

# KAMMELA SAIBABA

## CURRICULUM VITAE



Mr. Saibaba is a visionary who founded Sports Coaching Foundation with a mission to have sports as a medium to educate and train the underprivileged. His consistency and perseverance has enabled him to go on this journey for 34 years now. The goal is to spread the culture of sports to everyone especially to the people to whom indulging in sports is a privilege. His contribution to this field is an inspiration to many and is nothing less than extraordinary for the sacrifices made to achieve his dream and follow his passion is exemplary.



**Rashtriya Khel Protsahan Puraskar  
from President of India in Social Change -2015**  
[Click here for Video](#)

**Most Awarded Ranji Trophy Cricketer  
in India for his outstanding  
voluntary contribution to Sports.**

### NAME

Kammela Saibaba  
Former Ranji Trophy Cricketer  
Former Bank Employee

### PRESENT OCCUPATION

General Secretary & Chief Coach  
SPORTS COACHING FOUNDATION  
(NGO Promoting Health & Peace Through Sports)  
A Sports NGO - Founded in 1991 (His Brainchild)

### DATE OF BIRTH

31st December 1954  
Hyderabad

### NGO ADDRESS

Col. C.K. Nayudu Sports  
Complex, Opp: Cha-Cha  
Nehru Park, Masab Tank,  
Hyderabad – 500028,  
Telangana, India.

### HOME ADDRESS

Plot.No.81, Syndicate Bank Colony,  
Near: Police Station, West Marredpally,  
Secunderabad Cantonment - 500026,  
Telangana, India.

### CONTACT

WhatsApp +91 939 6559 440  
Phone 040-3582509  
Email [info@scfindia.org](mailto:info@scfindia.org)  
Website [scf\\_india@yahoo.co.in](mailto:scf_india@yahoo.co.in)



Mr. Saibaba is a visionary who Founded Sports Coaching Founda?on with a mission to have sports as a medium to educate and train the underprivileged. His consistency and perseverance has enabled him to go on this journey for 32 years now. The goal is to spread the culture of sports to everyone especially to the people to whom indulging in sports is a privilege. His contribu?on to this field is an inspira?on to many and is nothing less than extraordinary for the sacrifices made to achieve his dream and follow his passion is exemplary.

Through the help of like minded people / organiza?ons Kammela Saibaba with his brain child SCF working in the field of health/educa?on/women empowerment and environment everything achieved through sports which he believe sports is the cheapest medicine in this world.



**1974-75 Captained Prestigious Nizam College - Hyderabad & Osmania University Cricket Teams** in inter-university tournament. Represented State in Ranji Trophy and Canoeing / Kayaking.

**1986-87 Elected Managing Committee Member of Hyderabad Cricket Association (HCA).** Played a pivotal role in making the organization financially viable and paved the way for the Association winning all Inter State Tournaments including the Ranji Trophy championship after a gap of 45 years.

**1991 Left lucrative bank service to kickstart a Sports NGO called Sports Coaching Foundation (SCF)** first venture having partnership with the Government & GHMC to transform the lives of thousands of vulnerable children / youth at Masab Tank, Col. C.K. Nayudu Mini Stadium developed into most beautiful sports arena with scrap material a model itself in India.

**2019-20 Elected President** of Alumni Association of Prestigious Nizam College, Hyderabad.

**2021-22 Member** of CPDC (College Planning & Development Committee) of Indira Priyadarshini Women's College, Nampally, Hyderabad.

## CONTRIBUTIONS TO SOCIETY

**Mr. Kammela Saibaba** left his lucrative bank job 10 years earlier than retirement and giving up all his financial assignments as a Former Cricketer for interest to serve the society as a **volunteer started Sports Coaching Foundation an NGO**, Saibaba also the Central Proponent of **Build India Through Sports Project** (Primary focus of the Project is on personality development through sports), the team of Sports exports visit doorsteps of the Govt. Schools / Orphanage Homes to **build basic Sports Infrastructure at optimum cost (with recycling material)** to develop sports culture among them, the project is highly successful so far has touched the lives of over **One Lakh vulnerable children & youth**, attracted them towards Sports & Games in over **350 Low-income institutions at Telangana, Andhra Pradesh, Maharastra States in India**. The core intention of this project is over all personality development, exposing the children beyond sports by teaching life values and timeless preachings of Mahatma Gandhi ji.

**Sports Coaching Foundation an NGO transforming many Govt. Schools through the wonderful tool of Sports.**



**GOVT. GIRLS HIGH SCHOOLS MARREDPALLY**



**SCF AT RURAL GOVT. SCHOOL**



**BUREAUCRATS AND POLITICIANS ALWAYS ENCOURAGED SCF ACTIVITIES**



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

**IFC 2017**

**Marriott Marquis  
Queens Park Hotel  
at Bangkok, Thailand.  
Date: 27-06-2017...**



**SOCIAL IMPACT  
~ AWARDS 2017 ~  
OUTSTANDING VOLUNTEER  
AWARD WINNER  
SAIBABA KAMMELA  
SPORTS COACHING FOUNDATION**

**SOCIAL IMPACT  
~ AWARDS 2017 ~  
Outstanding Volunteer  
WINNER  
Saibaba Kammela**

**the resource alliance**

**The ROCKEFELLER FOUNDATION**

**WINNER OF "INTERNATIONAL SOCIAL IMPACT AWARD" IN THE "OUTSTANDING VOLUNTEER CATEGORY"...**

[Short Award Video: Click here](#)



**SPORTS COACHING FOUNDATION,  
INDIA RANKS AMONG  
TOP 3 SPORTS NGO'S  
IN THE WORLD AT MONTE CARLO,  
DATE: 23-10-2016**



**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 Awarde**

[Short Award Function Video: Click here](#)



METROINDIA | HYDERABAD | WEDNESDAY | JANUARY 20, 2016

## SCF bags another prestigious award

METRO NEWS  
HYDERABAD

Sports Coaching Foundation (SCF), the city-based NGO, added another feather in the cap when it was awarded 'Best NGO in India' award in the health category by Jindal Steel and Power Ltd. Founding secretary of SCF K Sai Baba received the award from Naveen Jindal in New Delhi on January 14.

The SCF had earlier bagged 'Best Sports NGO in India' award from the President of India in August last year. Adding to that, it also bagged 'India NGO Award' from Rockefeller Foundation, 'Best NGO Award' from Amicus India. Sai Baba also received 'Best Manager Award' from National Confederation of Resident Welfare Association in December 2015.

