










ANNUAL REPORT
2017-2018



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ABOUT US



Khel Khel Mein Foundation came to be when a few fellows, part of the Teach for India programme, came across the realisation that child development is usually limited to academics. Even though these kids are being given an education, it wasn't necessarily a holistic one. While we were teaching kids math, science and english, we realised we need to do more for them. This thought turned into an idea, which later became the ethos for the eventual organisation.

Our journey began in 2013 as a Teach for India initiative, but we are now an independent organization registered as non-profit trust. Our vision is to foster a culture of sports which facilitates holistic growth of a child. We work in Delhi with low income schools and communities to create sustainable sports structures. We work to facilitate holistic development through sport by empowering young people from vulnerable backgrounds to overcome adversity and flourish in a fast-changing world using life skills. Our mission is to create and nurture a culture of sports excellence in grassroots communities.

A small team of extremely hardworking change makers are working day in and day out to ensure that there is change at the community level which will pave the way for much greater work eventually.



OUR MODEL



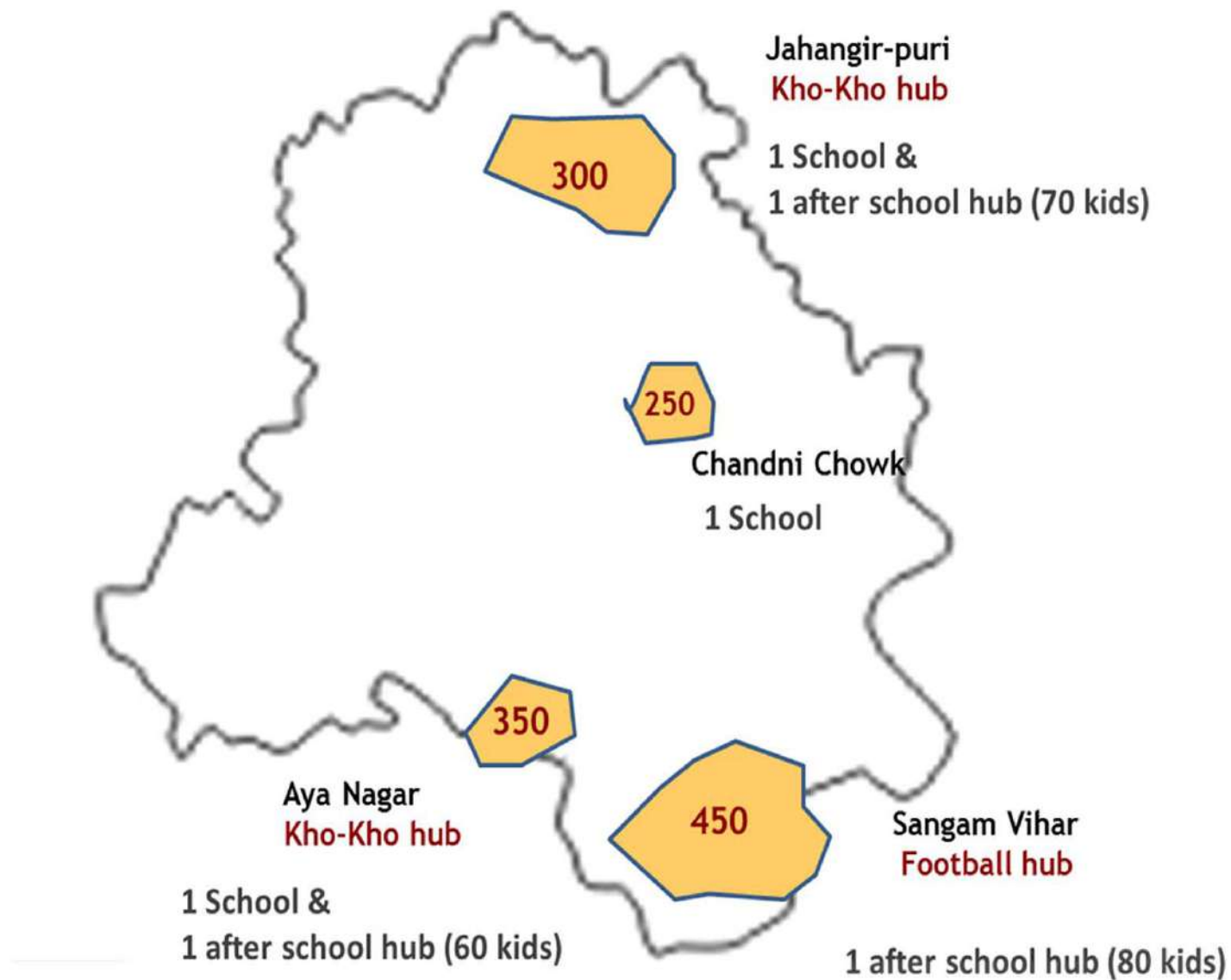
The three core principles of the KKM are PLAY, PERFORM AND PROSPER. This essentially acts as the vehicle for the implementation of our theory of change. Every idea needs a good road map, and ours has been created through the use of the three P's. This leads to a child getting the opportunity to play multiple sports, perform in competitive leagues and learning crucial life skills through self-awareness and experiences of playing. On a very simple level, play, perform and prosper have easy to achieve goals. Playing means that children have access to quality sports and physical education training in school and beyond. Perform would lead to exposing the children to diverse opportunities to showcase their skills, such as the KKM League and other mohalla tournaments.

