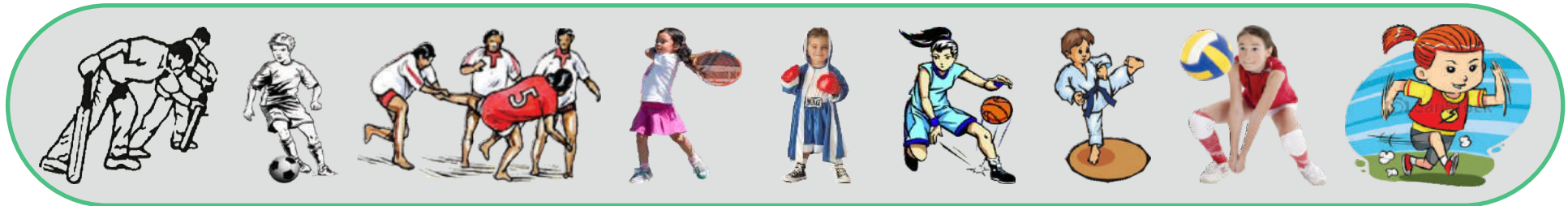


SCF NEWSLETTER AUGUST - 2016

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 AUGUST 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.**

DEAR READER:

Recently, the World witnessed its biggest Sporting Extravaganza at the Rio-Olympic 2016. Many Sporting records were broken because of some Extraordinary & Breathtaking Superhuman Feats of Michael Phelps, Usain Bolt, Simon Biles among others. It was truly a mesmerizing spectacle, which proved to the world that excellence in any Sport at the highest level requires eons and eons of mental preparation for physical imprints of timeless success.

At the Rio-Olympics 2016, India also witnessed a steep shift in its gender equality in International Sport, with three Indian Girls – P.V. Sindhu (Silver Medal -Badminton), Sakshi Malik (Bronze Medal-Wrestling) and Dipa Karmakar (Rank 4- Women Vault in Gymnastics) making a indelible mark in Olympic Sporting history of India. All 3 girls hail from a middle-class background, which in itself is an inspiration for Indian Women to truly be Torch Bearers for future success of India at the Next Olympic Games to be held in Tokyo and beyond.

Hearty & Special Congratulations to Shri. Pullela Gopi Chand (All India Badminton Coach) to have produced two Badminton diamonds - PV Sindhu (Rio Olympics 2016 – Silver Medalist) & Saina Nehwal (London Olympics 2012 - Bronze Medalist). He is truly a role model to all the Coaches & Sportspersons on how to channelize talent and skill into molding world class success. India salutes him for his contribution in self-realization of latent potential of Indians in World Sport.

Now it's about time - India reflects on how it can take the Sports in the country to the next level. From the recent Olympic medal tally, it is clear that neither coaches nor players from the elite background are required for India's success at the highest level in Sports. What is required is proper spotting of talent and training with immense dedication, inculcating the right winning attitude and giving them the confidence that their investment of life in Sport will not go waste. This formula was reflected in our Hon. Prime Minister Narendra Modi's speech in Mann Ki Baat on 28th August 2016. The UN also advocates that it is the right of every child (girl & boy) in the world to participate in Sport. Can we really make this happen? If we can succeed in this, automatically our dream of building a stronger & healthier India will come true, considering that presently India is the Diabetic Capital of the World.

In our own unique way - at SCF, Hyderabad - for the last 24 years, we have been promoting Sports Culture among the less-privileged children and youth of the society. With a very genuine intention, we attract more and more less-privileged children and youth (young boys & girls) into Sports by mesmerizing them with our Modern Mini-stadium & Sporting Facility. SCF also attracts less-privileged children to take up Sports by providing them with daily refreshments (Biscuits, Breakfast, etc) at SCF Sports Complex, Hyderabad. About 90% of 600 Trainees (mostly less-privileged) are provided Free Scientific Coaching in 6 Coaching Disciplines (Cricket, Football, Tennis, Basketball, Boxing and Martial Arts). At SCF, through our Coaching Manuals - we teach children beyond Sports into the Realm of Human Values and Character Development. Teaching something as basic as just Smiling is part of our Training. SCF also conducts more than 30 Free Events round the year.

