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**CHAMPIONS  
OF CHANGE**  
ANNUAL REPORT 2018



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# Dedicating IIS to the Nation

The Inspire Institute of Sport (IIS) was formally inaugurated and dedicated to the nation's sporting success on August 15, 2018. In attendance were a galaxy of former Olympic greats from India who were present to show their support and inspire the next generation of IIS athletes. Some of the guests included Olympic gold medallists Balbir Singh Sr. and Abhinav Bindra, tennis legend Mahesh Bhupathi, wrestler Yogeshwar Dutt and former Olympians including Somdev Devvarman, Anjali Bhagwat, Geeta Phogat, Cawas Bilimoria, Malav Shroff and others. Also present were officials from the Sports Authority of India, national sports federations and the IIS donor family.



# From the Founder's Desk



Friends,

The development and progress of the nation is core to everything we do at the JSW Group. Over the decades, we have focused on sectors that provide the building blocks for economic development, whether steel, energy, cement or infrastructure. In the process, we have gained experience and expertise in conceiving and building projects from ground-up to a level where they contribute significantly to India's goals. Being a family of sports enthusiasts, the idea of starting an institute of sporting excellence that will produce champions and put India firmly on the International map, is thus, very much aligned with our developmental thinking.

It all took purposeful shape one afternoon in 2012, when a chance meeting with Indian tennis legend Mahesh Bhupathi converted into a full-fledged brainstorming session that kick-started our journey to establish a truly 'world class' High Performance Training Centre in India. Most of you have played an instrumental role in helping us shape this vision into reality and we all celebrated a major milestone in our journey by dedicating the Inspire Institute of Sport (IIS) to the nation on August 15, 2018.

Since the IIS opened its doors over a year and a half ago, we have received tremendous support from all quarters and are already seeing indications that this facility and the team here can be true Champions of Change, playing a big role in nurturing our country's future Olympic champions and heralding a sporting culture in India.

With our athletics track commissioned, we have hit the ground running with our Track and Field program and are excited about welcoming a new group of young athletes into our family. We have started the next phase of construction at IIS, which includes new staff and hostel blocks and the aquatics centre, which should be ready next year. Our new cafeteria is now fully functional, catering nutritious and tasty meals to over 200 athletes daily. The High Performance Centre now has a state-of-the-art Sports Science Lab with the most technologically advanced equipment available. And, we now have close to 40 highly skilled professionals from eight countries, all working towards our goal of developing world class Indian athletes at IIS.

In terms of performance, we have been greatly encouraged by the results our athletes have delivered this year, across age groups and levels. With 6 medals at the Commonwealth Games and 5 medals at the Asian Games this year, our senior athletes continue to bring the nation success on the international stage. One of our biggest success stories has been giving India its first ever Olympic medal in judo, when Thangjam Tababi Devi- one of IIS's first batch of athletes- won silver at the Youth Olympic Games. Along with the 61 medals won by our junior athletes - 25 Gold, 10 Silver and 26 Bronze - across various national and international championships in the past 14 months, I can say with a fair degree of confidence that IIS is indeed bringing about a revolution in Indian sports!



This facility and the team here can be true Champions of Change, playing a big role in nurturing our country's future Olympic champions and heralding a sporting culture in India.

In addition, JSW Sports was awarded the Rashtriya Khel Protsahan Puruskar in the category 'Encouragement to Sport through Corporate Social Responsibility' at The National Sports Awards held earlier this year. Two of our athletes also won Arjuna Awards, while our Senior Judo Coach Jiwan Sharma was conferred the Dronacharya Award.

Even as we pull out all stops to ensure these youngsters get whatever they need to succeed, we are also committed to providing a proper learning and educational environment to help them grow as individuals. Our recently established Learning Centre is focused on helping our athletes prepare for and appear in the mandatory Board examinations. Athletes are also linked to host families within the Jindal Vidyanagar township for their social and cultural learning and development. These efforts are coordinated with

the coaches to ensure everyone at IIS is working towards shaping our athletes into leaders in society, even after they have left the institute.

I am optimistic about the role we are all playing as Champions of Change as we head into a crucial period for Olympic sports in India. With the 2019 season and major global championships coming up, athletes will soon be participating in qualifying tournaments for our next big milestone: the Tokyo 2020 Summer Olympics. We have already started our preparations and are ensuring we have the best shot at success in Tokyo, while building towards sustained success leading up to the 2024 Olympics in Paris.

**Parth Jindal**  
Founder & Director, Inspire Institute of Sport

# Message from the CEO, IIS



The year gone by has been an incredible learning experience for us at IIS, as we settle into a new way of life and embrace a new challenge. It has certainly been a period of adjustment. Living in such an exclusive, remote environment takes some getting used to. Our staff come to us from every corner of India and from across the world. Our athletes, too, have come a long way from home, to an environment unlike anything they have seen before, with cutting-edge training methods, strict dietary plans, new personal relationships and the influence of sports science.

## Adapting to the ground reality

We have striven to adapt to evolving situations over the past year, as we grapple with the realities of how sport operates in India. Dealing with late call-ups to national camps and postponed national championships has been frustrating, but it has also been a learning experience for the staff. While we continue to be advocates for better administrative practice, our staff are learning to adapt to these challenges.

## Moving forward in the new paradigm

As the dust settles, we must forge ahead with our task of building a complete high-performance ecosystem, with systems and processes customised to our environment. We are working as integrated teams - coaches, physiotherapists and strength and conditioning experts - so that all components work in perfect alignment. We are continuously fine-tuning our training regimens and are already seeing significant improvements in our athletes' physical and mental make-up.

