CHAIRMAN’S MESSAGE

Only a few days remain before the start of the XIX Commonwealth Games 2010 Delhi, and excitement pervades the air at the Organising Committee Commonwealth Games 2010 Delhi (OC CWG Delhi 2010) headquarters. Over the past month, we have redoubled our efforts to ensure no stone remains unturned towards hosting what will be the biggest Commonwealth Games to date. Delhi is now ready to host athletes, officials and spectators from across the world and I am certain that given our preparations, our esteemed guests will arrive as friends, and depart as family. Our delivery partners, business associates, workforce and volunteers have been single-mindedly focused towards this aim and we are confident of hosting the best-ever ‘Friendly Games’.

However, we will not rest, and our efforts continue, as you will see in this issue of the Commonwealth Times 2010. The past month has seen the launch of Delhi 2010 Official Merchandise and our facilities, venues, systems and other services have been thoroughly checked and tested to ensure that Delhi 2010 becomes a landmark event in India’s sporting heritage.

We welcome your feedback. Do write to us at communications@cwgdelhi2010.org. And don’t forget to ‘Come out and Play!’

Mr. Suresh Kalmadi, M.P
Chairman, Organising Committee Commonwealth Games 2010 Delhi

NEWS UPDATE

Official Merchandise now Available!

On 2 September 2010, the Organising Committee Commonwealth Games 2010 Delhi (OC CWG Delhi 2010) Secretary General Dr. Lalit Bhanot and XIX Commonwealth Games 2010 Delhi Brand Ambassador Sushil Kumar officially unveiled the Delhi 2010 range of official merchandise to the world. The launch, at the OC CWG Delhi 2010 headquarters, saw Sushil Kumar reiterate his pride at being so closely associated with India’s largest-ever multi-sport event. “I ask everyone to work together, make the Games a success and enhance the prestige of the nation,” he added. OC CWG Delhi 2010 Treasurer Mr. A.K. Mattoo stated that the merchandise would help in increasing the community spirit for the Games. “Merchandise has always played a critical role in spreading the feeling of being a part of the Games,” he reiterated.

The initial range of Official Games...
Merchandise comprises 25 articles: caps, t-shirts, mugs, glasses, key-chains, bags, fridge magnets, Vuvuzelas, Indian cultural items and many more, all priced affordably between ₹25 and ₹300. More premium articles – targeted at foreign athletes and officials – are also planned.

Official Merchandiser and Licensee, Premier Brands Pvt. Ltd. has now pledged to promote the merchandise by making it widely available. Apart from stores at airports, Metro stations, Games venues, the Games Village and major markets, Premier Brands Pvt. Ltd. has also launched four ‘Shops on Wheels’ that will take the items straight to people’s doorsteps. “We are confident that the Games merchandise will become a part of everyone’s emotions and culminate in an experience to relish,” commented Mr. Suresh Kumar, Chairman, Premier Brands Pvt. Ltd.

OC CWG Delhi 2010 Chairman Mr. Suresh Kalmadi, M.P., has claimed that the aerostat designed for the Opening and Closing Ceremonies would enthral spectators. Speaking as the aerostat was raised to an initial height of 10 metres above the Jawaharlal Nehru Stadium, Mr. Kalmadi stated, “It will add much value to the ceremonies.” The aerostat, a lighter-than-air, multi-pupose device, will eventually hover 30 metres above the stadium, serve as a platform for cameras and lights, provide a high-resolution projection system, and create dramatic effects for the ceremonies. Pointing out that the XIX Commonwealth Games 2010 Delhi would be the first sporting events ever to use such technology, event management company Wizcraft International Entertainment Director Mr. Viraf Sarkari added, “The USP of this aerostat is that it is used for projection in 360 degrees so every person in the stadium can view the entire effect of the aerostat.”

The OC CWG Delhi 2010 had a soft launch of the Games Village on 16 September 2010. Speaking to the media after the soft opening of the Games Village in the presence of Delhi’s Lieutenant Governor Mr. Tejendra Khanna, OC CWG Delhi 2010 Chairman Mr. Suresh Kalmadi, M.P., said the quality of training facilities at the Village were better than in any of the previous Games. “This is one of the best Games Villages anyone will have seen,” he said. Mr. Kalmadi walked with a large media contingent to the various parts of the Games Village. “The whole Village is ready. The Residential Zone, including the kitchen and the dining hall, the International Zone, training centres and the transport mall are all in place. The Village will open on 23 September,” he said. The shimmering kitchen at the Games Village will serve 150 delicious multi-cuisine dishes round-the-clock to thousands of athletes and officials during the Games.