This leads to the ultimate goal of prosper which sees the holistic growth of the kids through this process. Prosper would refer to their mental as well as physical development within the society that they live in. Physically prospering would refer to increase in strength, stamina and change in food habits. Mental development would see skills of leadership, accountability and responsibility grow in them.

PLAY

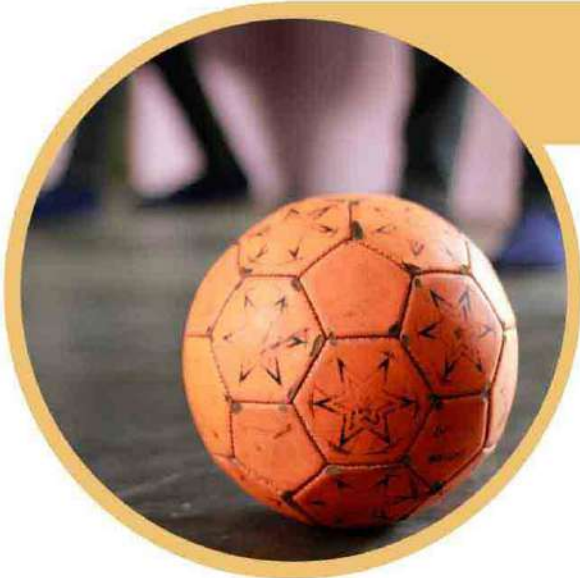
PERFORM

PROSPER



Our Program Numbers across the 4 locations.
Jahangirpuri, Aya Nagar and Sangam Vihar had 1 school and an after school program.
Chandni Chowk was a school program.

OUR WORK



Currently we are working across 3 localities involving 2 schools & 3 after school hubs in a hub - spoke community centric model. The structure of our work on a regular/ weekly basis is through coaches working directly with children. The school have a PE schedule for every class/ section which is implemented by our coaches with support from PE teachers.

- The after-school program is a high rigor program aiming to develop sporting excellence. The sessions are focused on sports skills and a monthly session/ discussion forum on thematic life skill areas.
- One of the major additions to our program has been is the parent engagement activity. Through one-o-one parent visits (once every two months) and parent meeting, the purpose is to raise awareness of parents about importance of sports so they encourage the children to continue playing irrespective of academic pressure and at the same time sensitize kids about diet and routine.
- We have also started with community-based mobilization through initiatives like Mohalla tournaments. This tournament is organized within the community at a local ground/ park to enable more children to experience playing in a fun and competitive environment.
- The 2017-18 edition of KKM League witnessed approximately 50 teams from under-resourced schools and communities participating in the league, playing football and kho-kho.



Divya always accompanied her younger sister to football sessions in Sangam Vihar and events and carefully watched over her and the game from the sidelines. About a year back, at one of our sessions, she asked "main bhi khel lu" (Can I play as well?) and since then there's been no looking back. Within 3 months of joining the training, she emerged as the fittest player in the team. She is always eager to learn new skills and is now technically one of the most sound players. At the time of team selections, she was an automatic choice for the No.1 position of a goalkeeper.

From a shy hesitant kid, she is now the captain of the team and she recently led them to a runner-up trophy at Kickstart Women's Football League. Currently, in the 10th grade, Pooja has already set her college aspirations at Jesus & Mary College, one of the few institutions where women's sports is a strong part of their culture.



Senior girls team won the KKM League U17 Category being a team with an average age of 12.8 at the time.