Asserting that the award is a big boost to the foundation, Sai Baba said that the corporate and government should come forward to help the initiative 'Built India Through Sports' to make a better society. "We are very happy for this recognition from the Jindal Steel and Power Ltd. We have been working for the betterment of less privileged children of the society through sports. This award is a



SCF founding secretary K Sai Baba (R) receiving the award from Naveen Jindal (L) and Aruna Oswal (social activist) in New Delhi recently.

special one as there are 18 NGOs in other sectors competing and we won the award. And for the first time, we also got ₹1 lakh as a token of appreciation. We thank Mr Jindal for the award," he said.

He also added that the SCF is training around 600 students at its premises out of which 500 are being training without taking any fee. "We have been working for the last 24 years to promote sports in the weaker sections. We have worked

with around 30,000 children across the country through our 'Built India Through Sports' initiative. The Hyderabad district collector Rahul Bojja was impressed with our work and gave a project of promoting sports in 189 schools in the district. It is a great sign." He stressed that the corporates and government's support will transform the 'sleeping giant' India into a vibrant sporting nation.

**Received Prestigious Jindal Health Award  
at New Delhi organized by  
Jindal Foundation - 2016. [CLICK HERE](#)**

THE  
**HANS@INDIA**

HYDERABAD THURSDAY 25 FEBRUARY 2016

## FICCI honour for SCF, Mary Kom

OUR BUREAU

**Hyderabad:** It has been a season of recognitions for the city-based Sports Coaching Foundation (SCF). Close on the heels of the 'Best NGO' honour bestowed by the Jindal Foundation, SCF has been conferred with the 'Best Sports NGO Award 2015-16' by none less than Federation of Indian Chambers of Commerce and Industry (FICCI) in New Delhi.

The award is more fruitful as the national honour has been instituted in joint collaboration with the Union Ministry of Youth Affairs and Sports (MYAS) and Star Sports.

The glittering occasion was the '7th Global Sports Summit' which was graced by luminaries ranging from Bishan Singh Bedi, Kapil Dev, Mary Kom to MYAS Secretary, Rajiv Yadav.

On arrival in the city Saibaba said on Wednesday that it was a proud moment for the Foundation.

I am honoured and humbled by



K Saibaba, Founder-Secretary of Hyderabad-based Sports Coaching Foundation (SCF), stands to the right of former Indian cricket captain Bishan Singh Bedi, as other recipients, including Mary Kom, also pose after the award function at FICCI Auditorium, Mandi House, New Delhi, Photo: By Arrangement

the fine gesture. This has further added to my responsibilities, said the former Ranji Cricketer

The FICC citation specifically

mentions the yeomen service rendered by the Foundation towards empowering children from the economically-deprived

sections through Build India Through Sports (BITS) Project and promoting a vibrant sports culture in the slums and interiors.



# DECCAN Chronicle

Saturday | 16th November 2019 | Hyderabad

## TELANGANA NGO AWARD 2019 TO SCF



Former Ranji Trophy Cricketer and Founder of Hyderabad based Sports Coaching Foundation an NGO Kammela Saibaba (centre) receives “Telanagana NGO Leadership Award” organised on World CSR Day from Chief Guest Dr.S.Venugopala Chari (right), Former Union Minster and Advisor to Government of Telangana, and Peddapalli Collector Ms. Devasena, IAS.

## Sports Coaching Foundation gets award



HANS NEWS SERVICE

**Hyderabad:** Kammela Saibaba, Founding Secretary Sports Coaching Foundation, Hyderabad received the 'Best Sports Promotion NGO' Award at 8th India International Sporting Goods Forum 2019 held at Pragati Maidan, New Delhi on Monday. This is India's and South East Asia's biggest sports business and sports development forum jointly organised by Indian Exhibition Services and Indian Trade Fair Academy in coordination with Government. Many foreign sports companies from China, Japan, UK participated.

The award was presented by Renuka Sood, President,

Haryana Private School & Children Welfare Association and Dr Devendra Arora, Founder president, Sports Academy Association of India. The Award was given to the Sports Coaching Foundation for its outstanding contribution towards sports promotion at vulnerable places (govt schools etc.) where sports culture is required. They lauded the outstanding sports promotion work done by Sports Coaching Foundation, Hyderabad since three decades. Along with many distinguished guests, veteran outstanding sportsmen Madan Lal, former Indian test cricketer and Manoj Kumar, Former international wrestler attended the function.

THE HANS INDIA Thu, 26 September 2019 <https://epaper.thehansindia.com/c/44040314>





**Short Award Video**  
**Click here**

## THE HINDU

page 2

### Recognition for Sports Coaching Foundation

18-1-2022

**The NGO strives to empower the underprivileged through sports**

V. V. SUBRAHMANYAM  
HYDERABAD

M. Sai Baba, general secretary of Sports Coaching Foundation (Masab Tank), was presented the 'Go The Distance Hero Award' by Apollo Tyres for promoting sports over the last three decades.

Sai, who was a former Andhra Ranji cricketer and established the SCF three decades ago to provide a platform to the different sections of the society with emphasis on economically weaker sections had earlier received the prestigious Rashtriya Khel Protsahan award from the

President of India, and many other international awards. The SCF, which is an



K. Sai Baba, general secretary of sports Coaching Foundation, with the 'Go The distance Hero Award'

NGO, is being run in association with the Greater Hyderabad Municipal corporation and strives to empower the underprivileged through sports by conducting various events in multi-disciplines and also coaching camps right through the year.

## SCF gets Rockefeller honour

OUR BUREAU

**T**he 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-

tion 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 sportsperson.

**India NGO Award Finalist at New Delhi - 2015.**



THE HINDU - THURSDAY, APRIL 23, 2009

DOWNTOWN SPORTS

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

District Convenor 'Lion' Sunil Kumar said that the award - Fellow of Excellence - was conferred on Sai Baba for his selfless service in promoting sports amongst the under-privileged 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, Sai Baba ensured that it remained one of the best well-maintained training centres with latest facilities including a bowling machine, floodlights and synthetic wickets, he commented.

"The award actually reflects our recognition of Sai Baba's commitment and the sacrifices he made over the 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 felicitations,



**FELICITATION:** K. Sai Baba, a former Ranji player, being presented with the Life Award by International Association of Lions Club (District 324 C2).

Sai Baba felt he was humbled by the "huge and rare honour". "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 por-

tray the actual picture of all the good work done by us for the under-privileged. Inspired by this award, we will

only try to improve upon our outlook to the whole concept," he concluded. **VV SUBRAHMANYAM**



SPORTS COACHING FOUNDATION, MASAB TANK, HYDERABAD RECEIVED ONE MORE NATIONAL AWARD FROM BOMBAY BASED ORGANIZATION FOR THE OUTSTANDING SPORTING CONTRIBUTIONS TO THE CHILDREN ESPECIALLY VULNERABLE KIDS AT HYDERABAD CITY, THANKS TO MANSI ZAVERI AND THE JURY FOR SELECTING OUR SPORTS NGO FOR THIS WONDERFUL AWARD.



