The Maidan Summit 2012, the third International Sport for Development meet, was held in the capital city of Ranchi in the State of Jharkhand. The conference witnessed a turnout of almost 200 participants from Government, civil society and grassroots organisations.

**MC:** Ms Havovi Wadia

**Panel (in order of proceedings)**

- Mr Vivek Ramchandani, Convenor, Maidan Summit, 2012
- Mr Bernard Horn, Chairman, Magic Bus UK
- Dame Tessa Jowell, Former Cabinet and Olympics Minister, Government of United Kingdom
- Mr Sanjiv Paul, Vice President, Corporate Services, Tata Steel Ltd.
- Mr Job Zachariah, Chief, Jharkhand State Office, UNICEF
- Mr Sudesh Mahto, Deputy Chief Minister, Government of Jharkhand
- Mr Pratik Kumar, Chief Operating Officer, Magic Bus

Some of the key deliberations of the speakers were as follows:

Mr Vivek Ramchandani, Convenor, Maidan Summit, 2012

Mr Ramchandani started the proceedings by stating the purpose behind Maidan. Maidan is a platform to bring together Governments, NGOs and practitioners together to discuss Sport for Development, he said.

The platform catalyses collaborations, encourages learning from each other, aims at increasing outreach and building relationships that go beyond the actual summit. Mr Ramchandani underscored the need to encourage all stakeholders to work together so that we can start using sport as a cost-effective and result-oriented means for development.
Mr Bernard Horn, Chairman, Magic Bus UK

Mr Horn in his address said that Maidan aims to position Sport for Development as a major and preferred tool for work in the areas of education, health, gender equity and social cohesion.

He defined Maidan as an interactive forum for national and international practitioners.

Dame Tessa Jowell, Former Cabinet and Olympics Minister, Government of United Kingdom

Dame Tessa Jowell said that sport is a fantastic vehicle to bring about development.

She however added that the impact needs to be more systematically documented for policy makers and the government to realise that money spent here is money well spent.

Mr Sanjiv Paul, Vice President, Corporate Services, Tata Steel Ltd.

Mr Paul took the audience through the Tatas long-standing commitment to sport and playgrounds. Tata Steel alone has contributed 150 crores for the development of sports infrastructure in the State of Jharkhand.

Mr Paul also added that the Tatas have set up centres for excellence to nurture sports talent in the State.

Mr Job Zachariah, Chief, Jharkhand State Office, UNICEF

Mr Zachariah said that the destiny of a country is written not just in the classrooms, but also in the playgrounds.

He cited the Article 33 of the UNCRC as well as the RTE (Right to Education Act, 2009) which reiterates the right to play, Physical educations should be given due space. He said it is time that this aspect is placed into action as it has been conveniently forgotten.

Mr Sudesh Mahto, Deputy Chief Minister, Government of Jharkhand

Mr Mahto said that with 1000 crores invested in creating sports infrastructure for the 2010 National games, which will be used effectively for a Sports University and with a scheme for Clubs for Kishore and Kishoris (youth), Jharkhand is poised to lead the way in sports and development.

He said that the youth clubs are being piloted and will provide a space, especially for women, to congregate, engage in sport and different activities as well as discuss their hopes and aspirations.He rounded off his address by saying that his government wants to partner with Magic Bus since we are aligned in the way we view the power of sport to bring about change.
Mr Pratik Kumar, Chief Operating Officer, Magic Bus

Mr Kumar started by stating that the sector needed the governments support in putting sports on the education and development agenda.

Magic Bus can dovetail into the club space and will work at enabling the clubs, he said.

He added that the power that sport has to bring about change is powerful and needs to be leveraged.

Session 2: Sport For Development: Making a Difference at the policy level
Time: 12.30 p.m. to 2.15 p.m.
Session Moderator: Mr Vivek Ramchandani, Convenor, Maidan

Speaker 1: Mr Job Zachariah, Chief, Jharkhand State Office, UNICEF

Mr Zachariah spoke about the need for the use of sport in three areas of development: education, empowerment of adolescent girls and peace education.

In the domain of education, he made the argument for sport to move from its current status as an extra-curricular activity to a curricular one. This movement will enable social inclusion and is congruent with the UNICEF promotion of Child Friendly Schools.

Mr Zachariah pointed out that just as early childhood is a window that must be invested in systematically to ensure healthy and happy children; adolescence too is a crucial window in the lead-up to adulthood. He pointed out that despite the prevalence of schemes such as SABLA, this continues to be a group that is under-invested in. This is illustrated by the fact that there are 40,000
primary schools in Jharkhand, but only 1,500 secondary ones – thus preventing thousands of adolescents to participate in secondary education. In a state such as Jharkhand, there is a need to position a healthy alternative to what he called ‘left wing extremism’. Sport enables governments and NGOs to do just that, thus channelising energies positively and creatively.

The question for Sport for Development practitioners is how to ensure that sport takes centre stage in policy influencing in these three areas, he said.

**Speaker 2: Dr. Amir Ullah Khan, Deputy Director, Strategy, Bill and Milinda Gates Foundation (BMGF)**

Dr Khan argued that sport requires a climate of acceptance to be created, which facilitates the understanding of the many benefits of play. For instance, a state like Haryana has shown how a little infrastructure goes a long way in achieving sporting excellence.

Currently 35% of India is of school-going age. It is estimated that over the next decade 180 million children will drop out of school. There is an urgent need to address this issue. It is a credit to programmes like Magic Bus that they have found a way to ensure that children do not drop out.

The most serious factor inhibiting the growth of sport in India is the lack of interest in sport by the private sector. This is despite the demonstration by the IPL that sport can be a very lucrative business.

The BMGF is investing in maternal health at this point. Statistics reveal that IMR can be significantly reduced when timely vaccinations are administered. Sport can play a role in spreading awareness and facilitating mobilisation, thus effectively contributing to reducing IMR.

**Speaker 3: Dr. Jyotsna Puri, Deputy Executive Director and Head of Evaluation, International Initiative for Impact Evaluation**

Dr Puri argued that the Sport for Development sector is in need of rigorous impact evaluations that can help contribute to policy development. Objective and sound impact evaluations help to convince people about a programme and thus facilitate sustainability and ownership. Impact evaluations, according to her, should:

- Demonstrate that change has occurred because of the programme and no other factors;
- Demonstrate that other things being equal, the programme enabled growth/development of one group of people as compared to another group that did not receive the programme; and
- Demonstrate a change among a group of people as compared to a ‘baseline’.
Dr Puri critiqued current impact evaluations in Sport for Development, saying that they reflected an ill-defined programme theory, used samples that were very small and did not compare results in similar groups. Therefore the impacts could not be attributing to the programmes being studied.

Speaker 4: Mr Hakimuddin S. Habibulla, Olympian, Founder and Principal Consultant (Sports Performance), Winning Matters Consulting Pvt. Ltd.

Mr Hakim’s presentation focused on ways in which evidence can be used to make sporting excellence a part of Indian culture. He pointed out that since sport is a state subject, State governments play an important part in the development of sport going forward.

Speaking of the Right to Play Bill in Haryana, Mr Hakim spoke about how it had facilitated access to sport facilities, coaches and information about sports, thus ensuring greater participation in local competitions. The challenges however, involve procuring a buy-in from stakeholders buy-in and accountability.

Session 3: Evidence on Sport as a Catalyst for Social Change

Time: 3:00 p.m. to 4:00 p.m.

Session Moderator: Ms Monisha Singh Diwan, Sr. General Manager, Magic Bus

Speaker 1: Ms Sarah Murray, Learn Director, Women Win, Netherlands

Sarah described Women Win’s vision and purpose, connecting the organisation’s belief in gender equity with the evidence from studies that show the role sport can play in building a more gender sensitive world. She quoted a study on women in sport called Her Life Depends On It, that shows that women who exercise, suffer lower rates of depression than those who don’t.

She argued that in the Sport for Development sector, there is a lack of sophisticated theories of Change. There is also a tendency for various impact studies to take place in isolation – the need now is for Sport for Development programmes to come together and do collective impact assessments. She expressed the need to have common measurement tools, sharing of indicators and the need for a common analysis platform.
Sarah shared that Women Win has anecdotal evidence to prove the impact of Sport for Development programmes but expressed the need to get into more robust studies.

