

# IMPACT ASSESSMENT REPORT

## BANO CHAMPION PROJECT

2025



# TABLE OF CONTENTS



**01**

ABOUT SGS

**02**

EXECUTIVE  
SUMMARY

**15**

INTRODUCTION AND  
PROGRAMMATIC  
REVIEW

**19**

APPROACH AND  
METHODOLOGY

**29**

PROGRAMMATIC  
REVIEW AND STATUS  
FINDINGS

**35**

ASSESSMENT  
FINDINGS

**56**

CASE STUDIES

**59**

LEARNINGS AND  
RECOMMENDATIONS

**66**

ANNEXURES



## **LIST OF FIGURES**

**Fig.1 Bano Champion - Implementation Phases**

**Fig.2 Study Design**

**Fig.3 Theory of Change**

**Fig.4 Power Matrix**

**Fig.5 Districts Covered**

**Fig.6 Gender Distribution**

**Fig.7 Age Distribution**

**Fig.8 Sports Discipline**

**Fig.9 Duration of Participation**

**Fig.10 Program Awareness**

**Fig.11 Participation in Tournaments**

**Fig.12 Medals Won**

**Fig.13 Support from Family and Community**

## **LIST OF TABLES**

**Table 1 Stakeholder Mapping**

**Table 2 Sample Size**

**Table 3 Maturity Index - Guide**

**Table 4 Maturity Index - Bano Champion**

## ETHICAL CONSIDERATION

---

**Informed consent:** The interviews were done after receiving respondent's consent. Even after the interviews were completed, their permission was sought to proceed with their responses.

**Confidentiality:** The information provided by participants has been kept private. At no point were their data or identities disclosed. The research findings have been quoted in a way that does not expose the respondents' identities.

**Comfort:** The interviews were performed following the respondents' preferences. In addition, the interview time was chosen in consultation with them. At each level, respondents' convenience and comfort were considered. Physical visits were conducted at each project location, and respondents were selected randomly.

**Right to reject or withdraw:** Respondents were guaranteed safety and allowed to refuse to answer questions or withdraw during the study. Selection of respondents was done by SGS independently.



## ACKNOWLEDGEMENT

We, SGS, would like to express our gratitude to AU Small Finance Bank for entrusting us with this impact assessment assignment. We are extremely thankful for their assistance during the course of the study.

We thank everyone who supported and facilitated the study and contributed to gathering insights.

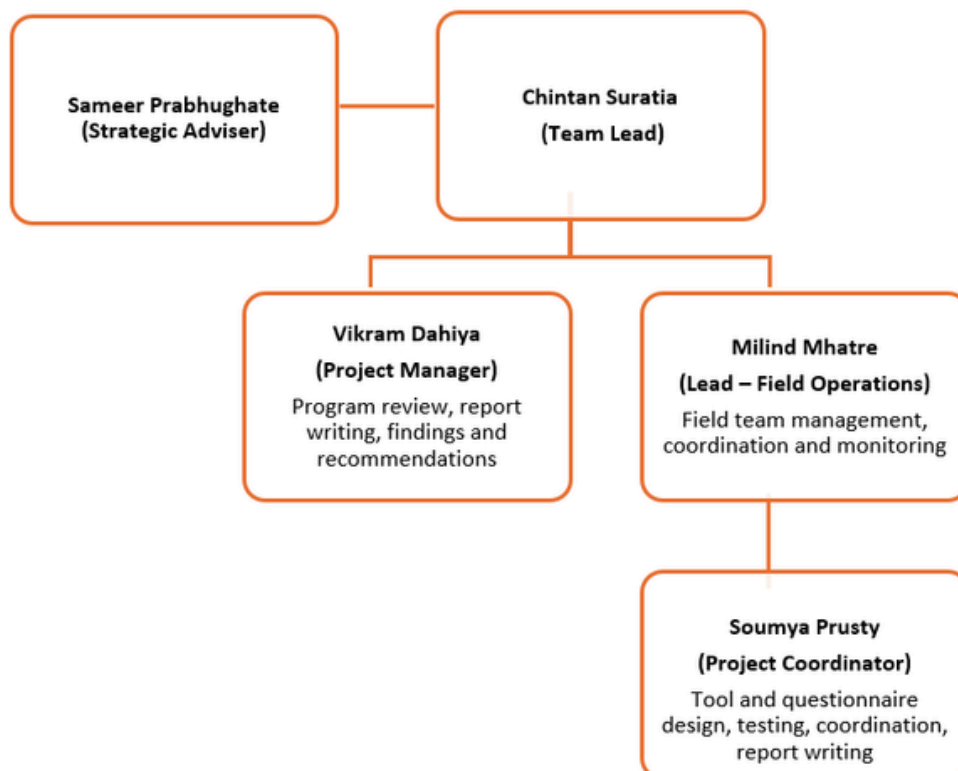
We truly appreciate all the intellectual guidance from the AU Small Finance Bank team throughout the study. Last but not least, we want to express our gratitude to everyone who spent the time answering the extensive survey.

# ABOUT SGS

Founded in 1878, SGS is the world’s leading company in testing, inspection, verification, and certification services, setting the global benchmark for quality, sustainability, and integrity across industries.

Our mission is to create a better, safer, and more interconnected world by helping businesses manage risk, improve efficiency, and drive sustainable growth. With tailored solutions spanning agriculture, automotive, consumer goods, energy, healthcare, and more, we support organizations in meeting regulatory requirements and achieving higher performance standards.

As a trusted global partner, SGS combines its impact-led approach, expertise, and extensive presence to deliver measurable results. We collaborate with corporations, philanthropic organizations, foundations, and social organizations to design and implement CSR programs, ensuring compliance while maximizing social impact. Our integrated platform enables corporates and institutions to meet CSR mandates effectively and sustainably. SGS has undertaken more than 150 Impact Assessments across thematic areas, including assessment of GoSports - Athlete and Para Athletes Development project delivered in multiple locations across India.



# EXECUTIVE SUMMARY

---

Sports and physical education play a transformative role in promoting holistic child development, building discipline, teamwork, and leadership skills, while also improving physical and mental health outcomes. India has long recognized sports as a vital lever for youth development, social inclusion, health, and nation-building. Yet structural gaps persist: limited grassroots infrastructure, absence of quality coaching in rural areas, low institutional linkages, and uneven access across gender and geographies.

In Rajasthan, these challenges are magnified. The State Sports Policy (2013, currently under revision) emphasizes athlete welfare, infrastructure, and governance reforms as priority areas. But on-ground realities show that many rural or semi-urban pockets lack basic sports facilities, trained coaches, and consistent programming. Despite government efforts, the supply-side constraints in accessibility, quality, and continuity continue to limit youth participation, especially among girls and marginalized communities. Given this landscape, there was space for innovative private-sector-led interventions that complement public efforts by penetrating deeper into underserved geographies, ensuring regular training, and creating sustained pathways for talent development.

Despite significant investments in sports infrastructure, many initiatives still focus primarily on physical assets like stadiums and playfields, often overlooking essential components such as community mobilization, coaching support, sustained engagement, and mentorship. For instance, the Khelo India Scheme emphasizes the creation and upgradation of sports infrastructure but also highlights the importance of community coaching development and promotion of community sports (SAI, 2023-24). However, challenges persist in ensuring consistent implementation, especially in rural and semi-urban areas, where the availability of trained coaches and regular programming remains limited. The 2023-24 Annual Report of the Sports Authority of India notes that while numerous Khelo India Centres have been established, the deployment of trained coaches and the maintenance of infrastructure in these regions continue to be areas requiring attention (SAI, 2023-24).

Thus, launching a program like AU Bano Champion was justified on several counts:

- Depth and reach — to embed structured training in remote and semi-urban locales beyond the reach of existing schemes.
- Continuity and quality — to provide consistent coaching, better retention, and athlete progression (rather than sporadic events).

- Complementarity — to work alongside public schemes to fill gaps, especially in human resources (coaches, local mobilizers) and community ownership.
- Equity and inclusion — to prioritize inclusion (girls, economically disadvantaged communities) and reduce the urban–rural divide in access.

In essence, AU Small Finance Bank’s intervention seeks to create a demand- and supply-side complement to public efforts—mobilizing local communities and sustaining sporting ecosystems where state reach is thin. AU Small Finance Bank positions social responsibility at the core of its institutional ethos. Its CSR framework emphasizes long-term, sustainable interventions across sectors such as livelihoods, education, financial inclusion, and sports. To scale and professionalize its social impact work, AU Small Finance Bank established the AU Foundation as its independent CSR arm. Through this structure, the Bank channels its CSR vision into focused programmes such as AU Ignite for skills and youth, AU Udyogini for women entrepreneurship, AU Kartavya for need-based projects addressing issues of clean water access, road safety, healthcare, environment and education and AU Bano Champion for sports and youth development. AU Small Finance Bank’s CSR is aligned with its broader sustainability commitments—as articulated in its Business Responsibility & Sustainability Reports—emphasizing stakeholder engagement, inclusive growth, governance, and long-term community value. This consistency between business and social purpose gives its CSR agenda a credible foundation. In 2021, AU Small Finance Bank (via AU Foundation) launched AU Bano Champion specifically for Rajasthan. The program was initiated in 30 locations and is now significantly scaled to 75 locations. The aim was to build a sports culture in rural and semi-urban areas, identify young talent, and provide them with guided training, mentorship, competition exposure, and supportive ecosystems. The program was designed not as a one-off sports event but a sustained, structured initiative with localized teams, coaches, supervision, and pathways to higher-level competition.





The initiative is rooted in recognizing that true sports development requires not only infrastructure but community engagement, capacity building, local ownership, and linkages with systemic sports institutions. Over time, the program has been expanded in scope and geographic coverage (districts, blocks) to strengthen its impact footprint. To evaluate the effectiveness, relevance, and outcomes of AU Bano Champion, AU Small Finance Bank partnered with SGS, a global leader in verification, inspection, and impact assessments. SGS brings methodological rigor, objective evaluation approaches, and robust validation frameworks to the assessment process.

## Summary of Findings: -

The following section presents a consolidated summary of observations and results from the impact assessment of the AU Bano Champion project, evaluated using the OECD-DAC qualitative framework. The assessment examines the programme’s performance across six parameters — Relevance, Coherence, Effectiveness, Efficiency, Impact, and Sustainability — providing a comprehensive understanding of its design, execution, and long-term value.



Each parameter has been assessed using a color-coded qualitative scale to indicate the level of achievement and alignment with intended objectives. The scoring reflects the SGS’s qualitative judgment based on field insights, stakeholder feedback, and document reviews.



### Guide: -


Score	Interpretation
	High Achievement
	Satisfactory Achievement
	Partial Achievement
	Low Achievement


Parameter	Observations	Scoring
<p><b>Key findings</b></p>	<ul style="list-style-type: none"> <li>• Beneficiaries widely recognised AU Small Finance Bank as the program’s anchor, reflecting strong visibility and trust.</li> <li>• <b>Two-thirds of participants</b> learned about Bano Champion through schools, underscoring the institutional network’s role in enrolment.</li> <li>• <b>Nearly all beneficiaries</b> credited their coaches for sustained encouragement to participate in tournaments.</li> <li>• <b>Structured coaching</b> in remote areas unlocked new talent and built confidence among first-time athletes.</li> <li>• <b>94.5% of the sample beneficiaries interacted with</b> found their centres conveniently located, supporting attendance and reducing dropouts—especially among girls.</li> <li>• <b>Local proximity improved parental comfort</b>, enabling active family engagement and safer participation.</li> <li>• Coaches cited <b>needs for Kabaddi mats and Athletics start blocks</b> to enhance safety and training effectiveness.</li> <li>• Beneficiaries reported <b>high satisfaction</b> with the program’s structured, coach-led training — for most, their first exposure to organised sports.</li> <li>• Sessions followed a <b>standardised, progressive design</b>, focusing on warm-ups, stretching, and sport-specific drills that built strong technical foundations.</li> <li>• Field assessments <b>confirmed higher self-confidence and motivation</b>, reflected in children’s proactive participation and visible pride in their sports identity.</li> <li>• <b>Visible behavioural shifts</b> were observed among children — higher confidence, discipline, fitness awareness, and reduced screen time.</li> <li>• Centres reflected a <b>safe and inclusive environment</b>, where girls and boys trained together without bias, reinforcing gender equality.</li> <li>• All surveyed children reported noticeable improvement in discipline, teamwork, confidence, and leadership, alongside healthier routines and reduced screen time.</li> </ul>	<p>NA</p>



Parameter	Observations	Scoring
<p><b>Key findings</b></p>	<ul style="list-style-type: none"> <li>• Coaches <b>unanimously observed gains in discipline</b>, health awareness, and confidence, with many noting transformation among previously shy or inactive children.</li> <li>• Parents observed lifestyle changes — children waking up early, maintaining routines, eating healthier, and encouraging siblings toward better habits.</li> <li>• The program fostered <b>emotional resilience and social confidence</b>, especially in rural contexts with limited exposure opportunities.</li> <li>• <b>Over 91% of beneficiaries</b> reported strong family and community support for pursuing sports, with all respondents agreeing that the program reduced participation barriers and fostered inclusion.</li> <li>• Parents highlighted <b>the need for adequate facilities—particularly clean toilets and changing spaces</b>—to sustain girls’ participation, alongside acknowledging the program’s role in revealing hidden rural talent and shifting gender perceptions.</li> <li>• Coaches displayed strong technical and mentoring skills, with several advancing qualifications and improving their socio-economic standing through the program.</li> <li>• <b>Communities are increasingly supportive of girls in sports</b>, though residual conservatism persists. Continued engagement and consistent coach presence are essential to sustain trust and motivation</li> <li>• <b>66.5% of beneficiaries have competed at district or state levels, with 29.4% participating at the village level</b> — reflecting the program’s strong reach and ability to mainstream competitive exposure for children.</li> <li>• <b>Nearly 80% of participants have been identified or recommended for advanced training</b>, showing that a systematic pathway for talent progression is now in place.</li> <li>• <b>Beneficiaries have collectively won 48 gold, 40 silver, and 36 bronze medals</b>, translating training inputs into measurable success and community pride.</li> </ul>	


