IMPACT ASSESSMENT REPORT

2024

KOTAK WRESTLING AND BOXING PROGRAM

Unique Id-KMBL202122006

kotak Kotak Mahindra Bank

impactDash

EVERYULB TECHNOLOGIES PRIVATE LIMITED

Disclaimer

This report reflects our views based on the accuracy and completeness of the information provided to Kotak Mahindra Bank Limited. We assumed the genuineness of all signatures and the authenticity of original documents but did not independently verify them. This is not an audit, and we do not express an opinion or assurance. Comments are not intended as legal advice or opinion.

Information from public or external sources has not been verified for authenticity, accuracy, or completeness, though we have sourced it from generally reliable sources. We disclaim responsibility for this information. Our views are not binding on any person, entity, authority, or Court. No assurance is given that opposing views will not be asserted or upheld by any authority or Court.

Our findings are based on information and explanations provided by KMBL and Inspire Institute of Sports (IIS). Neither KMBL nor its affiliates accept responsibility for errors in this report due to incorrect information provided by the IIS.

References to 'Descriptive and Thematic Analysis' indicate analytical activities on the underlying data to present the information. We do not accept responsibility for the accuracy of the underlying data.

ImpactDash and its affiliates disclaim responsibility to any person other than the Client regarding the contents of this report. ImpactDash does not owe a duty of care to any party using or relying on this report and disclaims liability for any costs, damages, losses, liabilities, or expenses incurred by third parties in connection with this report.

All the images used in the report are copyrighted and the pictures of the IIS premises were taken with informed consent from the IIS staff by the Project Researcher.

By reading our report, the reader accepts the terms stated above.

Ethical Considerations

- Informed Consent: Interviews were conducted with respondents' consent, and permission was reconfirmed after completion.
- Confidentiality: Participant information is kept private, with no disclosure of identities. Findings are presented anonymously.
- Comfort: Interviews were arranged according to respondents' preferences and schedules for their convenience.
- Right to Reject or Withdraw: Respondents could refuse to answer questions or withdraw from the study at any time.

Table of Contents

Chapter – 1 Introduction

- Introduction to IIS
- Introduction to facilities
- About the Program

Chapter – 2 Approach and Methodology

- Approach
- Methodology
- Data collection tools
- Sampling

Chapter – 3 Analysis and Findings

- High-Performance Centre
- Coaching and Coaching Methodology
- Physiotherapy and Rehab
- Athlete Nutrition
- Academics and Life Skills Development
- Sports Psychology & Athlete Mental Health
- Competition Exposure and Calendar Management
- Training Outcomes and Anticipated Improvements
- Recommendations

Chapter – 4 Recommendations and Conclusion

List of Figures, Images and Tables

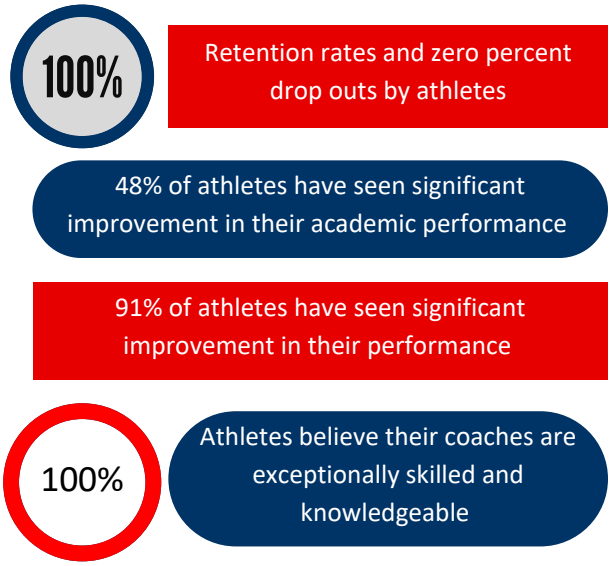
Executive Summary

As part of Kotak Mahindra Bank's CSR initiative, KMBL had partnered with the Inspire Institute of Sports Vijayanagar to promote sports inclusivity. This collaboration aimed to support young athletes from economically marginalized households who lack access to international-level coaching and training resources. Through the Kotak Wrestling and Boxing Program, 100 athletes were receiving training at the Kotak Karma Contact Sports Centre. Beyond training, athletes were provided with the necessary equipment, nutritional support, physiotherapy, rehabilitation, and psychological support.

