



SPORTZ VILLAGE
Foundation

Sport for Change

Sports Education: Engagement Plan
Hyundai | February 2022

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Sportz Village: Mission & Values

VISION

Make the world a better place by getting more children to play

MISSION

To build the world's largest youth sports platform that gets 100 million children to play

VALUES

Play

Trust

Teamwork

Excellence

Responsiveness

SVF: Approach & Engagement Model



Sportz Village Foundation: Background

Sportz Village Foundation (SVF), formerly known as EduSports is India's first and largest sports education organization.

We use sport to drive change in the educational and development outcomes of children and youth in schools and communities.



1500+

Schools



700,000+

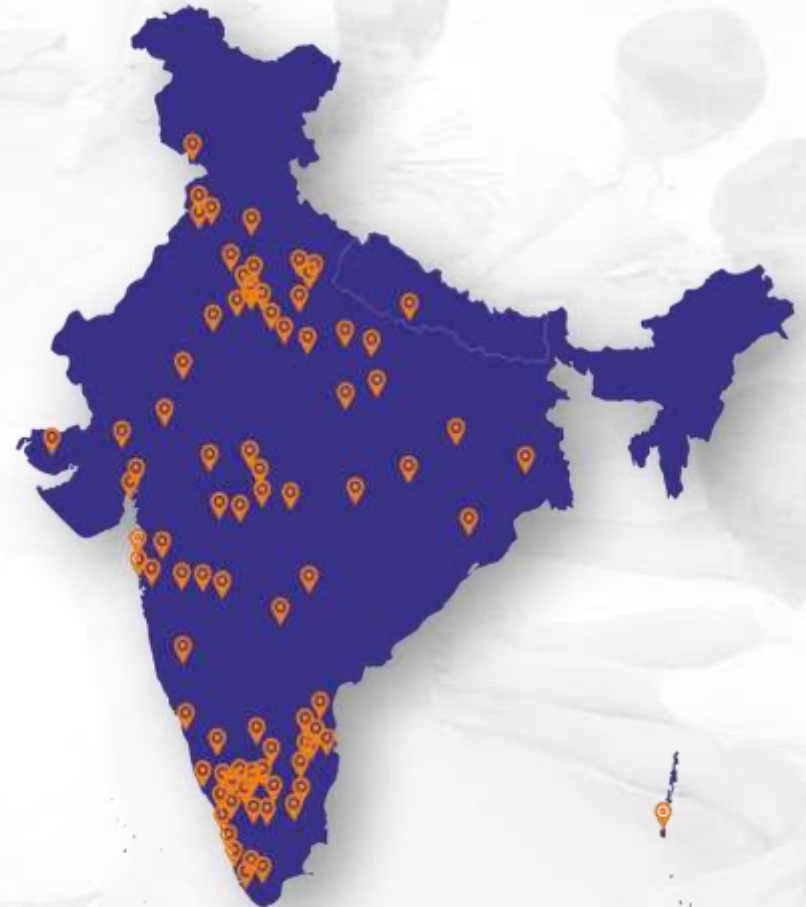
Children



250+

Locations

Sportz Village is also on the panel of NSDC, CII, NITI Aayog, Khelo India and Several State Governments as a strategic partner and advisor for sports education



SVF: Theory of Change

← Baseline Sports Education (for all children 6 to 16 years) →

Fundamental Skills

Sport-based Skills

Social-Emotional Skills

Employability/ Skilling Program

Higher Education/
Enhanced Employability

Learning to Play

Playing to Learn

Youth selected based on assessments of their fitness levels and sports skills

Sports Excellence

Targeted initiative (for select children 13-21 years)

Sport-Specific Skills

High Performance Skills

Elite Sport/
Higher Education/
Enhanced Employability

Sports Education

How do we get children to play?