**Speaker 2: Mr Pratik Kumar, Chief Operating Officer, Magic Bus, India**

Pratik spoke of sport as a medium that cuts across all barriers – those of literacy, gender, caste, class, language and race. He emphasised the importance of speaking in terms of evidence, not just activities and numbers.

He explained that Magic Bus uses sport:
- To mobilise – as a tool of engagement;
- As a metaphor for learning; and
- As a means to enable peer learning – among youth and children.

Talking about the need for impact measurement, Pratik suggested that the Sport for Development sector look beyond numbers, and consider impact in the realm of attitudinal and behavioural change.

He said that Magic Bus realises that sport is not a remedy for all evils in itself; rather it offers the opportunity to work on serious issues. Therefore each MB intervention first studies the context of the programme and uses the learning that emerges to run the programme. In Jharkhand, content will be developed in the local language and will use contextualised activities, to ensure ownership and sustainability of the programme.

**Speaker 3: Mr Gurmangal Das, President, YFC Rurkakalan, Punjab**

Mr Das made a presentation about the genesis of YFC Rourkakalan and the journey to its current position where it has established quality infrastructure for sport in a village in Punjab.

**Speaker 4: Mr Vishal Talreja, Co-founder, Dream-A-Dream, Bangalore**

The emphasis of Dream a Dream is on Arts, Sports, Mentorship and Livelihood programmes. Vishal made a presentation about the organisation itself, its growth and development.

He spoke of sport as an enjoyable activity but not just that. It is also an interesting way of connecting the playfield to real life. To ensure this, programmes need to have a mentoring approach to channelise the energies of children. In doing this we must engage with children, acknowledge and respect them as individuals.

We need to build the capacities of coaches, facilitators as mentors and role models for children, he said. He rounded off by saying that we all learn from our adults hence if we need to create impact on children’s lives we as adults need to be conscious of our actions.

**Questions and Answers**
In the brief Q & A session, the audience focused on challenges in data collection, research design and attribution of outcomes to a programme. Both Mr Vishal Talreja and Mr Pratik Kumar underscored that rigorous research is required in this area.

All speakers accepted that the ‘evidence’ of success in Sport for Development is at this stage:
- Mostly anecdotal;
- Under-researched; and
- Does not measure up to the standards of quality research design data collection and analysis.

Mr Banerjee (a member of the audience) from Sampark, shared an example of how sport works in enabling children to go to school. When the organisation introduced sport there was no school in the village. Within the first year of the programme children started participating in non-formal classes. In the 3rd year of the programme a school was built in the village and children started attending age-appropriate classes. In the 5th year of the programme they enrolled several in vocational training classes.

Session 3: Corporate Involvement: Corporate Social Responsibility through Sport

Time: 4:30 p.m. to 6:00 p.m.

Session Moderator: Mr Pratik Kumar

Speaker 1: Mr R R Mishra, Director Personnel, Central Coalfields Ltd.

Mr Mishra emphasised the need to ensure development for sport, in order to enable sport for development. He focused on the kind of space that sport enables – one where caste, creed and colour do not matter and where the power of positive thinking can in itself enable change. In this context, he spoke about India’s population as a significant strength, exhorting the audience to find ways of transforming these ‘human resources’ into ‘human assets’. One of the ways to do this, he said, was through sports.

Earlier, sports and its visibility were limited to certain sections of the society but modern technology has made it at least visible into the households of the people, he said. The young generation today has adopted sports into their lifestyle, unlike the earlier generation. It is now time to change the perception of sports as a co-curricular activity and bring it in to mainstream curricula.

Corporate houses, NGOs and public sector bodies need to work together to build in the value of sport from the outset in all their programmes. The media needs to advocate about this platform so that the message on sport for development can reach into the rural areas.
Speaker 2: Mr Biren Bhuta, Tata Steel

From the beginning, the Tata brand has been synonymous with responsible corporate social programmes. Jamshetji Tata’s interest in sport was documented early on, in a letter to his son Dorabji Tata, ‘Be sure there is plenty of space for lawns and gardens…” he wrote.

Mr Bhuta demonstrated that an interest in developing sport has been an integral part of the Tata philosophy since the origin of the company. The company continues to invest in sport infrastructure, enabling sporting excellence and encouraging the revival of ethnic sports (some examples are Kati, Sekor, Ramdel, Chhur and Bahuchor).

Speaker 3: Mr Chinmay Sengupta, ICICI Foundation

Mr Sengupta emphasised the need for a value-based education that would enable people to contribute to the corporate world. This, then, would enable the human resource to be converted to a human asset.

He focused on the need to teach young children how to focus on achieving and mastering each learning experience so that they “get used to winning all the time.” This would then enable the change in mind-set which is so crucial currently. These children can then be change makers, carrying this message back into their families and community.

Mr Sengupta asserted that the ICICI Foundation does not give grants; rather it works for the social good. Corporate houses need to invest in people over the longer term if there is really an interest in developing our communities.

He invited Magic Bus to work with ICICI Foundation in 150 schools of Rajasthan, where the Foundation is working to ensure RTE compliance. Mr Sengupta is keen to introduce Sport for Development from the outset of the programme in these schools.

Speaker 4: Mr Jeremy van de Bund, Rio Tinto, Orissa

Jeremy shared the need to get a net positive output from any project. In order to ensure this, Rio Tinto builds “enduring relationships with our neighbours that are characterised by mutual respect, active participation and long term commitment”, he said.

Speaker 5: Mr Deepak Upadhyay, General Manager, KGVK, Usha Martin

Mr Upadhyay presented the range of work done by KGVK – from education and health to livelihood. He argued for engaging children in sport right from the pre-primary level so as to keep them motivated. Research has shown that children who attend pre-primary are less likely to drop out of school.

Questions and Answers

Participants expressed the need to start Sport for Development programmes in tribal areas.
They stressed that sport for development programmes should be planned and implemented in a way that makes them inclusive for people with disabilities. This, they agreed is as much a social responsibility as a corporate need.

DAY 2
Date: 27th November 2012

Session 1: Best Practices in Sport for Development

Time: 10.00 a.m. to 11.30 am

Moderator: Mr Vivek Ramchandani

Speaker 1: Mr Franz Gastler, Founder, Yuwa, Jharkhand

Mr Gastler debunked the popular notion that a Sport for Development programme cannot run without considerable funding. He argued that the key requirement for success in such programmes is getting the right coaches. Organisations, he said, must “Create, not hire” – implying that organisations need to invest in training their coaches in ways to ensure that they are able to use sports effectively with children. He emphasised 3 golden rules for all coaches:

a. Keep talking to the minimum;
b. Show, don’t tell; and
c. Ensure positive reinforcement.

Mr Gastler also argued that the hardest part of a Sport for Development programme is not the initiation of the intervention but sustaining it over a long period of time. Resilience and a sense of humour are what enable organisations to do this, thus making for a successful intervention, he said.

Speaker 2: Dr. Ravi Verma, Regional Director, International Council for Research on Women

Dr Verma explained the link between masculinity and patriarchy, pointing out that they revolve around power, control and entitlement. Coaches traditionally embody these qualities and there is
therefore a tendency to associate coaching with the values of masculinity and patriarchy. Since they are looked upon as role models, it is important that these associations are challenged.

The language of sport motivation is often a direct attack on women’s body and femininity. This further reinforces the idea of sport as an essentially masculine domain, which often translates into dialogue and behaviour that is offensive and violent towards women.

The Parivartan programme of ICRW, which was piloted in Mumbai, had the objective of trying to promote non-violence through sport. The programme showed significant impacts in attitudes and intent but behaviour change indications were not as conclusive.

