



CSR Project – For Grassroots Football

This Document details out proposal for Scouting Exceptional Talent from across India and prepare them with an aim to Get them selected in Top Most Clubs.

KHELO FOOTBALL ECOSYSTEM DEVELOPMENT FEDERATION – SECTION 8 COMPANY

REGISTRATION NUMBER: U80901MH2020NPL350467

3/50, JAI SHASTRI NAGAR, MULUND COLONY, MULUND (W), MUMBAI – 400082

9870928221 | INFO@INDIAKHELOFOOTBALL.COM | WWW.INDIAKHELOFOOTBALL.COM



Executive Summary

This document has been created with a view to put forward work done by non-profit initiative India Khelo football (IKF), reasons for its existence and impact of its extensive planned work.

India Khelo Football has been formed with a sole objective of “creating a structured career path for kids aspiring to become professional football players”. This can be done by integrating grassroots football with professional football.

India Khelo Football with this objective in mind wishes to achieve the following:

1. Become largest feeder of talent to world football
2. Create 1 lakh + professional football players with likes of Messi & Ronaldo coming from India
3. India qualifies for 2034 FIFA world cup

With this objective in mind, IKF conducted season 1 which made IKF largest grassroots movement in Indian football. Pan India talent hunt (17 cities) was organized with a view to scout exceptional players from across India. These kids were brought to Delhi where selections happened.

After successfully demonstrating IKF can fulfil its objective, it is coming up with season 2 which will be the “Biggest Trials India has ever seen”. 24+ cities where Trials will be conducted.

Impact of your operations will be towards

- Livelihood
- Youth development
- Indian football as a whole

This document mentions 1 year project directed towards providing level playing field to kids from economically weaker section of society. These kids will be scouted from Pan India Talent Hunt program being conducted in 24+ cities.

With a firm objective and vision in place, this initiative is bound to grow multi fold (as seen already within 1 year) as it is being driven with pure intent, passion for football and strong execution capabilities. We invite corporates/PSUs to join hands with us to kickstart story of Indian football.



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About India Khelo Football

India Khelo Football is a Non-Profit platform which connects aspiring football players with opportunities in the form of Clubs, Agents & Scouts.

Experience

India Khelo Football that became a legal entity in 2020 under the name of Khelo Football Ecosystem Development Federation, before which the seeds for the company were sown under a trust by the name of Shastri Nagar Football Club (SNFC) registered under the societies act in 2013. That's where the founding members started the journey of developing Football at grassroot level. Multiple tournaments, trials were organized over a period of time locally in multiple cities of Maharashtra.

The waters were tested before fully launching India Khelo Football at a small-scale post which the platform was created and IKF kickstarted the bigger picture in 2020.

Mission

Create a structured career path for Indian kids in Football

Vision

1. Become largest feeder of Indian football talent to the world
2. India qualifies for 2034 FIFA World Cup
3. India produces 1+ Lakh professional players by 2034

Unique platform

- **First of a kind:** Only platform which provides multiple opportunities via single Trials
- **Democratized Trials:** No Exclusivity with any club. Talent is available for all.
- **World Class Scouting:** Most scientific & methodical way of Scouting backed by international bodies.
- **Phygital platform:** Asia's first "Phygital" platform making discovery of amateur players easy

Impact

- **Livelihood:** We are connecting talent with opportunities thereby creating livelihood in a transparent manner
- **Youth Development:** By conducting Pan India event we are engaging youth in world's most economical sport thereby promoting fitness & personality development.
- **Indian Football:** We are ensuring a "Talent Pipeline" gets established for Indian football.
- **Society:** Create a positive impact on society in long run via sports and providing a democratized platform which recognizes & promotes talent.



Beneficiaries

A. Players

- Season 2021-2022:
 - Boys born between 2006 to 2009
- Season 2022-2023:
 - Boys born between 2005 to 2006
 - Boys born between 2007 to 2009
 - Girls born between 2005 to 2008

B. Clubs

The clubs become indirect beneficiaries as IKF provides a platform for the kids to showcase their talent at the same time gives a direct medium for clubs to scout talents from pan India at a single place.

C. Indian Football

Biggest beneficiary is Indian Football as it will now have a steady flow of talent which will keep on improving every year.

Irrespective of the socio-economic status we are trying to provide a platform that eliminates opportunity divide and provide a platform which is purely based on merit and talent.

A talent pipeline will be created in an unbiased and a transparent manner in India eventually.



