



GoPals “Walk2Heal” program on January 7th, 2024, at Cubbon Park, Bangalore.

Pre-Event Preparation Planning

GoPals
Awareness & Application of Dehi Gou

Walk2HEAL
Lifestyle Health Environment Agriculture

4K WALKATHON
Aims to Foster and Harness Sustainable Lifestyle amongst Individuals

07 JAN 2024 **CUBBON PARK** **06:00 AM**

Participants will get:
• Exciting Goodies
• E-Certificate
• Breakfast & Juice
50% OFF
*Limited Slots Only

REGISTER NOW TO AVAIL

99008 97956 99667 38644
90361 87992 96325 61110
<https://tinyurl.com/walk2heal2024>

Our Partners

Guests Of Honour

- Dr. V. R. Gowrishankar, Padma Shri Awardee, CEO & Administrator, Srieng Math
- Prof. Mahadevan, IIM, Bangalore
- Dr. S. Ahalya, Vice Chancellor, Karnataka Sanskrit University
- Dr. A. Subramanian, Founder Director & President, Aditya Yoga Foundation
- Sathesh Murthy, Sr. Vice President & General Manager, King Central India
- Sekar N, Chief Technology Officer, Qubzy
- Shri. Kutturam S, Chief Technology Officer, Digital SEO
- Shri. Shivadeep Mahadi, Co-Founder & CEO, eShiga

Ambassadors

- Dr. L. N. Manjunath, President, Srieng Math
- Arun Kumar, Actor
- Vasudha Sundar, Dr. Jayashree Karki, Shweta Bhatnagar, Dr. Sat Krupa Sagar, Acharya Arun prabhu
- Ashish Sharma, Playback Singer
- Shree Harsha, Playback Singer
- Prithvi Bhat, Playback Singer
- Shweta Masrwa
- Smit, Yami, Ganesh K S, Kuldip Aima

Our Partners

- AYUSH TV, AYUSH TV, AYUSH TV
- ESHA HOSPITAL, PANSUTHAI, DIGITAL SEO, vishwa
- SPARCC, FIT INDIA, youth for seva

The planning phase of this event kicked off 3 months before the actual date of Walk2Heal. Each volunteer in GoPals was assigned a responsibility - Getting approvals, inviting guests, registering participants, and deciding on other activities. The team met frequently to take stock of the tasks and decide upon further action



We had digital campaigns running on social media to spread awareness about this walkathon with the help of our Digital media partner - DigitalSEO.



Many of our volunteers did physical campaigning for the event by sticking our flyers behind autos, in public places and shops.



Our Media partner, Ayush TV, telecast a one-hour live program on their channel to promote the cause of cows and spread awareness about this event to a larger audience.

There was a press meeting conducted by <> to spread the message about Walk2Heal 2024 via print media

A quiz competition was conducted before the event to spread awareness about GoPals and Native Cows among the participants

The day before the event



We had 70+ NSS volunteers and 30+ volunteers preparing for the event day. NSS volunteers were given instructions about their responsibilities and allocated to departments. Rehearsals were done beginning with registration until the flag-off. Location-based planning was done for stalls, selfie booths, medal distribution, and breakfast

Preparation was done by packing the goodies in a bag and sorting the shirts based on sizes and Rangoli was also drawn to symbolise the occasion. We evaluated our preparation by going through each step and checking if we missed any detail

Communication was sent to participants regarding the timing of check-in and the walkathon route map

Day of the event



The registration on event day started at 5:15 AM. Our enthusiastic volunteers set up the registration desks - One for on-the-spot registrations, one for TCS employees as they were coming in large numbers, and one desk for other already registered participants. This apart, two tables were set for T-shirt distribution.

Once the check-in was complete, participants were directed towards the podium where Dr A. Subramanian and his team of Yoga Mitras as well as

Spaarc, our partners, guided participants through an hour of warm-up and loosening exercises. Participants enjoyed this session a lot

The event was continued after this by Sri Shekhar Suman, Smt Sri Lakshmi and



Smt Ashwini, who introduced participants to GoPals, its purpose, the concept of HEAL and how cows are an integral part of sustainability which everyone talks about. Participants were also given a brief about GoPals initiatives and the reason for conducting Walk2Heal.

After this introduction, Dr A Subramanian, our guide in conducting the second edition of Walk2Heal successfully, introduced our Guest of Honours, program partners as well as our Farmer associates to participants. Our Guest Of Honours included 8 eminent people from all walks of Life:

1. **Padma Shri awardee Sri. Gowrishankar** who is the CEO and administrator at Sringeri Sharada Peetam
2. **Prof Mahadevan from IIM-Bengaluru**, professor in operations management and expert in Indian Knowledge Systems
3. **Dr. S. Ahalya B.A.M.S,M.D**, Vice Chancellor of Karnataka Sanskrit University.

