

SPORTS PROMOTION

GIVING DIRECTION TO ASPIRATIONS





Providing a level **playing field**

We are determined to promote the development of sports at all levels. Our dedicated efforts to nurture sports talent through provision for adequate infrastructure, training and nutrition have enabled us to introduce groundbreaking sporting programmes. With a goal to turn aspirations into reality, we aim to promote sports and provide a strong support system for Indian athletes.



Our Approach

Nurturing grassroots talent

JSW Foundation's strategic approach is two-pronged. At the grassroots level, we identify, support and nurture rural sports talent in addition to building local capacities. Athletes from rural and underserved areas are selected through community programmes, local events and collaborations with schools and colleges. We also establish local training centres equipped with necessary facilities and upskill trainers with specific focus on enhancing their skills and knowledge. We collaborate with IIS, sports federations and experienced coaches to provide quality training and exposure to local trainers. Our collaborations with local governments enable rural talent to showcase their skills through inter and intra-district and state-level competitions.

Transitioning to high-performance training

Talented athletes from local centres are then identified and transitioned towards high-performance training at the Inspire Institute of Sports (IIS). Working closely with local government and sports bodies, these athletes receive holistic support, in addition to academic, residential and financial assistance.

Athletes train at the world-class IIS, equipped with state-of-the-art facilities and infrastructure tailored for Olympic sports disciplines. With access to specialised equipment, training grounds and sports science labs, athletes receive training from top-tier coaches who bring with them years of experience in their respective sports.

Nutrition plans and recovery protocols are curated for each athlete to deliver performances at the highest levels. Additionally, they receive education support and personal development programmes to balance their academic and athletic pursuits. To ensure that athletes receive the best exposure, IIS facilitates participation in national and international competitions and training camps, facilitating sportspeople's exposure to global standards and best practices.



This two-pronged approach has helped paved the way for several athletes. Boxers from our Project Shikhar program in Sholtu, Himachal Pradesh have represented the country on the national and international stage. Swimming as a sport has gained precedence in Odisha with students registering for the school swim program and training at the swimming high-performance centre.

We support building and upgradation of sports infrastructure such as athletics tracks, badminton courts and football grounds across its locations. In coordination with local government and education authorities, we encourage students to take up different sports through the distribution of kits and other equipment. By generating interest among youth and children in different sports, we work with government partners to ensure that local rural talent develop a love for the game. Nurturing this passion through capacity building, nutrition and education support, budding athletes are given a platform to showcase their talent.



Our sports programmes

Inspire Institute of Sports

Inspire Institute of Sport (IIS) is a proof of our commitment towards promoting sports among the youth. Spread over 42 acres of land in Vijayanagar, Karnataka, IIS serves as a nurturing ground for over 200 talented young athletes from across India. It focuses on Olympic sports such as athletics, boxing, judo and wrestling. At IIS, athletes are immersed in a world-class training environment, equipped with cutting-edge infrastructure, coaching expertise, and state-of-the-art sports science equipment, enabling them to realise their full potential.

JSW Swimming Programme, Odisha

In collaboration with the Government of Odisha, we have implemented training programmes to encourage young swimmers. The programmes provide support to High Performance Centres (HPC), grassroots training centres and other centres in the state. Located at the Biju Patnaik Swimming Pool Complex in Kalinga Stadium, Bhubaneswar, the centre is part of a network of HPCs set up under IIS. In addition, we have established nine grassroots swimming centres across the state.

School swim programme, Odisha

Our school swim programme is operational in 39 schools, in multiple districts of Odisha. With the assistance of the Secretary of Sports, Sports and Youth Services Department (DSYS), Odisha, swimming classes were added as a part of the students' curriculum.

62,871

Students participated in Odisha Swim Programme in FY24

23,500

Students participated in School Swim Programme in FY24

2,228

Students participated in competitions in FY24

Support for athletics in Karnataka

To hone young athletic talent, JSW Foundation transformed the athletics ground at Jindal Vidya Mandir (JVM) in Vijayanagar, Karnataka. The artificial turf has been converted into a natural ground, and it now benefits around 1,200 JVM students. The track is used by students, appearing for the Police Recruitment Exam. Around 18 students have trained on this track and have been recruited as police officers in various zones.