Operations

We are adding hopes to dreams of millions of Indian kids via

A. Pan India Talent Hunt

- a. A Pan India talent hunt is conducted to scout talent from all corners.
- b. Exceptional talent is sent to Europe for further trails completely free of cost

B. International Partners

- a. India Khelo Football has ties up several international bodies/organizations to help us scout better talent in India and secure more opportunities for these scouted kids

C. Selections in India:

- a. Kids scouted from across India are also presented to ISL & I League clubs who make selections based on their requirements.

Pan India Talent Hunt

Season 1

- **Scale of Operations**
 - Covered 17 cities in various parts of India
 - Right from Ladakh to Trivandrum & Imphal to Ahmedabad
 - 3000+ players attended these trials.
 - 42 Publications covered us
 - 4 Press Conferences
- **Biggest Trials in India – IKF National Finals**
 - 104 players qualify for National Finals from 17 cities
 - Top most Indian Clubs participated – Goa FC, Gokulam Kerala, Sudeva, Minerva & Hyd FC
 - International Scouts, Agents and Academies also participated
- **Selections**
 - **7 players have been selected by our international partners ProSoccerGlobal** who will attend the trials in Spain. The expenses for the same will be borne by IKF.
 - Apart from this **20+ selections were made in finals by clubs** like FC Goa, Sudeva Delhi FC, Minerva Academy, Sportsmate360 and 2 other ISL clubs in stealth mode.

Season 2 – Biggest Trials in India

- After phenomenal success of Season 1, IKF has started Season 2 which is going wider and deeper to scout talent.
- **Key Statistics**
 - Number of Cities: 24+
 - Expected participation: 5,000+
 - Reach: 50+ million
- **Structure**
 - IKF Pan India talent hunt Season 2, first phase is city leg in which top performing players are scouted by IKF scout (number of players are dependent on the amount of talent our scouts are able to unearth) who then go to Pre-Finals and Finals subsequently.
 - IKF's International Partner, Jimmy Hayes (An academy scout of major Premier League Club) and Chris McGrath (Licenced Football Intermediary licenced by English Football Association) from ProSoccerGlobal will select top 7 players at the Finals who will go to Europe for trials free of cost.
 - Top ISL and I League clubs' scouts will be present throughout the process to select players as well.

International Tie Ups

To realize this objective, mission and vision IKF has tied up with international partners:



Apart from International partners, IKF is also being supported by following football associations:

- Ladakh FA
- Andamans FA

Selections in India

We reached out to top most Indian clubs & international partners to come and select talent from our National Finals. Their presence made our National Finals for Season 1 as Biggest Trails India has ever seen.

The following ISL and I League clubs that attended IKF's National Finals last year:





One Year Project

IKF wishes to reach out to each and every corner of India and find talent which can be groomed and developed into World Class players. IKF firmly believes that India's next superstar in Football will emerge from rural and tribal areas as difficult childhood makes more determined players.

As Haryana is known to develop stars in Wrestling, we wish to make India epicentre of Football Talent revolution in world.

Please find below, detailed action plan for India:

Outcomes

- **Pan India Talent hunt**
 - Conduct Trials in multiple cities across India and scout exceptional talent
 - Selections to be made available to ISL and I League clubs for their own consumption
- **Selections**
 - From all cities wherever we conduct trials:
 - Set of exceptional players qualify for Mega Finals
 - Set of promising players are identified who enters into player development program
 - These players are trained and given opportunity to get scouted by Clubs
- **Player Development program**
 - Imparted by: The whole program will be imparted by regional IKF partner academies which will further impart internationally acclaimed player development program.
 - Duration: Kids will be enrolled into a yearlong program with opportunities provided at the end of year. Ones who do not get placed and shows promise gets an extension of another year in the program (limited to two extensions per kid only).
 - Program: Program would involve 360-degree approach necessary for players development. Following modules will be associated with this program:
 - Technical coaching
 - Mental conditioning
 - Nutrition
 - Strength & conditioning
 - Digital profiling & tracking of key attributes of players



Impact

- 5000+ Kids from across 24 cities in India will get opportunity to showcase their skills on a common transparent platform.
- Kids from various cities are handpicked who has potential but needs training
- Post undergoing 1 year of player development program, these talented kids will be showcased to clubs from across the globe

Finances

Cost per player for complete 1 year program with trials: **Rs.2.5 Lakh**

Cost heads:

- Training in academies imparting Globally renowned player development program
- Hiring of experts (Nutritionist, Strength & Conditioning and Mental Coach)
- Administration Expense
- Digital profiling and tracking of development in objective manner
- Arranging Trials with different clubs at the end of the program (placement)

PS: For the program to achieve desired impact, the donor must adopt minimum 10 kids for complete program.