Sangam Vihar Girls after a 6-0 win over Tagore International School



Senior girls team were Runners Up in the Kickstart Women's league, an U21 League with top schools and colleges, being a team with an average age of 12.8 at the time.



Sangam Vihar Boys after a 3-1 win over Hindustan FC, a professional club.
The Boys participated in the Delhi Youth League, The premiere youth football league in Delhi.



LEAGUE



This edition of KKM League shifted to a concentrated approach with lesser number of teams compared to earlier years but focusing on tournament format at par with state level competitive formats ensuring higher playing time per team. We will be temporarily transition out of the city wide KKM League and concentrate on Mohalla Tournaments for next 3 years and then re-assess the feasibility of linking the Mohalla league to the city-wide league as a multi-tier grassroots sporting league running throughout the year and building into each other. We saw 800 kids and 50 teams participate in this year's league and it took place over 4 months.

50

Teams

800

Kids

2

Sports

4

Months

Khel Khel mein



TEAM



In 2017-2018, the team grew to 5 full time employees and 4 part time employees.

Program
Manager

1 Manager overseeing
the program

Program
Coordinators

2 full time Coordinators
Managing parent relationships
and non coaching aspects
of the program like matches,
documentation, etc..

Full Time
Sports
Coaches

2 Coaches working
closely with children
every week.

Part Time
Sports
Mentors

4 Coaches working
closely with children
every week.

Volunteers
&
Interns

Photographers and
data collection, and league
interns and volunteers.



United Way of Delhi
National Capital Region



F.C. Sondhi & Co. (India) Pvt. Ltd.