## Creating the ideal IIS athlete

The ideal IIS athletes embody confidence, integrity, commitment, respect, freethinking and creativity.

They feel a hunger to win, but they are dignified in victory and in defeat. To create that positive culture, we must foster an environment of trust, where athletes can open up to us and ask questions. Asking questions is vital to understanding, and feedback is vital to improve how we nurture our athletes. This challenge is one our staff must embrace every day, and it informs everything we do.

## Overcoming teething troubles

Our efforts remain constrained by a lack of domestic competition and a dearth of training partners. We are trying to address this through a calendar of training camps and tournaments at IIS itself, and by soliciting elite training partners from India and overseas to use IIS as a base. Our goal is to create a world-class daily training environment for our athletes.

## A promising future

Even at this formative stage, we have seen significant improvements in the performance of our athletes at the national and international level, and we are confident of attaining ever greater levels of success. We remain committed to our goal - to be a performance-oriented, athlete-centred and coach-led centre of excellence, driven by the latest in sports science.

I would like to express my gratitude to our excellent staff for their support. Their passion for IIS is palpable, and their dedication and commitment to this dream fills me with genuine optimism for the future.

**Rushdee Warley**  
CEO, IIS



IIS remains committed to being a performance-oriented, athlete-centred and coach-led centre of excellence, driven by the latest in sports science.

# Note from the CEO, JSW Sports



Friends,

The journey towards building and operating India's first privately funded High Performance Training Centre has been a challenging, yet thoroughly fulfilling endeavor for us at JSW Sports. With the institute fully functional, we are even more committed to leaving no stone unturned to ensure trainees at IIS can develop as world class athletes and professionals. None of this would be possible without the support of our family of donors and partners, who believe in our vision of promoting sporting excellence in India.

Since the institute opened its doors in April 2017, the entire team at IIS has grown tremendously and we are greatly encouraged to see the impact this institute has had already on the young athletes who have been scouted and brought here from across the country. It is heartening to note that at the very basic level, we are bringing about a much-needed culture of professionalism and structure to the Indian sporting ecosystem, and we are confident in our efforts bearing fruit in the near future.

The quality and scale of facilities at IIS has only been vindicated with the recognition and encouragement we have received from all quarters in the limited time since we started. Many elite Indian athletes have spent extended periods of time at the institute training and working with our experts on off-season conditioning and rehabilitation. Besides, a number of professional teams and federations have held successful training camps at IIS. At the junior level, we have been accredited as a Khelo India academy by the Sports Authority of India and are welcoming talented athletes under the program to IIS.

The partnerships with academies and federations in our target sports mean our athletes get exposed to a wide range of training partners and coaches can measure performances against others in their categories. Similarly, the best of our

athletes are also benefitting from targeted international exposure camps in countries like the United States, Georgia, Belarus, Tunisia and Japan. Together with the proactive support of our sport science and medicine teams, all of this is leading to consistently improved performances among our athletes at the national and continental levels.

As we move into the next phase of IIS' growth, the team is working hard to build on the solid foundation we have established and make IIS a globally recognised training centre. We are exploring further partnerships with national and international institutes and positioning our brand as one of high performance expertise in various forums. Simultaneously, our team continues to work on scouting the most promising young talents from across the country and giving them access to the world class infrastructure and support system that will help them realise their potential.

With the unwavering support from our existing and new donors, we are just at the beginning of this journey and are poised to take significant strides forward towards creating an assembly line of talented sportspersons for the country. Even more importantly, we are striving to bring about a positive change in the life of every athlete at IIS so that they can be proud flag-bearers of the institute and the country in the years to come. Through this annual report, we have tried to capture our learnings over the past year and represent the change we all are championing among sports in India. I am confident it will help reflect on our performance so far and lead us forward on course to future successes.

Thank You.

**Mustafa Ghouse**  
CEO, JSW Sports



We are striving to bring about a positive change in the life of every athlete at IIS so that they can be proud flag-bearers of the institute and the country in the years to come.



# Making India Proud

IIS athletes participated at the Commonwealth Games, the Asian Games and the Youth Olympic Games in 2018. Our athletes won medals at all these events, contributing to the nation's international sporting success this year.

## Commonwealth Games, Gold Coast, Australia - April 2018



- Neeraj Chopra - Gold, Men's Javelin Throw
- Vikas Krishan Yadav - Gold, Men's Boxing (75kg)
- Rahul Aware - Gold, Men's Freestyle Wrestling (57kg)
- Babita Kumari - Silver, Women's Freestyle Wrestling (53kg)
- Pooja Dhanda - Silver, Women's Freestyle Wrestling (57kg)
- Satish Kumar - Silver, Men's Boxing (+91 kg)
- Sakshi Malik - Bronze, Women's Freestyle Wrestling (62kg)

## Asian Games, Jakarta-Palembang, Indonesia - August 2018



- Neeraj Chopra - Gold, Men's Javelin Throw
- Sudha Singh - Silver, Women's 3000m Steeplechase
- Neena Varakil - Silver, Women's Long Jump
- Pincky Balhara - Silver, Women's Kurash (52kg)
- Vikas Krishan Yadav - Bronze, Men's Boxing (75kg)



# Making India Proud

## Youth Olympic Games, Buenos Aires, Argentina - October 2018



Thangjam Tababi Devi - Silver, Women's Judo (44kg)

## National Sports Awards, 2018

JSW Sports was awarded the Rashtriya Khel Protsahan Puruskar in the category 'Encouragement to Sport through Corporate Social Responsibility' at The National Sports Awards held earlier this year. Two of our athletes also won Arjuna Awards, while Senior Judo Coach Jiwan Sharma was conferred the Dronacharya Award.





