

Impact Assessment of Sports Projects supported by Kotak Mahindra Bank Limited



Pullela Gopichand Badminton Foundation (Project ID - 61)



Introduction

The introduction includes an executive summary, providing a concise overview of the report's objectives and scope.



Methodology

The methodology outlines the approach taken, incorporating sampling methods for stakeholder interaction.



Findings

The findings present a detailed analysis of the data collected, highlighting key trends and insights from the study.



Recommendations

The conclusion chapter highlights recommendations and way-forward basis key findings of the study.

Ethical Consideration

Informed consent: The interviews were done after the respondents gave their 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.

Right to reject or withdraw: Respondents were guaranteed safety and allowed to refuse to answer questions or withdraw during the study.



Abbreviations



Abbreviations	Full Form
CSR	Corporate Social Responsibility
FGD	Focused group discussion
KPGBA	Kotak Pullela Gopichand Badminton Academy
KMBL	Kotak Mahindra Bank Limited
MCA	Ministry of Corporate Affairs
M&E	Monitoring and Evaluation
OECD-DAC	Organisation for Economic Co-operation and Development - Development Assistance Committee
UNSDG	United Nations Sustainable Development Goals

Project Details



Program ID	61
Year of Implementation	FY 2020-21
Program Duration	FY 2020-21 to FY 2023-24
Partner Organization	Pullela Gopichand Badminton Foundation
Location	Hyderabad, Telangana



Sports have been instrumental in promoting physical health, driving social and economic growth, as well as fostering national pride. To further promote sports in India, Kotak Mahindra Bank Limited (KMBL) has taken extensive measures to support sports development through its CSR program.

In face of this issue, Kotak Mahindra Bank Limited (KMBL) committed its support to promoting Badminton through its CSR program. KMBL partnered with the Pullela Gopichand Badminton Foundation to support the training and development of Badminton players through the construction of six air-conditioned badminton courts, a jogging track and swimming pool, an advanced gym, residential rooms, a sports science centre and cafeteria. To understand the impact of this intervention, KMBL conducted a third-party impact assessment study of the KPGBA, covering activities undertaken from FY 2020-21 to FY 2023-24. The assessment utilized both primary and secondary research methods and involved consultations with stakeholders, including athletes, coaches, trainers, and implementing partners.

Key findings from the study are as follows:

- All athletes mentioned that all infrastructure was always accessible and functional whenever needed for their training.
- 94% of athletes reported that the new facilities provided a simulation of international-level events, which contributed to their improved performance in international competitions.
- 94% of athletes reported improved training quality.
- 74% of athletes reported improved physical fitness levels due to advanced gym equipment and the game room.
- 93% of athletes expressed satisfaction with the integration of sports science into their training regimen.
- 95% of athletes were satisfied with the tracking of performance and regular feedback for improvement.

- 88% of athletes mentioned that guidance on injury prevention was effective.
- 89% of athletes noted that the sports science center delivered comprehensive nutritional guidance and support to enhance performance.
- 78% of athletes reported a noticeable improvement in their athletic performance due to enhanced muscle recovery, rehabilitation, and endurance.

The infrastructure developed at the Kotak Pullela Gopichand Badminton Academy, supported by Kotak Mahindra Bank Limited, includes six air-conditioned badminton courts, a jogging track, swimming pool, advanced gym, cafeteria, sports science center, and residential rooms for outstation players and coaches. These facilities provided a comprehensive and state-of-the-art environment for training, recovery, and overall well-being, aligning with international standards. The air-conditioned courts offered optimal playing conditions, while the jogging track and swimming pool catered to cardiovascular fitness and recovery. The advanced gym supported strength and conditioning, and the cafeteria ensured athletes' nutritional needs were met. The sports science center provided scientific support for performance enhancement, and the residential rooms facilitated uninterrupted training. Overall, this holistic infrastructure largely contributed to the athletes' development, performance, and success, making the academy a premier training destination.



01

Introduction

1.1 Background

This report aims to assess the impact of Kotak Mahindra Bank Limited's Corporate Social Responsibility (CSR) funding for promoting Badminton through its support to Kotak Pullela Gopichand Badminton Academy (KPGBA) in Hyderabad, India. First chapter provides an overview of Kotak Mahindra Bank Limited, KPGBA, the global and local context of sports, the need for sports programs in India.

Established in 1985, Kotak Mahindra Group is one of India's leading financial services conglomerates. It aspires to be a trusted partner and contributes towards the economic, environmental, and social growth of the nation and is also committed to contribute towards United Nation's (UN) Sustainable Development Goals (SDGs). The bank has a strong focus on CSR initiatives and believes in giving back to society. This sets out its vision, mission, governance, and CSR focus areas to fulfill its inclusive growth agenda in India. Under its CSR program, Kotak Mahindra Bank has committed funding for promoting sports in India, recognizing its importance for the social and economic development of the country.

