



सत्यमेव जयते

Rashtriya Khel Protsahan Puruskar-2015

is presented to

Sports Coaching Foundation,

Hyderabad

for

Sports for Development

Ahman

Secretary

Government of India

Government of India
Ministry of Youth Affairs & Sports

29th August, 2015, New Delhi



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Rashtriya Khel Protsahan Puruskar

2015

Sports for Development

Sports Coaching Foundation,
Hyderabad

DECCAN Chronicle

Tuesday 1 September 2015, Hyderabad

K. Sai Baba talks of his Sports Coaching Foundation and how he wants to turn the country into a sports hub

MOMENT OF HONOUR:
City's K. Sai Baba receives the Rashtriya Khel Protsahan Puraskar from President Pranab Mukherjee



Finding talent in the slums

NEHA JHA

DECCAN CHRONICLE



For the past 24 years, K. Sai Baba has been encouraging the underprivileged to take up sports. His brainchild, Sports Coaching Foundation in the city, received the prestigious Rashtriya Khel Protsahan Puraskar on August 29, for its contribution to the development of sports.

When the government approached him to start an NGO to promote sports back in 1991, he grabbed the opportunity, quit his lucrative job at a bank and dedicated all his time to make sports accessible to the underprivileged.

"We were the first to install a bowling machine in India, which we had imported from New York in 1994. We were the first to have flood lights and speed guns too. In the beginning, whatever donations we received, we used that to build infrastructure. We thought this would attract people, and the amount they paid could be used to run the NGO. That's how we survived for 24 years," says Sai Baba, who also received the India NGO Award 2015 for its flagship project, Build India Through Sports (BITS).

"BITS project was started 15 years back and we have so far taught over 16,000 kids. As part of this, we approach government schools, orphanages etc. to promote sports. We also develop infrastructure — basketball courts, volleyball

courts etc. at these schools. Not only in Hyderabad, I also approached schools across Telangana, Maharashtra, Karnataka and recently, Delhi," says Sai Baba.

He adds, "We need to change the mindset of the country. Parents only want their kids to score good marks and often hesitate to let them take up a sport. Also, they think taking up sports is a big risk where a single injury can end your stint. There are also a few examples of sports stars like the eight-time national boxing champion Dennis Swamy, who never got his due and is struggling to make ends meet, which could also be a reason why they hesitate. Though I must admit that the current government is promoting sports on a big scale."

He adds that back then, many working professionals and actors were attracted to the ground because of its infrastructure, including Rana Daggubati and Allu Arjun. "Now, a lot of commercial grounds have come up and people are opting for those. To survive, I approached foreign students,

who now come here often to play. They only contribute around ₹50 per person but no amount is too little for us," he says.

Archana Das, a women cricket player and Sameer Preet and Mohammed Tariq, football players, are products of SCF who have represented the country. The institution also conducts inter-slum tournaments where both underprivileged and privileged kids are allowed to participate. He adds, "Slums are where you find a lot of talent — they have the determination to win. They just need someone who can guide them in the right path and they can win medals for the country."

Sai Baba concludes, "We want to transform over 5 lakh children and want to reach every corner of India. For this, we will need partners who are ready to donate to help us achieve our goal of making India a sports hub." He adds, "I am lucky to have my wife K. Srivalli by my side. She and my son Sunil Naidu have supported me throughout."

These kids need someone who can guide them in the right path and they can win medals for India



Wednesday, September 02, 2015, Hyderabad

All pumped up!

SPORTS COACHING FOUNDATION IN MASAB TANK, THAT WAS STARTED 24 YEARS AGO RECEIVED RASHTRIYA KHEL PROTSAHAN PURASKAR FROM THE PRESIDENT

Twenty four years ago, a small marshy ground at Masab Tank was a desolate place without any activity. Things changed for good in 1991 when former cricketer K Sai Baba entered into an agreement with GHMC for promotion of sports in public-private partnership. Thus was born the Sports Coaching Foundation (SCF).

"I am grateful to Jannat Hussain for reposing faith in me," says Baba. Today, SCF boasts of 600 children, a majority of them from slums, who play basketball, cricket, volleyball, boxing, karate, tennis and football on this one-acre land. Recognising his contribution to sports and encouraging street children, SCF was nominated for the Rashtriya Khel Protsahan Puraskar,

the highest award given to a non-governmental organisation for promoting sports.

"It is one of the most memorable days of my life. My hard work has been recognised. I dedicate this award to these children," says Baba, who received the award from President Pranab Mukherjee at Rashtrapathi Bhavan in New Delhi along with Arjuna, Dhyan Chand and Dronacharya awardees in August.