Joining in the praise heaped on the facilities, England’s Chef de Mission Mr. Craig Hunter claimed that the Delhi 2010 Games Village was better than the accommodation provided at the Beijing Olympic Games and it would be a challenge for London, the host of the 2012 Olympics, to match it. Addressing the matter of security, Mr. Hunter praised Delhi Police for their work. “We just had a security meeting and all issues have been sorted out. Some of the top Delhi Police officials have experience of running security during the Games as they have been to the Olympics and Commonwealth Games. I am very happy with the arrangement.”

Meanwhile, the OC CWG Delhi 2010 has handed over copies of the completion certificates from all competition and non-competition venues, including the Games Village, to Commonwealth Games Federation CEO Mr. Mike Hooper. “We are confident that the Commonwealth Games Federation and its members will be satisfied,” Mr. Kalmadi added.
The Queen’s Baton Deccan Spectacle and its Northern Journey

The Queen’s Baton Relay 2010 Delhi entered Karnataka from Ootacamund through the City of Palaces, Mysore. The first destination for the relay was Mysore Palace where the evening cultural celebrations took place. Colourful balloons were released into the blue sky marking the arrival of the baton. This was followed by a 5 kilometre relay. During the relay, the baton passed through the Office of the Deputy Commissioner, the University of Mysore and the Archaeological Museum. It was taken on foot as well as on horseback. After the relay, the team travelled to the famous KSR Dam and Vrindavan Gardens on a bullock cart, with a group of enthusiastic dancers dancing to the beat of trumpets and drums in front of the convoy.

Bangalore was next on the cards. The first destination was the Sree Kanteerava Stadium which was the starting point of the 10 kilometre relay. The team, led by Lt. Gen. Raj Kadyan, ADG Queen’s Baton Relay 2010 Delhi, took the baton to the stage set up at the centre of the stadium and handed it over to the Honourable Minister for Transport, Karnataka, Mr. R. Ashok, who handed over the baton to Prakash Padukone and Kenneth Powell.

After the plains, the baton headed towards the coast and arrived at Mangalore, Karwar and then departed for Goa. In Mangalore and Karwar, the baton was met with torrential rain, but it was not enough to deter onlookers who were waiting to cheer the batonbearers when the relay arrived in their cities. In Goa, the baton was welcomed with traditional Goan fervour. The State’s first Arjuna awardee, Brahmamand Sankhwalkar, was also present. School children, local sports clubs and local musicians were all waiting to welcome the baton at each location. At Navelim, players from Churchill Brothers Football Club were present and football Olympian Portuan Franco received the baton at Mudgao.

Maharashtra was the next stop. The convoy faced regular rainfall while driving towards Pune with stops at Kohlapur, Sangli, Karad and Satara. Large crowds consisting of school children, NCC cadets and locals got a glimpse of the baton and were enthusiastic in participating in the relay. In Pune, it was received with a grand entry at the Bharti Vidyapeeth by OC CWG Delhi 2010 Chairman Mr. Suresh Kalmadi, M.P. There was a large crowd, music and dance, and a sport-themed float. The baton was then carried on by an open jeep through the streets of Pune via Saras Bagh, Tilak Chowk, PC Road, and Fergusson College. The route was lined with crowds of excited people, fire dancers and sword fighters. Slogans of ‘Bharat Mata ki jaai’ and ‘Vande Matram’ were being continuously chanted.

In Mumbai, prior to the baton’s arrival at the impressive Gateway of India, it was welcomed aboard the INS Virat, India’s only aircraft carrier. At the Gateway, the Chief Minister of Maharashtra, Mr. Ashok Chavan, received the baton. A Navy band played as the baton was brought to the Gateway. After a felicitation function, the relay began from the Gateway and crossed several iconic landmarks in Mumbai including Churchgate, Marine Drive, Hutatma Chowk and concluded at Mumbai University.

In Gujarat, the baton arrived from Vadodra. The relay began from Veer Sawarkar Chowk and passed through Old Padra road to conclude at Gujarat Public School. In Gandhinagar, the relay covered 3 kilometres and the baton was escorted by children on roller skates. In Ahmedabad, the relay took off from the historical Sabarmati Ashram and travelled 6 kilometres, concluding at Tagore Hall. The relay team witnessed a large audience who were entertained with some traditional and vibrant performances.

In Madhya Pradesh, the baton arrived at the City of Lakes – the capital, Bhopal. The baton was received by Madhya Pradesh Minister for Sports, Mr. Tukojirao Pawar and Municipal Corporation Commissioner Mrs. Krishna Gaur. Forty-one Batonbearers participated in full zeal and were supported by thousands of cheering onlookers who also showered flowers on the convoy. This was then followed by a tree planting ceremony organised by the local administration. Jhansi was the next city and at the Jhansi Fort, little girls dressed in Rani Laxmibai costumes welcomed the team. The next stop was Karati village for a tree plantation campaign organised by the Jhansi Van Prabhag.
Going Green, Step by Step!