Did you know that our 1-acre Sports Facility at Hyderabad is one of the most sought after playground for all strata of the society?

*Not just that, through our very unique '**Mobile Build India through Sports (BITS) Project**', we are connected with over 30,000 underprivileged children and youth in over 100 Low-income Institutions all over India (Telangana State, Andhra Pradesh, Karnataka, Maharashtra, Goa & Delhi).*

*Also, Note that '**Education without involvement in Sports is incomplete**'. Thus by providing a Sporting platform for all children and youth (especially the underprivileged in India) for over 2 decades, we have been working towards a more intellectual and prosperous India. Can we together work towards it?*

PARTNER WITH US IN CHANGE!

*Read our Next Edition of Newsletter, where we will pitch in our ideas from over 40 years of our Sporting experience on how to '**BUILD INDIA THROUGH SPORTS**'.*

Thankyou



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**



Sports Coaching Foundation under its Build India Through Sports (BITS) Project donated heavy Football Poles / Basketball Board, Kho-Kho Poles.

You can see the transportation of sporting material to Ind Lancer Govt. Urdu Medium Girls High School, Golconda, Hyderabad on 23-8-2016...

Shri. K. Saibaba through his Sports Programme interacted with around 1000 Children and encouraged them to daily involve in Sports for their Good Health.



Date: 23-8-2016





**SCF Installed a Basketball Board for
IInd Lancer Govt. Girls Urdu Medium High School (Date: 23-8-2016)...**

Date: 23-8-2016



The Principal of the Govt. Girls High School garlanding the Shri. K. Saibaba, Founding Secretary, Sports Coaching Foundation...



Shri. K. Saibaba lining up the Girls Football Teams...

Date: 23-8-2016



Girls Playing Football at their limited playing facility created by SCF...

Date: 23-8-2016



A Girl - for the very First Time - Heading the Football...



Saibaba Claryfing Sporting Douts of the Principal - Mr. Wajid and Physical Director at their School premises on 23-8-2016...

Date: 23-8-2016



SCF Visited Shaft Low Income School at Near: PVN Flyover, Mehdiapatnam (Opp: Pillar No. 95), Hyderabad on 23-8-2016 and conducted Sports Classes & Distributed Sporting Equipment. These are SCF activities under its Build India Through Sports (BITS) Project...

Shri. K. Saibaba through his Sports Programme interacted with over 250 Children and encouraged them to daily involve in Sports for their Better Health.

Note that SCF is promoting Sports Culture in over 100 Govt. Schools and is connected with more than 30,000 Children and Youth...



Date: 23-8-2016



Date: 23-8-2016



SCF CYCLING COMPETITION FOR SPORTS TRAINEES AT SCF SPORTS COMPLEX, MASAB TANK, HYDERABAD...

BANDARI SRINIVAS INSTITUTE OF TECHNOLOGY



Inaugural Function of the 9th BSIT Inter Engineering College Cricket Tournament organized by Sports Coaching Foundation (SCF) at Gollapally Village, Chevella Mandal, RR District, Telangana (Date: 3-8-2016) Mr. Govindraja (Former Indian Cricketer) and Mr. Saibaba (Former Ranji Trophy Cricketer) can be seen playing at the Inaugural ceremony.

SCF under its BITS Project visited a Rural Low Income School at Chevella, RR District - Bandari Srinivas High School and organized a Sports Clinic. Sri. K. Saibaba (Founding Secretary, SCF) involved the children and faculty in sporting activities and sponsored the prizes (Dated: 3-8-2016)...



