



Annual Report 2015-16

*"It isn't the mountains ahead to climb that wear you out; it's the pebble in your shoe."--
Muhammad Ali*

At Khel Khel Mein Foundation, we believe sports imbibes a deep potential for change. Since our inception in 2013 we have tried to innovate and inspire through sports. Our vision is to nurture holistic growth through sports.

In 2015-16 we took small yet meaningful steps in that direction. This year we formally registered ourselves as Khel Khel Mein Foundation, a trust as per the Indian Trust Act 1882; we took our first step beyond Delhi with a rural project in J&K; we launched the Sports Mentor Fellowship and attempted to redefine the concept of competitive sports through the KKM League.

What started three years ago as a Physical Education period in a few schools is now shaping into a story of change through sports. True to the nature of sports, it has been a team effort. We are deeply grateful to all the support we received to make this effort a reality for the children. We envision to deepen our impact in 2016-17 and are deeply committed to the year ahead as a team. We can.



Post game reflection session with mentors

What we do

*KKMF is a non-profit working with a vision of holistic growth through sports. Our primary goal is to ensure a structured platform for children to play and build on the experience to nurture their **physical, mental, social and emotional growth**.*

PHYSICAL

Loco-motor abilities

Nutritional awareness

MENTAL

Decision making

Communication

SOCIAL

Conflict resolution

Controlling aggression

EMOTIONAL

Emotional resilience

Managing emotions

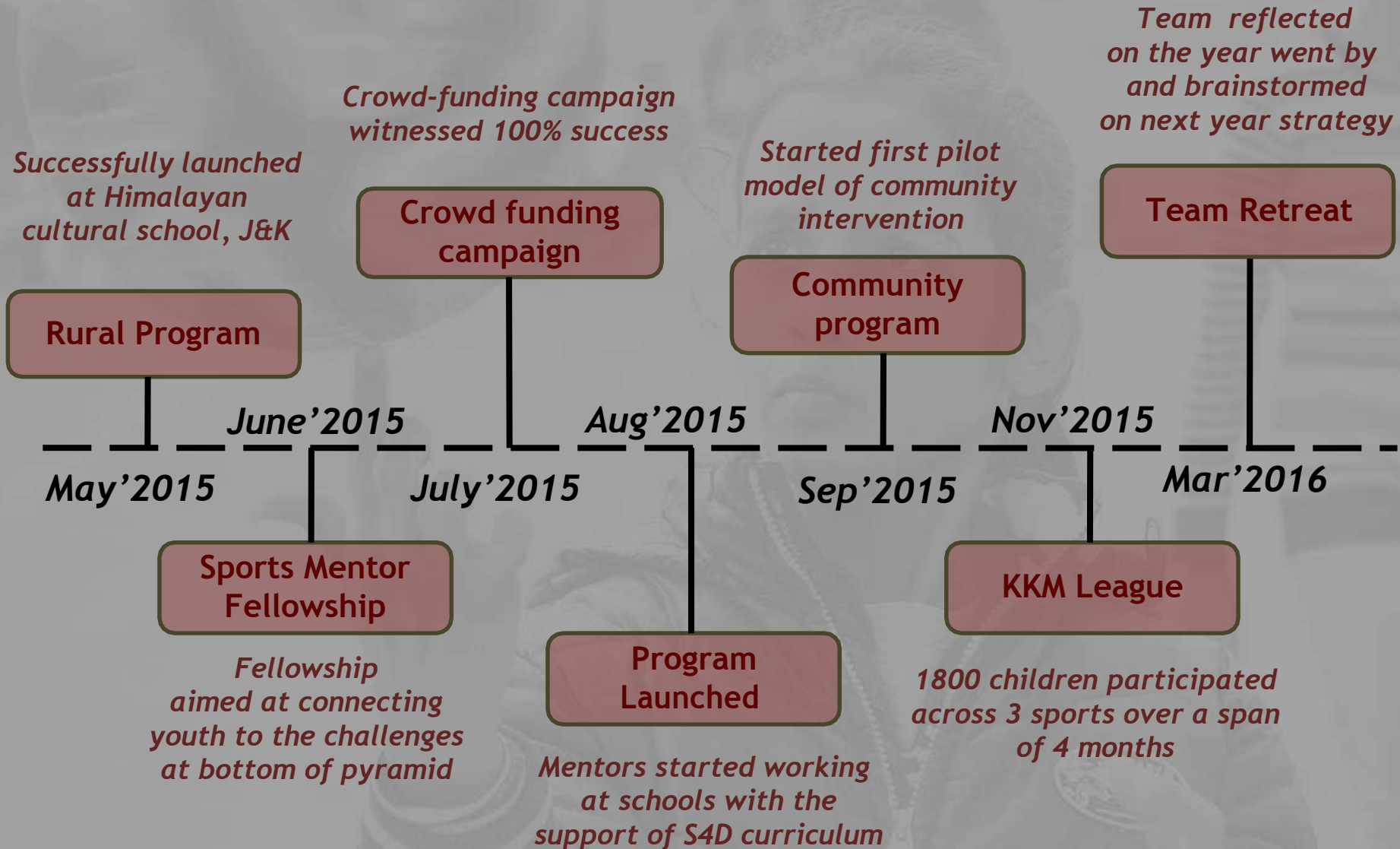
*Through a unique model of **PLAY. PERFORM. PROSPER** children get the opportunity to play multiple sports through a process that focuses on experiential learning and self-awareness to learn crucial life skills, as well as perform in a competitive league.*

