



ANNUAL REPORT 2024





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PROLOGUE



Ankit Nagori
Founder



This annual report celebrates the remarkable achievements of the Simply Sport Foundation in empowering young Indians through the transformative power of sport.

We witnessed inspiring stories of our athletes excelling both on and off the field. Their dedication and hard work, cultivated through our programs, have resulted in significant personal growth. These young individuals have developed essential life skills – teamwork, resilience, discipline – that will serve them well beyond the playing field.

However, our mission to provide equal access to quality sports programs for all children continues. We remain committed to breaking down barriers and ensuring every child has the opportunity to experience the joy and benefits of sport.

I extend my deepest gratitude to our dedicated team, generous donors, and invaluable coaches whose unwavering support makes our work possible. Together, we are building a brighter future for our young athletes, one where they can reach their full potential.

OUR PURPOSE & GOALS

PURPOSE

Simply Sport Foundation is dedicated to empowering India's grassroots sports ecosystem by addressing unique challenges with impactful interventions. Through resources, training, and infrastructure, we strive to create an equitable and sustainable environment for budding talent to thrive.

We focus on increasing female participation in sports by addressing barriers like societal expectations, limited facilities, and underrepresentation. Our programs empower girls and women with the support they need to succeed. including:

- Holistic Growth: Resources for skill-building, wellness, and personal development.
- Funding Support: Academic and sports-specific financial aid to overcome barriers.
- Skill & Mentorship: Quality coaching and role models to inspire young female athletes.
- Advocacy: Campaigns for gender equality and community support in sports.

By fostering an inclusive sports culture and addressing the challenges faced by female athletes, Simply Sport Foundation aspires to not only bridge the gender gap in sports participation but also pave the way for a generation of strong, confident, and successful athletes who can inspire others.

GOALS

Simply Sport Foundation envisions transforming the lives of 100,000 athletes over the coming years by creating a comprehensive support ecosystem that addresses the multifaceted needs of sportspeople at the grassroots level. Our interventions are designed to empower athletes holistically, helping them achieve their potential both on and off the field. We plan to make this vision a reality through -

1. Sports Science Education
2. Life Skills Training
3. Access to Quality Coaching and Equipment
4. Tournament Accessibility
5. Comprehensive Athlete Support

By implementing these interventions, the Simply Sport Foundation seeks to not only reach 100,000 athletes but also to create a ripple effect that uplifts entire communities. Our goal is to ensure that every athlete, regardless of background, has the tools, knowledge, and opportunities to excel and leave a lasting impact on the world of sports.

Simply Sport Initiatives



Simply Roots®



GRANT PROGRAM

The Grant Program provides financial aid to selected academies, clubs, NGOs, and organizations in areas of coaching, infrastructure, sports science, life skills training, high performance and tournament exposure. By fostering strategic partnerships, the program seeks to democratise access to resources, ensuring equal opportunities for all, regardless of location or size, and supporting the growth of sports across the nation.

Our 2024 grant partners

Anantapur Sports Academy (Andhra Pradesh)

The grant enabled the hockey residential program at ASA with essential training equipment and sports kits. Portion of the grant was also channelled towards their logistics in participation at the Hockey India Sub Junior Women Academy Championship 2024.

- ASA secured 3rd place in the 2nd Hockey India Sub Junior Women Academy Hockey Championship.

Nav Sahyog Foundation (Karnataka)

Our partnership enabled the Inter-Village Kho-Kho and Kabaddi Tournament in Tumkur, providing a competitive environment for over 400 children from villages.

- Successfully hosted a multi-sport event that fostered participation and enthusiasm for sports at the grassroots level.

District Taekwondo Association, Varanasi (U.P)

The collaboration led to the organization of two District Taekwondo Championships and facilitated the participation of an athlete in the prestigious 2024 World Taekwondo Championship held in Hong Kong, China. Coaches development was also supported through participation in two coaching development courses.

- Athletes from DTAV won 5 Gold, 1 Silver, and 2 Bronze medals in the National Championships, Kanpur.
- One athlete represented India at the World Taekwondo Championship 2024 in Hong Kong, China.

INS Sports Centre (Karnataka)

The collaboration supported the facilitation of their participation in tournaments and the procurement of vital training equipment. Additionally, the professional football team, was backed and is currently competing in the Karnataka Super Division League.

- Winners of the South United NGO Grassroots Football Tournament 2025.

Mrida Education and Welfare Society

The partnership supported their participation in the Delhi Premier League Football Tournament and offered expert consultation for hiring coaches and subject matter experts to strengthen their training programs.

- Winners of the National Sub-Junior Girls Football Tournament, representing Madhya Pradesh.
- Champions of the U-17 Girls Subroto Cup Football Tournament.

Future Stars Sports Academy (Odisha)

The partnership provided travel and logistics support for participation in key tournaments and equipped the academy with advanced training equipment and sports kits to enhance the quality of their program.

- Winners of the Delhi 7s Rugby Tournament.
- Two athletes secured Gold Medals representing Odisha at the Senior Nationals Rugby Tournament.

Khelo Rugby (West Bengal)

The collaboration enabled participation in national-level rugby and cycling tournaments by providing logistical support. High-performance camps were organized, expert coaches were hired to run the rugby program, and sports kits were provided, significantly elevating the programs.

- Silver Medal at the Goa 7s Rugby Tournament.
- One athlete represented India at the Asian Women's Rugby 7s Trophy, finishing as runners-up.

Life Sports Academy (Tamil Nadu)

In partnership, logistics support was provided for the academy's participation in three state-level tournaments. Additionally, sports kits were supplied to empower young athletes, aiding their development and success.

- An athlete represented India at the U-16 Girls Asian Volleyball Championship.
- Another athlete represented Tamil Nadu at the Sub-Junior Girls National Football Championship.

Republican Sports Club (Maharashtra)

Essential training equipment and sports kits were provided, enabling athletes to train effectively and compete in high-level hockey tournaments.

- Three players represented Maharashtra at the U-21 Women's Hockey League at Ranchi.

Sanskriti Samvardhan Mandal (Maharashtra)

The collaboration supported the procurement of training equipment for various sports and provided sports kits to enhance the practice environment for young athletes.

- The U-14 and U-17 boys' teams emerged victorious at the Nanded District Level Football Championship

Y-Ultimate (New Delhi)

Registration, travel, and logistics for participation in three major tournaments were facilitated through the partnership, and the rental of infrastructure was supported to ensure smooth program operations.

- Four players represented India (Mixed Team) at the WFDF 2024 World Ultimate Championship in Gold Coast, Australia.

Pro Sport Development (Odisha)

The partnership supported their programs by hiring subject matter experts, organizing community sports events, and managing administrative expenses. Training equipment and sports kits were procured to ensure seamless program execution.

- Successfully conducted The Upamanyu Malik Community Cricket Program.

BREAKING BARRIERS, ACHIEVING DREAMS



My name is Yashwini Singh, a Class 9 student with big dreams. My father works as a clerk, and my mother is a housewife. My Taekwondo journey began during the COVID-19 lockdown under Coach Chandrbhan Patel's guidance. Though initially met with disapproval from neighbors and villagers, my parents' unwavering support and encouragement from our District Association's President kept me going. A major milestone was the establishment of a Taekwondo academy near my home, providing a safe space for girls to train.