**Speaker 3: Mr Steve Harknett, Handicap International, Srilanka**

Mr Harknett spoke about the Sports for All project based in North Sri Lanka, that functions on the basic principle of inclusion. He shared what Handicap International sees as four elements of a successful programme:

- Look beyond sporting outcomes to attitude and behaviour change: This depends upon the way that sport is delivered – specifically, the experience of participants, relationships with coaches, and the processes in the programme.
- Innovation and Creativity: It is important to use new and adapted sports that allow for inclusion of those with disabilities.
- Sustainability: This can be ensured by addressing attitudes and enabling policy change.
- Listen and Adapt: Respond to the requests of participants.

**Speaker 4: Ms Rati Misra, Director- Resource Mobilisation, Special Olympics Bharat**

Ms Misra presented the SOB programme, making a case for inclusion for people with mental disabilities in Sport for Development interventions. With 200 million people with intellectual disabilities, there is a need in India to consciously build awareness and enable spaces where mainstreaming is possible. To this end, SOB has a programme that reaches out to people with mixed intellectual abilities – ensuring that those with disabilities are engaged with as individuals by mainstream society.

The SOB programme believes in excellence, and hopes to ensure that the large pool of PWD (People with Disability) in India can translate into a significant number of medals at international sport forum for people with disabilities.

**Speaker 5: Ms Pakzan Dastoor, Dasra**

Ms Dastoor said that India has a youth (age group of 18-35 years) population 500 million and their energies should be channelised to build a strong nation. In other words, India should utilise the demographic dividend optimally to build
a progressive and strong nation.

She said that sports have a universal appeal and S4D as a tool should be built upon focusing on the following key aspects:

- Engaging the circle of influence;
- Building evidence;
- Building strong S4D interventions; and
- Building on existing resources.

In his concluding remarks, Mr Ramchandani said that the session highlighted the key elements for a successful S4D programme. These are:

- Objective-driven programming;
- Long term commitment;
- A need to understand the target constituencies so that the interventions respond to their needs;
- Creating and building staff capacities and ensure that staff are sensitive and understands the inclusiveness approach;
- A need to turn the youth into demographic dividend;
- Engaging with the circle of influence;
- Building a robust MIS;
- Planning systematically to measure progress; and
- Recognising the contribution of the volunteers externally and internally.

Session 2: Personal and social development through adventure and outdoor sports

Time: 11.45 a.m. to 1.15 p.m.

Speaker 1: Mr Ravi Kumar, Director, National Outdoor Leadership School (NOLS), India

Mr Kumar pointed out that there is scarcity of leaders who can teach and develop others as leaders. He added that we need to develop concept of ‘STOP’ among young people. STOP stands for Stop, Think, Options and Plan.

Our generation has developed ‘wilderness deficit disorder’, he said. Young people are forced to make this as their life choice. He reasoned out the advantages:

- The outdoors provides space to know oneself and an opportunity for self-realisation.
- The outdoors facilitates the process of learning in a safe and a non-threatening environment.
- The wilderness creates opportunities to explore and develop common sense which helps them to explore and face adversities of life.
- Outdoors facilitates the process of adapting to challenges, unknowns and converting these challenges into opportunities.
- The wilderness teaches skills experientially, hence they are easily transferred.
- It builds tolerance for adversity and uncertainty.
- It increases tolerance for human conditions.
Speaker 2: Mr Ronny Gulati, Chief Executive Officer, Youreka

Mr Gulati began by defining sport as any physical activity which follows a set of rules. He also clarified the Youreka understanding of development as “A continual act of unfolding and disclosing the unknown.” He used both these definitions to argue that Adventure and Outdoors is an integral part of Sport for Development.

“The outdoors conveys like nothing else a sense of experience and exploration,” he said. This is why it is essential to address a deficit in urban parts of India, what he called a Nature Deficit Disorder. This implies a lack of experience in the outdoors which in turn reflects in a series of negative attitudes and behaviours such as lowered empathy for plants and animals and destructive, apathetic behaviour towards others.

Adventure sport teaches:
- The relationship between choice and consequence;
- The need for collaboration;
- The importance of action; and
- The power of reflection.

He ended with an inspiring quote from M. K. Gandhi, further strengthening the case for outdoor and adventure activities – “To forget how to dig the earth and tend the soil is to forget ourselves.”

Speaker 3: Dr K Romeo Meetei, In-charge Adventure Cell, Directorate of Sports and Youth Affairs, Government of Arunachal Pradesh

Dr Meetei made an inspiring presentation about Tine and Anshu – two women from the North-east states of India who made history by scaling Mount Everest. Tine is the first woman from the Northeast of the country to climb the highest mountain in the world. Anshu, a mother of two, is the first woman ever to scale the peak twice in just ten days.

He began by quoting from Jawaharlal Nehru – “And yet, adventure is always there for the adventurous and the wide world beckons to those who have courage and spirit and the stars hurl their challenge across the skies.”

Dr Meetei pointed out that one of the most important aspects of mountain climbing is to follow due process in preparing for the exercise as it is crucial to understand oneself and the nature of the task beforehand. He also emphasised the importance of acclimatisation in the process of climbing Everest – one plans to scale 1000 metres, and then comes back down 200 metres to rest and sleep, allowing the body space and time to adapt. This play between challenge and rest is what allows the person to then continue the journey on the following day.

Speaker 4: Mr Rob Thomas, Head, Magic Bus Centre for Learning and Development

Mr Thomas began by questioning the human tendency to persist with that which is habitual and resists change. Adventure is the challenge we pose to our habits,
and the movement we make outside of our comfort zones. It can be social, mental and/or psychological.

Using the Ripples of Learning model of Phillip Rice (2010), he emphasised that the first step in the process is wanting/need to learn. The task for the facilitator is to ensure that this is encouraged and engaged with. The model allows us to think of long term impacts of a single action and that is why it is suited to the Outdoors and Adventure learning model, where a single outdoor experience has learning that are enduring over long periods of time. 

It is the memories created through the experience that enable real and sustained change.

Session 3: Taking the Maidan platform forward – next steps

Time: 4:30 a.m. to 6:00 p.m.

Moderator: Mr Arish Syed

Speaker 1: Mr Vivek Ramchandani, Convenor, Maidan Summit 2012

Mr Ramchandani invited participants to share their learning over the 2-day summit. Some of the responses were as follows:

- “This platform has provided an opportunity to collaborate.”
- “Sport is a great medium to engage and motivate children.”
- “It has generated new ideas for us to do our work more effectively.”
- “Sports co-relates with a range of issues like education, poverty reduction, domestic violence, cognitive development, happiness and financial development. Hence, sports should be put in the mainstream curriculum and not in the extra co-curricular activities.”
- “A lot of new ideas have been generated on this platform. It has been a great learning opportunity as things have been explained scientifically and logically here.”
- “We need to increase the outreach of sports as it leads to physical, cognitive, social and psychological development.”
- “Sport is a great way of dealing with people in conflict situations.”
- “Sport channelises energies constructively. We can transform societies through sports. Hence, one needs to take this message and programme to rural areas as well.”
- “Sport in itself does not bring about a change in values. Just the business of starting sport is not a guarantee that people will develop. We need to understand the approaches or elements that need to be there in the sports programme which will make it enable development.”
- “We need to have structured Sport for Developmental programmes if we are to bring about development. We need to identify the needs of the area we are going to work as one programme might work in one area and might not work in another. It is also important to identify what one can realistically achieve before starting the programme.”
- “The power of coaching is tremendous. The reason Magic Bus is successful because their coaches are dedicated and committed. You cannot procure people readymade from the market. They need to be created. We need to invest in the people. They need to be trained and for that we need a committed team of trainers.”
- “We need to make sports fun, need to engage with the community and ensure that any programme we start it meets its end and it sustains in the community.”
- “People who are interested in starting sport for development programme first need to think what they want to achieve through the programme and they need to network and dialogue with people who are sector experts. The organisations that have expertise in this area should make their staff/trainers available for organisations who want to start S4D programmes.”
Mr Ramchandani added that S4D has the tremendous potential to be used as a development tool. He cautioned that if sport is not used properly, it might create damage to the community. Sports can build lives or break if it not used in a meaningful way. Hence, we should use a structured S4D programme for human development. The success factors for MB is the use of structured S4D approach, customising it as per the needs of the local community, mentoring the community sports coaches and collecting and compiling evidences for impact.