Parameter	Observations	Scoring
<p><b>Relevance</b></p>	<ul style="list-style-type: none"> <li>• The Bano Champion project is strongly aligned with the needs of rural and semi-urban youth, especially first-generation sports participants.</li> <li>• Responds directly to the <b>lack of structured sports training</b> and limited exposure pathways at the grassroots.</li> <li>• Promotes <b>fitness awareness, discipline, and confidence</b>, filling a gap in school-level sports education.</li> <li>• Parents and panchayats recognise sports as a constructive outlet, positively influencing attitudes toward <b>girls’ participation</b>.</li> <li>• The program’s design—<b>community-based, multi-sport, and coach-led</b>—fits local contexts and leverages existing public infrastructure.</li> <li>• Its alignment with AU Small Finance Bank’s <b>CSR focus on youth development and empowerment</b> reinforces long-term relevance.</li> </ul>	
<p><b>Coherence</b></p>	<ul style="list-style-type: none"> <li>• Field implementation reflects clear alignment between design, partner execution, and community priorities.</li> <li>• Integration with school and panchayat infrastructure ensures reach and continuity.</li> <li>• Coordination between coaches, project teams, and local authorities is strong; however, formal partnerships with sports federations or district sports offices remain limited.</li> <li>• The program’s coherence with national sports promotion goals (such as <b>Khelo India and Fit India</b>) enhances its strategic alignment.</li> </ul>	

Parameter	Observations	Scoring
<b>Effectiveness</b>	<ul style="list-style-type: none"> <li>• The project has effectively met its objectives of providing structured training and improving beneficiaries’ sporting and personal outcomes.</li> <li>• Over <b>70% of beneficiaries</b> experienced structured coaching for the first time and reported tangible improvements in skill, endurance, and discipline.</li> <li>• Tournament exposure (<b>District, State, AU Cup, and inter-zone</b>) has enhanced competitiveness and confidence.</li> <li>• Behavioural shifts—<b>reduced screen time, improved time management, stronger teamwork</b>—were consistently observed by parents and coaches.</li> <li>• <b>Gender inclusivity</b> was widely noted, with 34% girls participating confidently alongside boys.</li> <li>• Coaches reported <b>visible recognition and local respect</b>, adding a layer of motivation and programme ownership.</li> </ul>	
<b>Efficiency</b>	<ul style="list-style-type: none"> <li>• Operational efficiency is strong at the grassroots level but can improve through resource planning and adaptive logistics.</li> <li>• <b>Optimal use of shared grounds, school premises, and local spaces ensured cost efficiency.</b></li> <li>• Coaches multitask as trainers and mobilisers, maintaining motivation despite limited administrative support.</li> </ul>	

Parameter	Observations	Scoring
<p><b>Impact</b></p>	<ul style="list-style-type: none"> <li>• <b>High visibility and trust:</b> Over 90% of beneficiaries correctly identified AU Small Finance Bank as the program’s anchor, reflecting strong visibility, brand trust, and credibility across all implementation zones.</li> <li>• <b>School-led outreach success:</b> Nearly two-thirds of participants were introduced to Bano Champion through schools, underscoring the strength of institutional partnerships in driving enrolment and awareness.</li> <li>• <b>Structured access in underserved regions:</b> The initiative provided organised sports exposure for the first time in several rural and semi-urban communities, unlocking hidden talent and instilling confidence among children who had limited prior opportunities.</li> <li>• <b>Strong coaching and mentoring culture:</b> 99% of beneficiaries reported consistent encouragement from coaches to participate in tournaments, indicating the program’s relational depth and motivational ecosystem.</li> <li>• <b>High training satisfaction:</b> 100% of surveyed beneficiaries expressed satisfaction with the structured, progressive coaching model that focused on skill-building, discipline, and physical fitness.</li> <li>• <b>Comprehensive behavioural and physical transformation:</b> All children surveyed reported noticeable improvements in discipline, teamwork, confidence, and leadership. Parents confirmed reduced screen time, healthier eating habits, and better time management.</li> <li>• <b>Quantifiable performance outcomes:</b> <ul style="list-style-type: none"> <li>• 66.5% of participants competed at district or state levels.</li> <li>• 29.4% participated at the village level.</li> <li>• 48 gold, 40 silver, and 36 bronze medals were won by beneficiaries at various levels (National, State, District and Village tournaments) — clear evidence of skill progression and competitive maturity.</li> </ul> </li> </ul>	

Parameter	Observations	Scoring
<p><b>Impact (Contd.)</b></p>	<ul style="list-style-type: none"> <li>• <b>Accessibility and retention:</b> 94.5% of beneficiaries found training centres conveniently located, helping sustain attendance and lower dropout rates, particularly among younger children and girls.</li> <li>• <b>Infrastructure adequacy and improvement areas:</b> Coaches identified targeted infrastructure needs — such as mats for Kabaddi, start blocks for Athletics, and covered sheds for Boxing and Wushu — to improve safety, realism, and all-weather usability.</li> <li>• <b>Facility and hygiene concerns:</b> Parents, especially of female athletes, stressed the importance of clean toilets and changing areas. Locations like Amarsar were cited as needing immediate improvement.</li> <li>• <b>Coach empowerment and career advancement:</b> Many coaches completed formal degrees (B.P.Ed., license courses) after joining the program. Their growing social recognition and community respect have enhanced their professional stature and motivation.</li> <li>• <b>Community ownership and cultural transformation:</b> Recognition of athletes and coaches in local sabhas and events has fostered collective pride, reinforcing sports as a legitimate avenue for social mobility and empowerment.</li> <li>• <b>Sustainability and transition readiness:</b> <ul style="list-style-type: none"> <li>• Coaches expressed confidence in continuing quality training post-program, citing enhanced skills and community trust.</li> <li>• However, dependency on external support remains. Localised funding, equipment renewal systems, and panchayat or CSR partnerships were suggested to secure continuity.</li> </ul> </li> <li>• <b>Community-led sustainability potential:</b> Community endorsement and panchayat support remain strong assets. Integration with local institutions, small businesses, and schools could ensure a smooth transition to community-led ownership.</li> </ul>	

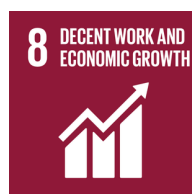
Parameter	Observations	Scoring
<b>Impact (Contd.)</b>	<ul style="list-style-type: none"> <li>• <b>Psychosocial impact:</b> Children demonstrated heightened self-esteem, discipline, and purpose. Coaches and parents observed improved social confidence, teamwork, and optimism among beneficiaries — particularly notable in rural and first-generation learners.</li> <li>• <b>Gender balance in training environments:</b> Mixed-gender sessions were observed at all centres, with mutual respect and teamwork evident — signalling inclusive practice and growing gender comfort at the grassroots level.</li> <li>• <b>Social identity and community pride:</b> Sporting achievements have become symbols of collective progress. Parents now view their children’s participation as both a personal and community achievement, indicating strong social acceptance.</li> <li>• <b>Institutional goodwill:</b> AU Small Finance Bank’s continued engagement has created durable community goodwill, establishing its role as a trusted enabler of grassroots development and youth empowerment. The implementing partner HKL Sports has been instrumental in ensuring greater impact through community outreach, mobilization, sensitization and trainings.</li> </ul>	
<b>Sustainability</b>	<p>Sustainability mechanisms are emerging but not yet institutionalised.</p> <ul style="list-style-type: none"> <li>• <b>Community interest and goodwill are strong</b>, though external support for coaching and equipment continues to play a key role in sustaining activities.</li> <li>• <b>Local institutions</b> such as panchayats and schools remain supportive by providing grounds and facilities, though <b>independent financial capacity</b> is still developing.</li> <li>• Coaches have suggested <b>periodic equipment replacement</b> and <b>collaboration with local sponsors</b> to strengthen continuity.</li> </ul>	

Parameter	Observations	Scoring
<b>Sustainability (Contd.)</b>	<ul style="list-style-type: none"> <li>• Establishing a gradual transition plan —through linkages with sports federations, local administration, or CSR partners—will help ensure long-term stability.</li> <li>• Continued engagement with parents and local leadership can further build shared responsibility and gradual co-ownership of program costs.</li> </ul>	

The AU Bano Champion programme highlights its strong impact in nurturing a vibrant sports culture at the grassroots level. The initiative has successfully enhanced physical fitness, discipline, teamwork, and self-confidence among children while empowering coaches as community leaders and role models. High levels of satisfaction among beneficiaries, visible behavioural transformation, and strong community ownership reflect the programme’s credibility and sustained local engagement. At the same time, the study identified areas for strengthening—such as improving infrastructure for combat sports, ensuring greater gender inclusion through female coaches and better sanitation facilities, and introducing structured exposure pathways for talented athletes. AU Bano Champion stands out as a replicable model of inclusive sports development that bridges systemic gaps, inspires rural youth, and contributes meaningfully to Rajasthan’s broader vision of equitable sporting excellence.

## SGS Mapping

Parameter	Observations
<b>SDG 3: Good Health and Well-being</b>	The program promotes physical fitness, mental well-being, and healthy lifestyles among rural children through structured sports training and regular activity. Improved physical health, discipline,
<b>SDG 4: Quality Education</b>	AU Bano Champion supports participants' academic improvement, attendance, and discipline. The report highlights better concentration, time management, and academic performance among student-athletes.
<b>SDG 5: Gender Equality</b>	The program has been actively encouraging girls' participation in sports (35% participation) and recommends female coaches and supervisors. It challenges gender stereotypes and promotes inclusivity in rural Rajasthan.
<b>SDG 8: Decent Work and Economic Growth</b>	By fostering sports as a career pathway and providing scholarships and exposure (e.g., Khelo India, national competitions), the initiative opens opportunities for sports-based livelihoods.
<b>SDG 10: Reduced Inequalities</b>	AU Bano Champion reaches rural and semi-urban communities and ensures inclusion of children from below-poverty-line (BPL) families. It bridges urban-rural gaps by providing equal access to quality sports infrastructure.





***Project participants in Bano Champion village-level competition***

The AU Bano Champion programme highlights its strong impact in nurturing a vibrant sports culture at the grassroots level. The initiative has successfully enhanced physical fitness, discipline, teamwork, and self-confidence among children while empowering coaches as community leaders and role models. High levels of satisfaction among beneficiaries, visible behavioural transformation, and strong community ownership reflect the programme’s credibility and sustained local engagement. At the same time, the study identified areas for strengthening—such as improving infrastructure for combat sports, ensuring greater gender inclusion through female coaches and better sanitation facilities, and introducing structured exposure pathways for talented athletes. AU Bano Champion stands out as a replicable model of inclusive sports development that bridges systemic gaps, inspires rural youth, and contributes meaningfully to Rajasthan’s broader vision of equitable sporting excellence.

# INTRODUCTION AND PROGRAMMATIC OVERVIEW

## Early Age Exposure in India

Early exposure to sports is widely recognised as a driver of holistic development in children, contributing not only to physical fitness but also to essential life skills such as teamwork, discipline, resilience, and confidence. These formative benefits extend well beyond the playground, influencing educational performance and longer-term employability outcomes. Yet, in India, the ecosystem required to nurture sporting potential at a young age remains underdeveloped, with persistent gaps in infrastructure, institutional delivery, and equitable access.

The India Report Card on Physical Activity for Children and Adolescents (2022) highlights that fewer than one in five Indian children meet the World Health Organization's recommended 60 minutes of daily physical activity. Urban-rural and gender disparities compound the challenge: in Mumbai, only 38% of young people aged 10–15 achieved the benchmark, with participation rates significantly lower among girls (35.6%) compared to boys (45.8%). These statistics reflect a broader reality where access to play is constrained by limited school facilities, lack of open spaces in cities, and a strong academic bias within households that often sidelines physical activity.

Schools, which should serve as the primary entry point for structured sports, face acute capacity constraints. ASER 2025 reports that only 16% of schools nationwide have a dedicated physical education teacher, while nearly a third of rural schools lack playgrounds altogether. As a result, sport is often relegated to annual events rather than integrated into daily routines. The barriers intensify with age, particularly for girls, who face additional constraints linked to cultural norms, safety concerns, and the absence of female role models in sport.

While national programmes such as Khelo India have driven a major expansion of sports infrastructure—with 323 new projects approved and over 1,040 Khelo India Centres notified for athlete training—availability has not always translated into even access at the grassroots. Facilities and accredited centres are often concentrated around towns and urban clusters, and many rural locations still lack sport-specific surfaces or indoor training space. At the same time, India faces a coaching capacity gap: Sports Authority of India vacancies and sector reporting point to shortages of qualified coaches at

multiple levels, constraining the quality and scalability of training on the ground. Taken together, these structural realities limit how effectively policy investments translate into everyday sporting opportunity for children across rural and semi-urban settings.

Together, these trends point to a systemic gap. National investments in sporting excellence and infrastructure coexist with limited everyday access for the majority of children. The implications are far-reaching — from weaker health outcomes to reduced opportunities for social mobility, especially among girls and children from marginalised communities.

### **Significance of AU Small Finance Bank supported Bano Champion program**

The Bano Champion initiative, supported by AU Small Finance Bank, is designed to address these very gaps by embedding sport into the early years of learning and development. By integrating structured play (across various sports including Athletics, Football, Volleyball, Kabaddi, Throwball Boxing & Wushu) and training directly within schools and communities, the programme ensures that opportunities for exposure are not dependent on geography or privilege. Its deliberate focus on girls — through safe spaces, female mentorship, and culturally sensitive engagement — tackles head-on the barriers that typically exclude them from participation.

Beyond sport, the initiative creates pathways for children to build leadership, discipline, communication, and confidence — qualities that have direct spillover into education and later career choices. In doing so, Bano Champion is not only promoting physical activity but also investing in the next generation of healthier, more confident, and empowered young citizens.

### **Implementation Model**

The Bano Champion project is designed to make sports a regular and accessible part of children’s lives, with particular attention to girls who often face early dropouts from physical activity. Its model is built around a few clear components: strengthening capacity at the school and community level, creating safe and inclusive spaces to play, and linking sports exposure with life-skills development.

The process begins with practical inputs: trained physical education teachers and local

---

youth as coaches, provision of basic sports equipment, and collaboration with schools and community institutions to secure safe spaces for play. Support from AU Small Finance Bank provides the resources and structure to ensure these elements are in place, while local partnerships help in building trust and encouraging participation.

With this foundation, the programme focuses on consistent activities. Children engage in daily sessions that combine sport with structured learning around teamwork, communication, and confidence. Coaches and assistant coaches receive training to ensure delivery is inclusive and age-appropriate. Competitions, exposure visits, and small events add variety and motivation, while parent and community meetings help address concerns and encourage greater acceptance of girls' participation.

From these activities flow practical outputs: more schools running organised sports sessions, more trained coaches available locally, and children having regular access to safe and welcoming play environments. Importantly, these outputs also create opportunities for children to engage with role models and to participate in competitions that build both skill and confidence.