KKMF is currently spearheading an ambitious sports intervention at the grassroots: in 2015-16, we reached out to almost 6000 children across 50+ government and low income schools in Delhi. We have also started community intervention program in Delhi & a rural sports development model in a village in Kashmir.



Kids engaged in a soccer match at KKM League

Year 2015-16





U 11 Girls soccer finals - KKM League

KKM Program & Impact

The KKM program had three structures: a curriculum framework, Sports Mentor support and monitoring & evaluation. During the 6 month program our sports mentors visited schools to support teachers on the understanding and implementation of the curriculum framework. The expertise of the mentors and teachers together translated into the physical development and sports skills of children, which prepared the teams for the League. Building self-awareness was an integral part of the program. A baseline and end line study was carried out as a part of the monitoring-evaluation to map the impact

5500

Children involved in 6 month long
training supported by mentors

1100

Hours of cumulative
Mentor support

51

Schools participated

20%

Improvement in
Nutritional awareness

12%

Improvement of gross
Loco-motor abilities

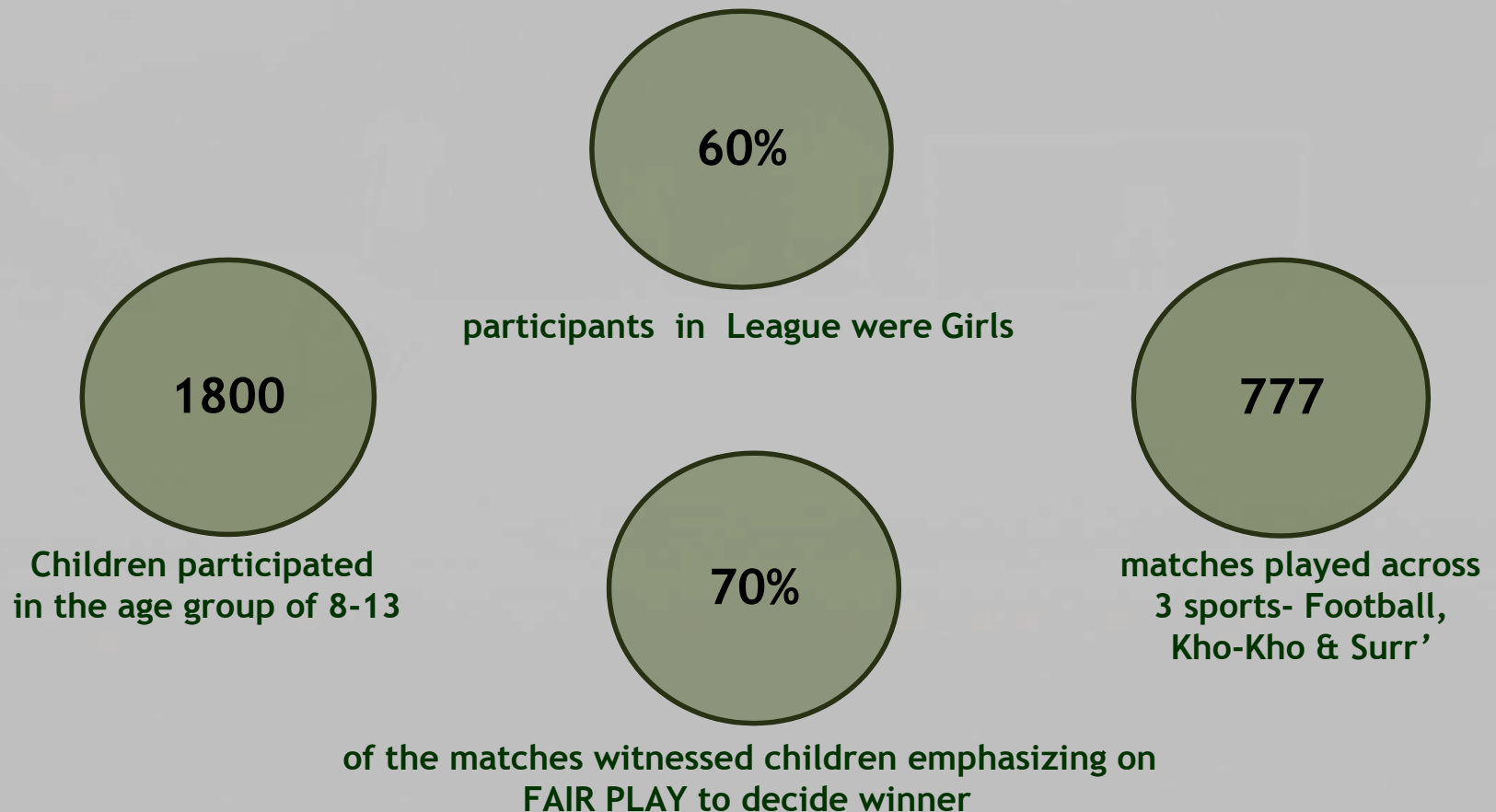
** DATA from the baseline & endline studies conducted by KKM sports mentors*

