



**Khel Khel Mein Foundation**

PLAY. PERFORM. PROSPER

ANNUAL REPORT 2016 - 2017



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# OUR WORK



Started in 2013, Khel Khel Mein Foundation (KKMF) is a registered, charitable trust. We envision to transform the grassroots sports culture in low-income schools and communities. 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. Currently, KKMF works in Delhi engaging with public education system and communities directly. Our core programs are LAB Program, Mentorship Program and KKM League. Last year alone our programs involved 9000 children across 80 schools.

Our mission is to create and nurture a culture of sports excellence in grassroots communities. We engage with children in public schools, low-income schools and after school programs in sports. With the help of coaches and mentors we involve all stakeholders including children, parents, schools, local authorities, sports bodies and the community. We draw inspiration from technically researched models across the globe and contextualize them to the spaces we work in. At KKMF, we work to create access to quality sports training programs for children regardless of their socio-economic backgrounds so that communities with a self-sustaining sports culture can thrive.







# OUR MODEL

Through the three core pillars in our program: 'PLAY. PERFORM. PROSPER', children get the opportunity to play multiple sports with the focus on experiential learning, performing in a city-wide competitive league, finally learning crucial life skills through self-awareness and experiences from playing.

PLAY is the most fundamental aspect ensuring access to excellent structured sports training. Our "PLAY" session framework encompasses five aspects:

- Motor skills
- Sport specific technical skills
- Strategic thinking skill
- Life skills
- Nutritional awareness

We focus on working within school system as well as beyond it to ensure a child has uninterrupted access to PLAY. The PERFORM aspect is ensured through KKM League and also through participation in city-wide professional leagues. Apart from the city-wide league, we conduct localized tournaments to encourage participation from children and involvement of the community. KKM League is Delhi NCR's largest league spanning over 6 months focusing on continuous learning and inter- team collaboration. These two aspects of "Play" & "Perform" amalgamate to ensure a child *prosper*s in life, not only developing a healthy lifestyle but also being highly aware of self and social aspects.



THYAGARAJ SPORTS COMPLEX

C254





# THEORY OF CHANGE

The long term goal is to nurture a community exhibiting strong sports culture wherein the holistic development of a child is ensured. We envision a community where sports access and excellence co-exists at school system and beyond, enabling active participation for children and youth. The pathway to achieve these goals is a multi faceted approach. First, working with school education system to ensure basic physical education standards are met as per the education policy. Through contextualized program design, including structured school leagues, capacity building with PE teachers and driving policy implementation we ensure sports is active at the school level.

Secondly, working at the community level to ensure societal encouragement and stakeholders contributing to sustain the platform. The community platform should serve as an extended opportunity for children to advance their sports training to a higher rigor. This space also needs involvement with local leadership to dedicate infrastructure support for sports.







# OUR PROGRAM GROWTH



During the initial years we focused on participation through tournaments, which progressed to a yearlong league ensuring sustained opportunity to learn. The league continued to encourage increased participation year on year, and we parallelly initiated training for participating schools in 2015-16 through the mentorship program. We launched the LAB program in 2016-17 as a high rigour sports intervention aimed at transforming the sports scenario in a school or community. In the year 2016-17 the mentorship program expanded to 45 schools and LAB program was initiated in 2 schools and 2 communities.

## LAB PROGRAM

To develop a sustained culture of sports and explore its potential.

## MENTORSHIP PROGRAM

To introduce structured sports in schools.

# LAB PROGRAM

The LAB program is designed to be a long-term engagement where we ensure every child access to sports every week, and the sporting talents are further nurtured towards national level participation.

It was the foundational year for this program. We worked with 2 schools and 2 after school communities. Both the schools were primary schools run by North Delhi Municipal Corporation. One of the schools was co-ed and the other was an all-girls school. Both the schools had a full-time/part-time physical education instructor and there is considerable space in comparison to most other government schools. The focus of the school program was to create sustained sports/physical education within the schools involving all children. Throughout the year we focused on “sports for all”. Our activities were aligned to the objective of working on loco-motor abilities and nutritional awareness. We started with fitness exercises, stretching drills and basic motor elements like balance, agility & core strength. In later stages we introduced Kho-Kho as a sport only for Grade 3,4,5 as game format was more interesting for children. For starting grades (Grade 1 and 2) we continued focusing on basic loco-motor activities and not on any specific sports skills as of now.