Rajyavardhan Singh Rathore, Minister for State, Youth Affairs & Sports, interacts with athletes during a visit to IIS.

# Nation-Building through Sport

At IIS we don't just nurture world-class athletes, we create nation-builders.

We see sport as a vehicle for character-building and development. We believe it inculcates values like discipline, teamwork and fair play, and teaches crucial life skills like maturity and mental toughness.

We believe sport can improve skills like communication, goal-setting and leadership, empowering young people to become change agents in their communities.



## Putting India on the map

We believe sports is a force for good, promoting fitness and enabling a positive expression of national identity through sporting success.



## Realising the potential of talent

IIS scouts the best talent from across India and provides them everything needed to realise their full potential.



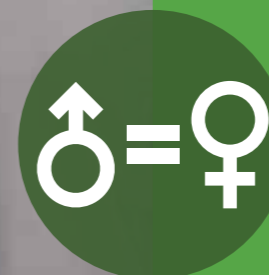
## Building confidence

By imparting educational skills and inculcating values related to sportsmanship, IIS helps young people build a foundation for the future.



## Bridging divides

IIS promotes social integration by supporting young people who might slip through gaps in formal education.



## Promoting equality

By fostering a culture of fairness and equal opportunity, IIS equips tomorrow's leaders to reshape their communities.

# Champions of Change

1

## World-class coaching

Technical and tactical coaching by experienced international & national coaches with a successful track record of working with junior athletes.

2

## Sports science

Nutrition, medicine, physiology, psychology, strength & conditioning all under one roof, each equipped with internationally certified experts. Being offered to junior athletes at this age. All firsts for India.

3

## Education and skill development

Learning Centre provides not just academic education for Board exams, but also focuses on soft skills and personal development.

4

## Multi-cultural team

Coaches from 8 countries around the world with superlative experience and credentials. Athletes from across India from diverse backgrounds. A multi-cultural environment conducive to breeding future champions.

5

## Collaborative effort from corporate India

A first in India, where corporates - JSW and donor partners - have taken on the onus of starting an institute to produce sporting talent. 20 donors on-board already.

6

## Full scholarship model

Another first in India. Athletes get access to coaching, world-class facilities, academics, accommodation, food and more at no cost. Talent is the only admission fee at IIS.

7

## Elite athlete management

Personalised training programs for elite athletes using cutting-edge athlete management software such as Edge 10.