As part of its sports promotion initiative, Kotak Mahindra Bank has partnered with KPGBA to support the training and development of Badminton players in India. The bank's CSR support provides infrastructure, equipment, and other resources to KPGBA to help them train athletes better.

The Pullela Gopichand Badminton Academy is a premier badminton training center in India, nurturing several world-class badminton players and producing international-level champions. Established by former national badminton champion and coach Pullela Gopichand in 2008, the academy offers a comprehensive training program that combines physical and mental conditioning, nutritional support, and sports psychology consultation. KPGBA has produced numerous badminton champions, including PV Sindhu, Saina Nehwal, and Kidambi Srikanth, among others. The academy's culture is centered on hard work, discipline, and determination, and it has become a beacon of hope for aspiring badminton players in India.

1.2 Global and local context

Sports play a crucial role in fostering national pride, promoting physical well-being, and driving social and economic development. The 2024 Summer Olympics in Paris underscored the global significance of sports, with over 10,500 athletes from 206 countries competing across 32 sports in 329 medal events.



Notably, host nation France recorded its highest-ever medal count (64 medals), benefiting from sustained investment in sports infrastructure and athlete development. The Olympics also highlighted the role of elite training facilities, scientific coaching, and grassroots engagement in achieving sporting excellence. These trends underscore the importance of structured sports programs and high-performance training environments in enabling athletes to compete at the highest level.

India's sports landscape is characterized by a rich history, notable achievements, and ongoing challenges. Traditionally, India has excelled in sports such as field hockey, badminton, wrestling, and shooting. Sports are increasingly recognized as a catalyst for national development. In recent years, India has made positive strides in various international competitions. The country's performance in recent events, such as the 2024 Summer Olympics in Paris, underscores both the progress made and the challenges that remain. The Indian contingent, comprising 117 athletes across 16 disciplines, secured a total of six medals—one silver and five bronze—marking the nation's third-best Olympic performance.

Despite these successes, India faces challenges in achieving consistent excellence across a broader range of sports. Factors such as limited access to quality training facilities, insufficient grassroots development programs, and societal emphasis on academics over athletics contribute to this issue. However, there is a growing recognition of sports as a vital component of national development. Initiatives from both governmental and private sectors aim to invest in sports infrastructure, talent identification, and athlete support systems. Report “The Business Research Company. (2023). Sports Global Market Report 2023: Market Size, Trends, and Forecast” suggest that with strategic investments and policy interventions, India's sports industry has the potential to reach a valuation of \$130 billion by 2025.

1.3 Need for sports program in India

India has a vast talent pool of athletes and youths, but they often lack the necessary resources and support to make it to the top. The absence of infrastructure, equipment, and funding restricts aspiring athletes from pursuing their dreams. Moreover, despite the potential in various sports, Indian athletes lack adequate coaching for enhancing their skills. Promoting sports programs in India is crucial for enhancing the country's representation and competitiveness at the global level. As India continues to emerge as a powerhouse in various sports disciplines, fostering a robust framework for professional training and development is essential. A lack of equipment, facilities, and funding restricts aspiring athletes from pursuing their dreams. By investing in sporting facilities and equipment, India can nurture young talent into becoming champions and provide athletes with better support.



By investing in sports programs, the nation can nurture talent from grassroots to elite levels, ensuring that athletes receive world-class training, facilities, and support. Additionally, robust sports programs foster an environment where aspiring athletes can compete internationally, leading to improved performances in prestigious events such as the Olympics and World Championships. This not only amplifies national pride but also encourages a sports culture that can inspire future generations to pursue excellence in athletics, thereby placing India on the global sports map and potentially yielding economic benefits from sponsorships, endorsements, and increased viewership. Ultimately, ensuring strategic support for sports programs is vital for transforming India into a leading nation in professional sports on the international stage. The Kotak-KPGBA partnership is one such example of India's initiative to create specialized training and mentorship programs for promising athletes.

1.4 Why impact assessment?

To ensure transparency and accountability, Rule 8(3) of the CSR Rules mandates impact assessments for companies with a CSR obligation exceeding ₹10 crore in the three preceding financial years and for individual CSR projects with an outlay of ₹1 crore or more. The assessment must be conducted by an independent agency, ensuring an unbiased evaluation of the project's effectiveness.

Furthermore, companies are required to disclose impact assessment findings in their annual CSR report as part of the Board's Report, demonstrating the measurable social impact of their initiatives. Compliance with these regulations ensures that CSR initiatives contribute meaningfully to societal well-being while preventing tokenism or ineffective allocation of funds.

Ultimately, conducting impact assessments is not just a compliance requirement but a strategic tool for improving the efficiency, effectiveness, and accountability of CSR initiatives. It helps companies demonstrate the tangible impact of their social investments, strengthens stakeholder trust, and contributes to long-term sustainable development.

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Methodology

2.1 Approach

The approach for this study involved a mixed-methods approach, which incorporated both quantitative and qualitative data collection and analysis methods. The study was conducted through a combination of literature review, surveys, focused group discussion, and interviews with key stakeholders.








