

SCF NEWSLETTER JULY - 2016

**SPORTS COACHING FOUNDATION****(NOT FOR PROFIT ORGANIZATION)****HYDERABAD, INDIA**

RELENTLESSLY SERVING THE UNDERPRIVILEGED IN INDIA  
FOR THE LAST 25 YEARS THROUGH SPORTS...

**SILVER JUBILEE YEAR - 2016****BE A PARTNER IN CHANGE...**

SCF is one of the few Sports Organizations in the country having Income Tax Exemption under 80G and FCRA approved by Govt. of India



# SNAPSHOT OF THE JULY MONTH - 2016 NEWSLETTER

**WE ARE LOOKING FOR PARTNERS... TO MAKE OUR VOLUNTARY EFFORTS HUNDRED FOLDS...**

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*We sincerely appreciate your time and hence have captured only the highlights of the above mentioned events in this Newsletter. We look forward to your resourceful feedback!*





**K. Saibaba,  
Former Ranji Trophy Cricketer,  
Founding Secretary.**

### *Message from the SCF Founder...*

#### ***Sincere Greetings from K. Saibaba!***

*Please allow me to introduce our Sports NGO – Sports Coaching Foundation, Hyderabad! Following is a very short and interesting description of our Foundation. Hope you will appreciate it.*

***Sports Coaching Foundation (SCF)*** started its first venture at SCF Sports Complex in about an acre area of land at Masab Tank, Hyderabad in Private Public Partnership (PPP) with Government. Please note that the area surrounding SCF Sports Complex is until today - one of the most sensitive areas in Hyderabad Police records. Simply put, this sensitive area has anti-social elements, land grabbers, vagabonds, drug peddlers and street urchins. I must admit that in its initial stage, SCF was pelted with stones for being proactive and innovative in promoting Sporting Culture even among underprivileged children. This had a lot to do with the misconception that SCF had an ulterior commercial intention. Later, with time, these very people (who pelted us) realized the true and sincere motive of SCF in promoting Sports Culture among the underprivileged for their own betterment in three areas of life – Health, Fitness and Character. Now, their very own children take coaching at our SCF Sports Complex. The realization has taken time, but has finally come. ***Please note that more than 90% of 600 SCF Trainees (mostly underprivileged) undergo Free Scientific Coaching at SCF Sports Complex.*** Only 10% of SCF Trainees pay fees (donation) to the Foundation, which is again recycled back into promoting Sports Promotion among the underprivileged.

***Please note that we were the first role model Sports organization in India on several fronts.*** In its Initial stages, we approached philanthropists and like-minded organizations for funding. We directly invested funds into our Floodlight Project for our SCF Sports Complex, Electronic Bowling Machine & Synthetic Astro-Turf wickets. We were the first in India (in 1994) to acquire all the above equipment and develop Sports infrastructure. Later, we also acquired the Digital Speed Gun. Note that at SCF Complex, we also have an Extensive library, Audio-Visual

Room and LCD Projector to practically educate sportspersons. Thus, we were able to develop the SCF Sports Complex (a mini-stadium) with the most modern Sports Infrastructure. This attracted both, the underprivileged and the elite to our SCF Sports Complex at Masab Tank, Hyderabad. Time has proved the success of SCF model of operation.

***Please note that all our Sports Promotion activities fall under our 'Build India Through Sports (BITS)' Project.*** Barring heavy social odds, SCF promoted Sports in several Sporting Disciplines (Football, Tennis, Basketball, Cricket, Kabaddi, Boxing & Martial Arts) at its Sports Complex and developed it in a phase wise manner over the last 25 years, especially for underprivileged children and youth of Slum areas. ***Please note that in a very unique way, SCF provides a unique platform for underprivileged and privileged children to interact through Sporting activities.*** Weekly, Privileged Children also distribute gifts to the underprivileged. At a very early age, children at SCF learn the habit of giving and sharing...





