



# VETERANS INDIA

Regd. No. Delhi/2149/2015

(AN ALL INDIA ORGANISATION OF VETERANS LED BY EX-SERVICEMEN)

## Sports Wing of Veterans India:

### 1. Purpose:

The purpose of the Sports Wing is to actively promote sportsmanship, physical fitness, and the spirit of nationalism among the citizens, with a special focus on youths and students. Aligned with the principles of nation-building, it seeks to contribute to the vision of **BHARAT VISHWAGURU** by utilizing sports as a powerful tool for fostering patriotism and building a healthy, vibrant society.

### 2. Vision:

To be a leading force in promoting sports as a means of instilling values of nationalism, discipline, and teamwork, creating a healthier and more united nation. The vision is to contribute to the broader goal of **BHARAT VISHWAGURU** by nurturing a society that values fitness, sportsmanship, and national pride.

### 3. Mission:

Our mission is to actively engage individuals, especially youths and students, in sports activities that promote physical well-being, teamwork, and a strong sense of national identity. Through impactful sports programs, the Sports Wing aspires to contribute to the overall vision of making **BHARAT VISHWAGURU** by leveraging sports for holistic individual development and societal progress.

### 4. Approach:

The approach involves organizing state and national-level tournaments, providing sports training, and collaborating with national and international level sportsmen and coaches awarded with Arjuna and Dronacharya awards. The aim is to make sports an integral part of the cultural fabric, promoting a healthy lifestyle and fostering a sense of national pride.

### 5. Objectives:

- a. **State and National Level Tournaments:** Organize state and national-level tournaments in various sports disciplines to encourage participation and competition.
- b. **Sports Training Programs:** Provide training programs led by national and international level sportsmen and coaches to nurture talent and skill development.
- c. **Arjuna and Dronacharya Awardee Collaboration:** Collaborate with sportsmen and coaches awarded with Arjuna and Dronacharya awards to bring expertise and inspiration to sports enthusiasts.
- d. **Promotion of Fitness and Well-being:** Encourage fitness and well-being through sports, promoting a healthy lifestyle among individuals.
- e. **Nationalism and Patriotism through Sports:** Utilize sports as a platform to instill values of nationalism and patriotism, fostering a sense of pride in one's country.

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## 6. Role and Responsibilities:

- a. **Tournament Organization:** Coordinate and lead the organization of state and national-level tournaments in various sports disciplines.
- b. **Training Program Management:** Manage sports training programs, ensuring effective skill development and talent nurturing.
- c. **Collaboration with Awardees:** Collaborate with sportsmen and coaches awarded with Arjuna and Dronacharya awards for mentorship and guidance.
- d. **Fitness and Well-being Promotion:** Promote fitness and well-being through sports activities, encouraging a healthy lifestyle.
- e. **Nationalism and Patriotism Events:** Organize events that use sports as a platform to instill values of nationalism and patriotism among participants.

With the slogan "**DESHBHAKTI KO KHEL SE SHAKTI**," the Sports Wing aims to harness the power of sports for fostering a stronger, healthier, and more patriotic society, contributing to the objectives and goals of Veterans India as per the 17 Sustainable Development Goals (SGTs) outlined by the United Nations.

## Standard Operating Procedures (SOPs) - Veterans India Sports Wing:

### 7. Vision and Mission:

- a. **Vision:** To foster nationalism and patriotism through sports, contributing to the nation's development.
- b. **Mission:** Organize state and national-level tournaments, providing a platform for youths to excel in sports

### 8. Disciplines:

- a. **Identification:** Identify and promote a diverse range of sports disciplines.

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- b. **Guidance:** Seek guidance from national and international level sportsmen and coaches.

## 9. Tournaments:

- a. **Organization:** Organize state and national-level tournaments in following 21 disciplines.

- i. Archery
- ii. Athletics
- iii. Badminton
- iv. Basketball
- v. Body Building
- vi. Boxing
- vii. Cricket
- viii. Cycling
- ix. Football
- x. Handball
- xi. Hockey
- xii. Judo
- xiii. Kabbadi
- xiv. karate
- xv. Kho-Kho
- xvi. Swimming
- xvii. taekwondo
- xviii. Weightlifting
- xix. Wrestling
- xx. wushu game
- xxi. Yoga
- xxii. Chess

- b. **Awards:** Recognize achievements with awards, including Arjuna and Dronacharya awards.

