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www.simplysport.in

# **KANIKA NAGORI**

#### Volunteer

2021-22 was an exciting and successful year for us at Simply Sport Foundation. We helped hundreds of athletes move towards their goals across levels. The impact of our programs are beginning to show in the various communities that we support.

We ended this year with the first edition of the Grassroot Awards, in which we honoured various sports programs across the country who are doing path-breaking work to empower athletes. When we look back at the past year, we feel we have been able to achieve most of the objectives that we had set out at the beginning of the year. Our team has shown immense passion & drive in the last many months, and that passion fuels the future ambition of a foundation like ours.

In this annual report, we have highlighted all our projects and initiatives and the impact we have been able to create in the past year. We would like to thank all our well-wishers & supporters who have been there with us on this journey. Wishing all of us a wonderful 2023!



# **ORGANISATION STRUCTURE**

# **CORE TEAM**



Ankit Nagori Founder



Darshan NK
Director of Programs
& Fundraising



Aditi Mutatkar Head of Women Initiatives



Shashidhar R Operations Manager



Susanta Mallik
Digital Marketing
Executive



Meghana Accounting analyst

#### **OUR MENTORS**



**PAUL WALSH MBE** 



**NILANJANA PAUL** 



**RAJIV GUPTA** 

#### **CONSULTANTS**



Amruta K Sports Psychologist



Lavanya K Sports Nutritionist



Dr. Geetanjali Bhide Sports Nutritionist



Darshan Karekar S&C Expert



Suraj Veer Sharma Performance Coach



Ishaan Michael Legal Consultant

# **TEAM TALK**

#### MEGHANA MURALI (Accounting analyst)

"I have been engaged with the team since June 2022 as an accounting analyst. The learning experience has been quite enriching. Personally, I opine that being amongst the brightest of minds pushes you to be the best version of yourself, and that's exactly how it has turned out to be at SSF. Majorly, I was involved in streamlining the finance function and systems by eliminating system errors and providing efficient resolution using corporate procedures. I have worked on establishing procedures and controls to keep staff in compliance with accounting standards, regulatory requirements, and budget targets. It has been quite a dynamic role so far. I look forward to adding more and more value to the business while building my competencies accordingly."



#### MITHALI (Human Resource Intern)

"I have been associated with the SSF team since August 2022 as a Human Resource Intern. The experience working with SSF has been nothing but fruitful and filled with lots of learning. I was assigned various tasks, such as drafting offer letters to new interns, drafting internship certificates, and work experience letters. I was also responsible for dealing with consultant agreement letters and making sure they reach in time to the respective consultant engaged with SSF. Being a sports enthusiast, I also got to write a few articles on topics related to various sporting events, which helped me gain new knowledge about sports. Overall, working with the team has been a great experience as the organization allowed me to work on different challenging tasks."



# **SSF INITIATIVES**

#### Sports & Communities

Our community support program is focused on identifying and working with communities that use sports as a tool for development and excellence. We closely work with Sports for development (S4D) and sports development communities to identify the sports interventions required and help enable them. Currently, we are working with 12 such communities spread across eight states across India wherein more than 1000 athletes are beneficiaries to achieve their sporting dreams and eventually play for India.





# **OUR WORK**

#### WITH NON-PROFIT ORGANISATIONS

Our work with Non-profits mainly involves providing tailor-made interventions in the sports areas with a focus on sustainability and sporting excellence. Our interventions involve -



01 Fundraising / Financial support

02 Coaching support

03 Sports science support

04 Sports Equipment support



#### WITH PRIVATE CLUBS AND ACADEMIES

We also work with private sports bodies and associations periodically. With this, our focus is mostly on enabling excellence and promoting sports science. Through this, we have so far enabled -

- Access to high quality Fitness & Physiotherapy
- Mind performance training for professional athletes





