### SPORTS COACHING FOUNDATION CONNECTED WITH BPL CHILDREN AND TOP CORPORATES OF THE WORLD...



Backward Class Welfare Girls Hostel at Keesara,
Telangana State, 500 Less privileged are studying.
The Sports Coaching Foundation
(Not for profit organization) under its BITS
Programme promoting Sports at the hostel.







2017

#### SNAPSHOTS OF THE SEPTEMBER - 2017

#### PLEASE PARTNER WITH US IN "BUILDING INDIA THROUGH SPORTS"...

### INDEX FOR SEPTEMBER NEWSLETTER

I. Father of the Nation	
2. Peace & Sport Award - 2016 Video.	2
3. SCF Ground Realities Interview with Saibaba Khas Mulaqat Short Video	3
4. SCF honored with "Social Impact Award - 2017" at Bangkok	4-6
5. Reputed International organization publishing SCF story.	7-10
6. Flashback Memories of SCF decades back media clippings	11-12
7. Sports Coaching Foundation organized recreational and multi-sports	
activities to Google support staff	.13-24
8. Sports Coaching Foundation hosted 63rd HDSGF Inter Schools	
Golconda Zonal Level Hyd Volleyball Tournament - 2017.	.25-27

DEAR PATRONS, PLEASE VISIT OUR SHORT VIDEO DOCUMENTARY: CLICK HERE



## 2'nd October

First they ignore you, then they laugh at you, then they fight you, then you win.

- Mahatma Gandhi



PEACE & SPORT AWARD 2016 SHORT VIDEO LINK: CLICK HERE

### PEACE AND AND SPORT

BE PART OF WHAT MATTERS

SPORTS COACHING FOUNDATION, INDIA RANKS AMONG TOP 3 SPORTS NGOS IN THE WORLD...



UNDER THE HIGH PATRONAGE OF H.S.H. PRINCE ALBERT II OF MONACO



JOEL BOUZOU, PRESIDENT AND FOUNDER PEACE AND SPORT



K. SAIBABA
Founding Secretary, SCF
President of India Awardee

'PEACE & SPORT AWARD-2016' SHORT VIDEO LINK: CLICK HERE



URDU MEDIA INTERVIEW WITH K.SAIBABA OF SCF ON 18-07-2017 SHORT VIDEO: CLICK HERE

#### MR. K. SAIBABA, FOUNDING SECRETARY, SPORTS COACHING FOUNDATION (SCF, INDIA)...



## SAIBABA KAMMELA, FOUNDING SECRETARY SPORTS COACHING FOUNDATION, INDIA

"I founded SCF in 1991, taking voluntary retirement from a lucrative job and dedicating the past 25 years of my life to empowering over 75,000 underprivileged children. The intention has been to create a 'Massive Social Change in the Society through Sport.' I have not drawn a single penny from my NGO for my work. In the initial years of SCF, I was literally pelted with stones by anti-social elements for starting the organisation in a sensitive and conflicted area,

since there was a misunderstood notion that SCF is a commercial organisation. Now the children of these same anti-social elements take free coaching at SCF. So, time and realisation have changed the outlook."



