The last one year has been a beautiful journey that I started dreaming while I was studying Master in Sports Management at Springfield College, USA. I did my summer internship with Magic Bus, India where I learned about Sports for Development Program and the impact it can create for children and especially for children living in marginalized community. The program opened a new dimension for me on how sports can be used to make a social change.

My home State, Bihar has one of lowest Human development Index in the world with many families living on less than $2 per day. The children living in these families often become a victim of social malice's such as child labor, child marriage, trafficking and the cycle of poverty.

One of the ways to break the cycle of poverty for these children are life skills such as resilience, self esteem and confidence. Sports is a low cost, high impact tool which can be used to build these life skills. Our aim with Monkey sports is to use the power of sports to create confident youth who can create success for themselves and the community around them.

Kushal Agarwal
Founder & Director
Monkey Sports
VISION & MISSION

Monkey Sports is a social enterprise that is trying to use sports to promote quality education and well-being of children in schools. Established in 2018, Monkey Sports has grown in scope and scale and now works in different areas of Sports for Development.

Vision

To promote an ideology of a balanced life in children so that the children can take informed decision in their lives.

Mission

To build personality, character, ethics & creativity in children through sports.
Why We Choose to Be a Social Enterprise?

We are not a Non-Governmental Organization (NGO). As the name denotes, NGO’s are primarily driven by the work that government is not able to do well. For example: One of the government function is to provide education to all children. When the government do not have the resources to do that, it takes help from NGOs, so that education could be reached to the most marginalized people.

However, a social enterprise is primarily driven by innovation. Innovation doesn't have to be completely new but new to the market it is serving. To drive innovation, Monkey Sports has a taken design thinking approach i.e customer centric approach.

The term became mostly popular with the Grameen bank - the bank for the poor. Grameen bank was started by Mohammad Yunus to lend the money to poor. Mohammad Yunus introduced the term Social enterprise which is a hybrid of NGO (Mission Driven), Government (Scalable) and a Private organization (Market Driven).

A similar word used by Bill gates for socially driven innovative enterprise is "Creative Capitalism."
Kushal participated in Grinspoon Entrepreneurship Award organized in Massachusetts, USA. Kushal was one of the Concept Award winners for the idea of Monkey Sports. He won a prize money of US $ 350.

Kushal registered Monkey sports as an NGO in the city of Patna. He started volunteering for two government schools to test Monkey Sports concept.

Monkey Sports got its first project working for a Private school. The project is to provide social emotional learning for children aged between 8-15 years.

Second Project working with an NGO called Rainbow Homes. Monkey Sports provide life skill training through sports in 4 of the homes in Patna.

Third Project working with CSR funding from CMPDI, Ranchi. Monkey Sports run a school sports program for 250 children to provide holistic development.

Monkey Sports got its fourth project working with Nav Jagriti NGO. Monkey Sports has to train 120 girls in football & life skill for 6 months and organize a tournament. Monkey Sports also organized a Kho-Kho Tournament (Traditional Indian Sports) for 400 children in the city of Patna.
## DASHBOARD 2019-2020

<table>
<thead>
<tr>
<th><strong>FINANCIALS</strong></th>
<th><strong>MEMBERS</strong></th>
<th><strong>EMPLOYEES</strong></th>
<th><strong>SOCIAL IMPACT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Year : 2019 - 2020</td>
<td>Diversified Members</td>
<td>Total number of Employees: 9</td>
<td>Total Participants: 740</td>
</tr>
<tr>
<td>Total Revenue: ₹ 11,56,100.00 (USD: 15,275)</td>
<td>International NGO</td>
<td>Full time: 4</td>
<td>Number of Schools: 6</td>
</tr>
<tr>
<td>Total Expenditure: ₹ 8,52,169.00 (USD: 11,260)</td>
<td>Local NGO</td>
<td>Part-time: 5</td>
<td>Boys- Girls Ratio: 2:3</td>
</tr>
<tr>
<td>Fund Balance: ₹ 3,03,931.00 (USD: 4,015)</td>
<td>Government School</td>
<td>Employees Retained for 2020: 8</td>
<td>Created an impact related to UN Sustainable goals: Good health and well-being, Quality education, Gender equality.</td>
</tr>
<tr>
<td>Diversified Revenue Stream</td>
<td>Private School</td>
<td>Training conducted: 8</td>
<td></td>
</tr>
<tr>
<td>Membership Fees</td>
<td>Corporate</td>
<td>Employee Rating (Based on 6 reviews)</td>
<td></td>
</tr>
<tr>
<td>CSR Fund.</td>
<td></td>
<td></td>
<td>Case Studies</td>
</tr>
<tr>
<td>Donation.</td>
<td>Customer Rating (Based on 4 reviews)</td>
<td></td>
<td>Given Below</td>
</tr>
</tbody>
</table>

- Total Participants: 740
- Number of Schools: 6
- Boys- Girls Ratio: 2:3
- Created an impact related to UN Sustainable goals: Good health and well-being, Quality education, Gender equality.

**Employee Rating (Based on 6 reviews):**

- ★★★★★☆☆☆☆

**Case Studies**

Given Below
CASE STUDY

RITA KACHHAP  
STUDENT  
PARAMVEER ALBERT EKKA SCHOOL  

Much of what Monkey Sports does on the School Sports Program is focused on using sporting activities as a means to an end-for instance looking to instill certain sporting and life skills within the children, as well as designing games that boost their cognitive abilities. However, as the curriculum is based around exercise, major benefit is that the children get active and physically fit. This has been the attraction for 14-year-old Rita Kachhap, a female student from Paramveer Albert Ekka School, Namkum, Ranchi. Rita Kachap dream of becoming a Nurse and the sports session has helped her to gain confidence and enjoy her school more.