Employing a mixed-method approach that merges qualitative and quantitative data collection, including cross-sectional research and a convergent parallel design, the Impact Assessment examined project implementation and beneficiary experiences. Survey responses were collected from 35 athletes, focus group discussions (FGDs) were conducted between elite and junior athletes, and in-depth interviews (IDIs) were carried out with athletes, coaches, the head of the nutrition department, the head of the sports psychology department, and the head of the sports science team. Independent analysis of both data sets was conducted and subsequently integrated to ensure robust findings, with triangulation enhancing data credibility.

KEY FINDINGS

The main respondents were 35 junior and elite athletes training in wrestling and boxing. Their insights were complemented by those from the sports science team, nutrition team, boxing and wrestling coaches, the head of the learning centre, and the physiotherapy team at various levels. The study examined program attrition rates, performance and skill enhancements, improvements in learning outcomes, and the quality of coaching received.



CONCLUSION

The assessment study highlights IIS efforts supported by KMBL, where athletes receive top-tier training from international Olympic coaches, nutrition experts, physiotherapists, and sports psychologists. They also received access to training equipment and performance monitoring labs that are of international standards. Based on the findings, it is recommended to increase competition exposure and travel funding to enhance athletes' performance and reduce their financial burden in forthcoming years.

About Project

The Inspire Institute of Sports is a state-of-the-art training facility founded to craft champions and propel Indian athletes to victory in the Olympic Games. Located in Vijayanagar, Bellary District, Karnataka, the campus offers a serene and distraction-free environment for athletes to train and compete at the highest level.

Types of sports

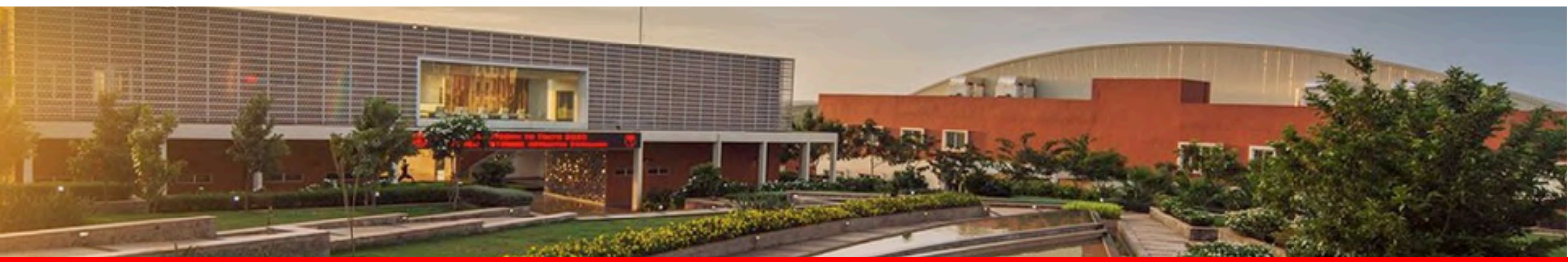
The IIS campus facilitates training and rehabilitation for athletes in the following sporting categories:

- Combat Sports – Wrestling, Boxing and Judo
- Athletics – Track & Field
- Swimming

Model of Operations

The IIS scouts talented athletes from across the country and provides them with free training at the IIS campus to improve the quality of training available to them and propel them to international sporting success. Athletes selected for the program have to reside within the campus and adhere to the training plan charted out by the coaches in collaboration with the Head of Sports Science, Nutrition Consultant, S&C coaches etc. The selective training program offers athletes the ability to receive individualized guidance and training based on their performance, physiology and nutritional requirements.

Image 1: Inspire Institute of Sports Building and infrastructure



IIS provides world-class facilities and assembles some of the most esteemed former athletes to coach and mentor athletes aspiring to achieve the Indian Olympic Dream. The campus boasts several distinctive features, including:

Combat Training Hall

Spread over 42,000 sq.ft with facilities to train all the three combat sports namely: Boxing, Wrestling and Judo. The Combat hall is used for the mat/ ring training of athletes and is also often used to host competitions. The combat training hall has an activation room for warm ups and stretching

A high-performance centre Gymnasium

A 16000 sq. ft Gymnasium housing some of the finest gym equipment sourced internationally

Sports Science Lab

The sports science lab consists of the exercise physiology department and the nutrition department work in collaboration to provide physiological and nutritional support to athletes training at IIS. The Sports Science Lab also boasts of multiple tests like VO2 max testing, stress test etc.

