



# SPORTS PROMOTION

Our goal is to develop rural sports while providing sports talent in the country with world-class facilities, training, education and nutrition. We have crafted unique sports' programs to bring about a profound transformation in the realm of sports in India.



## From challenges to champions

The journey of an athlete is difficult, particularly when hailing from rural areas where there are numerous challenges and lack of opportunities. At JSW Foundation, we not only acknowledge the immense talent these athletes possess but also ensure they have access to all the essential facilities they need to thrive.

Our commitment lies in empowering diverse communities through our dedicated efforts to cultivate sports development at all levels.

We approach sports holistically, taking every possible measure to enhance our youth with ample training opportunities, coaching, nutritional support and education. Presently, our sports promotion initiatives include football, swimming, cricket, badminton and mallakhamb training. Through these programs, our athletes proudly represent us both at various competitions as well as at both national and international levels.

### Key interventions

Inspire Institute of Sports

JSW Swimming High Performance Centre, Odisha

Transforming sports in Nagpur, Maharashtra

Project Shikhar



#### Inspire Institute of Sports

As India's premier privately funded High Performance Centre for Olympic sports disciplines, Inspire Institute of Sport (IIS) stands as a testament to our commitment towards promoting sports among the youth. Spread over 42 acres of land in Vijayanagar, Karnataka, IIS serves as the nurturing ground for over 200 talented young athletes from across India, focusing on Olympic sports such as athletics, boxing, judo and wrestling.

At IIS, athletes are immersed in a world-class training environment equipped with cutting-edge infrastructure, coaching expertise, and state-of-the-art sports science equipment. This environment empowers these capable athletes to realise their full potential.

In FY 2022-23, 230+ athletes were being trained at IIS. The Institute boasts of 18 National Record holders and 75+ National Champions who are part of IIS. Since inception, a total of 1,000+ National and International medals have been won in judo, boxing, track and field sports and swimming across all centres.

**230+**

Young athletes undergoing training at IIS

**1,000+**

National and international medals won in judo, boxing, track, field sports and swimming across all centres

#### JSW Swimming High Performance Centre, Odisha

JSW, in collaboration with the Government of Odisha, has implemented programs for developing swimming in the state. The programs include supporting High Performance Centres (HPC), grassroots training centres and many more. The Odisha JSW Swimming High Performance Centre (OJSHPC) is located at the Biju Patnaik Swimming Pool Complex in Kalinga Stadium, Bhubaneswar. It is part of a network of HPCs being set up under the umbrella of IIS. In addition to this, JSW has set up nine grassroots swimming centres across the state. So far, more than 10,000 sports talents have been benefitted through this support.

**10,000**

Athletes benefitted

**1,277**

Athletes enrolled

#### Transforming sports in Nagpur, Maharashtra

We have partnered with Nagpur's TKSS College and Kalmeshwar District Sports Office (DSO) to renovate TKSS' existing badminton centre. Over the next five years, we are dedicated to ensuring the holistic growth of athletes, along with the operation and maintenance of the facilities. Eventually, the responsibility will be handed over to TKSS College.

Collaborating with the DSO, we have also developed a cricket ground, covering all expenses related to its development and the recruitment of manpower such as security guards, housekeeping and support staff. This ground now serves as a valuable asset to players from Kalmeshwar Block.

Moreover, in conjunction with the DSO, we have also developed kabaddi and volleyball grounds. This initiative aims to promote these sports among students and increase their participation in them.

**Project Shikhar**

JSW Energy's flagship initiative, Project Shikhar, was kickstarted to hone the boxing talent of young children in the Sangla Vally of Himachal Pradesh. The project strives to prepare these budding athletes for high-level sporting events. Earlier, these aspiring boxers faced limitations due to inadequate resources and lack of opportunities. We endeavour to change this scenario and help them in every possible way, right from nutrition to equipment, training of local coaches, deployment of coaches and financial assistance through the Shikhar Fellowship.

**60+**

**Boxers from all five Shikhar centres participated in the Inter-Shikhar Boxing Championship 2022**

**97**

**Shikharites participated in 10 competitions in FY23**

**India's fearless fighter**

Kashish Negi has rightfully earned her reputation as India's fearless fighter! Hailing from the picturesque yet serene village of Kinnaur in Himachal Pradesh, she faced numerous early hurdles. Despite these challenges, she tenaciously pursued her passion for running and ventured into the world of sports. During a casual stroll one day, Kashish encountered senior boxers during their rigorous training sessions. Their mastery captivated her, compelling her to step into the world of boxing.

Subsequently, she enrolled at the Government Middle School in Sangla, which offered boxing training through JSW Foundation's Shikhar Centre. With meticulous coaching, nutritional support and tailored guidance, Kashish devoted herself to relentless hard work, ultimately achieving her dream of representing India at

an international level. She showcased her prowess at the prestigious 40<sup>th</sup> Golden Glove of Vojvodina Men's and Women's Youth Boxing Tournament in Serbia in September 2022.

Her unwavering determination led her to secure the bronze medal, a testament to the notion that dreams indeed have the power to transport individuals to incredible heights, provided they possess the courage to persist.

"The boxing training at JSW Foundation's Shikhar Centre became my pathway. With dedicated coaching and support, I was able to make my dream a reality."