Football training in Odisha and Maharashtra

JSW Foundation supports youth in Odisha and Maharashtra to pursue football through training, equipment, nutrition, coaching and guidance. To promote talent and foster a sense of sportsmanship, inter and intra-district competitions are regularly organised, providing budding footballers with the exposure to participate in matches.

In Odisha, JSW Foundation adopts a comprehensive plan for the holistic development of football. Around 50 youth (25 boys and 25 girls) were coached and were given nutritional support, high-quality sports kits and the guidance of two coaches. Of these, three players secured spots at the Sports Hostel Government of Odisha, while five were selected for the All India Football Federation-affiliated Nita Football Academy. Premier institutions like these offer residential support, cover higher education costs, provide sports training and support the nutritional needs of sports talent.

Going by the success of this model, we extended this initiative to Nuagan, Narayanposi and Gonua and 150 players were selected. Five players from this group competed at the Sub-Junior National level competition in Belgaum, Karnataka. Bandana Nayak scored five goals in this competition and Rubina Naik's outstanding performance in the Junior National competition earned her a spot in an international game in Dubai, where she was invited.

In Palghar, Maharashtra, we work closely with the Palghar District Football Association (PDFA), an official governing body associated with the Western India Football Association (WIFA) since 2017. Under this initiative, 60 football clubs have been registered to empower the youth in Palghar. We encourage the local talent pool to participate in events, facilitate rigorous training sessions and provide sports equipment to registered clubs and aspiring athletes. This year, players received free football training. More than 200 matches were played in the FY24 season.

150

Football players trained

>200

Matches played in FY24



Reaching new heights through Project Shikhar

Project Shikhar was developed to hone the boxing talent of young children in the Sangla Valley of Himachal Pradesh. It aimed to prepare boxers for high-level sporting events. Earlier, lack of resources and opportunities prevented the boxers from fulfilling their aspirations. But Project Shikhar offered infrastructure support and boxing kits to young enthusiasts, and it evolved into a full-fledged and holistic support system for young boxers. Through this programme, boxers received nutrition and equipment support, training from local coaches, financial assistance through the Shikhar Fellowship and exposure to world class training institutes such as the Inspire Institute of Sports (IIS) in Ballari, Karnataka.

This year, we initiated the TID programme. A team from IIS visited Sholtu to identify promising talent. In FY24, 17 boxers were selected and sent to IIS for further screening. Out of them, 5 boxers have been selected and permanently shifted to IIS.

119

Boxers benefitted from Project Shikhar

Medal tally since our intervention:

	 G	 S	 B	Total
International	3	1	2	6
National	11	14	26	51
North Zone	2	2	1	5
State	149	59	71	279
District	33	20	18	71
Total	198	96	118	412



Empowering young footballers from Odisha

The JSW Foundation has developed a football coaching programme to support young talent in Odisha, offering around 170 players comprehensive training facilities. We provide expert coaching, top-quality infrastructure, football kits and nutritional support to budding footballers.

In collaboration with Bengaluru FC Rural Football Academy, we offer advanced training to the players and have appointed four coaches at different mine locations.

In partnership with local authorities, we have also constructed a mini football stadium in Jajang and

Gandal Pada to encourage young footballers from the region to pursue the game.

Our programme has earned impressive results, with many young athletes winning national-level medals. Additionally, with our support, young girls pursuing football have successfully participated in under-15 national tournaments, and most of them have earned laurels for the state.

JSW recently handed out 20 bicycles at Jajang, and 10 each at Nuagaon and Narayanposhi. The distribution event was attended by mines managers and the operational head of JSW Odisha Mines Division.



Mannata Mishra, a 17-year-old swimmer, has been training with JSW since 2021. She has won medals at various international events like the BIMSTEC Aquatic Championship as well as national events such as the 37th National Games and Khelo India Youth Games.

"Training here has given me the strength, belief and encouragement to dream bigger everyday. With the support of dedicated coaches and world-class facilities, I have gained the confidence to make my country proud."

Mannata Mishra