



Theme: Community Empowerment Through Sport

Objectives

- To advocate and legitimise cross-sectoral use of Sport for Development (S4D).
- To create an interactive forum for S4D practitioners.
- To take the S4D dialogue to policy makers and donor agencies.
- To introduce global S4D resources, models, outcomes, case studies and best practice.
- To strengthen the S4D platform in India.

Expected Outcomes

- Sport for Development is recognised as an invaluable development tool and adopted by policy makers, donor agencies and NGOs across development sectors in India.
- A functional network of S4D conversant agencies is mobilised to help state governments enrich PYKKA implementation with complementary human development benefits.
- An interactive S4D forum is created and supported with a rich resource base. This forum should function as a sustainable platform which supports and facilitates the S4D practitioners community in India.

Participants' profile

- NGOs that either use or wish to use sport as a means to promote their development agenda.
- Policy makers in MHRD, MYAS and state governments engaged in PYKKA implementation.
- Donor agencies with a potential interest in supporting S4D projects in India.
- Corporate entities with an active CSR agenda and those which already support sport.
- International agencies and resource persons with an interest in promoting S4D in India.

Conference Structure

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

The sessions are as follows:

1. *What is S4D? Leveraging sport to support human development.*
2. *Understanding the impact of sport on development: S4D case stories.*
3. a) *Monitoring & Evaluation -- Role of M&E in programme development and impact assessment*
b) *The international S4D perspective -- Sharing global models.*
4. *Creating effective partnerships -- Best practice: volunteerism, capacity building, sustainability.*
5. *National policies – PYKKA and the potential for public-private partnerships in sports projects.*
6. *Taking the S4D platform forward in India -- Where do we go from here?*

Sessions at a glance

1. What is S4D? - Leveraging sport to support human development

- Understanding how sport can be a powerful tool to support human development and attainment of the MDGs across sectors and capitalising on its universal appeal and convening power.
- National vision and strategies to encourage participation in sport across rural India.
- The sportsman's perspective. Exploring the value of excelling in sport and sport as a profession.
- Addressing individual and community empowerment and social inclusion through sport.

2. Understanding the impact of sport on development - S4D case stories

Case stories of remarkable change through sport will illustrate how sport has been used to influence every area of community development and empowerment, from social and disability inclusion to adolescent education, HIV-AIDS prevention and disaster rehabilitation.

- Addressing disability: sport as a means for inclusion
- Empowering adolescents and preventing HIV/AIDS and substance abuse.



- Sport as a healer – war and disaster rehabilitation and psycho-social recovery.
3. a) **Monitoring & Evaluation: Role of M&E in programme development and impact assessment**
- Planning sport for development projects in the global arena with systematic monitoring and evaluation to measure impact on community and individual development. Gaining insights through research on monitoring and evaluation of S4D.
- b) **The international S4D perspective: Sharing global models**
- A review of current 'Sport for Development and Peace' (4D&P) programmes and projects internationally in both conflict and peacetime situations.
4. **Creating effective partnerships: Best practice - volunteerism, capacity building, sustainability**
- A reflective examination of S4D partnerships which successfully capitalise on the potential of sport and volunteerism to bring about social change and development.
5. **National Policies: PYKKA and the potential for public-private partnerships in sports projects**
- Introduction to the national vision, schemes, organisations and institutions supporting sport development and legacy planning.
 - Avenues for dialogue between agencies and exploration of the potential for PPPs aimed at sport for all and sport for development.
6. **Taking the S4D platform forward in India -- Where do we go from here?**
- How can school PE teachers, sports coaches and NGOs be facilitated to develop coaching/mentoring skills and incorporate S4D in their ongoing activities?
 - How can S4D be applied for the benefit of sectors other than education?
 - S4D training programmes, agencies and resources.
 - Partnerships between sports organisations, education providers, local authorities and other agencies to maximise impact and secure additional resources.
 - Creation of safe spaces, urban regeneration and legacy planning.
 - Creation of an association of S4D practitioners and an S4D sharing.



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