Kammela Saibaba, Founding Secretary, Sports Coaching Foundation, Hyderabad received "Best Leadership Award - 2018" by Nathan's Learning Forum in Association with IMA, Hyderabad Airport Branch, Venue at Apollo Hospital Campus, Jubilee Hills, Hyderabad on 26th August - 2018...

Kammela Saibaba Secretary Sports Coaching Foundation, Hyderabad Honoured by UNHCR (United Nations High Commissioner for Refugees) at NGO Stakeholders Consultation Meeting Held on 19-12-2018 at NKM Hotel, Erramanzil Hyderabad







Kammela Saibaba, Secretary, Sports Coaching Foundation, on felicitated by Elders Clubs International Foundation on the distinguished guests are from Jus?ce Sri. G. Chandraiah, Chairman, Telangana State Human Rights Commission, Sri. Marri Laxman Reddy, MLR Group of Institutes, Prof. Sri. K.V.S. Sarma, Vice Chancellor, MNL University, Aurangabad, Dr. S. Avulappa, Vice Chairman, ECIF, Jus?ce Sri. P.S. Narayana, Retd. Supreme Court Judge, Member, MWD Tribunal, New Delhi, on 29th December, 2019 at 5pm at Shanthi Auditorium, Sunshine Hospital, Sec-bad.

DECCAN  
**Chronicle**  
Thursday 3 December 2015

## SCF'S SAI BABA GIVEN 'BEST MANAGER' AWARD

DC CORRESPONDENT

**S**ports Coaching Foundation founder K. Sai Baba was given the 'Best Manager' citation at the National Conference of Resident Welfare Association (NCRWA), organised by Shanti Nagar Club & Welfare Association in Masab Tank.



K. Sai Baba

Sai Baba was recognised for his notable contribution as administrator of SCF.

Earlier this year, the Foundation was awarded the prestigious Rashtriya Khel Pratsahan Puraskar by the Government of India.

HANS INDIA

HYDERABAD | FRIDAY 27 MARCH 2015

## Former Ranji cricketer feted



K. Sai Baba (centre) being felicitated by the dignitaries

OUR BUREAU

**F**ormer Ranji cricketer K. Sai Baba received the life time achievement award for promoting sports among the underprivileged children for the last 25 years. The award was presented by Kamalakr Memorial Charitable Trust at their silver jubilee celebrations held at Ravindra Bharathi on Wednesday.

Sports Coaching Founda-

tion (SCF) at Masab Tank is the brainchild of K. Sai Baba. SCF, which was established in 1991, was the first-of-its-kind miniature multi-sports facility in India. In order to encourage the participation of less-privileged in sports, SCF provides free coaching to 80 per cent of its 600 trainees (approximately) at its Sports Complex.

Adviser to the State govern-

ment, Ramana Chary, AP

Deputy Speaker Mandali

Budha Prasad, Information Commissioner Vijaya Babu, Uppal MLA NVSS Prabhakar and others graced the event. Bharathi Kamalakr, founder chairman of the trust, along with Sai Baba and other outstanding people who excelled in diverse fields were also presented with the life time achievement award. Bharathanatyam artiste Nir-mala Vishweshwar Rao presented a dance recital along with her students.

## Former Ranji Cricketer bags award

Cityplus  
DECEMBER 07 2012

CITYPLUS NEWS DESK

**FORMER** Ranji Cricketer and the Founder Secretary of Sports Coaching Foundation, K. Saibaba has been given the Col C. K. Naidu award for his excellent and selfless services to sports and games. Saibaba was given this award by Kapu Sangam at their community hall. During this function Saibaba was also felicitated by the guests present in the function.

Speaking on this occasion, Ace Tollywood director, V V Vinayak said, "it is a great honour to felicitate people who have been rendering selfless service to the welfare of the people. Saibaba has been serving the poor and through his Sports NGO he is striving hard to develop the game for many years now."

Saibaba proffered free coaching

privileged children. He selected many talented youngsters across the state and helped them excel in the game. Sai spotted young talent among the under-privileged. He also awarded scholarships and sponsored kid's education and training in India and even abroad. But he did not stop with just cricket. AS of now his foundation offers training in seventeen games. "I get immense satisfaction with whatever I'm doing currently. My dream of establishing this foundation wouldn't have been possible without the active help of GHMC authorities, Govt of AP, coaches and philanthropist," said Saibaba on the occasion.

All the members of Kapu Sangham, G. Rajeshwar Rao, IRS Chief Commissioner, Income Tax, V V Vinayak, Tollywood director, P V Awamy and Prof. Dwaram Laxmi were also present on this



Col C. K. Naidu award to SCF Secretary Saibaba felicitated at a function for his service to sports and games.



**SCF Donated Sporting Equipment to Delhi Tamil school at Mandir Marg Area, New Delhi.**



**Sports Coaching Foundation honoured with NGO Leadership Award held at Taj Deccan, Hyderabad on 17th November 2017.**



# This Saibaba's miracle transforming sports enthusiasts

K CHANDRASEKHAR  
HYDERABAD

IN a country where cricket is revered, Kammela Saibaba, a former Andhra Ranji cricketer, has dedicated his life to nurturing young talent among underprivileged children. He believes that sports is the cheapest and most effective medicine available to society, and he has spent the last three decades proving it.

Saibaba, who played for the Andhra Ranji cricket team in 1989, initially followed the traditional path of securing a corporate job like many of his



contemporaries. However, a visit to Puttaparthi changed his perspective on life and society. He recalls an incident

that left a lasting impression on him. "A friend took me to Puttaparthi. Though I did not believe in Satya Sai Baba,

I went along. As I entered the Ashram, I left my slippers on the floor. A man picked them up, placed them in the rack, and greeted me with folded hands. Later, I was astonished to learn that he was the Chief Secretary of Orissa.

That moment made me rethink my purpose and my role in society." This newfound perspective led Saibaba to resign from his corporate job and establish the Sports Coaching Foundation (SCF) in 1991 at Masab Tank, Hyderabad.

Continued on Page 7

## This Saibaba's miracle transforming sports enthusiasts

Continued from p1  
This vision was clear: to prevent street children from falling into the traps of substance abuse and to give them a constructive outlet through sports.

Over the last 32 years, he has successfully trained thousands of children, not just in cricket but in various other sports, fostering a sporting culture that was previously absent in many government schools and orphanages.

Saibaba's commitment to sports development is evident in his work. His foundation has provided sports infrastructure to 381 schools across Telangana, Andhra Pradesh, Mumbai, Nanded, and Delhi. His goal is to expand this reach to 1,000 schools, ensuring that every child, regardless of their economic background, gets the opportunity to engage in sports.