As I advanced, balancing studies and training became a challenge, especially with limited transport options. Online training programs organized by the Association helped me stay on track. Hard work led to National-level success, but preparing for international tournaments brought financial hurdles. Simply Sport Foundation stepped in, offering a free three-day advanced training program with Ex-International Athlete Gaurav Singh, whose guidance helped me secure a spot on the Indian Taekwondo team.

Simply Sport Foundation has been a constant pillar of support. They not only assisted with training but also addressed personal challenges. Before the World Championship in Hong Kong, I benefited from a "Simply Periods" workshop, which prepared me to perform my best despite physical challenges.

Today, my victories earn the respect of my community, transforming skepticism into pride. My goals include winning Gold for India at the 2030 Asian Games and becoming a doctor. With the unwavering support of my family, coach, Association, and Simply Sport, I am ready to overcome any challenge and achieve my dreams.

-Yashwini Singh

Taekwondo athlete from District Taekwondo Association, Varanasi



TRANSFORMING LIVES THROUGH RUGBY

— “ —

My name is Akash Balmiki, and I am from Kolkata. Before rugby, I was like any other kid—going to school, playing football and cricket, flying kites, and enjoying games like marbles. Rugby came into my life when a neighborhood friend introduced me to it. Initially, I wasn't interested, but seeing him play with a rugby ball intrigued me. He told me it was free to join, so I visited the Jungle Crows Academy. Watching hundreds of kids learning rugby and having fun was life-changing. I instantly loved the sport and never stopped playing.

Over the past 10 years, I've had the honor of representing my state and country. Rugby has transformed my life, thanks to mentors like Paul Sir, who encouraged us to bring more children into the sport. Coaches like Paul Sir, Zaffar Bhaiya, and Tudu Bhaiya created a supportive environment that inspired me to give back through coaching.

I started coaching at 16, and it has been incredibly rewarding. My philosophy is simple: focus on learning, and the game will naturally develop. I strive to make athletes comfortable asking questions and growing in the sport. One of my proudest moments has been seeing my athletes represent India and their states, sometimes even playing alongside me.

My goal is to empower young athletes by sharing knowledge and experience while continuously learning myself. Simply Sport has been an amazing partner, inspiring us to create opportunities for children to grow and excel through the transformative power of sports.

-Akash Balmiki
National Rugby player & coach at Future Hope (Khelo Rugby)



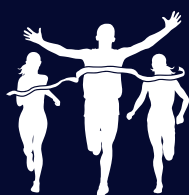
IMPACT



12
GRASSROOTS
PARTNERS



1882
TOTAL
BENEFICIARIES



05
INDIVIDUAL ATHLETES
SUPPORTED



25+
TOURNAMENTS
SUPPORTED



400+
ATHLETES BENEFITTED
FROM TOURNAMENTS



9 lakhs
WORTH EQUIPMENT
SUPPORTED



58
FEMALE ATHLETES
SUPPORTED WITH
SCHOLARSHIP



52
SPORTS SCIENCE
SESSIONS CONDUCTED



117
SOFTSKILL SESSIONS
CONDUCTED FOR
ATHLETES



30
ATHLETES TRAINED IN
SOFT SKILLS



09
STATES COVERED

SCHOLARSHIP PROGRAM

To address the challenges of dropout rates among female athletes, over 58 talented athletes are benefiting from monthly education scholarships. This initiative not only provides financial assistance but also encourages these athletes to continue their training and education simultaneously, creating a sustainable path to success. Several athletes from our grant partners have gone on to represent India in prestigious international tournaments, showcasing their talent and determination on the global stage. Additionally, many others have competed and excelled in state-level competitions, further demonstrating the impact of this scholarship program.

Over 20 athletes showcased their talent at the national level competitions, while more than 5 competed at the state level, and the remaining excelled at the district level in their respective sports.

This initiative underscores our commitment to advancing female athletes' participation in sports and cultivating the champions of tomorrow, helping them break barriers and achieve their fullest potential.

“

The scholarship from Simply Sport Foundation has been a great support, enabling me to pay my school fees, purchase books, stationery, and sports accessories. Thank you, Simply Sport Foundation!

”

“

”

**-Manogna A, Hockey athlete
Anantapur Sports Academy**



ATHLETE SUPPORT



Nishna Patel is a talented young golfer making her mark with remarkable achievements and a passion for excellence. Nishna secured 1st place in Hero Women's Pro Golf Tour Leg 1 and finished 2nd in the IGU Western India Ladies and Junior Girls Golf Championship. With her commitment to continuous improvement and a drive for success, Nishna is a rising star in Indian golf, inspiring others with her dedication and performance.



Riya Sachdeva is a rising tennis talent known for her skill and determination. In 2024, she was the doubles Finalist at ITF Juniors J100 Pune and earned the "Most Promising Player" award at the PSPB Tournament. Her dedication and strong work ethic position her as a standout athlete in the Indian tennis circuit.



Shiksha Jain is a talented young golfer with impressive performances in national and international tournaments. In 2024, she secured a top 10 finish at the Sport Excel International Junior Golf Championship in Singapore, and achieved 1st position at the Sports Talent Selection Camp, U.S. Kids Golf India, NCR Local Tour (Event 3 & 4), Kissan Golf Cup 2024, and the Justice Anshuman Singh Memorial Golf Cup. Her consistency and determination position her as one of the most promising golfers in India.



Saneeth Dayanand, is currently the no.1 ranked Badminton player in India. In 2024, he claimed victory at the V V Nattu Memorial National Ranking Tournament and earned a Bronze Medal at the Turkey International Challenge. These impressive accomplishments reflect his potential and one to be watched in the coming days in Badminton.



Sandhya Rai is the current vice captain of India's 7s Rugby team. She was part of the Indian team that won silver at the Asian Rugby 7s Championship in Kathmandu and also contributed to her team's victory at Goa Rugby 7s Champions. With a strong work ethic and commitment to excellence, Sandhya continues to inspire others through her achievements and dedication.



SIMPLY PERIODS





Simply Periods, an initiative by Simply Sport Foundation, focuses on enhancing menstrual health literacy among grassroots female athletes in India. The program delivers workshops that address essential topics such as female physiology, reproductive anatomy, menstruation science, period tracking, and the role of contraception in sports. By fostering open conversations and collecting data, we aim to create tailored and practical solutions for the unique needs of female athletes.

About the Simply Periods Program

Our primary goal is to build awareness and understanding of menstrual health in the context of sports. Through engaging workshops and hands-on activities, we provide female athletes, coaches, and sports professionals with the knowledge they need to support menstrual health and overall well-being.

Additionally, we prioritise data collection, both qualitative and quantitative, to better understand the challenges faced by athletes across diverse demographics. This helps us design low-cost, scalable tools and strategies to support their unique health and performance needs.