**- Kashish Negi**



**Football**



**Football training at Jajang Mines, Odisha**

We have devised a comprehensive plan for the holistic development of football. At Jajang Mines in Odisha, 50 youth were selected (25 boys and 25 girls), receiving coaching and a range of additional benefits. These include regular nutritional support, high-quality sports kits, and the guidance of two coaches.

**50**

**Youth coached in football**

Notably, three players secured spots at the Sports Hostel Government of Odisha, while five were selected for the NITA Football Academy. These institutions offer comprehensive residential support, covering higher education, sports training, and nutritional needs.

Expanding our model to Nuagan, Narayanposi, and Gouva, we reached 150 players. Five players from this group competed at the national (Sub-Junior National) level in Belgaum, Karnataka. Bandana Nayak scored five goals in the Sub-Junior National, and Rubina Naik's outstanding performance in the Junior National earned her a spot in an international game in Dubai as an invitee.

**150**

**Players coached in football**

**Transforming football in Odisha**

Young football talent is being promoted in Odisha through training, equipment, nutrition and guidance support from talented coaches. Football competitions are regularly organised to promote talent and foster sportsmanship in these footballers. Participation in different inter and intra-district sports programs has provided these budding footballers with a wide range of exposure for these budding footballers. The teams from across various locations have displayed great fervour by winning some of these tournaments. Along with providing training support, the players are also given proper diets and taught the power of nutrition under the 'Khao and Khelo' initiative which helps instil confidence among the little champions.

## Promoting football in Palghar, Maharashtra

We have been championing football in Maharashtra's Palghar district through the Palghar District Football Association (PDFA), an official governing body associated with the Western India Football Association (WIFA). Under this initiative, 60 football clubs were registered with the PDFA this year.

60

Football clubs registered

To date, 1,150 players were engaged in competitions, while 86 teams participated in various championships. Around 267 matches were played this season. We also hosted the Western India Football Association (WIFA) Inter-District Senior Women's Championship for Maharashtra State with active participation from 17 districts.

1,150

Football players engaged in 86 competitions

By encouraging local talent to participate in local events, facilitating rigorous training, and providing sports equipment to grassroots clubs and aspiring athletes, we are nurturing the youth in Palghar to take up high-level sporting events. Up until FY23, over 150 players have received free football training supported by JSW Bengaluru Football Club (BFC).



## Swimming

### JSW swimming program, Odisha

Our school swim program is operational in 39 schools in multiple districts in Odisha. With the assistance of the Secretary of Sports, Sports and Youth Services Department (DSYS), Odisha, swimming classes were added as a part of the students' curriculum. Around 90 children between the ages of seven to 10 will attend swimming classes during school hours. In FY23, 1,277 athletes enrolled in the program. Our aim is to reach 3,000 swimmers by 2024.

1,270+

Athletes enrolled for swimming classes



## Athletics

### Athletics ground at Jindal Vidya Mandir, Vijayanagar, Karnataka

We have transformed the athletics ground at Jindal Vidya Mandir (JVM), Vijayanagar, Karnataka from an artificial turf to a natural one. This enhancement stands to benefit 1,600 JVM students, improving their health and honing their talent.

Specifically designed for students preparing for the Police Recruitment Exam, the track caters to approximately 70 to 80 students, both girls and boys, who use it for running practice. Impressively, 18 students who diligently trained on this track daily successfully passed the physical exam and have been recruited as police officers in various zones.

**1,600+**

Students benefitted

### Pay and Play program

Under this program, selected trainees receive a host of benefits, including regular nutritional diet support, high-quality sports kits, and professional coaching sessions. Many of these young athletes have evolved into promising sports personalities, participating in numerous inter-district and local tournaments. Remarkably, an average of 4,000 athletes register monthly for the Pay and Play Program. Currently, 13 centres are operational across Odisha, with plans to add six more centres within the next eight months.

The combination of regular practice, tournament engagements and facilitation of nutritional support and sports kits have enabled these trainees to compete at the state level.

**4,000**

Athletes registered



## Kickboxing

JSW Foundation has supported kickboxing players, enabling them to showcase their talent at the World Association of Kickboxing Organizations (WAKO) India Senior and Master National Kickboxing Championship in Chennai. The team excelled, securing one gold and three bronze medals. Moreover, in the Khelo India Kickboxing Women's League in Rourkela, our players clinched 15 gold, nine silver, and 15 bronze medals.

These achievements underscore our commitment to fostering talent, providing opportunities, and promoting holistic development through sports across various regions.

## Mallakhamb

The Mallakhamb project is presently underway in 14 schools in Shahapur Taluka, Maharashtra, aiming to revive the dying traditional gymnastics art. These schools have been equipped with the necessary equipment, including a Mallakhamb pole,

two Mallakhamb ropes and six mats. Additionally, sports teachers in these schools have received training complemented by a dedicated instructor who conducts weekly visits to oversee their progress.



### Rising high

Mallakhamb, a traditional Indian sport, involves gymnasts performing yoga and gymnastic postures on a vertical pole. The name comes from 'malla' for wrestler and 'khamb' for pole, symbolising its use as a training implement for wrestlers. The pole, typically made from Indian rosewood, can also be substituted with cane or rope in alternate versions of the sport.

To promote Mallakhamb, we organised two demonstrations with 460 students from 16 schools. Additionally, in collaboration with our knowledge partner, Shree Samarth Vyayam Mandir, we conducted a comprehensive 10-day training session for sports teachers.

**460**

Students learning Mallakhamb