Physiotherapy and Recovery

IIS has a dedicated physiotherapy and recovery department that helps injured athletes and athletes who have undergone surgery to recover. The Physiotherapy department also holds regular training sessions with the athletes to educate them on injury prevention and management. The High-performance centre and a recovery room with Ice Baths and Sauna Rooms are available for recovery after intense training sessions.

Athlete Cafeteria

The IIS Cafeteria for athletes serves Breakfast, Lunch and Dinner to all athletes and residential staff of IIS. The cafeteria menu is determined and changed regularly by the Sports Nutrition Team to meet the diverse nutritional requirements of the athletes and provide them exposure to international cuisines for competition purposes

Athlete Residence

The IIS Campus has a dedicated residential area which can at any given point host 300 athletes and boasts of modern rooms with centralized air conditioning and attached washrooms.

Learning Centre

The programme at IIS is designed in such a way that academics does not take a back seat for the sporting stars of tomorrow. The athletes are enrolled in CBSE, NIOS and State examination boards from 5th to 12th grade. Flexible and personalised learning support is provided at the centre by top class faculty led by Aparna Sen.

The learning centre includes subject classrooms, a library room, Games corner and ICT room.

KOTAK WRESTLING AND BOXING PROGRAM

The wrestling and boxing program by Kotak in collaboration with IIS was started to provide elite and junior athletes exposure to the best training infrastructure and coaching facilities available in India. The program aimed to address multiple gaps in the sporting ecosystem in India and help nurture young sports talent to achieve the best competition outcomes in India and at international podiums. The program was started keeping in mind the high dropout rates in Indian sports due to limited accessibility and financial instability, especially for athletes coming from economically marginalized households.

PROGRAM OBJECTIVES:

1. Nurture youth sports leaders by providing world class infrastructure, coaching, academics and sports science facility at IIS and nurture their potential to the fullest.

2. Creating "Student Athlete" role models for the Indian youth and parents showcasing the role of sports in character development through inculcating values of honesty, discipline, teamwork, fair play, respect and determination.

3. Prevent the high dropout rate in Indian Sports as student athletes quit sports due to limited financial means and economic uncertainty.

4. Maximize Social impact by spreading and promoting the message of 'sports for all' as athletes from marginalzed and oppressed backgrounds of the society will get a lifetime opportunity to chase their dreams.

Image 2: Boxers training session at Combat Training Hall

Objectives of the Study

1. To assess the role of infrastructure support in sportspersons' ability: To understand how the provision of facilities wrt. infrastructure provided to the sportspersons aided them in training and improvement.

2. To examine the correlation of personal support provided and development: To understand how the various kinds of individual supports made an impact on nurturing their sports and overall development potential

3. To examine the effectiveness of the project in access and success rate in competitions: To know the consistency and continuity in the process of accessing participation in competitions.

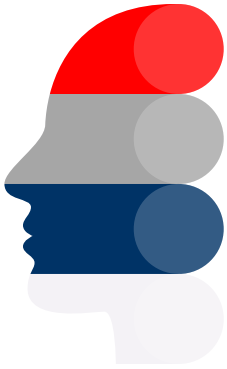
The **OECD DAC Framework** was used on a macro level for **Intervention Impact assessment.** The OECD DAC Network on Development Evaluation (EvalNet) has defined six evaluation criteria – relevance, coherence, effectiveness, efficiency, impact and sustainability – and two principles for their use. These criteria provided a normative framework used to determine the merit or worth of an intervention (policy, strategy, programme, project or activity). They served as the basis upon which evaluative judgements are made.

Source: OECD (2021), Applying Evaluation Criteria Thoughtfully, OECD Publishing, Paris,https://doi.org/10.1787/543e84ed-en.