Expanding Our Reach: Data and Insights

We conducted workshops in collaboration with various organizations and institutions, ensuring a wide reach:

Understanding Demographics:

01.

Through detailed participant feedback and data collection, we explored the diverse characteristics of grassroots female athletes, including their socioeconomic and cultural contexts.

Targeted Engagement:

02.

- Workshops in Bihar, Odisha, and Uttar Pradesh reached hundreds of participants, offering region-specific solutions.
- Sessions at institutions like INS Shivaji, Naval Tata Jamshedpur, and the Arunachal State Sports Academy provided insights into unique needs based on geography and level of sport.

Key Collaborations:

03.

Partnerships with entities such as the Sports Authority of India (SAI), Badminton Association of India (BAI), Bihar State Sport Authority (BSSA) and Enabling Leadership (EL) allowed us to engage with athletes, young adolescent students, research scholars, administrators and coaches across a broad spectrum of sports.

Report

This year, we collaborated with Cranberry, a femtech company, to release a joint pilot report on the Impact of the Menstrual Cycle on Athletic Training. The study involved 20 national-level frisbee athletes from Delhi, who used a WhatsApp-based chatbot over three menstrual cycles to track their cycle characteristics, PMS symptoms, and training patterns.

While small-scale, this study provided valuable insights into how menstrual health impacts athletic performance, paving the way for future innovations in low-cost, customisable tools. The pilot was a significant learning experience for both SSF and Cranberry, highlighting the potential to develop accessible, personalised solutions for athletes' menstrual health management.



Toward Customisable Solutions

Our data-driven approach ensures that we not only educate but also build customisable, low-cost tools for grassroots athletes. These tools are designed to address real-world challenges such as menstrual irregularities, access to hygiene products, and misconceptions about contraception.

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Simply Periods Expands to Uttar Pradesh

We are thrilled to announce the expansion of the Simply Periods Initiative into Uttar Pradesh, in partnership with **UP Warriorz and Capri Sports'** CSR program. This initiative aims to break menstrual health taboos and support over **1,000 female athletes** with resources to enhance well-being and performance. Covering **60 regions**, including **Prayagraj, Varanasi, Lucknow, and Ghaziabad**, the program will focus on menstrual health, nutrition, and education, running until March 2025 to empower and inspire a healthier future for athletes.



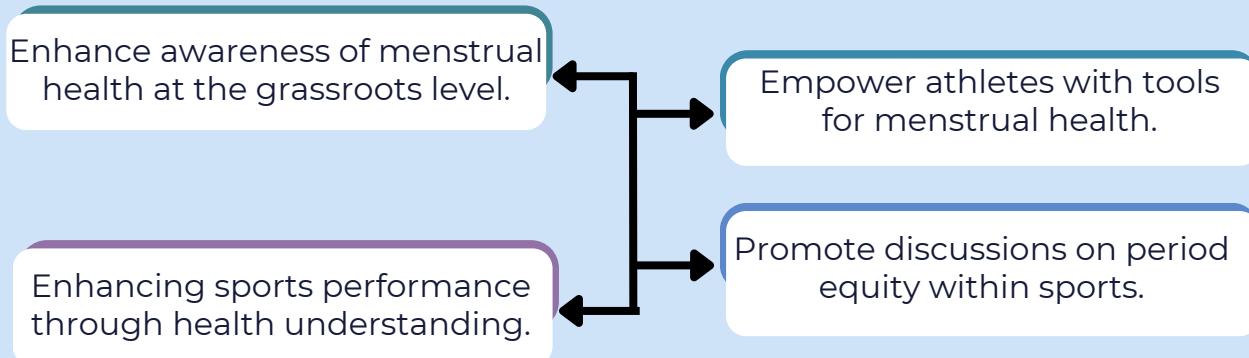
Advancing Menstrual Health in Sports

Simply Sports Foundation is thrilled to partner with the Department of Exercise and Sports Science, Manipal College of Health Professions, for a Badminton World Federation -funded research project. The study explores menstrual health, perceptions, and performance among Indian female badminton athletes. Led by renowned experts, this initiative aims to improve athlete health and performance. Simply Sports Foundation is proud to support the fieldwork and operations of this groundbreaking project.

Partnership with Rainmatter Foundation

In a significant new partnership, Rainmatter by Zerodha has aligned with our Simply Periods Initiative to transform menstrual health awareness in sports. This collaboration aims to dismantle stigmas, empower female athletes, and prioritise period health in the sporting community.

Supported by Rainmatter, Our Initiatives will:



This partnership represents a major advancement in our mission to create a nurturing environment where female athletes can excel.

Empowering athletes through Cranberry collaboration:

We are excited to announce a collaboration with Cranberry, a FemTech leader, through their innovative product, Berry. This partnership will leverage Berry's technology to provide personalised menstrual health management and insights, greatly benefiting our Simply Periods Initiative.

Key aspects of this collaboration include:

- Educating athletes and coaches on the impact of menstrual health on performance.
- Implementing a pilot project to educate **100 athletes and coaches** through workshops, along with advanced tracking and analytics for better insights.

Our objective is to enhance understanding and proactive management of menstrual health as a critical component of athletic performance.

Peer-to-Peer Educational Program with Enabling Leadership:

We are delighted to collaborate with Enabling Leadership Global on a groundbreaking Peer-to-Peer Educational Program. This initiative will educate young individuals about puberty, menstruation, and gender differences, creating a supportive and inclusive environment in schools.

Highlights of the program include:

- Transforming students into peer educators to disseminate knowledge and support.
- Engaging interactive sessions designed to foster empathy and understanding among youth.

We are excited to see this program develop young leaders who are well-informed and supportive of their peers in sports and everyday life.

EMPOWERING THROUGH AWARENESS

“

Before attending the Simply Periods workshop, I never truly paid attention to how my periods impacted my workouts and mood. However, since participating in the session, I've started using the period-workout and nutrition tracking diary they provided, and it has made a significant difference in understanding my body.

The diary helps me track how I feel each day by circling an emoji that matches my mood or energy level and noting my diet and how it affects my training. For instance, I discovered that increasing my intake of fruits and staying hydrated during my period significantly boosts my energy levels. This simple habit has enhanced my ability to plan workouts more effectively—I now know when to push myself harder and when to prioritise rest.

The workshop also shifted my perspective on periods, teaching me that they are not a weakness but a unique aspect of my strength as an athlete. It gave me practical tools and knowledge to align my training with my menstrual cycle, resulting in improved performance and a greater sense of control.

Thanks to the Simply Periods Initiative, I feel more confident and empowered. This initiative has not only helped me optimise my training but also deepened my understanding of my own body. It's inspiring to see how such small changes can lead to big improvements in both my athletic performance and overall well-being.

-National Level Hockey Athlete at SAI Lucknow



IMPACT



100

**TOTAL WORKSHOPS
CONDUCTED**



3,309

**TOTAL PARTICIPANTS
REACHED**

Workshop Topics



- Menstrual health and its impact on performance.
- Female physiology and reproductive anatomy.
- Science of menstruation and period tracking.
- Role and understanding of contraception in sports.
- Effective communication around menstrual health.