### YOUSAF SHAH, VOLUNTEER/FUNDRAISER PHILANTHROPE, PAKISTAN

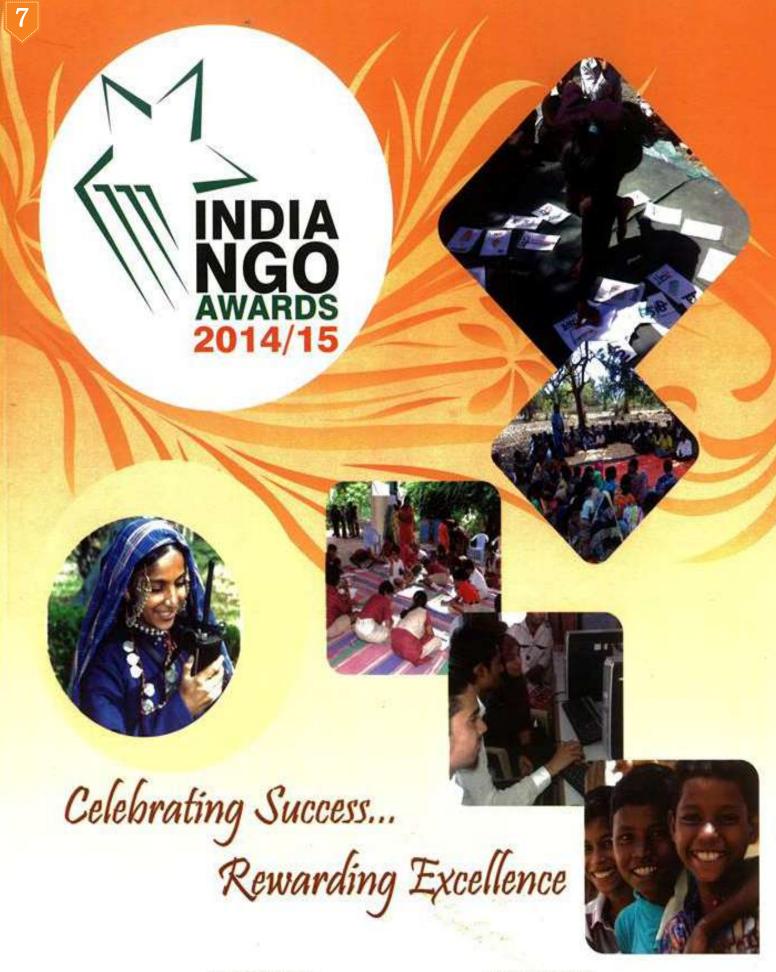
"I helped found Philanthrope, a social, nongovernmental not-for-profit, in 1998 with a group of students at the University of Peshawar. It focuses on marginalised communities and impoverished social groups with the towering goal of alleviating poverty through developing social, natural, human and financial capital of the communities. Believing in the idea that sustainable development and economic growth need social organisation and resource mobilisation – and to become the voice of the voiceless, and fight against social injustice and inequality – Philanthrope was founded with the motives to mobilise, motivate and organise communities. Nowadays, I am playing as volunteer for Philanthrope and am supporting it as a fundraiser for its newly started 'back to school' campaign project."



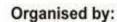
### **CATEGORY FOUR**

## OUTSTANDING VOLUNTEER AWARD

VOLUNTEERS WHO HAVE SHOWN EXCELLENCE, BEST PRACTICE, AND HAVE MADE AN OUTSTANDING CONTRIBUTION TO THEIR SECTOR.



Supported by:









#### Sports Coaching Foundation (SCF)

#### Hyderabad







Health Awareness and Fitness through sports

#### About Sports Coaching Foundation (SCF)

Sports Coaching Foundation (SCF) is the brainchild of Mr. K. Sai Baba (Former Ranji Trophy Cricketer), who has a God-gifted innate ability compounded with 35 years of experience in Sports, to spot young talent (especially among less-privileged children) and take all-round sincere efforts to groom them into promising Indian stars of the future. SCF has been instilled with this true spirit of service for the last 24 years, since its inception in 1991.

Mission is to 'Build India through Sports (BITS)'. With this mission as primary vision, SCF has set the following few strategic objectives and goals:

- Promote Sports Culture among the lessprivileged children of the country by voluntarily visiting Low-income institutions and developing Sports Infrastructure to facilitate Sports Culture.
- Spot, Coach and Shape young talented children (especially the less-privileged) into top-class players and responsible citizens of the country.
- Conduct free tournaments/ events at its premises to tap talented children.
- Develop and maintain playgrounds, pitches, courts, etc., at different venues to promote Sports.

- Award scholarships to deserving sportsmen and sponsor them for training abroad or in India.
- Establish in-depth libraries exclusively for sports lovers.
- Develop good physique of players through best guided physical training, yoga, etc.
- Promote a positive attitude towards Sports in society and popularize physical fitness.

#### **Programmes**

BITS Project: The most innovative aspect of SCF is the unique and evolving model of its 'BITS' (Build India Through Sports) Project, a medium through which, SCF Staff literally goes to the door-steps of Low-income Institutions (Government Schools, Orphan Homes, Slums, also street children) and promotes Sports Culture by voluntarily developing Sports Infrastructure, donating Sports equipment and encouraging less-privileged children to participate in Sports. SCF has so far transformed the sporting lives of over 25,000 less-privileged children (in over 50 Low-income Institutions) through its BITS project in Southern India. Majority of these lessprivileged children (especially girls) have never been exposed to Sports of any kind, ever before in their life. The core intention of this project is overall personality development (Health, Fitness



Swachh Bharath Abhlyan (Clean India Movement)

and Character) of children through the medium of Sports. Positively, SCF looks forward to expand this model in the entire country to encourage children (especially the less-privileged) to participate in sports and transform the image of the country into a Sporting Nation. This is the noble goal of SCF. Through the process of building Sports Infrastructure under BITS project, SCF has also motivated children and youth to take part in 'Swacha Bharat' (Clean India) Campaign and has achieved success.

