



SPORTS

# Levelling the Field through Sports Education



Vicente Ferrer

Rural Development Trust

# At a Glance

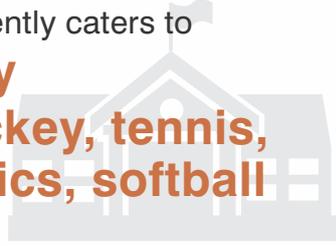


Rural Development Trust



## Demographic Reach

The ASV, founded in 2000, presently caters to **8 disciplines, namely cricket, football, hockey, tennis, judo, Special Olympics, softball & archery**



## Ananthapuram Sports Village (ASV)

nurtures

**510** Children across **7 programmes**, of which 5 are residential

## Father Ferrer's Philosophy

A perpetual guiding light for all at RDT, Father Vicente Ferrer was loved and admired across the world not only by those who had the privilege to meet him, but also those who got to know about his noble causes.

Following his principles of 'Work beyond duty' and 'Concern for others', RDT functions on the philosophy of action, and works closely with the needy. He believed that development institutions (NGOs) need to become permanent social organisations that work with poor and needy people at a grassroots level, and cater to their changing needs at all times. He supported long term strategic planning, aimed towards the

## Geographic Reach

**2,737** villages covered

under the RDT Sports programme

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The Early Years



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# 1,00,912

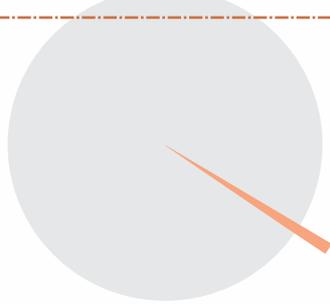
youth have been trained through ASA (Ananthapuram Sports Academy)

# 150

coaches prepare youngsters from underprivileged and marginalised backgrounds



## Fund Allocation



# 0.30%

of RDT's funding is dedicated to sports programmes

complete eradication of issues like drought, poverty, discrimination, etc. He considered people as the main actors in their development process, and always aspired to reach out to the poorest of the poor.

His work was dedicated to ensuring that the poor could live with dignity and self-respect and was a strong advocate of equal opportunities for men and women, the able-bodied and Persons with Disabilities, while encouraging all sections of society to live in peace and harmony.

“If we join hands, we will transform this world.”

Vicente Ferrer  
Founder - RDT



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Preparing the Field of the Future

## ABOUT

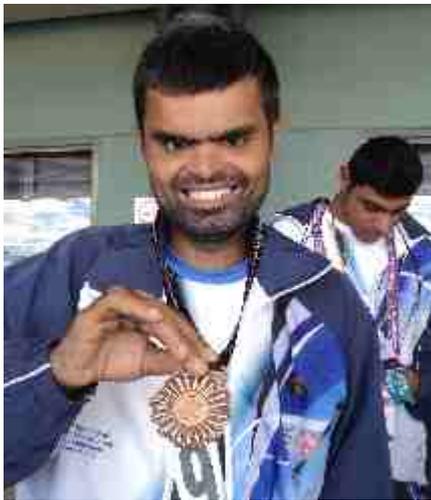
# Rural Development Trust

The Rural Development Trust (RDT), also known as Fundación Vicente Ferrer (FVF) in Spain, has worked in the Indian states of Andhra Pradesh and Telangana for nearly half a century.

Since its inception in 1969, RDT has endeavoured to improve the quality of life among the rural poor, especially among marginalised and underprivileged communities, small & marginal farmers, children, women, Persons with Disabilities,

those affected by HIV/AIDs and orphans. The organisation's programmes today cover various focus sectors in 3,589 villages spread across 111 Revenue Mandals across 6 districts of Andhra Pradesh and Telangana, including 224 villages inhabited by the Chenchus in the Nallamala forest area of Srisailam district.

Hospitals, Habitat, Community-based Rehabilitation (CBR), Ecology, Chenchu Tribal Development, Sports, and Culture, look at addressing specific social issues. **The purpose of the RDT's integral development approach is to touch the rural lives through many sectors, simultaneously.** For instance, while programmes run by the Community-



RDT has worked for all-round sustainable social transformations, assisted by the government and various agencies in working to ensure that the rural poor receive the same attention and benefits enjoyed by their better-off brethren. **Organizationally, RDT works in ten sectors, each involving the efforts of many individuals, from committed villagers, subject-matter experts, field staff, specialised development workers, trainers to RDT's senior managing team.** These sectors, viz. Education, Women, Community Health (including care for HIV/AIDS patients),

3,589 villages spread across 111 Revenue Mandals in 6 districts of Andhra Pradesh and Telangana.

## Vision

A caring, just and environment-friendly society promoting social harmony and peaceful coexistence and balancing the needs of people and nature.

## Mission



based Rehabilitation sector work to ensure that PWDs have improved opportunities to Education, Health and Livelihood, the Sports and Culture sectors' works are essential for the growth, self-esteem and self-confidence.

RDT has stressed upon empowering community-based organisations (CBOs), whose members, irrespective of their social background, can participate in the process of bringing about socio-economic change. Over the years, CBO members have come to play a vital role in planning, execution, monitoring and follow up of programme interventions either carried out by Government or RDT.

**Today, RDT comprises 1,920 senior and mid-level managerial staff, professional and technical staff, grassroots and support-level staff who are highly experienced and suitably trained in their respective fields of work.** In addition, there are 3,037 volunteers including Community Health Workers (CHWs) and Community-Based Teachers (CBTs) at the village level who are trained by the organization.

Among the trustees of RDT are members of the Rayalaseema Development Trust (RYDT) and the Women Development Trust (WDT). The former runs a family planning centre and professional school at Ananthapuram along with programmes related to culture and sports, while the latter runs a referral hospital at Kanekal as well as community health programmes. FVF extends support to these sister concerns of RDT to carry out these specific sectoral works.