# Facts and Figures



61

IIS athletes' medal tally in national & international competitions in 1 year



103

Student athletes



9

Coaches including wrestling, boxing & judo



5525 sq.m

dedicated to combat sports



300

Number of athletes at full capacity



20

Supporters and partners



42

Number of acres IIS covers in Vijayanagar



92 cr

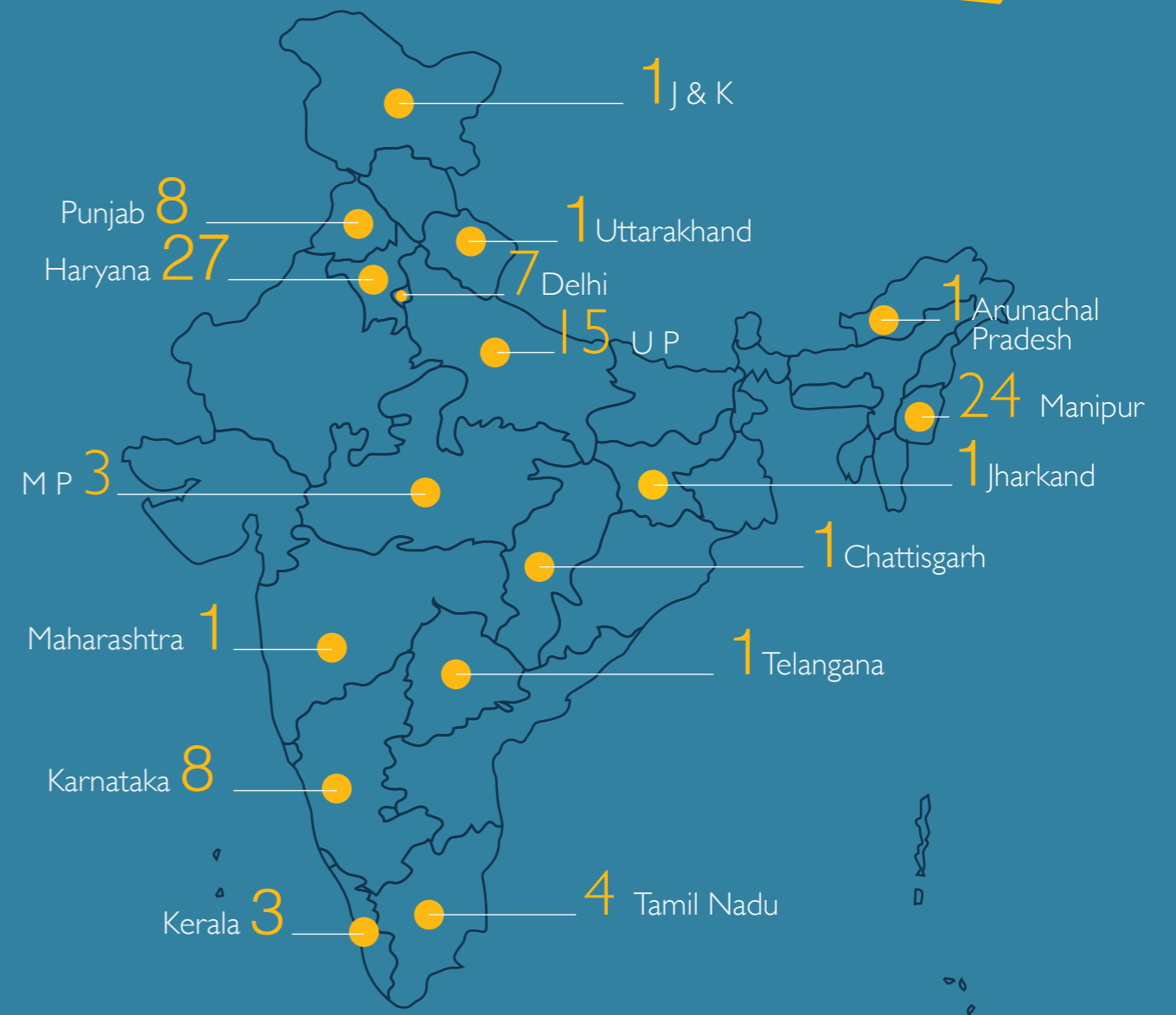
Cost of setting up infrastructure



38

Full-time staff at IIS

# Unity in Diversity



60 : 43

Male : Female Athletes

## By Sport

Boxing	40	Wrestling	32
Judo	28	Track & Field	3

We actively seek students from across the length and breadth of our country. With a rich traditional sporting culture, there is no dearth of talent. All that these athletes need to become champions, is the right infrastructure, training and support.

# Making of a Champion # 1

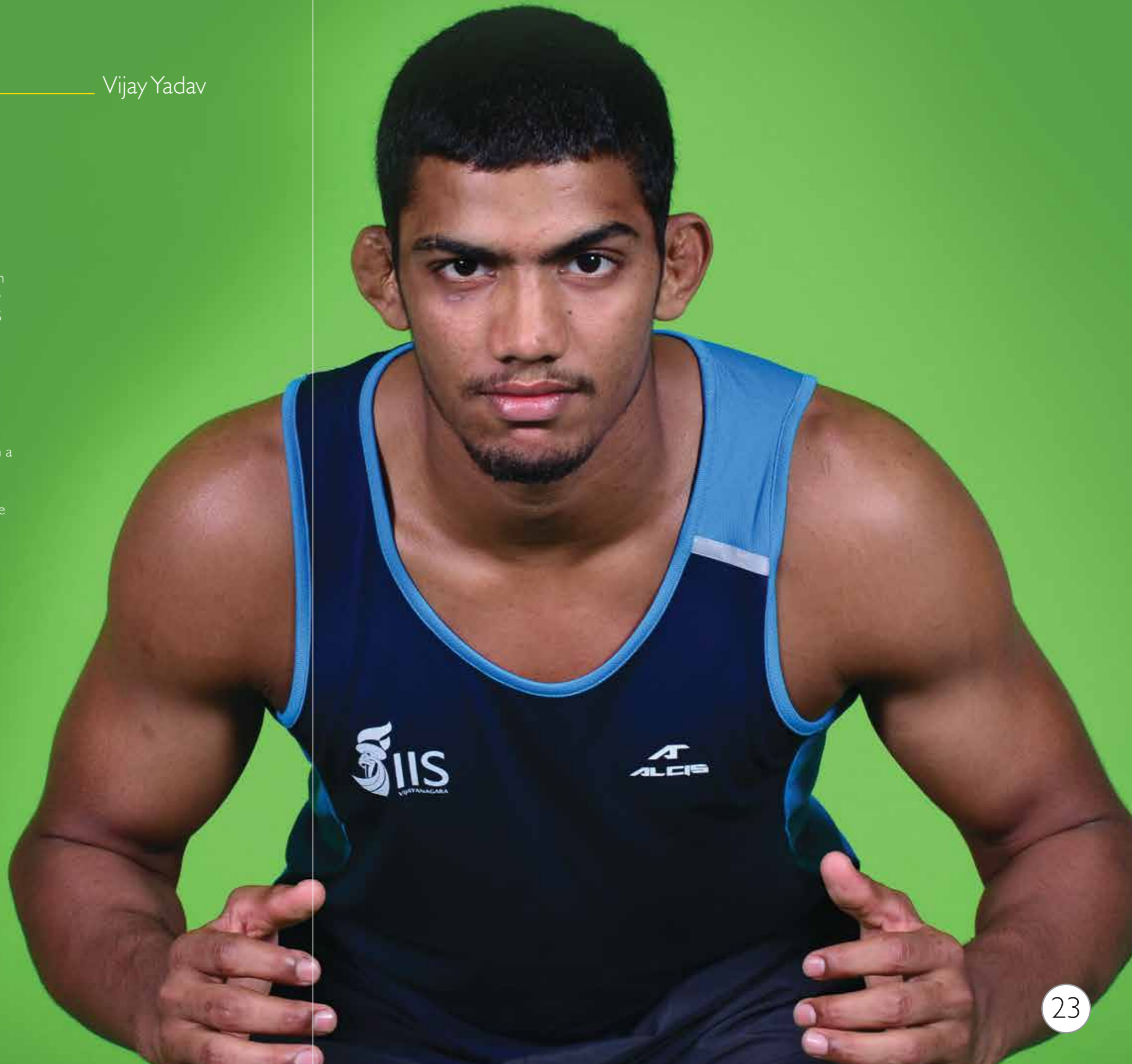
Vijay Yadav

Dairy farmer's son. National-level wrestler.