SCF provides Free Scientific Coaching (Football, Tennis, Cricket, Basketball, Boxing & Martial Arts) to approximately 60% of its 600 trainees at its Sports Complex. SCF has been successful in transforming the mindset of the local people regarding sports, health and fitness which in itself was a tough challenge at the outset. This is a proof of relentless efforts of SCF team and the impact made by them. SCF has managed to transform youngsters and divert their minds from criminal activities to sports. From being petty thieves and drug addicts, these youngsters made a 360-degree turn to embrace productive activities and showcase positive spirit by becoming volunteers and enthusiastic participants in various sports events conducted by SCF. SCF also conducts about 20 Free Tournaments (every year) at its premises to encourage participation of less-privileged children.

Impact on Women: SCF trainee Archana Das, one of the three national-level players trained under the guidance of expert coaches in SCF who is representing India in Women's Cricket. Besides her, a few girls and young women are playing and excelling in sports like Basketball and Tennis. SCF has adopted many Government Girls High Schools like Safdaria Urdu Medium School and Mahaboobia Girls High School in Mehdipatnam, Hyderabad and helped train over 4000 girls in various sports so far by transforming them through various awareness programs like 'Importance of Health and Fitness through Sports'. SCF Management has observed over the years that many women employees and women advocates have shown keen interest in taking up different sporting activities round the year at SCF Sports Complex.

#### Fundraising Achievement(s) and its Impact

When Mr. K. Sai Baba - Founder Secretary, SCF (in 1991) - intended to take forward his passion towards Sports and approached the government, the officials helped SCF by granting access to government land. After a few years, SCF was recognized and included under Section 80G to make its donors eligible for tax exemption clause and FCRA permission for the donors - as approved by the Home Ministry, New Delhi. SCF's list of donors includes LIC of India, Syndicate Bank, Bank of India, Bank of Baroda, Nizam Charitable Trust, Lions Club among several others. SCF also received direct donations for the following Sports Infrastructure aspects:

- Flood Lights Project (from Andhra Pradesh State Electricity Board - APSEB).
- Electronic Bowling Machine (from State Bank of India).
- Digital Speed Gun (from Cyberabad Police Commissioner).
- Synthetic Also Turf (from State Bank of India).
- Hydraulic Roller worth Rs. 6 lakhs (from Amway India).

Donations give SCF a genuine reason to celebrate the noble mission of reaching out to the less-privileged. The impact can be measured not only by the increasing number of participants in SCF coaching activities and sports events, and the feedback received in the form of newspaper articles published about SCF's efforts and activities, but also by the increasing number of stakeholders like government and administrative officials, GHMC authorities, schools & colleges, philanthropists, and the media. Mr. K. Sai Baba



receives letters/mails/ awards of appreciation and recognition from several quarters in response to the work that SCF has carried out under its BITS (Build India through Sports) Project. This motivates SCF to reach out to a greater segment of less-privileged children in the country.

#### Scalability and Replicability

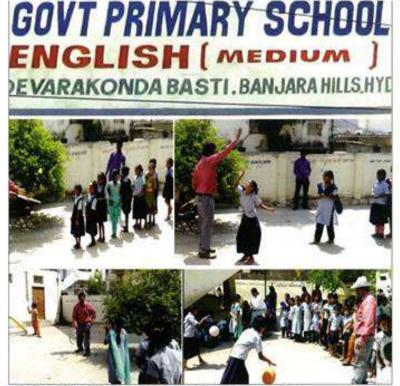
A major facet of SCF mission is its 'Build India Through Sports (BITS)' project. So far with limited resources and against all odds, SCF Team has proactively reached out to over 50 Low-Income Institutions (Government Schools, Orphan Homes, Slums, also street children) and made a difference to the sporting lives of over 25,000 less-privileged children, where a substantial percentage of children (especially girls) have had no exposure to sports of any kind, before in their life. SCF has donated sporting equipment and created basic infrastructure in these schools to promote sports like Football, Cricket, Tennis, Volleyball, Basketball, Kho-Kho and Kabaddi. This project involves educating children about Sports & Sporting achievements, to inspire them to chance their talent and hone their skills in sporting disciplines of their interest, through dedication and practice. The primary focus is on personality development in children through the medium of Sports. A protocol of follow-up is also pursued.