The after school communities had a total of 80 kids trained by two full time coaches. The football teams participated in Delhi Youth League, the biggest football league in Delhi. We also played competitive matches with football teams including the American Embassy School Team.

**90 MINS**

per child  
per week

**2**

Schools

**750**

Children

**1:20**

Coach to child  
ratio



# MENTORSHIP PROGRAM

Mentorship program was aimed at schools willing to initiate sports activities and bring in basic awareness about participatory sports.

In this program we work with school on a weekly basis (3-4 hours/week) to introduce sports, select and train teams for participation in competitive tournaments. We worked with 45 schools throughout a 6 month timeline (Jul-Dec). Out of 45 schools we worked with 25 govt. schools with no other NGO intervention in place. In the case of the rest of the 20 schools there were Teach For India fellows who opted for the program. Approximately 7000 children were involved in this program.

In total, 13 Sports Mentors (part-time) were visiting the schools to implement sports practice in a routine manner, selecting teams and preparing them for representing their schools in the city-wide league. This was the 2nd year of this program and for govt. schools without NGO intervention; it was the first time children were exposed to a structured sports program. The response from schools was motivating with most of the school leaders open to encourage children to participate. As a pattern, most of schools wanted higher grades (grade 4th and 5th) to participate as it might lead to better competitive results. The sports mentors observed interest and enthusiasm amongst children and spotted many sporting talents.

**7000**

Children

**1099**

Sessions

**2163**

Hours

**45**

Schools





# LEAGUE



The League was initiated to create a platform where children can participate in and learn about competitive performance sports, practice teamwork and understand diverse perspectives.

It is the single largest platform in the New Delhi, which encourages participation of teams from low-income schools and communities.

The league was themed on the concept of “Opponent Points” wherein both the teams score each other with valid rationale at the end of the match and those points being accounted for the final result in addition to the match result. In the year 2016-17 the league witnessed 229 teams participating across 54 schools. The league spanned from Sept’16-Feb’17 with 855 matches being organized across 3 sports. In addition to these there was an exclusive Intra-School Sports Day being organized for 25 MCD schools in association with Deloitte Consulting India. This was the first time MCD schools participated in any sport tournament beyond annual sports day at schools/ local clusters.

**229**

Teams

**855**

Matches

**3**

Sports

**54**

Schools





# IMPACT



We measured our impact in two modes - quantitative and qualitative. The quantitative part of the evaluation included fitness studies and nutritional study. The qualitative part included surveys of kids and teachers engaged with the program. It also includes documentation of daily sessions by the sports mentors and coaches. We synthesize this documentation to feed information back into the program and improve it.

We conducted baseline-endline studies through basic fitness tests and questionnaires in few schools and analyzed the sample data (sample size of 126). We also conducted a feedback survey across schools involved in the program and based on the responses (sample size of 173 children and 100 teachers) some observations are mentioned below.



**11:10**

RATIO OF GIRLS TO BOYS  
IN THE INTERVENTION



**9,000**

CHILDREN PARTICIPATED  
ACROSS PROGRAM & LEAGUE



## FITNESS

IMPROVEMENT RECORDED IN LOCOMOTOR ABILITIES LIKE FLEXIBILITY (18%) AND UPPER BODY STRENGTH (70%).



## SPORTS MENTOR

WHEN WE ASKED CHILDREN TO RATE THEIR SPORTS MENTOR ON A SCALE OF 5.



## PLAYING AT HOME

60% CHILDREN STARTED PLAYING AT HOME.



## STRUCTURED SPORTS

45% CHILDREN PARTICIPATED IN A STRUCTURED SPORTS TRAINING PROGRAM FOR THE FIRST TIME.



## HEALTHY FOOD

CHILDREN STARTED MAKING HEALTHIER FOOD CHOICES (45% SHIFT IN CHOICES).



## PARENT ENCOURAGEMENT

45% PARENTS STARTED SHOWING ACTIVE ENCOURAGEMENT



## AFFECT ON STUDIES

81% CHILDREN SAID PLAYING SPORTS HELPS THEM FOCUS BETTER AND IN NO WAY HINDERS STUDIES.