The research began with a review of existing literature on the topic, to gain a thorough understanding of the current state of knowledge and identify any gaps or areas for further investigation. This was followed by the development of a survey instrument to gather quantitative data from a sample population. The survey was conducted using an offline instrument and was designed to elicit information on the participants' experiences, attitudes, and behaviors related to the thematic area.

Lastly, a series of interviews were conducted with key stakeholders in the field, including athletes, coaches and implementing partner. These interviews were semi-structured, and allowed for in-depth exploration of the assessment topic, as well as the opportunity to gain insights into emerging trends and best practice.

2.2 Methodology

The methodology for this assessment was structured around the following steps:



<p>Literature review</p> 	<p>A comprehensive review of existing literature was conducted, using both academic and industry sources. This involved a systematic search of relevant databases, publications, and other industry sources available in the public domain.</p>
<p>Survey design</p> 	<p>A survey instrument was developed based on the research questions and objectives. The survey was designed to elicit both quantitative and qualitative data and was pre-tested prior to distribution.</p>
<p>Survey distribution</p> 	<p>The survey was carried out by KPMG resource personnel who physically visited the sample population, using an offline tool as a means of data collection. Respondents were selected using a combination of random and purposive sampling methods to ensure a diverse and representative sample.</p>
<p>Interviews</p> 	<p>Structured, semi-structured interviews and focused-group discussions were conducted with key stakeholders in the field, to gain insights into emerging trends and best practices. The interviews were further analyzed using thematic analysis.</p>
<p>Data analysis</p> 	<p>Quantitative data collected through the survey were analyzed. Qualitative data collected through the survey and interviews were analyzed using thematic analysis to identify patterns and themes in the data.</p>
<p>Synthesis</p> 	<p>The data collected through the literature review, survey, and interviews were synthesized to develop a comprehensive understanding of the assessment topic. This involved identifying key themes and trends, as well as exploring any inconsistencies or gaps in the data.</p>
<p>Reporting</p> 	<p>The results of the research project are reported in this comprehensive final report, which includes a summary of the findings, as well as recommendations for future assessments and better practices.</p>

2.3 Data collection tools

Given below is the list of tools utilized for primary data collections and engaging with key stakeholders:

Identified stakeholders	Tools utilized
Athletes	<ul style="list-style-type: none"> • Structured questionnaire • Focused group discussions
Coaches	<ul style="list-style-type: none"> • Semi-structured questionnaire
Implementing partner	<ul style="list-style-type: none"> • Semi-structured questionnaire

Structured questionnaires were used to collect quantitative data, enabling to draw objective conclusions about the relationships between variables in this assessment. The key respondents of the interview were athletes, coaches and implementing partner; and the purpose of this interview was to assess and measure the overall impact, among other parameters.

Focused group discussions were carried out with athletes to obtain qualitative information and understand their viewpoints, attitudes and experiences concerning the project that was implemented. Focused group discussions (FGDs) were also useful in assessing the impact of interventions on sports, gauging the aspirations of the community.

2.4 Sampling

Based on the discussion with the KMBL team and with the objective of evaluating the project's total influence, it was decided to conduct interviews with athletes and coaches. To enhance the applicability of the findings, a stratified random sampling method was utilized to ensure that the sample selected for this assessment is representative of the studied population. Please refer to the table below for a comprehensive list of the sample size for both the quantitative and qualitative surveys –

Project Name	Location	Quantitative Sample	Qualitative Sample	Total
KPGBA	Hyderabad	27	4	31
Total sample size				31

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Findings

3.1 Relevance

The facilities at the Kotak Pullela Gopichand Badminton Academy were thoughtfully designed to support every aspect of an athlete's development. The six air-conditioned badminton courts provided a consistent and professional environment for training, tournaments, and coaching clinics, closely simulating international playing conditions. Complementing this were the jogging track and swimming pool, which played a vital role in cardiovascular training and recovery. The advanced gym, outfitted with state-of-the-art equipment, enabled athletes to follow diverse strength and conditioning programs tailored to their needs.

To support holistic well-being, the cafeteria offered nutritionally balanced meals aligned with athletes' dietary requirements, while the sports science center delivered integrated services such as physiotherapy, biomechanics analysis, and psychological support—key to enhancing performance and preventing injuries. Comfortable residential rooms accommodated outstation players and coaches, minimizing logistical hurdles and allowing them to focus entirely on their training. Together, these facilities created a comprehensive, high-performance ecosystem that met international standards and addressed the multifaceted needs of aspiring badminton players.