86

**OFFLINE WORKSHOPS
CONDUCTED**



14

**ONLINE WORKSHOPS
CONDUCTED**



830

**COACHES PARTICIPATED
IN WORKSHOPS**



2,388

**FEMALE ATHLETES
PARTICIPATED IN
WORKSHOPS**



91

**MALE ATHLETES
PARTICIPATED IN
WORKSHOPS**



10

STATES COVERED



SIMPLY SMILES

MENTAL HEALTH INSPTS

Simply Smiles

CO
HEA
AWAR

ARENESS
HEALTH



Simply Smiles initiative is dedicated to improving mental health awareness and support within the Indian sports ecosystem. The program is uniquely designed to address the psychological challenges faced by athletes, coaches, and sports professionals, creating a holistic framework to foster mental resilience and well-being in sports.



Core Focus Areas

Understanding Mental Health in Sport

- Mental health in sports is crucial for athletes' well-being, performance, resilience, and fostering a supportive and stigma-free environment.
- Key factors influencing athlete mental health include performance pressure, injuries, burnout, lack of support, stigma, career uncertainty, and work-life balance.

The Coach-Athlete Relationship

- Effective communication fosters trust and support by promoting transparency, understanding, and collaborative problem-solving.
- Coaching styles and a coach's personality significantly influence athlete motivation, performance, and overall success.

Recognizing Warning Signs and Symptoms

- Identifying mental health concerns in athletes involves recognizing signs of stress, anxiety, and emotional distress.
- An athlete's support system plays a crucial role in fostering mental, physical, and emotional well-being.

Creating a Supportive Environment

- Establishing psychological safety for athletes.
- Strategies for fostering resilience and mental well-being.

Effective Intervention and Support

- What coaches can do to support athlete mental well-being.
- Leveraging the coach's role in promoting mental health awareness and solutions.

Vision and Impact

Simply Smiles envisions a sports ecosystem where mental health is valued as highly as physical training. By empowering stakeholders with knowledge, tools, and empathy, the initiative strives to cultivate a culture where mental resilience becomes a cornerstone of sporting success.

Widespread Impact

Over 2,000 coaches and countless athletes have benefited, fostering awareness and understanding across the sports community.

Commitment to Inclusivity

Prioritising diverse perspectives and innovative approaches to mental health in sports.

Shaping the Future

Continually evolving to create a mentally healthier and more supportive sports environment.

Empowering Women in Sports

Recognising the unique challenges faced by women athletes, Simply Smiles launched the Introduction to Women in Sport and Mental Well-Being module. This initiative addressed gender-specific concerns, emphasising the importance of supportive environments and initiating vital conversations around women's mental health.



Innovative Tools and Resources

A key innovation was the development of the Coach's Workbook, a resource offering coaches practical tools, mental health cues, and activities. This initiative aimed to sustain mental health awareness and integrate it seamlessly into sports training.

Corporate Partnerships and Broader Engagement

Collaborations with corporate partners like Trelleborg and Curefoods enabled the delivery of impactful workshops and training modules. Leveraging platforms like LinkedIn Live, Simply Smiles extended its influence by addressing topics such as workplace mental health and employee well-being.

UNDERSTANDING ATHLETE MINDSETS

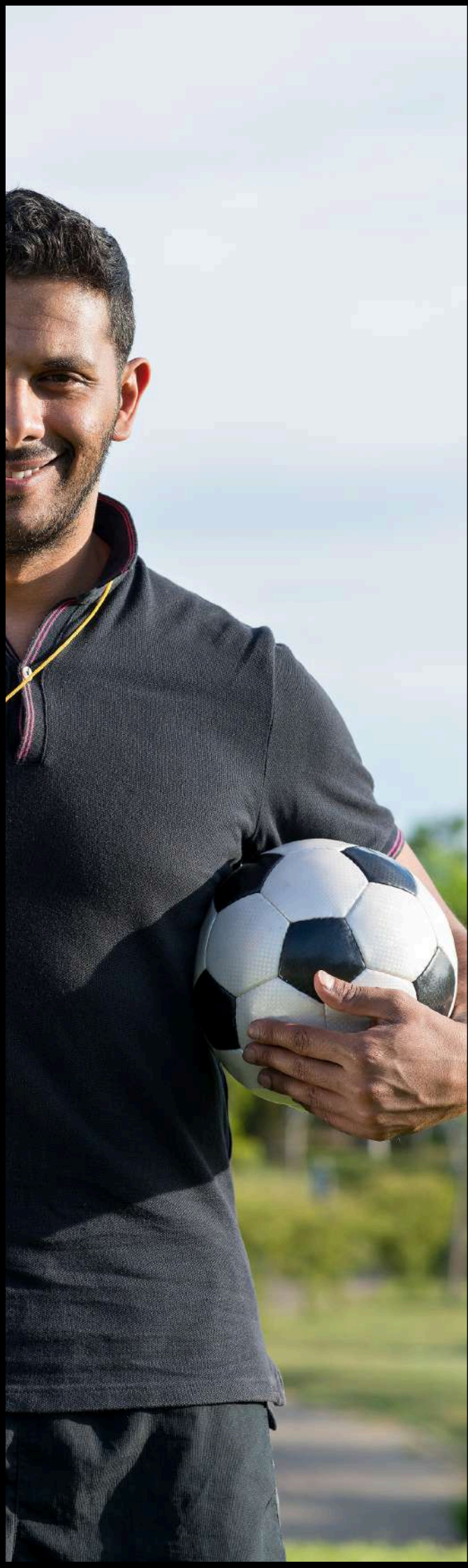


The session was invaluable for all the coaches, highlighting the importance of understanding the mental health challenges athletes face. As coaches, we are trained to observe and address physical issues that manifest during training or competition. However, mental health struggles are often invisible and require a different approach. The session emphasized that we must not only recognise the signs of mental distress in our athletes but also engage with them on a deeper level.

To effectively support our athletes, we need to be empathetic, placing ourselves in their shoes to truly understand their experiences. This means actively listening to their concerns, creating a safe space for them to express themselves, and being proactive in identifying potential stressors—whether they're related to performance pressures, personal challenges, or burnout.

Incorporating mental health awareness into our coaching approach enables us to support the holistic development of athletes, both physically and mentally. By doing so, we not only help them overcome challenges but also equip them with the tools to manage future obstacles. Ultimately, our role as coaches extends beyond the field or court—we are mentors, guides, and supporters, helping athletes navigate the complexities of both sport and life.