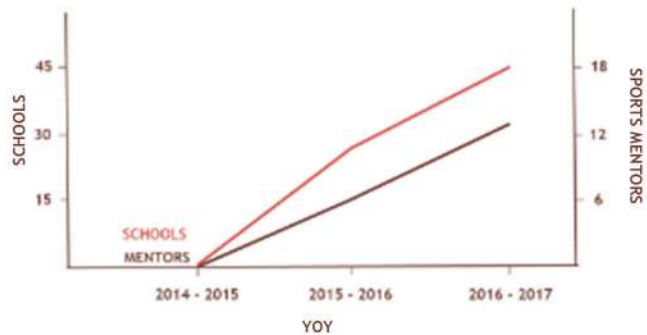
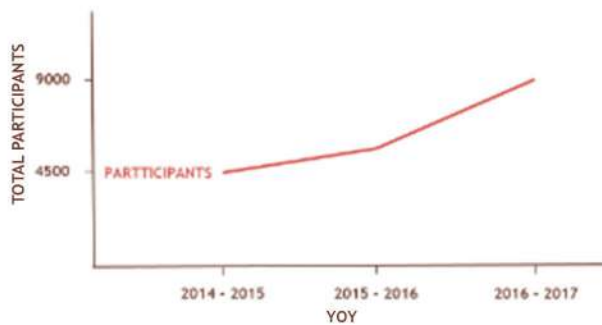


## TEACHER ENCOURAGEMENT

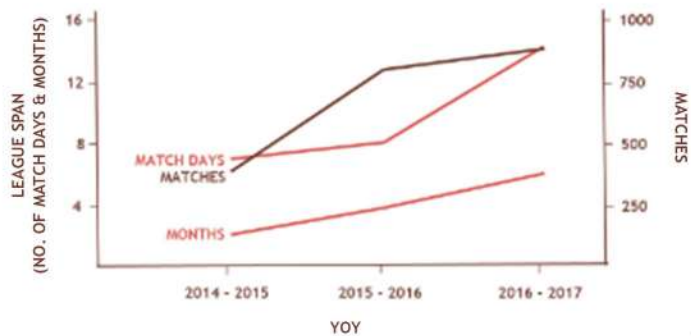
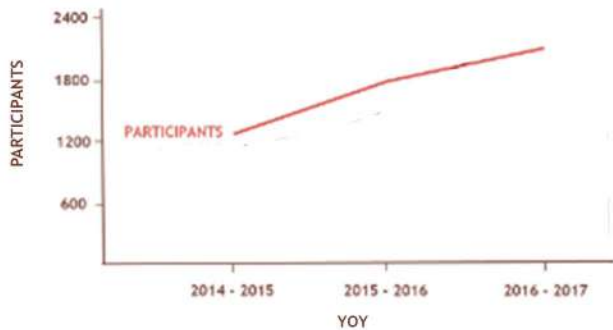
60% TEACHERS STARTED SHOWING ACTIVE ENCOURAGEMENT



## OUTREACH



## LEAGUE



## RESPONSE FROM CHILDREN WHEN WE ASKED "WHAT HAVE YOU LEARNED FROM KKM"?

NOT TO HAVE JUNK FOOD

try to play as a team

learning from others

INSPIRATION TO PLAY BETTER

HOW TO PLAY WITHOUT MAKING MISTAKES

PLAY BY RULES

LEARNT TO RESPECT THE OPPOSITION

talking with respect to others

i can teach others

IMPROVE ON MY MISTAKES AND NEVER REPEAT THEM

LEARNT TO ACCEPT MISTAKES

LEARNT STRATEGY LOOKING AT SESSIONS

# STORIES OF CHANGE

## THE STORY OF NIMRI

Fellowship with a Non- Profit Organization; No pay; uncertain challenges every day! Most of my kind working in one of the corporate houses would shun the idea of availing the opportunity. I wasn't very different in June 2016! The only difference being that I have always been of the exploring kind. With interest to explore the Sports for Development space, I delve in!

Nimri was one of a kind! Untapped aggression, lack of teachers - more so lack of a proper learning system. How does Sports for Development fit in? I've often found myself asking the question all along the journey. Fast forwarding 8 months to February 2017, I think I might have found the answer in representing Nimri Colony school at the KKMf league finals in which Nimri lifted the runner's up trophy. First timers had displaced the established!