In its efforts towards mobilizing resources for the cause of the poor, RDT set up its first Resource Mobilization Centre in Mumbai in 2012, and the next in Vijayawada in 2015, to engage with the committed individuals and having them participate in the struggle to ensure that the rural poor come out of poverty and lead a dignified life, on par with other members of society.

## Our Dharma



**Concern for the poor and needy**



**Work beyond duty**



**Reaching as many poor as possible**



**Pursuit of excellence in work**



- **To eradicate extreme poverty and human suffering.**
- **To work towards implementing eco-efficient agriculture that ensures the sustainability of livelihoods and encourages harmony between human beings and natural resources.**
- **To ensure that educated youth from poor families have diversified job opportunities fetching a decent salary and affording an improved status in society.**
- **To ensure that Persons with Disabilities have access to equal opportunities and are the main actors in their struggle to lead a life of quality and dignity.**
- **To work towards the empowerment of women by helping improve their socioeconomic status and sensitising both men and women to deal with issues such as gender discrimination and violence.**
- **To be a value-based professional organization being dynamic and creative in nature, untiring in hard work and motivation, humanistic in approach, strong in its commitment to share the aspirations and struggles of the poor and permanent in time but flexible to adapt to the changing needs of people.**

MESSAGE FROM THE

# Programme Director



Apart from recreation, sports are also beneficial in terms of getting people together beyond any racial, cultural or economic barrier. With so many pressing basic needs to address, it took us some time to realise the latent power that games and athletics have, to unlock human potential.

**Sports, the way we see it, is not just a way to enhance children's health and brain functioning. In small communities, it is also a medium to overcome discrimination. Social barriers for many years have forbidden the interaction of the so-called upper and lower castes, something which still prevails in many rural parts of India. Sports and games help in eradicating these gaps and allow the kindling of 'team spirit' in youngsters which goes well beyond the playing field. It eventually starts a spark of change in societies.**

At RDT, we realise that sports can greatly contribute towards socio-educational development and improve job prospects for the ones practicing regularly. It is not only because of the job and admission quotas made available for talented sports persons, but also because it develops a person's overall personality. **We envision a society where talented children and youth will have access to all necessary means and opportunities to learn sports and games professionally and participate in them with a competitive spirit.** They would also have better chances to pursue sports as a career with professional standards. The sports programmes of RDT also encompass the needs and interests of People with Disabilities by providing training in special sports and games.

**The Sports Centre established in 2002 is now emerging as the 'Anantapur Sports Academy' with modern amenities and infrastructure, and is at par with any well-established national or international sports centre.**

Something interesting to notice is the increase in the number of participants in unified sports. 'Unified sports' is a fast growing initiative by Special Olympics that brings along people with and without intellectual difficulties to compete on the same team. **We want to take the importance of sports at such a level that parents, school authorities and rural communities will proactively appreciate the positive impact it has on children, and further encourage them to actively participate. Athletes representing our country at the international level will not only bring laurels to our nation and state, but also to the Ananthapuram region.**

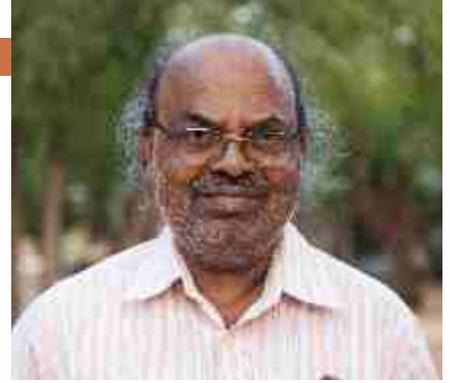
Moncho Ferrer

At RDT, we realise that sports can greatly contribute towards socio-educational development and improve job prospects for talented and committed individuals.



MESSAGE FROM THE

# Sports Director



Despite having numerous physical and psychological benefits, sports have been greatly underrated in our society. RDT is working towards changing the perception of sports so that it can be pursued professionally by providing the best possible facilities and resources to youngsters.

**Any social change whether big or small, is driven by its people. So when RDT decided to take significant steps towards emphasising the importance of sports, we made sure that the community people from all age groups become an important part of the initiative.** It is also necessary in terms of its practicality, because when community elders know the benefits of sports, they in turn encourage the children of community families to actively participate in them. This clears a major hurdle because traditionally, mind-sets are strongly conditioned to lay greater importance on studies, with sports being secondary or altogether neglected.

The sports-related initiatives of RDT are based on acquainting the youth with the advantages of sports and increasing their participation by providing better access to the best possible facilities and infrastructure. This is not just confined to the children who are fully healthy, but also to those with special needs. **In an effort to improve inclusion and social integration of Children with Disabilities, we conduct special campaigns and programmes to encourage them and their community members for their participation in regional, state and national level sports.** Special tournaments are also organised so that they are not excluded from the physical and psychological benefits of sports.

**Special emphasis is also laid on encouragement to, and empowerment of women through sports.** Statistics reveal that the number of girls getting college admission and employment through sports is increasing steadily since the past few years. There has also been a rise in the number of institutions taking specific measures to promote women participation in sports. It is also a good opportunity for girls to complete their education and get jobs through sports categories in both private and government sectors.

**To achieve our mission of helping students take up sports as a career and not just as a hobby, RDT has a team of professionally trained and competent coaches and physical education teachers.**

E.F. Xavier

The sports-related initiatives of RDT are based on acquainting youth with the advantages of sports and increasing their participation by providing better access to the best possible facilities and infrastructure.



## THE EARLY YEARS

# Sports

From a near-total absence of sports or athletic training, to the abundance of facilities available in

Ananthapuram today to achieve world-class proficiency in a variety of games and athletic endeavours, RDT

has promoted a thriving sports culture that cuts across class, caste, gender and abilities.

Before RDT came to Ananthapuram, it is safe to say that sports as a discipline barely existed. Children of course played traditional games like Chilla Katte (Gilli Danda in Hindi), street cricket, Kabbadi and so on. Girls, being delineated from boys at a very young age, played their own games like hopscotch and skipping, in their backyards.