-A Football Coach from the Simply Smiles Workshop



IMPACT



55+

**TOTAL WORKSHOPS
CONDUCTED**



2,000

**TOTAL PARTICIPANTS
REACHED**

Workshop Topics

- **Understanding the term 'Mental Health'**
- **Coach-Athlete Relationship**
- **Determinants of mental health and factors affecting your athlete's mental health**
- **Coach's role in recognizing early signs and symptoms**
- **Tools and techniques to address the signs and symptoms**
- **Learn how to deal with the stigma surrounding mental health in sport**
- **Promote Mental health**



38

**OFFLINE WORKSHOPS
CONDUCTED**



17

**ONLINE WORKSHOPS
CONDUCTED**



13

STATES COVERED

Women in Sport and Mental Well-Being: A Partnership with Royals Rajasthan Foundation

Simply Sport, in collaboration with the Royal Rajasthan Foundation, launched the first Simply Smiles for Women program in Rajasthan, empowering 83 female athletes. This initiative addresses unique mental health challenges faced by female athletes, such as societal stigma, gender roles, financial constraints, and performance pressures. By providing vital resources and support, the program aims to help women overcome systemic barriers and thrive both on and off the field. This landmark effort underscores our commitment to advancing women's health and fostering resilience in sports.





FEMALE ATHLETE LEADERSHIP PROGRAM

The Female Athlete Leadership Program, in partnership with Rural Development Trust (RDT) in Anantapur, empowers female athletes with skills in health, leadership, communication, and financial literacy. Through online and in-person workshops, mentorship, and practical assignments, the program prepares them for a successful 'second innings' beyond sports.

26 athletes participated in two transformative visits. At the Padukone Dravid Centre for Sports Excellence (PDCSE) in Bengaluru, they explored world-class facilities and learned how PDCSE nurtures emerging talent. At Decathlon Bangalore, they gained hands-on insights into sports retailing, exploring gear and operations, while uncovering livelihood opportunities in the sports industry.

Together, these experiences broadened the participants' horizons, providing valuable insights into career pathways beyond the playing field while strengthening their confidence in navigating the sports ecosystem with a well-rounded skill set.

ATHLETES TRAINED

1st Batch

16

FEMALE ATHLETES

2nd Batch

28

FEMALE ATHLETES



BADMINTON EXCELLENCE PROGRAM

The Badminton Excellence Program in Bengaluru is aimed at addressing Karnataka's decline in badminton talent. Led by former National champion Arvind Bhat and supported by donors, the program focuses on advanced training facilities to nurture a competitive talent pool. By tackling challenges like infrastructure gaps, the initiative aims to develop players capable of excelling at the highest level while fostering inclusivity and grassroots development.



Athlete achievements from the program

Saneeth S Dayanand showcased his dominance at the V V Nattu Memorial Tournament, securing the title with a series of impressive victories. His strong performances continued at the Turkey International Challenge, where he clinched a bronze medal, further solidifying his status as a rising star in badminton.

Tanya Hemanth captured the women's singles title at the Yonex Bendigo International 2024. After overcoming several tough competitors, including a remarkable comeback in the semi-final, she triumphed in the final to claim the championship.

Anirudh Reddy Challapalli impressed at the Yonex Sunrise Karnataka State U-15 Badminton Championship 2024, where he made it to the final, demonstrating his potential as a young athlete on the rise.

Orijit Chaliha delivered a standout performance at the All India Senior Ranking Tournament in Bangalore, reaching the semi-final after overcoming several strong opponents, highlighting his growing talent and determination in the sport.



Badminton Excellence Unleashed



Training at the Simply Sport Badminton Excellence Program at Machaxi Sports Center in Bellandur, Bengaluru, has been an incredibly intense and rewarding journey. The multi-session training routines are specifically focused on game-centric development, pushing me to constantly challenge myself and improve my skills. Reflecting on my experience, I find that the structure of the sessions has been both demanding and enriching, providing the perfect balance of effort and progression.

One of the most rewarding aspects of this program has been the opportunity to train under the guidance of former national champion Arvind Bhat. His personalised approach to training and rest has been invaluable, and his vast experience has helped me tailor my sessions to target my specific needs as an athlete. Arvind's attention to detail and ability to understand each athlete's individual requirements has allowed me to maximize my potential.

Through this program, I've had the privilege of competing in 20 international tournaments, 2 All India events, and 2 University-level tournaments in 2024. So far this year, I've participated in 11 tournaments, each offering unique challenges and opportunities to grow as a player. This focused training and exposure have significantly contributed to my development.

Tanya Hemanth

Athlete at the Badminton Excellence program
BWF ranked 58



PARTNERSHIPS AND COLLABORATIONS

In 2024, the Simply Sport Foundation celebrated its fourth anniversary, marking a year of dynamic growth and impactful partnerships. By expanding existing programs and launching new initiatives, the foundation successfully reached a broader network of coaches and athletes across India, collaborating with grassroots organizations and key government bodies.

GRANT PARTNERS



PARTNERSHIPS



In our first year of taking up CSR, we have launched initiatives aimed at leveraging the power of sports to foster social development, health, and inclusivity. SSF's programs, aligned with its partners' CSR goals, focus on health, youth empowerment, and equal opportunities in sports, promoting physical and mental well-being, gender equality, and community cohesion.

As part of its first-year implementation strategy, SSF is working to:

01 Establish key partnerships with corporates and NGOs.

02 Launch pilot programs to assess impact and scalability.

03 Create awareness about the significance of sports in driving societal change.



CSR PARTNERS

FINE ORGANICS LTD.

10 lakhs

Beneficiaries: Nishna Patel

Support towards Indian
Golder Nishna Patel

FINE ORGANICS

INNOVEN CAPITAL

8 lakhs

Beneficiaries: 300 athletes

Support grassroots
programs of Khelo Rugby in
West Bengal and Mrida in
Madhya Pradesh

INNOVEN
CAPITAL

BASLINE VENTURES

7.2 lakhs

Beneficiaries: Riya Sachdeva

Support towards Indian
Tennis player Riya Sachdeva

BASLINE

TRELLEBORG INDIA PVT. LTD

5 lakhs

**Beneficiaries: 10 athletes,
400 coaches**

Funds will support
education scholarships for
female athletes and mental
health advocacy.

TRELLEBORG

ZERODHA

25 lakhs

**Beneficiaries: Female
Athletes across India**

Funds will support
menstrual health education,
nutrition, and tech tools.

Rainmatter
By @ zerodha

DELHIVERY

19.6 lakhs

**Beneficiaries: 12 female
athletes, 200 athletes.**

Funds will support
scholarships, Vedant Patel,
and grassroots partners.

DELHIVERY
Small World

CAPRI GLOBAL

18.52 lakhs

**Beneficiaries: 1000 Female
Athletes across UP**

Enhancing female athletes'
health in Uttar Pradesh
through education, support.

CAPRI GLOBAL
CAPITAL LIMITED

GAMEBERRY LABS

8 lakhs

**Beneficiaries: 25 female
athletes**

Funds will be used to
provide education
scholarships for deserving
female athletes.

GAMEBERRY
LABS

HIGHLIGHTS OF THE YEAR

UDAAN 2024

UDAAN 2024, a two-day Y-Ultimate frisbee tournament in Noida, empowered 200+ underprivileged children through sportsmanship, teamwork, and growth.



Volleyball Summer Camp



Organized an inclusive volleyball summer camp with Bengaluru Torpedoes, promoting youth sports and accessibility.

Inter-Village Tournament

Tumkur Inter-Village Kho-Kho and Kabaddi Tournament was organized, enabling 400 rural athletes to participate and showcase their talents.