Research Design

This study employed a mixed-method approach and a cross-sectional research design. The choice of this approach was contingent on the research objectives and the nature of the knowledge sought (Bryman, 2012).

Data collection in the field offered an insider's perspective, enabling a deep understanding of project implementation and the experiences of the beneficiaries. The research design employed a convergent parallel design, allowing for comprehensive conclusions. Qualitative and quantitative data were separately analyzed and then integrated to draw inferences. Triangulation was employed to validate the data and enhance its credibility.

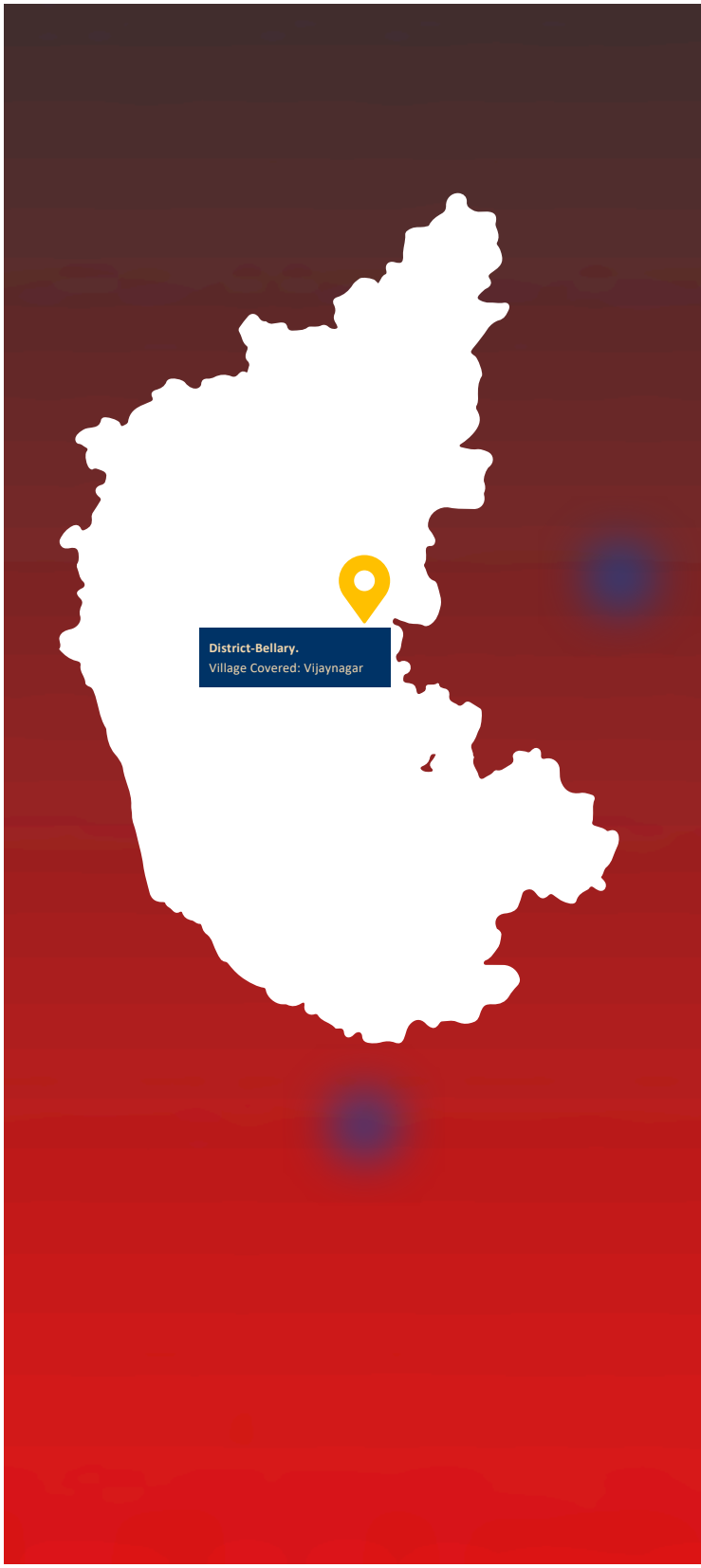


IN-DEPTH EXPLORATION

PARTICIPANT'S PERSPECTIVE

RICH NARRATIVE DESCRIPTION

INTERPRETIVE ANALYSIS



Methodology

Our research employed a mixed methodology, combining both qualitative and quantitative approaches to provide a comprehensive understanding of the subject under investigation. The qualitative aspect involved in-depth interviews and focus group discussions to gather nuanced insights, opinions, and experiences from participants. These qualitative data helped us explore the depth and context of the phenomenon being studied.

