

# Mann Deshi Champions **Action Plan** ➔

## **Vision**

To empower young girls and boys from rural India to become Olympians.

## **Mission**

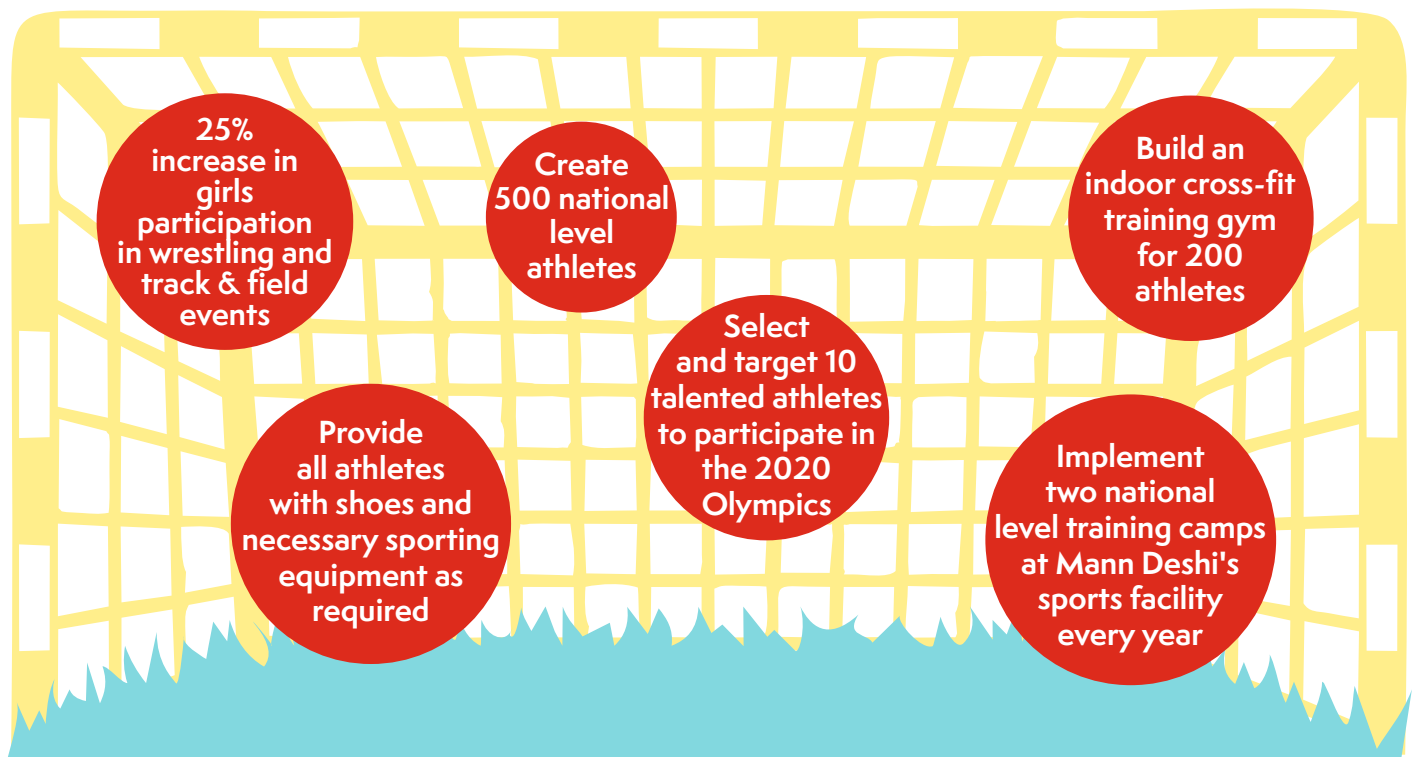
To provide underprivileged children from rural Maharashtra with full access to sporting facilities and sports programmes that promote social development, physical fitness, and life skills training in a fun and safe environment.

## **Objective**

- ➔ Create opportunities for young girls and boys in rural Maharashtra to play sports
- ➔ Promote and increase girls participation in sports
- ➔ Use sports to teach social, physical and life skills
- ➔ Ensure the health and nutrition of talented young athletes
- ➔ Offer professional coaching to talented young rural athletes and link them to national sports training facilities



## ➔ **Goals (2017-2020)**



### Why Sports?

It gives happiness and it is a fundamental right to play sport. Sport has a unique power to attract, mobilize and inspire.

According to the UN data Sport plays a significant role as a promoter of social integration and economic development

- ➔ Health promotion and disease prevention
- ➔ Promotion of gender equality
- ➔ Social integration and the development of social capital
- ➔ Peace building and conflict prevention/resolution
- ➔ Post-disaster/trauma relief and normalization of life
- ➔ Economic development
- ➔ Communication and social mobilization.

Sports creates access for kids to come to you. It creates various relationships between competitors, teammates, coaches, and fans. Sports is a one tool which connects with the most marginalized community and individual that government policies cannot reach.

