



# Play . Enjoy . Transform







Children in rural India, although always active, rarely receive any formal sports training. Ironically, they acquire their athletic potential by herding sheep and buffaloes, cutting sugarcane or working at construction sites. Unfortunately, they and their families remain entirely unaware of this potential.

**MANN DESHI CHAMPIONS EMPOWERS YOUNG  
GIRLS AND BOYS IN RURAL INDIA THROUGH A  
COMPREHENSIVE SPORTS PROGRAM THAT  
EXPANDS THEIR CHOICES AND SUPPORTS THEM  
TO TRANSFORM THEIR LIVES**

Since 2011, the program has trained over 4,000 athletes: 150 of whom have gone on to excel at the state and national level.



Sarita Bhise belongs to a nomadic shepherd community. Teased and called a monsoon chaser because she was forced to migrate with her parents in search of water for their flock, Sarita was 11 when she joined the Mann Deshi Champions program.

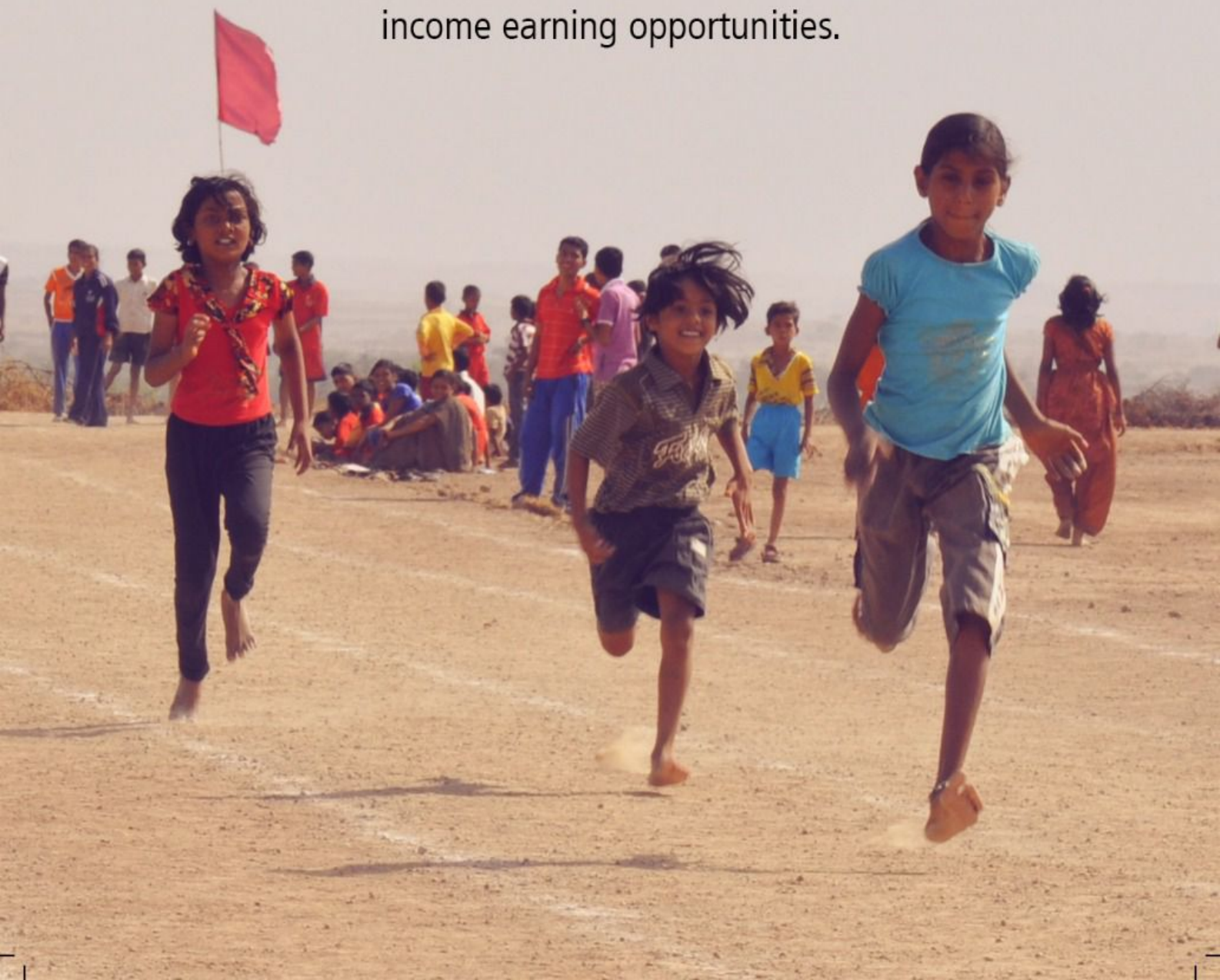


Today, instead of fending off hungry wolves, she is the captain of the Maharashtra State field hockey team and will represent India in the 2020 Tokyo Olympics. A long way from chasing monsoons!





Mann Deshi Champions has three main aims –  
to encourage children to play sports for the sheer joy that it  
brings as well as the essential life skills it develops,  
to identify and nurture talented young athletes become  
professional athletes, and to support young people to enter  
sports or sports related careers to increase their  
income earning opportunities.



Reshma Kevate is another example. Instead of rearing buffaloes, she is now an accomplished marathon runner and the primary breadwinner of her family.







# MANNDESHI CHAMPIONS

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