Speaker 2: Mr Arghya Mukherjee, State Manager, Plan India

Mr Mukherjee made a presentation highlighting the work of Plan globally and said that their focus is on community development through a rights based approach. Plan India is working in 9 States across the country and works with more than 1100 local communities.

He said that Sports tournaments and events are organised in the projects supported by Plan India and immediate outcomes were encouraging. The photographs depicted joy/fun and massive participation by the children. The response for the tournaments and events have been overwhelming, hence, they will continue promoting sports in their projects. He added that NGOs need to engage with this medium more effectively as sport ensures not only retention of children in school but also develops good student-teacher relationships. It challenges gender stereotypes, promotes good health behaviour, equal participation and positively impacts decision making skills.

He thanked the NGO partners for their wholehearted participation for the Summit and concluded that Plan India is committed to support the platform and implement sports programme in their operational areas. Plan India committed to take this momentum of Sport for Development forward by collaborating with PYKKA at the regional level. It accepted responsibility for establishing a functional network of institutions and individuals who are willing to use sport in their regular operations.

Speaker 3: Mr Ranjan Panda, State coordinator, Jharkhand CINI

Mr Panda said CINI is a partner agency of Plan India and their focus area has been mother and child health. They work intensively in 3 districts with the ICDS and the health workers. He narrated his experience, wherein in few of their projects they have introduced indoor games/sports as recreation to mobilise children in the Anganwadi centres. These centres had recorded low level of attendance prior to the intervention. Post intervention, the Anganwadi centres recorded good and regular attendance of children. The lesson learnt that sports as a discipline is popular among the children and can be used beyond recreational aspects. He stressed on the fact that we should try to dovetail S4D programmes with existing government schemes instead of searching for funds to support S4D intervention. Funds are in abundance in various government schemes like Sabla, School Health Programme, Kishore /Kishori etc. which can be tapped to integrate S4D intervention.
Mr Pratik Kumar thanked the government, Hon’ble Deputy Chief Minister and the eminent speakers for their meaningful contribution to the two-day Summit. He is looking forward to sign the MOU with the government of Jharkhand for integrating in S4D in Kishore-Kishori scheme.

He also thanked the audience for their active participation and requested them to share their experiences. Few NGOs shared field experiences of using sports as an activity to engage people and bridge the gap among communities. One example was how football changed the life of few youths from an extremist to a protector of the public.

Mr Kumar emphasised that Sports for Development does not imply the creation of sports persons. It is a means of engaging people to bring about awareness, attitudinal and behaviour change amongst them. It is about creating confidence amongst them which can be used in any aspect of their life.

He pointed out we must remember that we are creating and developing a new generation. To that end, there is also a requirement to think together and use platforms like Maidan to enable continual collaborative efforts.

He added that Magic Bus is keen to collaborate with the strategic partners in Jharkhand including Plan India, CINI and Tata Steel. He concluded his speech by saying that collaboration and networking will help us be to be effective and build evidences for policy influencing.
Annexure 1 | Speaker Profiles

Mr. Sudesh Kumar Mahto, Deputy Chief Minister, Government of Jharkhand

Mr. Sudesh Kumar Mahto is the Deputy Chief Minister of the State of Jharkhand and the President of the AJSU, a regional political party. He has been representing the Silli Assembly constituency since 2000. He currently holds the charge of a number of Ministries as the Minister for Rural Development, Panchayati Raj & N.R.E.P. (including Special Division), Rural Works, Water Resources, Forest & Environment, Arts, Culture, Sports & Youth Affairs. Mr. Mahto has been hailed as a visionary and an iconic youth leader for the state of Jharkhand and has been working hard for the emancipation of women and children. His leadership abilities were ably demonstrated in the successful handling of the National Games held in 2010 and the fact that local Panchayat elections were held in the State after a gap of 32 years. He is a good football player himself and realises the value of sports and physical activity in developing children and youth.

Dame Tessa Jowell, Former Cabinet and Olympics Minister, Government of United Kingdom

Dame Tessa Jowell has represented Dulwich and West Norwood as a Member of Parliament since 1992 and served as a Minister throughout the last Labour Government with 8 of 13 years in the Cabinet.

As Secretary of State at the Department for Culture, Media and Sport, Tessa is credited with bringing the government behind London’s successful bid for the Olympic and Paralympic Games. She became Olympics Minister when the bid was secured in 2005 and has also served as the Shadow Olympics Minister and on the Olympic Board. For a number of years Tessa has volunteered with Magic Bus, working with the organisation both in India and the UK. This year Tessa was made a Dame for her political and charitable services. (Tessa.jowell.uk@parliament.uk)

Mr. Sanjiv Paul, Vice President (Corporate Services) of Tata Steel

Mr. Sanjiv Paul graduated in Metallurgical Engineering and joined Tata Steel in 1986 as a Graduate Trainee. He started his career at the Steel Melting Shops where he worked in various capacities till 1998. After completion of a Senior Management programme at Cedep, France, Mr. Paul moved on to assume Leadership roles in areas of General Management in Tata Steel. He assumed the position of General Manager (Town Services) in January 2003, and under his leadership, it became an independent company named Jamshedpur Utilities & Services Company (JUSCO). He headed JUSCO as Managing Director till March 2010. JUSCO has expanded its footprint beyond Jamshedpur in the field of urban infrastructure services. Mr Paul became the Vice President (Corporate Services) of Tata Steel from April 2010, the position he currently holds. Mr Paul also provides leadership to various organisations as Chairman/Board Member, some of them being M/s Jusco Ltd, M/s Tata Pigments Ltd, M/s mjunction services, M/s Tata Metaliks Kubota Pipes, M/s Gopalpur Special Economic Zone Ltd. He is Co-Chairman of FICCI Sports Committee, Vice President of Archery Association of India, Member of the CII Development Council (Eastern Region), RBI Building Sub-Committee, Senate & Syndicate of Kolhan University, Chaibasa and also associated with various social organisations, such as Tata Steel Zoological Society, Nicco Jubilee Park Ltd, Jharkhand Archery Association, East Singhbhum Volley Ball Association, etc. He is an avid Reader, keen Cricketer and Golfer. (sanjivpaul@tatasteel.com)

Mr. Bernard Horn, Chairman, Magic Bus

Mr. Horn had a successful career in financial services, spanning 30 years, including six years as a Main Board Director of the NatWest Group. His roles included five years as Chief Executive Officer of the International Businesses and a similar period as Operations Director, responsible for Operations, IT and Risk. He is a graduate of the Advanced Management Programme at Harvard Business School. Since leaving NatWest, he has developed a portfolio of activities acting both as Chairman and non-executive director, concentrating on smaller, entrepreneurial companies in consulting and software development (some with Private Equity backing). He is also involved in an advisory capacity with a number of Charities and is on the UK Board of Magic Bus. Mr Horn is Founding Chairman of Social Finance Ltd (www.socialfinance.org.uk) that helps devise financial structures and raise capital for charities and social enterprises. He is also the Deputy Chair and Honorary
Mr. Vivek Ramchandani, Convenor, Maidan Summit 2012

Having started out as an enthusiastic young teacher, Vivek traversed a diverse career path in the education arena and grew to be a school leader with a holistic, hands-on perspective on the design, management and delivery of quality education. Evolving as an educator on a crusade for child-friendliness and quality in schools, he established a successful private school planning and systems consultancy practice and helped set up several contemporary schools before moving on to acquire new skills and knowledge in public sector education development and management. Vivek has worked at premier educational institutions such as Lawrence School in Sanawar and the Shri Ram School in Delhi. He co-founded Ramchandani Education Consultants Pvt Ltd that planned and established 12 new private schools. He has also worked internationally with the Aga Khan Education Service in Nairobi, served as CEO of Global Education Management Systems (GEMS) India Pvt. Ltd and as the Director (Education) for the Takshila Education Society. In 2005, Vivek joined UNICEF and through his work discovered the potential of sport as a powerful means to facilitate social change and is now fully committed to promoting Sport for Development in India. Following UNICEF, Vivek revived his consultancy practice and worked with the leadership of an eclectic mix of private and public sector agencies. In 2009, began working with the Australian Sports Commission to design, establish and manage the Australian Sports Outreach Program (ASOP) in India. Currently based in Dehradun, Vivek aspires to establish an International Institute for Sport and Development in the near future. (vramchandani@gmail.com)