National Sports Day



On August 29th, as part of National Sports Day, SSF honored Major Dhyan Chand with activities involving 500 athletes, celebrating his legacy and sportsmanship.

Children's Day



On Children's Day, SSF and its partners organized fun and recreational activities for 600+ children, creating joyful memories and fostering their love for sports.

International Yoga Day



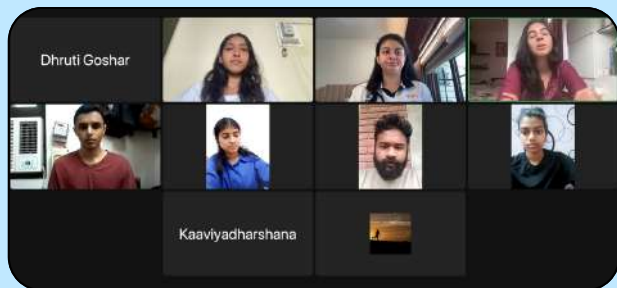
On International Yoga Day, we hosted yoga sessions for 1,000+ children across India, promoting its physical and mental health benefits.

SESCON 2024, Chennai



We spoke at SESCON 2024, Chennai, highlighting Menstrual Cycle Management's impact on high-performance sports through India-focused workshop insights.

World Mental Health Week



We hosted a webinar on the occasion of mental health week - "Athletes Breaking the Silence" to help athletes share mental health challenges and reducing stigma around it.

World Men's Mental Health Month



An event dedicated to breaking stereotypes and encouraging open discussions about men's mental health awareness in corporate spaces was conducted.

Suicide Prevention and Community Impact



The initiative emphasized suicide prevention through a live session with Mpower, engaging 300+ participants, and workshops at Slum Soccer Academy, Mrida Foundation, South United FC, and Dribbles Academy.

Scientifica National Conference, Pune



In the month of February, Aditi represented SSF at the 14th Scientifica National Conference, discussing performance and injury management, and presenting on menstruation's impact on psychology and nutrition in female athletes.

Facilitator Training Program, Bengaluru



From 8th to 10th March 2024, a 3-day training at Dravid Padukone Centre in Bengaluru equipped facilitators with impactful workshop delivery skills.

Indian Sports Honours 2024

The Simply Sport Foundation proudly served as the philanthropy partner for the 5th edition of the prestigious Indian Sports Honours held in 2024 in Mumbai. This annual event, founded by the RPSG Group and the Seva Foundation, celebrates excellence in Indian sports. Representing Simply Sport Foundation, Ankit Nagori and Darshan NK attended the event as we were a part of the grassroots awards, reflecting the organization's commitment to supporting and empowering athletes. Through this partnership, Simply Sport Foundation continues to champion the transformative power of sports and its role in societal development.



Policy



This year we launched our Child Safeguarding Policy in Sport as we are committed to ensuring a safe environment for our athletes and educating them about their rights. The policy was launched with experts like Sumanth Nagaraj and Juhi Jain on the occasion of National Sports Day. We look forward to engaging with our partners and athletes on this policy and its implementation in the coming year.

SSF Annual Dinner '24

A memorable evening unfolded at the Simply Sport Annual Dinner in Bangalore on 20th September, as we celebrated India's Olympic journey. The event featured sports icons like P.R. Sreejesh (Indian hockey legend), Anju Bobby George (World Athletics medallist), Neha Aggarwal (Olympian and sports entrepreneur), and Dr. Chaitanya Sridhar (sports scientist), along with expert insights from veteran journalist Sharda Ugra, Deepthi Bopaiah (CEO, GoSports Foundation), and Mustafa Ghouse (Co-founder, Centre Court Capital).

The theme of the evening was 'Decoding India's Performance at Paris Olympics 2024,' sparking inspiring conversations. A highlight of the evening was the announcement of P.R. Sreejesh joining Simply Sport Foundation as an advisor. We extend heartfelt thanks to our partners, Wealth 360 One, and all attendees for their unwavering support.

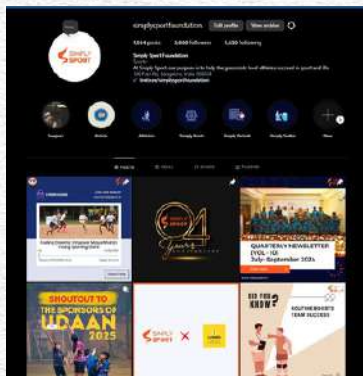


SOCIAL MEDIA

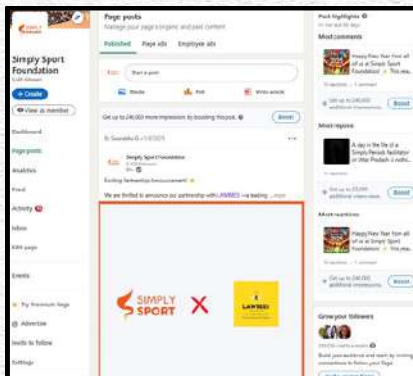
In 2024, our social media reach and engagement saw remarkable growth across all platforms. Our newly revamped website also experienced increased traffic, particularly for key articles published throughout the year, reflecting the audience's strong interest and the impact of our enhanced digital presence and strategic content initiatives.