Talking about his foundation, the 60-year-old says, "I always thought these children did not have the required finances or parents' encouragement to enjoy these games. But they had the desire to play. Keeping this in mind, I encouraged these children. Initially, these children had a lot of reservations. I had to coax



and convince them children to take up sports. Today, I am happy that there are many orphans who are

active at the foundation. They forget their suffering by indulging in sports. That is the biggest victory and satisfaction for me as I am

able to bring joy to these orphans and street children," beams Baba.

Today, SCF bustles with activity. "We started with two disciplines and with our limited resources, we extended our activities to as many as seven disciplines. We also built flood lights to play at night. We have certain hours in the day reserved for under-privileged children. We also came up with a project called Build India Through Sports (BITS) that has helped provide opportunities to about 25,000 children," he shares with pride and satisfaction.

Baba's idea is to spread awareness about the value of sports. "It is important that children, rich or poor, should play sports. I would like these under-privileged children to play games for they will be busy and distance themselves from crime and illegal activities. I have been successful to some extent but there is still a lot of work to do. There could be more hidden talent among these slum children too," feels Baba who has also visited several government-run schools, in the city and adjoining districts, promoting sports. "I want to create more awareness among the younger generation about the importance of participating in sports. I believe that sports and education go simultaneously. Sports can build a child's character. It imparts discipline in them," he says.

SCF being a non-profit organisation, Baba has gone through the hard way. "However, I am lucky as I get general donations that help me run the show. It is a challenge and this new award motivates me to strive harder in promoting sports, particularly among street children," he shares.



Gawah

Urdu Weekly

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تلنگانہ کو صحت مند ریاست بنانے کا عزم

راشٹریہ کھیل پروتساہن پرسکار ایک غیر معمولی اعزاز۔ سائی بابا



ادارہ 2015ء میں حاصل کیا ہے۔ BITS کے تحت چند برس کے دوران سول ہزار بچوں میں زیادہ تر سرکاری اسکولس، نجیم خانوں سے تعلق رکھتے ہیں۔ انہیں کھیل کود سے دلچسپی پیدا کرنے کی کامیاب کوشش کی گئی۔ نہ صرف کرکٹ بلکہ کھیل اور دھنی کھیلوں کو بھی فروغ دیا گیا۔

اسپورٹس کو چنگ فاؤنڈیشن نے حیدرآباد میں پہلی مرتبہ فلڈ لائٹس کو حتحارف کر دیا۔ کارپورٹ سیکٹر سے تعلق رکھنے والے کھلاڑی شام اور رات کے اوقات میں فلڈ لائٹس میں مختلف کھیلوں میں حصہ لیتے ہیں۔ قارئین اسٹوڈنٹس کے لئے بھی اسپورٹس کو چنگ فاؤنڈیشن کی سہولتیں بے حد پسند ہیں۔ سائی بابا کا کہنا ہے کہ اب تک میڈیا اور حکومت نے تعاون کیا ہے۔ کارپورٹ سیکٹر سے تعلق رکھنے والے تعاون ہے۔ اب تالیوں کی کھیل بلکہ مالی تعاون ناگزیر ہے۔

تلنگانہ کے کم از کم پانچ لاکھ بچوں میں اسپورٹس سے متعلق شعور پیدا کرنا ہمارا مقصد ہے۔ تلنگانہ کو ایک صحت مند ریاست بنانے کا ہمارا عزم بہت جلد پورا ہوگا۔ ان خیالات کا اظہار کے سائی بابا نے کیا جو سماجی راجھی کرکٹرز ہیں اور اسپورٹس کو چنگ فاؤنڈیشن ماں صاحبہ ٹینک کے بانی ہیں۔ سائی بابا نے SCF کے ذریعہ سماج کے غریب بچوں میں کھیل کا شعور پیدا کیا اور ان کی بہت افزائی کرتے ہوئے انہیں ریاستی اور قومی سطح پر مقابلوں میں نمائندگی کا موقع فراہم کیا۔

K. SAIBABA

SPORTS COACHING FOUNDATION
(Not For Profit Organization)

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دیکھ کر کھلاڑی چٹا داس، میر پریت، محمد طارق نے



راشٹریہ بھون دہلی میں 28/ اگست 2015ء کو ایوارڈ فنکشن: صدر جمہوریہ، فائبر مرزا، سائی بابا اور دوسرے



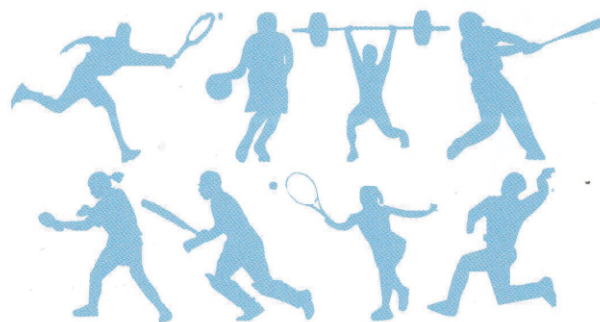
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खेल और साहस पुरस्कार-2015