3.2 Operations and Maintenance

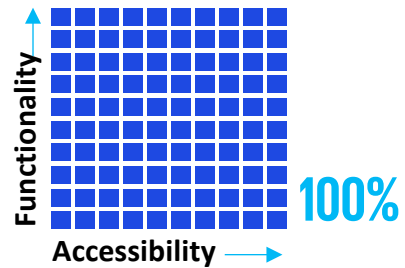
The operations and maintenance of these facilities are critical to their longevity and effectiveness. Regular maintenance schedules were in place to ensure the proper functioning and optimal condition of the infrastructure and facilities. The badminton courts were regularly cleaned and inspected to maintain their playing surface. The other infra facilities including jogging track, swimming pool, gym, residential rooms and cafeteria underwent routine checks to ensure safety and hygiene standards were met. Efficient operations and maintenance practices ensured the facilities remained functional and safe, supporting uninterrupted training and development.



3.3 Effectiveness

The effectiveness of the infrastructure was evident in the enhanced performance and satisfaction of the athletes. The integration of advanced technology, such as the Whoop app and band, enabled the sports and science team to closely monitor athletes' performance on a daily basis, offering valuable insights to inform coaching decisions.

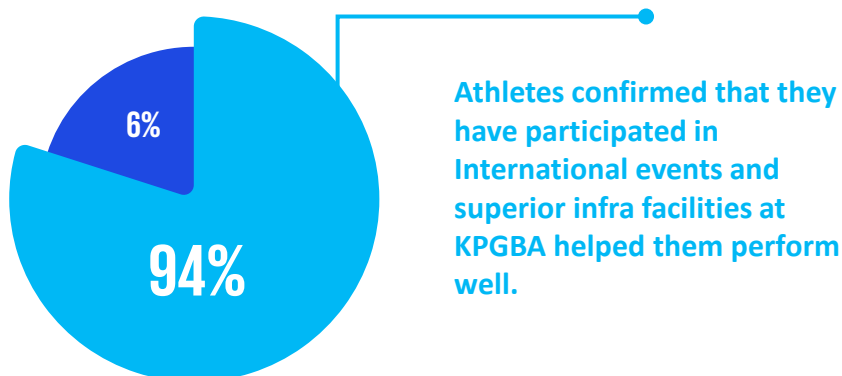
Further, while assessing the functionality and accessibility of the infrastructures, all of the respondents reported that the infrastructure was fully functional and accessible whenever needed to practice and play badminton.



Additionally, when assessing the satisfaction levels of athletes with the training and infrastructure facilities, 96% of the athletes reported that they were satisfied with the facilities in terms of meeting their regular training and sports requirements. Overall, the infrastructure positively contributed to the athletes' development and success.

3.4 Impact

The impact of the infrastructure at the Kotak Pullela Gopichand Badminton Academy extended beyond individual performance improvements. The academy became a premier training destination, attracting talent from across the country. The high-quality facilities enabled the academy to host regional and national talents. The academy's success also elevated India's standing in international badminton, with more players achieving success on the global stage. The investment in infrastructure not only enhanced athletic performance but also fostered national pride.



3.5 Facilities developed at the Kotak Pullela Gopichand Badminton Academy

Air-conditioned badminton courts

Need of the facility:

The construction of six air-conditioned badminton courts was an effort towards providing athletes with an environment that closely mimics the conditions of Olympic and international level tournaments. These facilities offer a controlled climate that ensures optimal playing conditions, which are crucial for high-level performance.



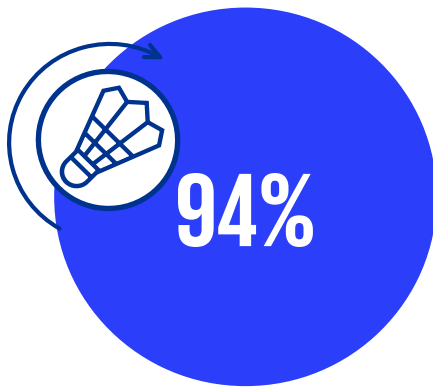
Moreover, the consistent indoor climate reduces the risk of heat-related fatigue and dehydration, enabling athletes to focus on refining their skills and strategies without the distraction of different weather conditions. In addition to enhancing performance, air-conditioned courts also contribute to the overall health and safety of the players.

The air-conditioned badminton courts represent a positive investment in the future of local athletes, offering them the tools and environment needed to excel on the international stage. By providing a space that mirrors the conditions of world-class tournaments, these facilities play a crucial role in the development and success of aspiring badminton players.

Impact:

The air-conditioned badminton courts enhanced the training experience for athletes by providing a consistent and comfortable environment. Players reported improved focus and performance due to the stable indoor climate, which mimicked international

tournament conditions. This facility also fostered a sense of professionalism and motivation among athletes, encouraging them to train harder and aim higher in their sporting careers.



Athletes reported improved training quality

“ The court infrastructure is world-class and has made a huge difference in my daily practice.