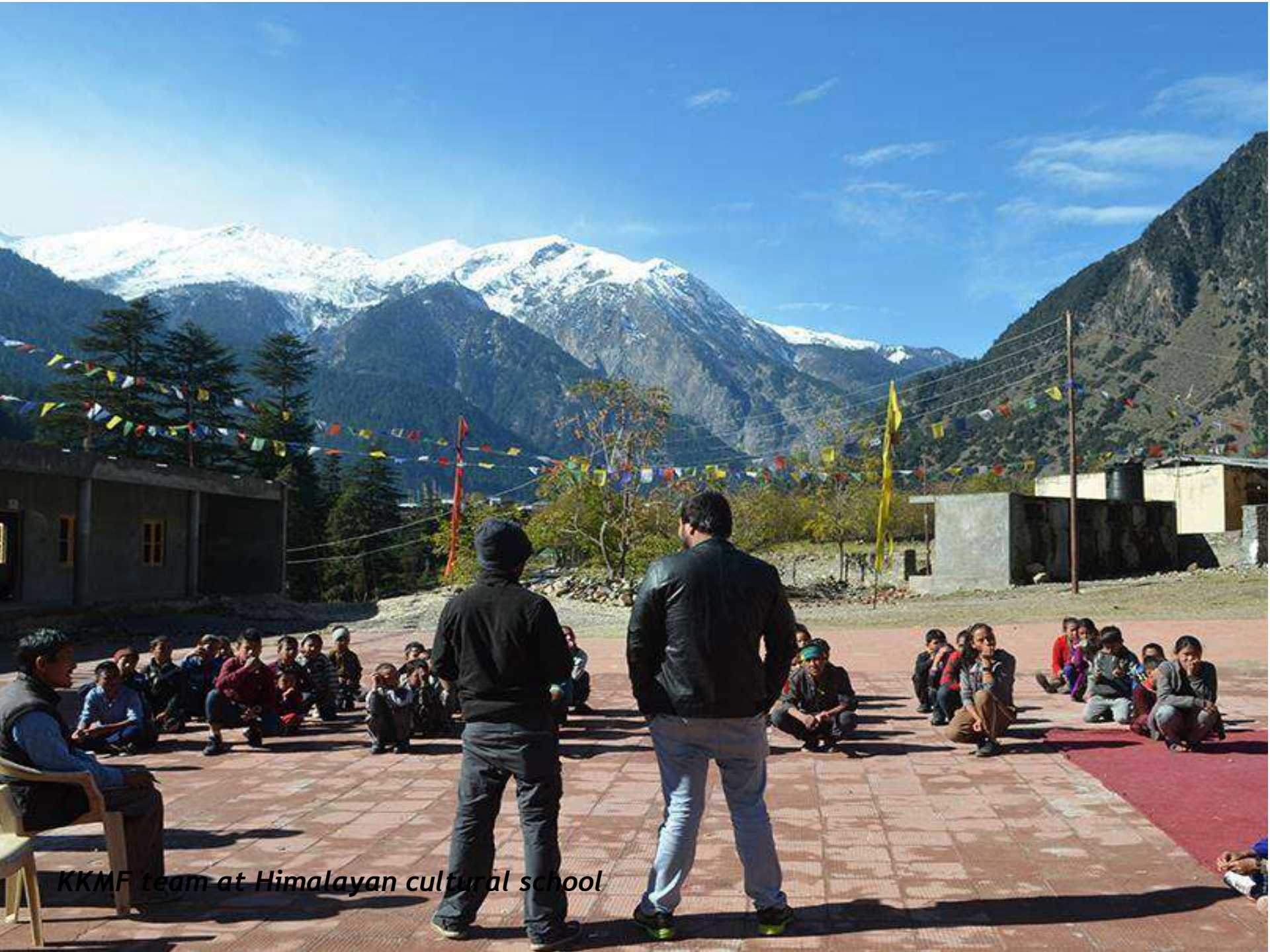


U 14 Boys Kho-Kho match in progress - KKM League

KKM League

Khel Khel Mein League 2015-16 was a space to explore the dynamics of choices and its impact through the medium of sports. The theme of the league “POWER OF CHOICE” wherein the purpose was to let children understand their choices and its impact. In any match the teams has to decide the weight age of technical point (skills) and fair play point (values) and post match they scored each other on fair play. It was an enriching learning experience for the children.





KKMF team at Himalayan cultural school

Rural Program

Khel Khel Mein Foundation's maiden rural project at Himalayan Cultural School(HCS) initiated the design & implementation of a unique Sports for Development program. Last year KKMF successfully implemented a structured program through consulting, framework design, teacher training and monitoring processes. The project was run in partnership with Education :Access

Program Design

KKMF designed complete sports program for the school

Curriculum Module

Age appropriate curriculum module integrated with Life skills

Students Training

200 Students were trained
On physical literacy &
activity based sports drills

Teacher Training

12 teachers trained on
Sports pedagogies &
organization skills

Monitoring & Impact

90% of children
exhibited better team spirit



U 11 Boys soccer finals - KKM League

Activities

KKMF was a part of the “Football Movement India” conference organized by India on Track in association with UK Trade & Investments

The Sports Mentor Fellowship saw 10 outstanding individuals joining us on our mission. They came from diverse back grounds of sports journalism, event management & professional players. The common theme across all was a proficiency in sport as well as willingness to contribute to the development of our children.