## 10. National Rural Sports Meet:

- a. **Objective:** Organize National Rural Sports Meet to identify talents for national representation.

- b. **Slogan:** "Deshbhakti ko Khel Shakti" - Utilizing sports for patriotic and nationalistic development.

## 11. Infrastructure Development:

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- a. **Support:** Provide support for the creation and maintenance of sports infrastructure at various levels.
- b. **Collaboration:** Collaborate with governmental and non-governmental entities for infrastructure development.

## 12. Youth Involvement:

- a. **Engagement:** Engage youths and students in sports activities.
- b. **Educational Programs:** Conduct programs to educate youths on the values of nationalism through sports.

## 13. Promotion of Patriotism:

- a. **Events:** Organize events that promote patriotism and nationalism.
- b. **Symbolism:** Integrate patriotic symbols and messages in sports events.

## 14. Coordination with Other Wings:

- a. **Collaboration:** Collaborate with other wings to create synergies in nation-building efforts.
- b. **Events:** Jointly organize events that promote a holistic approach to development.

## 15. Funding and Sponsorship:

- a. **Seeking Support:** Actively seek funding and sponsorship for sports events.
- b. **Transparency:** Ensure transparency in fund utilization for sports-related activities.

## 16. Inclusivity:

- a. **Gender Inclusivity:** Promote gender inclusivity in all sports initiatives.
- b. **Diversity:** Encourage participation from various sections of society.

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## 17. Reporting and Evaluation:

- a. **KPIs:** Establish Key Performance Indicators (KPIs) to measure the success of sports initiatives.
- b. **Reports:** Provide regular reports on the impact and outcomes of sports-related programs.

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## 18. Mentorship Programs:

- a. **Establishment:** Establish mentorship programs with experienced sports personalities.
- b. **Guidance:** Provide guidance to aspiring athletes through mentorship.

## 19. Continuous Improvement:

- a. **Feedback Mechanism:** Establish a feedback mechanism for continuous improvement.
- b. **Adaptation:** Adapt strategies based on the changing landscape of sports and nation-building.

These SOPs are designed to guide the operations of the Veterans India Sports Wing, aligning with the organization's overarching mission and the principles outlined in the 17 Sustainable Development Goals (SDGs) of the United Nations.

## Sources of Funding for Veterans India Sports Wing:

20. **Government Grants:** Seek grants from government bodies at the national, state, and local levels to support sports initiatives and infrastructure development.
21. **Corporate Sponsorships:** Partner with corporate entities that align with the vision of sports development and patriotism for financial support.
22. **Individual Donations:** Encourage individuals, including veterans and citizens, to contribute financially to the sports wing's activities through donations.
23. **Fundraising Events:** Organize fundraising events such as sports tournaments, charity matches, or sports-themed activities to generate funds.
24. **Membership Fees:** Introduce membership programs where individuals and organizations pay annual fees to be part of the sports wing, contributing to funding.

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25. **Collaborations with NGOs:** Partner with non-governmental organizations (NGOs) working in sports or patriotism-related fields to access additional funding sources.
26. **Sports Events Revenue:-** Generate revenue through entry fees, ticket sales, and sponsorships for sports tournaments and events organized by the sports wing.
27. **Merchandise Sales:** Develop and sell merchandise such as sports gear, memorabilia, or branded items to generate additional income.
28. **Public-Private Partnerships (PPPs):** Explore partnerships with private entities for joint ventures that contribute to sports development and receive financial backing.
29. **Grants from International Sports Organizations:** Apply for grants and funding opportunities provided by international sports organizations supporting grassroots sports development.
30. **Educational Programs Sponsorships:** Collaborate with educational institutions for sponsorship of sports-related educational programs, fostering a sense of nationalism.
31. **Media and Broadcasting Rights:** Explore agreements with media outlets for broadcasting rights of sports events, generating revenue through media partnerships.
32. **Crowdfunding Campaigns:** Launch crowdfunding campaigns through online platforms to gather support from a larger audience.
33. **CSR Initiatives:** Engage with corporate entities to include sports development initiatives as part of their Corporate Social Responsibility (CSR) programs.
34. **Endowments and Trusts:** Establish endowments or trusts specifically for the sports wing, where funds are invested, and returns support ongoing activities.