#### WITH GOVERNMENT ORGANISATIONS

We have closely worked with the Sports Authority of India in the last year. Through this partnership, we aim to impact the lives of thousands of grassroots athletes and create a better environment for the athletes in the system. So far, we have provided support to SAI in the following areas -



Helped in enhancements of SAI website and sports portals (National playfield repository & National Sports Reposity System)

2 SPORTS SCIENCE SUPPORT

Through conducting yoga sessions, provision of experts and enabling menstruation curriculum for coaches at Bangalore

3 NCOE INFRASTRUCTURE

Better look and feel of gym and mess with new modern interiors at Bangalore NCOE





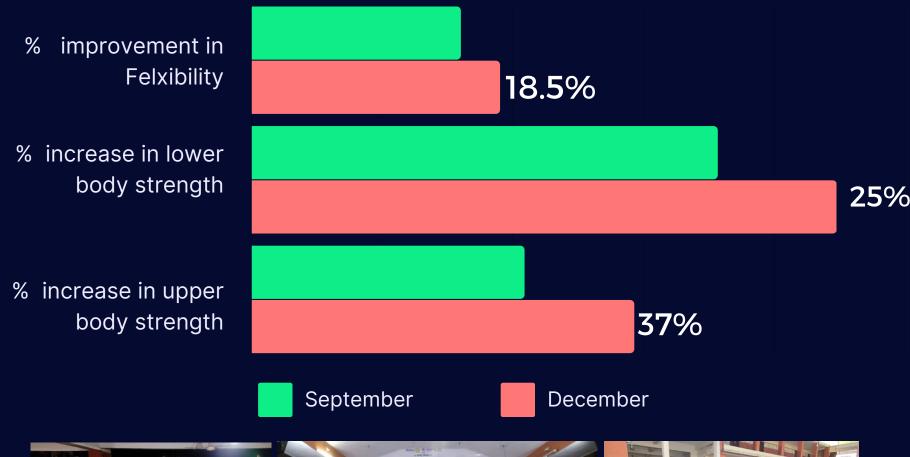


#### **ASSESSEMENT & IMPROVEMENT**

Our Sports science program on fitness focuses on improving both upper and lower-body strength, as well as the flexibility and mobility of the athletes.

Below graphs showcase the improvement in fitness score assessment of the boys and girls of the Judo academy in Indapur. It shows an overall improvement in fitness scores and composition of the athletes over time with the interventions.

### **Judo Athletes 16**









# **ATHLETE SUPPORT**

We scouted for potential athletes from our community/partner programs and inducted them into the support program from time to time. We aim to provide holistic support to the selected individual athletes with the potential to excel and represent India in the sport. Currently, we are supporting three athletes under this support program -



SANEETH DAYANAND

Badminton



SANDHYA RAI Rugby



**RUJULA RAMU**Badminton

#### LEVEL-UP BADMINTON EXCELLENCE CENTER

SSF will closely work Level-Up academy to upgrade the existing center in Bangalore to a high-performance center able to cater to training Olympic-level players. With a vision to put a player from this excellence center at the 2028 Olympics. The academy's purpose is to provide the best training facilities to young potential Badminton players under the supervision of top experienced coaches and groom them to go on to represent India. The center shall consist of -

- International-level badminton courts (presently available)
- International-level Boarding and Lodging (currently very basic)
- Sports science at a higher level plus rehab center (currently very basic)
- A high-performance director (along with a set of coaches, support, and management staff) with a vision to produce Olympians in the 2028/2032 Olympics, gunning for a medals



Areas where SSF will be involved with Level-Up



#### **SUCCESS STORY**

#### The U-16 Girls Football Team of Mrida

The first-ever girl's team of Riverside natural school, who were just dreamers some months ago, represented Madhya Pradesh at the 61st Subroto cup in Delhi in 2022 by beating other teams from the state. The team are a group of young girls who Mrida's education and welfare society in Madhya Pradesh inspired and supports. Mrida has helped them with all the required equipment needed for a football player, such as shoes, balls, jerseys etc. The girls have shown a lot of enthusiasm and hard work in their game, for which they are now being rewarded with such an amazing achievement.

