalp (RHWPP), Sparsh, SBOH, Borderless Foundation and The Akshaya Patra Foundation, among others

Each commitment has moved forward, and the scholarship and red-light-area goals have been well exceeded.

2026-27 AT A GLANCE

The year in numbers

Behind every number below is a girl with a name, a family and a dream. This is Kanyathon's full reach in 2026-27, in one place.

Pillar	Initiative	Partner / channel	Reach
Education	New UG scholars, 100% tuition	Funded by Mirae Asset Foundation	5
Education	PGDM, 100% fee scholarship	JAGSoM	2
Education	Scholarships at VU (Law, JAGSoM, VSIS) and IFIM (College, Law School)	Group institutions	6
Education	Girl adoption, J&K	Borderless Foundation via Jammu chapter	2
Education	Higher-education support	BITS Pilani	1
Education	Individual fee support	Kanyathon	2
Health	Cancer treatment, Kolkata (₹2.5 lakh donation)	SBOH, at SGCC&RI	5
Red-light areas	Fees, tuition, books, uniforms	Mumbai Smiles	12
Red-light areas	School and college fees	Kayakalp (RHWPP)	10
Red-light areas	Fees, books and uniforms	Sparsh	5
Total girls and young women supported			**50**

Digital	Channel	Reach
Kanyathon Shiksha Kendras	9 centres	1,000+ students
Laptops being distributed	HP, to NGO-partner students and campus scholars	55 laptops

Following every rupee

Every rupee, laptop and scholarship that comes to Kanyathon is a promise to a girl — and we account for each one. This page keeps what Kanyathon **received** in 2026-27 separate from what it **gave**.

What we received

Source	Type	Value
Kanyathon 2026 run, four locations	Funds raised	₹105 lakh+
Mirae Asset Foundation	Scholarship	₹60 lakh
HP	In kind: laptops	55 laptops

What we gave

Particulars	Amount (₹)	Beneficiaries
Donation to Sudeshna Beacon of Hope (SBOH), for treatment at SGCC&RI	2,50,000	5 girls
JAGSoM PGDM — 100% fee scholarship	17,50,000	2 students
VU Kanyathon Scholarship (Law ×2, JAGSoM, VSIS)	7,90,500	4 students
IFIM College & IFIM Law School	3,00,000	2 students
Mumbai Smiles (net of ₹33,184 carried forward)	3,50,923	12 girls
Sparsh	2,07,000	5 girls
Kayakalp (RHWPP)	1,90,000	10 girls
Individual fee support	68,695	2 students
Total confirmed so far	**39,07,118**	

Fee support for AY 2026-27 is disbursed directly to schools and colleges. Support for one girl at BITS Pilani is planned, and Shiksha Kendra costs will be reported separately. The Mirae Asset Foundation scholarships and the 55 HP laptops are funded by those partners and are not counted here.



KANYATHON

Running forward

Every girl in this report is a promise we intend to keep — this year, next year, and until she crosses her own finish line.

Kanyathon is a platform for dignity, resilience and hope — where students become leaders, sponsors become partners, and every girl can dream, learn and lead.

The run continues. Run for her.

REPORT TEAM

Guided by	**Mrs. Kalpana Padode** Governing Board Member, Vijaybhoomi University
Reviewed by	**Mrs. Isha Padode** Trustee
Compiled, designed & edited by	**Pritiraj Brahma** Chief of Staff to the Chairman

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