Integration into the school curriculum

Sufficient Physical
Education (P.E.) sessions

Involvement of teachers
& parents

Key Components of Physical Program



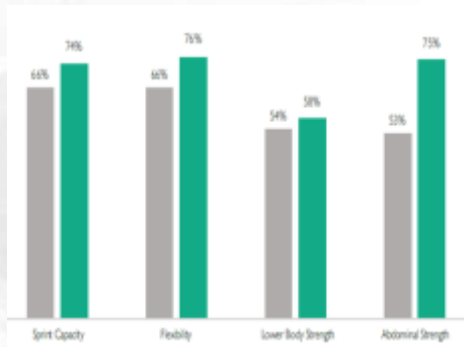
Inclusive curriculum developed by experts



Activities conducted in limited space



Age-appropriate props and equipment



Program reporting & dashboards



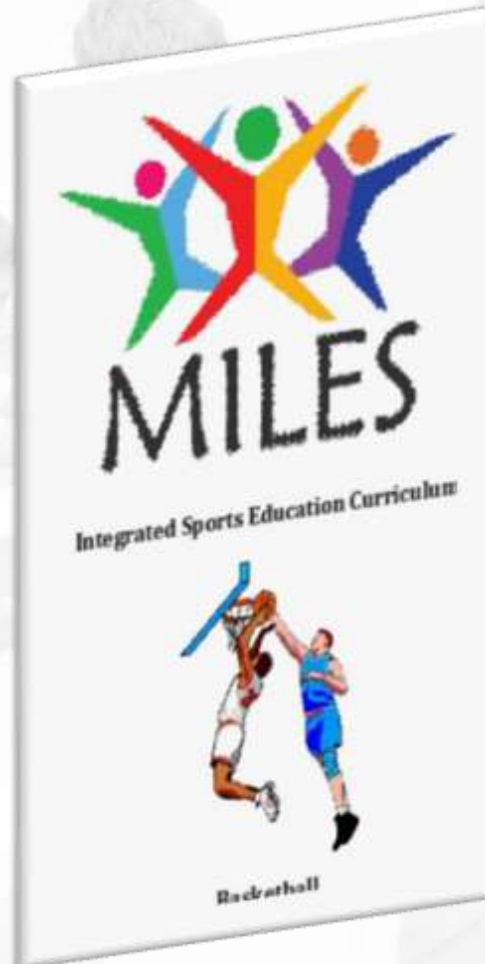
Fitness and skill assessments



Trained resource/staff

2. MILES: Sport for Development (Physical)

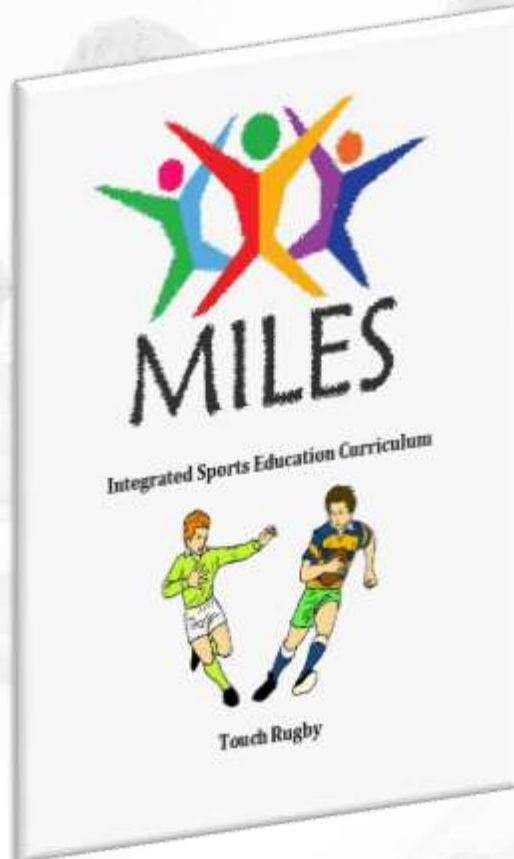
A highly awarded and developmentally appropriate integrated sports education curriculum for school children



Miles Curriculum – Design Principles

1. 7 Games – Football, Basketball, Volleyball, Kabaddi, Touch Rugby, Ultimate Frisbee, Cooperative Games
2. 1 sport of choice – 6 weeks each
3. Leadership Team consisting of four students to execute the lessons
4. 1 Trainer/ Youth-Volunteer to supervise in each school

Why MILES Curriculum?



- Requires minimal existing sporting skill-sets to engage
- Inclusive –designed for mixed gender groups
- Introduces children to basic skills used in team sports
- Focus on life-skills (or social-emotional learnings) through the unique design of the lesson plans
- Higher student ownership through a 'peer-learning' and 'student-led' design
- Helps keep children fit, active, engaged, and regular to school

Athlete pathway to sports excellence

Common Plane
of Sight



Excellence at the
International
Level

Excellence at the
National Level

Excellence at
District/State
Level

Specialize in a
Specific Sport

- 11 years and above

Building Sports
Skills

- 8 to 10 years

Building
Fundamental
Skills

- 3 to 7 years

How do young athletes excel?