Meet **Vijay Yadav**, the son of a dairy farmer from Indore, whose brother inspired him to become a wrestler. When the offer from IIS came, Vijay's parents were reluctant to send their son so far away from home. He pleaded with them to visit the facility just once, before they made their decision. They agreed, and the visit convinced them that IIS was where Vijay needed to be to take his career to the next level.

Now a national-level wrestler, Vijay says that the coaching at IIS has helped him grow into a wrestler who is skilled not only in body but in mind as well. The expertise of IIS's panel of international coaches has given him a better strategic understanding of the game and has driven a marked improvement in his performance.

Above all, he believes the education he receives at IIS will help him the most in the long run. "The day I hang up my wrestling boots, I would like to start an institution like IIS to help the youth of our country", he says.



# Academic Programme at IIS

## The Power of Knowledge

A basic formal education and a degree are must-haves to pursue higher education and to be considered employable. The Learning Centre at IIS helps prepare our student-athletes for the future by giving them the advantages of a school education.

### Our Philosophy



#### Focus on Board Exams

We prepare students for school-leaving examinations conducted by education Boards like CBSE or NIOS.



#### Personalised & Flexible Learning

We provide personalised support and a flexible system of scholastic preparation to accommodate athletes' training regimens.



#### Academic + Soft Skills

We equip students with academic knowledge plus soft skills that will help them pursue higher education or find suitable employment.

School-going IIS athletes study at the IIS Learning Centre, and are enrolled in the Jindal Vidya Mandir School, located in the nearby Jindal Vidyanagar Township. The exposure to a healthy learning environment and the companionship of peers from a cross-section of society helps them integrate easily into the larger social fabric. It prepares them for a successful transition into adulthood and gives them a head start in the biggest arena they will face - Life.



# Making of a Champion #2

## Life lessons through sports.

In sports, one learns to accept victory and defeat with equanimity. Failure only drives the athlete to try harder, to do better. 15-year-old **Brahmleen**, from Patiala in Punjab, has always wanted to follow in the footsteps of her parents, both former judokas. Local coaches tried to dissuade her from taking up judo, which is a niche sport there, but she was adamant.

Brahmleen trained under her father for several years before she came to IIS. She describes her experience of IIS as "mind-blowing", and says the exposure to different styles and techniques, the scientific approach to training, including the focus on nutrition and physiotherapy and the opportunity to participate in high-level tournaments, has given her a competitive edge. Brahmleen dreams of becoming a world-beating judoka and says "my goal is to win Olympic gold for India, and I believe the exposure at IIS will give me the perfect foundation for this journey".

Brahmleen



# Centres of Excellence



## Sports Science Lab at IIS

The Sports Science lab at IIS is designed with the vision to be the best in India. The work at the lab is broad ranging, covering everything from basic health and injury prevention to high performance and conducting academic research. With testing protocols, we will identify key physiological factors that contribute to sport performance and injuries. It involves designing, implementing and reviewing evidence-based testing for targeted sports in collaboration with coaches. In addition, the lab's role includes monitoring training load and demands to advise on appropriate training volume and recovery strategies for optimal physiological adaptations.

- World-class cardiorespiratory assessment equipment including gas exchange analyzers and different types of ergometers and treadmills such as Wattbikes and Woodway Curve
- Equipment such as isokinetic dynamometers, force plates and OptoJump to assess strength and power
- Devices such as Gyko, Witty, flexometer and tensiometer for physiological testing
- Works in close coordination with all teams especially physiotherapy, strength and conditioning and coaches

## Physiotherapy at IIS

IIS has a multi-faceted team of expert physiotherapists from across the globe, allowing us to harness global best practices in physiotherapy. Our physiotherapists tend to a wide range of athletes, from 13-year-olds to experienced Olympians. While senior athletes have demanding training regimens, managing young athletes is an even more delicate task.

The physiotherapy team works closely with the Sports Science lab and the Strength and Conditioning team to help athletes prevent injuries and aid them during rehabilitation. Over time, our athletes have become keenly aware of best practices on diet, warm-up and cool-down routines, the use of personal protective equipment, the maintenance of personal hygiene and the activation of critical muscles. With growing awareness and the combined efforts of all teams and the athletes themselves, we have seen a significant drop in the number of preventable injuries across sports at IIS. Our athletes have also been able to return to play much faster and more efficiently.

- State-of-the-art equipment for recovery including cryotherapy chambers, ice baths and saunas
- Coordinated effort by physiotherapists, strength and conditioning experts and sports scientists
- 360 degree athlete view using Edge 10 digital athlete management platform
- Customised pre-training assessment and physiotherapy program for each athlete
- Significant reduction in chronic injuries and faster 'return-to-play'

## Strength and Conditioning at IIS

The Strength and Conditioning centre at IIS focuses on physical monitoring and ongoing wellness, using a variety of methods in order to determine the best approaches for our athletes in their training. The team uses both scientific evidence as well as applied methods that leverage the world class facilities at IIS to deliver improvements in physical performance, so that athletes can travel to elite-level competitions around the globe, and perform at their absolute best.

All teams - strength and conditioning, physiotherapists, sports scientists, nutritionists and coaches - capture inputs, results and assessments using the state-of-the-art Edge 10 Digital Athlete Management Platform. The platform provides a single, comprehensive view of athletes' condition and performance to all stakeholders, allowing them to leverage the power of data and technology to help athletes attain peak performance.