4. **Sri Sathesh Murthy** - SVP Engineering & General Manager at RingCentral
5. **Sri Sekar N** - CTO at Quinbay
6. **Sri Praveen** - Digital Marketing Head at DigitalSEO
7. **Sri Shivadeep Mahadi** - CEO and CoFounder at eShipz
8. **Sri Mahadevan Seetharaman** - COO at iLink Digital
9. **Sri Harikrishna** - MD at Ayush TV

This apart, we had our partners and ambassadors who wholeheartedly supported our cause participate in the event as well.

Our Partners:

Yoga Mitra
 Youth For Seva
 Ayush TV
 Gou Ganga
 Jeyam Jasmine Nursery
 Apollo Cradle Hospital
 Esha Hospital
 NSS
 Pasuthai
 Karnataka Sanskrit University
 Digital SEO
 Porter
 Zoho
 Spaarc

Our Ambassadors:

Amrutha Sharma	Freelance Technical Interviewer & Trainer, Marathoner, Guide Runner, YFS Volunteer
Ajay Warriar	Playback Singer
Prithwi Bhat	Playback Singer
Ashwin Sharma	Playback Singer
Shree Harsha	Playback Singer
Smt. Vani	Classical Singer
Vasudha Sundar	PG in Electrical Engineering from IIT- Madras, Musician

Sharada Seshadri	Head, Wruksha World Foundation
S R Prasanna Lakshmi	Marathoner, Founder - Naari Boutique
Abhilash Naidu	Actor
Uma Rajeswari	Social entrepreneur, Social worker, environmentalist, SWM citizen volunteer, Gardeners Of Bangalore
Flute Ganesh	Flute Artist
Vaishnavi Srithar	Co-founder, Jeyam Jasmine Nursery
Dr. Shubhamangala Acharya	Ayurvedic physician, Shree Brahmi Ayurveda
Subramani Venkatesh	EMJ Athlete, India's fastest Ironman - 2016
Vidhya G	Certified Fitness Trainer, 4 times Super Randonneur
Abishek Iyappan	Head Consultant at Para Learning, Leadership Consultant
Shweta Maurya	FIT India Ambassador, Fitness Icon, Mrs. INDIA 2019, GREEN Ambassador
Dr. Sai Krupa Sagar	Trustee - Pyramid Valley International
Aacharya Arun Prakash	Jeevana Yoga Prathishtana
Dr. Jayashree Ravi	Researcher and Artiste, Founder and Artistic Director, Layaabhinaya Cultural Foundation

All of them were handed gift boxes consisting of Cow based products, sponsored by Maa Gou Products Private Limited under the guidance of Sri Shiva Kumar.

Our walkers took a pledge to HEAL themselves and our environment. The event was later flagged off by our guest of honours and farmer partners at around 7:30 am. Our volunteers on foot and cycles, guided the participants through the whole 4 km route, encouraging them to stick to the route.

There was a photo session en route near Vidhana Soudha. Many enthusiastic walkers clicked their pictures along with the GoPals banner in front of Vidhana Soudha supporting our cause.



Participants who finished their walk and returned to the venue were given medals of completion. Many participants took selfies near our selfie booths, tagged GoPals on social media and posted their pictures.

Participants who took the selfie were distributed live Jasmine plants sponsored by our partner Jeyam Jasmine Nursery. Quiz competition winners were given gifts as well.

GoPals had set up many stalls to create awareness about Native cows. Following were the stalls:

- Gou Krishi Vignan stall led by Sri Sandeep Manjunath who is a farmer and an entrepreneur, who supports and leads the cause of cow-based farming. This stall also had copies of the book 'Alternative to Chemical Farming' written by Sri Mallinath Hemmadi
- GoPals stall led by Sri Senthil and Sri Abhishek Iyyappan to talk about our initiatives, and also enrol any new volunteers who are willing to work for our cause
- Gomaya Diya counter led by Smt Mani Gupta where kids as well as adults could enjoy making lamps out of Gomaya.



After this, the participants were served a hot breakfast by our partners Holla Caterers and a delicious buttermilk made at goshala by Maa Gou Products Private Limited. Participants, while enjoying the breakfast were also given a visual treat in the form of a play conducted by our college volunteers on why we should save native cows

During this same time, the funds collected as registration fees from participants were distributed to our farmer partners by our Guests of Honour

All participants were given a Gomaya product gift box which culminated the second edition of our Walk2Heal