-Athlete at KPGBA

Gymnasium game room

Need of the facility:

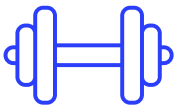
The gymnasium game room at the Kotak Pullela Gopichand Badminton Academy was essential for providing athletes with a comprehensive training environment. It offered a space for strength training, cardiovascular workouts, and flexibility exercises, which were crucial for overall physical conditioning and injury prevention. Additionally, the game room served as a recreational area, helping them unwind and relieve stress. This mental relaxation was vital for maintaining psychological well-being, allowing athletes to recharge and stay focused during their training sessions. The gymnasium game room also fostered social interaction and team building, creating a supportive and cohesive community among athletes.





Impact:

The gymnasium game room had a positive impact on the athletes at the academy. By providing a versatile training space, it enhanced their physical fitness and conditioning, leading to improved performance on the court. The availability of recreational activities helped athletes manage stress and maintain mental health, contributing to better focus and motivation. Social interactions and team-building activities in the game room strengthened the sense of camaraderie and support among athletes, fostering a positive and collaborative training environment. Overall, the gymnasium game room played a crucial role in the holistic development of athletes, supporting their success both on and off the court.



74%

Athletes reported improved physical fitness level



The facilities in the gym are excellent. I feel more confident while performing as it boosts my strength.

-Athlete at KPGBA

Sports science center

Need of the facility:

The sports science center at the Academy was essential for providing athletes with a scientific approach to training and performance enhancement. This facility offered services such as physiotherapy, sports psychology, and nutritional guidance, which were crucial for optimizing athletic performance and preventing injuries. By integrating these scientific disciplines, the center helped athletes understand their bodies better, tailor their training programs, and recover more effectively. The availability of advanced technology and expert support ensured that athletes received personalized care and evidence-based strategies to achieve their peak performance.

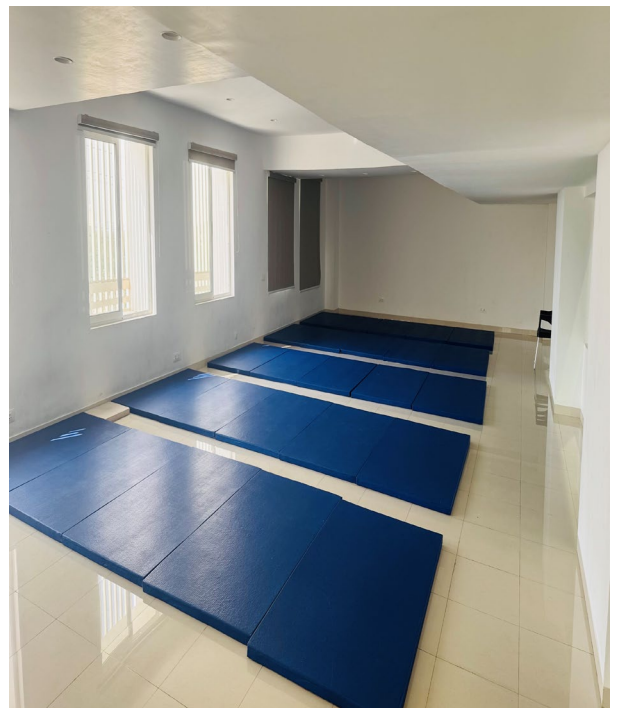
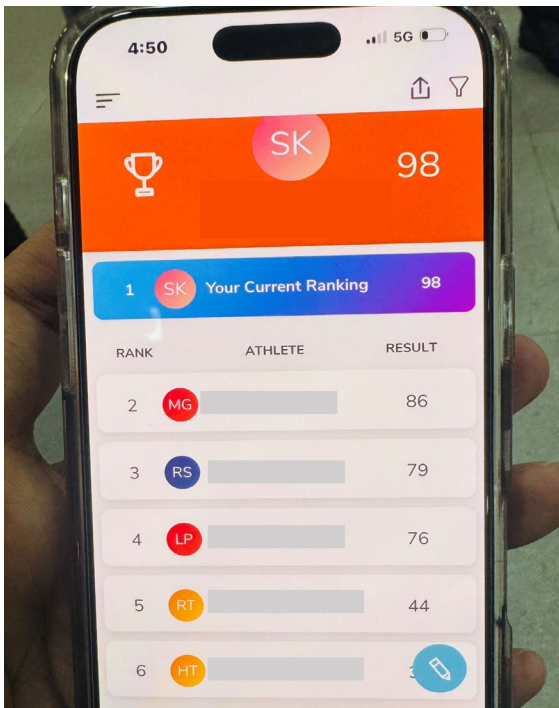
93%