Mr. Job Zachariah, Chief, Jharkhand State Office, UNICEF, Jharkhand

An MBA graduate from the University of Hull (United Kingdom), Job Zachariah possesses professional degrees in CA (Chartered Accountant) and Law (LLB). He also has a degree in Commerce (B.Com) and post-graduate diploma in Communication. Mr. Zachariah is the chief of UNICEF in Jharkhand. In UNICEF, he has also worked in Orissa and Bihar. Prior to joining UNICEF, from 1998-2003, he was Director in the Department of Elementary Education, Ministry of Human Resource Development (HRD) in Government of India. During his time in the HRD Ministry, he was responsible for planning, monitoring and implementing the Sarva Shiksha Abhiyan (SSA) and District Primary Education Programme (DPEP), the biggest education programmes in the world. As an officer of the Indian Information Service (IIS), Mr. Zachariah has worked as the official spokesperson for various Ministries of Government of India during 1987 -98. He has also worked as a chartered accountant officer as well as probationary officer in two nationalized banks. His areas of interest are education, health and nutrition, child protection, development, social policy, management and financial analysis. He has published a number of articles on these areas. (jzachariah@unicef.org)

Dr. Jyotsna (Jo) Puri, Deputy Executive Director and Head of Evaluation, International Initiative for Impact Evaluation (3ie)

Jo Puri has over fifteen years of experience in evaluation and evidence-based policy. She has worked at the World Bank and the United Nations. Previously, she was an Associate Research Scientist at Columbia University and adjunct faculty at the School of International and Public Affairs. Jo’s main work in the evidence-policy spectrum has been in poverty, agriculture, environment, infrastructure, health and energy. She has worked and engaged with national governments in Asia, Africa, Latin America and the Caribbean and has led several inter-agency evaluations. She has advised and developed evaluation systems for several organisations, including the MacArthur Foundation, UNICEF, the Millennium Villages Project (Columbia University), UNDP and GEF. Jo is the lead author of a book on development indicators produced by UNDP and she co-edited a book discussing the implications of climate change commitments for developing countries. She is a contributing author and reviewer for UNEP’s Green Economy Report. She holds a Ph.D. and M.Sc. in Agriculture and Resource Economics, and a Masters in Development Economics. (jpuri@3ieimpact.org)

Dr. Amir Ullah Khan, Senior Policy Advisor, Bill and Melinda Gates Foundation

Amir Ullah Khan works at the Bill and Melinda Gates Foundation as a Senior Policy Advisor. He studied Electronics and Communication Engineering at Osmania University and Rural Management at the Institute of Rural Management at Anand. He has a PhD in Commerce and Business Studies from the Jamia Millia Central University in New Delhi. Amir has worked as a Researcher for the Ministry of Finance (GoI) and the UNDP Project LARGE (Legal Adjustments and Reforms for
Globalising the Economy). Following this, he became the Academic Head at the Indian School of Finance and Management and then the Executive Director/Editor of the Encyclopedia Britannica. He teaches a course on Indian Economic Policy at the Indian School of Business and at the Indian Institute of Foreign Trade. His latest book is titled *Common Property Resource Management: A focus on Forestry*, edited with Dr Mousumi Majumdar. His other book is titled *States of the Indian Economy* that analyses regional and interstate diversity in India and the net impacts of infrastructure development.

Amir has worked on various research projects for the European Commission, National Council for Applied Economic Research, Planning Commission, Confederation of Indian Industry and the World Bank and has written on economics and policy issues. He has also worked with Oxfam, the Ashoka Foundation, the British High Commission and the Gesellschaft für Technische Zusammenarbeit (GTZ). (amir.khan@gatesfoundation.org)

**Mr. Arghya Mukherjee, State Manager, Plan India, Jharkhand**

Mr Mukherjee is the State Manager of Plan India in Jharkhand. Plan India is a part of Plan International Inc., one of the largest and oldest child-centered organizations in the world. Plan India works in 11 states delivering structured child-centered programmes. Plan utilises a Child Centered Community Development Approach. This is a rights based approach where Plan supports communities in the creation of a safe and healthy environment in which children can realise their full potential. Plan believes that the development of the children and the community can happen only when the best interests of the children becomes the drivers for all intervention. In operational terms Plan India implements programmes that are integrated and address various rights issues affecting children and their families but with a clear emphasis on participation of children. Mr Mukherjee has more than nine years of experience in the area of human rights especially child rights in India. He has worked in different capacities with NGOs, Support Organizations, CSO Networks, International Aid Agencies and UN programmes. (arghya.mukherjee@planindia.org)

**Mr. Biren Bhuta, Chief of Corporate Sustainability Services, Tata Steel**

Mr. Bhuta completed his B.E. in Production from Bharati Vidyapeeth’s College of Engineering, Pune and has a Post Graduate Diploma in Management from the Indian Institute of Management, Kolkata. He started his career as a corporate banker with Standard Chartered Bank. He then switched over to television journalism, initially as a reporter and later, as a presenter with NDTV. Biren got the opportunity to consult with Tata Steel on their Chhattisgarh Project, thereby gaining insights into the tribal way of life in Bastar. He also worked in Odisha on a project to mitigate impact on the endangered Olive Ridley sea turtles. Since December 2010, Mr. Bhuta has been working with Tata Steel as the Chief of Corporate Sustainability Services and heading their Corporate Social Responsibility interventions in the states of Jharkhand, Odisha and Chhattisgarh. The interventions include sustainable livelihood, health, education, environment and ethnicity. (biren.bhuta@tatasteel.com)

**Mr. Chinmay Sengupta, ICICI Foundation for Inclusive Growth (ICICI Foundation)**

A senior professional with over 28 years of multi-industry experience, Mr. Sengupta leads the operations of ICICI Foundation for Inclusive Growth (ICICI Foundation). Mr Sengupta core expertise lies in building and networking organisations and teams. Towards this, he has consistently demonstrated the skills of start-up initiatives, strategic planning, human resource management, management of change, and business operations in large, medium and small scale industries spanning across Avionics, Food Processing, Packaging, Consumer Durables, Telecom/IT and Social sectors. He has made significant contributions to the growth of these organisations viz. HAL, Electrolux, XIUS, iAxis and ICICI Foundation and always exhibited high degree of adaptability to learn and practice finer nuances of the business. Mr. Sengupta also had the opportunity of being associated closely with CSR initiatives of the various organisations he has worked with. He joined ICICI Foundation to pursue his long cherished dream of serving the development sector. A graduate in economics, Mr. Sengupta is an alumnus of Xavier Institute of Social Service, Ranchi and holds a post graduate diploma in social service with specialisation in personnel management and industrial relations. (chinmay.sengupta@icifoundation.org)

**Mr. Deepak Upadhyay, General Manager, KGVK**

Deepak Upadhyay has a post graduate in Rural Management from Xavier Institute of Management, Bhubaneswar (XIMB). He has worked with major international, national and bilateral agencies. He has been associated with organisations like UNDP India, UNV India, CARE India and Development Alternatives. He has over twelve years of work experience in areas of Health, Education, Livelihood, Women Empowerment and Promoting Green Technologies. In different capacities, Mr Upadhyay has closely worked with communities, in developing symbiotic relationships and implemented various projects with governments in states like Jharkhand, Bihar, Uttar Pradesh, Madhya Pradesh, Chhattisgarh and Odisha. Currently, Mr. Upadhyay is working as a
General Manager with KGVK, the social arm of the Usha Martin Group. In this role, he is in-charge of the implementation of the Total Village Management Programme. He is also piloting a World Bank sponsored Integrated Education Programme. He also oversees three low cost high quality rural schools and supports school education programmes in government schools. (deepak.u@kgvk.org)