The girls put an excellent performance in the tournament winning hearts along the way. The team also received the fair play award and cash prize of 50000 INR. Few of the girls from the team are now getting the opportunity to play in i-league with professional clubs like Gokulam FC based on their performance. We at SSF are proud to have partnered with Mrida in their quest to help these girls achieve their dreams. We have supported Mrida with -

We would like to congratulate the team for their amazing achievement. We believe that this will be a great stepping stone for these girls, who will now be able to play more competitive matches and improve their overall game.

Mentorship sessions

Fitness training & assessment

Mind performance sessions







#### **TESTIMONIALS**

Mrida's association with Simply Sport Foundation has helped us build strength, stamina and a mindset to win among our football players - both girls and boys. SSF has worked alongside us as a partner, helping bridge the gaps that exist due to a lack of access to resources as a result of our remote location.

#### Priya Nadkarni

Founder of Mrida education and welfare society



It's remarkable to see sports foundations like Simply Sport coming forward to work with the premier government sports body of India, SAI.

We are indeed glad to have an association with Simply Sport from 2022. Simply Sport has helped fill up gaps if any, in areas as identified at SAI Bengaluru's National Center of Excellence. They have helped us in many areas ranging from equipment support to information technology support. The sports science workshop on menstruation which they conduct for our NIS certifications coaches, is a very impactful initiative and need of the hour.

The team at Simply Sport headed by Ankit, has been really helpful. We, at SAI Bangalore NCOE; thank you, Simply Sport, for your support and wish them great success in what they set out. We look forward to a long association with them.



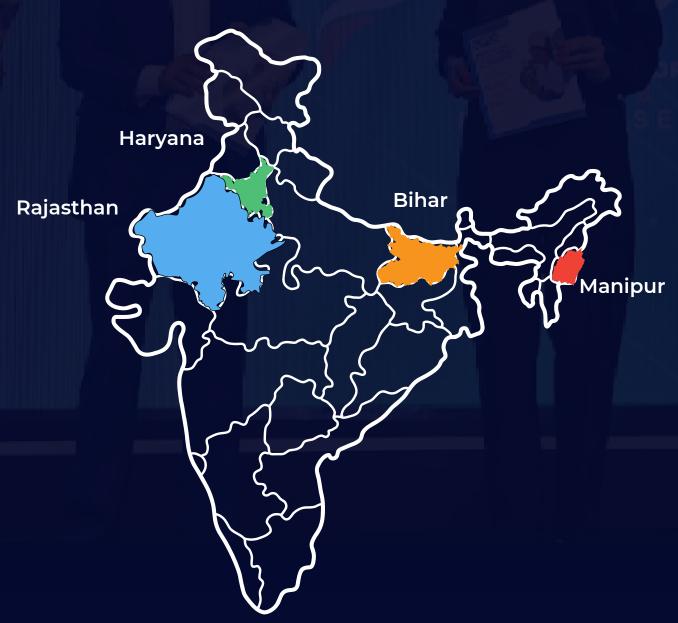
#### **Ritu A Pathik**

**Regional Director - SAI Bangalore NCOE** 

## **WOMEN INITIATIVES**

In partnership with ASK Private Wealth we published our first in-depth research report, 'Breaking Barriers for Women in Sport'. The report aims at understanding the barriers girls and women face in entering the sports eco-system as athletes, coaches and administrators. The report also provides recommendations to the Indian sports ecosystem on how we can break these barriers.

The study was done with a sample of over 250 athletes, coaches and administrators in four states.