Over time, the approach leads to steady outcomes. Children improve their fitness and basic motor skills, but also develop soft skills that are equally valuable — teamwork, discipline, leadership, and resilience. The programme also contributes to higher participation levels among girls, supporting their continued involvement in sport during adolescence.



**Figure I: Bano Champion - Implementation Phases**

In the longer term, Bano Champion contributes to building an ecosystem where sport is recognised as part of holistic education rather than a separate or optional activity. By integrating play and structured coaching into everyday routines, the programme helps nurture healthier, more confident young people and lays the foundation for pathways in education, leadership, and in some cases, competitive sport.

# APPROACH AND METHODOLOGY

## Project Approach

The approach to this project has been designed in line with the objectives and scope of the engagement. SGS has adopted a consultative approach for the impact assessment. The findings have been triangulated based on interactions with key stakeholders during primary field interactions and complemented by domain knowledge and supporting literature.

## Scope of Work

The Bano Champion project, supported by AU Small Finance Bank, was implemented across multiple zones in Rajasthan to promote structured sports exposure and life-skills development among adolescents, with a strong focus on inclusion of girls. To assess the outcomes and long-term potential of the initiative, SGS has been engaged to conduct an independent impact assessment. The study evaluates the project's effectiveness across parameters such as access to sports, participation, gender inclusion, community engagement, and child development outcomes. It combines quantitative analysis with qualitative insights to generate actionable learnings for future strengthening and scale.

The scope of services is as follows:

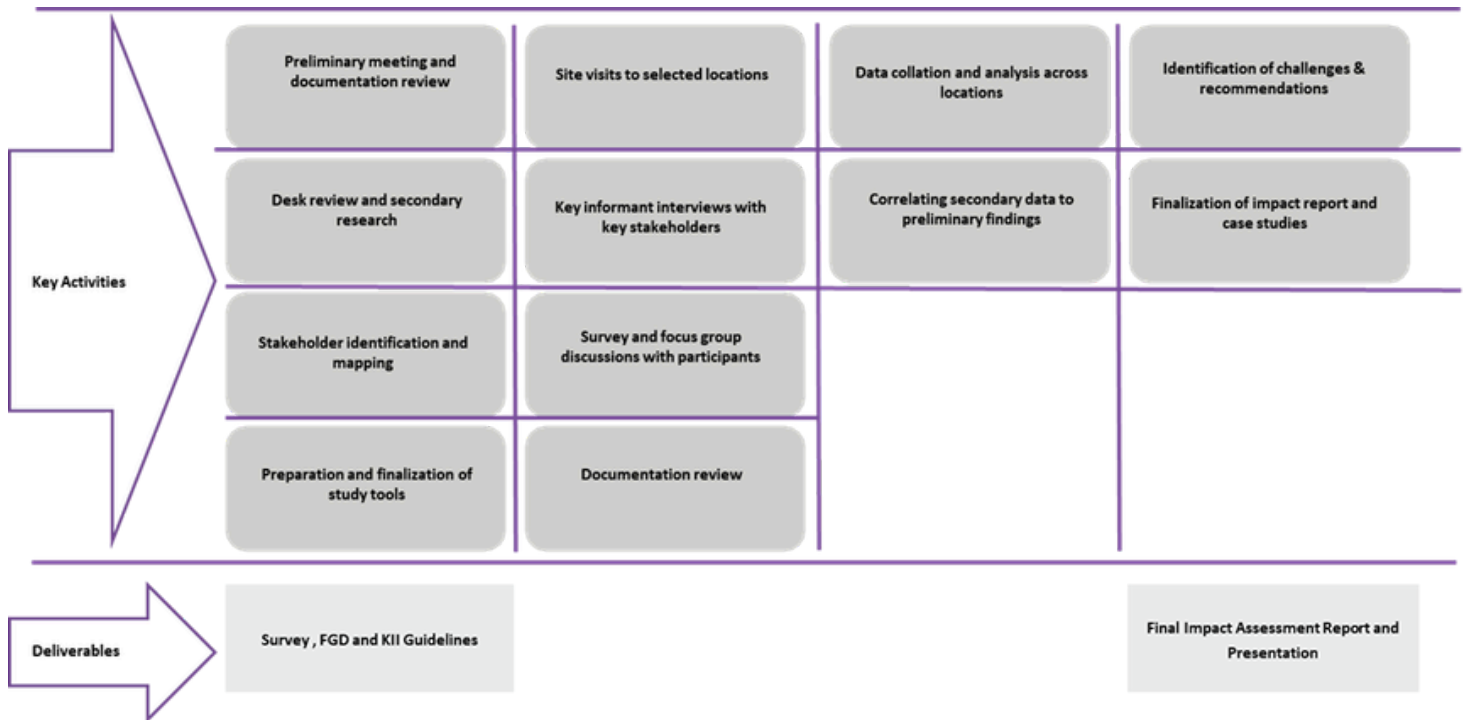
Comprehensive impact assessment of the project, benchmarking intended objectives against achievements and mapping change in access, participation, and outcomes across zones.

Evaluation of intervention indicators, both quantitatively and qualitatively, supplemented with narratives, anecdotes, and success stories:

1. Sports infrastructure and access to safe play spaces
2. Regularity and inclusiveness of participation (with gender focus)
3. Capacity building of coaches, teachers, and community mentors
4. Community and parental engagement in supporting children, especially girls
5. Child-level outcomes in physical fitness, teamwork, confidence, and leadership.
6. Documentation of best practices emerging from different zones and contexts.
7. Development of thematic case studies to highlight models of change, barriers addressed, and pathways created for children's participation in sport.
8. Learnings and recommendations to inform future program design, replication, and sustainability strategies.

## Overview of Study Design

The engagement had the following major components:



**Figure II: Study Design**

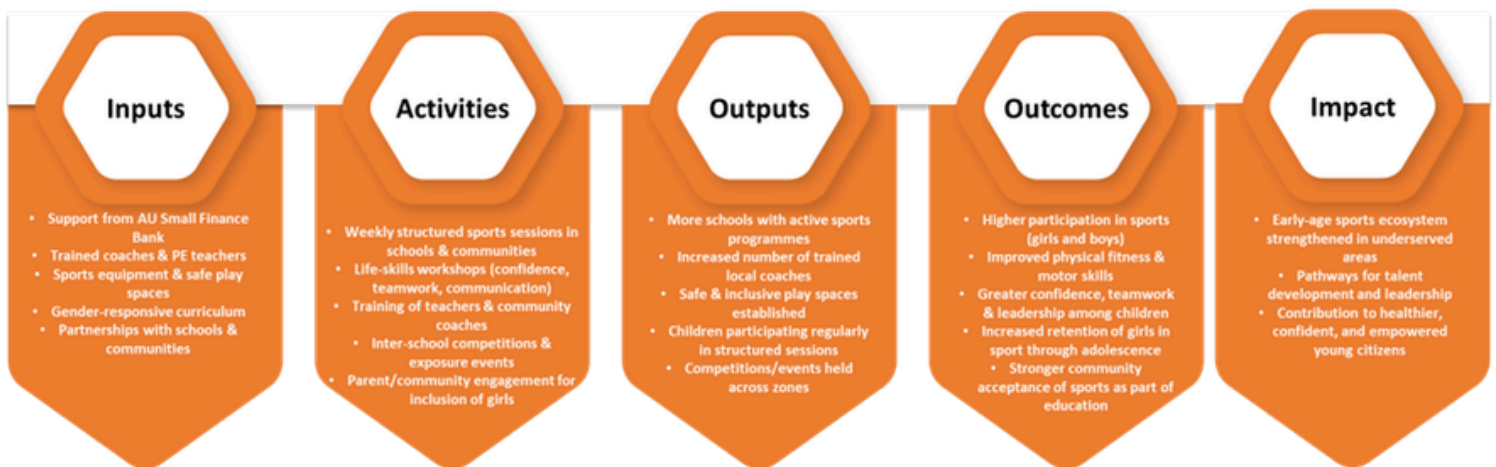
The field level research component included a 7-day visit to the Ajmer, Alwar, Jodhpur, Jaipur, Jalore, Jhunjhunu, Sikar, Tonk and Pali districts of Rajasthan to the sample participant villages. This visit entailed interactions with the project staff, and the direct and indirect participants of the program.

The site visits ascertained the outcomes through multiple research tools and techniques:

- Process documentation including identification of ways to enhance the program design, that can adversely affect the overall impact
- Validate outcomes and assess baseline parameters of the program by multiple triangulation methods such as Data, Investigation, Theory and Methodology triangulation
- Bottom-up understanding of the program for suggesting relevant course correction

## Theory of Change

The Theory of Change for the Bano Champion project illustrates how the initiative is designed to create meaningful impact by connecting resources and activities at the grassroots with measurable outcomes for children and communities. It provides a structured view of the programme logic, showing the pathway through which investments in sports and life-skills development are expected to drive participation, inclusion, and long-term change.



**Figure III: Theory of Change**

## Stakeholder Mapping

The AU Bano Champion project is built upon a multi-tiered stakeholder ecosystem that functions across micro, meso, and macro levels, with each group playing a distinct role in the programme’s design, implementation, and sustainability. This structured approach ensures that influence and participation are distributed equitably, enabling both top-down strategic guidance and bottom-up community engagement.

At the micro level, the children and youth participants, along with their parents, families, and coaches, form the primary beneficiaries and frontline implementers of the programme. They represent the most critical layer of the initiative, as they are the direct recipients of training, mentorship, and sports exposure. The children and youth demonstrate enthusiasm, participation, and personal growth, while coaches bridge the gap between programme design and execution through daily mentorship and discipline. Parents play a crucial complementary role—their shift towards a more supportive attitude significantly enhances participation and retention. Although this group holds limited institutional power, their level of interest and emotional investment in the

---

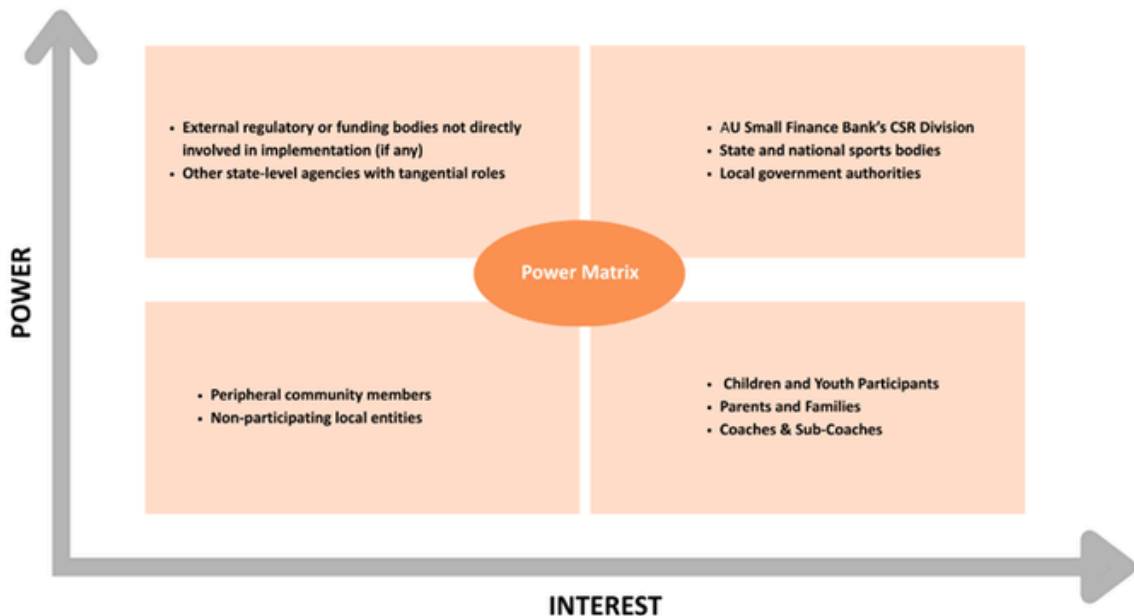
programme's success remains exceptionally high, making them the most vibrant drivers of change at the community level.

The meso level encompasses facilitators and enablers such as village communities, local schools, playground committees, partner NGOs, and AU's CSR field teams. These actors operate at the intersection of community and institution, ensuring that the programme remains contextually relevant and effectively implemented. They host training sessions, provide access to local facilities, mobilize participants, and integrate the initiative into community life. Their role ensures operational continuity and local ownership. With moderate power but high interest, they form the connective layer between grassroots realities and institutional objectives, reinforcing the sustainability and inclusivity of the project.

At the macro level, the programme is guided and governed by high-level stakeholders, including AU Small Finance Bank's CSR Division, state and national sports bodies such as Khelo India and School Games Federation of India (SGFI), local government authorities, and other project partners. These stakeholders occupy strategic and policy-driven positions, contributing governance oversight, financial resources, and institutional partnerships. They ensure that the programme aligns with national and state-level priorities for youth and sports development while maintaining coherence with AU Small Finance Bank's CSR vision. Their leadership and influence are central to the project's scalability and long-term sustainability, positioning them as both enablers and custodians of systemic impact.

Stakeholder	Stakeholder type	Role/Involvement
<ul style="list-style-type: none"> <li>Children and youth participants</li> <li>Parents and families</li> <li>Coaches &amp; sub-coaches</li> </ul>	Micro (Direct Level)	Primary beneficiaries and implementers. They receive sports training, mentorship, and exposure. Parents' attitude shift (supportive mindset) is a key success factor.
<ul style="list-style-type: none"> <li>Village communities</li> <li>Local schools and playground committees</li> <li>Partner NGOs</li> <li>AU CSR field teams</li> </ul>	Meso (Community/Institutional Level)	Facilitators and implementers. They host training, coordinate events, provide venues, and mobilize local participation.
<ul style="list-style-type: none"> <li>AU Small Finance Bank (CSR division)</li> <li>State &amp; national sports bodies (e.g., Khelo India, SGFI)</li> <li>Local government authorities</li> <li>Other project Partners</li> </ul>	Macro (Policy/System Level)	Strategic and policy influencers. Provide funding, governance, partnerships, and evaluation support.

**Table I: Stakeholder Mapping**



**Figure IV: Power Matrix**

---

To analyze the varying influence and engagement of these stakeholders, a Power–Interest Matrix has been applied. This framework helps classify stakeholders based on two dimensions:

- Power — the degree of authority or capacity they hold to influence project decisions, direction, or resources.
- Interest — the extent of their involvement, concern, or enthusiasm regarding the project’s outcomes.