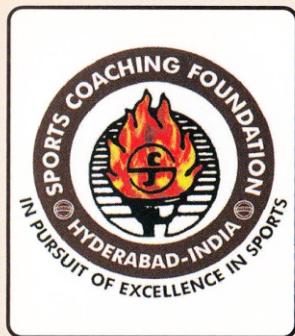
Sports and Adventure Award-2015



सत्यमेव जयते

युवा कार्यक्रम और खेल मंत्रालय
भारत सरकार

MINISTRY OF YOUTH AFFAIRS AND SPORTS
GOVERNMENT OF INDIA

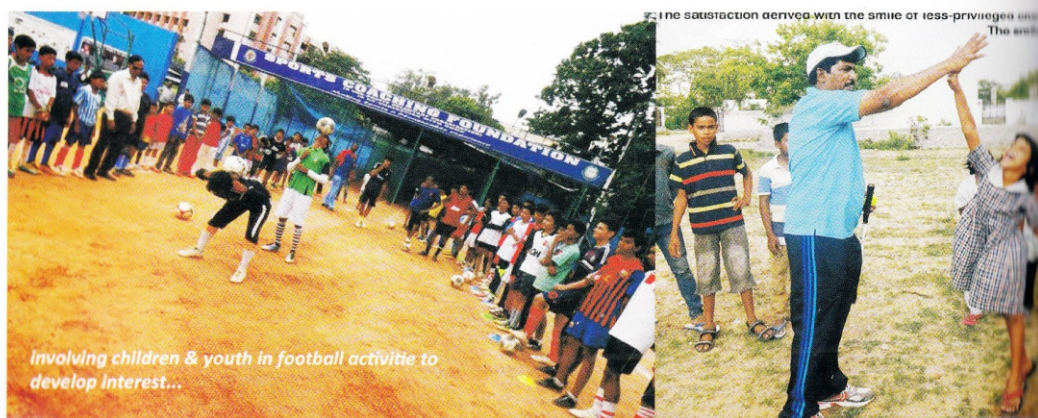


राष्ट्रीय खेल प्रोत्साहन पुरस्कार – 2015

स्पोर्ट्स कोचिंग फाउंडेशन, हैदराबाद
विकास के लिए खेल

स्पोर्ट्स कोचिंग फाउंडेशन, हैदराबाद एक नॉन-प्रॉफिट गैर-सरकारी संगठन है जो 1991 से मुख्यतः समाज के सुविधाविहीन बच्चों के बीच खेलों का उपयोग विकास और शांति के लिए कर रहा है। स्पोर्ट्स कोचिंग फाउंडेशन (एससीएफ) 'खेलों के माध्यम से भारत निर्माण' (बीआईटीएस) परियोजना कार्यान्वित कर रहा है जिसकी पहुंच निम्न आय संस्थानों में लगभग 25,000 सुविधाविहीन बच्चों तक है। स्पोर्ट्स कोचिंग फाउंडेशन ने क्रिकेट, फुटबाल, खो-खो, कबड्डी, वॉलीबॉल, टेनिस और बास्केटबाल जैसे खेलों को बढ़ावा देने के लिए सरकारी स्कूलों, अनाथालयों और स्लम क्षेत्रों में खेल उपस्कर उपलब्ध कराए और बुनियादी खेल अवसंरचना का सृजन किया। इस परियोजना का मुख्य उद्देश्य खेलों के माध्यम से व्यक्तित्व विकास करना है।

स्पोर्ट्स कोचिंग फाउंडेशन, हैदराबाद को विकास के लिए खेलों के क्षेत्र में उनके योगदान को मान्यता प्रदान करते हुए राष्ट्रीय खेल प्रोत्साहन पुरस्कार-2015 प्रदान किया जाता है।



Involving children & youth in football activities to develop interest...

The satisfaction derived with the smile of less-privileged children. The smile...

Rashtriya Khel Protsahan Puruskar, 2015

Sports Coaching Foundation, Hyderabad
Sports for Development

Sports Coaching Foundation, Hyderabad, a Non-Profit Non Governmental Organization has been engaged since 1991 in using sport for development and peace mainly among less privileged children. Sports Coaching Foundation (SCF) is implementing 'Build India through Sports' (BITS) Project reaching out to about 25,000 less privileged children in low income institutions. Sports Coaching Foundation donated sporting equipment and created basic sports infrastructure in Government schools, orphan homes and slum areas to promote sports like cricket, football, kho-kho, kabaddi, volleyball, tennis and basketball. Primary focus of the Project is on personality development through sports.

In recognition of its contribution in the field of 'Sports for Development', the Rashtriya Khel Protsahan Puruskar-2015 is being conferred upon Sports Coaching Foundation, Hyderabad.