(Dated: 3-8-2016)



(Dated: 3-8-2016)

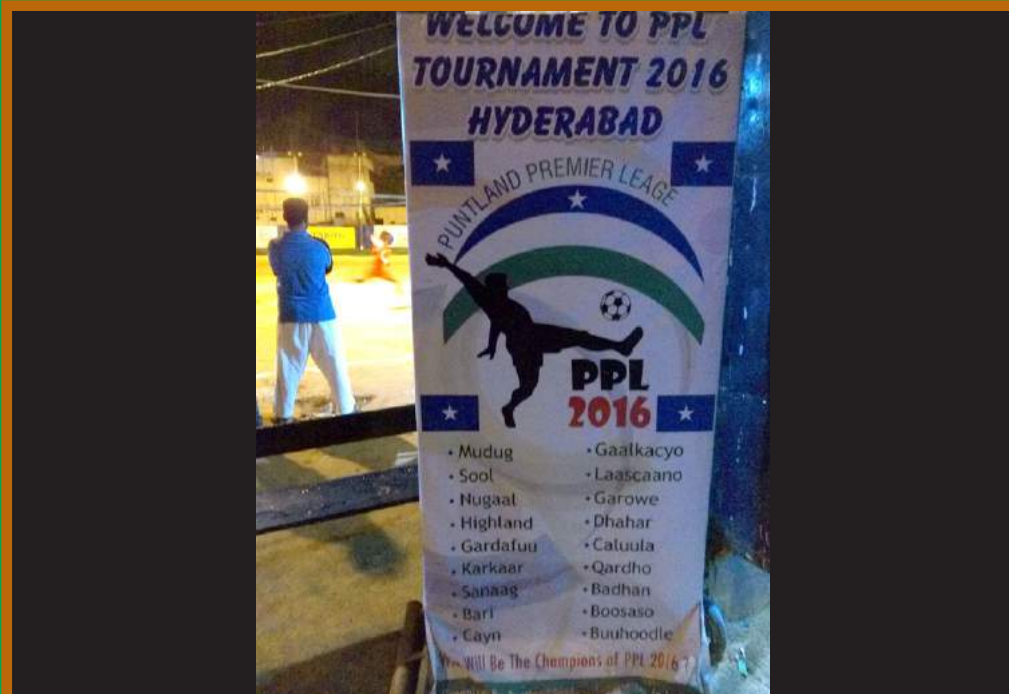


(Dated: 3-8-2016)



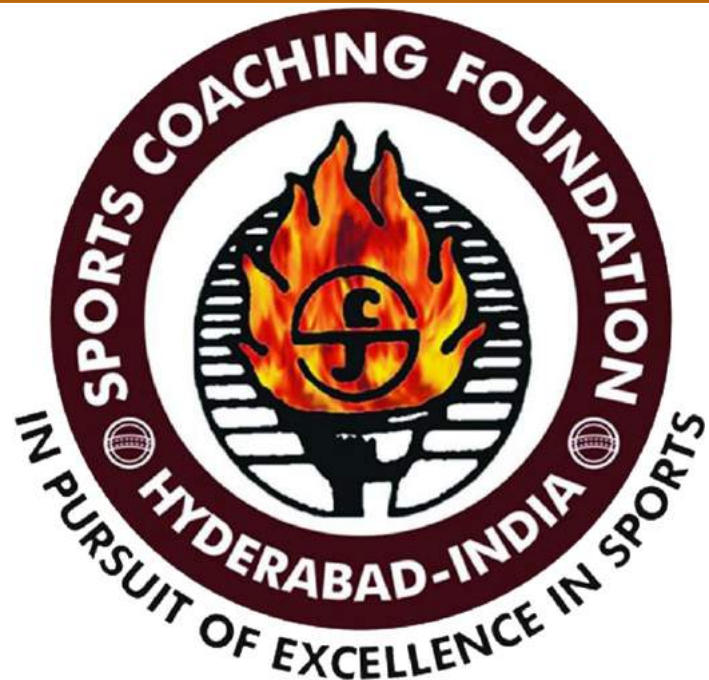
(Dated: 3-8-2016)





SCF Sponsored Somali Night Football Tournament in August...

SCF Sponsored Somali Night Football Tournament in August...



