

# SPORTZ VILLAGE Foundation

**Sportz Village's structured sports curriculum plays a key role in the physical, social and behavioral development of over 300 children of a government school.**

## Scenario



The CSR arm of a multinational conglomerate wanted to introduce the concept of sports and physical education in its sponsored government school in Bangalore. In addition to improving the physical fitness of the children, the aim of introducing a sports-centric program were twofold: (i) To increase the class attendance, and (ii) To enhance the social-emotional skills.

## Approach



Sportz Village Foundation partnered with 'United Way', a non-profit organization, to implement the structured sports curriculum amongst 376 children from grades 1st-7th.

### Observation 1: Positive impact of sports intervention on the class attendance

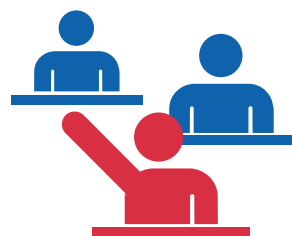
A uniform increase in the attendance was observed after the implementation of the structured sports curriculum.



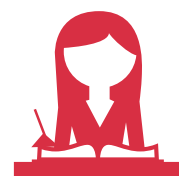
**The overall attendance increased by 5% after the implementation of the sports curriculum.**

### Observation 2: Behavioral impact of the sports program

Sportz Village Foundation conducted a survey among the school teachers to collect feedback on the behavioral changes observed in children. The survey revealed that there was significant improvement in three aspects.



**Behavior**



**Attention span**



**Peer relationship**