# SPORTS COACHING FOUNDATION

**(Not For Profit Organization)**



**Multi-Sport Activities**  
Round the year Free for  
less-privileged at Sports Complex,  
Masab Tank, Hyderabad

**SCF simplified  
the Coaching System  
through  
Complimentary  
Coaching Booklets in  
different Sporting  
Disciplines. SCF  
specifically stresses on  
Human Values &  
Character  
Building**

**Trainees are  
exposed to Scientific  
Coaching (imparted by  
40 coaches and  
supporting staff).  
Imparting Basic Human  
Values like Smiling is  
part of the Coaching  
System**

**Under the  
“Build India through  
Sports” Mobile Project,  
SCF goes to the door-steps  
of  
Govt. & Low Income  
Schools to promote Sports  
culture 30 Thousand  
Children & Youth are  
connected**

**Facilities:  
Two Electronic Pitching  
Machines, Floodlights  
Stadium ,  
Synthetic Astro Turf  
Strips, Digital Speed Gun,  
Sports Library,  
Multi-Gym,  
Audio-Visual Hall &  
Meditation Room**

**SCF conducts  
30 Free Sporting  
Events (yearly) - to  
encourage  
competitive spirit  
among  
less-privileged  
Children & Youth**





# Govt shortlists 10 key areas of CSR

Surojit Gupta | TNN

**New Delhi:** The government has identified 10 major areas including education, gender equality, environment, national heritage and the Prime minister Relief fund where India Inc can spend to claim credit for the mandatory 2% Corporate Social Responsibility (CSR) expenditure.

Under the new Companies Act, mid and large companies have to spend 2% of their three year annual average net profit on CSR activities. The government expects a significant step up in spending on CSR projects by companies.

The activities which can be included by companies in their CSR policies include: eradicating hunger, poverty, malnutrition and promoting preventive healthcare, promoting sanitation and availability of safe drinking water, promoting education, promoting gender equality, ensuring environmental sustainability, protection of national heritage.

Those spending for the benefit of armed forces veterans, war widows and their dependents would be eligible to cover the expenses under CSR spending rules. Under gender equality activities related to empowering women, setting



The activities which can be included by companies in their CSR policies include: eradicating hunger, poverty, malnutrition and promoting preventive healthcare, promoting sanitation and availability of safe drinking water, promoting education, gender equality and protection of national heritage

up homes and hostels for women and orphans, setting up old age homes, day care centres and similar facilities for senior citizens

and projects on reducing inequalities faced by socially and economically backward groups have been included.

Spending on training to promote rural and nationally recognised para olympic and Olympic sports would also qualify for credit under the CSR rules.

Rural development projects and contributions or funds to technology incubators located within academic institutions and approved by the government would also be approved under this category. Protection of national heritage would include art and culture including restoration of building and sites of historical importance and works of art, setting up of public libraries, promotion and development of traditional arts and handicrafts.

Officials said they expect the rules to be notified soon, maybe within a few days, after the Law ministry approves the list. The rules were finalised after the Corporate Affairs ministry examined over one lakh suggestions from various stakeholders. While the rules do not elaborate on the sub categories under rural development projects, officials said they expect several projects to be covered under the category for CSR spending.

Spending on training to promote rural and nationally recognised para olympic and Olympic sports would also qualify for credit under the CSR rules.