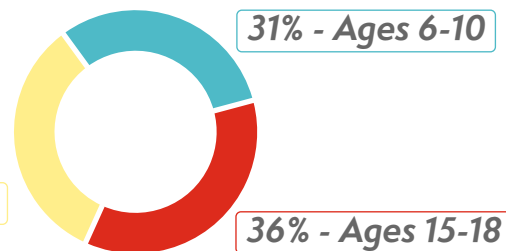
There are countless campaigns showcasing the unifying power of sports. In South Africa, UNICEF noted a dramatic decline in school violence in communities where schools participated in the "sport for development" program. At Mann Deshi girls like Reshma and Sarita are not forced to have child marriage because sports has empowered them financially and socially.

Being able to reach people is one of the real strengths of Sports.

### Targeted Market Analysis

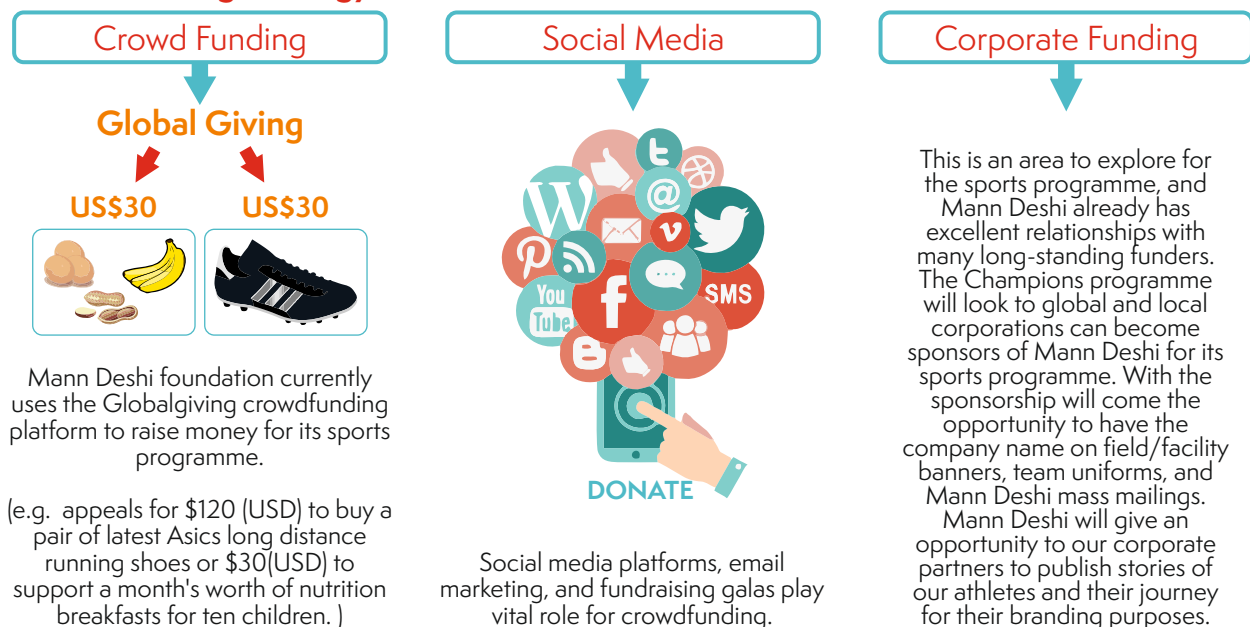
There are 40,252 children in the Mann Taluka between 6 and 18 years of age. The age group percentages break down as follows:

33% - Ages 10-15



Currently, **less than 15% of 6-18 year** olds in the Mann Block area participate or have an opportunity to be part of any sporting activity. More importantly, **less than 3% of girls** in that age group are involved in sports. The Mann Deshi Champions programme's goals are to identify talented athletes and provide them excellent nutrition, coaching, and sports facilities. This will have a tremendous impact on the success of the program over the next five years.

### Fund-raising Strategy



## Our Partners



&  
You!

## What do you get?

- ➔ Opportunity to empower rural children
- ➔ You will be proud sponsors of 1000 rural girls like Reshma
- ➔ Opportunity to create a difference in child's life through sports
- ➔ Publish stories of our athletes and their journey for your branding prospective
- ➔ Company name on every Mann Deshi event
- ➔ Company name on the jerseys of athletes
- ➔ Your sponsorship will be able to make a difference in the child's life

## Donate

<http://manndeshi.globalgiving.org>  
<http://manndeshi.ccavenue.com>

## Volunteer/Internships

To volunteer email your resume and a cover letter to [prabhat@manndeshi.org.in](mailto:prabhat@manndeshi.org.in)

**Marketing and Fundraising Internship:** Projects on social media branding/marketing of the events/ logistics/ content writing/ creating pitching decks for corporate fundraising/ operations of the fundraising events/ writing grants/ crowdfunding/ cause-marketing/ donor relations

**Coaching Internship:** Experience of playing or coaching any sports/ developing a practice curriculum/ teaching development and social skills to athletes