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SCALING WITH PURPOSE

# sports promotion

## INTERVENTIONS

SPORTS INFRASTRUCTURE SUPPORT

NURTURING WRESTLING TALENT IN HARYANA

SPORTS COACHING FOR YOUNG GIRLS IN MAHARASHTRA



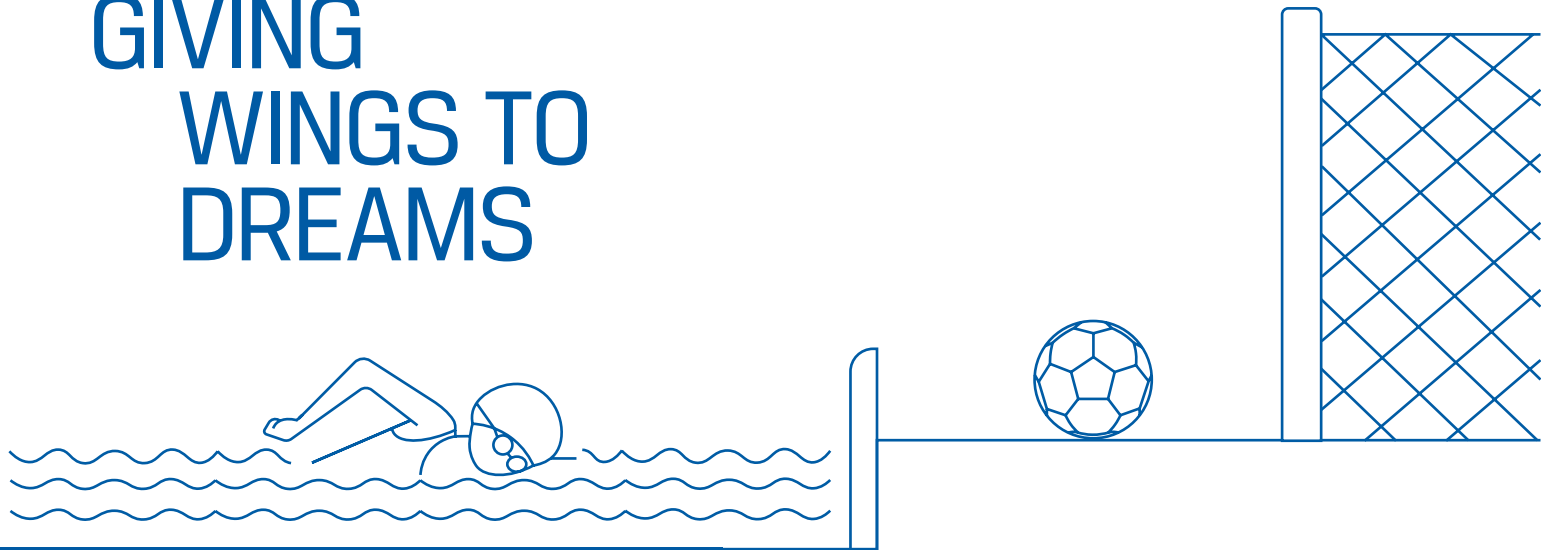
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# GIVING WINGS TO DREAMS



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SCALING WITH PURPOSE

To foster the aspirations of young talent, JSW Foundation continues to provide adequate infrastructure, training, nutrition and a strong support system for Indian athletes. By strengthening grassroots sporting ecosystems, the Foundation is enabling young athletes from underserved regions to access professional training environments and structured mentorship programmes that pave pathways for sporting excellence.