In the context of the AU Bano Champion project, the high power–high interest quadrant includes AU Small Finance Bank’s CSR division, government departments, and national sports authorities—actors who provide strategic direction, funding, and policy coherence. The high power–low interest group comprises allied agencies and institutional stakeholders who, though not involved operationally, influence the enabling environment. The low power–high interest group—comprising children, parents, and coaches—forms the heart of the initiative, demonstrating active participation and direct behavioural outcomes. Finally, peripheral community members represent the low power–low interest quadrant, with limited engagement but significant potential for indirect influence on the programme’s social acceptance.

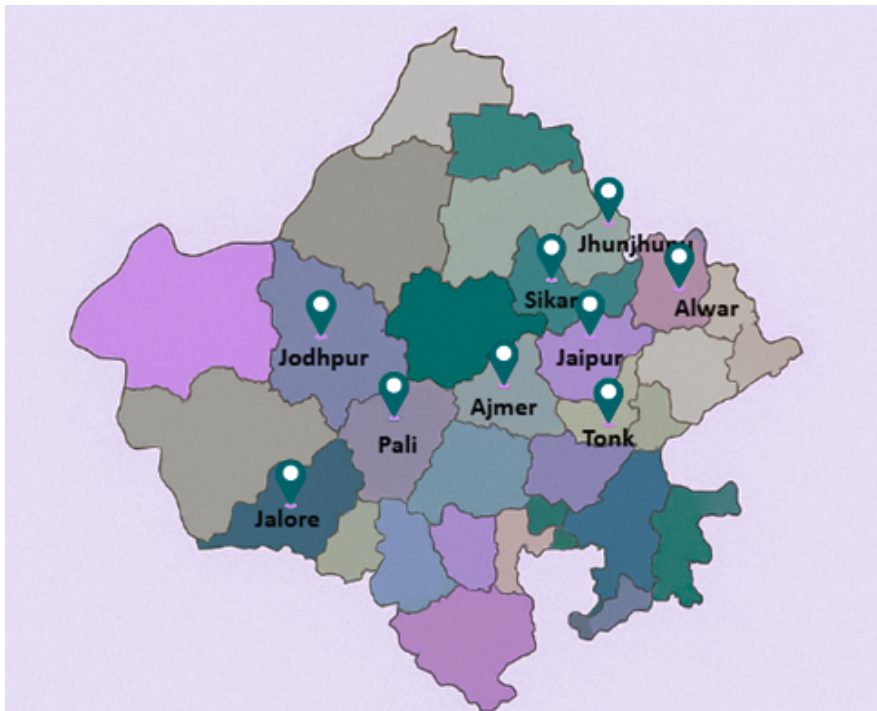
Through this structured mapping, the AU Bano Champion initiative achieves a balance between strategic oversight, operational facilitation, and community-level participation. Macro-level stakeholders guide the vision, meso-level actors ensure effective delivery, and micro-level participants sustain local impact—together reinforcing the programme’s participatory, inclusive, and sustainable design.

## Data Collection Tools

To comprehensively capture the perspectives of all stakeholders and assess the programme’s multidimensional outcomes, a mixed-methods approach was adopted for data collection. The process involved both quantitative and qualitative tools, designed to elicit measurable indicators as well as nuanced insights from participants. The data collection exercise was conducted across nine districts of Rajasthan — Ajmer, Alwar, Jodhpur, Jaipur, Jalore, Jhunjhunu, Sikar, Tonk, and Pali — where the AU Bano Champion programme is being implemented. A dedicated team of field researchers undertook an extensive seven-day field visit, conducting surveys and interviews directly on the playgrounds and training venues to ensure contextual accuracy and capture real-time experiences of beneficiaries. For quantitative data, structured survey questionnaires were administered to children, parents, and coaches. These surveys were designed to measure participation trends, behavioural outcomes, and perceived changes resulting

from the programme. For qualitative data, a Key Informant Interview (KII) guide was used to facilitate in-depth discussions with coaches, parents, and community members. The KIIs explored broader themes such as community perception, gender inclusion, and sustainability of the sports ecosystem.

In addition to primary data, secondary data and programme documents were reviewed, including project briefs and implementation reports shared by AU Small Finance Bank’s CSR team. Consultations with the AU Small Finance Bank’s CSR team provided deeper insights into the programme’s design, operational strategies, and contextual challenges, ensuring alignment between on-ground realities and organizational objectives.



**Figure V: Districts Covered**

The use of multiple tools, respondent groups, and data sources enabled triangulation of findings, thereby enhancing the validity and depth of the assessment. The combination of playground-based data collection, direct stakeholder engagement, and review of secondary information ensured a holistic understanding of both quantitative outcomes and qualitative experiences. Copies of the survey instrument and KII guide are attached as annexures for reference.

District	Sample - Beneficiary (Trainees)	Sample - Parents/ Community members	Sample - Trainers	Data Collection Tool
Jodhpur	16	5	1	Survey, Interviews, FGDs
Ajmer	54	20	3	Survey, Interviews, FGDs
Tonk	26	7	2	Survey, Interviews, FGDs
Jhunjhunu	43	5	2	Survey, Interviews, FGDs
Sikar	16	4	1	Survey, Interviews, FGDs
Alwar	17	5	1	Survey, Interviews, FGDs
Jaipur	31	7	2	Survey, Interviews, FGDs
Pali	14	8	1	Survey, Interviews
Jalore	35	14	2	Survey, Interviews
Total	252	75	15	

**Table II: Sample Size**

**Note:** FGDs (Focus Group Discussions) used for interacting with parents and community members; KIIs for coaches.

S.No.	Centre Locations	District
1	Malpura	Tonk
2	Phagi	Jaipur
3	Amarsar	Jhunjhunu
4	Sikar	Sikar
5	Viratnagar	Alwar
6	Bagru	Jaipur
7	Beawar	Ajmer
8	Nasirabad (Dilwara)	Ajmer
9	Bijainagar	Ajmer
10	Baragaon	Jhunjhunu
11	Chidawa	Jhunjhunu
12	Sumerpur	Pali
13	Bhinmal	Jalore
14	Hanuman Nagar (Jalore)	Jalore
15	Jodhpur	Jodhpur

**Table III: Centres Visited**

---

## Sampling Approach

To ensure that the assessment findings accurately reflect the diversity of the programme's reach and impact, a structured sampling strategy was employed. The sampling approach was designed to capture both direct and indirect beneficiaries of the AU Bano Champion initiative, representing a balanced mix of geographies, stakeholder groups, and levels of engagement.

A combination of stratified and purposive sampling techniques was used to select respondents across the nine implementation districts — Ajmer, Alwar, Jodhpur, Jaipur, Jalore, Jhunjhunu, Sikar, Tonk and Pali. Stratified sampling allowed proportional representation of different participant categories such as children, parents, and coaches, ensuring inclusivity across gender, age, and type of sport. The locations were strategically chosen to ensure wide geographical coverage; and a mix of older and newer centres were chosen. These centres covered mix of all focus sports. Purposive sampling was employed to identify respondents such as community members, volunteers, and implementing partners who could provide deeper insights into specific thematic areas such as community engagement, gender inclusion, and programme sustainability.

The sample was determined to achieve a 95% confidence level with a 5% margin of error, ensuring statistical reliability of quantitative results. Qualitative respondents were selected to ensure adequate thematic depth rather than statistical representativeness. Together, these methods provided a robust and representative dataset, enabling comprehensive understanding of the programme's outcomes from multiple stakeholder perspectives.

This approach ensured that voices from across the spectrum — including beneficiaries, coaches, parents, and local community representatives — were systematically captured, thereby enriching the overall assessment with diverse insights and contextual relevance.

# PROGRAMMATIC REVIEW (STATUS AND FINDINGS)

Sub Pillar	Parameters	Status /Findings
Inputs – Programme Design and Planning	Grant	<ul style="list-style-type: none"> <li>• Funded under AU Small Finance Bank’s CSR with a clear focus on “Development through Sports.”</li> <li>• Resources have been efficiently mobilised to expand to 60+ locations across 16 districts, reaching 8,100+ children.</li> </ul>
	Human Resources	<ul style="list-style-type: none"> <li>• 90 coaches and sub-coaches deployed across geographies.</li> <li>• Coaches demonstrate high commitment; however, motivation and professional development gaps persist.</li> <li>• No female coaches engaged yet, limiting gender inclusivity in representation and mentorship.</li> </ul>
	Implementation Model	<ul style="list-style-type: none"> <li>• Structured training and tournament-based model.</li> <li>• Effective in improving sports skills and psychosocial outcomes. Operational consistency observed, but monitoring systems and feedback loops remain partially decentralised.</li> </ul>

Sub Pillar	Parameters	Status /Findings
Outputs and Outcomes	Coverage	<ul style="list-style-type: none"> <li>The programme covers 60+ rural and semi-urban clusters, engaging 8,100+ children.</li> <li>Strong rural penetration with state-level tournaments involving over 1,800 participants across seven sports.</li> </ul>
	Key Achievements and Best Practices	<ul style="list-style-type: none"> <li>Over 300 participants qualified for State/National competitions; some advanced to Khelo India Youth Games.</li> <li>Notable improvement in physical fitness, teamwork, and self-confidence among children.</li> <li>Strengthened community cohesion and positive parent perception of sports as an educational complement.</li> <li>Collaboration with local schools and sports associations ensured continuity of sessions and access to infrastructure.</li> </ul>
	Key Challenges and Mitigation Strategies	<ul style="list-style-type: none"> <li>Coaches cited restricted participation of beneficiaries (especially girls) in external tournaments as a challenge. However, this has improved over the years - with proper parents' sensitization in parents-coach meetings.</li> <li>At times, equipment availability (specifically in the case of football and volleyball) seems to temporarily disrupt the training schedules. To procure this equipment, coaches must create requests which take anywhere between 5-7 days to be catered to. Frequent and periodic (for example, quarterly) equipment delivery is suggested to mitigate this challenge.</li> </ul>
	Exit Strategy	<p>The programme has not yet activated a defined exit or transition framework. Sustainability plans hinge on local leadership development and coach capacity.</p>

## Maturity Matrix

### Disclaimer:

This maturity matrix is intended as a forward-looking tool that highlights strengths, showcases progress, and identifies opportunity areas for further enhancement. It serves as a guide to strengthen program effectiveness, scale impact, and shape the way forward. Please refer to the annexure for detailed explanation of the matrix.

To assess the effectiveness and institutional depth of the Bano Champion project across different sports disciplines, a Maturity Matrix Framework was developed. The matrix serves as a structured diagnostic tool to benchmark progress across key thematic dimensions—spanning infrastructure readiness, training quality, gender inclusion, community engagement, and sustainability. It enables a comparative understanding of how effectively the program model has been implemented, adapted, and internalised within each sport, highlighting both strengths and areas requiring targeted improvement.

Maturity Level	Stage	RAG Rating	Scoring Basis	Description
Level 1	Nascent	Red	1	Foundational stage, significant gaps
Level 2	Early Emerging	Amber Red	2	Initial structures exist but fragmented
Level 3	Emerging	Amber	3	Moderate progress; partial systems
Level 4	Developing	Green	4	High maturity. Systems well established, with consistent delivery
Level 5	Established	Dark Green	5	Fully mature stage. Processes self-sustaining

**Snapshot of the Maturity Matrix:**

Broad Themes	Average Score (1-5)	RAG Rating	Rationale
Access and Infrastructure	4		<p>Access to public infrastructure has been made available and was found largely adequate, with only minor maintenance-related challenges. Football and Kabaddi benefit from open fields and strong community support for space allocation. While Boxing and Wushu occasionally faced disruptions due to lack of covered or combat sport rings, these instances affected only about 10–15% of sessions and did not significantly hinder training continuity. Requests for small goalposts, nets, mats, and RO water tanks reflect a need for improved upkeep and periodic maintenance rather than infrastructure gaps — indicating that the overall readiness of facilities remains strong.</p>
Training Quality and Delivery	4		<p>The program demonstrates strong training structure and regularity, particularly in Football and Kabaddi, where coaches follow systematic schedules and formative drills. Athletics sessions are consistent but require more technical variation. Combat sports show commitment but face limitations in space and advanced coaching inputs. Overall, the training design is robust but unevenly resourced in some cases.</p>

Broad Themes	Average Score (1-5)	RAG Rating	Rationale
Participation and Engagement	4		The strongest theme across all sports. Beneficiaries demonstrate high attendance, enthusiasm, and ownership. Tournament cycles, community events, and strong coach-child rapport sustain motivation and continuity. Dropout rates (~30%) are primarily due to academic and seasonal factors, not disinterest. Enthusiasm, peer motivation, and exposure to competitions have driven consistent engagement.
Gender Inclusion and Safety	4		Gender inclusion has been largely achieved. Boys and girls train together without bias, and parents acknowledge improved confidence and self-defense skills among girls. However, gaps persist in female coach representation and inadequate washroom facilities in some centres. Sustained gender-sensitive infrastructure and staffing are required for long-term inclusion.
Community and Institutional Support	4		Panchayats, schools, and local leaders actively support field sports, providing grounds and logistics. Coaches are respected as local role models, and parents report pride in their children's achievements. However, combat sports have lower community visibility, requiring deliberate efforts to strengthen institutional ownership and awareness.

Broad Themes	Average Score (1-5)	RAG Rating	Rationale
Performance and Outcomes	4		Beneficiaries show marked improvements in stamina, agility, focus, and discipline. Field sports display measurable progress, while Boxing and Wushu indicate gradual skill-building. Structured training has translated into tangible physical and behavioural outcomes.
Sustainability and Resource Continuity	2		Sustainability emerges as the weakest dimension. Coaches and parents repeatedly emphasised that withdrawal of AU Small Finance Bank’s support would lead to reduced attendance and morale. There is currently no defined exit or transition plan for local sponsorship or panchayat support. Community resource mobilisation remains limited, posing risks to continuity.