**Mr. Franz Gastler, Executive Director & Co-Founder, Yuwa**

Mr. Gastler is the Executive Director & co-founder of Yuwa, a 2011 Nike Gamechangers Award winning football club for underprivileged girls. Franz grew up in Edina, Minnesota, and has been living in India for five years – four of those years in a tribal village in Jharkhand where he co-founded Yuwa. He has a BA and MA in International Political Economy from the University Professors Programme at Boston University and holds certificates in negotiation and mediation from the Programme on Negotiation at Harvard Law School. He interned at the Ministry of Finance in Bogota, Colombia and worked as a consultant at the Confederation of Indian Industry. Mr. Gastler trained at the US Olympic Training Center in judo, played ice hockey as a goalkeeper and coached alpine skiing for twelve years. ([franz_gastler@yuwa-india.org](mailto:franz_gastler@yuwa-india.org))

**Mr. Gurmangal Dass, Founder, YFC Rurkakalan**

Mr Dass has a Bachelor of Engineering (Electronics) from Punjabi University, Patiala, a Masters Degree from the University of Nevada Reno US and a MBA (HR) from Punjabi University, Patiala (Punjab). Growing up in his village, Gurmangal was a part of the local football team. He saw the increase in youth delinquency and the widespread drug addiction among the poor of the village. He felt that children had no opportunity to develop. But he realised that their interest in sport can lead them to change their course of life so with the help of his teammates he started coaching children in Football and helping them with their school work. Mr. Dass noticed that the children followed their role models i.e. coaches and changed their direction of life. In 2000, he formed an NGO called YFC Rurkakalan, to channelise the energy of youth and street children into productive work. The organization, which started with a sum of $1000 and was reaching 40 children, has grown into an organisation with 22 paid staff and an annual expenditure of $100,000 serving over 2,000 youth through diversified projects focusing on education, livelihood and active citizenship. YFC has chapters in UK, Canada, America and Europe and gets financial help on a yearly basis. ([yfcrurkakalan@hotmail.com](mailto:yfcrurkakalan@hotmail.com))

**Mr. Hakimuddin Habibulla (Hakim), Co-Founder and Principal Consultant at Winning Matters Consulting Pvt. Ltd.**

Hakim, co-founder and Principal Consultant at Winning Matters Consulting Pvt. Ltd., is an Olympian with over 20 years of experience in the Indian sporting domain. Hakim, an Engineer, worked with Tata Consultancy Services Limited for five years before getting back into the sports domain in 2006. He co-founded GoSports India Pvt. Ltd. (2006-2010) and GoSports Foundation (2008-2011) prior to starting Winning Matters Consulting. Hakim has also been a part of FICCI’s Sports Committee since 2010. To the development of Indian sports, his journey has seen him work closely with key stakeholders in the sporting ecosystem – including the Government, Industry, Public Sector and Non-Government Organisations, International Sporting events, Centres of Excellence, Elite Athletes and Teams, in India and beyond. Hakim believes in the power of sport towards enabling socio-economic development and envisions an India where sporting excellence and participation is an integral part of Indian culture. ([hakim@winningmatters.in](mailto:hakim@winningmatters.in))

**Mr. Jeremy van de Bund, Manager Community Relations, Rio Tinto Iron Ore, Odisha.**

Mr Bund joined the Odisha team on a 12 month assignment from Rio Tinto Coal Australia in September 2011 and is based in Bhubaneswar. He originally joined Rio Tinto Iron Ore in 1981 as an exploration geologist in Western Australia and from 1985 spent six years working at Tom Price, in Mine Geology. In 1992, he was seconded to establish the Aboriginal Relations team based in Karratha. This secondment extended to ten years. Jeremy transferred from Rio Tinto Iron Ore to Rio Tinto Coal Australia in 2000 and has held roles as both Manager Community Relations and Manager Aboriginal Relations. Jeremy’s assignment with Rio Tinto India is to assist establishment of Rio Tinto Community Relations systems and procedures to support the vision of a world class “Rio Tinto” iron ore mine in India. ([jeremy.vandebund@riotinto.com](mailto:jeremy.vandebund@riotinto.com))
Mr N. Ravi Kumar, Director, National Outdoor Leadership School (NOLS) India

Mr Kumar did his first trek in 1981. It left a deep impression on him. Soon he was into rock climbing. Ravi did his Adventure Course at the Nehru Institute of Mountaineering (NIM) in Uttarkasi, Basic Mountaineering Course from the Himalayan Mountaineering Institute (HMI) in Darjeeling, and Advanced Mountaineering Course at NIM. In 1988, on his first expedition, he bagged a summit in the Himalaya – Kamet (7756m). Ravi quit his job as a Mechanical Engineer and worked for ten years at the General Thimayya National Academy of Adventure (GETNA) introducing young people to the outdoors. In the mid-1990s Ravi topped the national sport climbing championship and represented India at the Asian Championship in Singapore. From 1990 to 1997, he was on at least 14 high altitude mountaineering expeditions. Further, he was Indian Liaison Officer on Himalayan expeditions by the Austrians, British and the Poles including leader of the first Indo-Austrian expedition to successfully climb Mamostong Kangri-II (7005m). Ravi’s first trip with the National Outdoor Leadership School (NOLS) was in 1996. In the late 90’s, he worked as an ‘Instructor in Training’ and got a scholarship to do his Instructor Course (IC) in the US. He worked for three months teaching courses in the US and British Columbia. In 2007, he joined the Indian experiential education outfit, iDiscoveri for a year. He went back to teaching for NOLS, eventually becoming the Director of NOLS India, the position he holds currently.  

(ravi_kumar@nols.edu)

Ms Pakzan Dastoor, Advisory Research Team, Dasra

Ms Dastoor works at Dasra, a strategic philanthropic foundation based in Mumbai. Dasra works with philanthropists and social entrepreneurs to bring together knowledge, funding and people to increase the impact and scale of social change in India. As part of the Advisory Research team, Ms Dastoor leads research in various development sectors such as education, health, youth development, livelihoods and carries out primary due diligence of social organisations. Before joining Dasra, she worked at The Akanksha Foundation, a leading education nonprofit in Mumbai, where she designed curriculum, planned community development programmes and devised impact measurables. Ms Dastoor has a Masters in Business Administration with honors from S.P Jain Center of Management and a Bachelor’s in Management Studies with honors from University of Mumbai. (pakzan@dasra.org)

Mr Pratik Kumar, Chief Operation Officer, Magic Bus

Pratik Kumar is the Chief Operating Officer at Magic Bus India Foundation, an NGO that enables some of the world’s poorest families to move out of poverty through the use of a mentoring model and a sport-based curriculum. Mr Kumar has had a career spanning over 24 years in the UN, National and International NGOs, Indian Government and the private sector. After his B. Tech. in Electrical Engineering from IIT, he had a brief stint in the corporate sector. In 1992, Mr Kumar joined the Indian Civil Services in the Indian Information Service. Here he was exposed to the working of the central and state governments. One of his postings was in the National AIDS Control Organisation, which drew him close to the social sector. In 2006, he left the government to join the UN Office on Drugs and Crime at the Regional Office for South Asia in New Delhi, to work on drugs and HIV prevention. He has worked closely within and with the Indian government at the national and state level. He strongly believes in the power of sports to change lives. At Magic Bus, he is on a mission to reach one million children and youth by 2015.  

