

Rural Women supported by Shrimad Rajchandra Love and Care run the Mumbai Marathon

The Tata Mumbai Marathon 2019 witnessed a captivating movement with 18 women from remote villages in South Gujarat running the Marathon for the first time in their lives. These women from the Shrimad Rajchandra Mahila Gruha Udyog stood out with their message of women empowerment and self-sustainability amongst the massive 1000+ strong contingent of supporters of Shrimad Rajchandra Love and Care.

Launched under the Women Empowerment Programme of Shrimad Rajchandra Love and Care, Shrimad Rajchandra Mahila Gruha Udyog (SRMGU) provides women from rural areas with employment opportunities in order to make them self-reliant and financially secure.

For many women, this was an opportunity to visit Mumbai for the first time – and even the first time they experienced sitting in a train! Earlier this week, this group of women kicked-off their 5-day retreat with a visit to various corporates, and attractions across Mumbai etc.

These women have imbibed strong values of self-reliance and independence working at the SRMGU, and thus have been invited to Mumbai to share their inspiring stories using the platform that TMM provides.

Rupliben Mahla, part of the Shrimad Rajchandra Mahila Gruha Udyog, was extremely excited to participate in the Marathon! Sharing her journey:

“My husband used to work as an auto driver and suddenly one day he fell into a coma...When the responsibility of managing both, my daughter’s education and my husband’s medical expenses fell on my shoulders, I was extremely worried. I also didn’t go to school, so it was a far-fetched dream for me to be able to support my family. That’s when I heard about SRMGU and I began to work here. Gradually, over the last 7 years, I have managed to pay back the loans we had taken during our tough times.”

This year marks the **9th year of Shrimad Rajchandra Love and Care’s participation** at the Mumbai Marathon. Over the past 8 years, Shrimad Rajchandra Love and Care has been the highest fundraising NGO on this platform. This year, SRLC participated to support the construction of a 250-bed multispecialty charity hospital and has already raise a **staggering sum of over Rs. 4 Crores for the cause**. This new 250-bed hospital will make a difference to millions of lives in the tribal areas of Southern Gujarat, through superior quality medical care at subsidized rates or absolutely free-of-charge.

Scoring more goals, touching more lives

Meera Mehta, who has been fundraising for Shrimad Rajchandra Love and Care (SRLC) since the past 8 years has played an inspiring role among all the young participants at the Tata Mumbai Marathon. Starting off as the youngest fundraiser at age 12, she is inching towards a fund-raising effort of Rs 1 crore over the 8-year journey!

She went on to trigger a chain reaction among her young teenage friends across the globe who supported her to fundraise in every following year and the fund raisers with her & fund raising only grew.

What’s different this year? Hundreds of amateur young footballers are helping raise funds for SRLC. The footballers are part of a group called Sahebji’s Football Club – inspired by their Guruji – Pujya Gurudevshri Rakeshbhai.

Youth are the hope and future of a country. The spirit and energy of youth, when channelised in the right direction and with the right support, can make a positive impact in their own life and those of others.

Against this backdrop, it is the vision of Puja Gurudevshri Rakeshbhai, the Founder of Shrimad Rajchandra Mission Dharampur, to proactively inspire the youth and channelise their energy towards leading a meaningful life. In this direction, Shrimad Rajchandra Mission Dharampur is proving to be a powerful medium to help youth realise their own self and serve others selflessly.

A step in this direction was the establishment of Sahebbji's Football Club (SFC), a group of young football enthusiasts which took the form of the Dharampur Premier League. Over a hundred such youth joined to raise funds from SRLC.

Corporates walking an extra mile with Shrimad Rajchandra Love and Care

This year, TMM has introduced an exclusive title called the 'Change Legend' for fundraisers raising above 1 crore rupees. Mr. Sanjeev Shah from Shrimad Rajchandra Love and Care (SRLC) has already raised over 1cr for the NGO. Thus, a pioneer in the Change Legend category, Sanjeev Shah showcases responsible corporate behaviour by giving back to the society as well as inspiring many others in doing so.

It is worth highlighting that not only individuals, but corporate groups too have been going an extra mile to add value to the cause. This year 27 corporates have contributed and run under the banner of Shrimad Rajchandra Love and Care.

Shrimad Rajchandra Love and Care wins the Jabong Run-In Costume Award at TMM 2019

This year, as Shrimad Rajchandra Love and Care's volunteers took to the streets of Mumbai for the 6 km Dream Run in a Charkha costume, with the theme '**Spinning the Yarn of Love and Care**'. This is the 150th Birth Anniversary Year of Mahatma Gandhiji. There is a close association of our NGO with Gandhiji as both our inspiration are the same - Shrimad Rajchandraji. The values of non-violence which Gandhiji imbibed from Shrimad Rajchandraji, are nothing but a feeling of love and care for one and all. The charkha is symbolic of the virtues explained by Gandhiji. Hence the theme...Spinning the yarn of love and care. While the charkha resonates with empowerment, Shrimad Rajchandra Love and Care's 10 Care programme, not just saves and nurtures lives, but also most importantly, empowers them towards self-sustenance. This concept was an appeal to all to weave the spirit of love and care.

This unique theme won SRLC the **1st place at the Jabong Run-In Costume Contest 2019**.

The troupe was led by volunteers donning the costume of Mahatma Gandhiji and his spiritual guide - Shrimad Rajchandraji (the inspiration behind SRLC), as homage to their close association.

Shrimad Rajchandra Love and Care has brought individuals from all spheres of life - the young and old, the urban and rural under one singular banner. Undoubtedly, Shrimad Rajchandra Love and Care has become an indispensable part of the Mumbai Marathon, with its holistic initiatives and continues to spin all fragments of the society into the yarn of Love and Care!

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