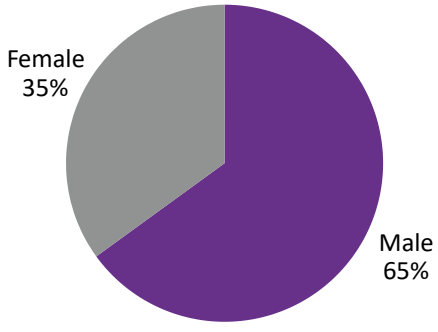
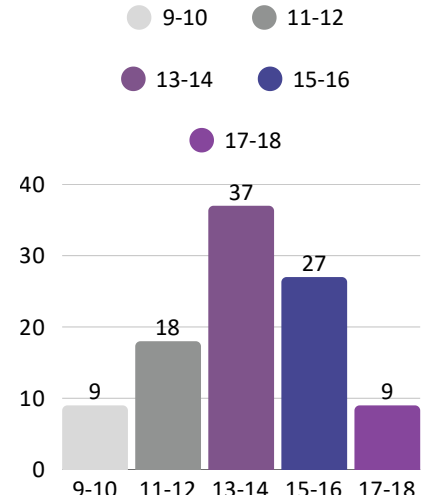


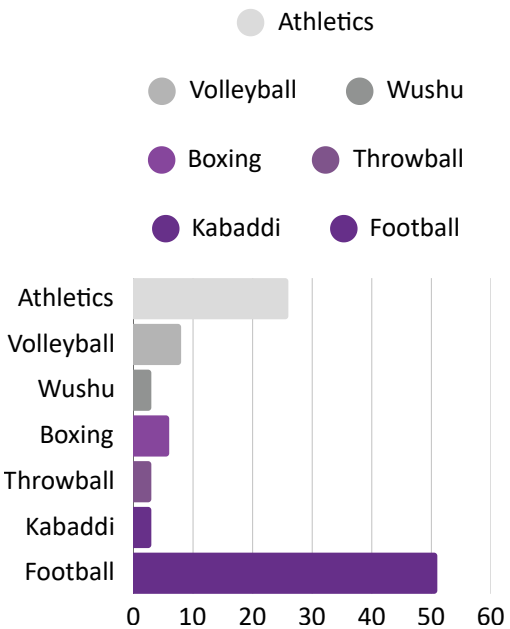
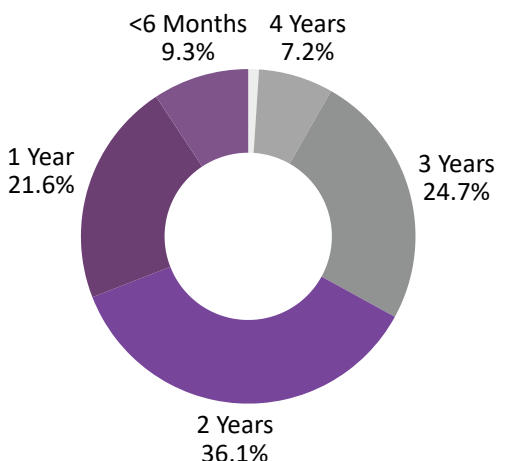
*Project participants in the Focus Group Discussion*

# ASSESSMENT FINDINGS

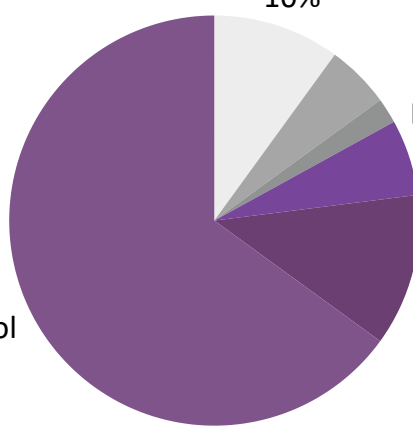
The SGS team surveyed 252 beneficiaries across Ajmer, Alwar, Jodhpur, Jaipur, Jalore, Jhunjhunu, Sikar, Tonk and Pali districts of Rajasthan. Data was collected on different indicators like awareness and access of the program, participation and engagement, program support and resources, skill development and performance, life skills and behavioral outcomes amongst others. Note - Data analysis has been performed using data of 252 beneficiaries, post data cleaning.

## Participant level findings

Demographic	Interpretation	Visual Representation
Gender Distribution	The majority of participants were male (65%), while females represented 35% of the cohort. This demonstrates a notable level of female participation, reflecting the program’s efforts to promote gender inclusion in traditionally male-dominated sports. Qualitative observations show that girls participated alongside boys in training and tournaments, indicating growing social acceptance and reduced gender barriers.	 <p><b>Figure VI: Gender Distribution</b></p>
Age Distribution	Participants were primarily in the 13–16 age group (64% combined for 13–14 and 15–16), with smaller proportions at younger (9–12, 27%) and older ages (17–18, 9%). This indicates the program effectively engages adolescents, who are at a critical stage for skill acquisition, psychosocial development, and aspiration building.	 <p><b>Figure VII: Age Distribution</b></p>

Demographic	Interpretation	Visual Representation																
Sports Discipline	<p>Football was the most popular discipline (53%), followed by Athletics (28%), while other sports like Volleyball, Boxing, Wushu, Throwball, and Kabaddi accounted for smaller shares (3–9% each). This distribution highlights both the popularity of mainstream sports and the potential for expanding outreach in niche or traditional disciplines.</p>	 <p>Legend: Athletics (light grey), Volleyball (medium grey), Wushu (dark grey), Boxing (purple), Throwball (dark purple), Kabaddi (very dark purple), Football (darkest purple).</p> <table border="1"> <caption>Data for Figure VIII: Sports Discipline</caption> <thead> <tr> <th>Sports Discipline</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Football</td> <td>53%</td> </tr> <tr> <td>Athletics</td> <td>28%</td> </tr> <tr> <td>Volleyball</td> <td>9%</td> </tr> <tr> <td>Boxing</td> <td>9%</td> </tr> <tr> <td>Wushu</td> <td>3%</td> </tr> <tr> <td>Throwball</td> <td>3%</td> </tr> <tr> <td>Kabaddi</td> <td>3%</td> </tr> </tbody> </table> <p><b>Figure VIII: Sports Discipline</b></p>	Sports Discipline	Percentage	Football	53%	Athletics	28%	Volleyball	9%	Boxing	9%	Wushu	3%	Throwball	3%	Kabaddi	3%
Sports Discipline	Percentage																	
Football	53%																	
Athletics	28%																	
Volleyball	9%																	
Boxing	9%																	
Wushu	3%																	
Throwball	3%																	
Kabaddi	3%																	
Duration of Participation	<p>Most participants had been engaged with the program for 1–3 years (80% combined), with a smaller proportion having joined recently (&lt;6 months, 9%) or been involved for over 4 years (8%). Sustained participation underscores both program retention and the ability to maintain structured training over multiple years, critical for skill development and athlete progression.</p>	 <table border="1"> <caption>Data for Figure IX: Duration of Participation</caption> <thead> <tr> <th>Duration</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>&lt;6 Months</td> <td>9.3%</td> </tr> <tr> <td>1 Year</td> <td>21.6%</td> </tr> <tr> <td>2 Years</td> <td>36.1%</td> </tr> <tr> <td>3 Years</td> <td>24.7%</td> </tr> <tr> <td>4 Years</td> <td>7.2%</td> </tr> </tbody> </table> <p><b>Figure IX: Duration of Participation</b></p>	Duration	Percentage	<6 Months	9.3%	1 Year	21.6%	2 Years	36.1%	3 Years	24.7%	4 Years	7.2%				
Duration	Percentage																	
<6 Months	9.3%																	
1 Year	21.6%																	
2 Years	36.1%																	
3 Years	24.7%																	
4 Years	7.2%																	

## Key thematic takeaways from the intervention

Aspect	Key Observations										
Sports Discipline	<ul style="list-style-type: none"> <li>The Bano Champion program, implemented by AU Small Finance Bank, stands as a flagship grassroots sports initiative that bridges access, aspiration, and awareness among young athletes across rural and semi-urban India. Designed to nurture talent and foster a sustained sporting culture, the program combines structured training, mentorship, and community participation to create pathways for long-term athletic and personal growth.</li> <li>A significant majority of beneficiaries were aware that AU Small Finance Bank is the organization behind the Bano Champion initiative. This high level of recognition indicates that the program has successfully built visibility and credibility at the community level, making it a trusted platform for children and parents alike.</li> <li>Most participants first learned about the program through their schools (65%) and through peers (12%), highlighting the school ecosystem as the strongest channel of outreach. This reflects effective on-ground engagement with educational institutions and peer networks, which serve as crucial entry points for identifying and encouraging new talent.</li> </ul> <div data-bbox="606 1321 1260 1814" style="text-align: center;">  <table border="1" style="margin: auto;"> <caption>Program Awareness Data</caption> <thead> <tr> <th>Source</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>School</td> <td>65%</td> </tr> <tr> <td>Peers</td> <td>12%</td> </tr> <tr> <td>Coach</td> <td>10%</td> </tr> <tr> <td>Local Events</td> <td>6%</td> </tr> </tbody> </table> </div> <p data-bbox="686 1836 1085 1881"><b>Figure X: Program Awareness</b></p>	Source	Percentage	School	65%	Peers	12%	Coach	10%	Local Events	6%
Source	Percentage										
School	65%										
Peers	12%										
Coach	10%										
Local Events	6%										

Aspect	Key Observations
Sports Discipline (Contd.)	<ul style="list-style-type: none"> <li>• While awareness of the program and its benefits is strong, the qualitative findings reveal that many beneficiaries lacked knowledge of professional benchmarks or progression pathways in sports. When probed about milestones like world records or national standards, most were unfamiliar—suggesting a gap in aspirational exposure. Integrating orientation sessions that showcase role models, success stories, and structured growth paths could help bridge this awareness gap.</li> <li>• Encouragement and motivation from coaches play a defining role in sustaining participation. Almost all respondents—99.08% of beneficiaries—stated that their coaches and mentors always encouraged them to participate in tournaments and higher-level competitions. This not only demonstrates the proactive role of coaches but also underscores the strong relational trust built through the program.</li> <li>• Coaches and parents alike emphasized the transformative impact of structured training, particularly in remote areas where children previously lacked access to formal coaching. The program has effectively helped discover hidden potential and build aspirational momentum, motivating young athletes to dream beyond local boundaries.</li> <li>• The internal tournaments conducted under the Bano Champion project have played a pivotal role in cultivating a sustained culture of sports within the community. These events have successfully brought together individuals across different age groups, fostering a spirit of unity, participation, and healthy competition. By engaging children and youth, the tournaments have served as a motivating platform for developing athletic skills, teamwork, and discipline. Moreover, the active involvement of families and community members has transformed these tournaments into vibrant community gatherings. Beyond promoting physical well-being, the initiative has proven to be an effective outreach effort, strengthening AU Small Finance Bank’s engagement with local communities and reinforcing the role of sports in holistic community development.</li> </ul>

Aspect	Key Observations
Sports Discipline (Contd.)	<ul style="list-style-type: none"> <li>Bano Champion has established a robust foundation of awareness, access, and opportunity. To amplify its impact, future program phases can integrate more career mapping sessions, exposure to professional benchmarks, and mentorship by accomplished athletes, ensuring that early enthusiasm is channelled into long-term sporting ambition and sustained growth.</li> </ul>
Infrastructure, Resource and Facility Adequacy	<ul style="list-style-type: none"> <li>A critical pillar of the Bano Champion program lies in its ability to provide athletes—especially from underserved and rural communities—with accessible infrastructure, quality equipment, and safe facilities that enable consistent and effective training. Across multiple locations, the program demonstrates strong operational efficiency in ensuring timely provision of sports resources and convenient access to training centres, while also revealing areas for enhancement in infrastructure resilience and inclusivity.</li> <li>The Sports Pad App was identified as a key resource to track beneficiary engagement, equipment facilitation and record-keeping. HKL team effectively monitors engagement and equipment via the Sports Pad App on a monthly basis.</li> <li>Nearly 99% of beneficiaries reported receiving timely and adequate sports kits and nutritional guides, underscoring the program’s operational efficiency and commitment to holistic athlete development. This satisfaction was strongly echoed in field interactions - participants described feeling “well-supported and better prepared” for regular training — a sentiment rarely associated with grassroots programs in remote areas.</li> <li>The program’s accessibility footprint is equally impressive, with 94.5% of beneficiaries finding their training centres conveniently located in terms of distance and transport. Coaches noted that this proximity has been instrumental in maintaining attendance and reducing dropouts, particularly among younger children and girls. Community members viewed this local access as an enabler of safety and inclusivity, allowing parents to stay engaged without logistical concerns.</li> </ul>

Aspect	Key Observations
<p>Infrastructure, Resource and Facility Adequacy (Contd.)</p>	<ul style="list-style-type: none"> <li>• Despite these strengths, qualitative data revealed important infrastructure nuances. Coaches and participants frequently pointed to sport-specific equipment needs, such as mats for Kabaddi and Start Block for Athletics, that directly affect safety and performance. They emphasized that addressing these needs would not only enhance training realism but also minimize the risk of injuries during practice sessions.</li> <li>• The absence of weather-resilient infrastructure for Boxing and Wushu, which are currently conducted on open grounds—was another recurring observation. Coaches shared that sessions often get disrupted during rain, impacting training continuity. Simple structural investments like sheds or covered spaces were suggested as solutions to sustain regular engagement.</li> <li>• At several sites, the lack of dedicated storage facilities emerged as a challenge. Equipment is often stored in open or shared spaces managed by local authorities such as Nagar Palikas or Gram Panchayats, increasing the risk of loss or damage. Coaches proposed providing lockable cupboards or compact storage units to ensure better material management and accountability.</li> <li>• Furthermore, ground leveling and maintenance were repeatedly mentioned by both coaches and beneficiaries as essential to safe play. Uneven surfaces, particularly for Athletics, were said to hinder performance and increase injury risk. Regular site maintenance and inclusion of ground inspection in program SOPs would address these safety gaps effectively.</li> <li>• From a welfare and inclusivity perspective, parents—especially of female athletes—highlighted the need for clean and safe washrooms and changing areas. At certain locations, particularly Amarsar, inadequate sanitation facilities were cited as deterrents for girls’ continued participation. This points to the importance of integrating basic amenities as part of the program’s gender inclusion strategy.</li> <li>• Encouragingly, parents also noted that sports under Bano Champion have become an equalizing and empowering platform, where boys and girls train together without bias. This cultural shift toward acceptance of girls in sports indicates that as infrastructure and safety standards improve, community mindsets are evolving in parallel.</li> </ul>

Aspect	Key Observations
<p>Training Quality &amp; Program Effectiveness</p>	<ul style="list-style-type: none"> <li>• Beneficiaries across all project locations reported high satisfaction with the quality of training and the structured coaching methodology adopted under the Bano Champion program. For a majority, this was the first experience of organised, coach-led sports training. Beneficiaries acknowledged that the sessions helped them develop technical skills, discipline, and fitness awareness—areas they had limited exposure to earlier.</li> <li>• Training was reported to be well-structured, with focus on foundational skill development across sports. Beneficiaries described the sessions as systematic and progressive, covering formative aspects such as warm-ups, stretching, and sport-specific drills. Examples included gripping techniques in kabaddi, spot jumping in athletics, and coordination drills in football.</li> <li>• Coaches demonstrated sound technical understanding and a strong mentoring approach. Several coaches credited the program for enabling them to pursue higher qualifications such as B.P.Ed. and professional coaching licenses. Some reported notable socio-economic improvements after joining the program. Recognition and respect from the community were evident—illustrated by gestures such as beneficiaries collectively gifting a scooter to a coach as a token of appreciation.</li> <li>• Beneficiaries consistently highlighted that the program improved their self-confidence, stamina, agility, and concentration. Parents observed visible behavioural changes among children, including improved discipline, time management, reduced screen time, and greater sense of responsibility.</li> <li>• The program was also effective in creating a healthy and inclusive training environment. Observations indicated no significant gender disparity at centres; girls and boys trained together, encouraged one another, and demonstrated mutual respect. Parents viewed sports participation as a constructive use of time and acknowledged that it contributed to reduced mobile usage and better focus in academics.</li> </ul>

