

SPORTZ VILLAGE

Foundation

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IMPACT *in* ACTION

How Sportz Village Foundation is assisting Colours of life
in empowering 5,200+ children and transforming 15 schools
into centres of excellence with #SportForChange

OPENING DOORS TO A BETTER FUTURE THROUGH SPORT



Colours of life, supported by Embassy Group, is a non-profit organization striving to develop underprivileged children by helping government schools transform themselves into institutes of excellence. The organization's focus is to monitor regular academic sessions and add value to the children's education. They also aim to provide additional support to the schools through their programs to boost the children's life skills, sports, and arts programs.

Goal

Fostering an inclusive and nurturing learning environment through the #SportForChange program

Sport has the transformative power to elevate government schools, eventually moulding them into a centre that fosters a learning environment on par with private schools. Beyond physical fitness, sport enhances social-emotional behaviour and classroom engagement, thus leading to a holistic development of a child. However, inadequate sports infrastructure, limited access to quality resources, and a shortage of trained physical education professionals hinder the creation of an inclusive and nurturing environment. Recognizing this critical gap, Colours of life, supported by the Embassy Group, collaborated with Sportz Village Foundation to design and implement the #SportForChange program across 15 government schools in Bangalore, Karnataka.



Program implementation

Leveling the playing field by integrating #SportForChange into the schools' time tables, promoting gender equity, & boosting performance

The #SportForChange program integrated a structured sports and physical education curriculum into the regular timetable of the schools across the central and northern parts of Bangalore. Beyond ensuring physical fitness and social-emotional well-being, the robust sports program focused on enhancing children's engagement and attendance. To champion gender equity through play, girls-only teams were introduced in sports like Kho-Kho and Kabaddi. This initiative significantly boosted girls' participation in sports while nurturing key life skills such as confidence, leadership, and self-expression. Under the PathwayZ Sports Excellence initiative, talented student-athletes received high-performance learning exposure. The program's impact was continuously monitored and assessed through a robust, data-driven evaluation framework.



Strategic framework

Steps to ensure program's success

1 Structure P.E. curriculum implementation:

Weekly physical education sessions led by experienced trainers were implemented. Each session was thoughtfully designed to be age-appropriate, inclusive, and focused on instilling social-emotional skills among children.

2 Continuous evaluation of the program's impact:

To ensure data-driven decision-making, cutting-edge digital platforms were utilized to track and analyze the following key impact metrics:

- Changes/improvements in school attendance percentage
- Development of life skills
- Percentage of children actively participating in sessions

3 Baseline assessments and evaluations to identify talented student-athletes:

Comprehensive fitness evaluations and student engagement surveys were conducted across the 15 schools to identify training needs and tailor program interventions effectively. In addition, under the PathwayZ Sports Excellence Initiative, the team conducted structured trials to identify promising young talent. Selected student-athletes were offered high-performance training opportunities at Sportz Village Foundation's Sports Development Centres. Currently, 110 student-athletes are training under in Sportz Village Foundation's SDCs.



Impact

Making a measurable difference in the lives of over 5,200 children across 15 government schools in Bangalore



Improvement in the overall
Fitness Quotient



Increase in girls'
participation in sports



Significant improvements
Observed in school attendance and classroom
engagement across grades 4 to 8



Remarkable turnaround
of a school
From a crushing defeat in year 1 to winning the
Parikrama Champions League in year 3



Empowering children, youth and
communities through play

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