NEW BOWLING MACHINE OF SPORTS COACHING FOUNDATION, MASAB TANK, HYD.

It will help hundreds of children & youth at both the branches of Sports Coaching Foundation (Masab Tank & Secunderabad). This is the second Electronic bowling machine of SCF.

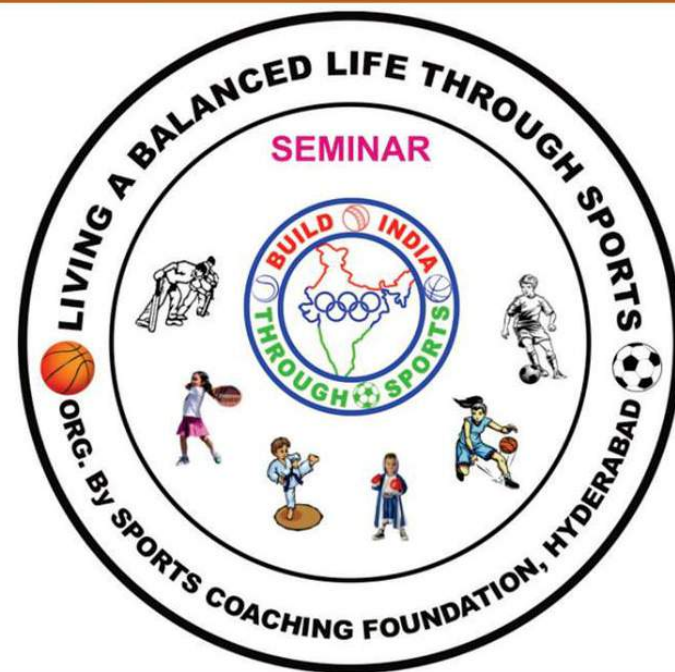
Note that SCF (A Sports NGO), under its 'BUILD INDIA THROUGH SPORTS' PROJECT is connected with over 30,000 children & youth in more than 100 Low income institutions all over India...

SCF is looking for partners for its forthcoming projects at less-privileged areas...**BE A PARTNER IN CHANGE!**





Sports Coaching Foundation Successfully Organized a Seminar on "LIVING A BALANCED LIFE THROUGH SPORTS" for Top MNC's hosted by Taj Deccan Hotel on 6th August 2016. Mr .M.V. Narasimha Rao (Bobji) ,the most outstanding cricketer from Hyderabad and Pride of Telangana, who also received the most prestigious honour from Queen Elizabeth for his service to the Ethic Society of Ireland for his Outstanding Sportsmanship, attended as Special Guest.







We wish to heartily congratulate the Great Legend - Gopi Chand - an all England Badminton Champion - 2001, now Mentor & Excellent coach of two diamonds of India – an Olympic feat which will be etched forever in the Sporting Memory of the World.

Gopi - for your discipline and focused attitude, you are a role model and have set a high benchmark for all the sports coaches in the country. Wish you the very Best of Luck in Future!

Best Wishes,

**K. Saibaba
Former Ranji Trophy Cricketer,
Founding Secretary,
Sports Coaching Foundation**





A leaf from the past...Sports Coaching Foundation (SCF) was the first organization to felicitate Mr. Gopi Chand after he won the prestigious all England Championship in the year 2001...

In the picture, you can see Mr. L.V. Subramanyam (IAS), who was then the Sports Authority Managing Director - felicitating Mr. Gopi Chand at SCF Sports Complex, Masab Tank, Hyderabad...