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**35. Government Sports Development Schemes:** Participate in government-led sports development schemes that offer financial support to organizations fostering sports at the grassroots level.

**36. Alumni Contributions:** Reach out to sports alumni and veterans who have excelled in sports for contributions to support the next generation of athletes. Diversifying funding sources and creating sustainable revenue streams will ensure the financial stability and growth of the Veterans India Sports Wing

## List of Specific Corporates, PSUs, Govt. Agencies and other Institutions funding sports CSR activities.

### 37. Corporates:

- a. Reliance Industries Limited
- b. Tata Group
- c. Adani Group
- d. Infosys
- e. Wipro
- f. HDFC Bank
- g. Mahindra & Mahindra
- h. Hero MotoCorp
- i. JSW Group
- j. Aditya Birla Group

### 38. PSUs (Public Sector Undertakings):

- a. Oil and Natural Gas Corporation (ONGC)
- b. Bharat Petroleum Corporation Limited (BPCL)
- c. Coal India Limited
- d. National Thermal Power Corporation (NTPC)
- e. Steel Authority of India Limited (SAIL)

### 39. Government Agencies:

- a. Ministry of Youth Affairs and Sports, Government of India
- b. Sports Authority of India (SAI)

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- c. State Sports Departments

## 40. Other Institutions:

- a. The Sports Authority of India (SAI)
- b. National Sports Development Fund (NSDF)
- c. NGOs working in collaboration with corporates and government bodies

, It is recommended to check the official websites, CSR reports, and press releases of specific entities. Additionally, exploring recent news articles and publications related to sports CSR initiatives may provide insights into current funding sources.

## Organization Structure and Responsibilities - Veterans India SPORTS Wing (Central Level):

### 41. National Vice President (SPORTS Wing):

- a. **Role:** Provide strategic leadership and vision for the central SPORTS Wing.
- b. **Responsibilities:**
  - I. Oversee and guide all national-level SPORTS WING programs and initiatives.
  - II. Collaborate with other wings and organizational leadership for integrated efforts.
  - III. Represent the SPORTS Wing at national events and forums.

### 42. National General Secretary (SPORTS Wing):

- a. **Role:** Assist the National Vice President in administrative tasks and coordination within the SPORTS Wing.
- b. **Responsibilities:**
  - i. Manage day-to-day operations of the central SPORTS Wing.
  - ii. Coordinate communication between the central and state levels.
  - iii. Ensure effective implementation of national-level SPORTS WING programs.

### 43. National Secretaries (SPORTS Wing) - 36 (One for Each State/UT):

- a. **Role:** Support the National General Secretary in administrative duties and communication at the state level.
- b. **Responsibilities:**

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- i. Maintain records, documents, and communications for the respective state/UT.
- ii. Provide logistical support for state-level SPORTS WING events and activities.
- iii. Act as the primary point of contact for state-level coordination.

#### 44. National Senior Joint Secretaries (SPORTS Wing) - 36 (One for Each State/UT):

a. **Role:** Represent and coordinate SPORTS WING activities at the state level.

b. **Responsibilities:**

- i. Liaise with state-level coordinators, ensuring effective communication.
- ii. Oversee and support state-level SPORTS WING programs.
- iii. Provide guidance to National Joint Secretaries.

#### 45. National Joint Secretaries (SPORTS Wing) - 72 (Two for Each State/UT):

a. **Role:** Support the National Senior Joint Secretaries and assist in state-level coordination.

b. **Responsibilities:**

- i. Work closely with state coordinators for seamless communication.
- ii. Facilitate information exchange between the central and state levels.
- iii. Assist in the implementation of national-level SPORTS WING initiatives.