People of SC/ST communities were struggling under crushing poverty unable to fulfil even their basic needs like food and habitation. **There was no one to encourage them in sports or the basic facilities needed to practice or train them; and although they had talent, coaches were definitely not available to them. Persons with Disabilities (PWDs) had virtually no recognition in their families or society, let alone any encouragement to develop skills or hone any sporting talent they may have had.**

RDT's incursion into sports education started with supplying material to

those government schools that approached them for assistance. Sports activities were given equal importance because RDT wanted to strive towards the holistic education of children from Dalit, tribal and backward communities. Aside from the supply of materials to schools, another activity that was started in the early years was the conducting of occasional coaching camps with the help of the District Associations for various sports (cricket, hockey and football). **Sports brought about the kind of unification and cross-sectional support that RDT strived for in its other programmes in other sectors as well.**

The government had provisions for encouraging sporting talent like **School Games Federations and Panchayat Yuva Krida aur Khel Abhiyan (PYKKA)**. Physical Education teachers were appointed in many government schools and sports meets were conducted at school, division, district and state levels. Department of Youth Services Coordinators scout for talent to be trained at government academies. But knowledge about them, their facilities and what they did, was slow to reach rural school children and villagers. This gap was filled by RDT's initiatives and once the forum became available for sports locally and in village schools, interest amongst people awakened and more talent began to be unearthed.

Over time, seeing the effects of sports in children, **RDT started to build permanent, RDT-owned and managed sports infrastructure.** A watershed moment was the first ever Rural Cricket Tournament held in Ananthapuram in the year 2000. **The Rural Cricket Tournament was the entry point for RDT's full-fledged Sports Sector, and cricket coaching began in 13 grassroots locations.**

By around 2006, a structure started to emerge and systems were set in place. A proper selection and enrolment process to the coaching camps and

## Objectives

- **Rural communities, parents and school authorities will appreciate the importance of sports for the overall development of their children, encourage their participation in sports/games and also become more engaged in promoting it.**
- **Children and youth will have access to all necessary means to learn sports/games professionally and participate in them with a competitive spirit.**
- **Individuals and teams having sports talent will be able to access opportunities and services to pursue their sports career with professional standards.**
- **Girls and Children with Disabilities will be encouraged to participate in sports and games confronting discrimination, thus paving the way for their inclusion and social integration.**

academies was instituted in which a **committee composed of RDT coaches, the District Association for that particular sport, and senior Physical Education (P.E.) Teachers from government schools identified children eligible for admission at the grass roots level.** Aside from this, other activities unfolded such as, hiring of full-time coaches, building support infrastructure like changing rooms, dormitories and the hiring of managers and other support staff.

The effect of sports to overcome differences and create achievers based solely upon their talent, was seen as an opportunity to bring children from all walks of life together in a positive and healthy expression of their skills that enriched their childhood and education to form happy memories of their school days.



## INTRODUCTION

# Anantapur Sports Academy



Our Vision: To instil a sporting culture at the grassroots by recognizing and utilizing sport as an important and sustainable tool for the holistic development and social integration of all underprivileged and marginalised youth in rural India.

RDT believes that participation of youth in sports is necessary for the growth, self-esteem and confidence of rural children. In light of this, RDT has been undertaking suitable initiatives since the year 2000, through the Anantapur Sports Academy (ASA), to bring out hidden talents of rural children in different sporting disciplines. The ASA is considered to be one of the largest sport for development programmes, providing participating youth with infrastructure, equipment and coaching support.

Apart from promoting sports amongst the underprivileged youth of Anantapur, it is also contributing towards their socio-educational development.

**A total of 9,127 youth participate in regular and weekly programs in the 8 sporting disciplines of Cricket, Football, Hockey, Tennis, Judo, Special Olympics, Softball and Archery.**

ASA's programmes are run via three avenues throughout the district of Anantapur:



## Our Mission

- Promote sport as an important development tool for the youth, especially girls, to aid in their holistic development by providing them with confidence, self-esteem and leadership qualities, and encouraging sound values and ethics.
- Enable the participation of underprivileged and rural youth, especially girls, in sport and physical activity, targeting remote and rural areas.
- Professional management of programmes, coaches, events and facilities, to ensure the participants gain the desired benefits from sports.
- Ensure the growth and long-term sustainability of the ASA by collaborating with various external stakeholders including the government, sports federations/associations and private institutions/clubs, in India and abroad.
- Facilitate the development of talented and motivated youth by providing them with the necessary support and pathways to excel at higher levels.

## Timeline: Sector Milestones - The yearly laps of RDT's successful sports initiatives

### 1978

Started providing material to schools to enable their sports curriculum

### 2000

Starting of Anantapur Sports Academy (ASA)

### 2002

Opening of Anantapur Sports Village (ASV)

### 2006

Starting of Rural Athletics meet for girls, and Residential Hockey Academy for boys

### 2010

Rafa Nadal inaugurates Education and Tennis School

### 2011

Cricket coaching centres begin in 13 places

### 2014

Anantapur Football League for Boys and Girls

### 2015

Commencement of Judo Federation of India (JFI) Training Centre

A.S.V. offers world class training in a number of sports and athletic endeavours



## PROGRAMME ONE

# Ananthapuram Sports Village (ASV)

As more and more schools built their sports curriculums with materials made available by RDT, the need was felt for a full-time residential centre which would offer sports training for talented children in a focussed way.