SPORTS COACHING FOUNDATION

(Non Profit Organisation)



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

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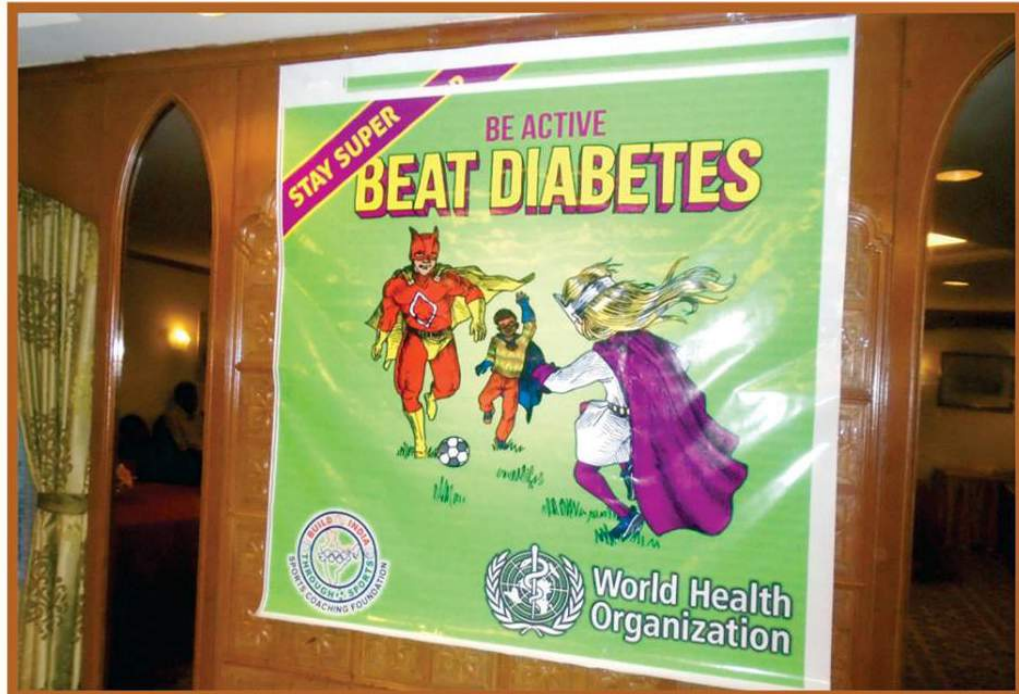


A Recap.... Mr. P.V. Ramana, a very Renowned National Volleyball Player (Arjuna Awardee) and Father of P.V. Sindhu - visited Sports Coaching Foundation (Masab Tank, Hyderabad) about 18 years back and in the picture can be seen giving invaluable Tips to children...

**Alumni Association of Nizam
College, Hyderabad held a
meeting at Taj Banjara Hotel,
Hyderabad on 2nd August 2016
(Hosted by Sports Coaching
Foundation)**







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

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SPORTS COACHING FOUNDATION,
HYDERABAD