Talent Identification

Systems and processes to identify nascent talent



Nurturing environment

Infrastructure and technical expertise to hone skills and explore abilities



Participation Opportunities

Competitions and events to showcase potential



Investing in select athletes



- Short term visibility and outcomes
- Performance centric
- Outcome dependent on uncontrollable variables
- Creates inspiration
- Benefits select few for short duration
- Might create an Olympic medalist
- Support for sport-specific improvements

VS.

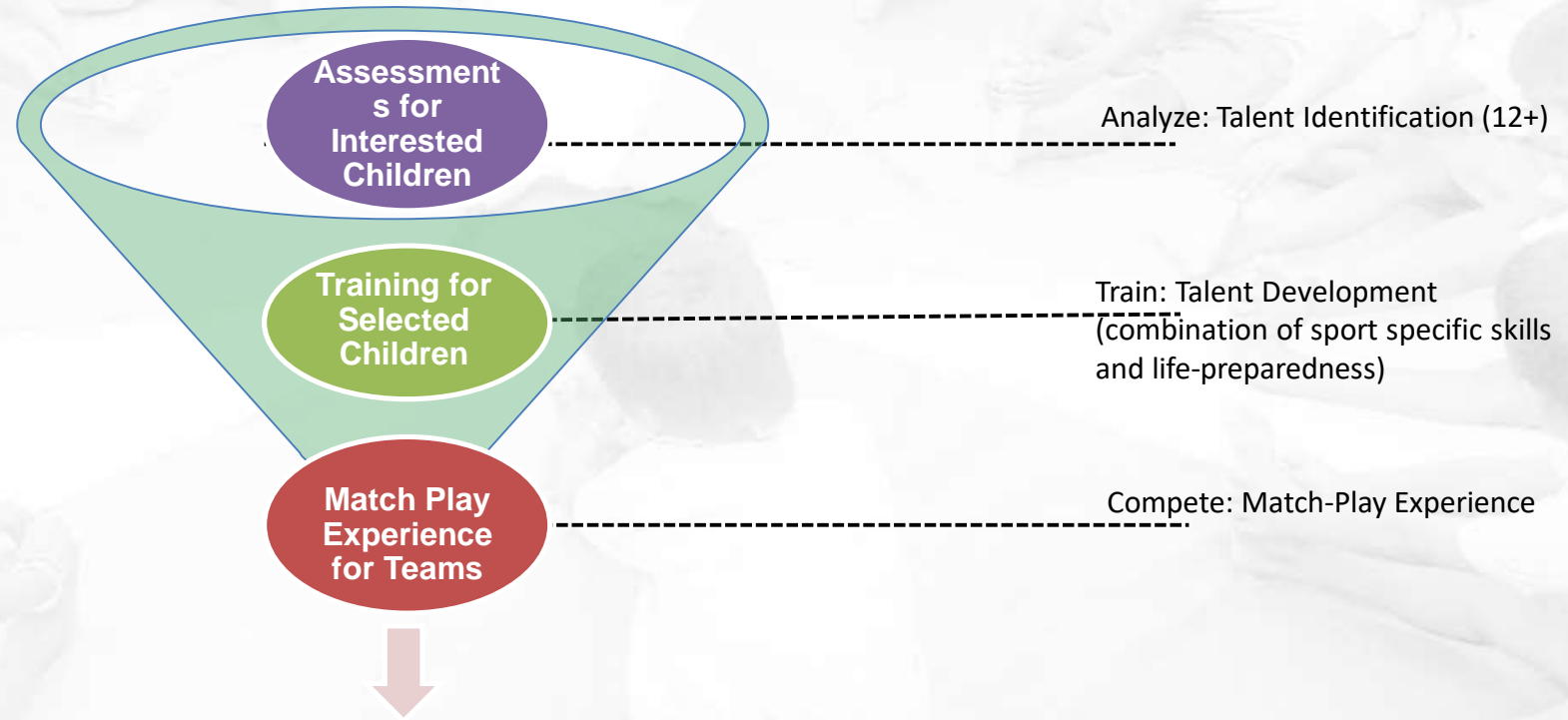
Investing in Sports Development Centers



- Long-term association and outcomes
- Process centric
- Outcome dependent on controllable environment
- Channelizes inspiration
- Creates eco-system to benefit many
- Creates national medalists (thus increasing talent pool)
- Support for all-round development

