

Kicking Where it Counts with Chennai Kaalpandhu League

In partnership with



Objective:

Committed to community-driven sports development, LatentView Analytics' flagship event, the Chennai Kaalpandhu League, has served as a launchpad for several young student-athletes across 18 public schools. The league provides a platform for these athletes to sharpen their skills while immersing themselves in the thrill and intensity of competitive football.

Implementation:

After three months of intensive training, the six-day football league culminates in a selection committee handpicking the top talent for advanced coaching. The initiative continues to be a structured talent development pipeline for aspiring footballers. Notably, with 100% participation from girls, the program is also breaking gender barriers in a traditionally male-dominated sport.

Key outcomes

100%

girls' participation
in football training

450+

student-athletes
engaged

31

athletes selected for
advanced coaching under
PathwayZ

**Ongoing league
participation**

to strengthen
community integration

CSR leader speak



LatentView Analytics was keen on doing a unique project on sports development with public school kids, providing a platform to elevate from grassroots to elite pathways.



- **Poornima Shankar**

Associate Director
LatentView Analytics

Stories from the field



Umar

Football as a gateway
to the world

Umar, a budding footballer, found structure & opportunity through Sportz Village Foundation's partnership with LatentView Analytics. His disciplined training earned him a spot in the Football Plus scholarship program. Now, Umar competes in high-level tournaments and has been shortlisted for the Spain Exposure Camp, where he will train with international coaches - a global platform that could launch a professional career in football.



Maruva Farzeen

The unstoppable rise of
a young football star

Maruva Farzeen, an 11-year-old student, found her passion for football through the Chennai Kaalpandhu League. Her talent and determination led her to a High Performance Coaching Program and advanced training at Football Plus Academy. In 2024, she secured a full scholarship to the SDAT residential football program, emerging as a powerful example of potential unlocked through sport.

Join us in transforming the lives of young people through sports