To read the full report visit our website-www.simplysport.in

# **KEY REPORTS FINDINGS**

# Survey data at a glance



Athletes did not have access to sports facilities



Athletes travelled over 10km to the nearest sports facilities



Athletes preferred only female coaches



Athletes reported having faced gender based discrimination in sports



Athletes felt unsafe while playing sports



Athletes were satisfied with the quality of food at their facilities



Athletes felt their performance improved after receiving professional training



Athletes found out about sports schemes through informal sources

# **Survey data on menstruation**



Athletes & coaches did not factor in menstrual cycle as part of their training



Athletes preferred to play during their periods



Athletes confirmed being trained just like men



Athletes confirmed not being comfortable discussing mentruation with their coaches



Athletes felt skipping training during periods will negatively affect performance



Athletes felt they had no choice given by coaches but to train

# **LAUNCHED SIMPLY PERIODS**

Our research findings led us to the path of launching our initiative 'Simply Periods'.

#### **Our approach**

To impact 100,000 female athletes & coaches through our workshops, knowledge resources, access to experts and research. In the last year we designed version 2 of our workshop, 'Menstruation and Sports'. The workshop is curated by the best sports scientists in the country and covers the science of menstruation, nutrition, menstrual disorders,how to train according to your menstrual cycle to optimize performance and prevent injuries, importance of period tracking amongst other topics. The whole workshop is designed in a comprehensive 8 hours module.



Simply Sport Team with the legendary Ibomcha Singh, coach of Mary Kom during their field research in Manipur

#### **Our Mission**

To empower athletes and coaches with scientific aspects of training related to female physiology, body structure and psychology.

We also launched India's first website, on tackling and giving resources specific to women athlete training.



### **MAJOR HIGHLIGHTS THIS YEAR**

We created history by making our menstruation program a compulsory elective of the SAI NIS academic curriculum in the Sports Coaching certification in Bangalore. We will be impacting close to 260 coaches graduating from SAI next year.

We were also featured in Nobel Peace Prize Winner, Malala Yousufzai's personal platform, Podium, as an organization doing pioneering work in ending period poverty in sports.

Link to read the article- https://podium.bulletin.com/blood-sweat-and-taboo



Former Indian badminton player & Commonwealth Games medallist Aditi works for Simply Sport foundation, a not-for-profit created two years ago to empower grassroot athletes in India.

Thousands of miles away from South Africa, in Pune, India, a former Indian badminton player and Commonwealth Games medallist Aditi Mutatkar furrows a similar path. She divides her day between presentation slides on periods and menstrual health at sports academies and coaching centres and is used to conference rooms falling silent at what continues to be a squirmy

#### **IMPACT**





500 coaches



28 workshop

#### **SAI MENSTRUATION WORKSHOP PICTURES**













www.simplyperiods.org

# **IMPACT IN NUMBERS**

2000+

Grassroots athletes touched through our sports community support program

05

3000+

Athletes supported with sports equipment & sports science

500+

Athletes impacted through the sports science

interventions

03

700+

coaches and athletes trained on the topic of menstruation

01

8

Selected Athletes provided with holistic support

## **1ST GRASSROOTS AWARDS 2022**

Simply Sport 1st Grassroot Awards night was held in Bangalore on the 13th of December. The event saw prominent sports personalities like Manika Batra, Ashwini Ponnappa, Saurav Ghosal, Nisha Millet, and Sajan Prakash come together to celebrate the Indian grassroots sports achievements joined by our esteemed guests.

Joy Bhattacharjya hosted a panel discussion on 'Breaking barriers for Women in Sports' with Manika Batra, Ashwini Ponnappa and Saurav Ghosal.



The evening saw five awards being given out in various categories in grassroots sports in India.

Best Academy of the year 2022

The Yacht Club of Hyderabad Foundation



Best League of the year 2022

Brahmaputra Volleyball League



Best sports non-profit of the year 2022

Aahan Foundation for Social Change



Grassroots Sports Women's achievement of the year 2022

U-16 girls football team of Mrida Education and Welfare Society



**Best Professional Club of the Year 2022** 

Kodagu Football Club



# We launched our initiative on the topic of menstruation called 'Simply Periods'



A white paper on 'Women in Sports' was also released at the event.