Social media presence

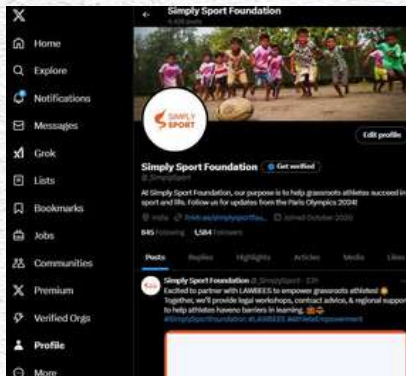
Instagram



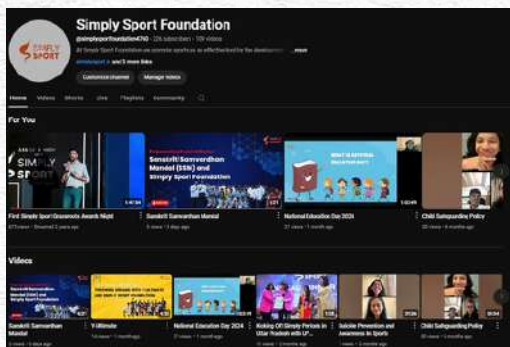
Linkedin



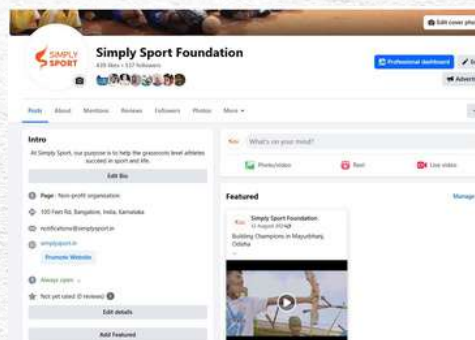
Twitter



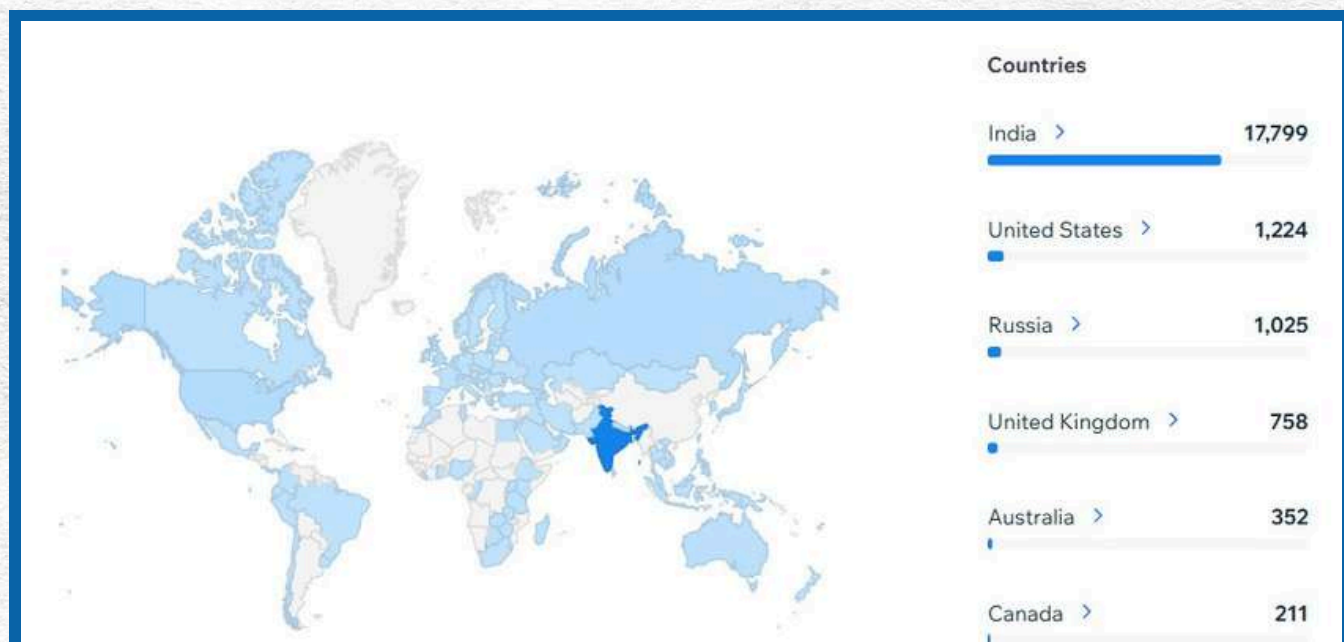
YouTube



Facebook



Website Traffic Overview - 2024



FINANCIAL OVERVIEW

At Simply Sport Foundation, our financial philosophy is guided by transparency, accountability, and alignment with our mission to support and develop the grassroots sports ecosystem in India. We ensure that every rupee entrusted to us is utilized to achieve maximum impact while adhering to all regulatory and compliance standards. This financial overview highlights our income, expenses, and efforts to optimize resource utilization.

We focus on the most important concepts of economy, efficiency, and effectiveness that highlight the value delivered to our stakeholders, these principles emphasize the optimization of resources available to us.

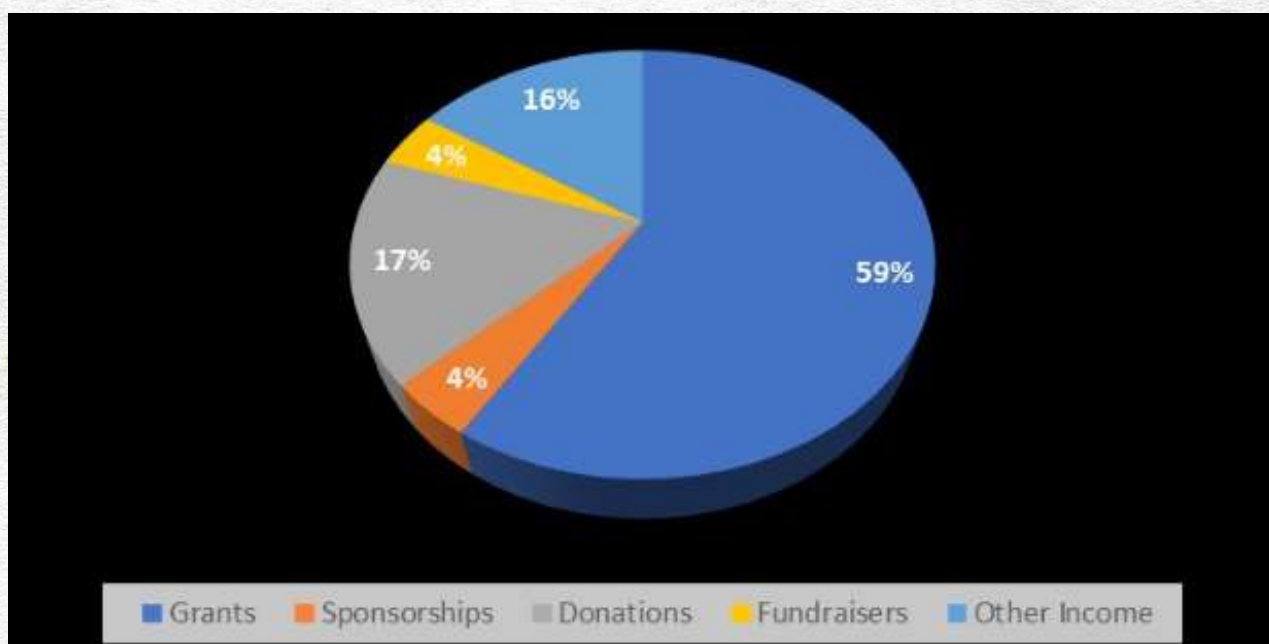
Economy, Efficiency, and Effectiveness

Economy: We prioritize essential expenses and carefully monitor costs to ensure efficient fund use, maximizing impact without compromising quality.