"Children in government schools often have no exposure to sports. Many of them cannot even differentiate between football and basketball. We have taken up the responsibility to change this scenario by organising camps and training programs," he explains.

A firm believer in the necessity of a strong sports culture, Saibaba emphasises that encouraging the younger generation to take up sports is essential for India's future in global competitions like the Olympics. "If we want more Olympic medals, we need to start at the grassroots level. Sports is the cheapest medicine, and everyone should dedicate some time to physical activity," he asserts.

His contributions to social change through sports have earned him national recognition, including the prestigious President of India Award in 2015. Saibaba also cites UNESCO's declaration that sports and physical education are fundamental rights for all, reinforcing his belief in the transformative power of sports.

His journey serves as an inspiring testament to the power of sports in changing lives and communities.

## THE HINDU

February 09, 2025 - HYDERABAD

**Taking sports to schools and chasing a target which might look beyond the realms of imagination!** [Click here](#)



Government School children getting a feel of some sports disciplines thanks to the initiative of the Sports Coaching Foundation (Masab Tank) in Hyderabad. Photo Credit: By Arrangement

Sports Coaching Foundation, founded by former Andhra Ranji cricketer K. Sai Baba in 1991 in Masab Tank here, has embarked on a challenging journey of providing basic amenities free of cost for students of Government schools, including sports material to dabble in some of the affordable disciplines like football, basketball and kho kho, with the biggest task being levelling the playgrounds.

This is an initiative which any government agency should have taken up long back. And, now SCF (a registered NGO), having covered 380 schools across the State, including some in Maharashtra and Andhra Pradesh, is targeting 1,000 schools and 10 lakh school children.

"Yes, funding is a major hurdle with only Microsoft chipping in with some support. But, we are determined to reach the milestone," says 71-year-old Sai Baba, former Osmania University and Nizam College alumnus.

"The best part is that headmasters and principals of many of these schools where we have taken up this programme are happy with the increasing attendance of students. This is on record and they acknowledge it is because of the students' interest in sports. This is a major morale-booster for us," he said.

## Australian Consul visits Sports Coaching Foundation

SPORTS BUREAU  
Hyderabad

Sports Coaching Foundation, founded by former Ranji cricketer K Sai Baba more than three decades ago, had a surprise visitor in Andrew Collister, Consul, Australian Consulate General (Bengaluru).

Collister, not surprisingly, a huge fan of cricket like many Australians, appreciated the "exceptional efforts" of the SCF, which is empowering the underprivileged children through sports, particularly at the grassroots level.

The Australian Consul also commended the government's support for this



K Sai Baba with Andrew Collister, Australian Consul.

unique NGO in fostering a culture of sports.

Collister distributed prizes to the young trainees at the SCF after having a close look at the coaching manual brought out by the

SCF. He appreciated the Manual for teaching beyond athletics to impart essential life skills and values. For his part, Sai Baba thanked Collister for taking time off from his busy schedule to visit the foundation.

The SCF official informed that the unique programme of SCF 'Build India Through Sports' has positively influenced about 380 government schools and orphanage homes with the SCF setting up basic sports infrastructure, including laying out playgrounds for volleyball, football, besides providing sports equipment.

"We look forward to continued support to the SCF efforts," he said.

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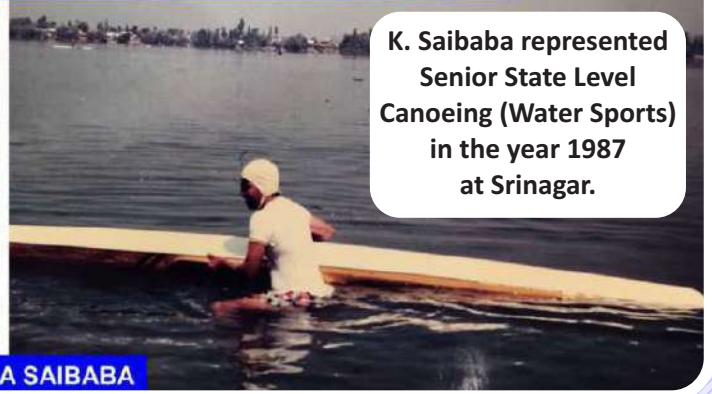
+91 93965 59440



## THE BEAUTIFUL DAL LAKE AT SRINAGAR CITY, KASHMIR 33 YEARS BACK.



KAMMELA SAIBABA



K. Saibaba represented Senior State Level Canoeing (Water Sports) in the year 1987 at Srinagar.



**MR.K.SAIBABA RECEIVING THE SPC SPECIAL WORKSHOP CERTIFICATE FROM SHRI.V.K.KAUMUDI, IPS ON 26-OCT-2017 AT NEW DELHI.**

**SPC WORKSHOP: [CLICK HERE](#) | SCF SPC PROGRAMME: [CLICK HERE](#)**

## MAHATMA GANDHI A GREATEST VOLUNTEER



During his stint as a Barrister in South Africa, Mahatma Gandhi discovered the power of Football in uniting the masses. He set up clubs in Durban, Pretoria and Johannesburg and helped to bring people together in a counter shrouded in deep racial oppression.



### Volunteering Strengthens your Community.

- Volunteering is more than spending one's time, actively participating in selfless acts or activities that benefit other people, It has a greater impact on society as a whole.
- Volunteering provides an opportunity for students to learn and grow into valuable members of the society.
- Community service and volunteerism is an investment in our Indian society..

### Ownership at the Workplace

- Ownership is taking the initiative to bring about positive results, It means not waiting for others to act, and caring about the meaningful outcome.

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THE NEW  
**INDIAN EXPRESS CITY EXPRESS**  
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**

**T**wenty 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



**ACCOLADE**

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.

— N Jagannath Das





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 — bas-

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 Alu 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 just need 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





THURSDAY 12 SEPTEMBER 2013

HYDERABAD HANS

# SCF conducts clinic in govt schools

OUR BUREAU

Members from the Masab Tank-based Sports Coaching Foundation (SCF) in continuation of its Build India initiative visited four schools in the past fortnight.

The scheme, evolved by its founder-secretary and former Ranji cricketer, K Saibaba, is aimed at spreading a sports culture and inculcating sportsman spirit by reaching out to children from poorer families studying in government schools and institutions charging nominal fees.

As part of the exercise, accompanied by coaches from the Foundation and former Ranji player, Dr Abdul Hai, Saibaba conducted coaching classes-cum-clinics for students in the Government schools near Golconda fort and at Patigadda. They also visited Noble School at Nanal Nagar and Wisdom Global Concept School at Toli Chowki.

They exhorted the children and also teachers to stay focussed both on studies and cricket so that they could become better citizens. They also stressed the importance of physical well-being.