Aspect	Key Observations
<p>Training Quality &amp; Program Effectiveness (Contd.)</p>	<ul style="list-style-type: none"> <li>• Parents and community members expressed strong trust in the program and its coaching staff. The coaches were repeatedly described using adjectives such as <i>adarsh</i>, <i>sammaanit</i>, and <i>bhagwan ka roop</i>, reflecting the social value attached to their role. Across several interactions, stakeholders requested that coaches not be transferred or withdrawn, indicating the degree of reliance and goodwill built through the program.</li> <li>• Coaches also facilitated participation of beneficiaries in external tournaments such as the JSW Sports Project in Jaipur and the All India University Championship in Rohtak. Such linkages expanded exposure for young athletes and strengthened the credibility of the program.</li> <li>• Feedback from beneficiaries and coaches emphasised the need for periodic equipment release to maintain continuity in training. Delays in replacing damaged kits temporarily disrupted sessions, with communities occasionally pooling funds to bridge the gap—an indicator of ownership but also of the resource dependency that exists.</li> <li>• The program’s approach to training has demonstrated tangible results. Coaches observed measurable improvement in beneficiaries’ performance across endurance, speed, and agility. Approximately 30% dropout was reported across sports, largely due to migration, academic priorities, or limited parental support in a few locations.</li> <li>• The exposure camps organized under the Bano Champion initiative provided beneficiaries with valuable opportunities to enhance their sporting experience and skills. Through these camps, participants gain exposure to higher levels of competition by taking part in state and national-level tournaments. This not only broadens their horizons but also builds confidence, discipline, and a professional outlook towards sports. The camps serve as a bridge between grassroots talent and advanced sporting platforms, allowing participants to learn from experienced coaches and interact with athletes from diverse backgrounds. Overall, the exposure camps have been instrumental in nurturing talent, inspiring ambition, and positioning the Bano Champion initiative as a catalyst for sporting excellence and empowerment.</li> </ul>

Aspect	Key Observations
Building Coaching Excellence and Community Leadership	<ul style="list-style-type: none"> <li>• An essential pillar of the Bano Champion program lies in its ability to not only nurture young athletes but also to empower coaches as catalysts of change within their communities. Coaches serve as the operational and emotional backbone of the initiative — guiding talent, inspiring discipline, and embodying the program’s vision of inclusive grassroots sports development. Both quantitative and qualitative evidence reveal that the program has made remarkable progress in strengthening coaches’ professional and personal trajectories while earning deep respect from the communities they serve.</li> <li>• Survey data indicated universal satisfaction (100%) among coaches regarding key dimensions of their professional experience — including orientation on coach–athlete engagement, access to capacity-building programs, mentoring and recognition, and opportunities for career advancement. This unanimous response reflects the program’s comprehensive approach to professionalizing grassroots sports instruction through structured training, behavioral orientation, and continuous learning opportunities.</li> <li>• Coaches widely credited the Bano Champion program for enhancing their confidence, pedagogical techniques, and long-term career prospects. Several reported completing professional certifications such as B.PEd or specialized licenses after joining the program, achievements that they might not have been able to pursue otherwise. These stories highlight the program’s social return on investment — where professional growth at the individual level translates into sustained quality at the community level.</li> <li>• On the ground, coaches have emerged as visible symbols of respect and pride. Field observations captured numerous instances of local recognition — from beneficiaries gifting a scooter to their coach as a token of appreciation, to local gatherings publicly honoring their contribution. This strong community acknowledgment underscores the deep trust and social capital that Bano Champion coaches have built over time.</li> </ul>

Aspect	Key Observations
Building Coaching Excellence and Community Leadership (Contd.)	<ul style="list-style-type: none"> <li>• The program’s impact on coach livelihood and socio-economic mobility was particularly noteworthy. Many coaches reported an improvement in income stability, expanded networks, and a newfound sense of purpose in pursuing sports as a sustainable career. This transformation contributes directly to the ecosystem’s resilience, as motivated and skilled coaches form the cornerstone of program continuity.</li> <li>• Parents, too, consistently identified coaches as role models and moral anchors within the community. They emphasized that the coaches’ presence ensured discipline, safety, and aspiration among children — particularly in areas where access to trained mentors is rare. Several parents explicitly stated that without these coaches, they might not have encouraged their children, especially girls, to participate in regular sports training.</li> <li>• This deep level of trust and admiration has also cultivated local ownership of the program, with community members increasingly viewing Bano Champion not as an external intervention but as a shared local movement. Such emotional investment is a critical enabler of long-term sustainability and grassroots advocacy for sports culture.</li> <li>• Bano Champion has successfully redefined the role of the grassroots coach — from being a mere trainer to a mentor, motivator, and community leader. By combining structured capacity-building with recognition and livelihood pathways, the program ensures that its most vital human resource—the coach—remains equipped, respected, and inspired to continue driving Rajasthan’s rural sports transformation even with reduced institutional support.</li> </ul>
Psychosocial, Behavioral & Lifestyle Impact	<p>A defining feature of the Bano Champion program lies in its focus on holistic child development — extending well beyond sports performance to influence the psychosocial, behavioral, and lifestyle dimensions of young participants’ lives. Through structured physical activity, mentorship, and values-based training, the program has succeeded in shaping children into confident, disciplined, and health-conscious individuals.</p>

Aspect	Key Observations
Psychosocial, Behavioral & Lifestyle Impact (Contd.)	<ul style="list-style-type: none"> <li>• The children’s survey recorded a 100% positive response, with all respondents affirming noticeable improvement in key personal attributes such as discipline, teamwork, self-confidence, and leadership. Equally, every participant reported positive changes in their lifestyle habits — including healthier eating practices, reduced screen time, and greater engagement in physical activity. These responses collectively underscore the depth of behavioral transformation achieved through consistent exposure to structured sports engagement.</li> <li>• Coaches corroborated these findings, with all surveyed coaches (100%) observing a marked improvement in their athletes’ discipline, health awareness, and confidence. Many coaches noted that even shy or less active children at the start of the program now demonstrate stronger participation, punctuality, and sportsmanship — indicators of growing self-assurance and emotional maturity.</li> <li>• Field observations further reinforced these trends. Assessors noted enhanced self-confidence, fitness awareness, and discipline among children, suggesting that the program’s impact extends into their everyday lives and social interactions. Children were seen encouraging peers, setting personal goals, and displaying pride in wearing their team kits — subtle but powerful markers of internalized motivation and belonging.</li> <li>• Parents’ reflections provided strong qualitative evidence of behavioral change at home. They consistently reported that their children now spend less time on screens and make better use of their time — often waking up early for training, maintaining a regular routine, and taking greater responsibility for personal health and hygiene. Several parents shared that their children had become more mindful about eating habits, frequently choosing nutritious foods and advising younger siblings to do the same.</li> <li>• Beyond physical and behavioral improvements, the program has fostered psychological empowerment and emotional resilience. Parents and coaches alike emphasized that participation in Bano Champion has made children more expressive, socially confident, and optimistic — qualities particularly significant in rural settings where exposure and self-esteem often remain limited.</li> </ul>

Aspect	Key Observations
Psychosocial, Behavioral & Lifestyle Impact (Contd.)	<ul style="list-style-type: none"> <li>The synergy between sport, mentorship, and positive reinforcement has catalyzed this multidimensional growth. Coaches’ supportive engagement and recognition mechanisms have played a critical role in building trust and shaping identity, while regular group activities have enhanced teamwork and empathy among peers.</li> </ul>
Gender Inclusion & Safety	<p>A cornerstone of the Bano Champion program has been its unwavering commitment to gender inclusion and safety, ensuring that girls and boys from rural and semi-urban regions have equal opportunities to participate, perform, and grow through sports. The initiative has made notable progress in dismantling traditional barriers, creating safer, more welcoming spaces for girls to engage confidently in athletic pursuits.</p> <ul style="list-style-type: none"> <li>Safety — a key determinant of sustained participation — emerged as a non-issue among all surveyed children, with 100% reporting no safety concerns. This demonstrates the effectiveness of program protocols, mentor vigilance, and community sensitization efforts, which have collectively created an environment where both girls and boys feel secure and respected.</li> <li>Field observations captured a visible and symbolic transformation — girls and boys practicing and playing together — an image that signifies more than participation; it embodies evolving gender norms and shared spaces of respect. Assessors noted that these integrated sessions have normalized inclusion and inspired peer learning, thereby amplifying mutual confidence and cooperation.</li> <li>Parents’ perspectives reflected deeper cultural and infrastructural insights. Many emphasized that adequate facilities such as clean toilets and changing areas are critical to sustaining female participation — an aspect that continues to require investment and maintenance. Parents also acknowledged that the program has unearthed hidden potential in rural and remote areas, offering girls structured exposure that was previously unimaginable. They viewed sports as an equalizing platform that challenges long-held stereotypes and promotes psychological empowerment among their daughters.</li> </ul>

Aspect	Key Observations
Gender Inclusion & Safety (Contd.)	<ul style="list-style-type: none"> <li>• At the same time, parents and community members recognized a gradual cultural shift toward acceptance of girls in sports. While supportive attitudes are strengthening, they also highlighted the need for sustained community engagement to address residual conservative mindsets. Coaches, in particular, were praised as role models and catalysts of change, whose continuity in the program remains vital for maintaining trust and motivation among young athletes.</li> <li>• Coaches’ reflections reinforced the importance of gender-balanced staffing — the presence of female coaches was seen as crucial for ensuring comfort, trust, and open communication with girl participants. They also pointed out practical considerations such as the need for weather-resilient and well-maintained infrastructure and storage facilities for sports equipment to sustain safe and quality play conditions.</li> <li>• Coaches further highlighted that awareness drives and the involvement of local influencers have been instrumental in mobilizing community support for girls’ participation. However, they also cautioned against program dependency, suggesting that sustainability mechanisms — such as community-led funding or partnerships — must be embedded to ensure long-term continuity once external support scales down.</li> </ul>
Exposure, Recognition & Opportunity Creation	<p>The Bano Champion program stands as a transformative platform that has meaningfully bridged the gap between grassroots enthusiasm and structured opportunities in sports. Designed to nurture hidden talent from rural and semi-urban areas, it has successfully unlocked new pathways for visibility, recognition, and aspirational growth among young athletes. The initiative has gone beyond basic training to create an environment where performance, exposure, and confidence intersect to shape long-term sporting potential.</p>

Aspect	Key Observations								
<p>Exposure, Recognition &amp; Opportunity Creation (Contd.)</p>	<ul style="list-style-type: none"> <li>Extensive participation in tournaments reflects the deep reach and impact of the program. A significant 66.5% of beneficiaries have participated at the district or state level, while 29.4% have played at the village level. This widespread engagement highlights how the program has provided children with access to competitive exposure that was previously unavailable. Such structured participation fosters discipline, resilience, and motivation, making competitive sport a part of their daily routine rather than a distant aspiration.</li> </ul> <div data-bbox="507 786 1299 1323" style="text-align: center;"> <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Figure XI: Participation in Tournaments</caption> <thead> <tr> <th>Participation Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>No</td> <td>3.5%</td> </tr> <tr> <td>Yes - At District/ State Level</td> <td>66.5%</td> </tr> <tr> <td>Yes - At Village Level</td> <td>29.4%</td> </tr> </tbody> </table> </div> <p><b>Figure XI: Participation in Tournaments</b></p> <ul style="list-style-type: none"> <li>Strong talent progression mechanisms are evident, with nearly 80% of participants identified or recommended for advanced training and competitions. This demonstrates that the initiative has created internal systems for identifying and nurturing promising athletes, thereby institutionalizing a clear pathway from grassroots participation to higher-level representation.</li> <li>Coaches unanimously affirm the program’s effectiveness in enabling talent progression, improving community attitudes toward sports, and elevating the stature of AU Small Finance Bank as a socially responsible brand. Their feedback highlights the creation of an internal talent pipeline and local ownership, where community pride and institutional credibility go hand in hand. The initiative is also seen as a medium for coach recognition and professional growth, expanding livelihood prospects and enhancing the social value of their role.</li> </ul>	Participation Level	Percentage	No	3.5%	Yes - At District/ State Level	66.5%	Yes - At Village Level	29.4%
Participation Level	Percentage								
No	3.5%								
Yes - At District/ State Level	66.5%								
Yes - At Village Level	29.4%								

Aspect	Key Observations										
<p>Exposure, Recognition &amp; Opportunity Creation (Contd.)</p>	<ul style="list-style-type: none"> <li>Visible outcomes in performance and recognition further validate the program’s success. Beneficiaries have won 22% gold, 18% silver, and 17% bronze medals, reflecting not only skill enhancement but also competitive maturity. These achievements have inspired pride among participants, coaches, and families — reinforcing the perception that structured training and exposure can yield tangible success.</li> </ul> <div data-bbox="678 728 1133 1288" style="text-align: center;"> <p>A pie chart titled 'Figure XII: Medals Won' showing the distribution of medals. The chart is divided into four segments: Gold (36.7%, light grey), Silver (30%, medium grey), Bronze (28.3%, purple), and Others (5%, dark purple). A legend above the chart identifies the colors: Gold (light grey), Silver (medium grey), Bronze (purple), and Others (dark purple).</p> <table border="1"> <thead> <tr> <th>Medal Type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Gold</td> <td>36.7%</td> </tr> <tr> <td>Silver</td> <td>30%</td> </tr> <tr> <td>Bronze</td> <td>28.3%</td> </tr> <tr> <td>Others</td> <td>5%</td> </tr> </tbody> </table> </div> <p><b>Figure XII: Medals Won</b></p> <ul style="list-style-type: none"> <li>Coaches unanimously affirm the program’s effectiveness in enabling talent progression, improving community attitudes toward sports, and elevating the stature of AU Small Finance Bank as a socially responsible brand. Their feedback highlights the creation of an internal talent pipeline and local ownership, where community pride and institutional credibility go hand in hand. The initiative is also seen as a medium for coach recognition and professional growth, expanding livelihood prospects and enhancing the social value of their role.</li> <li>Parents and community members echo these observations, describing the program as a catalyst for aspiration and empowerment. Many parents note that their children — once shy or directionless — now carry a sense of confidence, pride, and ambition. Exposure to tournaments and recognition ceremonies has fostered social validation and changed family and community attitudes toward sports as a viable pursuit.</li> </ul>	Medal Type	Percentage	Gold	36.7%	Silver	30%	Bronze	28.3%	Others	5%
Medal Type	Percentage										
Gold	36.7%										
Silver	30%										
Bronze	28.3%										
Others	5%										