**Total Office Bearers at National Level: 148**

#### 46. Charters of Duties and Responsibilities:

- i. Each office bearer must be an expert in SPORTS WING-related activities.
- ii. The National Vice President sets the strategic direction and vision.
- iii. The National General Secretary ensures efficient operations and communication.
- iv. National Secretaries handle state-level administrative tasks and coordination.
- v. National Senior Joint Secretaries oversee and support state-level programs.
- vi. National Joint Secretaries assist in state-level coordination and program implementation.

This structure ensures a robust and well-coordinated approach to managing SPORTS WING activities at both the national and state levels within Veterans India

## Monthly Calendar - Sports Wing

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**Note: The calendar is a general guide, and specific events/dates may be adjusted annually.**

## 47. January:

- a. Week 2-3: New Year Sports Challenge
- b. Organize sports events to kick off the new year with enthusiasm.

## 48. February:

- a. Week 3-4: Veterans Unity Cup
- b. Inter-state sports competitions to foster camaraderie among veterans.

## 49. March:

- a. Week 1-2: Women in Sports Recognition
- b. Highlight and celebrate the achievements of women veterans in sports.

## 50. April:

- a. Week 2-3: Cricket Tournament
- b. Organize a cricket tournament involving veterans and local communities.

## 51. May:

- a. Week 3-4: Fitness and Wellness Camp
- b. Conduct fitness programs and wellness activities for veterans.

## 52. June:

- a. Week 1-2: Yoga Day Special
- b. Promote the physical and mental well-being of veterans through yoga.

## 53. July:

- a. Week 2-3: Independence Day Sports Extravaganza
- b. Multi-sport events aligned with Independence Day celebrations.

## 54. August:

- a. Week 3-4: Adventure Sports Week

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- b. Facilitate adventure sports activities for veterans seeking thrill and challenge.

## 55. September:

- a. Week 1-2: National Sports Day
- b. Commemorate the day with various sports competitions and events.

## 56. October:

- a. Week 2-3: Football League
- b. Organize a football league involving veterans and local communities.

## 57. November:

- a. Week 1-2: Veterans Marathon
- b. Conduct marathons to promote fitness and raise awareness.

## 58. December:

- a. Week 3-4: Year-End Sports Gala.
- b. Culminate the year with a grand sports gala featuring multiple events.

## 59. Ongoing Activities Throughout the Year:

- a. **Weekly Sports Training Sessions:** Regular training sessions for veterans interested in different sports.
- b. **Community Sports Clinics:** Outreach programs to involve local communities in sports activities.
- c. **Inter-Wing Sports Competitions:** Periodic competitions between different wings of Veterans India.
- d. **Sports Scholarships:** Sponsorship programs to support talented veterans in pursuing sports at a competitive level.
- e. **Sports Outreach Program:** Collaborate with schools and colleges for sports development initiatives.

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**Note:** The monthly calendar is designed to provide a variety of sports activities throughout the year, catering to different interests and promoting overall fitness and well-being among veterans.

## **Guidelines and Roles for Office Bearers - Sports Wing**

### **60. Vice President - Sports Wing:**

- a. Oversee and coordinate all sports-related activities within Veterans India.
- b. Collaborate with other wings to integrate sports events into broader organizational initiatives.
- c. Develop strategies to enhance veterans' participation and performance in sports.

### **61. General Secretary - Sports Wing:**

- a. Maintain records and documentation related to sports events and participants.
- b. Liaise with external sports organizations, sponsors, and government bodies for support.
- c. Ensure effective communication between the Sports Wing and other wings within Veterans India.

### **62. State/UT Secretaries:**

- a. Coordinate and organize sports activities at the state/UT level.
- b. Promote local participation and identify talent for broader competitions.
- c. Collaborate with local sports authorities and associations.

### **63. Senior Joint Secretaries:**

- a. Assist State/UT Secretaries in their responsibilities.
- b. Act as a bridge between the State/UT level and national-level sports initiatives.
- c. Facilitate communication and coordination between State/UT Secretaries and Joint Secretaries.

### **64. Joint Secretaries:**

- a. Oversee sports activities in specific regions, ensuring diverse representation.
- b. Encourage veterans' participation in various sports disciplines.
- c. Facilitate the organization of sports events and competitions.