Other details

- Company name: Khelo Football Ecosystem Development Federation [Section 8 Company]
- Registration number: U80901MH2020NPL350467
- 80G Registration number: AAICK4512EF20214
- Darpan ID: MH/2021/0282733
- CSR Number: CSR00022415
- Account Details:
 - Bank Name: IDFC First, Thane Hiranandani Estate Branch
 - Type of Account: Current
 - Account Number: 10064068880
 - IFSC: IDFB0040162



Benefits for Collaborator

- A. **Impactful usage of CSR/Marketing Fund:** Whole project is focused on creation of complete structure which would create huge impact in Indian Football. Within a year impact of the project will be visible to all and will start churning out high calibre talent.
- B. **Stake in Indian Football story:** This project will kickstart Indian Football story. We are inviting corporates to stake their claim in this revolution and capture imagination of Football loving youth.
- C. **Positive Brand Impact:** Associate your Brand with positive values of – Transparency, Igniting Hope & Nation building.
- D. **PR Campaign:** Chance to create a positive and high impact PR campaign which will immediately capture attention of 15.5 Crore active Football Fans in India.
- E. **Connecting with Unchartered Territories:** The entire project emphasizes on providing a structure that focuses on creating a platform in the backward/ interiors of India where kids have the talent but lack opportunities to grow. Connect your brand with the hopes of those kids and families.
- F. **Collaborator's Team:** In every academy the underprivileged kid who will be getting the free training will be allowed to enter pre-finals and the team formed would be named after Collaborator's brand to resonate the brand's presence even further.
- G. **Brand Presence:** Logos of the brand to be present on all the banners, backdrop and standees at all the on-ground venues during city trials providing captive 20k+ captive audience on ground over a period of 8 months for just one year.
- H. **Macro Level:** Carry the untold stories with you and connect your brand with hearts of millions.
- I. **Media Presence:** Associate the brand with India Khelo Football and get a platform that has already connected with 100 million plus population via digital, print and social media.
- J. **Associate with local academies pan India:** The brand's posters will be present in all the IKF partner academies which will generate local impact on many fronts.



Meet the Team Fulfilling the Vision

Core Team



Phani Bhushan, Co-Founder

An IIT Alumnus, a serial entrepreneur and a die hard soccer fan. On technology front using his innovation "Anant Computing" he is trying to create truly digitally inclusive India and at the same time he is dreaming to take Indian sports talent to the global stage.



Hitesh Joshi, Founding Member & Project Head

Earlier part of Chairman's office at Reliance in Strategy and designed successful Products & Solutions in Skill Development Domain. Managing Football Club since 2013.



Vani Mahajan, Business Development & Technical Head

An entrepreneur with Master in network and security. Vani has worked through the thins and thicks of India Khelo Football at technical and business front.



Paras Mehendirata, Football Technical & Accounts Head

Paras's tryst with football started with six grateful years when he used to play professionally. With a technical background and sports management masters, he joined IKF to develop football at grassroots level and make India a football talent hub.



Nirja Shekhawat, Operations Head

An Electronics and Telecommunications Engineer who pursued Post Graduate Diploma in Media and Events. Nirja makes sure that all the on ground and internal operations are run smoothly for IKF.



Saurabh Singh, Special Project Head

Founder of Sportsmate 360 (an agency that provides player management services) and Football Intermediary, Saurabh is a football player and has won many tournaments in the past. He also worked as a liaison Officer at the Asian Wrestling Championship.

Board of Advisor



Subrata Dutta

Former Sr. Vice President of AIFF. He is Chairman of IFA and Chairman of Sports Development Committee of Bengal Chamber of Commerce & Industry. He is Trustee - MD of The George Telegraph Group.



Geet Lulla

- A B2b sales professional with 30+ years of experience in various MNCs like SAP, IBM & KPMG. He is currently Statutory MD for a US based MNC Gracenote



Ashish Pendse

- Concept and Executive Editor of India's only football print magazine. Journalist by profession for last 30 years having worked for Loksatta and Maharashtra times. He is also India representative at International Federation of Football History Statistics IFFHS

Volunteers

India Khelo Football since its inception has been supported by group of volunteers. As of yet we are supported by no less than 40 volunteers who are associated with India Khelo Football because of one thing: PASSION FOR FOOTBALL. With the help of all volunteers, we have created this movement where we all work towards integrating grassroots football with professional football.