Sports Excellence: Methodology

Specific schools in the community assigned as Sport Development Centers



Note: Residential facilities can be explored given budgetary allocations

Capacity building of community youth as sports trainers (1)

Identification

- Technical and logistic arrangements for NSDC certified training program
- Announcement of the program through relevant communication channels
- Selection of first batch of trainees (size: 20-30) based on pre-established selection criteria

Training

- Training program delivered across a period of 6 to 12 months in select center(s)
- Regular monitoring of attendance and performance levels
- Participation opportunities in tournaments and events conducted by SVF

Employment

- Selection process for those who have successfully completed the training
- Incorporation of selected trainers to deliver SVF programs in community schools

Capacity building of community youth as sports trainers (2)

	Key Modules Covered	Learning Outcome
1	Foundation of Physical Education	Knows the importance of physical activity in maintaining health and wellness.
2	Health and Fitness	Is able to calculate the fitness index of a child and advise on improvement.
3	Games and Sports	Know the rules and skill to play football, basketball, volleyball, athletics, touch rugby, kho kho and kabaddi.
4	Teaching – Learning	Is training on using various teaching methodologies to engage student.
5	Managing Sports Events	Is able to plan and executed tournaments, sports day, any other events required by a school.

Program Outcomes: Key Indicators (Sports Education – Physical)

CATEGORY	Year 1 [2021-22]	Year 2 [2022-23]	Year 3 [2023-24]
Curriculum Coverage	FUNDamentals + MILES (90% of plan)	FUNDamentals + MILES (90% of plan)	FUNDamentals + MILES (90% of plan)
Fitness Level	10% improvement in bottom quartile	15% improvement in bottom quartile	20% improvement in bottom quartile
Fitness Levels	10% improvement in overall FQ of school		
Fitness Levels	50 % children demonstrate improvement in fitness levels, FQ (3 rd year compared to 1 st year)		
Attendance	Positive Impact across first 3 years		
Child Behavior	Positive Impact across first 3 years		

Program Outcomes, Indicators & Assumptions (Sports Excellence)

Outcome	Indicators	Assumptions
<p>Long Term: Pathways to sports excellence</p>	<ul style="list-style-type: none"> Performances in state/national level meets 	<p>No major negative environmental factors such as violence, communal tensions, protests for reasons beyond our control</p>
<p>Short Term: Participation in regular structured sport-based activities by children both in school and out-of-school</p>	<ul style="list-style-type: none"> No. of children regularly participating over a minimum period of six months 	<p>Sustained parent/school level support</p>
<p>Improving sports opportunities for youth through sport development and high-performance centers</p>	<ul style="list-style-type: none"> No. of youth selected and trained Improvement in performance at taluk/district/state level meets % participating youth winning medals at state level 	<ul style="list-style-type: none"> Sufficient pool of interested youth Parental/school level support in case of re-location Sustained motivation of selected youth
<p>Empowering girls and reducing gender related inequalities</p>	<ul style="list-style-type: none"> % participation of girls in sport-based activities % of girls graduating as state-level athletes 	<p>Sustained parent/community level support</p>

Program Outcomes: Key Indicators (Sports Education - Digital)

I. Digital: Fitness Program

#	KPIs	Metric	Plan
1	Student participation	%	Maintain 50% weekly engagement levels for children with smartphone access
2	Retention Rate	%	Maintain weekly average of 80%

II. Digital: Health Education

Outcomes	Indicators	Assumptions
Participation in regular structured activities by children	<ul style="list-style-type: none"> No. of children regularly participating over a minimum period of six months 	Availability of smart phones (for digital delivery)
Improving fitness and sports education related outcomes	<ul style="list-style-type: none"> Program attendance levels Fitness Quotient SEL Levels 	Sustained parent/school level support
Improving health literacy and awareness levels among children	<ul style="list-style-type: none"> Health Awareness Assessment Scores 	Support and participation of local community and administration in outreach activities
Empowering girls and reducing gender related inequalities	<ul style="list-style-type: none"> No of girls enrolled in the leadership program for community health 	



