

KERALA STATE COASTAL AREA DEVELOPMENT CORPORATION Ltd.

Corporate Social Responsibility

Adoption of a Coastal Youth Football club in Thiruvananthapuram District

The United Nations Office for Drug Control and Crime Prevention (UNODCCP), New York, has endorsed Sports and Games as a tool for prevention of drug abuse. According to UNODCCP, sports and games can provide opportunities to promote socialization, cooperate with others to achieve goals, power to establish and overcome risks, discover one's limitations, keep fit, earn an income, experience pride and self esteem etc.

Even though games such as football and cricket are popular in the coastal areas of the state, football is the most popular game of children, adolescents and youth.

Several football clubs are functioning all along the coastal belt of the state, but lack of adequate support for imparting proper training to its members so as to mould them to a professional in the game is the most important constraint faced by these clubs. KSCADC has been receiving requests from various football clubs in the district for sponsorship and assistance for conducting their activities effectively.

Considering the above, KSCADC as a part of its corporate social responsibility activities proposes to sponsor a coastal youth football club in Thiruvananthapuram district. The sponsorship is envisaged under a win – win situation in which both KSCADC and the Football club are benefited. The sponsorship will help the club in carrying out its activities more effectively. They can procure world class equipments and accessories of reputed brands for its players (like boots, pads, jerseys, shin pads etc), impart better training, participate in more national & international level competitions etc.

In turn, KSCADC on initiation of the sponsorship will insist on the Brand Visibility i.e, exposing the Corporate Logo and Motto of the Corporation in the jerseys they wear. This will spread the message of the organizations presence in the national and international venues where the club takes part in matches. The star players may also endorse KSCADC for the assistance and support rendered.

The eligibility criteria for adoption/sponsorship of the youth football club

- 1. The youth football club should have their registered office in Thiruvananthapuram District.**
- 2. The club should be operational for at least two years**
- 3. The club should train at least 50 children.**
- 4. The majority of the club members must belong to the coastal community.**
- 5. The club should be registered under Travancore – Kochi charitable Societies Act/or Companies act.**
- 6. The club must have participated in 'A' League and Super League matches.**

7. **The club must be affiliated with the Thiruvananthapuram District Football Association/Kerala Football Association.**
 8. **The club shall produce audited financial statements for the last two financial years.**
 9. **The club must have a professional and licensed football coach.**
 10. **The club must have U-21, U-19, U-16 & U-11 teams.**
- The club shall submit documentary proof to substantiate their eligibility as per the above terms and conditions along with the application. Non submission of documents shall lead to rejection of the applications without notice.
 - KSCADC will execute an agreement with the identified football club specifying the adoption/ sponsorship terms. The nature of sponsorship will be limited to a funding to a maximum of Rs 3,00,000/- per year towards procurement of Jersey, boots, pads etc and for other game related accessories as per the agreed terms.
 - KSCADC will have the right to inspect any aspect of the functioning of the club at its will.

Managing Director