

Impact of Sports in Education | Case Study

Ashok Leyland - Road To School

Introduction

Ashok Leyland is one of the flagship companies of the Hinduja Group, and is a globally renowned automobile solutions provider.

Ashok Leyland has manufacturing units at Hosur, Chennai, and Namakkal. These industrial towns in Tamil Nadu have a number of small, medium and large scale industries that require a large number of skilled and semi –skilled workforce to sustain the rapid growth of industries. Quality of primary and secondary education becomes very critical in creating a long-term pipeline of workforce and well-educated youth.

Ashok Leyland in association with Government of Tamil Nadu, Department of Education decided to work in the area of improving primary and middle school education in government schools in and around the manufacturing units.

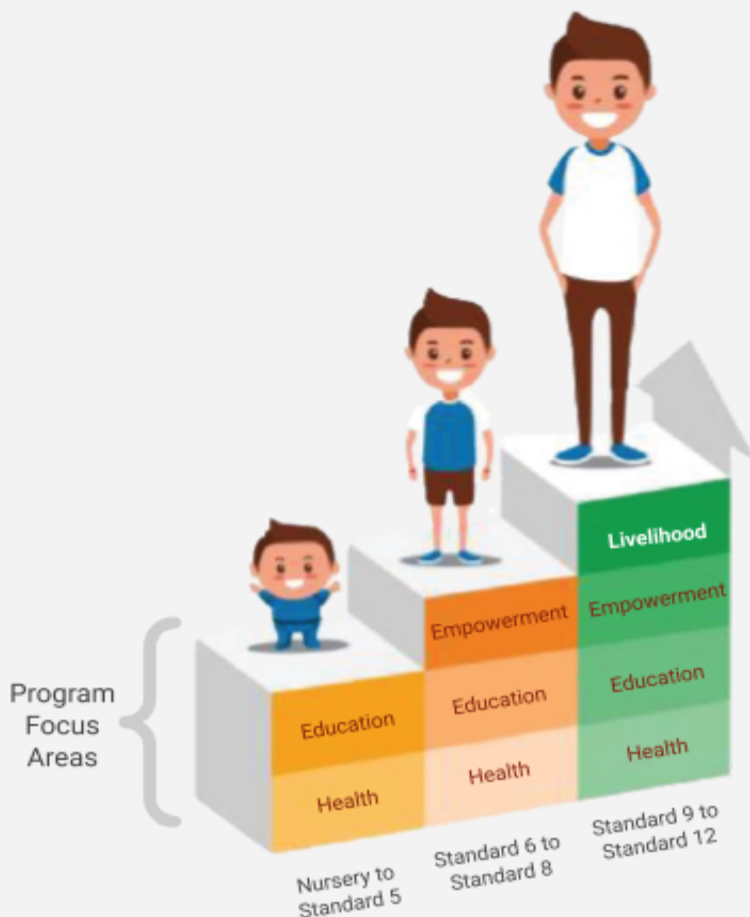
Key Objectives

- Learning Enhancement for primary and middle schools students
- Nurture both scholastic and co-scholastic development
- Holistic Child Development - health, hygiene, physical, and emotional
- Create a scalable model to run this program in government schools

Our Contribution : Sport For Change Program

SportzVillage contributed by running our pioneering '**Sport for Change**' structured sports programme in Hosur, Namakkal, and Chennai, in the state of Tamilnadu. The program reaches 34,000 children across 391 government run schools.

Target group in Schools



Program Impact Indicators

Livelihood

- Qualifying test results for certification
- Placement rate within a year of graduation

Empowerment

- Social-emotional competence level
- Personality assessment ratings
- Student behaviour survey

Education

- Average attendance levels
- School dropout rates
- Average attendance levels
- Student behaviour survey

Health

- Fitness and skill levels
- Student health survey
- Student behaviour survey

Impact of Sport For Change

Learning & Behaviour



Better Attendance &
Reduced Dropouts



Improved Discipline



Better Social Interactions &
Teamwork

Physical Fitness



Aerobic Capacity
Increased by 8%



Anaerobic Capacity
Increased by 2%



Abdominal or
Core strength
Increased by 1%



Flexibility
Increased by 1%



Upper Body Strength
Increased by 4%



Lower Body Strength
Increased by 9%

Testimonial

"As part of our vision of improving the quality of education in TN government schools, we felt introducing sports for children in school would help children learn key life-skills and also have fun. We are delighted with our partnership with EduSports as the children, parents and teachers have benefited from the structured, age-appropriate and inclusive sports program. With the implementation of this project, we have made a positive impact on the lives of these children."

-Mr. Balachandar N. V., President-HR, Communication and CSR

Sport For Change in Action