# **Event partners**







# **Donor section**

We want to take this opportunity to extend our gratitude to our donors. Your support really helps us to put the resources at our disposal to the optimum use in order to create a wider impact to the grassroot level athletes in the Indian sports ecosystem. We have received donations through various platforms.

# 20,40,928 INR



### **FUTURE STRATEGIES**

#### **Sports & Communities**

We want to double down on our work with existing parner communities with quality and impactful interventions and also add more sports communities who require support.

Currently, we work with 12 partners in this space and in 2023 we aim to reach the count to 20 expanding our geographic footprint across India. Through this program we aim to impact more than 5000 athletes at both grassroots and professional level.



We are launching a new initiative with TLLL foundation to train the coaches on mental health. The jointly developed curriculum will help cater to coaches as first point to call for any mental health issues. Through this program we want to arm coaches with necessary tools and resources on mental health so that the ecosystem around them benefits which mainly consist of athletes. We aim to empower more than 500 coaches through the program in the next year.

#### **Simply Periods initiative**

- We will create a knowledge repository through our webinars, articles, reports through the next year on topics related to female health and training. This will be freely available to athletes, coaches and parents through our website.
- Our aim is to reach 5000 athletes and coaches in the next year through our workshops
- We will be looking to enter into partnerships with strategic corporate partners to fund the initiative, and partners in sports technology, female athlete performance, menstrual products and research.



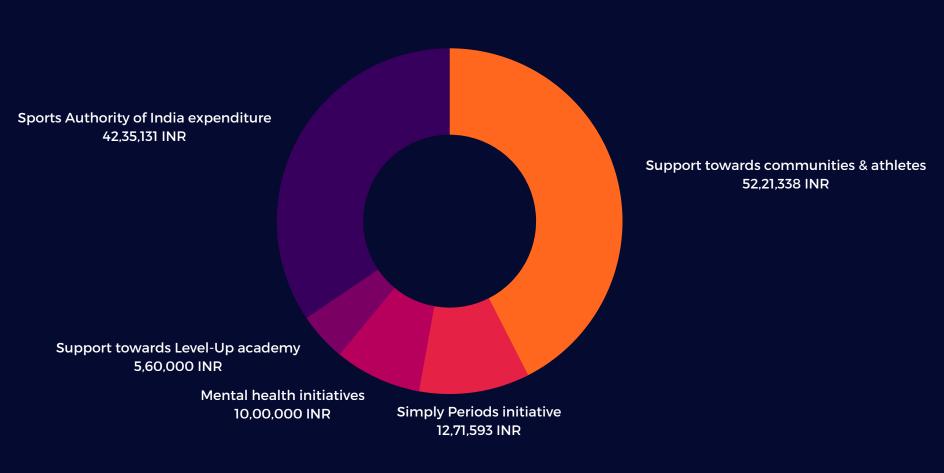




# **FINANCIALS**

Transparency and accountability to our stakeholders form an important part of our responsibility for disclosure of information. Below is the expenditure of our funds across various initiatives we run at SSF:

# **SIMPLY SPORT EXPENDITURE 2022**



# **GET INVOLVED**



# Passionate about creating impact in the field of sports?

Become a volunteer with us and get a chance to be involved in our various initiatives and programs. You can choose from the following initiatives to be involved with:

Women Initiatives
Fundraising
Operations

Volunteer

# HELP SUSTAIN OUR COMMUNITIES & INITIATIVES THROUGH

Charity













**Support** 



The only way to prove that you're a good sport is to lose." - Ernie Banks

#### **CONTACT US**

Simply Sport Foundation, 42, Sparkplug Co-works, 4th Block, Koramangala, Bengaluru, Karnataka - 34

Whatsapp: 81475 75700

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