Trainer Profile

- 1. Qualification: BPED/ MPED, or Graduate with sports background**
- 2. Experience: 1-2 years of teaching/ coaching experience; should have participated at State/ University/ Equivalent level as an athlete**
- 3. Additional Training: Should have completed the basic trainer certification/ module of Sportz Village Foundation**



Program Sustainability Strategy

1. Recommended Exit Time-Frame: 3+ Years
2. Exit/ Transition Strategy:
 - a. Mobilize local youth volunteers (with sports background) from the community (Year 2 onwards)
 - b. Capacity building through a certified vocational/ skilling program on sports coach/ physical education teacher job role (Year 1 and 2)
 - c. Have youth-volunteers shadow (on-job training) SVF team in the program (Year 2)
 - d. Advocate and secure financial incentives from schools/ community for the youth volunteers – based on existing impact of the program (Year 1 to 2)
 - e. Integrate and transition the program (Year 3)

Program Budgets (Annual):

Phase 1 : Pilot Phase	# schools	Program Coverage	Total Students	Proposed
				Budget, INR
1. Physical:	20	4000	4,000	53,70,257
a. Baseline, sports education				
2. Digital:		2000		
a. Fitness program				
b. Health education				
3. Youth Enablement/ Capacity Building				
Cost Per Student (Annual)				1,343

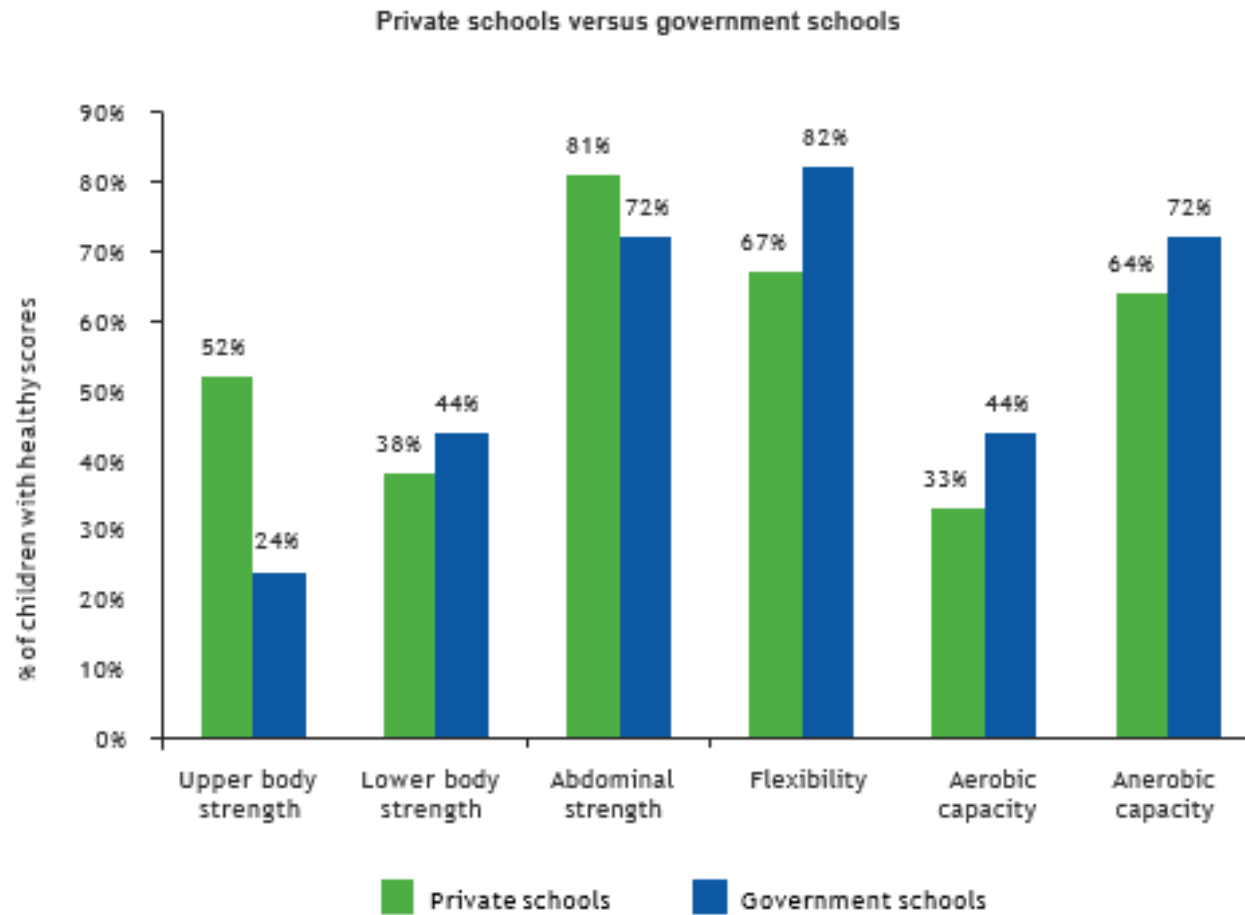
Phase 2: Incremental/ Additional Budgets for Sports Excellence	# SDC	Program Coverage	Total Students	Budget, INR
				Sports Excellence Program*