Aspect	Key Observations
<p>Exposure, Recognition &amp; Opportunity Creation (Contd.)</p>	<ul style="list-style-type: none"> <li>• At a psychosocial level, the program has contributed to building a culture of recognition and respect for athletes and coaches alike. Children’s achievements have become symbolic of community progress, while the increasing trust in the initiative has strengthened its legitimacy and sustainability. Sports are now being perceived not merely as recreation but as a path toward empowerment, discipline, and social mobility.</li> <li>• The Bano Champion program has forged strong partnerships with leading sports organizations and academies to provide its beneficiaries with wider opportunities to compete and grow. Currently, AU Small Finance Bank collaborates with esteemed institutions such as the Rajasthan Athletics Association, IIS JSW, Bengaluru Football Club, Bengaluru Torpedoes, Puneri Paltan, Reliance Foundation and other prominent national sports bodies and academies that have a legacy of producing Olympians for the country. Additionally, AU Small Finance Bank has also partnered with the Rajasthan Athletics Association showcasing their commitment to prosper sports ecosystem in the state. Through these partnerships, athletes and coaches under the Bano Champion initiative gain access to tournaments and competitive events organized by these reputed institutions. This enables them to participate at state and national levels, showcase their talent on larger platforms, and gain valuable exposure. These collaborations significantly strengthen the program’s outreach and contribute to building a robust sports ecosystem.</li> <li>• To sustain and deepen these gains, continuous exposure opportunities are crucial. Introducing structured mentorship programs, advanced skill camps, and partnerships with sports federations can help institutionalize the next stage of growth. Additionally, embedding career guidance and education linkages will ensure that young athletes transition smoothly from local recognition to long-term success in their chosen sport.</li> </ul>

Aspect	Key Observations
<p>Program Sustainability &amp; Exit Planning</p>	<p>As the Bano Champion program continues to establish itself as a cornerstone of grassroots sports development, ensuring its long-term sustainability and seamless transition beyond direct institutional support emerges as a pivotal focus. The initiative has successfully demonstrated its impact through strong community engagement, improved coaching capacity, and enhanced local ownership — yet sustaining these outcomes will depend on embedding structures for self-reliance, continuity, and community-driven leadership.</p> <ul style="list-style-type: none"> <li>• High confidence among coaches in sustaining quality coaching post-program reflects a positive readiness for transition. A majority expressed confidence in continuing their work, citing enhanced skills, community trust, and recognition gained through the initiative. This optimism underscores the strength of the capacity-building component, which has transformed local coaches from facilitators to custodians of grassroots sports ecosystems.</li> <li>• However, the data and field observations reveal underlying risks of program dependency. While the foundation for sustainability has been laid, the initiative’s continued success hinges on developing localized funding mechanisms, institutional partnerships, and community ownership models. Coaches and parents alike emphasized the need for structured exit planning, including equipment renewal systems, maintenance protocols, and locally led management of training centers.</li> <li>• Infrastructure resilience and maintenance emerged as recurring themes. Coaches highlighted the importance of weather-resilient facilities, safe playing surfaces, and regular equipment replacement to sustain year-round training. Integrating such operational elements into local sports committees or panchayat-led systems could ensure that facilities remain functional and safe long after the program transitions out.</li> </ul>

Aspect	Key Observations
<p>Program Sustainability &amp; Exit Planning (Contd.)</p>	<ul style="list-style-type: none"> <li>• The program’s strong community endorsement serves as a vital asset for its sustainability. Recognition of coaches as role models and the growing sense of local pride have created a social environment conducive to self-sustenance. Parents and local stakeholders now perceive sports not as an extracurricular activity but as a means of empowerment and social mobility — a cultural shift that can be leveraged to build collective accountability for the program’s continuity.</li> <li>• Partnerships and convergence with local institutions, schools, and district sports authorities are essential next steps. By embedding the program within existing governance or educational systems, the initiative can transition from donor-led to community-led ownership. Collaboration with local businesses, government schemes, or sports federations could provide financial and logistical stability for ongoing operations.</li> <li>• Retention and participation continuity also warrant attention. Coaches reported moderate attrition due to logistical and familial barriers, indicating a need for adaptive scheduling, community transport arrangements, and parental engagement strategies to maintain steady participation. Addressing these will ensure sustained utilization of the program infrastructure and prevent momentum loss post-exit.</li> <li>• From an institutional perspective, AU Small Finance Bank’s role as an enabler of grassroots change has already established credibility and goodwill in the community. To maintain this legacy, a phased exit model supported by mentorship, resource linkages, and monitoring could ensure that the impact endures while empowering local stakeholders to take full ownership.</li> </ul>
<p>Community Engagement &amp; Social Perception Shift</p>	<p>The Bano Champion program has not only impacted sports participation but also catalyzed significant shifts in community engagement and social perceptions surrounding children’s involvement in sports. By integrating grassroots mobilization with structured training and competitive exposure, the initiative has strengthened trust, recognition, and collective ownership among families, local leaders, and the wider community.</p>

Aspect	Key Observations								
Community Engagement & Social Perception Shift (Contd.)	<ul style="list-style-type: none"> <li>Strong community and family support is evident, with children reporting that their families and communities actively encourage participation in sports, and that barriers to engagement have reduced due to the program. This aligns with qualitative observations indicating that children now understand the value of competition and aspire to higher levels, contrasting with prior perceptions of sports merely as recreation.</li> </ul> <div style="text-align: center;"> <p>● No    ● Sometimes    ● Yes</p> <table border="1"> <caption>Data for Figure XIII: Support from Family and Community</caption> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>No</td> <td>0%</td> </tr> <tr> <td>Sometimes</td> <td>10%</td> </tr> <tr> <td>Yes</td> <td>90%</td> </tr> </tbody> </table> </div> <p style="text-align: center;"><b>Figure XIII: Support from Family and Community</b></p> <ul style="list-style-type: none"> <li>Coaches have gained enhanced trust and recognition within the community. Feedback shows that local stakeholders increasingly view coaches as role models and key facilitators of personal growth. This social validation reinforces the credibility of the program and encourages sustained engagement among youth.</li> <li>The program has fostered local ownership and bonding. Community recognition of coaches and athletes, participation in events, and involvement in program activities has strengthened social cohesion. Parents note that recognition in community forums and ceremonies instills pride, motivation, and a sense of collective achievement.</li> </ul>	Response	Percentage	No	0%	Sometimes	10%	Yes	90%
Response	Percentage								
No	0%								
Sometimes	10%								
Yes	90%								

Aspect	Key Observations
<p>Community Engagement &amp; Social Perception Shift (Contd.)</p>	<ul style="list-style-type: none"> <li>• Cultural and gender perception shifts are emerging. Observations indicate growing acceptance of girls’ participation in sports, normalization of mixed-gender activities, and broader appreciation of discipline, teamwork, and life skills instilled through the program. While isolated conservative attitudes remain, the initiative is gradually influencing social norms at the grassroots level.</li> <li>• Sustainability is linked to community engagement. Coaches and parents alike emphasize the need for mechanisms that embed local responsibility, including infrastructure management, equipment upkeep, and funding partnerships. These measures are critical to ensure that the positive social perception and engagement established by Bano Champion endure beyond the program’s direct support.</li> <li>• Children’s competitive drive and aspiration have been enhanced. Exposure to tournaments, pathways for talent recognition, and awareness of national-level milestones have instilled ambition, motivating participants to aim for higher achievements while fostering respect for structured coaching and sportsmanship.</li> <li>• The program has created a positive social identity around sports. Beyond skill development, children, coaches, and the community now collectively identify with sporting achievements, contributing to emotional, moral, and physical growth. This transformation reinforces the program’s legitimacy and strengthens its potential for long-term continuity through local stewardship.</li> </ul>

# CASE STUDIES

## Journey of a Young Football Aspirant

Rahul (Name Changed) was introduced to football informally while accompanying his brother to the local stadium. Initially, football was just a recreational activity for him, but over time it grew into a strong passion.

After a brief break from sports, the participant resumed playing regularly and came to know about the Bano Champion initiative supported by AU Small Finance Bank. Curious to learn and grow, he contacted the coach to understand the process of enrollment. Upon assessing his gameplay and commitment, he was selected for district-level training and tournaments. His performance stood out—he scored crucial goals and led his team to victory, which became a defining moment in his sporting journey.

Participation in Bano Champion not only enhanced his technical skills but also instilled a sense of discipline, confidence, and ambition. He went on to compete at both district and state levels and now aspires to play for the Indian national team. The exposure, mentorship, and structured training provided through the program played a pivotal role in transforming his interest into a career aspiration.

He expresses deep gratitude toward his family, coaches, and AU Small Finance Bank for their continuous support. He acknowledges Bano Champion as a platform that helped him recognize his potential and guided him toward a meaningful future in sports.



## A Parent's Story of Growth through Bano Champion



Mr. L. Chaudhary (Name Changed), a parent has witnessed a remarkable transformation in his community since the introduction of the Bano Champion initiative supported by AU Small Finance Bank. He recalls that before the program, very few children participated in sports, and many spent their free time on mobile phones or indoors. With the arrival of Bano Champion, structured coaching sessions and tournaments created an active, engaging space where children began channeling their energy into purposeful physical activity.

He observed that participation in sports has significantly boosted children's confidence and discipline, with noticeable improvements in both physical fitness and mental well-being. Many students who once struggled with focus have now become more attentive in school and exhibit better time management. Beyond individual growth, he noted that the program has had a strong social impact—children who once viewed play as casual recreation now aspire to compete and excel. Several young athletes from his village have advanced to state and national levels, becoming role models for others.

Mr. Chaudhary shared that this visible success has gradually shifted parental and community perceptions toward sports. Families that were once hesitant now actively encourage their children to train, and evenings at the ground are filled with enthusiastic participation. The pride of seeing local children represent their village at higher levels has fostered a collective sense of ownership and motivation within the community.

Acknowledging that Bano Champion is a CSR initiative, he expressed the need for sustained local engagement to ensure its long-term continuity. He believes that greater involvement of Gram Panchayats and local institutions—through organizing tournaments, maintaining grounds, and supporting coaches—can help keep this movement alive beyond corporate support. He concluded with gratitude toward AU Small Finance Bank for creating a platform that not only nurtures young talent but also reshapes mindsets, uniting the community through the shared spirit of sports.

## Once a Trainee, Now a Coach



Ms. Komal (Name Changed) a former beneficiary of the Bano Champion program in Jalore, began her journey with the initiative shortly after its inception in 2020. Initially participating as a young athlete, she quickly benefited from structured training, exposure to competitive tournaments, and dedicated support from AU Small Finance Bank. Over the years, she competed at state, national, and international levels, earning accolades including a gold medal in an international Wushu competition. She attributes her success to the consistent provision of resources, guidance, and opportunities facilitated by the program.

Transitioning from athlete to mentor, she now coaches junior participants in Wushu and Boxing, sharing her technical expertise and fostering the same discipline and confidence that helped her succeed. She integrates lessons from her own competitive experience, emphasizing correct techniques, strategy, and sportsmanship. Komal highlights that sustained exposure to tournaments over consecutive years strengthens skills, confidence, and competitive experience for young athletes.

She also underscores the importance of long-term participation and repeated opportunities to ensure children gain maximum benefit from the program. Her dual role as a student-turned-coach exemplifies the program's capacity to create internal talent pipelines, nurture leadership, and promote a culture of mentorship within grassroots sports. Through her journey, she demonstrates the transformative potential of structured support and consistent engagement in enabling youth to achieve both personal and professional growth in sports.

# LEARNINGS AND RECOMMENDATIONS

The following learnings and recommendations have emerged from the primary field interactions and secondary reviews conducted by the SGS team during the impact assessment. They are not listed in order of priority. The way forward should be determined in alignment with on-ground realities, community priorities, and insights from implementing partners, while factoring in the project team’s long-term strategic direction.