(pratik@magicbusindia.org)

Mr Rajiv R. Mishra, Director (Personnel) CCL

Mr Mishra joined Central Coalfields Limited (CCL) as Director (Personnel) in September 2011. Prior to this, he was working with Central Mine Planning and Design Institute Limited (CMPDIL) as the Head of Personnel and Administration. He has over 30 years of service in the field of personnel, human resources development, etc. in different capacities at various subsidiaries of Coal India Limited. Mr Mishra has a Masters Degree in Geology and a Post Graduate diploma in Personnel Management and Industrial Relations. He has previously worked with Northern Coalfields Limited, Singarauli, Coal India Limited, Kolkata, Eastern Coalfields Limited, Sanctoria and with CMPDIL, Ranchi. In 2011, Mr Mishra participated in the Advance Management Programme in China conducted jointly with IICM Ranchi and China Coal Information Institute. He has received numerous awards including ‘Most Powerful HR Professional of India’ and ‘IME HR Leadership Award’ during the 2012 Asia Pacific HRM Congress in Bangalore. Mr Mishra received the ‘Rajbhasha Kirti Samman-2012’ by the Bharatiya Rajbhasha Vikas Sansthan for effective implementation of the Official Language. During his tenure in as Director (Personnel), CCL received the Best Company for Health & Education in CSR award at the 2012 Corporate CSR Conclave in Ranchi. CCL also received the 1st Prize in CSR among all the Subsidiaries of Coal India Ltd during the November 2012 CIL Foundation Day

(pratik@magicbusindia.org)
celebrations in Kolkata. In addition to the Departments under Personnel Directorate, Sales & Marketing and System Departments are also under the administrative control of the Director (Personnel), Mr Mishra. (mishrarr@rediffmail.com)

Ms Rati Mishra, Director-Resource Mobilisation and Communication, Special Olympics Bharat

Ms Misra is the Director for Resource Mobilisation and Communication with the Special Olympics Bharat, an organisation that provides sports training and competitive opportunities for people with intellectual disabilities. Prior to this, Rati was the Regional Representative for Resource Alliance – an organisation that builds the fundraising capacity of civil society organisations worldwide. Rati has worked with several organisations in the South Asia region as a trainer and consultant on resource mobilisation and communication. (rati@specialolympicsbharat.org)

Dr Ravi Verma, Regional Director, International Centre of Research on Women

Mr Verma leads the Asia programme of the International Centre of Research on Women (ICRW) based in New Delhi. With a background in Psychology and Social Demography, he has over two decades of research experience in designing, implementing and evaluating programmes in the areas of family planning, reproductive health, and HIV and AIDS with a focus on gender and masculinities. Starting with RISHTA (Research on Male Sexual Health focused on HIV risk reduction), Yari Dosti (Engaging young men in communities to prevent gender-based violence); GEMS (Gender Equality Movement in Schools) and Parivartan (Coaching boys into men in violence prevention), Ravi has been associated with some of the flagship programmes working through the institutions of health, education and sports that have generated evidence on how to engage with men and boys to promote gender equality and prevent violence against women and avert HIV and reproductive health risks. He has several peer reviewed publications to his credit. (rverma@icrw.org)

Mr Rob Thomas, Head, Magic Bus Centre for Learning and Development

Based in Mumbai since August 2011, Mr Thomas is Head of the Magic Bus Centre for Learning and Development. Mr Thomas has been exploring wild places through climbing since 1974 when his teachers introduced him to the sport. These formative experiences, and being trusted to follow his passion culminated in him organising climbing trips to Norway and the Pyrenees by the time he was 17, a lifetime of adventures followed. The nurturing, encouragement and support that Rob received to ‘follow dreams’ by his teachers was a powerful experience that he looks to emulate in his work with others. The experiences and skills he has accumulated enable him to deliver programmes across the personal and interpersonal spectrum, including Leadership, Accelerated Team and High Performance Team Development. Rob holds a Degree in Outdoor Education and Environmental Science and an MA in Photojournalism and Documentary Photography. He is also an NLP, Myers-Briggs and Belbin Team Roles practitioner. Rob provides individual and group coaching to business clients. His international work experience includes most European countries, Canada, China and Japan. He has been on climbing trips to the USA, Pakistan and New Zealand as well. (rob@magicbusindia.org)

Mr Ranjan Pandey, State Coordinator, CINI, Jharkhand Unit

With over 10 years of professional experience in the development field, Mr Pandey is currently working with Child In Need Institute (CINI) in the capacity of State Coordinator, Jharkhand Unit. He has studied Economics from Calcutta University and his area of interest and expertise lies in providing Technical Assistance in policy formulation, strategy development and conceptualising projects and programme. He was majorly involved in designing PPP models in the health sector in West Bengal, NRHM planning in Bihar, Jharkhand and Mizoram, and policy formulation for the health sector for various other states. He has been associated with different projects and programmes for promoting Right to Education in Jharkhand. As the team leader in Jharkhand, he has been associated with different initiatives for promoting education, protection, nutrition and health of the children in the state. (ranjan@cinindia.org)
Dr K Romeo Meetei is currently in-charge of the Adventure Cell of the Directorate of Sports and Youth Affairs, Govt. of Arunachal Pradesh. He has a Doctoral Degree in Physical Education and has been in the field of adventure sports for 28 years. He began his formal adventure activities from the Himalayan Mountaineering Institute, Darjeeling under the guidance of the legendary Tenzing Norgay, the first person to climb Mt. Everest. Some of the courses he completed include basic and advanced mountaineering, liaison officer, alpine style climbing and method of instruction courses. As Indian Liaison Officer, he participated in many major foreign mountaineering expeditions. In the year 2011, he led “Team Arunachal Mt. Everest Expedition” where two of his students created history. Mrs Anshu Jamsenpa climbed Mt. Everest twice in the span of ten days and Ms Tine Mena became the first women Everester from the North East. For this feat, the former President of India Shri Pratibha Patil felicitated the team at Rashtrapati Bhawan. Dr Meetei also represented Arunachal state in the Senior National Table Tennis championship and North East Games. He is a member of the Indian Mountaineering Foundation, New Delhi and Life member of Indian Red Cross society.

Mr Ronnie Gulati, Founder and CEO, Youreka

Mr Gulati is the founder and CEO of Youreka. He is a pioneer in bringing adventure-based learning programmes to India. Over the last two decades, he has been engaged in creating and delivering programmes that extensively use the outdoors and adventure to impart learning. He is passionate about helping children experience the power of collaboration through adventure. Youreka operates three learning centres in the hills and has worked with more than 50,000 children. After an MBA (XLRI) and a degree in Engineering (REC Trichi), Ronny quit a corporate career to follow his calling. He is also the co-founder of iDiscoveri Education, which is revolutionising experiential education in schools. His key intrigue in life is to figure out “How Things Work”. He enjoys listening to music and is a movie buff!

Ms Sarah Murray, Learn Director, Women Win, Netherlands

A global authority on women’s sports, journalist Sarah Murray has built a career covering stories about empowerment realised through physical activity. She has interviewed hundreds of celebrities who have used sports to change their lives, including Payton Manning, Sheryl Crow, and others. Currently, Murray serves as the Learn Director for Women Win – an international, Amsterdam-based humanitarian organisation aimed at equipping adolescent girls to exercise their rights through sport. She is responsible for overseeing their capacity development programmes and tools and working to accelerate best practice in designing and delivering sport programmes for girls. Prior to Women Win, Ms Murray spent ten years as the Web Producer for the Women’s Sports Foundation – a non-profit started by Billie Jean King focused on empowering girls and women through sports. Her editorial leadership and marketing strategies helped the organisation secure the top Google result for “women’s sports”. Ms Murray’s travel and sports writing have appeared in dozens of magazines, newspapers and web outlets. She contributed to the book Superwomen: 100 Women 100 Sports and the NCAA Pregnant and Parenting Student-Athletes Resource Guide. Additionally, Sarah authored the GoGirlGo! project – a curriculum aimed at helping girls navigate social pressures through sport, which won the Gold National Health Information Award.

Mr Steve Harknett, Project Manager – Sports for All, Handicap International, Sri Lanka

Mr Steve Harknett, who is from the UK, has worked in the field of disability in development for twelve years in Africa (mainly in Uganda) and Southeast Asia. He is the founder of Disability Development Services Programme, a community-based NGO in Cambodia. Steve is a keen long-distance runner and his work assignments have increasingly involved sport in social development. In 2007, Steve launched an annual road-race event in Cambodia called the Pursat River Run, which involves disabled people and under-privileged youth. He is currently working in Sri Lanka with the French-based NGO Handicap International, as manager of the Sports for All project, which aims to improve the quality of life for disabled people through sport and leisure. Steve has two Masters Degrees from the UK, one in Disability Studies in Developing Countries (University College London), and the other in International Sport Management (University of Northumbria). This second Masters included research on the use of sport in social development projects in Uganda and a
Mr Vishal Talreja, co-Founder and Executive Director, Dream A Dream

Mr Vishal Talreja is the co-founder and Executive Director of Dream A Dream. Dream A Dream is a 12-year old professional organisation that is working on empowering young people from vulnerable backgrounds by developing life skills and at the same time sensitising the community through active volunteering leading to a non-discriminatory society where unique differences are appreciated. Under Vishal’s leadership, Dream A Dream has grown to impact the lives of over 12,000 young people in 12 years through the active support of over 2,000 volunteers. Vishal is an Ashoka Fellow (www.ashoka.org) and also sits on Boards of many organisations including Unltd India, ITIHAS and Bangalore Cares. He has represented Dream A Dream at many national and international forums.