**A leading NGO in Sports & Character Building**

**Helping Build India through Sports**

**Since 1991**

**BE A PARTNER IN CHANGE**  
**SPORTS COACHING FOUNDATION,**  
**HYDERABAD**

**09396559440**



IN THE YEAR - 1991

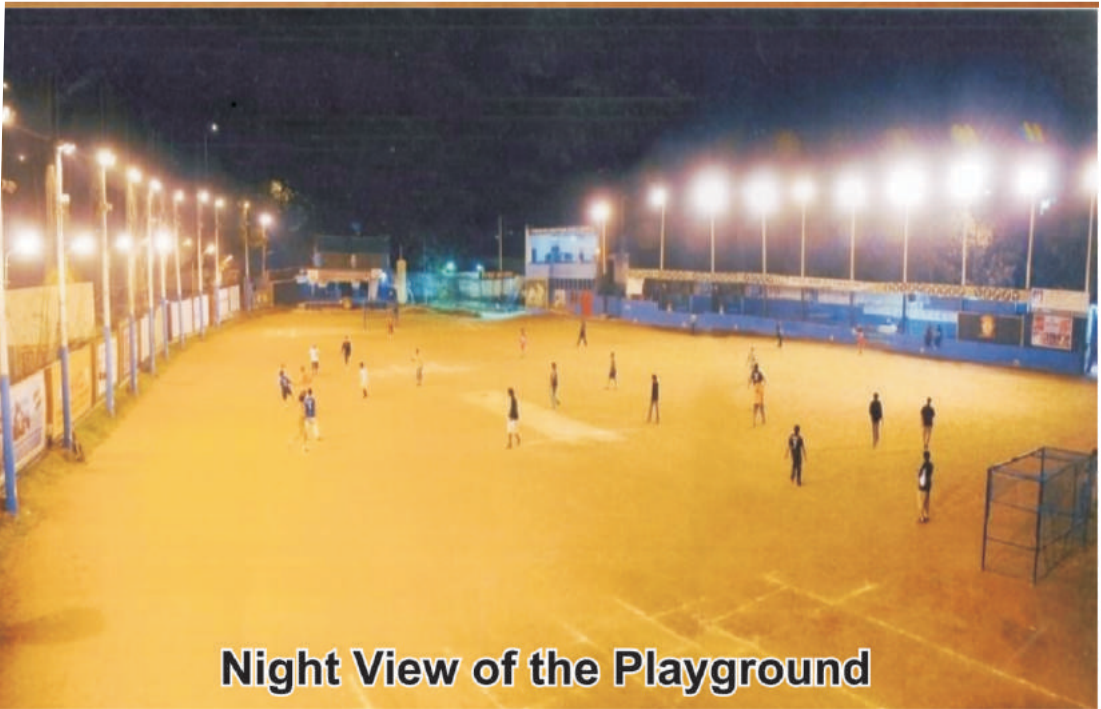
SPORTS COACHING FOUNDATION, HYDERABAD



NOW...



Stagewise Transformation of SCF Playground against all odds...



Night View of the Playground





**Sri. K. Saibaba, Founding Secretary, Sports Coaching Foundation, Hyderabad - receiving the 'Rashtriya Khel Protsahan Puraskhar 2015' from the President of India for leading the 'Best Sports NGO' in India. Dated: 29th August 2015, New Delhi.**



## **SPORTS COACHING FOUNDATION** (Non Profit Organisation)



**A Leading 'NGO' in Sports & Character Building  
Helping Build India Through Sports Since 1991**

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**SCF is one of the few Sports Organizations in the Country having  
IT Exemption under 80G and FCRA approved by Govt. of India**

**PLEASE DONATE**



**K. SAIBABA**  
Former Ranji Trophy Cricketer  
Founding Secretary



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THE HINDU • THURSDAY, APRIL 23, 2009

DOWNTOWN SPORTS 7

## Great honour to an exemplary cricketer

International Association of Lions Club confers Fellow of Excellence award on Sai Baba for promoting sports amongst the under-privileged

It was pleasant surprise for K. Saibaba, a former Ranji player and founder secretary of the Sports Coaching Foundation (Masab Tank) who was present with the Life Award by the International Association of Lions club (District 324 C2) at an impressive function in the city last week.

District Convener 'Lion' Sunil Kumar said that the award – Fellow of Excellence – was conferred on Saibaba for his selfless service in promoting sports amongst the underprivileged by continuously taking up innumerable schemes with plenty of incentives to ensure that enthusiastic kids sustain their interest in sports. For someone who is running the foundation, which is an acknowledged NGO run in coordination with greater Hyderabad Municipal Corporation, for the last 16 years, Saibaba ensured that it remained one of the best well – maintained training centers with latest facilities including a bowling machine, floodlights and synthetic wickets, he commented.