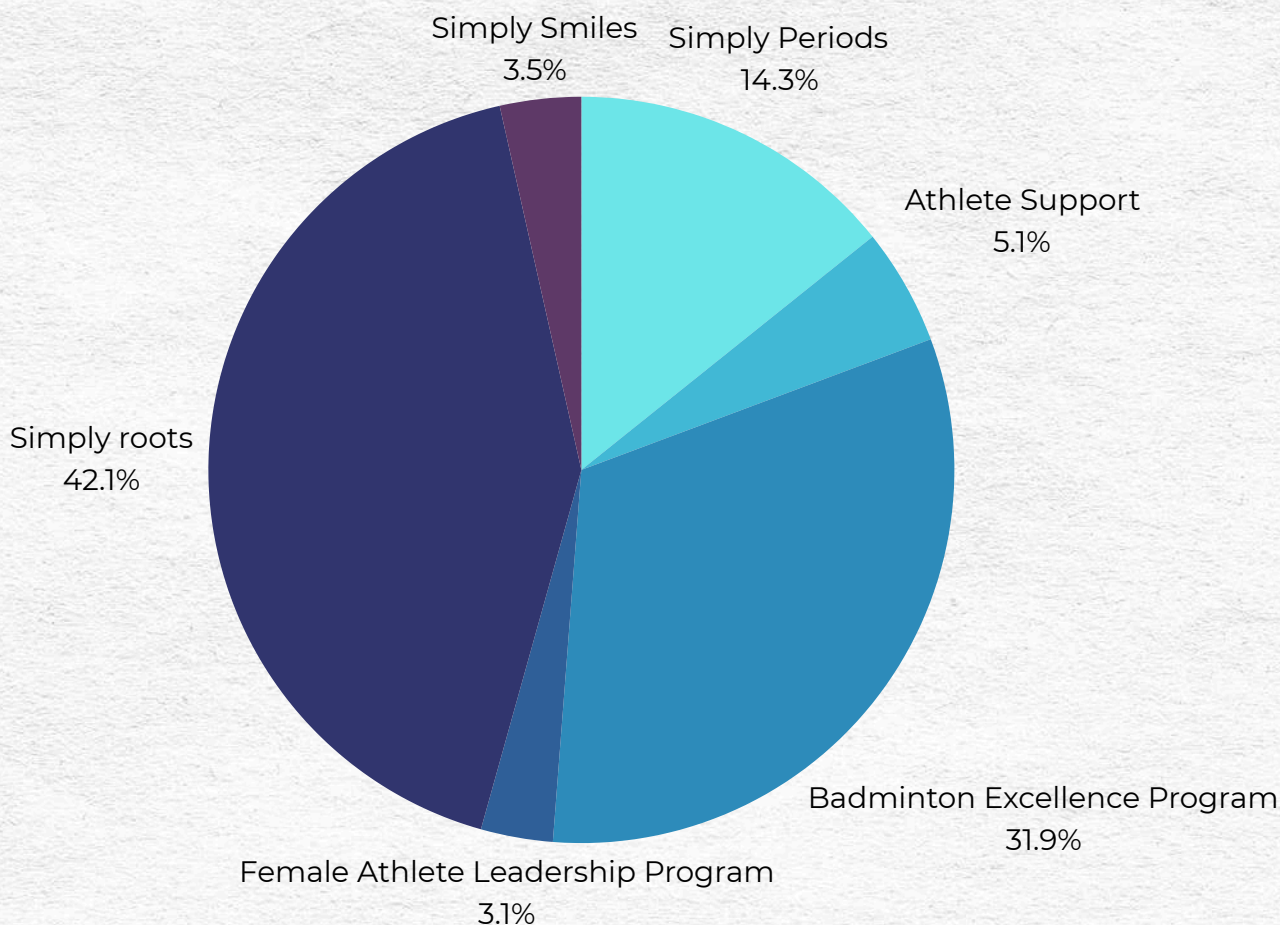
Efficiency: Digital tools have streamlined operations, reducing overheads and allowing more funds to be directed toward athlete-centric programs, ensuring efficient and timely implementation.

Effectiveness: We measure success through clear metrics, achieving measurable impact in athlete development, program outcomes, and community engagement over the past year.

Sources of Revenue



Program wise expense breakup



Please find the link to our audited 2023-24 financial report.



Efficiency Metrics and Impact

- Cost Per Beneficiary - INR 6,533/- spent per beneficiary across all the development programs.
- Administrative Cost Percentage - 15% of total expenses directed towards administrative operations, ensuring operational efficiency and meeting the legislation for the administration costs limits.

Our commitment to the principles of economy, efficiency, and effectiveness ensures that our stakeholders' contributions yield meaningful, measurable outcomes. Together, we continue to build a robust sports ecosystem in India, nurturing talent and creating opportunities for growth and excellence.

Running Across India: Will Robinson's mission for change

William Robinson, an endurance runner from Bristol (U.K), undertook an extraordinary feat to inspire and support communities through the power of sports. Covering an astonishing 740 km in just seven days, Robinson ran from Chennai on India's east coast to Mangaluru on the west. His mission, aptly titled "Running Across India," aimed to celebrate the spirit of running and raise funds for three global charities, including the Simply Sport Foundation.



SUPPORT

**Support Will's cause to empower
sports communities**

2025 ROADMAP

Looking ahead, 2025 promises to be a crucial and exciting year for us. We'll be realigning some of our existing programs while also taking bold steps into new initiatives.



2025

1 Our grassroots focus will revolve exclusively around women's sports and health. All our existing support programs will be clubbed under this initiative thus promoting female participation in sports.

2 We'll be selecting one sport for excellence, i.e. Badminton; investing heavily to build its potential. A dedicated centre of excellence will be set up in Bengaluru catering to both male & female shuttlers.

3 A new vertical focused on developing a winning mentality will be launched, in collaboration with a sports winner, blending our mission with a commercial focus.

NOTE OF THANKS



Kanika Nagori
Executive Director



As we reflect on the past year, we are filled with immense gratitude for your unwavering support, which has been the cornerstone of our success. This year has been a landmark for our organization, as we expanded our reach to conduct workshops in some of the most remote corners of the country. It has been humbling to witness the incredible work being done by the communities we support, and their dedication continues to inspire us every day. One of the major highlights of the year was our annual dinner event, which was graced by none other than the legendary Sreejesh. His presence brought an unparalleled energy and enthusiasm, leaving an indelible mark on everyone who attended. The event was a true celebration of sportsmanship, community spirit, and the shared vision of fostering talent across the nation.

We are proud to say that our programs have not just thrived but have positioned us as a sports foundation to reckon with. The strides we have made would not have been possible without the dedication of our team, the strength of our network, and the trust you have placed in us.

As we look ahead to 2025, we are brimming with ambitious plans. With the momentum we have built and the support of our incredible community, we are confident that the coming year will be even more impactful.

Thank you for being an integral part of this journey. Together, we are making a difference—one workshop, one community, and one athlete at a time.

With gratitude and determination.

THE TEAM



Ankit Nagori
Founder



Kanika Nagori
Executive Director



Darshan NK
Head - Programs
& Partnerships



Aditi Mutatkar
Head - Women
Initiatives



Shashidhar R
Program manager



Meghana
Assistant Manager
- Finance



Sourabha G
Digital Marketing
Specialist



Manasi Satalkar
Research Lead -
Simply Periods



Serah Menezes
Sports Psychologist



Dhanraj V Sawanth
Partnerships and
Engagement Executive



Renu Yadav
Simply Periods -
Program Manager



Nitin
Consultant -Operations



Ishaan Michael
Legal Consultant



Solomon Gomes
Soft skills Consultant



Dr. Anthony Hackney
Simply Periods -
Nutrition advisor





Let's Make a Difference Together

Since our inception in 2020, we have depended on the generosity of individual donors for most of our donations. We have also had some organizations contribute to the final amount. We look forward to your help going forward as we remain determined to expand our impact in the years to come.



SUPPORT US

Join us to make a
difference today



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Koramangala 4th block, Bengaluru, Karnataka - 560 034.

☎ 8147575700

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