Satisfaction with integration of sports science in training regimen

96%

Satisfaction with tracking of performance and regular feedback for improvement

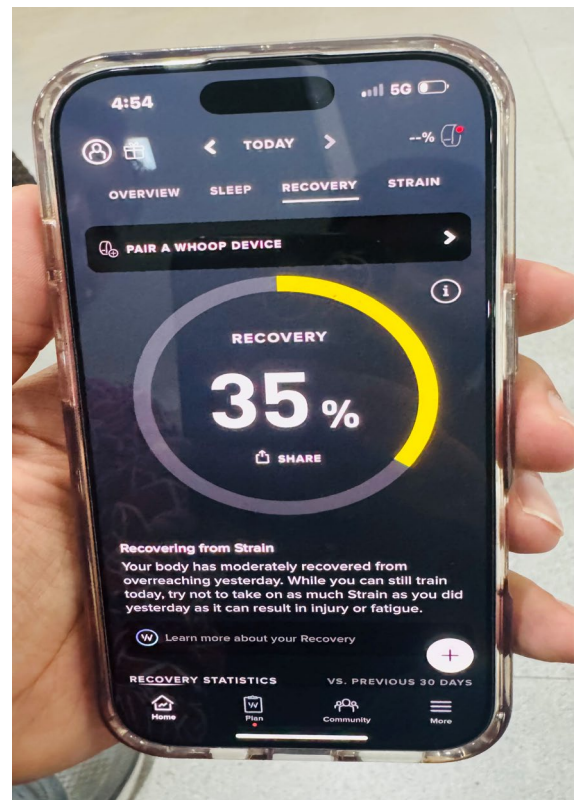
Findings





Impact:

The sports science center had a profound impact on the athletes at the academy. It improved their performance by providing tailored training programs based on scientific analysis. Athletes experienced fewer injuries and faster recovery times due to the center's focus on injury prevention and rehabilitation. The sports psychology services helped athletes manage stress, improve focus, and develop a winning mindset, which was crucial for high-pressure competitions.



88%

Athletes mentioned that guidance on injury prevention was effective.

89%

Athletes mentioned that science center delivered comprehensive nutritional guidance and support to enhance performance



The sports science center is very crucial for my performance. Through regular fitness assessments, recovery sessions, and nutritional guidance, I feel more confident and in control of my body.

-Athlete at KPGBA

Jogging track and swimming pool

Need of the facility:

The jogging track and swimming pool at the Kotak Pullela Gopichand Badminton Academy were essential for providing athletes with comprehensive training and recovery options. The jogging track offered a dedicated space for cardiovascular workouts, which were crucial for building endurance and overall fitness. The swimming pool provided a low-impact exercise option that was ideal for muscle recovery and rehabilitation, helping athletes prevent injuries and maintain peak physical condition. These facilities ensured that athletes had access to a variety of training modalities along with advance gym facility, supporting their overall athletic development.





Impact:

The jogging track and swimming pool at the Kotak Pullela Gopichand Badminton Academy were essential for providing athletes with comprehensive training and recovery options. The jogging track offered a dedicated space for cardiovascular workouts, which were crucial for building endurance and overall fitness. The swimming pool provided a low-impact exercise option that was ideal for muscle recovery and rehabilitation, helping athletes prevent injuries and maintain peak physical condition. These facilities ensured that athletes had access to a variety of training modalities along with advance gym facility, supporting their overall athletic development.

78%

Athletes reported a noticeable improvement in their athletic performance due to enhanced muscle recovery, rehabilitation and endurance.



The jogging track is perfect for warm-ups and endurance training, and the swimming pool helps me relax and recover fast.

-Athlete at KPGBA

Residential rooms

Need of the facility:

The residential rooms at the Academy were essential for providing outstation athletes and coaches with convenient and comfortable accommodation. These facilities allowed athletes to stay close to the training center, minimizing travel time and fatigue. By living on-site, athletes could maintain a consistent training schedule and focus entirely on their development without the distractions and logistical challenges of commuting. The residential rooms also provided a safe and supportive environment, fostering a sense of community and belonging among athletes and coaches.



Impact:

The residential rooms had a profound positive impact on the athletes at the academy. By providing on-site accommodation, the rooms enabled athletes to train more consistently and effectively, leading to improved performance. The proximity to training facilities reduced travel-related stress and fatigue, allowing athletes to rest and recover better. The residential setup also promoted a strong sense of camaraderie and teamwork, as athletes and coaches lived and trained together, creating a cohesive and supportive community. Overall, the residential rooms played a crucial role in enhancing the athletes' training experience and contributing to their success on and off the court.

“ **The residential stay is very comfortable. The environment feels safe, supportive, and friendly—almost like a second home.**

-Athlete at KPGBA

Cafeteria

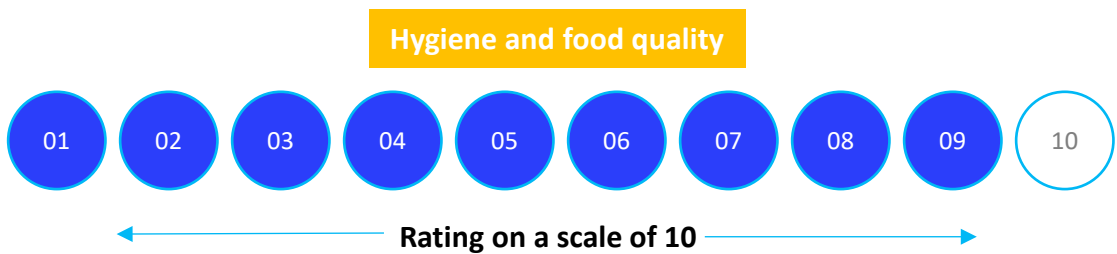
Need of the facility:

The cafeteria at the Academy was essential for providing athletes with balanced and nutritious meals tailored to their dietary requirements. Proper nutrition is crucial for athletes to maintain energy levels, recover effectively, and perform at their best. The cafeteria ensured that athletes had access to healthy food options that supported their training and overall well-being. By offering a variety of meals, the cafeteria catered to different dietary needs and preferences, helping athletes stay healthy and focused on their training.