Apart from giving away token prizes to the better talents, they felicitated the teachers on the occasion.



Founder-Secretary of Sports Coaching Foundation, (SCF) K Saibaba and others from the Foundation interacting with children from government schools as part of their Build India initiative in the city. Photo: Saleem.

**నమస్తే తెలంగాణ ఆదివారం**

## బతుకమ్మ

8 సెప్టెంబర్ 2019

ఉచిత శిక్షణ:

శ్రీదేవ ద్వారా పేద విద్యార్థుల్లో మార్పు తీసుకువచ్చి వారి అభివృద్ధికి కృషి చేస్తున్నాం. తెలుగురాష్ట్రంలోని ప్రభుత్వ, కళాశాలలు, పాఠశాలల్లో అత్యధునిక శ్రీదా పరికరాలు అందిస్తూ, ఉచితంగా శిక్షణ ఇస్తున్నాం. ఇతర దేశాల్లో శ్రీదా రంగానికి ఎంతో ప్రాధాన్యం ఇస్తుంటారు. అందుకోసమే మన దేశం కంటే వారికి ఎక్కువ పతకాలు వెళుతున్నాయి.

కమ్మల సాయిబాబా, స్పోర్ట్స్ కోచింగ్ ఫౌండేషన్, వ్యవస్థాపక కార్యదర్శి



### పేదపిల్లలకు ప్రత్యేక కోచింగ్

హైదరాబాద్‌లోని స్పోర్ట్స్ కోచింగ్ ఫౌండేషన్ పేద పిల్లల శ్రీదా ప్రత్యేక శిక్షణ ఇచ్చి, అటల్ మిషన్ ముత్యాలగా తీర్చిదిద్దుతున్నది. ఇక్కడ శిక్షణ పొందినవారిలో ఎంతోమంది రాంపేయన్లు ప్రపంచానికి పరిచయమవుతున్నారు. ఫౌండేషన్ ద్వారా 300 పాఠశాలలకు చెందిన లక్ష మంది పేద విద్యార్థులు ఉచితంగా శిక్షణ పొందుతున్నారు. 15 మందికి పైగా కోచ్‌లను నియమించి, వారిచేత, ఫుట్ బాల్, బాస్కెట్ బాల్, బ్యాడ్మింటన్, టెన్నిస్, క్రికెట్ వంటి విభిన్న క్రీడల్లో తరీర్లు ఇస్తున్నారు. నాన్ ప్రాఫిట్ ఆర్గనైజేషన్ అయిన స్పోర్ట్స్ కోచింగ్ ఫౌండేషన్ సేవలను గుర్తించిన భారత సర్కారు ఉత్తమ స్వచ్ఛంద సేవా పురస్కారాన్ని అందించింది. హైదరాబాద్‌లోని పలు స్కూల్స్ బడుల్లో శ్రీదా మైదానాలను ఏర్పాటు చేసి మరింతమందిని ఆటలపైపు మళ్ళిస్తున్నారు. ఇక్కడ శిక్షణ పొందిన పలు ప్రముఖ శ్రీదాకారులు జాతీయ, అంతర్జాతీయ స్థాయిలో పతకాలు సాధించారు.

**NAMASTHE TELANGANA SUNDAY MAGAZINE BATHUKAMMA**  
8TH SEPTEMBER 2019  
PAGE NO. 13



### FREE TRAINING:

We are working to improve the progress of poor students through sports. We provide state-of-the-art sports equipment and training for free in government, colleges and schools in the Telugu state. In other countries, sports are very popular. That is why they have more medals than our country.



Kammela Sai Baba, Sports Coaching Foundation, Founding Secretary

### SPECIAL COACHING FOR POOR CHILDREN

The Sports Coaching Foundation of Hyderabad specializes in poor children's sports and makes nail pearls in sports. Many of the trained champions are introduced to the world. Millions of poor students from 300 schools have been provided free training by the Foundation. More than 15 coaches are recruited and specialize in volleyball, football, boxing, badminton, tennis and cricket. The Government of India, which recognizes the services of the Sports Coaching Foundation, a nonprofit organization, has been awarded the Best Volunteer Service Award. Many government schools in Hyderabad are setting up playgrounds and turning more people into games. Many of the athletes who have trained here have won medals at national and international level.



# METROPLUS

## In altruistic, sporting spirit

HYDERABAD

THE HINDU • Thursday, November 6, 2014

### Sports Coaching Foundation is reaching out to promote sporting activity in Government schools

V. V. SUBRAHMANYAM

**S**ports Coaching Foundation (at Masab Tank, Hyderabad) has embarked on an innovative project 'Build India Through Sports' which aims at not only spreading awareness about sports in select Government Schools but also ensure that a sports-friendly ambience is created on the premises with the hope of a continuity for sports activity. "We initially hold discussions with the School management involving the Physical Education Teacher which is almost like a seminar and try to explain the importance of having sporting activity on their premises which should also result in better academic results. Recreation should be part of any curriculum," feels K. Sai Baba, general secretary of the SCF which has already reached out to 50 such schools where some of the students who have never seen any sports equipment of quality are already getting a feel of what it is.

The second step, depending on the response of the schools, involves a visit by the coaching faculty armed with the basic sports equipment to give some sort of demo out on the sports arenas to lure students into sporting activity. "Mind you, this is not a commercial venture but purely funded by the NGO which is a non-profit organisation supported by crucial wings of the State government including the Greater Hyderabad Municipal Corporation since 1991," reminds Sai, a former Andhra Ranji cricketer and also Executive Committee member of the Hyderabad Cricket Association.

The project involves educating the children about the stupendous sporting achievements like five-time World women's boxing champion Mary Kom, especially among

the exclusive girls schools to provide the right dose of inspiration. "Yes, it is a fact that some of them don't even have a level playing field, leave alone play facilities. That is exactly why we are trying to reach out by installing each out by installing make-shift basketball rings, levelling whatever play area is available. We have provided dozens of footballs and basketballs to many schools already to see that there is some activity," explains the SCF general secretary.

What is the reason for this project to take off? "From my own experience, it is the Government schools which lack the desired impetus and support. So, I thought let us start from there to cater to the lower strata of the society," he replies.

The whole project is being pursued with sheer passion within the SCF's limited financial resources and without any corpus fund for the same, he insists, adding, "We will be more than happy if there is sporting activity throughout the year; the SCF is always there to help any school in this regard."

In a way it is a concept which uses sports as a tool to

facilitate personality development and develop human values, with the help of the success stories of champions like Sania Mirza, Saina Nehwal are explained to the children. Also, school students have a platform by way of free entry to events which the SCF conducts to showcase their skills and dream big.