As part of BITS project, SCF has covered most of the district headquarters in AP and Telangana and also some remote areas of Maharashtra and Karnataka.

SCF Management keenly looks forward to expanding this model all over India to make BITS (Build India Through Sports) a household name in India. At SCF, it is predicted that this will be a true sign of transformation of Sports image in the country. SCF Staff members have achieved a lot of cheer, goodwill and satisfaction and are determined to counter any road blocks in the future.

#### Governance and Financial Management

The Governance Process at SCF has a simple model. All decisions are made in accordance with the laws governing an NGO, 'SCF Board Members' are appointed through general body meetings and voting. The standard term for 'SCF Board Members' is two years, as it helps in maintaining consistency and helps in running the organization smoothly and effectively.



Educating students about the importance of sports

Board meets once in six months. Quorum consists of 2/3 majority. There is transparency in terms of activities, management of finances, maintenance of records of all events held in the past two decades, etc.

SCF has an annual budgeting process in place, wherein the SCF Management plans in advance, assesses and forecasts the amount of expenditure needed to take care of day-to-day expenses besides the various activities/ events to be held in that financial year. The General Secretary and the Treasurer of SCF are the key decision makers in preparing the budget. SCF has regular review meetings from time to time to ensure that budget allocation is in line with the income generated. SCF Management also makes sure that the internal and external audits are done in compliance with the rules and regulations of the Government. Since SCF is accountable to its donors, all its records are wellmaintained. SCF is being audited by a leading, knowledgeable and experienced external auditor who has been associated with auditing SCF for the past 15 years.





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E-Mail: info@scfindia.org , scf\_india@yahoo.co.in

www.scfindia.org

# Business Line

Monday, May 8, 1995

ENTERPRISE

## A winning combination

T is a small industry. Profits are not its coveted objective, albeit it has the strong backing of the corporate houses, for without their support the 'dream project' sould have floundered at an embryonic stage.

And yet, the industry is agog with activity. A comer first-class cricketer is working hard to give the establishment a sound footing. The ports Coaching Foundation (SCF), which connects cricket coaching under flood lights on a mall ground in Hyderabad, has gone well beyond its initial endeavour of running a modest coject.

The phenomenal growth has in fact attractdwidespread attention with several industrial buses in Andhra Pradesh showing keen inrest. A highlight of the project is that it is tobably the only night coaching camp.

Run by K. Saibaba and his wife, their inthement is matched by the trainee children to have given a practical shape to their ream. An employee of Syndicate Bank, he is sen to turn the coaching centre into a Nation-Academy of Sports. A possible rival to the ports Authority of India (SAI) run institutions the country.

But being the heirlooms of the Government.

SAI institutions lack the purposiveness and
thase even modern facilities that the Fountion has come to acquire at a heavy expendie. Today, the Foundation boasts of a
uprehensive infrastructure for cricket and
e ground is equipped with flood lights and

chacha Nehru Park, which was once a marland, has now become a favourite with any companies who are now promoting their oducts and services through a cluster of ardings (they have been booked permanentby leading companies like Essar and State and Hyderabad). This has brought in conterable revenue to the Foundation.

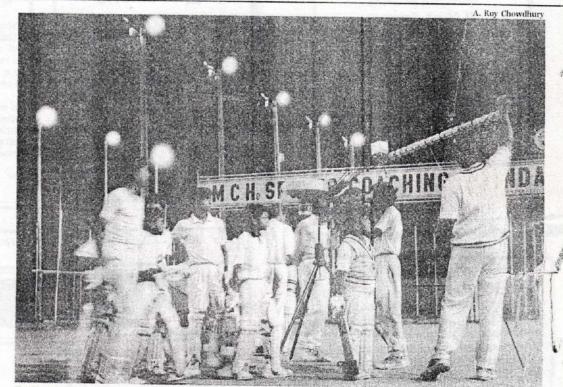
Apart from this indirect support, the corpote houses sponsor tournaments and also dode training equipment. It is their support upled with the enthusiasm of the trainees at has turned this modest project into a viant institution in three years. While pursuing the goal of honing fresh tal-

to produce national players, Saibaba has ignored the educational aspect. To ensure the academic concentration of his wards so not deflect, he has devised a scheme of a prizes every two months to those who see SD per cent in their exams.

