

Rajasthan deputy chief minister Diya Kumari unveils Vedanta Pink City Half Marathon T-shirt and medal; Tenth edition meet in Jaipur on Nov 30

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Jaipur: Jaipur is all set to host the Vedanta Pink City Half Marathon (VPCHM) on November 30 for its milestone 10th edition. Supported by Vedanta and organised by Any Body Can Run (ABCR) and powered by Finova Capital the marathon's inspirational theme this year is #RunForZeroHunger, reaffirming its commitment to combat hunger and malnutrition in India through Nand Ghar, the flagship social impact project under Vedanta's Anil Agarwal Foundation. The marathon's T-shirt and finisher's medal were unveiled on Thursday by Rajasthan deputy chief minister, Diya Kumari. Ritu Jhington, president, Anil Agarwal Foundation, and marathoner, Dr Manoj Soni were also present at the unveiling. Speaking about the marathon, Priya Agarwal Hebbar, non-executive director, Vedanta Limited and chairperson, Hindustan Zinc Limited, said, "Vedanta Pink City Half Marathon isn't just a marathon; it's a celebration of social change and purpose. In our 10th edition, over 15,000 runners from across India and abroad are coming together to support the #RunForZeroHunger campaign, making it a collective movement towards a nutritious tomorrow. Every step we take together strengthens our journey towards a healthy, happy, and strong nation." For every kilometer run in this

marathon, Vedanta will provide a Poshan Pack (Nutritious supplement) to children at Nand Ghars across India. Nand Ghar, developed in collaboration with the Ministry of Women and Child Development, is Vedanta's transformative project to modernise anganwadis across India. These centres provide nutrition, healthcare, and early childhood education for children, alongside skill development and entrepreneurship opportunities for women. With nearly 10,000 Nand Ghars operational across 16 states, the initiative continues to uplift rural communities and ensure that no child goes to bed hungry and every woman leads an empowered life. The initiative also extends support to animals through The Animal Care Organisation (TACO), reaffirming true compassion, embracing every living being. Last year, over 100,000 meals were provided through the marathon under #RunForZeroHunger. This year's marathon features 3 categories: a 21-kilometer half marathon for professional athletes, a 10-kilometer cool run for intermediate athletes, and a 5-kilometer dream run for beginners and families. The marathon will begin at 7:00 a.m. on 30th November from Mahal Road, NRI Chauraha, Jaipur. Certified by the Association of International Marathons and Distance Races (AIMS), the marathon adheres to global standards, ensuring a seamless experience. The unique finisher's medal that was unveiled on Thursday honours and celebrates every participant's hard work and zeal for running. It is made of the highest-grade Zinc that comes from Zawar Mines of Udaipur — the world's largest and oldest mines in the heritage state of Rajasthan. The Zinc is produced by India's leading Zinc producer - Hindustan Zinc Limited, a Vedanta Group company.