She tells that before she could not talk to boys in her class, but now she could easily communicate and play with them and even beat them. The session has helped her to gain confidence. Before she used to only focus on studies but now, she can play sports and is having lot of fun.

SEEMA TABASSUM  
CLASS TEACHER - STANDARD 6  
PARAMVEER ALBERT EKKA SCHOOL  

Seema Tabassum who has been teaching at the school for last 3 years tells that "Rita was very shy girl and hesitated a lot to talk before. She did not interact with boys. But because of Monkey Sports Program, I could see a change in Rita’s behavior. She doesn’t hesitate while playing and participate with full confidence. Rita can also talk very easily with boys now. Ms. Seema also tells that Rita is from village and always wanted to leave school and go back to her hometown. But now she wants to stay, study and play sports. She is doing very well in sports, class and focusing on her studies also. She has improved a lot from before."
SASHIKANTI TOPO
AUNT OF RITA

Sashikanti Topo, a retired teacher, is the elder mother of Rita. Ms. Topo tells that "I brought Rita from her village. Rita has improved in her studies after joining Paramveer Albert Ekka School. She is very interested in playing sports and after Monkey sports have started conducting sports session, she keeps informing us what is happening at the school. Ms. Topo also tells that Rita has become very active and now wants to go to school every day. She plays sports and is active in all events. Sports has brought lot of positive changes in her. Ms. Topo thanks school and teachers for that.

Mr. Shekhar Jha is the Principal of school at Paramveer Albert Ekka School. He tells that he had always wished to grow sports and sports field in the school as they have lot of space. Last year, he got to learn about Monkey Sports. He called the director of Monkey Sports Mr. Kushal Agarwal and requested him to conduct the program in his school. Now he is very happy with his decision as he can see lot of positive changes in the school. A culture of sports developed and the attendance of children increased in the school.

The culture of sports also helped to increase co-operation and discipline among children. Mr. Jha says that "We did not have any sports teacher before. Monkey Sports coaches conduct sports session in very well manner and also worked on children's behavioral changes. The session also helped in physical growth of children in the school."
EXPERTISE

SPORTS FOR ALL

Monkey Sports advocates for Sports for All to improve education in schools. The benefit of sports should be enjoyed by each and every child. Sport and physical activity offer youth opportunities to experience challenge, fun, and enjoyment, while increasing their self-esteem and decreasing their stress.

Through our programs, each child gets an opportunity to actively participate during games period. Coaches delivering the program set the tone by inviting children to play, reminding students of the rules using different learning styles, and modelling inclusion. Moreover, through a structured curriculum, they teach various soft skills to the children through the powerful medium of sports.

SPORTS FOR AWARENESS

Children, adults and old everyone love sports. Sports can be a great tool for experiential learning. Therefore, we use sports to communicate about different topics such as traffic signal, solid-liquid waste, environment etc. The topic can be anything and our team will create games and song for you to spread awareness about it.

LIFE SKILL TRAINING

Over the past two decades life skills education has come to be seen as integral to preparing young people and adults to negotiate and mediate everyday challenges and risks and enable productive participation in society. Life skills education is much more important during adolescence as it marks the period of transition from childhood to adulthood. Life skills enable adolescents to better engage with these transitions so that they can optimize their own potential and contribute positively to the society.
Monkey Sports is currently working with 740 children among which 60% are girls and 66% belong backward caste (Schedule Class and Tribe).

Through our program we have created an impact related to UN Sustainable goals such as good health and well-being, quality education, gender and equality, and clean water and sanitation.
Coaches Across Continent

Monkey Sports is a partner with Coaches Across Continent (CAC) which is based out of USA. CAC works across 52 countries to provide sports for developmental training. Monkey sports takes help from CAC in soft skills training of coaches and curriculum development.

Pro Sports Development (PSD)

Pro Sport Development is a award-winning social enterprise based out of New Delhi, India. Monkey sports takes help in soft skills training of coaches and curriculum development.

Rainbow Homes

Rainbow Homes is a non-profit organization working with the most marginalized and disadvantaged children. They do this by providing long term residential care homes. Monkey Sports provides life skill training for children staying in these homes.

Nav Jagriti

Nav Jagriti is a non-profit organization with the mission is to build capacities and thus empower the disadvantaged and vulnerable sections of the society with special focus on safeguarding the rights of women and children. Monkey Sports provides life skill & football training for girls through this partnership.
### Roles & Responsibility

**Director**  
Head- Kushal Agarwal  
Roles & Responsibility
a) Product Development (Business + Operation).
c) Writing content, articles, blogs & reports.
d) Public Speaking.
e) Team Management.

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**Operation**  
Head- Avinash Panday  
Roles & Responsibility
a) Curriculum Development & Structure of the program.
b) Monitoring & Coaching  
c) Data Collection & Impact.
d) Salary of Employees.
e) Mobilizing Children.
f) Photography & Videos

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**Business**  
Head- Ravi Ranjan  
Roles & Responsibility
a) Customer Relationship.
b) New Business Opportunities.
c) Managing Customer's Invoice.
d) Digital & Social Media.
e) Customer Feedback.
f) Market Research

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**Coaches**
Members - Ravi Minj, Anisha Puja, Kaju Kumar, Annapurna, Rose  
Roles & Responsibility
a) Coaching children.
b) Taking Survey.
c) Talking to parents & Teacher.

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**Intern**
Members - Sourav  
Roles & Responsibility
a) Creating images, videos, content.
b) Posting Videos on Social Media & Website.
c) Analyzing Data.
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301, MAHAVIRA ENCLAVE EXHIBITION ROAD
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