# Making of a Champion #3

Devanshu Yadav

“What wins the game is the way  
you use your mind.”

12-year-old **Devanshu Yadav** from Punjab is one of IIS's youngest athletes, and one of its most determined. The son of a policeman, Devanshu was bitten by the boxing bug early. His elder sister was already a boxer at IIS, and at the age of 12, his parents readily acquiesced to let him join IIS too, so that they could be together.

Now in his second year at IIS, the staff are like family to him, and he feels completely at home here. Devanshu says his boxing has moved to another level altogether since he has come to IIS. “Since coming here, I’ve improved my boxing techniques, and learned to be more disciplined. My coaches have taught me that what wins the game is not brute strength, but the way you use your mind”, he said.

Devanshu's passion for boxing is rare in children his age, as is his maturity and clarity of mind. He dreams of winning gold for India at the Olympics, and he has already decided what he will do when he hangs up his gloves – be a policeman, like his father.





# Change Agents: Coaches & Key Staff



## Ronald Simms Jr. (USA) - Head Coach, Boxing

- Qualified USA Boxing Level IV certified coach with an AIBA 1 Star Certification
- Represented the USA in over 30 competitions and coached the USA Boxing team at the 2009 AIBA World Championships



## Damien Jacomelli (France) - Head Coach, Wrestling

- Former Technical Head of the French Wrestling Federation
- Coached the former World Junior Champion Zelimkhan Khadjiev



## Mamuka Kizilashvili (Georgia) - Chief Coach, Judo

- Former Vice-President and Sporting Director of the Georgian Judo Federation
- Oversaw the implementation of training regimes and coach education programs



## Antony Yaich (France) - Head, Track & Field

- Founder of Technical Motion Control, an international professional group of elite jumpers and sprinters.
- Coach to 2 Olympic finalists, 3 World Championship finalists and 18 French National title holders



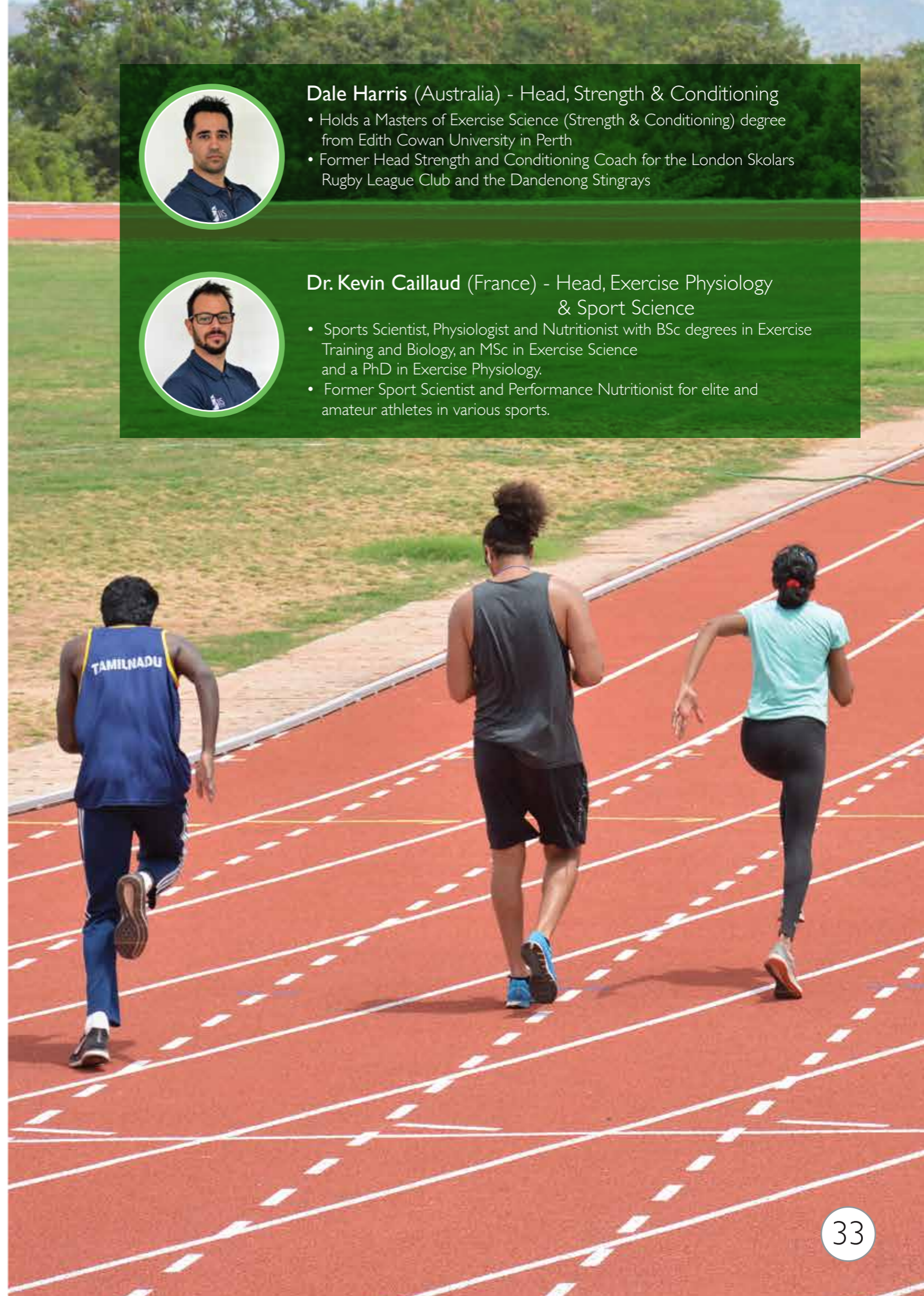
## Dale Harris (Australia) - Head, Strength & Conditioning