Impact:

The cafeteria had a positive impact on the athletes at the academy. By providing nutritious and balanced meals, it contributed to better recovery and sustained energy levels, which enhanced their performance during training and competitions. Athletes reported feeling more energized and less fatigued, allowing them to train more effectively. The cafeteria also became a social hub where athletes could relax and interact, fostering a sense of community and camaraderie. Overall, the cafeteria played a crucial role in supporting the physical health and social well-being of the athletes, contributing to their success on and off the court.



We receive a well-balanced and tasty meal at cafeteria which fuels our performance.

-Athlete at KPGBA

3.6 Coherence

Alignment with UNSDGs

The project's focus on competitive exposure for athletes is coherent with several national and international priorities.



The project contributes to the achievement of **SDG 3: Good Health and Well-being** (Target 3.4: Reduce premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being) by promoting physical activity and sports participation, which is essential for maintaining a healthy lifestyle.



The project also contributes to **SDG 5: Gender Equality** (Target 5.1: End all forms of discrimination against all women and girls everywhere, Target 5.5: Ensure women's full and effective participation and equal opportunities for leadership) by promoting women's participation in sports, which is critical for achieving equality and empowerment in society.

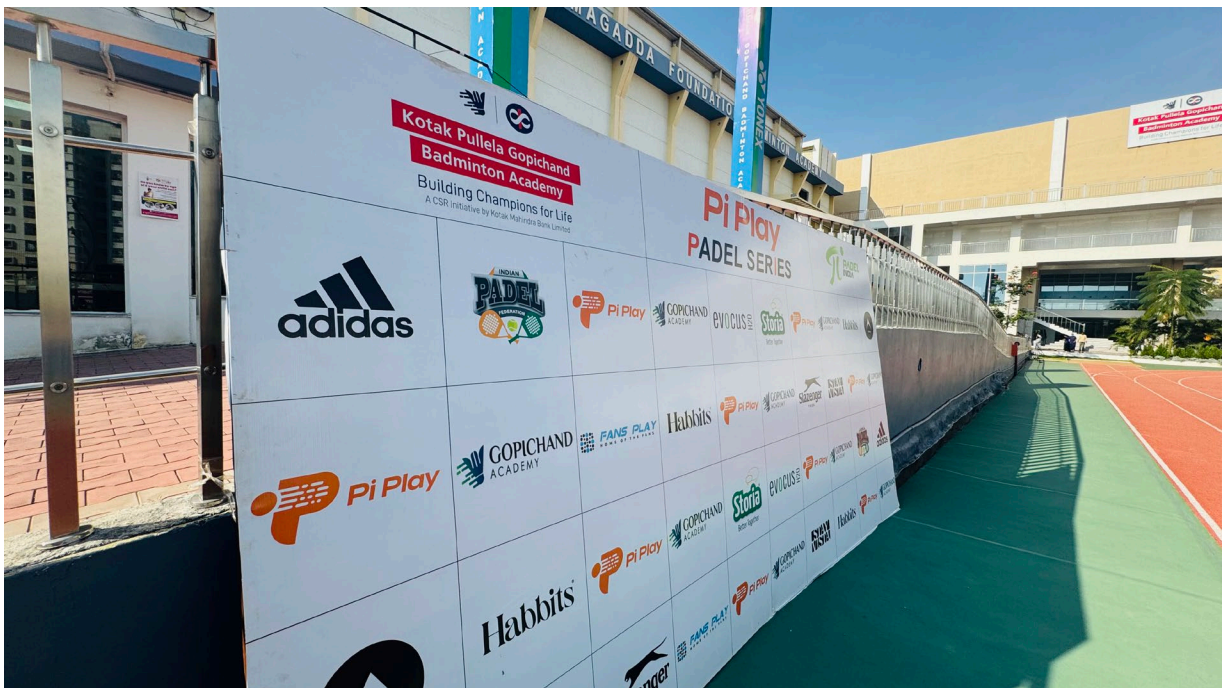


The project also supports **SDG 10: Reduced Inequalities** (Target 10.2: Empower and promote the social, economic, and political inclusion of all) by providing opportunities for athletes from diverse backgrounds to compete at national and international levels, promoting social mobility, and fostering a sense of community.