The community program was piloted in a low income area of Jahangirpuri. The initiative was sustained by youth from the community with support from KKMF mentors

Indian football Foundation talent scouted 11 children from the KKM Program for a scholarship aimed at young talents to nurture them in long term

Our crowd funding campaign was a huge success where we raised Rs. 4 lacs with 150 unique donors supporting the cause.

KKMF in association with XLRI organized “XL Asha”, a day long mini-football tournament for the underprivileged children of Jamshedpur and nearby villages.



U11 Surr' (a traditional Indian sport) Girls - KKM League

Media coverage

Khel Khel Mein Foundation: Changing Lives Through Sports

Delhi-based Khel Khel Mein Foundation are attempting to positively impact lives of children from underprivileged backgrounds through their unique initiative of introducing them to various competitive sports.

wasl_man



Sportskeeda covering KKM program



Sports keeda covering Himalayan school



Sports keeda article on KKM League

part of XLerate 2015 to Support Khel Khel Mein Foundation. The tournament embodied KKM's principles and values. They had 6 teams: mix of boys and girls, participating in the event, one of the teams traveled 60km j... See more



The Pioneer covering XL Asha initiative



The courage to teach

Giving up corporate jobs and fat salaries, an increasing number of young men and women are committing their lives to providing education to India's poorest

IN THE HINDU.COM/FEATURESMAGAZINE

The HINDU covering KKM



Sports mentors in warm up session with kids

Voices of KKMF



"I still remember my first day of the fellowship and I was most worried about how the kids would react when I coach them. But I was astounded at how quickly they made me a member of their pack, , not only did they show great enthusiasm but also an interminable will to learn sports" -

Divesh, Sports Mentor

"The way social security encircles our upbringing and how, in a unique way, Khel Khel Mein was contributing to making the physically sound kids a part of 'our society' -
Shrishti, Volunteer



"Last year my Kho-Kho team won & my football team didn't. Though the real victory for me was seeing the values inculcated through sport and the league. The kids began working as a team, and not just for themselves but for & with everyone, which didn't exist before the league" Nilav , TFI Fellow

"We learned to play with honesty, Payel (friend) played with honesty and her team won while we lost because of lies on the field. We understood that irrespective of lies and cheating on field the team which stays honest and true will win eventually."