- Holds a Masters of Exercise Science (Strength & Conditioning) degree from Edith Cowan University in Perth
- Former Head Strength and Conditioning Coach for the London Skolars Rugby League Club and the Dandenong Stingrays



## Dr. Kevin Caillaud (France) - Head, Exercise Physiology & Sport Science

- Sports Scientist, Physiologist and Nutritionist with BSc degrees in Exercise Training and Biology, an MSc in Exercise Science and a PhD in Exercise Physiology.
- Former Sport Scientist and Performance Nutritionist for elite and amateur athletes in various sports.





Archana

# Making of a Champion #4

## “Not a sport for girls?”

15-year-old **Archana**, from Mathura in Uttar Pradesh, is one of the most promising wrestlers at IIS. Community elders warned her family that wrestling was no sport for girls and urged them to get her married off. But Archana's father, a former wrestler himself, stood his ground and insisted that it was her choice alone.

At IIS, Archana has come a long way. She feels more confident of herself and says she has matured as a wrestler. IIS has not only offered her the platform to develop as an athlete, it has taught her to be independent. She understands the world better and can face it with courage. She is optimistic about the future, believing that she has a chance to make something of her life through wrestling. “My dream is to wrestle at the Olympics and bring glory to India – and I will not stop till I achieve that goal”, she says resolutely.

# Change Agents: Coach Perspectives



**Dhananjay Kaushik** – Head Physiotherapist

Dhananjay was bowled over by the campus when he first saw it. “Spellbound” is how he describes that defining moment. An experienced physiotherapist with a coveted international certification under his belt, Dhananjay was doing well in his field as an assistant professor in a private university in Faridabad and was considering a move abroad when the opportunity with IIS came his way. The call from within to do something worthwhile for the country was what drove him to visit the place to check it out, he says, and once he came and saw the magnitude of what was being attempted, he was hooked.

“Very few countries offer infrastructure like this and nowhere else in India would one experience something on this scale. Here, all the services required to train and create elite athletes are available under one roof. We want to inculcate the seeds of sportsmanship in our athletes right from the beginning. More importantly, it is holistic development that we aim for – focusing on behaviour, education, development of a confident personality,” says Dhananjay.

The best thing about IIS, from Dhananjay’s perspective, is working together as a team with coaches, nutritionists and experts on strength and conditioning. “We all work together as a cohesive unit. This is a pre-requisite for creating 360 degree transformation in our athletes. To work with different athletes and coaches is a unique experience in terms of learning. It is the best experience I have had in my career.”



**Jiwan Sharma** - Senior Coach, Judo

“It was the world-class facility providing an opportunity to underprivileged girls with potential which drew me to IIS,” says Jiwan, senior coach for the judo team. The lack of facility demotivates coaches across the country to a certain extent, he believes. “But with IIS I saw that this was clearly the gold standard – the planning, the care, the execution – it is simply the best.”

Judo is one of the most popular sports in the world, says Jiwan. In India, due to lack of focus on combat sports training, it has not seen the same kind of popularity. Jiwan is glad that with the advent of IIS, India can now expect to see athletes taking combat sports like Judo to the next level.

An important observation he has made during his tenure at IIS is that athletes from remote states like Manipur, who have huge potential but have not been exposed to different languages or ways of life so far, blossom into confident and happy individuals after spending time at IIS. They integrate completely with their peers as they get ample opportunities to interact and learn from each other. The camaraderie that develops among athletes will help them grow up to be better citizens of India one day – citizens who appreciate each other and celebrate their differences. This is, in Jiwan’s opinion, the bigger dream that IIS is nurturing, even more than winning medals at the Olympics.



**Khushboo Kakkad** – Head of Academics

Khushboo enjoys the challenge and freedom of working in the “startup-like environment” that IIS provides. “The realisation that I am in a position to actively contribute to the empowerment of these youth and thereby, to nation building, is a heady one,” she says, with a bright smile on her face.

The academic programme at IIS was introduced to help the athletes become well-rounded individuals who can hold their own against the best in the world, no matter what situation life throws at them. Learning to think critically, evaluate objectively and articulate their thoughts well are all skills that the programme aims to instill. “Our athletes were not aware of their own potential, in many cases,” says Khushboo. “They were inhibited by language barriers and by the fear that stems from feeling socially awkward.” Now, a transformation has started taking shape, she feels. They are much more confident and knowledge is giving them power, thereby raising their self-esteem. “Our aim is to not just give them the experience of studying in school like any other normal child their age, but at the same time connect their education to their respective sport as much as possible – this helps in the learning and retention process,” says Khushboo.



**Ronald Simms Jr.** - Head Coach, Boxing (USA)

“The most satisfaction that I have received as a coach is seeing the growth of the athletes and their ability to recognize, assess and solve problems they may face in the ring.”



**Antony Yaich**, Head Coach- Athletics (France)

“There are athletes here with great potential. And IIS and the team here has what it takes to make India big in athletics at the international level.”



Anju

## Making of a Champion #5

From MC Mary Kom fan to national boxing championship gold.

Despite the twin threats of economic hardship and insurgency, Manipur has consistently produced some of India's most exciting boxing talent.