Service is our Passion, People are our Strength

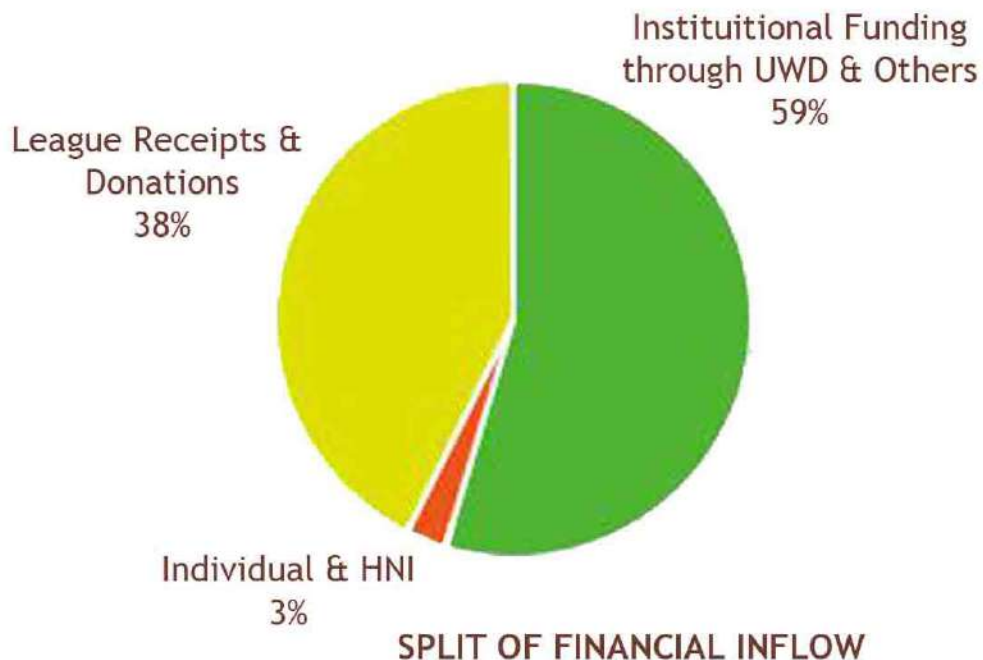


SUPPORTERS & FINANCES

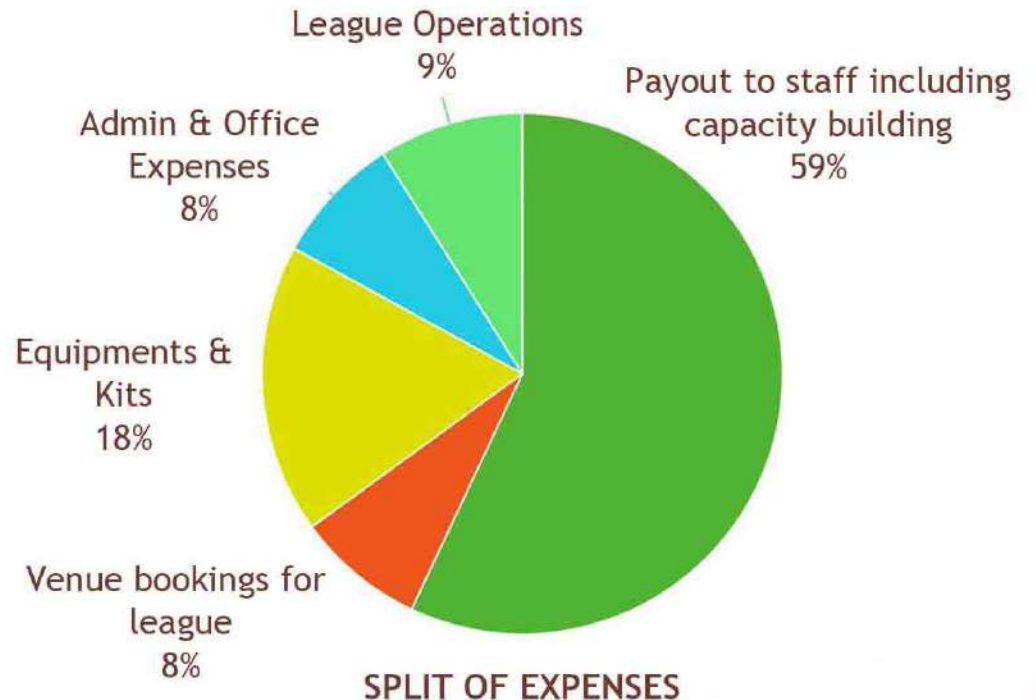


In 2017-2018, we received institutional funding through UWD which supported Sangam Vihar and Aya Nagar communities. League expenses were supported by league participation receipts and donations. We're a part of the Wipro Seeding fellowship program. We're also supported by the UnLtd Social Entrepreneurs program.

Total Financial Infow - Rs.23,11,587



Total Expenses - Rs. 24,18,457



KHEL KHEL MEIN FOUNDATION
Balance Sheet As at 31st March, 2018

Particulars	As at 31st March, 2018	Particulars	As at 31st March, 2018
LIABILITIES		ASSETS	
CORPUS FUND		FIXED ASSETS	30,830
Balance as per last Balance Sheet	410,735	(As per Schedule "A")	
Add: Amount received during the year	100,000	CURRENT ASSETS, LOANS AND ADVANCES	
Less: Excess of Expenditure over Income as per Income and Expenditure Account	107,070	Investments	101,000
	403,665	CASH AND BANK BALANCES	
Current Liabilities		Cash in hand	6794
Sundry Creditors	42,960	Cash at Bank in Current Account with:-	
Expenses Payable	221,021	HDFC Bank	358,021
		Advances Recoverable in Cash or in kind or for value to be received	171,000
Significant Accounting Policies As per Schedule "B" attached			
TOTAL Rs.	667,646	TOTAL Rs.	667,646



Place: New Delhi
Date: 27 SEP 2018

(Signature)
TRUSTEES



AUDITOR'S REPORT
As per our separate report of even date
for S.C. VARMA AND CO.
Chartered Accountants
Firm Regn. No. 000533N

(Signature)
S.C. Varma
(Partner)
M.No. 011450

THE ROAD AHEAD



As of right now, the KKM have certain already established plans to execute and implement in the future.

- We will concentrate on the existing 3 communities and expand our reach within the communities. At school level our focus will be to involve elementary level children at primary schools & 9th/10th grade students in secondary schools which currently are not a part of the program. At an after-school level we will focus on creating one more batch (for both boys & girls separately) of 20 students at a fundamental level for two localities - Sangam Vihar and Aya Nagar

- In terms of delivery of program, we target to achieve the planned intervention hours as per our program guideline level wise. The crucial aspect of this will be to achieve the targeted hours in every program bucket such as small ground sessions, big ground sessions, parent meetings, life skill sessions, competitive match exposure
- We have to focus on infrastructural gaps in the community & school level and advocate along these aspects as venues play a major role in sports. As our children proceed to an advance stage the need for dedicated playgrounds is urgent
- We have to develop the concept of Mohalla tournament in a focused way as this will be a key format to engage community frequently. KKM League over last four years has been successful in creating buzz at a city level and involve children, volunteers, sportspersons and teachers. We are attempting to replicate the same at a micro level in a community context.