On the quantitative front, structured surveys were conducted to collect numerical data that allowed for statistical analysis. This approach provided us with quantifiable patterns, trends, and correlations within the data, enhancing the reliability and generalizability of our findings. Qualitative data provided rich narratives, while quantitative data offered statistical rigour and broader trends.

Sampling

Quantitative Survey: Data was obtained from a quantitative survey. **Stratified random sampling** was preferred, with the strata prepared to represent the socio-economic differences between stakeholders and across geographies. The sample size was determined using Cochran's formula, with a **95% confidence level and a 5% margin of error.** The formula, including the version for small populations, was utilized as shown below:

$$n_0 = \frac{Z^2 pq}{e^2}$$

e Margin of error
p Population proportion
z Use Z Table

$$n = \frac{n_0}{1 + \frac{n_0 - 1}{N}}$$

Qualitative data collection: For the qualitative sampling, the study utilized Key Information Interviews (KII) and purposive sampling. The calculation of the sample size was determined by the saturation principle, indicative numbers were provided in table 1.

Table 1: Sample Size distribution

Sr. no.	Stakeholder	Metholdology		Sample Size	
		Quantitative	Qualitative	Quantitative	Qualitative
1	Head of Academics		KII		1
2	Head of Physiotheraphy		KII		1
2	Consultant Sports Psychologist		KII		1
3	Consultant Sports Nutritionist		KII		1
4	Junior Boxing Atheletes	In-person survey	IDIs & FGD	7	4
5	Elite Boxing Atheletes	In-person survey	IDIs & FGD	10	4
6	Junior Wrestling Atheletes	In-person survey	IDIs & FGD	8	6
7	Elite Wrestling Atheletes	In-person survey	IDIs & FGD	10	6
Total				35	14 IDIs+ 5 FGDs

Data Analysis

The data, including field notes, were transcribed comprehensively, leaving no details unaccounted for. Essential codes were identified and combined to unveil prominent themes that depicted both commonalities and unique aspects within the data sets. Key insights were extracted from the amalgamated themes. The analysis and thematic findings were aligned with the agreed-upon objectives by comparing them with previous programmatic data, aiming to identify any discrepancies and their underlying causes.

Quantitative Analysis was undertaken based on survey responses of 35 athletes. The data gathered helped gain quantitative insights into athletes' performance, skill improvement, competition exposure, likeness towards the program etc.

Data quality assurance, validation and analysis

The study's fieldwork quality was maintained through rigorous monitoring. Supervisors played a pivotal role through spot-checks and back-checks of field team data. Daily reviews of filled questionnaires identified omissions or inconsistencies. The lead researcher monitored team performance on a sample basis. Following this, the team ensured accuracy and consistency through range and consistency checks.

The validated quantitative data was then analyzed using software such as MS Excel and SPSS. Qualitative data from interviews and focus groups were transcribed and systematically analyzed to extract meaningful insights.

Ethical Concerns

During the research, interviews were conducted with athletes, coaches, IIS staff and academic head, adhering to ethical rules of social research. This involved obtaining informed consent, ensuring privacy, and avoiding harm. Explicit consent was sought from participants, emphasizing confidentiality and the right to withdraw. To safeguard the personal experiences of athletes, the research avoided any inquiries about traumatic personal experiences. This approach aimed to prevent triggering any issues. ImpactDash adhered to the Unicef Procedure on Ethical Standards in Research, Evaluation, and Data Collection and Analysis (2021).

Limitiations

The lack of availability of athletes due to competition schedule posed a significant hurdle in conducting surveys, IDIs and FGDs hence, the sample size of the research had to be reduced.

Overcoming these hurdles is crucial for obtaining accurate and meaningful insights into understanding general perspectives of athletes on the Kotak Wrestling and Boxing Program and for the KMBL team to build strategies to address their grievances and concerns, if any.