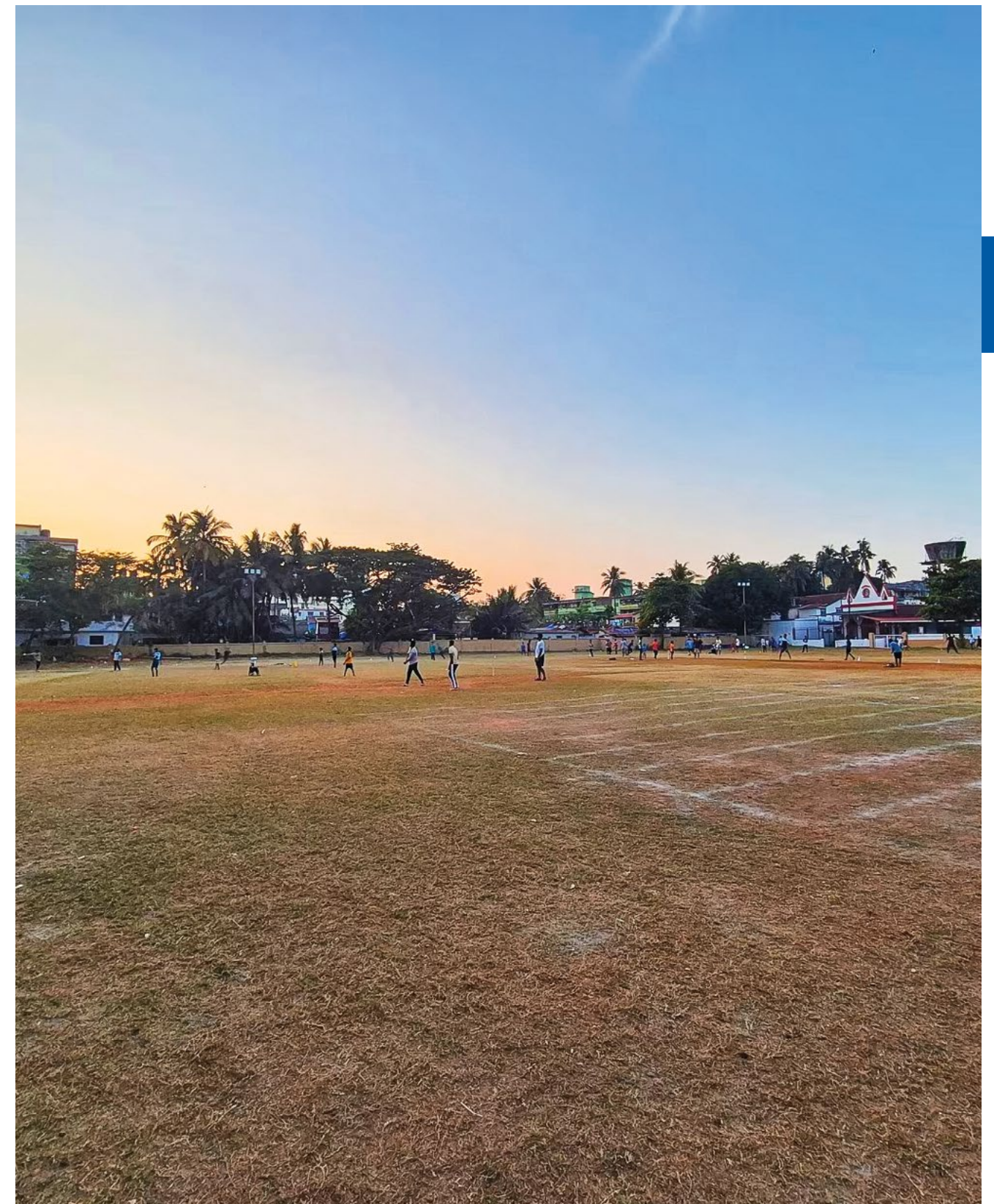
## Our approach

JSW Foundation's sports infrastructure initiatives reflect a strategic approach to scaling, one that prioritises quality, accessibility and long-term sustainability. It integrates infrastructure development with coaching, nutrition, athlete welfare and community engagement to create holistic sporting ecosystems.

By scaling programmes with purpose, JSW Foundation is not only nurturing sporting talent but also strengthening life skills such as discipline, perseverance, teamwork and self-belief among the youth. These interventions are creating ripple effects across communities, where sports is increasingly being recognised as a pathway for social mobility, gender inclusion and youth empowerment.

As the Foundation continues to support young talent, it remains committed to ensure growth that is impact-driven and community-centred. It is empowering athletes from diverse backgrounds to step forward with confidence and compete on larger sporting platforms, while building stronger, more resilient communities through the power of sport.

Benefitted  
**27,825**



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## Sports infrastructure support

As part of its ongoing commitment to fostering grassroots sports development, JSW Foundation supported the renovation of Bhutea Bhat Ground, Mormugao, Goa, by installing floodlights. The upgraded facility benefits over 100 sportspersons, particularly for cricket training and evening practice sessions.

Benefitted  
**100+**  
**SPORTSPERSONS**





## Nurturing wrestling talent in Haryana

In Haryana, the Guru Sheo Lal Wrestling Academy in Rajgarh, Bawal began as a grassroots rural sports initiative and steadily evolved into a structured, high-performance training hub for aspiring wrestlers from economically disadvantaged communities.

In FY26, JSW Foundation upgraded the academy's infrastructure to meet professional training standards. The installation of an international-standard wrestling mat, modernisation of the training hall, and improvements to access and safety infrastructure have collectively elevated the quality of training available to athletes.

The Foundation strengthened athlete welfare by offering nutrition support that has significantly improved athlete stamina, recovery and overall performance. Importantly, the initiative has also fostered inclusivity by creating safe and encouraging training environments for female wrestlers, helping shift community perceptions around women's participation in sport. Today, the academy supports over 50 young wrestlers, many of whom have secured medals at state and national-level competitions. The academy is steadily emerging as a model rural sports hub, demonstrating how carefully scaled infrastructure investments can create lasting community impact while nurturing future champions.

Empowered  
**50+**  
**YOUNG WRESTLERS**  
**SUPPORTED**



## Sports coaching for young girls in Maharashtra

In Maharashtra's Palghar district, JSW Foundation partnered with the Palghar Dahanu Taluka Sports Association (PDTSA) to strengthen sports infrastructure and coaching opportunities for young girls.

Recognising the limited access to professional sports training available to girls in remote and tribal communities, the Foundation supported the establishment of a structured coaching ecosystem focused on cricket training and athlete development.

Through a rigorous selection process, 20 talented girls from economically weaker and tribal backgrounds were selected to receive year-round professional coaching. The programme provided essential training infrastructure, sports kits, and regular practice sessions that cover all key aspects of the sport, including batting, bowling, fielding and physical conditioning. Supplementary training modules such as swimming and endurance-based fitness programmes have further enhanced athlete performance and resilience. Several participants have been selected in Mumbai's age-group based women's cricket teams. It has also strengthened community engagement and parental support, gradually transforming social perceptions and encouraging young girls to pursue sports with confidence.

