

# setting progressive benchmarks

## UNEARTHING INDIA'S SPORTS POTENTIAL

*"Gold medals aren't really made of gold. They're made of sweat, determination, and a hard-to-find alloy called guts."*  
-Dan Gable  
Famous American Wrestler

Talent needs to be mined, and then it needs to be honed and polished till it shines with all its might, as gold. In an endeavour to support emerging athletic and sports talent from remote tribal pockets of the country, Essar Foundation actively engages with the District Administration of Dantewada, Chhattisgarh and partnered in establishing a state-of-the-art Sports Academy with an Outdoor Stadium and a Transit Hostel for athletes and dignitaries.

This Sports Academy, which nurtures athletes from Dantewada, Sukma, Bijapur and other neighbouring areas, proposes to have sporting professionals for in-campus training as well as 'Talent Hunts' in various locations. Currently, the stadium is used by various cricket clubs based in the district and hosts tournaments regularly.



### What's in the Stadium?

- Plain surface with green grass
- Two cricket pitches
- A practice pitch with nets
- Covered/Open stands for spectators
- Flood lights for night games
- Changing rooms for players
- Fully protected and covered stadium
- Safe parking area
- Washrooms for players/spectators
- Drinking water facilities
- Emergency gates
- Irrigation facilities

### Paving way for sports in Rural India

- Promoting sports in the region
- Developing sports culture in youth
- Nurturing skills; building capacities
- Inculcating a spirit of sportsmanship
- Integrating careers in sports with education and society



A Sports Nursery in insurgency-affected Malkangiri district, Odisha is shaping some of the best talents in the State. In the last two years, 50 boys from the Nursery have represented at the State and National Level Sporting events in disciplines of archery, weight lifting, volleyball and archery. 50 others have made their way into various Sports Hostels of Odisha and Sports Authority of India.

*"The English language in all an advanced and flexible one and its teaching should not be discarded altogether. India cannot afford to ignore this language".*  
-Dr. Rajendra Prasad, first President of India



*"Earlier, I used to shiver nervously if I had to speak English. Today, I performed an entire play in English. I could see my parents clapping proudly."* - VINAR PATEL(14 YEARS)

In an entertaining and confident display of their newfound skills, a group of 30 learners of the Advanced English e-lab performed a play before a large audience.

## English – Vinglish

*The digital answer to youth employability*

Of the five million odd graduates that India, the youngest country in the world, produces annually, roughly 49% are not employable in any sector of the knowledge economy\*. This indicates, half the employers are straining due to lack of skilled workforce. Inadequate English skills are a key factor in holding youth back, especially those from smaller towns and rural India.

To help India leverage its younger rural population gain an edge, Essar Foundation is responding proactively with Advanced English e-labs for school children and youth. The first such lab runs in Nav Jagruti Vidyavihar School, Hazira, Gujarat in partnership with district administration of Surat. This is the first such lab in the district and caters to more than 500 children and youth every year for enhanced English language skills.

\*The National Employability Report by Aspiring Minds, an employability solutions company

### Features of the Advanced English e-lab

- Digital learning initiative based on BBC-certified software
- Self-learning is at the heart of this course
- Locally trained classroom facilitators employ "Less Teaching, More Facilitating" techniques
- Online/offline course material, tutorials and practice exercises
- Evaluates learner's progress by using recorded voice of the user
- Not only improves spoken English but also enhances listening and reading ability

*"Entertainment is very much a real need for any human being. Why should we be left out of the enthralling world of cinema? And why should I have to depend on my sighted friend to tell me what's happening on screen?"* said Chetan, college student and blind since birth.



On World Sight Day in October, 2013 Chetan was among the audience at the screening of popular Bollywood film *Taare Zameen Par*. It was no ordinary screening. The movie had been specially customized for the visually-impaired using audio description technology\* which allowed more than 500 visually impaired persons and persons with multiple disabilities of all ages to enjoy the film along with sighted people. The sighted people in the audience were blindfolded to share the experience of their visually impaired companions. This was a first step in Unmukt's journey to bring meaningful and popular cinema to the visually-impaired.

'Unmukt' that means 'freedom' or 'independence' stands unique, being the first ever such program in the country with such a large outreach. Audio-described versions of films like *3 Idiots* and *Bhaag Milkha Bhaag* are also being screened across cities in partnership with institutions working in the disability sector.

### Facts

- In India alone, there are roughly 100 million people with disabilities, which is almost 1/6th of population of disabled people in the world.
- India has the largest number of (over 15 million) people with visual impairment globally.

\*Audio description translates the visual into spoken language, completing in this way the sounds and dialogs of films.

This technology includes an additional feature of a voice-over upon a full feature film. This describes what is happening on the screen to fill the gaps between dialogs thus, making it