**Between 2000 and 2006, infrastructure for various sports like cricket, hockey and football was created. Playgrounds, pavilions, and dormitories came up in this period. Coaches were recruited, residential and non-residential coaching centres for hockey, cricket, football, tennis, judo, softball were added between 2007 and 2015. 2015 also saw the addition of shooting and archery ranges.**

By and large, each academy trains 25 – 40 students at a time. New children are admitted after older ones pass out of the programme, either after completing their intermediate, or degree level education. District Administrators, RDT staff members and government teachers form selection committees and the best sporting talent is picked for joining the academy. The academy houses and trains children aged 13 to 18 years. The coaching is residential and the children attend regular schools in the vicinity while they are at the ASV. Their classroom performance is also monitored closely so that sports and education, both receive equal focus. **Children enrolled at ASV receive the benefit of a full nutrition programme incorporating all three daily meals and snacks, and free of cost support for their education such as access to partner schools and colleges.**

Practice sessions are held in the morning and evening and school

attendance is mandatory. The academy organises annual events and mass coaching camps during the summer holidays, and special camps during the months of January and October. These are meant to expose children, their parents, and village authorities to the importance of sports and create a more accepting and encouraging community atmosphere from which sports talent can be easily identified and groomed. **The centre is open to all students – irrespective of class, caste and gender from Ananthapuram and its surrounding villages.**

Every year on National Sports Day, parents and children are invited to the academy. They are informed beforehand through press, school bulletin boards and public announcements about the celebration. On the day, different sports stalls related to 8 sports are erected for demonstration and try-outs. Children can try their hand at them, and with their parents' consent, register on the spot for enrolment to the ASV for training. The Staff are oriented to talk to teachers and parents to support and promote sports participation. Through the ASV also extends material as well as financial support to district associations in various sports to organise District, State, South Zone and National level tournaments.

**The ASV has the following facilities:**

- 3 Cricket grounds

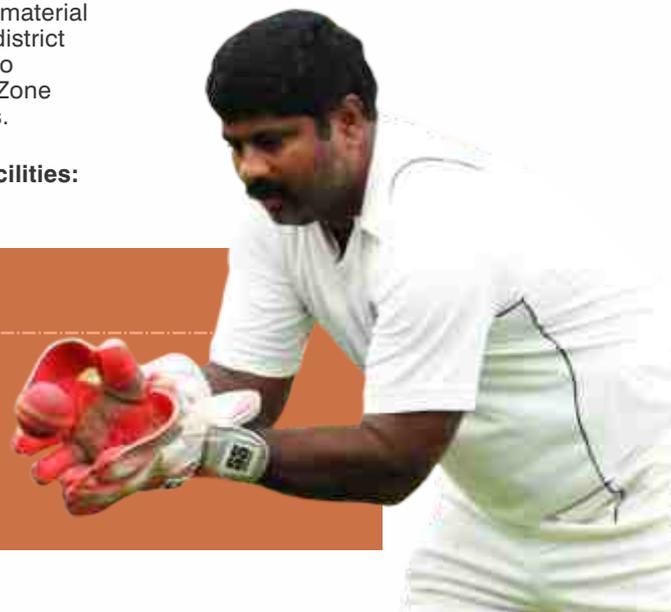
## Highlights

- In the 2014-15 season, 28% of Hockey academy players participated in National level competitions
- Various ASV cricket players play in the Andhra Pradesh state cricket team, 2 in the under-23 team, 4 in the under-19 team, and 6 in the under-16 team
- 1 student from the ASV Hockey academy has secured a job at Pioneer Corps Training Centre (PCTC) Bengaluru, and 2 others were selected for AGC Sports Academy
- S. Dileep & Vishnu Vardan selected for All India Football Federation (AIFF) - U14 India National Probable's Camp held in Bhopal, Madhya Pradesh during March, 2016
- 7 students from the Nadal Educational & Tennis School participated in AITA tournaments

## Evolution

# 2000

RDT consolidated its Sports initiatives as a standalone sector





## Staff Speak

“Games have always been played by children and there is considerable athletic talent in Ananthapuram. But RDT’s assistance has allowed sports education to take root in many schools in the district. This is the first stage from where new, talented sports persons are identified. The ASV forms the second rung of RDT’s sports education strategy, where talented children, irrespective of social class and caste can come and receive expert guidance. An active physical life in the early years and inculcation of team spirit and equal participation sets off children to success in not just sports, but in their lives also.”

**Mr. M. Sreenivas Reddy**, *Coach and Ex-State Player, ASV*

- 400 mts. Athletics Track with 8 lanes
- 2 Volleyball courts
- 5 Tennis courts
- Football ground
- 2 Hockey grounds
- Gymnasium
- 16 dormitories (housing 20 students each)
- Auditorium
- Guest Houses



### ASV Hockey Academy

The hockey academy at Ananthapuram Sports Village (ASV) was initially started for boys in 2007 and subsequently for girls in 2010. At present, there are 30 boys and 30 girls who are being given high-performance coaching in the Hockey Academy playing in Under-12, Under-14 & Under-17 age groups. The academy features quality infrastructure including two full-sized, gravel hockey grounds, an office space and storage facility with the presence of 2 instructors to coach the students. Among the coached students, 22 boys have played at the national and state level championships.

“Rural Cricket Tournaments by District Cricket Association and RDT have yielded national-class players from places where we would have never thought to find such talent.”

**Mr. B.R. Prasanna**,  
*Secretary, Ananthapuram District Cricket Association*



### ASV Cricket Academy

The Cricket Academy at Ananthapuram Sports Village (ASV) established in 2004. Initially, the academy catered only to day-scholars, but in 2010, the residential programme was initiated for highly talented and motivated athletes, aiming to succeed at advanced levels. Selection of the qualifying athletes is made from other RDT Cricket coaching centres from the grassroot level through a structured Talent ID programme developed by RDT. Today, ASV supports a total of 70 boys playing at Under-14, Under-16 & Under-19 age groups. The Cricket Academy has 4 full-time coaches to provide guidance.

Annual rural cricket tournaments were organised regularly for boys and girls at area and central levels to recognise talents of students and players are awarded with trophies and citations. These tournaments have unearthed talented players who have gone on to play for many prestigious tournaments. ACA inter-zone and the BCCI Ranji Trophy matches are also organised at RDT ASV. Now the Ananthapuram Premier league (APL) is the rural cricket league that is active for almost a half year with weekend matches.



