

CSR @ RSB, JAMSHEDPUR INITIATIVE NO.7(2016-17)

OBJECTIVE	<i>Encourage under-privileged budding young cricket players (boys & girls) by providing them with sports facilities and opportunity to build/shape/brighten/ compete in sporting future and an opportunity to excel, through All India Tennis Ball Cricket Board, Jharkhand, affiliated to Tennis Ball Cricket Federation of India(recognized by Dept of Youth Affairs & Sports, Govt of India).</i>
ACTIVITY	<i>Contributed for under-privileged budding cricket players(boys & girls) to enhance their sporting skills in cricket and sending them to Jammu & Balia to participate in AIIB Cricket Tournament.</i>
DATE OF COMMENCEMENT & DURTION	<i>JULY/AUG 2016. 2 months</i>
ANY PARTNER OR NGO	<i>Total Initiative of RSB, Jsr, without any assistance or partnership from outside.</i>
GEOGRAPHICAL LOCATION	<i>All India Industrial Tennis Ball Cricket Board, Jharkhand, - participation in Tournament at Jammu & Balia</i>
TARGET BENEFICIARIES	<i>Under-privileged budding ones (boys & girls) who are socially/economically backward and below-poverty-line, who can't afford sports facilities.</i>
MONITORING & MEASURING MECHANISM	<i>Regular feedback by Jsr CSR Team members and AIIB office bearers.</i>

EVIDENTIAL GLIMPSES IN PIXs OF BUDDING BOYS & GIRLS

NATIONAL TENNIS BALL CRICKET CHAMPIONSHIP

MINI STADIUM PRADE/ GREEN FIELD JAMMU





MONITORING & MEASUREMENT REPORTS AT PLANNED INTERVALS

1. *Feed back through visits at planned intervals by Jsr CSR team.*
2. *Interact with Sporting fraternity of the board.*
3. *Track the progress of under-privileged in cricket.*
4. *Personally encourage under-privileged budding cricketers through one-to-one interaction.*

SOCIAL IMPACT ASSESSMENT

- *Under-privileged getting opportunity to sharpen cricketing skills through encouragement and spirited urge.*
- *Health improvement through physical exercise in cricket.*
 - *Positive feedback from sporting fraternity*
 - *Encouragement through applause/personal interaction*
 - *Burning desire to excel in sports.*
 - *Lively cricketing experience with a difference.*

CONFORMANCE

TO

APPLICABLE LEGAL REQUIREMENTS

CSR Initiative conforms to Schedule VII, item (ii) of Ministry of Corporate Affairs Notification dated 27th Feb 2014.....

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| (ii) <u>promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects;</u> |
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