*Indicative only, does not include budgets for sports-dress and nutrition

Kids In Action – PILOT PROGRAM



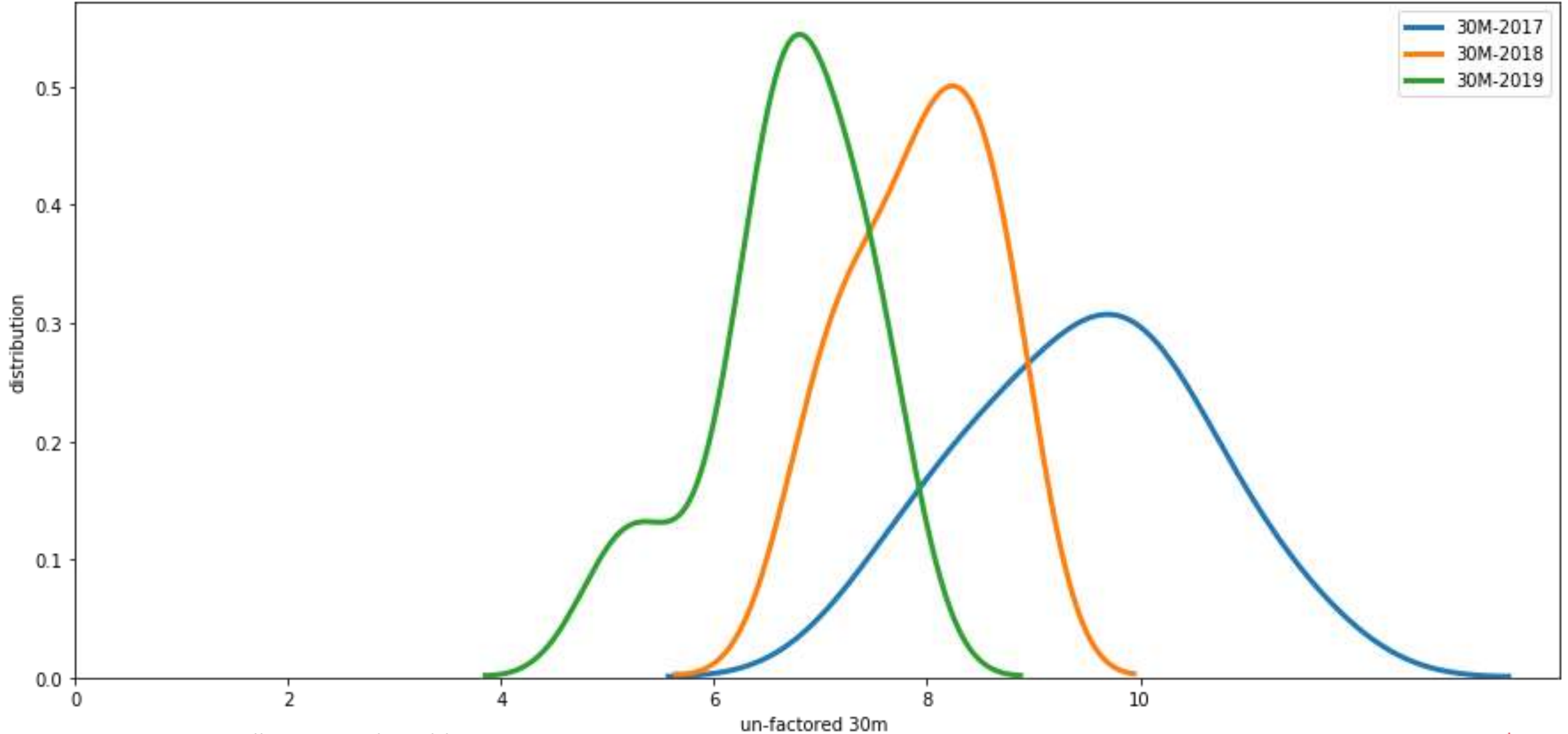
Health Survey: Private Schools vs Public Schools



