



SPORTZ VILLAGE

# Foundation

in Partnership With

**ASK** Asset & Wealth  
Management

*Empowering rural dreams with sustainable  
#SportForChange interventions in Karol, Maharashtra*

## Problem Statement

Sports play a crucial role in the well-rounded growth and development of children. However, the lack of adequate infrastructure, resources, and seasoned physical education trainers has led to restricted opportunities for children to participate in organized sports in rural areas throughout India.

## Action

Recognizing the gap, ASK Foundation, the CSR arm of ASK Asset and Wealth Management Group partnered with Sportz Village Foundation to create a sustainable Sports for Development (SfD) program for Karol.

## Process

The SfD program was executed from July 2022 to June 2024. The curriculum focused on health, social-emotional well-being and the creation of a robust sports ecosystem. Structured baseline and endline health assessment studies, along with qualitative data from students, teachers and parents was collected to measure and forecast the program's impact in the long term. To ensure the program's sustainability, the team had to actively involve the local community. The key strategy was to select and train a local youth who would eventually replace the Sportz Village trainers.

## Challenges

To ensure the long-term sustainability of the program, it was crucial to find the right talent. The transition of ownership of the program from the Sportz Village trainer to the local youth was faced with several hurdles, including delays due to community approvals, financial constraints, and logistical issues.

## Several Strategic Steps Included

### **Community engagement:**

Collaborating with apt stakeholders was essential for garnering support and consensus on the significance of sports education, as well as for paving the way for eventual local ownership of the program. The team ensured active participation from school teachers, villagers, and Gram Panchayat leaders.

### **Identification along with training and capacity building of the local talent:**

The selected youth was appointed as the sports educator, and received comprehensive training from experienced professionals at Sportz Village Foundation. In addition to the intensive 6-month program, the sports educator was equipped with the necessary knowledge to effectively manage and sustain a sports education program within the local community.

### **Community contributions:**

To ensure the financial sustainability of the initiative, the Gram Panchayat agreed to support the local youth with a monthly stipend. The community collectively agreed to allocate funds from the PESA (Panchayat Extension to Scheduled Areas) budget showcasing their commitment to the sustainability of the sports program within the village.



## Transformative Impact

**Increased participation of children:** Since the inception of the program, more than 50 children from Karol have actively participated in bloc-level sports tournaments. The program has successfully created an environment where sports is taken seriously, and students are motivated to excel at district and state level.

**Increased participation of girls in sports:** Following the implementation of the program, there has been a notable increase in girls' involvement in sports, by approximately 50%. This positive change has led to enhanced self-esteem and confidence among girls. Notably, girls are now confidently participating in sports like Kabaddi, and are even competing against boys with great enthusiasm.

**Improved academic performance:** It has been observed that regular physical activity has not only improved students' health but also enhanced their concentration and discipline in the classroom.

**Sustained sports culture:** The initiative has instilled a sports culture in the village. With the local youth serving as a permanent sports instructor, the program continues to thrive. The community's commitment to the program ensures that future generations will continue to benefit from it. The collective effort to sustain the sports program has fostered a sense of pride and ownership among the residents. The success of the initiative has shown that even with limited resources, a community-driven approach can create lasting positive change.

## Showcase



## Students Speak

*"Dipak sir (trainer) knows different games and their rules. We get to play them each day. He is very enthusiastic and guides us every time we make a small mistake. He gives us demonstrations of different sports skills. The guidelines have helped us gain confidence and compete at various competitions."*

**Amit Katware**  
Student

Zillah Parishad Prathamik School

*"I enjoy playing games in P.E. class. I feel happy and fresh in the classroom after my P.E. class. One day I hope to play and compete in school-level games."*

**Gauri Vad**  
Student

Zillah Parishad Prathamik School

## Leaders Speak

*"After we got the full-time teacher, selected by ASK Foundation and Sportz Village, our students got to play games with proper instructions and equipment. The guidance from the trainer has helped students achieve sports success at the kendra and taluka levels and for the first time, they were able to qualify for district level competitions. The early morning Yoga and physical activities motivated students to attend school. Thus, overall program has been very impactful and beneficial for our school and students."*

**Headmaster**  
Zillah Parishad Prathamik School

*"Recognizing the need for sports in the tribal hinterland of Mokhada, we have concluded a very successful pilot project with Sportz Village Foundation. A couple of years back when we started, we did have our apprehensions regarding the continuity of this initiative. We were confident of the impact of the project which has been evident with our children performing well at the district level within months of starting the project. Girls being active in sports was a big takeaway for me. Alleviating our concerns of sustainability, Sportz Village Foundation along with the Sarpanch and School Management committee took immense efforts to ensure the project continues today even post our exit from these communities. Encouraged, we are now replicating this program in Ahmednagar and Nandurbar districts."*

**Siddhartha Iyer**  
Senior Manager & Head, CSR  
ASK Foundation



## About ASK Foundation

The ASK Asset & Wealth Management Group is committed to forging a legacy of social progress that empowers individuals and uplifts entire communities. This commitment gave rise to the ASK Foundation in 2008, the dedicated corporate social responsibility arm of the ASK Group (ASK Investment Managers, ASK Private Wealth, ASK Property Fund & ASK Financial Holdings). ASK Foundation actively collaborates with NGOs and other implementation partners through a strategic partnership aims to scale and execute ongoing projects, fostering sustainable livelihoods and societal well-being.\*

## About Sportz Village Foundation

Sportz Village Foundation is the non-profit subsidiary of India's largest school sports organization, Sportz Village, that is on a mission to get 100 million children to play and create champions in life. Sportz Village Foundation is committed to transforming the lives of children & youth through its flagship #SportForChange program that has been specifically designed to engage children, girls and youth from disadvantaged communities to help improve their educational and developmental outcomes through structured physical and sports education in schools.

#SportForChange utilizes its highly awarded structured physical education program 'EduSports' to drive change in schools, enhancing health, educational and developmental outcomes in children. The program is scientifically researched, highly tested, and well-integrated into the core education process of the schools; also aligns with the UNSDGs (United Nations Sustainable Development Goals) such as good health, quality education, gender equality, and sustainable communities.

Sportz Village Foundation's PathwayZ program is further modelled to identify, nurture and support sporting talent in schools and communities from grassroots to elite level by establishing Sports Development Centres and High-Performance Learning Centres for various disciplines incl. Athletics, Football, Volleyball, Cricket, Kabaddi and more.

Sportz Village Foundation has positively impacted lives of over 300,000 children from over 1200 public schools and has been currently training 3000+ student-athletes in its 50+ sports development centres across India.

\*Reference: <https://www.askfinancials.com/ask-group/foundation>

**Join Us in Making a Sustainable Impact in the Society Through  
#SportForChange Programs**

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**Foundation**



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