the training camp itself has been devised in the amanner that they attend the camp to the accouple of hours and reach home in the to catch up with their school work. On exands, they can devote more attention to a game when they play matches and even a some goodies as incentives for their per-

be whole gamut of playing matches is not to inculcate the mettle of facing the chalge, but provides them with invaluable expeace on all the aspects of the game. Thus, the dren also manage other on-field activities as umpiring, score-board operation and mantary. Most trainees are children in the to sixteen age group.

the total expenditure, the Foundation is about 40 per cent on trainee welfare in term of providing equipment and in a few mourishment to economically backward



The Sports Coaching Foundation in Hydcrabad conducts cricket coaching under flood lights.

Industrial houses are entering the Indian sports scenario in a big way. Their interest in the field does not end with sponsoring tournaments but has moved on to help groom talent. The Sports Coaching Foundation (SCF) in Hyderabad proves what corporate support can do to the game.

V. K. Varadarajan reports.

candidates. The matches themselves act as a motivating factor. Innovative sub-genres of the game such as single-wicket matches and six-aside tournaments have become popular.

That the corporate houses will play a significant role is certain if the response to Saibaba's proposal is any indication. Already, the project enjoys the support of the cricket enthusiasts among the bureaucrats. Saibaba has also floated the idea of the corporate houses becoming members of the Foundation.

With the initial refundable collection of Rs.5,000 and a monthly subscription, he hopes to build a corpus to finance the project. He has already acquired two astro-turf strips and an electronic bowling machine to train the players to face fast bowling (perhaps the only centre in the country to have this facility).

Already the camp has become part of the students' lifestyle and there are hardly any dropouts. This gives an added reassurance to the chief coach about making the Foundation

a versatile training centre for basketball, tennis and other games. The well-equipped training centre has already attracted the attention of the Board of Cricket Control in India (BCCI), which has been approached by Saibaba with the plea to start a National Training Academy at the SCF Centre.

Saibaba himself is astounded by the rapid progress of the project and is now slightly furtive if it could take off to become synonymous with excellence in training. Of course, he has not lost his spirit and is working every minute towards realising the goal of making the Centre a model clinic.

With the support he has been getting from leading companies like India Cements. SBH. Hyderabad Bottling Company, and the Andhra Pradesh Electricity Board, which has provided subsidised flood lighting system and concessional power supply, he is however, confident of carrying through his project.

He has actually worked out ambitious plat to involve the corporate houses more actively Apart from the fee from trainees, general dont ions and revenue from hoardings, the Four dation is looking to the corporate members an senior citizens who could utilise the multi-gyr and cricket infrastructure to renew their toue with the game. Sponsorship of various tourns ments such as the All India Corporate Cu Foundation Cup, a novel quick-fix six-a-sid tournament and summer coaching camps is specialised areas of the game would form proof revenue sources for the Foundation.

Saibaba has in fact taken all steps to make his proposition attractive in one way or the other. And for the corporate houses, he has already approached the Ministry of Finance for a 100 per cent tax exemption to the donorunder section 35 CC of the Income Tax Act. A present, the Foundation enjoys facility of exemption under 80 G.

## Chronicle

SPORTS DECCAN CHRONICLE, HYDERA

## Tribal talent sprouts at SCF

FROM ARJUN SENGUPTA

Hyderabad, May 17: Dark clouds did little to dampen their spirits. Bare-footed and clad in T-shirts and shorts, they ran about shouting with glee — a small army of 12-year-olds.

Enthusiasm writ large on their faces, this contingent of youngsters embodied the much-written about but rarely seen spirit of sportsmanship.

This group of kids have come from afar. From West Godavari to Rayalseema, these children were brought by a government organisation to the city to take part in a coaching camp.

One that heralds an innovative step in developing sport at the grassroot level.

They are mostly children of tribals and the backward classes. The camp being held at the Sports Coaching Foundation in Masa Tank gives them an opportunity to grow into better players.

All in all about 210 children took part in this exercise. Cricket was the overwhelming favourite, with about 130 boys enrolling into the disci-

#### HIGHLIGHTS

All in all about 210 children took part in this exercise. Cricket was the overwhelming favourite, with about 130 boys enrolling into the discipline. Hockey, volleyball, football and tennis were the other sports played.