Source: Sportz Village Annual Health Survey, 2018-19

Impact on Fitness Levels through a Structured Sports Program: (A Sample Cohort of Girl Students Over 3 Years)

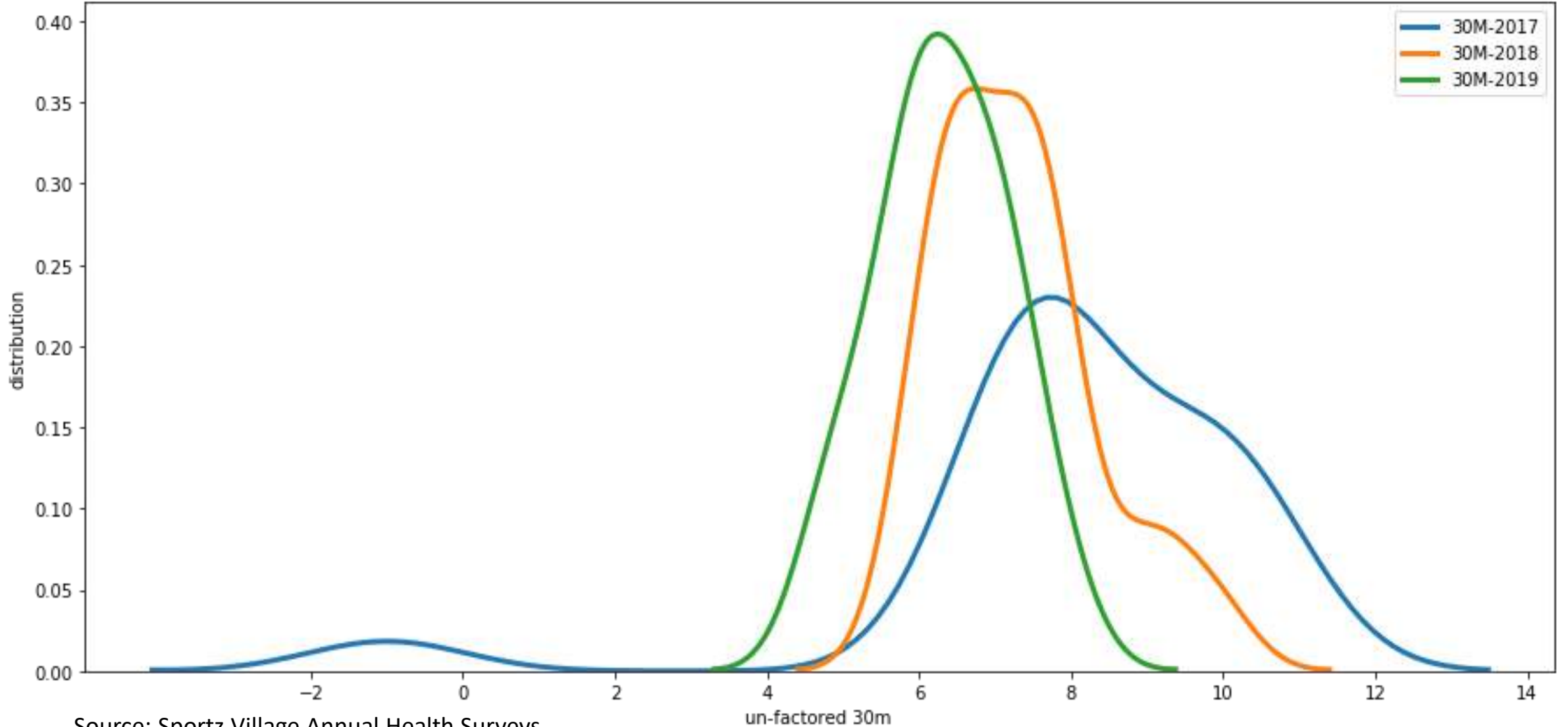
(3379-LMOIS)UN-factored 30m distribution graph for GIRLS for the years 2017-2019