The recognition school received in the tournament not only lifted the confidence of the players involved but also of those who were off the field.

- Khushabh  
Sports Mentor



KHUSHABH WITH HIS TEAM (RIGHT)





KAJAL AND SUBODH CELEBRATE A WIN

## KAJAL - THE LITTLE KHO KHO CHAMP

In 2015 when I joined as a Teach for India Fellow, I was passionate to improve academics as well as sports level of each potential kid of my school in Bhadola. When I started making my school team for games, Kajal was not on top of my mind for any game but after conducting trials, I selected her in kho-kho team. In just 7-8 days of coaching, she outperformed and became a star player.

In both 2015-16 and 2016-17, she became star player of KKM as well as MCD Zonal games. Finally, I took the plunge to get her get admitted to kho-kho focussed school at Kohat Enclave, where specific coaching is given for the same. Over here she was given a chance to showcase her skills that she has developed over the years in the kho-kho sub- junior national championship.

- Subodh  
Teach for India Alumni



# TEAM



In 2016-17 KKM team has grown to 3 full time persons and 15 part time persons working together. Out of 3 full time persons 1 coach was working in the LAB program, 1 person was coordinating the league operations and donor relations and 1 person was overseeing the entire KKM operations. All the 15 part time persons were involved in the program implementation; 2 of them in LAB schools and rest 13 were sports mentor fellows who were working across 45 schools under the mentorship program. This has been an exciting phase for us as for the first time we had full time people on board and also biggest team since inception.

Going forward in 2017-18, we have already started recruiting manpower. There are 2 full time coaches who has started working with us, 1 new recruit has started working on Monitoring & evaluation, 1 full time person will be managing partnerships & advocacy. We have also started recruiting Sports Mentors for this year and expect 6 mentors to start in June.





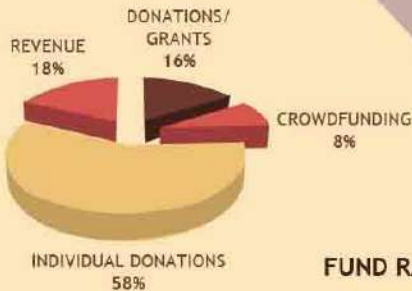


# SUPPORTERS & FINANCES

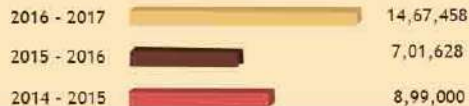


This year we had encouraging support from institutions as well as individuals. Like previous years, we witnessed strong support from individual donors but this year we received institutional contributions especially from sports businesses. Additionally, revenue based inflow was almost one-fifth of total funds which is an encouraging sign towards sustainability. We received financial and knowledge support from Wipro through the Wipro Sustainability Seeding Fellowship.