Spain-based Hockey club members support RDT's sports staff in technical coaching. Every year, 15 to 20 club team members visit RDT's Hockey Academy to extend support in coaching and in promoting hockey at the grassroots level. Mr. Andrew Enrich and Mr. Santi Freixa, Spanish international hockey players also voluntarily support the project to promote hockey in the region every year.



### ASV Football Academy

The football academy at Ananthapuram Sports Village (ASV) was established in 2010 and currently, ASV supports a total of 53 boys playing at Under-15, Under-17 and Under-20 age groups. Infrastructure includes a full-sized, natural grass football field, 400m dirt running-track and a club house with 4 dressing rooms, 3 office spaces and a storage facility. Starting from 2014, the organisation began a six month long Anantapur Football League (AFL) for boys and girls in various age categories.

### Judo

The Father Vicente Ferrer Judo Federation of India (FVF JFI) Training Centre at Ananthapuram Sports Village (ASV) was established on 30 May 2015 as an accredited JFI training



centre, with the aim of sending talented village-level Judo students to participate at national and international levels. It is the second centre of its kind in India, and the only one in South India, for the development of Judo. The academy supports a total of 12 boys and 13 girls playing at Sub-Junior, Junior, Senior and Open age groups. The athletes are selected from the grassroots school programs, through a structured Talent ID program developed by RDT. Trained and experienced Judo Coaches from National Institute of Sports (NIS) carry out the trainings, and international standard infrastructure includes a Judo hall with competition standard training mats, two separate changing rooms, an office space and storage facility.

### Softball

RDT's ASV started a non-residential coaching centre for softball in 2013, offering daily coaching to 100 boys and girls. It has also started a



residential programme under which camps are periodically held and the athletes are provided with a full nutrition programme that includes all three daily meals as well as additional diet aligned to their training needs.

### Archery

The RDT Sports Centre practice for Archery was initially launched on Sports day at Ananthapuram Sports Village on 31 August 2014 with 72 students registering on the same day. A separate ground was started at ASV where a 3-week summer coaching



camp in archery was conducted in May 2015. 20 non-residential players attended the summer camp and were initially trained. Chenchu tribals are natural archers, having used bows and arrows to hunt in the forest all their lives. So 9 Chenchu players also attended the summer camp.

### Paradigm Shift

**Caste lines in rural India are virtually insurmountable. Innate sporting talent ignores these man-made barriers and an inclusive sports education makes these age-old prejudices irrelevant.**

## Success Story

B. Madhavi, now an established graduate from the Hockey Academy, hails from Kalyandurg, a regional centre for the hockey programme. **Being the daughter of a farmer, she was never privileged to lead a normal life and play hockey at Kalyandurg because of social inconveniences including gender discrimination, lack of proper guidance and no access to infrastructure.** Her love for the sport roused instantly when she got introduced to the game by her maternal uncle. She joined the Hockey Academy on 14 June 2012 and turned out to be one of the brightest athletes of her batch. She was always very athletic and enjoyed playing hockey.

Madhavi could always find time at some point of the day to hone her skills, though she faced a lot of parental pressure to not participate in the sport. **But with the support of RDT, she decided to join the ASV academy after convincing her parents of its holistic development programme.** She was selected to represent Andhra Pradesh in the Junior National Championship and at the same time, managed to achieve an A grade in her Senior Secondary Examinations. After graduating from the hockey academy, she got herself enrolled in a reputed college in Andhra Pradesh to pursue her Intermediate studies. **Through RDT's hockey programme, B. Madhavi has fulfilled her dream of participating in Junior India Training Camp.**

***“RDT's help has been with me, not just in coaching and equipment, but also in helping me overcome my parents' objections, which has freed me to play the game without fear or doubts.”***

**B. Madhavi**  
*Hockey Player, Kalyandurg*

Tennis coaching  
by Spanish  
players from the  
Fundación Rafa  
Nadal

Nadal Tennis  
& Educational  
coaching center  
has trained  
**172** children



**104** Boys

from March 2014 - April 2015



**68** Girls

from March 2014 - April 2015

## SPECIAL ASV INITIATIVE

# Nadal Educational & Tennis School (NETS)

Father Vicente Ferrer's work and the work of FVF, Spain are well known across Spain. So when tennis

legend Rafael Nadal was looking for avenues to direct the efforts of his 'Fundación Rafa Nadal', he kept

being referred towards FVF, Spain and its work in Ananthapuram.

Through FVF, the Fundación Rafa Nadal began discussions with RDT to run a tennis coaching cum education centre in India, and on 17 October 2010, **Rafa Nadal inaugurated the Nadal Educational & Tennis School (NETS) in Ananthapuram.**

**This non-residential centre offers tennis training, training materials, daily computer and English classes, to batches of gifted youngsters ranging in age between 12 to 14 years.** NETS' year-long nutrition programme provides the students with 2 nutritious snacks of banana and milk during the morning session and egg and Ragi (millet) malt during the evening session. A bus service is also provided to pick up children from far-off areas.

There are 2 academic instructors, 1 tennis co-ordinator and 4 full-time tennis coaches with international

tennis players and coaches voluntarily supporting this project from time to time, coaching the children and refreshing the resident trainers' skills. **Aside from this, bi-annual health check-ups ensure that even the smallest health issues are not neglected.**

Laying of 3 clay courts and a building for education and recreation were completed in 2010. By 2012-13, two more clay courts were added and floodlighting was provided for all 5 courts. Starting with 90 boys and girls in 2010, today, NETS batches total an average of 68 girls and 104 boys from Under-6 to Under-16 age categories. **Sessions run twice daily in the mornings and evenings from Monday to Saturday of world-class coaching in a game that was thought to be beyond rural children's access till even a few years ago.**

## Highlights

- **U-16 athlete Domarra Pallavi won her first singles title in the South India All India Tennis Academy (AITA) tournament at Ananthapuram in August 2014. She was also a semi-finalist in three other AITA tournaments.**
- **7 other students from the centre participated in AITA tournaments.**
- **Elluhari Vamshi Reddy has won National level championships and is also the highest ranked player at NETS with a national ranking of 130.**
- **Ramsyashree Reddy in the U-14 girls' category has won the prestigious Guntur Open Tournament and was also selected for the PYYKA Games.**





Sporting talent  
can spring from  
the most  
unexpected of  
sources

## PROGRAMME TWO

# Development Centres

Development Centres were envisioned as additional incubation hubs that honed the skills of talented children identified at the grassroots level and in locations aside from one at the ASV.