"This actually reflects the recognition of Saibaba's commitment and the sacrifices he made over years to keep in place a truly model training centre," he said. "It also reminds our passion to be associated with truly distinguished personalities and our gratitude and admiration for the quality of contribution that has been consistently rendered by him over the years," the citation observed.

Responding to the felicitation, Sai Baba felt he was humbled by the "huge and rare honor". "This should only spur me to continue all the good work we have been doing at the foundation," he remarked. "A visit to the Foundation would portray the actual picture of all the good work done by us for the under-privileged inspired this award, we will only try to improve upon our outlook to the whole concept," he concluded.



Lions Clubs International District 324 C2 28th District Convention & Awards, 2008-09, Hyderabad. Hosts: Lions Club of Hyderabad.



### Jindal Foundation honour for SCF

Hyderabad: It may not be getting as many accolades as it deserves nearer home, but the relentless pursuits by the Masab tank based Sports Coaching Foundation is getting recognition from beyond the State. This has been more so in the past 12 months. The Foundation added one more feather to its cap when it was conferred the prestigious 'Best NGO in India' in the Health category from Naveen Jindal, Chairman, Jindal Steel & Power Limited (JSPL) Foundation in New Delhi recently. The recently instituted 'Rashtriya Swayamsiddh Samman' recognizing excellence and dedication at the national level saw SCF becoming the first NGO from Telengana State to be included in the role of honor. Reacting to the award, its founder secretary K. Saibaba, who received it from Jindal, said "Everyone at SCF is humbled by the recognition. It implies that our work is being noticed in the nooks and corners of the country". He said "although our Foundation has coached over thirty thousand children from under-privileged sections through our 'Build India Through Sports' project, we feel our Endeavour would be to ring in a Vibrant sports culture. I hope the corporate head honchos will take the lead and play a more pro-active role".

## SCF gets Rockefeller honour

OUR BUREAU

The city-based multipurpose Sports Coaching Foundation (SCF) has won a rare recognition for an NGO that is dedicated exclusively to sports. It is one among four to be conferred the coveted 'India NGO Award' for the year. It is the only sports NGO in the latest roll of honours.

"What makes this a very special one is that it has been instituted jointly by the New York-based Rockefeller Foundation, the London-based Resource Alliance and the Mum-

bai-headquartered EdelGive Foundation," said a beaming K Sai Baba, the Foundation's founder-Secretary late Friday evening.

Stating that this would mark a major milestone in their history, he said that the recognition would instill a new zeal among all those associated with the Foundation whereby they would aim to further their spread and ensure that they reach as many youngsters as possible in the days ahead.

SCF, which completes its silver jubilee next year, has been in the forefront of promoting



the prevalence of a sports culture, particularly among youngsters belonging to the economically backward sections of the society.

"Although, we have been able to groom a good number of talents, the satisfaction was

more pronounced when three of our products, woman cricketer Archana Das and footballers Simar Preet Singh and Mohd Tariq were picked for the national teams," pointed out Sai Baba, a former Ranji cricketer himself.

According to Sudden Deshmukh, the Foundation Administrator, the focus was on taking the Build India Through Sports (BITS) to newer regions. Having accomplished substantial results in the two Telugu speaking States apart from Maharashtra and Karnataka,

they hope to enter other States. New Delhi, where a BITS pilot run received impressive response when the team received the award, has been quite encouraging, he quipped.

In monetary terms the Rockefeller recognition may be nothing but the credibility of the honour would give a solid boost to the Foundation's resume, which, perhaps, may awaken the philanthropists to come forward with assistance in one form or the other. The end gainer is, of course, the talented young sports person.