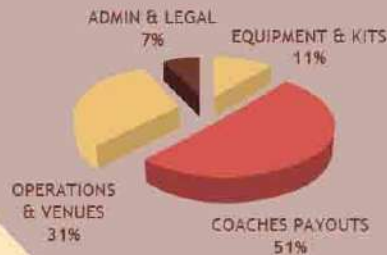
## SPLIT OF FINANCIAL INFLOW



## FUND RAISED YOY



## EXPENSES SPLIT



## PROGRAM WISE SPLIT





# THE ROAD AHEAD



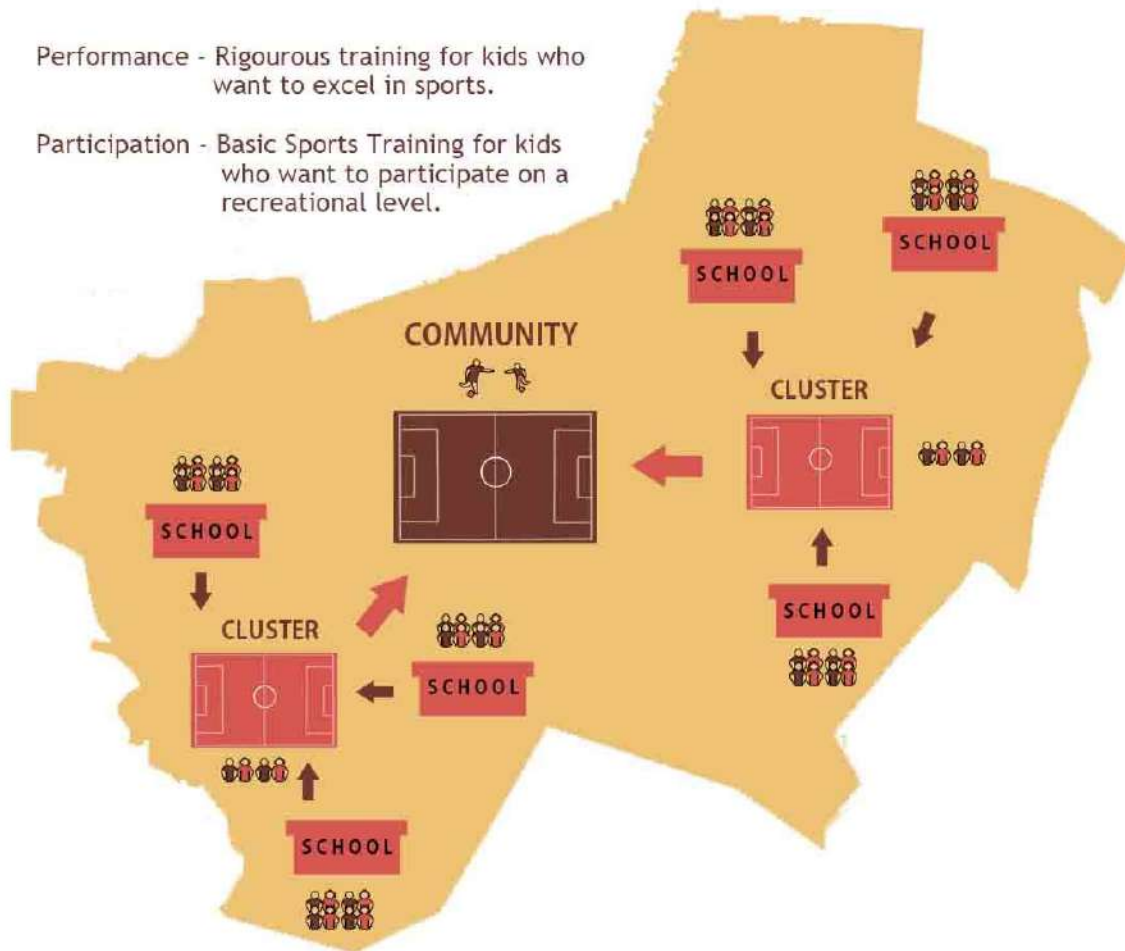
Based on our experiences during this year (2016-17) and previous years the core team is working towards strengthening the program by tweaking it to be a more robust and comprehensive program. We will be focusing on localities instead of only schools or only after schools sessions. While schools will still be the strongest platform for our intervention, our vision is to create a culture of sports in the localities we work. This needs an inclusive approach involving schools, parents and other stakeholders where access and excellence are not mutually exclusive. Hence, our model in a locality has three specific layers of intervention.

We plan to work in 3 localities (Sangam Vihar, Chandni Chowk and Jahangirupri) for the next 3 years. Our reason for choosing these localities is mostly driven by the location of existing lab schools. At Sangam Vihar we have been working with 5 schools through Mentorship Program since the last 2 years and these schools have been engaged in the league for 3 years. We also have after school community center running for a year now wherein children from those 5 schools and other govt. schools come for rigorous sports based training. At Chandni Chowk we have been working with one lab school for a year now. Also for Jahangirupuri we have one lab school running, one after school community session ongoing and there are 6 schools where children have been engaged through mentorship program and the league.



Performance - Rigorous training for kids who want to excel in sports.

Participation - Basic Sports Training for kids who want to participate on a recreational level.



### COMMUNITY LEVEL

Performance  
20 hrs/week



### CLUSTER LEVEL

Performance  
10 hrs/week  
Participation  
4 hrs/week



### SCHOOL LEVEL

Performance  
3 hrs/week  
Participation  
1.5 hrs/week



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Khel Khel Mein Foundation is a Trust registered under Indian Trust Act 1882 and is approved under Section 80(G) of the Income Tax Act, 1961