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IN THE YEAR - 1991

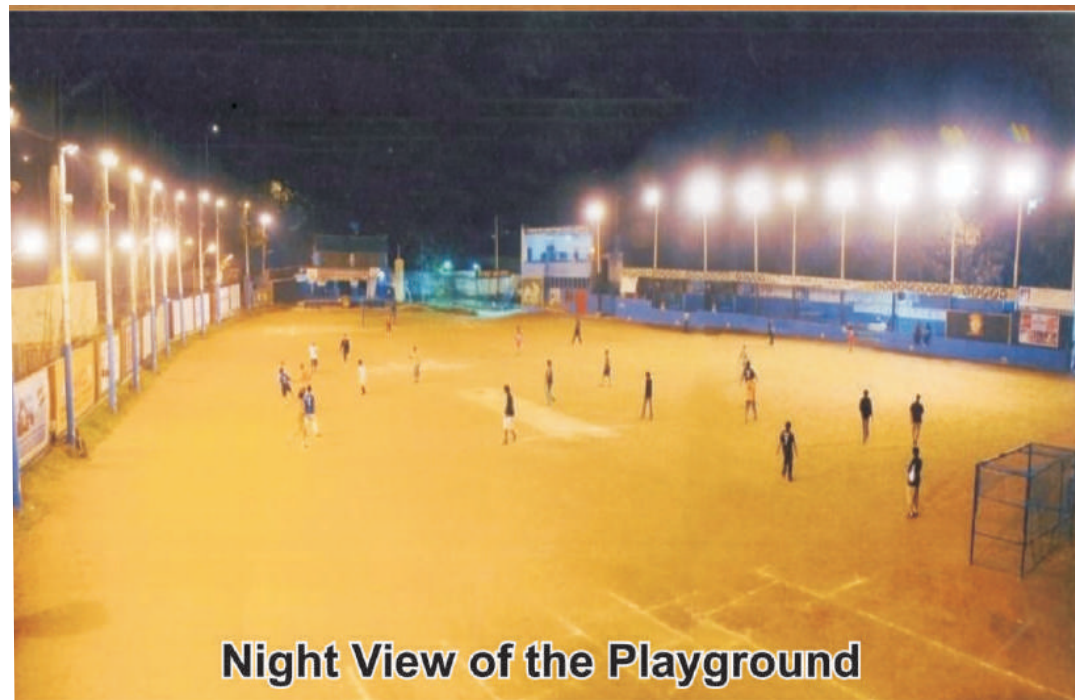
SPORTS COACHING FOUNDATION, HYDERABAD



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.


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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.



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 sec-

tions 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**



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

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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

COACHING MANUAL FOR TRAINEES



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FOOTBALL

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BASKETBALL

COACHING MANUAL FOR TRAINEES



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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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THE TIMES OF INDIA
July 31 2016 | Hyderabad Page. No. 14



**Reliance
Group
Chairman
Anil Ambani
goes out for
a 18 km run
every day**

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Cityplus

A vision for sports



FOCUSED: Dignitaries and guests listen to the opinions at the event

CITYPLUS NEWS DESK

SPORTS Coaching Foundation sees the dream of winning more medals in the coming Olympics. Their vision and plan for this endeavour is presented as the seminar 'Vision 2020'.

As the race towards the corporate world, MBA's and jobs in multinational companies are becoming the decisive goal for most youngsters in the country; sports aren't given the importance they deserve. Sports Coaching Foundation reflected on this point and conducted a seminar 'Vision 2020' attended by important notables in the sporting world, about implementing of the sports policy programs in India.

Vision 2020 was conducted in Taj Deccan, and speakers like Sachdev IRS, Commissioner of Income Tax, PN Rao IRS, Commissioner of Customs & Central Excise, Murali Krishna IPS, Dr. Ravi Kumar NIT Director Warangal, Dr Nagesh famous Hypnotist, Rajesh, Dr VVN Rao Former Central University Sports Director, Stephen, Senior Boxing Coach, Andriano from Foreign Students Association of Hyderabad, Tayyaba of Gana (Africa) and senior journalist Raheem presented their inputs on the issue. Archana Das and Naina Malihabadi two young sport achievers were felicitated by the organizations as well.

About the Indian attitude towards sports,

Sai Baba, the founder of Sports Coaching Foundation says, "China has 3000 sports schools, India doesn't even have 30 all over the country. Mass participation always brings out the best of talent anywhere."

Most speakers however reflected on the practicality of the situation pointing out that even the 30 sports schools that are present in India are on the verge of losses. Sachdev IRS, Commissioner of Income Tax points out, "Without the right sports culture a number of sports schools also would be a waste. One would not pursue a sports dream just out of passion. Professional education ultimately plays a role in building a career here in India. I believe sportspersons must be promised a job or an income. Only then will we find effective participation."

Other perspectives also threw light on the inefficiency of the GO that was passed regarding the compulsory inclusion of sports in the curriculum. The GO still remains to be only a text on paper as schools in the State provide makeshift playgrounds to obtain recognition. Sai Baba expresses his anguish as he says, "There are over 750 playgrounds in Hyderabad alone. 500 are not even in use. Schools which do not have a playground can use those playgrounds on shifts system. Where there is a will there is a way. But our society's attitude towards sports isn't letting sport culture grow."

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



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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.

ral 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.



SPORTS COACHING FOUNDATION



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SCF is one of the few Sports Organizations in the country which has Income Tax Exemption Under 80G & FCRA approved by Govt. of India