

SPORTS FOR CHANGE

Empowering women and girls from Rural India
through the medium of sports



PROJECT SUMMARY

The program aims to empower 30 women and 70 girls in the rural villages of Tamil Nadu (India). The medium of sports will help the women and girls create a safe platform that facilitates and encourages female participation in sports which has traditionally been a male-dominated space. The program will also facilitate the overall physical and emotional development of the participants by giving them the opportunity to build their leadership skills, enhance their physical well-being, independence and self-esteem.



THE CHALLENGE

The target group for this project belongs to the most disadvantaged and backward regions of Tamil Nadu which often faces rampant gender-based and caste-based violence. Women and girls from these communities suffer the most and are often victims of extreme patriarchy and misogyny and are deterred from being decision holders of their own lives, thereby violating their basic human rights. They have poor or limited access to education and financial means and are subject to abuse from a very early age.

Sports is a particular domain where women and girls have been excluded, typically after they attain puberty or right after marriage.

It is assumed that women gaining exposure through sports can challenge the 'cultural values and traditions' of the communities. In the rural areas, shortly after attaining puberty, girls are prepared for marriage and looking after the family and household and sports is seen as a threat in attaining this traditional social order.

OUR SOLUTION

This project aims to break these barriers and transform gender roles in a rural setting by giving women and girls access to sports and increasing and encouraging female participation in sports at a local level. Through sports, we also aim to create a safe space for women and girls and create awareness on topics like Gender Sensitization, Sexuality, Women's Rights, Autonomy, Domestic Abuse, Legal Aid etc. Sports will also empower girls to improve their physical and mental health, challenge gender norms and helps them get a sense of ownership of their bodies and rights.



LONG TERM IMPACT

The women and girls will have increased autonomy to express choice, have a voice to demand rights, access to health and educational services and resist negative discrimination and violence against them. The program would enable women to access their human rights and live lives free of violence, stigma and discrimination. Increased participation in sports will help them to express their freedom of choice.

The program will also encourage and further facilitate training and certification for those girls who wish to pursue a career in sports and will provide them with the means and guidance to continue in the field of their interest.

Additionally, women and girls will become role models for their communities and encourage more female participation in sports and other avenues from their respective villages and communities..

BUDGET

| Project Expenses | Units | Amount | Total(in rs) | Total (in USD) |
|---|-------|--------|----------------|------------------|
| Program Specific Activities | | | | |
| Salary for Coach (Women) | 1 | 120000 | 120000 | 1718.70 |
| Salary for Coach (Girls) | 1 | 240000 | 240000 | 3437.40 |
| Mobilization Phase 1 | 1 | 30000 | 30000 | 429.66 |
| Mobilization Phase 2 | 1 | 30000 | 30000 | 429.66 |
| Training Cost for Women (Transport+Meals) | 30 | 9600 | 288000 | 4124.74 |
| Training Cost for Girls (Meals) | 70 | 2400 | 168000 | 2405.26 |
| Health Insurance Women | 30 | 1500 | 45000 | 644.26 |
| Health Insurance Girls | 70 | 1500 | 105000 | 1503.51 |
| Sports Dress Women | 30 | 500 | 15000 | 214.79 |
| Sports Dress Girls | 70 | 500 | 35000 | 501.18 |
| Inter-village Tournaments | 2 | 20000 | 40000 | 572.78 |
| Grand Total | | | 1116000 | 15,981.94 |
| | | | | |

Total amount for one year (2019):

In Rupees: INR 11,16,000

In USD: \$15,981.94