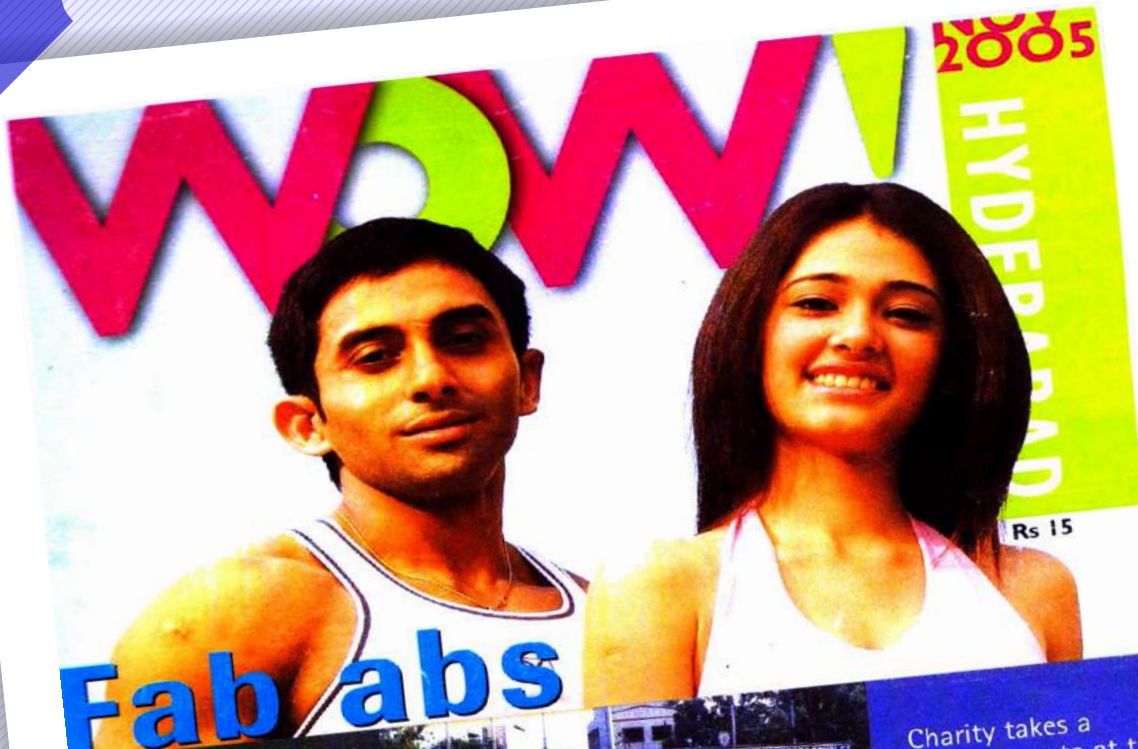
Sai Baba points out that the response was really good in some schools like Sabdaria Girls High School (Mehdipatnam) which has 1200 students and the Errum Manzil Government High School. "It gives us immense pleasure that now many Government Schools are making use of the equipment we donated and also the basic infrastructure like creating volleyball, basketball, kho kho and kabaddi courts too," he says.

Interestingly, many of the Government School students too get a feel of the bowling machine of the SCF, incidentally the first organization in India to get this way back in early 90s, digital speed gun. "We hope to contribute in our own small way for the promotion of sports. This is an ongoing project," signs off the SCF official.



School children being encouraged to take up sports  
by K. Sai Baba





cause in effect



## Sporting values

When former state level cricketer Sai Baba set up the Sports Coaching Foundation (SCF) 15 years ago, all he had was limited resources, a neighborhood of trouble makers, making gundas and three students. His dedication for the cause and support from the government has now resulted in a professional sports academy with 12 cricket nets, a 300-seater pavilion, well equipped gym and sports library.

"We offer free coaching to underprivileged boys and girls and charge nominally from those who can afford," says Sai Baba. "Corporates like the GVK group and Mercedes Benz have come forward to support us," he adds. SCF has tied up with several NGOs working with children in the city to identify kids who might have a potential for excelling in sports. Children are

cricket, tennis, football, gymnastics or hockey. "Along with training in sports, we try to refine the individual's values to make him/her a positive thinker," says Sai Baba. A case in point is the recent enrollment of about 225 tribal children for training in cricket.

Efforts are on to make the academy available to students all around the year and 24 hours a day. A part of the Academy is now being converted into an indoor pavilion, to facilitate day and night playing as well. An audio-visual room with projection facilities is used to demonstrate gaming techniques and lessons, with the help of international DVDs that the academy has collected over the years. "Being a sportsman I wanted to spread a sporting culture in the city and working with children has always

Charity takes a sporting route at the Sports Coaching Foundation. They provide free sports coaching to children from the slums in an attempt to nourish young talent, finds out MONA RAMAVAT

SCF and made it big in the US recently attributed his success to SCF. This is a rewarding experience for me, I don't think I can ask for more," says Sai Baba. ☐

**Contact**  
Sports Coaching Foundation  
Masab Tank, Hyderabad - 500 028  
Tel: 93965 59440

### How you can help

- Spread the word about the academy
- Donate in cash or sports gear, coaching equipment etc
- Offer your expertise as a sports coach or physiotherapist
- Hire the academy on rent for



# Achieving dreams

No accomplishments are important than self-realization of self-satisfaction.

**V.VENKATRAMAN**  
LIMITS are for those who don't stand up to do something and achieve unimaginable in their lives. Achievements are not the pebbles one can see but the ones that we feel. Saibaba is one among such people who has walked the though terrains. A person who represented his state in Ranji trophy, played and rubbed a shoulder with giants of the game a respectable job in one of the nationalized everything in his life.

But dissatisfaction accrued in his heart. He started exploring the reason and finally landed in the ground with just one idea, an idea that changed his life. The idea was to set up a non-profit voluntary organization for sports coaching or children hailing from all classes of the social and financial strata without expecting any profit.

**Exuberant fascination**  
The love towards the game made him walk into the ground. He represented in Ranji trophy between 1978 and 1982. He has also represented Andhra Pradesh state team in canoeing (water sports). He was elected managing committee member in Hyderabad Cricket Association during 1986-87. That year was the golden period for HCA, winning all the age group level inter state tournaments. Hyderabad cricket team was national Ranji trophy champion during this period.

**Trigger off the offspring**  
After working for many years in a bank, Sai foundation in the city. The government extended its helping hand by offering him adequate place to set up a quality academy

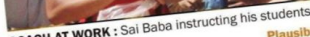
Sai Baba did not restrict to just train the young talent. He through his foundation also organizes many tournaments to tap the talent. Saibaba also acquired 80 Gincot tax Exemption for his non-profit organization in 1991 sports coaching foundation also has membership with symbiotic benefits. Different government and corporate organizations recognized Sai baba's Services to the children and started donating funds to uplift the sporting culture in the society.

where children can learn the skills of the game. In 1991, Sai baba could see his dream project getting established. Since then numerous youngsters and kids have been the beneficiaries of this organization.