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## 65. Important Dates:

- a. **January 15:** Launch of Annual Sports Calendar.
- b. **March 8-15:** Women in Sports Week.
- c. **June 21:** International Day of Yoga – Special Yoga and Fitness Events.
- d. **August 15:** Independence Day Sports Extravaganza.
- e. **September 29:** National Sports Day Celebrations.
- f. **December 31:** Year-End Sports Gala and Awards Ceremony.

## 66. Responsibilities of Office Bearers:

### a. Event Planning and Execution:

- i. Plan and execute sports events, leagues, and tournaments.
- ii. Ensure adherence to safety and ethical standards during all sports activities.

### b. Talent Identification and Development:

- i. Implement programs to identify and nurture sports talent among veterans.
- ii. Facilitate training camps, coaching sessions, and skill development programs.

### c. Collaboration and Networking:

- i. Collaborate with government bodies, sports organizations, and sponsors.
- ii. Establish partnerships to provide opportunities and resources for veterans in sports.

### d. Community Engagement:

- i. Promote sports as a means of community engagement and outreach.
- ii. Organize sports clinics, workshops, and awareness programs.

### e. Communication and Reporting:

- i. Maintain transparent communication channels within the Sports Wing.
- ii. Regularly report on the progress, challenges, and successes of sports initiatives.

**Note:** The roles and responsibilities outlined are intended to create a framework for effective management and promotion of sports activities within Veterans India.

## Standard Operating Procedures (SOPs) for Fund Generation - Sports Wing

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## 67. Corporate Sponsorship:

- a. **Objective:** Secure financial support from corporates aligned with the promotion of sports and veterans' well-being.
- b. **Action Steps:**
  - i. Identify potential corporate sponsors with an interest in sports and patriotic initiatives.
  - ii. Develop personalized sponsorship proposals highlighting the impact on veterans and the community.
  - iii. Establish long-term partnerships through mutually beneficial agreements.

## 69. Government Grants and Funding:

- a. **Objective:** Tap into government programs and grants supporting sports and veteran welfare.
- b. **Action Steps:**
  - i. Regularly monitor government initiatives related to sports and veterans.
  - ii. Prepare comprehensive grant proposals aligning with the organization's objectives.
  - iii. Establish communication channels with relevant government bodies to explore funding opportunities.

## 70. Community Fundraising Events:

- a. **Objective:** Engage the community in fundraising activities while promoting the organization's mission.
- b. **Action Steps:**
  - i. Organize sports-themed fundraising events, marathons, or tournaments.
  - ii. Encourage participants to raise funds individually or as teams.
  - iii. Utilize online platforms for crowdfunding campaigns.

## 71. Corporate Social Responsibility (CSR) Partnerships:

- a. **Objective:** Collaborate with corporates for CSR initiatives focusing on sports and veterans' welfare.
- b. **Action Steps:**
  - i. Identify companies with a strong CSR focus on community development and veterans.
  - ii. Propose specific sports-related projects that align with their CSR goals.

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- iii. Provide visibility to CSR partners through event branding and media coverage.

## 73. Merchandise Sales:

**a. Objective:** Generate revenue through the sale of sports-themed merchandise.

**b. Action Steps:**

- i. Design and produce branded merchandise such as jerseys, caps, and sports accessories.
- ii. Promote merchandise sales during sports events and online through the organization's platform.
- iii. Allocate a portion of the sales proceeds to the Sports Wing.

## 74. Important Dates:

- a. **January 15:** Launch of Annual Fundraising Calendar.
- b. **March 8-15:** Sports Charity Auction.
- c. **June 21:** International Day of Yoga – Fundraising Yoga Marathon.
- d. **August 15:** Independence Day Sports Fundraiser.
- e. **September 29:** National Sports Day Fundraising Gala.
- f. **December 31:** Year-End Sports Fundraising Campaign.

## 75. Monitoring and Reporting:

- a. Establish a dedicated fund management team within the Sports Wing.
- b. Regularly update financial records and transparently report on fund utilization.
- c. Acknowledge and appreciate donors through public recognition and communication.

**Note:** These SOPs are designed to create a structured approach to fund generation for the Sports Wing, aligning with the overarching goals of Veterans India.

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