**Development Centres were envisioned as additional incubation hubs that honed the skills of talented children identified at the grassroots level and in locations aside from one at the ASV.**

Currently, five Development Centres are operated by RDT in the district of Ananthapuram. These include the Hockey centres in Dharmavaram and Ananthapuram town (established in 2010), the multi-sport centres in Bathalapalli & Atmakur (established in 2011) and the residential centre for Special Olympics in Bathalapalli. There are 320 youth (75 girls and 245 boys) participating in regular and weekly programs in the sporting disciplines of Cricket, Football, Hockey and Special Olympics.

**The entire program is supported by RDT and children in development centres are provided the following support:**

- **Well-maintained infrastructure, including full-sized grounds with changing rooms as well as indoor facilities. (Football, Kabaddi and Kho-Kho Infrastructure at Atmakur and Bathalapalli centres was developed by RDT in partnership with FC Barcelona Foundation)**
- **Full-time coach for respective sport appointed by RDT for each centre.**
- **Coaches are trained and supported by RDT.**

- **Training gear and equipment provided to all children.**
- **Nutrition program, providing all children additional diet aligned to their training needs.**
- **Educational support, including daily Computer and English classes for all children.**

## Cricket



There are two development centres for Cricket running in Ananthapuram District. The Atmakur program has 78 youth (15 girls and 63 boys) while the Bathalapalli program has 51 youth (all boys).

## Highlights

- **582 youth (47 girls and 535 boys) regularly playing weekly Cricket at the centres.**
- **1,524 youth (609 girls and 915 boys) regularly playing weekly Hockey at the school level.**
- **984 youth (153 girls and 831 boys) regularly playing weekly football at the Mandal level.**
- **3,951 youth (2,105 girls and 1,846 boys) regularly participating in weekly Judo at the school level.**



## Evolution

# 2008

A dedicated rural sports training centre was started at Bathalapalli.



## Staff Speak

“Aside from the work done at ASV and the support provided to the schools' sports curriculum, the rural centres run by RDT are instrumental in polishing the skills of talented youngsters across many sports, to the level where they can be taken to ASV for national-level training. From ASV, many children have gone on to excel at state, national and even international level competitions, with some even being professional athletes now. These opportunities were unthinkable to them before RDT's support”

**Enric Romaguera**  
SO Coordinator

## Football



2 development centres are running in Ananthapuram for Football, at Atmakur and Bathalapalli. The Football infrastructure at these centres was developed by RDT in partnership with FC Barcelona Foundation. The Atmakur centre's Football program has 54 children (13 girls and 41 boys), while the Bathalapalli centre's Football program has 32 children (12 girls and 20 boys).

## Hockey



There are 2 development centres running for Hockey. The Ananthapuram centre has 30 youth (all boys), the Dharmavaram centre has 45 youth (20 girls and 25 boys) participating in regular, weekly programs.

## Paradigm Shift

**Games were restricted to traditional ones and played only in childhood. Daily adult life became only about providing for one's family. Today, every child is afforded the opportunity to try for a range of sports, identify what they like and/or excel in and go on to train formally in it. That child's progress in their chosen sport can be taken to its highest level.**

“I always knew Vineel was passionate about cricket but never thought he's exceptionally good at it. I am sure he has a bright future ahead.”

**Mr. N. Sreenivasulu**  
*N.S Vineel's Father*



## Weekly Participants at ASA

Cricket

781

(92% Boys; 8% Girls)



Football

1,123

(84% Boys; 16% Girls)



Hockey

1,659

(60% Boys; 40% Girls)



Judo

3,976

(47% Boys; 53% Girls)



## Success Story

N.S. Vineel Kumar, a youngster from Dharmavaram, started his journey to become a cricketer in the year 2004. **His father, who runs a tiny general store in town, introduced him to the sport by enrolling him at RDT's Dharmavaram Regional Cricket Centre, which admits motivated youngsters to participate in cricket and other sports, free of cost.** His motivation and enthusiastic approach towards cricket earned him a place in the Ananthapuram District team in 2006, within just two years of his taking up the sport. As his Dharmavaram Cricket Centre Coach Mr. Chitra Ventakesh puts it, **"Vineel was always very talented and dedicated towards cricket. His passion towards the game was**

**evident at an early stage and he had all the ingredients to become a champion in the future."** His stay at the Dharmavaram Regional Centre was crucial in his development as a player and a person, and it was not long before he swiftly graduated to the Cricket Academy at RDT's Ananthapuram Sports Village. Cricket has played a major role in Vineel's life for the better, who was once shy and apprehensive to gel with others. **After all the hard work, trials and tribulations, he is now vying for a spot in the Senior Andhra Pradesh State (Ranji) squad, while at the same time securing a long-term job for himself through the sports quota in the state or central government.**

***"Cricket has helped me come out of my shell and become more confident. It assisted me in establishing a worthy career, and in making a name for myself in my community and society."***

**N.S. Vineel Kumar,**  
*Student, SSBN College,*  
*Ananthapuram and Andhra Pradesh U-19 state team cricket player.*



Evolution

2010

RDT began a dedicated sports training programme for Children with Disabilities.



13 athletes won 3 gold, 5 silver and 9 bronze medals at Special Olympics World Games in Los Angeles (USA) in 2015

## DEVELOPMENT CENTRE INITIATIVE

# Special Olympics Programme

Children with Disabilities from rural poor communities are particularly disadvantaged, treated with fear and suspicion by people, even by their own families at times. Specialised care and happy childhoods are hard to come by in circumstances already stretched by the struggles of daily life.