THE HANS INDIA  
HYDERABAD | WEDNESDAY 2 DECEMBER 2015

### ANOTHER FEATHER IN HIS CAP



Dr. B. Janardhan Reddy, Special Officer-Commissioner (GHMC), presenting the Best Manager Award to K. Saibaba, Founder and Secretary of Sports Coaching Foundation (SCF), during the third National Conference of Resident Welfare Association (NCRWA) meeting held in the city recently. The award is in recognition of his outstanding contribution as an administrator of SCF. Photo: Saleem

Man with Multiple Talents...



**What a Precious moment for K. Saibaba & Sports Coaching Foundation (SCF), Hyderabad!**

**K. Saibaba (Founding Secretary of SCF) shared FICCI Recognition with Govt. of Gujarat Representative for promoting Sports. Both got FICCI Awards for outstanding contribution to Sports in India at FICCI Sports Awards Function held at New Delhi on 22nd Feb 2016.**

**While Gujarat was declared a Model State in Sports Implementation through its Mega Project 'Khel Mahakumbh', SCF (a Sports NGO) received the FICCI Sports NGO Award for its contribution to promoting Sports in India through its BITS (Build India Through Sports) Project.**

## THE SUCCESS OF KHEL MAHAKUMBH



**30 GAMES  
25 LAKH  
PARTICIPANTS**

**BOYS  
14.5 Lakh  
GIRLS  
10.5 Lakh  
DIVYANG  
11500**







# **BEST OF LUCK TO INDIAN CONTINGENT**

## **SPORTS COACHING FOUNDATION**

**(NOT FOR PROFIT ORGANIZATION)**

*A Leading "N.G.O." in Sports and character building helping 'Build India Through Sports' since 1991*





OUR COACHING MANUALS TEACHES BEYOND SPORTS LIKE HUMAN VALUES AND CHARACTER BUILDING...

## SPORTS COACHING FOUNDATION

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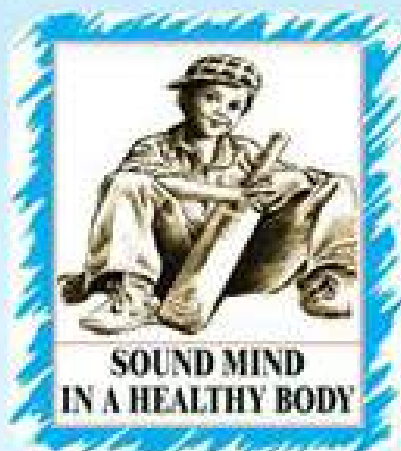
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## CRICKET

COACHING MANUAL FOR TRAINEES



*A Leading "N.G.O." in Sports and Character building - helping build India through Sports (since 1991)*

*Partner with SCF in transforming the Sporting image of India from a "Sleeping Giant" to a "Vibrant Sporting Hub of the World"*



COMPLIMENTARY BOOK - NOT FOR SALE

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## TENNIS

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## FOOTBALL

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[scf\\_india@yahoo.co.in](mailto:scf_india@yahoo.co.in)

## BASKETBALL

COACHING MANUAL FOR TRAINEES



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COMPLIMENTARY BOOK - NOT FOR SALE



**Shri. K. Saibaba** (Founding Secretary, SCF) was the Special Guest at

## NIFT Students Orientation Programme

at NIFT (National Institute of Fashion Technology) Campus, Hyd.

**Shri. Jayesh Ranjan**, IAS, IT Secretary - Govt. of Telangana was the Chief Guest.

**Dr. Rajaram**, Director NIFT Hyd. hosted the event on 28-7-2016.



**Shri. K. Saibaba**



**Shri. Jayesh Ranjan, IAS**







**SCF FOUNDING SECRETARY - Sri. K. SAI BABA WAS THE SPECIAL GUEST FOR INVESTITURE FUNCTION OF SPRINGFIELDS GROUP OF SCHOOLS ON 23RD JULY 2016**