They are mostly children of tribals and the backward classes. The camp is being held at the Sports Coaching Foundation.

pline. Hockey, volleyball, football and tennis were the other sports played.

"These kids have immense talent. If they are provided proper facilities there is no telling what they can do. It is amazing to see so much enthusiasm and interest," said Mustafa Sajjad, a coach who has been working with the children.

"They are very involved and with some encouragement, they can really go far. And in just this month, they have improved a lot," he adds.

"Villages sometimes lack the amenities, but camps like these offer a glimpse into a different world. We should have camps like this more fre-

quently," chipped in coach Shahid Akbar. The children are understandably exuberant.

"I have learned a lot during my stay here. I think I have made some great strides when in my bowling. I have learned how to swing the ball and bowl yorkers," says Praveen, a lanky 15-year-old, who shows considerable promise.

Hailing from Vizianagaram, he has been the find of the year for his adoring coaches who say he is made for bigger things than *gully* cricket.

"This camp had been very good for me. I now have ambitions to take it up professionally," he says.

His confidence is shared by

Durgaprasad, a budding batsman who has played in the school nationals.

"I would like to play cricket fulltime once I'm through with my studies," he says.

"The camp is indeed very helpful. I was always interested in cricket but I used to play without technique. Now I have learned to correct my batting stance and have begun to pick up the nuances of field placing," he adds.

"In the village it was very different. There is very less time to play cricket and hardly any facilities. But I have played for my school St Francis, Karmelapuram," says the lad from West Godavari.

There is a vibrant optimism about them. Some skinny, some robust, but all very sturdy and grim-jawed; they represent the ideal in sport.

The skies soon open up with a vengeance, sprinkling the field with big puddles of water. But they play on.

And looking at the one is compelled to wonder how many Sachin Tendulkars or Anil Kumbles India may have in the future if only given the chance.



SCF ORGANIZED MULTI-SPORTS ACTIVITIES TO GOOGLE SUPPORT STAFF SHORT VIDEO: CLICK HERE



Sports Coaching Foundation Organized recreational and Multisports activities to google support staff around 500 people attended with the families, enjoyed different fun games.







### Googlers enjoyed the greenery at GHMC CHA CHA NEHRU PARK

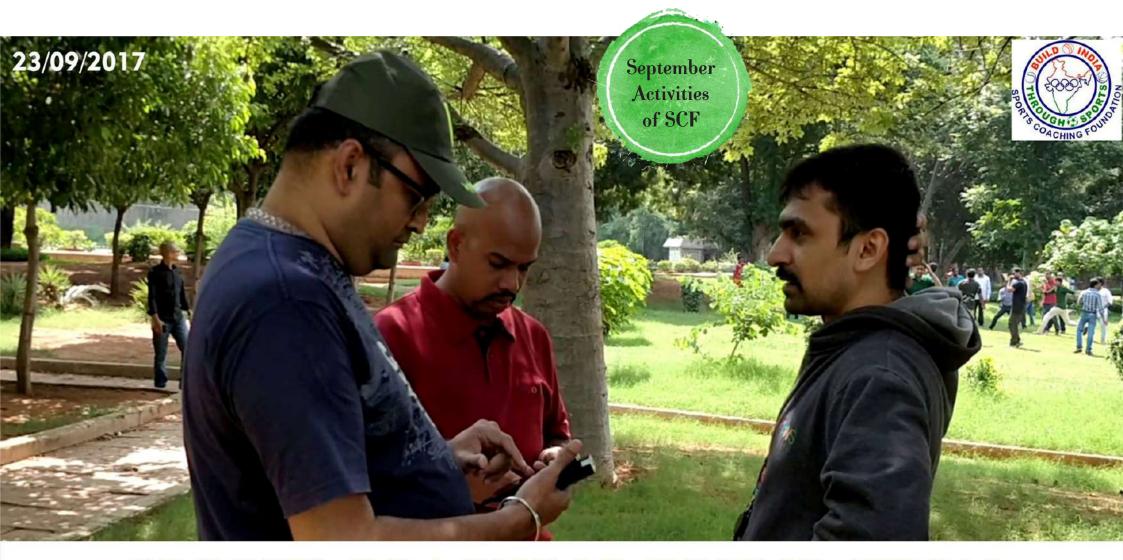












NON PROFIT ORGANIZATION



NON PROFIT ORGANIZATION







NON PROFIT ORGANIZATION

Google

Employees enjoying multisports events on 23rd sept 2017





NON PROFIT ORGANIZATION

Employees enjoying multisports events on 23rd sept 2017





NON PROFIT ORGANIZATION

GOOGE Employees enjoying multisports events on 23rd sept 2017





NON PROFIT ORGANIZATION



GOOGE Employees enjoying multisports events on 23rd sept 2017



Sports Coaching Foundation hosted 63rd HDSGF Inter Schools Golconda Zonal Level Hyderabad Volleyball Tournament - 2017 from 12-09-2017 to 14-09-2017...