Alignment with National priorities

The project's focus on competitive exposure for athletes is coherent with several national priorities in India. In line with the National Education Policy 2020 and the Khelo India program, the initiative supports the development of sports infrastructure and talent identification, aiming to create a robust sports ecosystem. The Khelo India program, launched in 2017, aims to promote sports development and excellence across India, with a focus on identifying and nurturing young talent. By providing athletes with regular competitive exposure, the program complements the Khelo India initiative, helping to build a pipeline of skilled and competitive athletes.

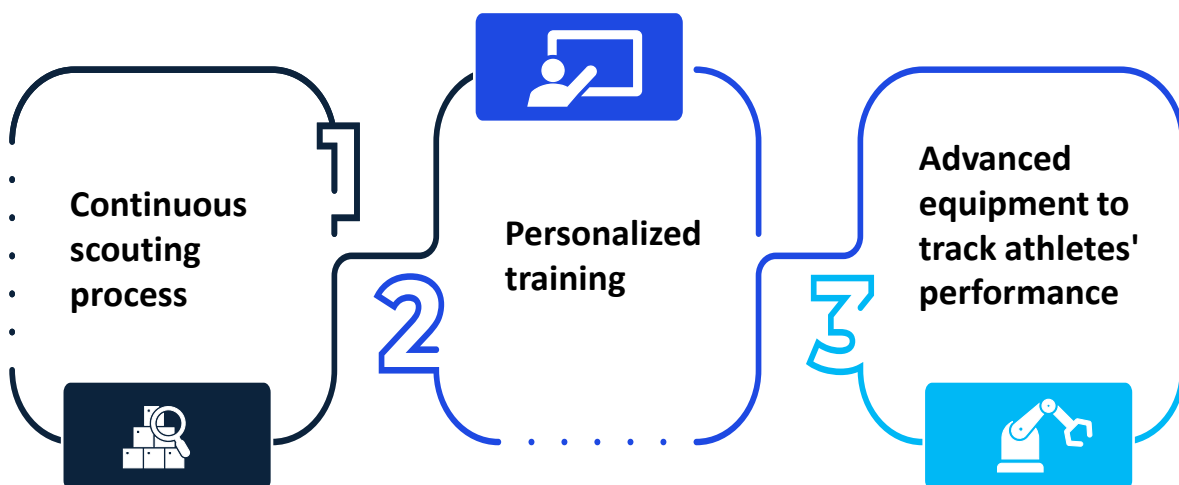
Furthermore, the project aligns with the National Policy on Physical Education and Sports 2011, which seeks to promote sports development and participation among Indians, with a focus on increasing the number of international medal winners. In terms of specific schemes and programs, the Rashtriya Khel Protsahan Puraskar (RKPP), launched in 2009, is an annual award that recognizes individuals and organizations that have made larger contributions to the development of sports in India. The project's commitment to promoting sports development and excellence aligns with the objectives of the RKPP, which aims to identify and support individuals and organizations that have made a positive impact on the country's sports ecosystem.



04

Recommendations

To achieve excellence in any field, continuous improvement is essential, and the Pullela Gopichand Badminton Academy is no exception. As the academy works to develop the next generation of Indian badminton players, it is important to look for opportunities to optimize the program's impact and effectiveness. While the academy excels in many areas, there are still areas where improvement is necessary to offer a world-class badminton program. Based on the evaluation conducted, the following are some recommendations that can further strengthen and enhance the academy's program to provide optimal athlete support and develop top-of-the-line badminton players for the future.



Continuous scouting process: The academy's selection process is conducted every 1.5 to 2 years, and it brings in the best athletes. However, some students may need a longer development period or may have faced personal obstacles that have led to missed tournaments or training sessions, which can negatively impact their progress. Therefore, a continuous year-on-year scouting process may result in onboarding potential athletes.

Personalized training: One-on-one coaching sessions can provide athletes with personalized attention and guidance to enhance their performance. By having more coaches, athletes can have tailor-made training sessions to work on specific aspects of their game. This can lead to better performance and more successful careers.

Advanced equipment to track athletes' performance: Improvements to the academy's sports and science department are ongoing. However, they currently lack critical equipment, such as Metabolic Gas Analysis Testing tools, which can help athletes achieve an optimal level of fitness. By acquiring such advanced equipment and making it available to the athletes, it can improve their stamina, endurance and enhance their overall performance.

By implementing these recommendations, the KPGBA can positively enhance its effectiveness and impact in developing talented athletes and promoting careers beyond competitive sports. These key areas are crucial for ensuring that all athletes receive the necessary support to reach their full potential. KPGBA can create a more inclusive and sustainable platform by addressing these areas, which not only benefits the academy's athletes but also the wider sports ecosystem.



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4. The Business Research Company. (2023). Sports Global Market Report 2023: Market Size, Trends, and Forecast. Retrieved from <https://www.thebusinessresearchcompany.com/report/sports-global-market-report>

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The performance of KPMG's services and the report issued to the Client are based on and subject to the terms of the Contract.

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