**Clean India ( Swachh Bharat) Programme of SCF**  
**Mixed Football team listening the sports lessons**



**Clean India ( Swachh Bharat) Programme of SCF**

**03-07-2016**





**Mixed Football team listening the sports lessons**

**Mixed Football team listening the sports lessons**



**SCF Secretary explaining to School faculty ...**



**Education without sports is incomplete... 03-07-2016**



## Govt. Girls High School, Golconda, Hyderabad...





SCF under its 'Build India Through Sports (BITS) Project' visited two Govt. Girls School - Golconda Govt. Girls High School and Langer House Govt. High School and conducted Sporting Classes. With coordination from the School Management, in the near future - SCF plans to voluntarily donate Sporting Equipment like Volleyball Poles, Kho-Kho Poles, Basketball Boards and Mini-Football poles for both these schools. Under Swachh Bharat Abhiyan, SCF intends to clean up the playground of both these schools for continued sports activities round the year.

The intention of SCF is very clear and focused. It is to help the Govt. School - in such a way that 100% of the less-privileged children get basic exposure towards Sports and Games - by creating a platform for them to participate in Sports for their Good Health and Personality Development. Please note that United Nations (UN) itself advocates that every child in the world has the right to play.

All we need are partners, who can make coordinate with us in scaling and replicating this BITS Project!

