

Nurturing aspirations. Overcoming obstacles

Tarini Naik, a sportsperson from Jajang, says, "I never dreamt of playing outside our district, but with the aid of our coach and the encouragement offered by JSW, I shattered the existing restrictions in my village and competed in other districts, winning multiple trophies in competitions. Someday, I want to play for my nation."



Tarini Naik

Jajang Village,
Joda-Barbil, Odisha

At JSWF, we persevere to support the aspirations of rural athletes.

Running up the hill

In its communities, JSWF is paving the way for the development of sports by focusing on offering comprehensive and integrated solutions. From infrastructure support, to ensuring adequate nutrition, training to coaches, to partnering with government bodies and other organisations for growth.

We promote sports and provide a strong support system for our country's athletes to accomplish our vision of transforming India's sports trajectory.



Project Shikhar

Shikhar, a flagship project of the Foundation, started in 2016 to nurture the boxing talent of young children in Sangla valley and prepare them for high-level sporting events.

local coaches, deployment of coaches, financial assistance through the Shikhar Fellowship, and exposure to world class training institutes such as the Inspire Institute of Sports (IIS), Ballari.

It fosters the ambitions of these aspiring boxers with inadequate resources in various villages of Himachal Pradesh. The initiative began as provisioning boxing kits and infrastructure support, but over time has evolved a full-fledged support system for young boxers. From nutrition to equipment, training of

Our goal is that the Shikhar Fellowship will inspire boxers to perform better and strive for more. The fellowship was granted to 12 boxers and their coaches in FY22 for their success in various contests, demonstrating their commitment to taking boxing to the next level.

Impact

129

Gold medals

District	33
State	87
National	7
International	2

*Till March 2022

58

Silver medals

District	20
State	30
National	7
International	1

60

Bronze medals

District	18
State	29
National	12
International	1



Enkindling the spark within

Sneha Kumari since 2016 has been rigorously training at the JSW High-Altitude Boxing Academy in Sangla and is fully supported by us. She won the Gold Medal in State Boxing Championship in Shimla and the Gold Medal in the National Championship held at Sonipat in July, 2021. She also

won the Gold Medal in the Asian Youth Boxing Championship (66 Kg category), which was held in Dubai in August 2021, and bagged the Silver Medal in Spain in 2018, plus the Gold Medal in Khelo India 2019-20.

All figures mentioned are for FY22 unless otherwise stated



Young Shikharites participate in outdoor training in the Kinnaur Valley of Himachal Pradesh



In Palghar, Maharashtra, young girls celebrate their accomplishment of finishing in second place at a tournament

Championing football in Odisha

Young football talent is being promoted in Odisha where sportspersons are receiving receiving training, equipment, nutrition and guidance support from support by talented coaches in Odisha. In all locations, football competitions are regularly conducted to promote talent and foster sportsmanship in these footballers. Participation in different inter-and intra- district sports programs has invited a wide range of exposure

for these budding footballers. The teams from various locations have displayed great fervour by winning some of these tournaments.

Along with providing training support, the players are given proper diet and taught the power of nutrition under 'Khao and Khelo' initiative. This is instilling confidence among the little champions.

Transforming football in Palghar

The Foundation works with work with the Palghar District Football Association (PDFA) to inform, educate and empower youngsters in Palghar with the possibilities that lay ahead in sports.

PDFA is the governing body of football under the affiliation to Western India Football Association, Maharashtra since 2017 and works for development of football in the entire district covering football enthusiasts from all walks of life.

We are nurturing the youth of Palghar for high-level sporting events by encouraging local talent pool to participate in events, facilitating rigorous training and providing sports equipment to various clubs and aspiring athletes.

Under PDFA, more than 425 players (until FY22) received training free-of-cost. In all, more than 1,500 players (boys and girls) have participated in various football events organised by PDFA.



Reviving the magnificence of mallakhamb in Vasind

Mallakhamb is a traditional Indian sport that was developed to train wrestlers (malla) on a pole (khamb). Unfortunately, it is no longer played with the same zeal as before owing to the lack of equipment and qualified set of teachers. The khamb is made from sheesham wood, which is not widely accessible. Traditional village gyms (akhadas) and school playgrounds are also diminishing, and new trainers are not entering the sport due to the shortage of players.

In Shahapur Taluka, Maharashtra, JSW Foundation is providing Training of Trainers (ToT) in 12 schools with two years of continuous handholding



400
Students



12
Schools

Too many firsts to come

Ms. Tanvi Patil, hailing from Palghar is from a tribal community. She has been trained under PDFA and has represented the Maharashtra State Football team.

She is the first female player to represent the state team from her district and participated in the National games in Gujarat 2022.

Bolstering badminton at Kalmeshwar

In Kalmeshwar, Maharashtra, we have partnered with TKSS College and Kalmeshwar District Sports Office to renovate TKSS' existing badminton centre. Over a period of five years, the Foundation will look after the holistic growth of athletes along with operation and maintenance of the facilities, post which it will be handed over to TKSS College.

On February 14, 2022, Shri Sunil Kedar, Honorable Sports and Youth Minister of India, inaugurated the JSW-TKSS Badminton Centre. The academy serves over 160 athletes currently and has just started.

Our initiatives at the Foundation focus on honing the human capital and making them agents of change.

Agents of development



JSW Foundation Fellowship

We have launched the JSW Foundation Fellowship, a two-year transformative youth leadership program, for the most promising young individuals of the country. The first cohort started its journey in September 2022. The

program equips participants with deep insights of social development at the grassroots level and enable them to formulate their own understanding of rural and social development in India; this is done through our four key program pillars:



Skill building



Rural immersion



Peer learning



Mentorship



Project Sakhi: Rehabilitating vulnerable Women

The Foundation has launched a multi-pronged intervention in Karnataka to rehabilitate women from vulnerable communities. The program has engaged 352 women through a community-based organisation. In addition to receiving health counselling, the women participate in health-awareness seminars and camps, parental counselling, sessions focused on

need for their children's education, availing benefits of government schemes, and training in alternative vocations.

In addition to catering to these women, the Foundation is also undertaking vocational training for their girl children to ensure meaningful engagement and employment and ensure inter-generational impact.



JSW Haqdarshaks at a camp in Karnataka, informing citizens about government schemes and providing technological support

Project Margdarshak: Enhancing Access to Government Schemes

Project Margdarshak enables easy access to government schemes for individuals. The program uses a technology platform and serves as a one-stop shop for

well-researched, state-by-state schemes, complete with eligibility requirements, application procedures, and other details.

Key sectors and schemes



Healthcare

Ayushman Bharat Yojana
Mahatma Jyotiba Phule Jan Arogya Yojana
Jan Aushadhi Yojana



Social Inclusion

PAN Card
Pradhan Mantri Suraksha Bima Yojana (PMSBY)
Ujala LED bulb scheme



Livelihoods

Farm Services
Work demand under MGNREGA
Pradhan Mantri Kisan Vima Yojana

7

States covered by Project Margdarshak

*Since inception

900

Haqdarshaks supported with livelihoods

₹359 Cr

Worth of government capital leveraged