Source: Sportz Village Annual Health Surveys

Impact on Fitness Levels through a Structured Sports Program: (A Sample Cohort of Boys Over 3 Years)

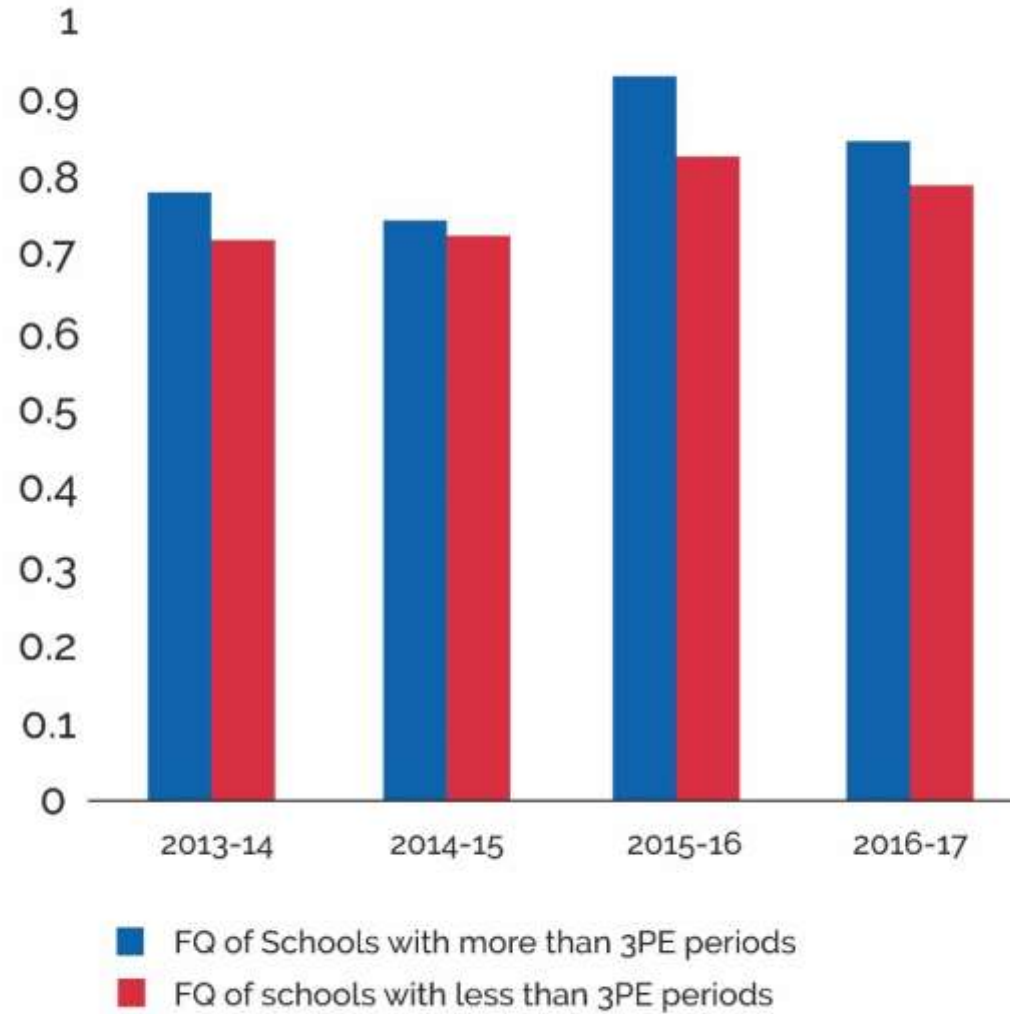
(3379-LMOIS)UN-factored 30m distribution graph for BOYS for the years 2017-2019



Source: Sportz Village Annual Health Surveys

Impact on Fitness Levels: Increased Sessions per Week (Play-Time)

Fitness Quotient, FQ Scores



Source: Sportz Village Annual Health Survey, 2017-18

Impact on Fitness Levels: Reduced Batch Size Handled by Trainer

The numbers below indicate the percentage of children who are healthy in the respective parameters



Upper body strength



Lower body strength



Abdominal strength



Flexibility

*Help us transform lives
of students through the
power of sport*

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