However he modestly says, "My dream of establishing this foundation wouldn't have been possible without the active help of GHMC authorities, govt. coaches and philanthropist."

Sai baba proffered free coaching to many financially under privileged children. He selected many talented youngsters across the state and helped them to excel in the game with amotto to show case the remote talent and to get them into limelight and also to attain immense satisfaction. This paved way for many youngsters to display their abilities on all fronts.

Sai baba spotted young talent among the under-privileged. He also awarded scholarships to deserving children and



**Plausible appeal**  
Sai baba who is a life time achievement award winner from the international lions club 2009 request all the trainers and coaches to spot the young talent and bring them into limelight. Sai baba urges the parents to educate and encourage their children to step into the field and play different games and excel in them. This not only helps them develop their concentration and attentiveness levels, but also helps them maintain physical and mental fitness.

sponsored their education and training in India and even abroad. But he never stopped with just cricket being a part of his

He later decided to expand the sporting horizon to various other levels in variety of games and sports. As of now sports coaching offers training to children in almost

**H**eritage and historic tags apart, the surroundings abutting Golconda Fort assumed further significance when Chief Minister K Chandrasekhara Rao zeroed in on the vicinity for his Independence Day speeches and celebration.

The area, which looks run-down at several by-lanes, boasts of almost eight government schools and has three playgrounds at Golconda Urdu Medium School, Golconda Boys Government School and Qwaisi playground.

In what was a day of celebration, boys and girls from the schools

along with a few locals, were provided with an opportunity to showcase their playing skills in various disciplines, to mark the perfect commencement to their holiday season.

By all accounts, the 'Golconda Mini Sports Free Olympiad' that came courtesy of the Masab Tank-



based Sports Coaching Foundation (SCF) was a celebration of sorts for approximately 1,500 underprivileged children, who participated in the day-long event with frenzied enthusiasm after it was formally declared open by Ravi Kumar, the Area Education Officer.

Separated by their disciplines, track and field competitions were conducted at Owaisi Playground. Kho-kho, kabaddi and skipping events were held at Golconda Urdu Medium School Playground while Golconda Boys Govt School Playground hosted volleyball and football matches. It was a day where in participant was a winner.

Principals, physical directors and officials from various government offices participated in the pro-

In addition to the events, the day saw the children get a feel of sports trends all over with the inspirational audio-visuals on iconic sportspersons.

According to K Saibaba, founder-Secretary of SCF, the programme was part of their mission to provide ample opportunities to children from poorer families so that the talents that they were endowed with would not go in vain.

He said that this was one of the reasons the Foundation was appealing to industry captains to come on-board as a CSR exercise and help them achieve their goal of providing equal opportunities to all sections of the people.



# 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."



SUNDAY 1 SEPTEMBER 2013

HYDERABAD **HANS**

# Call to promote sports in schools

OUR BUREAU

A passionate plea was made by almost every speaker late Friday night for incorporating sports as an integral part of the school curriculum across the State syllabus.

The speakers ranged from bureaucrats, administrators to sports persons, who gathered for a seminar on the 'Present sports scenario in India', at a city hotel. The seminar commemorating the National Sports Day was organised by the Masab Tank-based Sports Coaching Foundation under the stewardship of its founder-Secretary and former Ranji cricketer, K Saibaba.

Dr Chinnappa Reddy, former sports advisor to the State Government, retired bureaucrats G P Rao and Gopala Krishna, former cricketers, Narasimha Rao (Bobji) and Dr Abdul Hai, and hockey Olympian, N Mukesh Kumar, exhorted the authorities to take every step to cultivate a vibrant sports culture in every sphere, most notably at the school level.

Captain Manohar Sharma, former General Manager of State Bank of India, and Kenyan national, Zain, shared their experiences on the occasion.

Each of them hoped that sports

would be promoted at the grass-roots levels so that lakhs of talented youngsters from economically backward strata, who were till now denied opportunities because of the

prevailing compulsions, would get avenues to exhibit their skills and perhaps make the higher grade. Later, K Saibaba, proposed a vote of thanks.



K Saibaba, founder-secretary of Sports Coaching Foundation (SCF) and former bureaucrat Gopalakrishna at the seminar on 'Present sports scenario in India' at city hotel. Photo: Hans



## OUR BUREAU

**OUR BUREAU**

Bureaucrats ranging from the retired to those in service called for a concerted effort to ensure that the social responsibility clause in the Companies Act-2013 would be implemented in letter and spirit.



Retired bureaucrat R Rajamani addressing a seminar on 'CSR and Indian Sports' in a city hotel.  
Photo: Hans.

They hoped that a watchdog-like body would monitor the provision that entails earmarking a two per cent provision from the revenue generated for taking up Corporate Social Responsibility (CSR) programmes as has been recommended, and almost mandated, for all profit-making companies.

The key-note address during a seminar on 'CSR and Indian Sports', under the auspices of Sports Coaching Foundation (SCF), was delivered in the city late Monday by distinguished former bureaucrat R Rajamani, who can be credited with pioneering the CSR concept during his stint in the Prime Minister's Office (PMO). He said that if implemented in right earnest this

He said that if implemented in right earnest this would go a long way in addressing the basic needs, including in core segments like poverty elevation, environment protection and bio-diversity, health and promotion of sports.

The gathering attracted the cream of officialdom, including from banks, academics, police and industry captains. Bureaucrats V K Srinivasan, Gopala Krishna and prominent officers

Former bureaucrats V K Srinivasan, Gopala Krishna and Dr Chinnappa Reddy, incumbent officers, Jayesh Ranjan, Rahul Bojja and S Chakravarthy, former IPS Officer, M A Basith, current officers Rajeev Trivedi and Soumya Mishra and senior IRS officers Praneeth Sachdev and P N Rao also spoke.

Dr Raja Ram, Director, NIFT, Dr Sastry, Professor at IDRBT, Girish Malpani from Big Bazaar Group, Aakash Bhandari from JP Morgan Chase and former Indian football captain, Victor Amalraj, were also present on the occasion.

They lauded the painstaking efforts being taken by K Saibaba, founder-Secretary of SCF, for taking forward the concept of promoting sports in the interiors and among the economically-backward section as a means of any monetary returns.

In his speech, Saibaba hoped that Corporate Social Responsibility (CSR) would help to reach out to the poorer strata where a rich sports talents was waiting to get tapped and promoted.