The Green Games programme has scaled new heights over the past month. From Ladakh in the northern reaches, to Pune in the west, to Delhi itself, the XIX Commonwealth Games 2010 Delhi have proved to be a force for change. In Ladakh, the initiative was taken by the monks and nuns of the Young Drukpa Association. As part of the tree-plantation programme undertaken across India, His Holiness, the Gyalwang Drukpa, head of the Drukpa Lineage, kicked off a green drive across Ladakh with the planting of 1,016 poplar and Ladakh willow saplings near the historic Hemis Monastery on the outskirts of Leh. Joining the monks at the event were Minister of State for Communications and IT, Mr. Sachin Pilot and Officer on Special Duty, OC CWG Delhi 2010, Mr. Jagmohan Bhanot. “This is an attempt to conserve the environment of Ladakh and to strike a green balance in the most difficult terrain in the Himalayas. I am proud to dedicate this plantation drive to a greener Commonwealth Games and I urge that this drive along with the people of Ladakh will spur several such initiatives and will pray for a cleaner, greener India,” commented His Holiness the Gyalwang Drukpa. Meanwhile, the Green Games series of concerts continue to enthral the public. Pune’s music aficionados were the lucky ones this time, as on 4 September 2010, Euphoria rocked a 2,000-strong crowd in the presence of the Indian hockey team and senior dignitaries including Pune Mayor Mr. Mannmohan Rajpal, Maharashtra Home Minister for State Mr. Ramesh Bagwe, Vanarai Foundation President Mr. Mohan Dhariya, Mrs. Mira Kalmadi, OSD OC CWG Delhi 2010 Mr. Jagmohan Bhanot and senior officials from the UN Development Programme. Indian Hockey Captain Rajpal Singh and Coach Mr. Harinder Singh also took the stage, and exhorted the audience to follow their lead in achieving a sustainable lifestyle.

Finally, in Delhi, citizens demonstrated their enthusiasm for the Games by taking part in a series of outreach events. Local Residents Welfare Associations, with support from the OC CWG Delhi 2010, took part in tree-planting drives, quizzes, audio-visual presentations, and pledged to work for a sustainable future.

Shera the Star!

It’s official, Delhi 2010 mascot Shera is the new celebrity in town! Shera’s outgoing personality and friendliness has won him many fans, and now with less than two weeks to the Games, Shera’s social calendar is running chock-a-block! Recently, Shera was invited by various media houses, radio channels and schools to promote Delhi 2010, and our official mascot didn’t fail to impress them.

With his popularity soaring high, Shera has been receiving plenty of media attention. Over the past few weeks, Shera visited the studios of notable media houses such as Star News, IBN7, Aaj Tak, Sahara Samay, Zee News, Hindustan Times, and Times of India to name a few; where the official mascot got an opportunity to interact with the journalists and spread a positive message about the Games.

Shera was also invited by radio stations such as Radio One, Big FM and Fever 104 where he indulged in joyful interactions with the RJs. To celebrate the spirit of the Games, Radio One has also launched a special ‘D – Positive’ campaign aimed at creating positivity about Delhi 2010.

Shera, the star campaigner, also continued his famous school visits. The promotions team has been aggressively involved with school activations, the agenda of which includes student interaction, increasing Games awareness and tickets promotion. In the month of September, he visited approximately 18-20 educational institutes.

**This is the time for all of us to look forward to make this national festival grand and successful. Now we should only think of the XIX Commonwealth Games 2010 Delhi like the legendary Arjuna did in focusing on the eye of the fish and nothing else. The Games will not only increase the infrastructure, develop sports, build business relations but above all will also increase the pride of the country. I am thankful to the OC CWG Delhi 2010 for giving me an opportunity to be a part of Delhi United**

- Delhi 2010 Volunteer, Sahara India Parivar Managing Worker and Chairman, Mr. Subrata Roy Sahra

**Amidst all the negative media, let’s take a moment to congratulate India and the organisers for building such awesome venues**

-Achintya Agarwal

Publisher: Priya Singh Paul, ADG Communication
Editor: Ananda Swaroop, Director (Publications)
Design: Sangeeta Welinkar, ADG Image & Look
Editorial team: Simrat Kaur, Tarun Bhardwaj, Neville de Conceicao, Vaibhav Sharma, Karan Singh
Layout: Moamanen Asung
Production: Amit Rana, Mukul Arora
Organising Committee Commonwealth Games 2010 Delhi, New Delhi City Centre Tower II, Jai Singh Road, New Delhi 110001
For more information, contact: Priya Singh Paul 9711926673 or Ananda Swaroop 9810202048