

# Be A Sporting Hero

In the course of working with communities around our areas of operation and particularly during our projects for developing school infrastructure in rural areas, we realised that opportunities for participating in sports were hampered by the lack of infrastructure or even open spaces. Even if a talented child moved up the competitive ladder, they often dropped out after playing at district level — in a few cases even after playing at national or international level — due

to lack of guidance, support and resources, mainly infrastructure and training facilities.

The fact is that sports can play an integral role in holistic development of young people; not just that, it can also help create a healthy sociocultural environment, enhance the socioeconomic status of an entire community, and contribute towards achievement of SDGs.



Dr. Pawan Munjal with Mary Kom



At Hero MotoCorp, under our project Be A Sporting Hero, we are committed to encouraging and promoting sports at the grassroots level. The programme is primarily focused on developing sports infrastructure in rural areas and is scaling up steadily. Additionally, it has been supporting professional para-athletes at state, national and international levels.

The results have been extremely encouraging and reaffirm our belief in the enduring benefits of sports, as a medium to encourage learning and to promote sportsmanship among the youth.

#### **Partnership with Mary Kom Regional Boxing Foundation**

Under the project, we at Hero MotoCorp have been supporting 30 athletes in association with the Mary Kom Regional Boxing Foundation, founded by legendary Olympic boxing medalist Mary Kom. The project includes academic and nutrition support, equipment and training provisions, lodging and

medical support, and giving athletes the means to play on various state, national and international platforms.

#### **Partnership with Paralympic Committee of India**

We have partnered with Paralympic Committee of India (PCI) to provide training and coaching facilities for para-athletes. A total of 14 specially-abled athletes are undergoing professional training ably guided by experienced coaches. They are also being provided access to world-class facilities and equipment to upgrade their skills and hone their talents.

#### **Partnership with Indian Deaf Cricket Association (IDCA)**

We have partnered with Indian Deaf Cricket Association (IDCA) to provide overall development support to aspiring cricketers. The DCA is supported by Board of Control for Cricket in India (BCCI) and recognised by Deaf International Cricket Council (DICC).