Thematic Area	Learnings	Recommendations	Integration into next year’s monitoring plan
Program Awareness & Reach	Awareness about the Bano Champion initiative has largely spread through word-of-mouth, coaches, and schools. Many beneficiaries first learned about the program through local networks. However, awareness remains uneven across villages, limiting new enrolments.	<ul style="list-style-type: none"> <li>Strengthening outreach through panchayat-level meetings, school events, and local champions.</li> <li>Development of a structured awareness calendar using village sabhas and sports demonstrations to expand participation.</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly tracking of new enrolments by source (school referral, peer referral, panchayat outreach).</li> <li>A simple outreach calendar will be integrated into monitoring dashboards to ensure engagements at sabhas, school demos, and community events happen as planned</li> </ul>
Infrastructure, Resource & Facility Adequacy	Field sports have functional spaces, but combat sports (Boxing, Wushu) lack covered training areas. Many sites lack basic storage and proper ground leveling. Requests for mats, nets, and RO water tanks were consistent.	<ul style="list-style-type: none"> <li>Investment in basic infrastructure upgrades and periodic maintenance.</li> <li>Provision of covered spaces for combat sports and secured storage at each site.</li> <li>Engagement of local schools and panchayats for co-ownership of facilities.</li> </ul>	<ul style="list-style-type: none"> <li>Monthly infrastructure checklist to track ground conditions, availability of storage, and critical resources (mats, nets, RO water tanks, etc.).</li> <li>Weather-affected sports (Boxing/Wushu) will have a “training disruption log” to assess the need for covered spaces.</li> </ul>

Thematic Area	Learnings	Recommendations	Integration into next year's monitoring plan
Coach Empowerment & Human Resource Development	Coaches are well-regarded in their communities and show strong commitment to their work. Several acknowledge that the program has contributed to their professional growth and income stability. However, they have limited access to advanced technical exposure, and no formal recognition system is in place. Awareness and training on mental health also remain areas for improvement.	Building of focused modules within coach training sessions on student mental health awareness, basic counselling approaches, and referral pathways enabling coaches to provide early support and create a psychologically safe sporting environment.	<ul style="list-style-type: none"> <li>• Semi-annual coach development review to track participation in advanced training, exposure visits, and recognition milestones.</li> <li>• A simple recognition and feedback tracker can be introduced.</li> </ul>
Psychosocial, Behavioral & Lifestyle Impact	Parents and coaches note visible improvements in children's confidence, teamwork, and discipline. Screen-time reduction, and better time management were common outcomes among children.	<ul style="list-style-type: none"> <li>• Continuing promotion of sports as a holistic development tool.</li> <li>• Integrating basic mental health, nutrition, and life-skill sessions into training to reinforce behavioural change and long-term motivation.</li> </ul>	<ul style="list-style-type: none"> <li>• Bi-annual behavioural check-ins with parents and students using a short survey to track changes in confidence, discipline, time management, and screen-time reduction.</li> </ul>

Thematic Area	Learnings	Recommendations	Integration into next year's monitoring plan
Gender Inclusion and Safety	Boys and girls train together without bias; parents express satisfaction with safety and confidence gains for girls. However, a few locations lack functional washrooms, and there are no female coaches.	<ul style="list-style-type: none"> <li>• Appointment of at least one female coach per cluster to sustain gender comfort.</li> <li>• Ensuring gender-sensitive infrastructure including separate sanitation facilities and safe practice timings.</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusion of washroom functionality, lighting, and safe training timing checks in the monthly infrastructure tracker.</li> <li>• Gender-disaggregated attendance data can be monitored to identify drop-offs.</li> </ul>
Exposure, Recognition & Opportunity Creation	Participation in tournaments has improved self-esteem and skill benchmarking. Yet, awareness about higher-level milestones (state/national standards) is low among beneficiaries.	<ul style="list-style-type: none"> <li>• Facilitation of regular inter-district tournaments and exposure events in partnership with the community/local PRI bodies.</li> <li>• Building structured progression pathways, including state-level linkages, and share performance benchmarks with trainees.</li> </ul>	<ul style="list-style-type: none"> <li>• Tournament participation dashboard to track number of athletes progressing from village → district → state level.</li> <li>• Introduce milestone visibility boards displaying progression pathways and benchmark timings/records.</li> </ul>

Thematic Area	Learnings	Recommendations	Integration into next year's monitoring plan
Program Sustainability & Exit Planning	Coaches and parents expressed concern that without AU Small Finance Bank's continued support, structured training would decline. Community-level mechanisms for financing or equipment upkeep are absent.	<ul style="list-style-type: none"> <li>• Developing a phased sustainability plan anchored in local partnerships.</li> <li>• Engagement of panchayats, small enterprises, and local CSR programs for co-funding.</li> <li>• Introducing cost-sharing mechanisms for equipment and coaching continuity.</li> </ul>	<ul style="list-style-type: none"> <li>• Quarterly sustainability tracking sheet covering: panchayat contribution, local sponsorship mobilisation, and equipment upkeep.</li> <li>• Sites will be classified into green/amber/red readiness for future transition.</li> </ul>
Community Engagement & Social Perception Shift	Local institutions such as schools and panchayats actively support the program. Community members view the initiative positively, with noticeable pride in children's achievements. However, awareness drives remain sporadic.	<ul style="list-style-type: none"> <li>• Deepening community engagement through periodic village-level sports sabhas and parent-coach meetings.</li> <li>• Encouraging local leadership involvement in program events to reinforce long-term social ownership.</li> </ul>	<ul style="list-style-type: none"> <li>• Calendarised community engagement plan — track number of parent-coach meetings, sports sabhas, and participation of local leaders.</li> <li>• Capture qualitative feedback for community attitude shifts.</li> </ul>

# ANNEXURES

## Photo Gallery



## एयू बनो चैंपियन: 615 खिलाड़ियों के साथ बस्सी में संपन्न हुआ ग्रामीण लेवल टूर्नामेंट



### ■ आस-पास च्यूरो

**जयपुर।** भारत के सबसे बड़े एसएफबी, एयू स्मॉल फाइनेंस बैंक (एयू एसएफबी) ने रविवार को महात्मा गांधी स्टेडियम बस्सी में एयू बनो चैंपियन ग्रामीण लेवल टूर्नामेंट के पाँचवें संस्करण का समापन हुआ। इस कार्यक्रम में वॉलीबॉल, प्रोबॉल और कबड्डी में प्रतिस्पर्धा करने वाले 650 से अधिक खिलाड़ियों के साथ-साथ सैकड़ों कोच, स्वयंसेवी और अधिकारियों ने भाग लिया। अक्टूबर 2021 में शुरू हुआ एयू बनो चैंपियन कार्यक्रम एयू स्मॉल फाइनेंस बैंक की अनूठी सीएसआर खेल पहल है। इसका उद्देश्य ग्रामीण युवाओं को थोबॉल, कबड्डी, फुटबॉल,

एथलेटिक्स, वुशू, बॉक्सिंग और वॉलीबॉल जैसे खेलों में गाइडेड स्पोर्ट्स ट्रेनिंग प्रदान करना है।

कोच रोशन बैरवा महेंद्र जाट सुपरवाइजर दौसा फाइटर जॉन ने संयुक्त रूप से बताया कि एयू स्मॉल फाइनेंस बैंक द्वारा आयोजित ग्रामीण लेवल टूर्नामेंट में 615 से 650 बच्चों ने भाग लिया। जिससे टूर्नामेंट में उत्साह, प्रतिस्पर्धा और नई खेल प्रतिभाओं का शानदार प्रदर्शन देखने को मिला। उल्लेखनीय है कि एयू एसएफबी को हाल ही में आरबीआई से यूनिवर्सल बैंक बनने की इन-प्रिंसिपल स्वीकृति प्राप्त हुई है।

उन्होंने बताया कि जमीनी स्तर पर खिलाड़ियों को प्रशिक्षित करने के साथ-साथ एयू बनो चैंपियन

अपने कोचों के प्रशिक्षण और विकास पर भी लगातार निवेश कर रहा है, ताकि उन्हें खिलाड़ियों को सर्वोत्कृष्ट तरीके से समर्थन देने के लिए नवीनतम तकनीकों, प्रशिक्षण विधियों और पोषण के ज्ञान से अवगत कराया जा सके। बनो चैंपियन को विभिन्न क्षेत्रों से समर्थन मिला है, जिसमें क्षेत्रीय विशेषज्ञों, एसोसिएशन निकायों और सरकार के साथ भागीदारी शामिल है। पिछले कुछ वर्षों में एयू बनो चैंपियन ने 55 से अधिक राष्ट्रीय स्तर के खिलाड़ी तैयार किए हैं। एयू बनो चैंपियन ग्रामीण लेवल टूर्नामेंट में हेमंत मीणा ए स्मॉल फाइनेंस ब्रांच मैनेजर बस्सी एवं रामबानू शर्मा खेड़ा भारती खेल प्रतियोगिता के अध्यक्ष मुख्य अतिथि रहें।



## सिरोही-आबूरोड भास्कर 23-09-2025

### ब्लॉक स्तरीय स्पर्धा में 20 टीमों ने भाग लिया

भास्कर न्यूज़ | शिवगंज

शहर के पेवेलियन मैदान में एयू फ़उंडेशन की ओर से 5वीं ग्रामीण ब्लॉक स्तरीय खेल प्रतियोगिता हुई। इस में शिवगंज ब्लॉक के ग्रामीण परिवेश की स्कूलों के खिलाड़ियों ने भाग लिया। मुख्य अतिथि पूर्व विधायक संयम लोहड़ ने ध्वज फहरा कर उद्घाटन किया।

प्रतियोगिता में 20 टीमों ने भाग लिया, जिसमें अंडर 14 मिक्स रिले में प्रथम स्थान भावेशा मनीषा तमन्ना और मनोज ने प्राप्त किया। अंडर 17 मिक्स रिले में सानिया, कोमल, लकी, रविंद्र प्रथम रहे। 3 अंडर



शिवगंज, कार्यक्रम में विजेता खिलाड़ियों को सम्मानित करते अतिथि।

11 वर्ग में 60 मीटर बॉयज में लक्की बोराण, गल्स में हर्षिता कुमारी में प्रथम स्थान प्राप्त किया। अंडर 17 के 1500 मीटर में सानिया बानू, बॉयज में महेंद्र कुमार प्रथम रहे। लॉन्ग जंप अंडर

17 में गल्स सरोज प्रथम और अंडर 14 गल्स में मनीषा प्रथम रही। फुटबॉल में अंडर 14 और अंडर 17 में बनो चैंपियन अकादमी की टीम विजेता रही। अंडर 7 कबड्डी में अंडर 17

अरावली पोसालिया टीम विजेता रही। दूसरे दिन प्रतियोगिता का समापन समारोह रखा गया, जिसमें मुख्य अतिथि अतिरिक्त ब्लॉक शिक्षा अधिकारी महेंद्र सिंह, विशिष्ट अतिथि राजकीय जनजाति आवासीय स्कूल सुमेरु के प्रधानाचार्य गर्जेंद्र बेंदा, योग शिक्षक ललित मेघवाल ने विजेता टीमों के खिलाड़ियों को मोमेंटो, मेडल एवं प्रमाण पत्र देकर सम्मानित किया। दो दिवसीय ग्रामीण स्तरीय खेलकूद प्रतियोगिता में कोच प्रदीप, संजय सिंह, कल्पेश आर्य व संगीता कुमारी ने निर्णायक की भूमिका निभाई।

## Maturity Matrix

Broad Theme	Parameters	Football	Kabaddi	Athletics	Boxing	Wushu	Volleyball
Access & Infrastructure	Availability and quality of play areas, equipment adequacy, facility maintenance, and storage systems	4 - The centres have well-marked grounds, goalposts, and adequate space. Equipment is in regular use, and panchayats provide easy access to fields. Minor gaps include lack of storage cupboards for securing materials.	4 - Access to open fields in largely satisfactory condition. Scope for improvement by provision of equipment such as mats and markers are limited.	4 - Tracks and open spaces are adequate but lack specialised resources like long-jump mats or measuring tools. Infrastructure upgrades provided basis athlete performance and requirements.	4 - Infrastructure for Boxing is largely functional, with well-utilised open spaces and steady community support. Scope for improvement by provision of covered/ indoor facilities.	4 - Wushu centres operate effectively with available open spaces and basic equipment in place. Indoor/ covered structure can further improve training frequency and quality.	4 - Nets available; permanent post installation and ground leveling required in some locations.
Training Quality & Delivery	Structure, frequency, and technical rigor of sessions; adherence to training curriculum	4 - Training is systematic with clear weekly plans. Coaches maintain structured drills, and beneficiaries show consistent skill improvement.	4 - Kabaddi training follows a well-defined curriculum focusing on gripping, balance, and agility. Structured sessions have built strong foundational skills.	4 - Training is regular with focus on foundational as well as functional training such as stamina and flexibility, with room for more technical input.	3 - Sessions are frequent but occasionally impacted by weather conditions. Coaches show commitment but require better infrastructural support for sustained training sessions.	3 - Community recognition for coaches is evident, though awareness and formal institutional support for Wushu remain limited.	3 - Basic coaching effective, needs advanced inputs for competitive readiness
Participation & Engagement	Regularity of attendance, motivation, and exposure to tournaments or leagues	5 - High participation with frequent inter-school and district-level tournaments. Children attend regularly, and dropout rates remain low.	5 - Strong turnout and high enthusiasm. Beneficiaries participate in both local and district competitions; consistent parental support observed.	5 - Athletics participation is robust, with multiple events providing exposure. Attendance remains consistent, especially among older children.	5 - Strong participation despite facility gaps; consistent motivation and attendance maintained by coach rapport.	5 - Commitment high; training continues regularly; peer motivation strong.	5 - Excellent engagement; beneficiaries enthusiastic and consistent; regular matches sustain energy.
Gender Inclusion & Safety	Level of female participation, inclusivity during sessions, safety facilities	3 - Mixed-gender sessions observed; girls feel comfortable and respected. However, presence of female coaches/ sub-coaches may improve girls' engagement and participation.	3 - Inclusion levels are high; both genders train together. Parents recognise sports as confidence-building for girls. Female mentorship limited.	4 - Strong participation of girls in athletics. Parents view running and track sports as safe and suitable. No gender bias reported.	4 - Equal participation seen, though parents of girl trainees expressed concerns about lack of proper washroom facilities. While in places like Jodhpur, participation of girls was found to be more than boys.	4 - Girls train confidently alongside boys. Safety and comfort are adequate, but parents suggested appointing a female coach for sustained engagement. While in places like Jodhpur, participation of girls was found to be more than boys.	3 - Balanced participation; lack of separate sanitation remains a concern.
Community & Institutional Support	Involvement of schools, panchayats, parents; local recognition of coaches	4 - Strong institutional backing from schools and panchayats. Coaches enjoy community trust and have become local role models.	4 - Kabaddi enjoys strong cultural roots and community following. Local bodies provide grounds; parents show high involvement.	3 - Moderate institutional support. Schools allow field access but local engagement in event organisation is limited.	4 - Supportive community, though visibility of boxing remains relatively low.	4 - Community recognition for coaches observed, but Wushu lacks formal institutional support or awareness at panchayat level in certain centres.	4 - High school and parent support; consistent recognition for coaches.
Performance & Outcomes	Improvements in stamina, agility, teamwork, and confidence; skill progression	4 - Clear improvement in teamwork, endurance, and coordination. Beneficiaries show competitive readiness; some progressing to higher tournaments.	4 - High improvement in agility, stamina, and confidence. Children exhibit strong discipline and competitive spirit.	4 - Visible gains in physical fitness and self-confidence.	3 - Incremental progress observed; skill improvement occasionally disrupted by lack of dedicated facilities.	3 - Progress visible in early stages. Enthusiasm high, but technical advancement may improve with improved resource constraints.	4 - Skill advancement clear; improved teamwork and match understanding.
Sustainability & Resource Continuity	Continuity of training, community funding potential, and long-term viability	3 - Program continuity depends on AU Bank's support. Community goodwill strong but local funding mechanisms not yet established.	3 - Moderate sustainability. High motivation among players but infrastructure maintenance depends on donor support.	3 - Potential for continuation through school-level sports programs, but limited independent funding.	2 - The program currently relies on external support, and continued partnerships will be important to sustain structured training over the long term.	2 - Moderate sustainability at present; local ownership and funding pathways are still evolving to ensure continued access to equipment and coaching support.	3 - Some local support emerging; requires structured exit plan.

# IMPACT ASSESSMENT REPORT - BANO CHAMPION PROJECT