Thanks to organizers fro giving us opportunity...





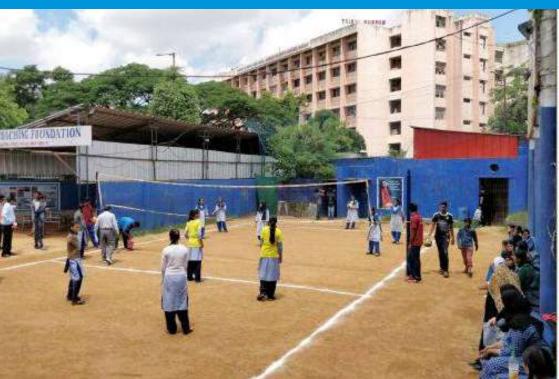


GOLCONDA ZONAL LEVEL HYDERABAD VOLLEYBALL TOURNAMENT SHORT VIDEO: CLICK HERE





### DIFFERENT SCHOOL GIRLS PARTICIPATING IN VOLLEYBALL EVENT...









### DIFFERENT SCHOOL GIRLS PARTICIPATING IN VOLLEYBALL EVENT...





MANY GARBAGE DUMP YARDS CONVERTED TO SPORTING HUBS BY SCF IMPROVING THE HEALTH OF THE COMMUNITIES AROUND THOSE AREAS





# SPORTS COACHING FOUNDATION [NON PROFIT ORGANIZATION]



STAGEWISE TRANSFORMATION OF SCF PLAYGROUND AGAINST ALL ODDS

NIGHT VIEW OF THE PLAYGROUND

(NOT FOR PROFIT ORGANIZATION)

HYDERABAD, INDIA



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







### SPORTS IS THE CHEAPEST MEDICINE...





Please donate Avail Tax Exemption the money we receive is spent for BUILD INDIA THROUGH SPORTS PROJECT we are connected with 1 lakh BPL children and youth at 100 low income institutions.



NON GOVERNMENTAL ORGANIZATION OF THE YEAR

## SPORTS COACHING FOUNDATION

INDIA





MONTE CARLO, MONACO: 'UNFORGETTABLE TRIP' VIDEO LINK: CLICK HERE

#### SCF Electronic Pitching Machine has inspired BPL Children of the society into Sports (since 1991)...



**Electronic Pitching Machine in action** 



## SPORTS COACHING FOUNDATION



Please Donate

#### **OUR BANK ACCOUNT DETAILS**

#### SYNDICATE BANK ACCOUNT DETAILS:



ACCOUNT NUMB	ER: 30512010011486
NAME:	SPORTS COACHING FOUNDATION
BANK:	SYNDICATE BANK
BRANCH:	MASAB TANK
CITY:	HYDERABAD CITY, TELANGANA STATE
IFSC CODE:	SYNB0003051
MICR NO:	500025047

#### STATE BANK OF INDIA ACCOUNT DETAILS:



ACCOUNT NUMBE	R: 33388095577
NAME:	SPORTS COACHING FOUNDATION
BANK:	STATE BANK OF INDIA
BRANCH:	TOLICHOWKI
CITY:	HYDERABAD CITY, TELANGANA STATE
IFSC CODE:	SBIN0005095
BRANCH CODE:	5095

### FCRA ACCOUNT (FOREIGN DONATIONS) ACCOUNT DETAILS:



ACCOUNT NUM	BER: 798101042455
NAME:	SPORTS COACHING FOUNDATION
BANK:	CANARA BANK
BRANCH:	MASAB TANK
CITY:	HYDERABAD CITY, TELANGANA STATE
IFSC CODE:	CNRB0000798
MICR NO:	500015019

SCF is one of the Few Sports Organizations in the Country which has Income Tax Exemption under 80G, 35AC and FCRA approved by Govt. of India