**Anju** is a 15-year-old boxer from Manipur, the daughter of a taekwondo coach, and a fan of MC Mary Kom.

Anju was selected to join IIS through a selection trial. A quiet teenager who is only comfortable speaking in her native Manipuri, she prefers to let her performance in the ring do the speaking. She recently won a gold medal in the national level boxing championship. She feels her experience at IIS has helped her build confidence, adding "the infrastructure at IIS, the wonderful training facilities and the support from top international coaches, have all helped me grow as a boxer".

# Collaborating to Excel

IIS has collaborated with a number of organizations to bring world-class sports certification and training programs to India as well as to provide our athletes opportunities to train and compete against athletes from other academies nationally and internationally.



The world class facilities at IIS have also meant that a number of elite athletes and professional teams have used IIS for training camps and rehabilitation.

- Vinesh Phogat, CWG and Asian Games Gold Medalist (Wrestling) spent time at IIS for rehabilitation post her knee surgery. Her rehabilitation program was overseen by IIS physiotherapists and strength and conditioning experts.
- Bajrang Punia, CWG and Asian Games Gold Medalist (Wrestling) visited IIS for training and conditioning.
- The men's boxing team of the Boxing Federation of India used IIS for their pre-Asian Games conditioning camp.
- Karman Kaur Thandi, professional tennis player, spent an extended period of time working on off-season conditioning and fitness at IIS. Since then, she has won her first WTA title this year and broken into the WTA Top 200 rankings.
- The Bengaluru FC football team, Haryana Steelers kabaddi team and Puneri Paltans kabaddi team all held their pre-season camp at IIS.



# Partners

One of the key challenges for IIS to execute its vision of nurturing world-class athletes and using sport as a catalyst for social change is to attract corporate donors who understand and share this vision. Many corporates in India still do not see sports as a CSR opportunity. Consequently, sport accounts for less than 2 per cent of the country's total CSR spend. In fact, due to its instant connect with society, supporting sport-related initiatives provides companies with far greater visibility compared to other areas of CSR.

## IIS offers our corporate partner donors a compelling proposition.

- Empower India's youth and create role model 'student athletes'
- Skill development and education
- Use sport as a catalyst for social change

### Partnership Structures

Platinum	Gold
Silver	Bronze

### Rights and Benefits

- ✍ Program & infrastructure naming rights
- 👤 Athlete rights
- 🤝 Co-partner cause of your choice
- 📱 Digital and social media content
- 🏠 Facility access
- 📺 Integrated branding & media exposure
- 👑 IP rights
- 👤 Adopt athletes

### Choice of Causes to Support

#### Disciplines





- Athletics
- Swimming
- Judo

#### Programs

- Injury prevention & rehab
- Nutrition
- Sports science
- Adopt athletes through scholarship

#### Cost Centers

- Infrastructure
- Athlete Insurance
- Travel & Logistics
- Apparel & footwear
- Food-Dairy and poultry
- Skilled Manpower
- International exposure trips

 IndusInd Girl Athlete Program	 Ola Road to Gold campaign
 Citi High Performance Center	 Enam Combat Hall

# Partners

Platinum	   
Gold	  
Silver	  
Bronze	          

# Financial Report

## Capital Expenditure

Building Name	Total in INR Cr.
<b>PHASE 1</b>	
Club house	4.50
Student Hostels-3 Blocks	14.18
Staff Housing(2 Blocks)	3.93
Combat hall	21.51
Gymnasium	16.34
Internal Roads and Infrastructure	10.00
	<b>70.46</b>
<b>PHASE 2</b>	
Sports Science Equipment	2.95
Gym,Combat and Athletics Equipment	0.52
Sauna Room	0.25
Athletics Track	4.8
Athletics Block	1.5
Cafeteria	5.06
	<b>15.08</b>
<b>Phase 3 (for 2018-2019)</b>	
Staff Housing New Block I(Superstructure and interiors)	2.24
Girls Student Hostel(82 beds)	4.46
	6.7
<b>Total in INR Cr:</b>	<b>92.24</b>

# Financial Report for 2017-2018

## Operating Expenditure

Expenses in INR Cr.	Actuals in INR Cr. (2017-2018)
<b>Manpower cost</b>	<b>6.36</b>
- Operations Team	2.14
- Marketing & Sales Team	0.26
- Kitchen Team	0.12
- Medical Team	1.26
- Academic Team	0.21
- Boxing Team	0.65
- Wrestling Team	0.78
- Judo Team	0.57
- Athletics Team	0.08
- Swimming Team	0.21
- Accounts & Admin Team	0.07
<b>Marketing &amp; Media Cost</b>	<b>0.18</b>
<b>Boarding &amp; Lodging</b>	<b>0.57</b>
- Operations Team	0.12
- Boxing Team	0.04
- Wrestling Team	0.12
- Judo Team	0.04
- Athletics Team	0.12
- Swimming Team	0.13
<b>Travel &amp; Conveyance</b>	<b>1.92</b>
- Operations Team	0.23
- Boxing Team	0.44
- Wrestling Team	0.39
- Judo Team	0.38
- Athletics Team	0.36
- Swimming Team	0.12
<b>Other Miscellaneous</b>	
<b>Insurance</b>	<b>0.11</b>
<b>Residential Stay &amp; Food</b>	<b>1.88</b>
<b>General Operations</b>	<b>7.36</b>
- Operational & Administrative	0.60
- Utility & Maintenance	1.42
- Training Program generic	5.34
<b>Statutory Expenses</b>	<b>0.86</b>
<b>Other Overheads</b>	<b>0.06</b>
<b>Total in INR Cr:</b>	<b>19.29</b>