



# Mann Deshi Champions Impact Assessment



Mann Deshi Champions is an initiative of the Mann Deshi Foundation that supports rural children excel at sports. Since 2011, the Mann Deshi Champions programme has trained over 1000 athletes. 32 of these athletes have gone on to excel at state and national level championships.



## JOURNEY

- 1 Children join Mann Deshi at the age of six to play sports and are introduced to competitive sports
- 2 They are encouraged to train hard and develop their latent potential to become excellent athletes that compete at state, national and international levels
- 3 Children make friends regardless of age and gender. Girls, who are more likely to drop out from school, benefit the most
- 4 Children eat a nutritious breakfast every morning consisting of eggs, bananas, peanuts and jaggary
- 5 Children, particularly girls, participate in tournaments for cash prizes and subsequently gain greater financial control
- 6 Young women become mentors and inspire other girls in their neighborhoods
- 7 Sports program is attracting athletes and parents from the district and beyond
- 8 Increase in successful athletes from this region attracts attention, funding and talented coaches to seriously invest in local sports programs in schools
- 9 The Champions program includes weekly visits to schools to check up on the progress of all participants –including academic, social and emotional – and talk to their teachers
- 10 Participants become part of the larger Mann Deshi network and are more able to access funding, support and exposure

# PROGRAM PERFORMANCE METRICS

**Total number of participants: 4000**

**150 athletes, 62% of which are female, have reached national and state level competitions**

- By March 2017, a total of 12 girl athletes were in sports professional jobs
- 2% child marriage rate among national and state level Champions athletes
- Compared to 30% at the district level and 47 % at the national level (UNICEF)
- 1 in every 3 child brides in the world is a girl in India (UNICEF)

**Enrolment at school: The enrolment rates among children who take part in Mann Deshi's Champions: 99% One of the prerequisites for participation in school attendance**

- Out of every 100 children 92 children finish their education till 10th grade at age appropriately compare to national average only 32 children finish their school education age-appropriately (District Information System for Education (DISE) 2014-15)
- 97% of adolescent girls attending Mann Deshi Champions go to school
- Graduation rate: Compared to the national average, Mann Deshi's athletes have higher chances of graduating

**Gross number of breakfasts Mann Deshi has provided: 330,000**

- Mann Deshi provides de-worming tablets twice in a year to all participants
- All Mann Deshi athletes receive comprehensive health education
- Mann Deshi provides balanced and proportioned food that is accessible in the local area

**Developed and implemented an annual community engagement plan including specific strategies and metrics to involve stakeholder groups such as parents**

- Providing parents importance of sports and health education once a year
- Celebrating parent's success stories to boost their morals
- Access to Mann Deshi Foundation and Bank and its program

**88% participants belong to Scheduled Castes/ Scheduled Tribes**

**Some athletes, all of which are girls, have won over a million rupees of prize money, which provides them greater financial control:**

- Girls have used the prize money to repair and construct their home
- Girls use the prize money to save for their education
- 250 girls have Mann Deshi Bank accounts to save their prize money

**Mann Deshi also runs various programs which are linked with the Sports program, such as Bicycles program successful athletes receive bicycle to come to the academy and go to school. Through our business school children can attend computer classes and share their experience on the Mann Deshi's Community Radio**



## EMPLOYMENT OUTCOMES

### **Professional athlete:**

Mann Deshi provides a platform for athletes to participate in national tournaments and supports many in enrolling in the Indian National School of Sports. Numbers enrolled Mann Deshi has finalized a partnership to provide supplementary training to athletes who will pursue the Olympics

### **Career in coaching:**

Mann Deshi funds the education of athletes at the National Institute of Sports who wish to pursue a coaching career Numbers Work opportunities include returning to Mann Deshi Champions or private schools as coaches

### **Career as a gym Instructor:**

Mann Deshi funds the education of athletes at the K11 academy who wish to pursue a career as a gym instructors Work opportunities include returning to Mann Deshi Champions Cross-fit gym or private gyms as an instructor

### **Career as a Nutritionist:**

Mann Deshi funds the education of athletes at the Mumbai University who wish to pursue a career as a nutritionist

### **Career in Police/Military/Other Law Enforcement Services**

Being an athlete is an advantage for the election process of the Police, Military and other law enforcement services. Mann Deshi provides physical training and exam materials for law enforcement examinations

