

Khelo Hero – Sports promotion

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 overall personality 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.

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.





Hero MotoCorp's Khelo Hero programme embodies the company's commitment 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.

In FY 2021-2022

107 Athletes supported at the grassroots

PARTNERS WITH PARALYMPIC COMMITTEE OF INDIA

The partnership with PCI is to provide training and coaching facilities for para-athletes. A total of 14 specially-abled athletes will undergo professional training ably guided by experienced coaches. They will also be provided access to world-class facilities and equipment to upgrade their skills and hone their talents.



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)**.