**BE A PARTNER IN CHANGE!**



**Govt. Girls High School, Langer House, Hyderabad...**





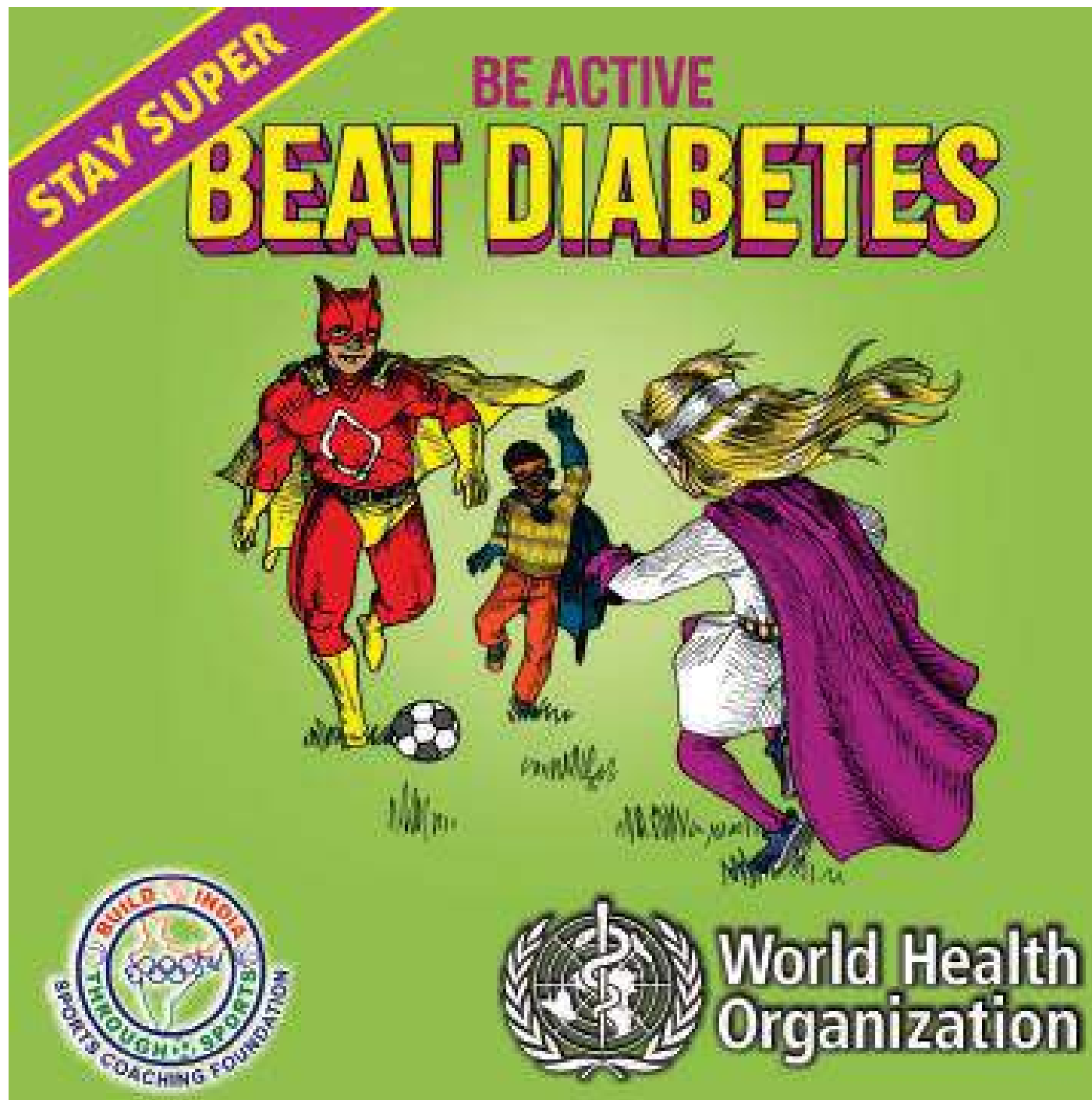


**Swachh Bharath Abhiyan (Clean India) at outside Sports Complex, Masab Tank, Hyderabad...**



**Less-Privileged Children from different Govt. Schools line up to play for their Good Health...**













# **FOREIGN STUDENTS SPORTS EVENT 2015**

**Jointly Org By.Nizam College & SCF in Cordination**

**With Foreign Students Association**

**On:22nd 23rd & 24th of Jan-2015. Venue:Nizam College play Ground**

**Cricket, Basket Ball, Vally Ball, Foot Ball, Track & Field.**













Miss Ruby Babak a student from Afganistan is alround champion among the girl Track & Field Events, Iraq students dominated in Men Track & Field event out of 4 events Congo Republic student won 800mts run, at Spotr Coaching Foundation & Nizam College Jointly conducted first ever forign students Sporting event at Nizam College Playground where around 1500 forign students studying in Hyderabad are participating.







02 TUESDAY 20 JANUARY 2015

HYDERABAD HANS

METRO FARE

# SPORTING ODE TO FOREIGN STUDENTS

Continued from pg1

Driven by their inner urge, hundreds of them continue to hone their sports skills and their passion by taking some ground on hire on an hourly basis over weekends while some fortunate ones get to participate in tournaments representing some clubs, particularly in football.

In order to give a feel of exclusiveness to these overseas students, the Masab Tank-based Sports Coaching Foundation (SCF) has conceptualised a first-of-its-kind sports extravaganza that comes as music to the ears.

In a welcome development, founder-secretary of the Foundation, K Sai Baba interacted with representatives of various foreign student bodies in the city on Monday.

They included 'players' from Iran, Iraq, Lebanon, Sudan, Somalia, Afghanistan and Yemen.

In collaboration with Nizam College, SCF will



Prof STLN Swamy (centre) releasing the poster

conduct a unique 'Foreign Students Sports Event-2015' at the college premises from January 22 to 24.

Apart from several disciplines like basketball, volleyball, football and track & field events, the event will have a tennis ball T20 cricket tournament that mandates each team to have five men and an equal number of women, each of

whom has to bat, bowl, keep wickets and also field.

The logo for the event was released by Prof STLN Swamy, the Principal of Nizam College, who later said that the event could spread cultural togetherness and open new chapters in bilateral ties.

Sai Baba said that around 1500 students, including girls, will participate in the

extravaganza. He said that they had hoped to come up with a sporting event where everyone would be a winner. Their reward will be the sporting time and the sense of togetherness spent on the ground for three successive days.

Many of the 'ecstatic' participants said it was an overwhelming tribute to their identity and stay here.