Annexure III Objectives and Outcomes

Objectives of the Conference

- To position Sport for Development as a mainstream development approach, especially in the domains of education, health, youth development and social inclusion.
- To provide an interactive forum for national and international Sport for Development practitioners.
- To include the Government, Corporate houses, donor agencies and the civil society in the Sport for Development dialogue.
- To showcase national and global Sport for Development resources, models, impact and best practices.
- To strengthen the Sport for Development platform in India, especially in Eastern India.

Expected Outcomes

- Sport for Development is recognised as a valuable development tool and adopted by policy makers, corporate houses, donor agencies and civil society partners.
- The importance of sports in improving social outcomes like education, health outcomes, children and youth empowerment, social inclusion is realised; and it’s role is identified as something that goes far beyond a pastime or a competitive activity.
- Establishing a functional network of institutions familiar with Sport for Development who would be willing to integrate sports as a medium to bring effective social change in their regular operations.
- Strengthening the interactive Maidan Sport for Development platform with increased membership. Building a rich resource centre so that the platform becomes sustainable and supports and guides Sport for Development practitioners in India and abroad.

Participants’ profile

- Civil Society members that either use or wish to use sport as a means to promote their development agenda.
- Bilateral, multilateral and donor agencies working the areas listed above.
- Corporate bodies with an active CSR agenda who may or may not be using sports for now.
- International organisations, experts and individuals who are active in using Sport for Development approaches or have an interest in it.
- Teachers, scholars, researchers and social scientists who work in the development space.
- Current or past sportspersons, coaches, trainers who see value in Sport for Development.

Conference Structure

The Conference has been designed around four sequential discussions – brief presentations followed by interactive discussions and analysis.

DAY 1  26th November 2012
**Annexure III  Session Plan at a glance**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.30 am – 10.30 am</td>
<td>Inaugural session</td>
</tr>
<tr>
<td>10.45 am – 1.15 pm</td>
<td>Sport for Development - Making a difference at the Policy level</td>
</tr>
<tr>
<td>2.00 pm – 3.30 pm</td>
<td>Evidence on sports as a catalyst for social change</td>
</tr>
<tr>
<td>3.45 pm - 5 pm</td>
<td>Corporate involvement: Corporate Social Responsibility (CSR) through sports</td>
</tr>
</tbody>
</table>

**DAY 2  27th November 2013**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.00 am – 11.30 am</td>
<td>Best practices in Sport for Development</td>
</tr>
<tr>
<td>11.45 am – 1.15 pm</td>
<td>Personal and social development through adventure and outdoors sports</td>
</tr>
<tr>
<td>2.15 pm – 4.00 pm</td>
<td>Taking the Maidan platform forward – next steps</td>
</tr>
</tbody>
</table>

**Sport for Development – Making a difference at the Policy level**

- Sports and physical activities have a major impact on education. There is a growing body of evidence which suggests that regular participation in sport and PE contributes to improving a child’s ability to learn, increases concentration, attendance and overall achievement. Children’s regular involvement in sports has a significant impact on retention of school children by making school a fun place and improving teacher child relationship.

- The National Physical Fitness Programme (NPFP), an initiative of the Government, aims to ensure fitness among all school children by creating a system in school that assesses and ascertains a child’s physical fitness from Class V onwards. State governments and the school machinery will be the key implementers to create a healthy and fitter nation and promote a sports culture in the country.

- The underlying causes of gender inequality are related to social and economic structure, which is based on informal and formal norms, and practices. Sport creates a positive environment, building self-confidence and skills, which empowers women. It promotes a gender-equitable and non-violent attitude. Sports are a leveller, promoting equal access to participation and decision-making from women, which in turn translates into their social, political and economic life.

- Although the direct impact of sports is that it helps in maintaining good health and fitness levels, thus reducing the incidence of non-communicable diseases, Sport for Development programmes have been extremely successful in combating diseases like HIV and AIDS, anaemia, malaria, immunisation programmes and the like. Sports are an effective means of engagement for children and youth. It provides an acceptable window to conduct rich discussions on important health issues.

- Young people – youth – are naturally drawn towards sports. Participating in sports teaches essential life-skills like leadership, communication, teamwork, decision-making (a key element in youth development). It opens up an individual’s mind to new challenges, helping them to realise their true potential and emerge as leaders.

**Evidence that sports can be a catalyst for social change**

- Sports are normally seen as a by-product of development and not as an engine. In actuality, sports are far more than luxury, or a form of recreation and entertainment. It brings individuals and communities together, bridging cultural and ethnic divides. Sport offers a cost-effective tool to offer a wide range of development challenges.

- There is enough evidence from India and abroad to show the enormous potential that sports have in making a real difference to the lives of people. Case stories of remarkable change through sport will illustrate how it has been used to influence every area of community development and empowerment -- from social inclusion to adolescent education, disease prevention, disaster rehabilitation and youth development.

- Sports constitute a tool for reaching out to the underprivileged or groups-at-risk or facing discrimination w.r.t gender, caste, religion etc. Sports play an important role in promoting gender equality and in the integration of people with disabilities.

**Corporate involvement: CSR through Sports**

- As an effective CSR medium, sports can build values that any socially-responsible business strives for. These include qualities like team work, fair play, involving employees and suppliers. It is one of the most effective ways of building good community relations, especially in the area(s) of operation.

- Community-based Sport for Development programmes offers a wide scope for employee engagement and volunteering. They get an exposure to the ongoing development programmes initiated and become a part of the same.
Uniqueness of a Sport for Development programme – a low cost, visible and engaging tool to bring about impact on variety of development issues – health, hygiene and sanitation, education, social inclusion, youth empowerment.

Personal and social development through adventure and outdoors sports

- Using the outdoor environment as a tool, sports creates awareness of the benefits of team work, leadership, communication, trust, risk-taking, decision-making, problem-solving, conflict-management, time- and resource-management and motivation in a highly participative and interactive style and across all levels, in meeting personal, social and organisational goals efficiently while simultaneously developing individuals to better citizens.

- Jharkhand and most of the other states in the eastern part of the country provide the right natural conditions for promoting a variety of adventure sporting activities. This session shall discuss some of the key aspects pertaining to the growth of this industry.

- Adventure sports and outdoor experiential learning is an effective tool for youth development. Learning through adventure sports is not just about an excursion and having fun. It can contain within it, highly effective life-skills training techniques giving exposure to situations that prepares youth for future challenges in life. Schools/ colleges/ institutions that have taken this up seriously shall present their experiences and impact on young people.

Best Practices in Sport for Development

- What are the elements of a successful Sport for Development programme – What works, under what circumstances, and why? Case stories of remarkable change through sport will illustrate how sport has been used to influence every area of community development and empowerment.

- A review of current Sport for Development and Peace (S4D&P) programmes and projects internationally in both conflict and peacetime situations.

- Evidence and measuring impact on community and individual development. Gaining insights through research on Sport for development programmes in various countries.

Taking the Maidan platform forward – next steps

- How can Sport for Development be applied for the benefit of the established development sectors: education, health, social inclusion, youth development, and women's empowerment.

- How can school PE teachers, sports coaches and NGOs be facilitated to develop coaching/mentoring skills and incorporate Sport for Development in their ongoing activities? How can they be drivers for raising the fitness levels of school children?

- Creation/addition to resources including Maidan - an association of Sport for Development practitioners and a sharing platform/resource website on Sport for Development.

- Setting up a regional sport for development forum for frequent consultations; Scope of conducting Sport for development training of trainers programme