In January 2010, 'Special Olympics Bharat' organised its national athletics meet at Ananthapuram. Some children from RDT's special schools participated casually, representing Andhra Pradesh, without much training and managed to win a few medals. It was then, that RDT decided to actively involve itself and support a specially tailored sports education for Children with Disabilities and started a regular coaching centre at Bathalapalli.

RDT's ASV runs the Special Olympics programme across the district of Ananthapuram through 18 Community Based Rehabilitation (CBR) centres. Programmes are implemented via the A.S.A and CBR schools. There are 17 grassroots centres, and a total of 1,244 children (582 girls and 662 boys) undertake some or the other physical activity at the school level.

**Infrastructure includes an indoor hall, a well-furnished gymnasium,**

**table-tennis tables, a badminton court, outdoor basketball and volleyball courts with two separate changing rooms, an office space and storage facility.** A full nutrition programme, which includes all three daily meals and snacks, suitable dormitory accommodation and education support with access to special schools including basic life skills, technical and vocational training is provided to the students. The programme also provides bicycles and roller skates to each athlete for training and commuting purposes. Qualified expert coaches visit the centre from Spain and India. **Aside from sports and athletics coaching, regular health check-ups were conducted to ensure that the children's physical condition kept pace with their training. Adequate rest and good nutrition were provided to ensure that students kept their strength up.** A dedicated team of 4-6 coaches and 2-3 teachers worked exclusively for Special Olympics sports coaching.

## Highlights

- **Sheik Fakrunnisha & Revathi represented India at the 2011 Athens Summer Games and won 2 Golds and 2 Silvers across the relay events**
- **Venkata Ramanamma & Nagaveni played in floor hockey team winning a gold medal in '2013 Winter Games in South Korea'.**
- **A 24-member contingent went to Newcastle, Australia for 'Asia-Pacific Games' and won as many as 24 medals including 10 golds.**



Sporting talent  
can spring from  
the most  
unexpected of  
sources



## PROGRAMME THREE

# Grassroots Level Programmes

A school can provide the foundation for sporting talent, but nurturing the desire to excel in the field needs more infrastructure. Schools that serve so many subjects may not be able to hone sporting skills uniformly. The grassroots level programme therefore ensures that facilities are available at schools across the district.



**Well before RDT even had a dedicated Sports sector, it was involved in sports education in the district by providing quality sports material to various rural government high schools and village youth cricket teams.**

This came about because of many young Physical Education teachers who came forward to request RDT's help in their school's sports curriculum, which RDT did, via

provision of training equipment and kits.

These schools became the nurseries which produced budding players who later came into RDT's academies. It was the various school and village clubs which yielded footballers for the football academy since 2010, and produced students for Judo academy in 2015. Needless to say, the boys and girls that came into RDT's hockey & cricket academies also came from these schools and clubs which earlier received support from RDT. Today, RDT is in the process of building a softball team from promising students across schools. **Children representing these schools participate annually in the RGKA (Rural Competitions), SGFI (School Competitions), University and Open (Federation) Competitions at district, state and national levels.**

Currently, 117 grassroots program centres are operational across Ananthapuram district catering to a total of 8, 255 youth (3,481 girls and 4,774 boys) participating in regular and weekly sporting activity. **Our grassroots centres cater to 4 sporting disciplines: Cricket, Football, Hockey and Judo.** The programs serve to provide youth with regular and sustainable access to participation in sport and are run through Mandal (village) clubs, sub-centres as well as government schools.

## Highlights

- **Rural Cricket Tournament organized annually by RDT since 2000.**
- **In Judo, 126 children have participated at the State Level and 64% of these have gone ahead to the National Level.**



## Evolution

Supporting Judo from **2005** & Hockey from **2006**



## Staff Speak

“Aside from the work done at ASV and the support provided to the schools' sports curriculum, the rural centres run by RDT are instrumental in polishing the skills of talented youngsters across many sports, to the level where they can be taken to ASV for national-level training. From ASV, many children have gone on to excel at state, national and even international level competitions, with some even being professional athletes now. These opportunities were unthinkable to them before RDT's support”

**N. Sardar**

*Cricket Coach, Atmakur Development Centre*

**Children participating in the grassroots programs are provided the following support:**

- **Regular sport sessions, 6 days a week.**
- **Access to grounds and coaches.**
- **Coaches are trained and supported by RDT.**
- **Training gear and kits provided to all children.**

### Cricket

The ASA currently operates 11 grassroots Cricket centres across Ananthapuram district, where 5 centres run programs for both girls



and boys. A total of 582 youth (47 girls and 535 boys) participate in a regular, weekly program at these centres.

### Hockey

Currently, a total of 32 grassroots programs through government schools are running across the district of Ananthapuram. Of these 32 centres, 28 schools run programs for both girls and boys. A total of 1,524 youth (609 girls and 915 boys) participate in regular, weekly Hockey programs at the school level.

### Football

The ASA currently operates 20 Mandal clubs across Ananthapuram district, where 9 clubs run programs for both girls and boys. A total of 984 youth (153 girls and 831 boys) participate in regular, weekly Football programs at the Mandal level. Each Mandal club has access to a Football ground and a dedicated coach.

### Judo

RDT's ASV runs a Judo programme across the district of Ananthapuram through 37 centres. The programmes were initiated in 2005 for both, boys and girls. A total of 3951 children have been trained in Judo (2105 girls and 1846 boys)

### Paradigm Shift

**Expert guidance and quality training are the foundations of any successful athlete. RDT's sports initiatives have given the children of Ananthapuram, an opportunity of getting trained by the best national and international sports coaches; something, which even their urban counterparts may not have.**

“I think of all the potential that lay unearthed in my generation and those before me. Future generations will have every chance to identify and hone their talents”

**Ms. Praveena**  
*Class 10*





## Success Story

Anjali Devi Mekala is a 20-year-old footballer from Kalyandurg. Her father, M. Sreenivasulu, works as a petrol station attendant and her mother is a housewife. **Anjali started playing football in 2010 at the age of 14, when RDT donated footballs and equipment to her school to ensure the children engaged in some sporting activity.**

**RDT also helped organize tournaments at local level involving these young girls along with boys from their region.** Additionally, Anjali Devi participated in the football coaching camps annually organized by coaches of Spanish Football Clubs. Seeing Anjali's innate talent, she was encouraged to train further and hone her skills.