Kasang Palmo (6thgrade) Himalayan School

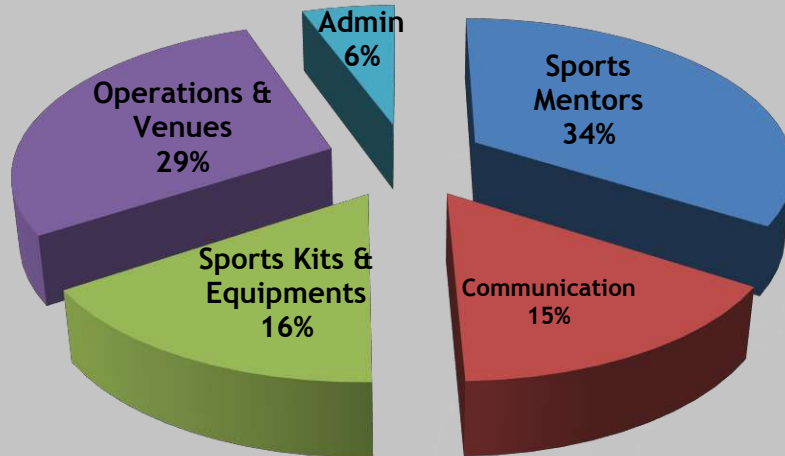




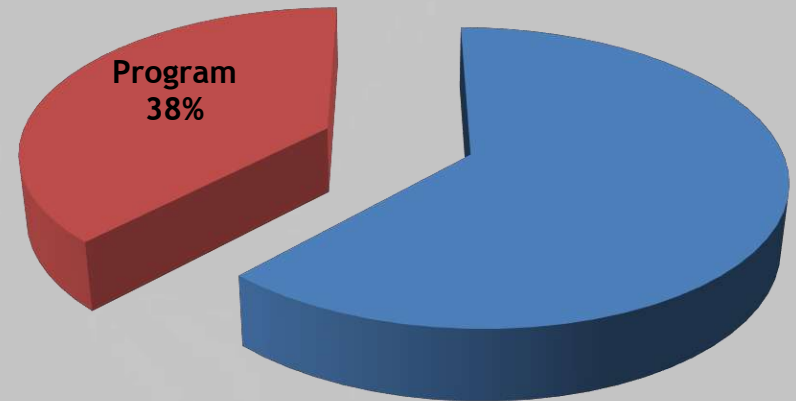
KKM Team on the successful culmination of the league

Financials

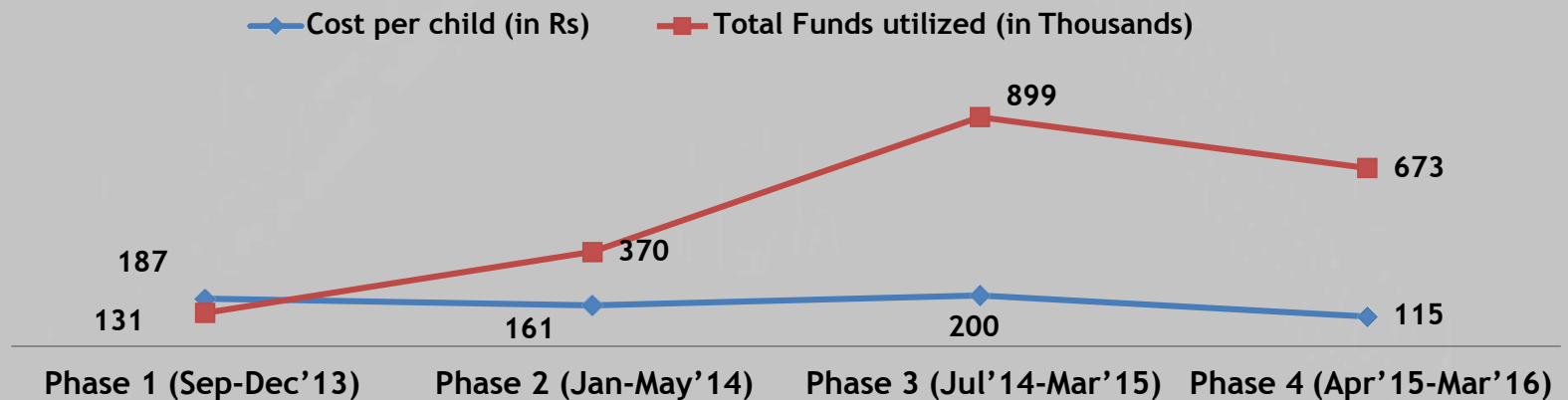
Total Expenses 2015-16: 6.73 Lacs



League vs Program Expenses



Cost per child



** Financial details above are unaudited figures*



U 14 Boys soccer playoff - KKM League

Plans for 2016-17

KKM LAB

We are setting up a KKM Lab in selected schools & communities as a platform to intensively explore the power of sport. We will be working closely with teachers, especially the Physical Education teachers, principals and community youth. The goal of the lab will be to enable sports for all and empower the system to sustain the program over the medium term. We are looking to start with 4 schools & 2 communities.

The KKM flag ship Program will reach approximately 10,000 children this year. Learning from last year, the Program will continue over 9 months, from July to March. Our Sports Mentors will build capacities in schools and communities using the Train the Trainer model. The League will expand to a three stage format with clusters, zonals & finally city wide phases for children in the age group of 7-16 years

League Program

Himalayan School

Our work at Himalayan Cultural School will be further strengthened this year to build diverse sports skills and focus on life skills like conflict resolution and decision making. We will work with the teachers to integrate sports as a tool in classroom management and facilitate sports experiences to channelize the thoughts of the children.

Thank You!