# Empowering through sports

A good start to the initiative to promote sports among girls from less-privileged society

V. V. SUBRAHMANYAM

The Rashtriya Khel Protsahan Puraskar Award seems to have spurred Sports Coaching Foundation founder-general secretary K. Sai Baba to extend his passion to promote sports amongst the less-privileged to new domains. He has decided to go in and around Hyderabad and promote the sporting culture, especially in schools where girls rarely get an opportunity to train, leave alone compete in the meets.

## Sports meet

The Begum Sugra Humayun Mirza Mini Girls Olympiad organised last weekend was one such initiative as part of the 'Build India Through Sports' programme which saw about 500 to 600 girls from the Government and the aided schools between IV and IXth standard compete in a sports meet.

Winning or losing was not the focus in this which was essentially aimed to let these girls free from the shackles and venture on to the sports fields, showcase their skills as competitions were held in running, skipping, basketball, kho kho, kabaddi and karate. "We are delighted with the kind of response for this meet. And we are planning to

hold these kind of events for the less privileged with regularity. We are an NGO and we did this thanks to the support of LIC. We don't look at monetary benefits. On the contrary, we spend from our own side," said Sai Baba.

Former Chief Secretary to

State Government Gopala Krishna, who gave away the prizes appreciated the efforts of SCF. "Sports in India need not be all about big achievers. Unless we give a platform for these age groups at the school level, how can we produce more champions," he said.

For SCF, which is into its silver jubilee year, this is yet another significant milestone.

"We have requested many schools to make optimum use of our facilities. Hope, there will be good response," signs off Sai Baba.



**MOMENT OF PRIDE** Winners of Begum Sugra Humayun Mirza Mini Olympiad with officials



## City's sports coaching body tops

DC CORRESPONDENT

Hyderabad-based Sports Coaching Foundation has been nominated among the top three sports NGOs in the world at the Peace and Sport Forum's 9th international summit in Monte Carlo, Monaco. An elated SCF founder and president K. Saibaba received the nomination at the conference.

This is the first international recognition for SCF, which had won the prestigious Rashtriya Khel Protsahan Puraskar at the Government of India sports awards last year besides five other national level awards. Denmark's Right to Movement (based in Palestine) and UK-based Afghan Connection were the other two organisations that were nominated by the Forum. The benchmark for selection was scalability and replicability



Former Director General of Police H. J. Dora (right) speaks at a press conference while lauding Sports Coaching Foundation president K. Saibaba (left) for featuring among the top sports NGOs in the world.

of the operating project and its sustained impact on the beneficiaries over a period. Uniqueness, optimised cost and efficiency in mode of project implementation were the other key criteria for selection. SCF received the recognition for its 'Build India Through Sports (BITS) Project', which

reaches out to over 35,000 underprivileged children and youth all over India in over 100 low-income institutions such as government schools, orphanages, municipal schools, etc. It strives to promote sports culture with a view to empowering the underprivileged and spreading the message that 'education without sports is incomplete' and that sports is the cheapest medicine for good health.

The awards ceremony was inaugurated by HSH Prince Albert II of Monaco and Al Khalifa of Bahrain (Heir to King of Bahrain and President of Bahrain Olympic Committee) and was attended by top dignitaries including special advisor to UN (Sports for Development & Peace) Wilfried Lemke, Nobel laureates, legendary Olympians among others.

## Sports brings cheer to slum kids

OUR BUREAU

To hundreds of boys and girls from government schools in the twin cities, Saturday was a day to remember for a long time. More than their participation what caught the eye was their enthusiasm to excel in their respective category during the Dr BR Ambedkar inter-slum junior multi-sport event-2016 that was sponsored and organised by Sports Coaching Foundation (SCF) in their Masab Tank complex.

Around 1,500 underprivileged children drawn from a dozen government schools gave their best shot at glory, a cheerfulness that drew the applause of two national award winning personalities.

JD Lakshminarayana, a President's Police Medal awardee and currently Additional Director General of Police, Maharashtra, called upon the children to take an avid interest in both academics and sports. He singled out K. Saibaba, founder-Secretary of SCF, for rendering yeoman service that was helping the poorer lot to parade their talents. In his inaugural speech, Padmashri Narra

Ravi Kumar, who champions the cause of Dalits and underprivileged classes and works for their empowerment on his DICC platform, said it was an occasion that was worth the effort put in by Saibaba.

The Foundation head, a former Ranji Trophy cricketer, reassured to extend his reach and spread into the remotest corners.

Results-Running: Girls winners: Usha Rani/Sindhuj (Langer House Govt. High School); Boys: Suresh (Langer House Govt. High School) and Arjun (Devaljam Singh High School); Skipping-Girls: I. J. Bha-Govt. High School; Paramjeet vani; 2. Sunita, Manyakumari, (NBT Nagar Govt. High School); Kho-kho: Girls -Winners: NBT Nagar Government High School; Runners-up: Devaljam Singh High School; Runners-up: Devaljam Singh Govt. High School; Kabaddi-Girls: Winners: Langer House Govt. High School; Runners-up: Devaljam Singh Govt. High School; Boys-Winners: Devaljam Singh Govt. High School, Gudimalkapur; Runners-up: Langer House Govt. High School.



Students of Government Schools along with JD Lakshminarayana





**Mr. Kammela Saibaba received one more PAN India honour in Women Upliftment and Employment Category by Lions Clubs International under the title of Forbes We Serve India Awards from South Region at Kochi on 05-02-2025.**





**THE EXTRAORDINARY VOLUNTARY WORK OF SCF IS DOCUMENTED  
IN DIFFERENT LANGUAGES, THANKS TO MEDIA.**

**SCF DOCUMENTARY VIDEO**



**IN ENGLISH**

**SCF DOCUMENTARY VIDEO**



**IN HINDI**

**SCF DOCUMENTARY VIDEO**



**IN URDU**

**SCF DOCUMENTARY VIDEO**



**IN TELUGU**

**COL. C.K. NAYUDU STADIUM**  
**FATHER OF INDIAN CRICKET**

THE SPORTS PROJECT IS IN COLLABORATION WITH GHMC & GOVT.  
STARTED IN THE YEAR 1991 UNDER PPP MODEL.  
SCF IS AN NGO, DEVELOPED THIS MINI STADIUM MOSTLY WITH SCRAP MATERIAL,  
BUILT WITH OPTIMUM COST, THANKS TO GOVT. & PHILANTHROPISTS.

**WELCOME PARTICIPANTS**



**HEALTH CULTURE IS A STRONG NECESSITY IN INDIA**



**SPORTS IS THE CHEAPEST MEDICINE**



**Extraordinary transformation from dumping yard at most complex zone into modern Flood-Lit  
Sports Arena upgraded by Sports Coaching Foundation, Masab Tank, Hyderabad.**