Since then, Anjali has represented

Andhra Pradesh's U17 and U19 football teams at the National Football Championships held in Pune and Goa respectively. Anjali volunteered as head coach for Kalyandurg's U-18 Girl's Football Team during the Ananthapuram Football League 2015/16 Season and played a key role in leading the team to finals and eventually winning the league title. During May 2016, with RDT's support, Anjali was one of 10 coaches selected to attend All India Football Federation's (AIFF) 'D' License Coaching Course held in Mumbai. **Anjali Devi believes playing football has strengthened her leadership and organization skills and is setting long-term goals of coaching at higher levels in the future - she is a role model to many young girls in Kalyandurg today.**

***"I think that football has helped me develop my social and logical thinking skills. Because the workouts are at the same time, I also improved my interaction skills with boys. Thanks to the training, I know the opportunities that we have as women."***

**Anjali Devi Mekala**  
Footballer, Kalyandurg

## WAY FORWARD

# Preparing the Field of the Future

World-class academies, trained coaches, and international exposure also need to be accompanied with a change in people's attitude towards sports.

**The focus over the next 3-5 years must be on strengthening current sporting disciplines at various operational levels, such as strengthening ASV's Academy programs, providing continuous training to and seeing to the development of coaches.** Other key focus areas will be increasing in the number of regional development centres, integrating multi-level monitoring and evaluation systems in all programmes, strengthening and increasing collaboration and partnerships with internal and external stakeholders, supporting ASV residential athletes in applying for further study, scholarships, professional contracts, government and private sector jobs, coach training courses, as well as entry into other government and private academies. Increasing the participation of girls in various sporting disciplines will be driven by sensitising parents, teachers

and communities, about equal opportunities for girls and boys in sport, and investing in a greater number of female sports coaches and PE teachers at all program levels.

**RDT also plans to organise cricket tournaments for the physically challenged and the Ananta Premier League - an exclusively for girls' cricket tournament.** We will provide international exposure to the youth by organising cricket camps and special coaching by coaches from the BCCI. Along with Special Olympics, Deaflympics and Paralympics events are also being started, so that physical limitations do not become a deterrent for those wanting to actively participate in sports. **Expert coaching and increased athlete participation in summer camps are just a couple of ways in which RDT will be supporting students interested in hockey, football and tennis.**

**The Rafa Nadal Foundation, Government of Andhra Pradesh and Corporate Sponsors are also supporting RDT in the creation of special tennis courts at the Ananthapuram Sports Village.** Very soon, RDT will also undertake development exchange programmes with Japan and other countries to train students for Judo - an excellent sport for improving physical strength and mental focus.

**We hope, that we will continue receiving the generous support and encouragement of our donors, so that sports can become a way of bridging social gaps and become equally valued as academics in the lives of children.**



# INDIA *for* india



“Let your hearts respond and hands help”

India for India Initiative aims to encourage Indians, both people and institutions, to strengthen the hands of the Rural Development Trust in its mission against rural poverty and neglect in India.

India for India is an innovative concept initiated by RDT. It is based on the insight that an individual or community does not have to be affluent to hold concern for the underprivileged. In fact, empathy for the deprived is more likely among those who have known poverty first-hand. RDT also believes that this example by deed from within the marginalised communities will be acknowledged and receive whole-hearted support from donors across the country. Here we'd like to tell you about generosity of the poor, for it is among them that RDT launched its Hundis.

It all began in Ananthapuram district, where RDT has had its base since the 1970s, and among the populace it has worked with for over four decades. It follows the common

Over 1.4 lakh Hundis maintained every year



custom of depositing small amounts on a regular basis to a Hundi, a collection box, usually for offerings to God. RDT adapted the practice to pool together small donations from project areas to support the common cause. RDT has established the tradition of collating all the proceeds from these Hundis on April 9, Father Ferrer's birth anniversary. In 2014, there were over 85,000 of these Hundis. By the next year, this number had increased to 1,41,200. Likewise, from Rs 1.86 crores in 2014, the collected amount also grew to Rs.4.08 crores in 2016. This beginning evolved into the 'India for India' initiative, as many more villages lent momentum and the initiative spread across the boundaries of its project area.

The unique bottom-up approach of the initiative has inspired all sections of society especially students/youth and the poor people. It is they who are motivating their friends, colleagues, relatives, and neighbours to maintain Hundis.

Several of its slogans have caught on, and its message is carried forward simply and effectively. As for the sum collected, in accordance with people's wishes, it is being utilized to fund the education of more than 700 orphan children in and near Ananthapuram district. Also, about 5,550 were provided with nutrition supplement. The vitality of the 'India for India' movement comes from the fact that thousands of poor families and various sections of people, including educational institutions and private business enterprises, within and outside project area have reached out with their support by maintaining such Hundis. In addition, RDT receives support for various projects and programs from banking, insurance and other corporate institutions in India.

If you feel, you must help too.

## Small change brings significant change.

To contribute, setup a SEVA HUNDI and register details with the Foundation. Add amounts daily, if possible, and deposit annual savings into the designated account, on the birth anniversary of Father Ferrer, 9th April.



### Other means to help

You can write a cheque in the name of "Rural Development Trust" and send it to our Registered Office or Resource Mobilisation Center. You can also donate online or via wire transfer to the following account details:  
Bank Name: IDBI  
Account Name: Rural Development Trust  
Account Number: 0208104000122993  
IFS Code: IBKL0000208  
Branch Name: Ananthapuram, Andhra Pradesh.

All donations to RDT are eligible for tax exemption under section 80G of the Income Tax Act, 1961.





VicenteFerrer

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