Image 3: High Performance Centre at IIS

HIGH-PERFORMANCE CENTER

88% of the interviewed athletes believe that all of the amenities offered within the High-Performance Centre enabled them to improve their performance outcomes. Athletes pointed out that the High-Performance Centre houses some of the most credible machines to assess body composition, performance etc. and this kind of science-based monitoring helped them understand the unique disposition of their bodies. Based on these results, all athletes across different sporting categories received a customized diet plan and injury prevention training program that enabled them to outdo their competition.

- Strength and Conditioning Training
- Physiotherapy and Recovery
- Nutrition
- Sports Science Lab

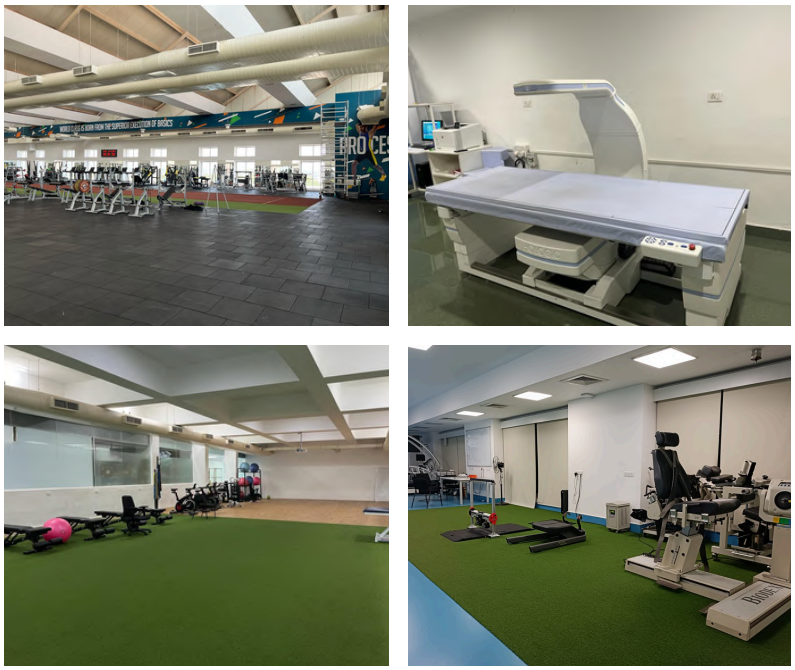


Image 4: S&C Gym, Physiotherapy and Rehabilitation Centre at IIS

COACH & COACHING METHODOLOGY

IIS's training pedagogy involves integrating highly experienced coaches from all over the world into the system as Head Coaches to give athletes the best exposure and training possible in India. The Head Coach of Boxing has been coaching for close to 4 decades since 1984. Previously, he coached the English Olympic team for 8 years. Similary, The Head coach of wrestling has 8 years of experience coaching the Iranian National Wrestlers Team and the National Under 15 team for Iran.

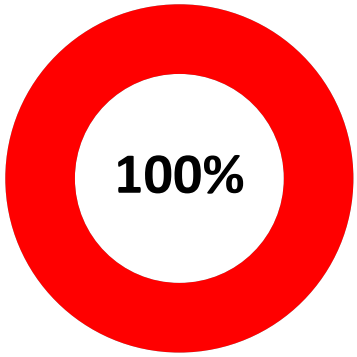


Fig.1 Athletes' feedback on Coaches' Expertise in Sports Knowledge

The Head Coaches act as performance directors and are responsible for every aspect of an athlete's training. They chart out the training program for all athletes with their assistant coaches for the entire year keeping in mind their competition schedule.

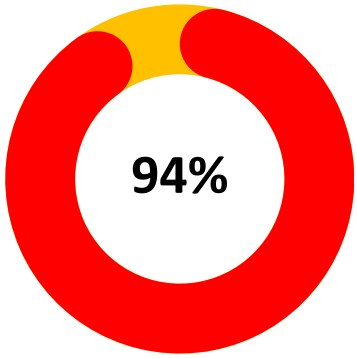


Fig.2 Athletes' views on coaches encouraging and displaying a supportive attitude

Senior and Elite athletes received personalized training schedules depending on the scale of competitions they were participating in such as Common Wealth Games, Asian Games, Olympics etc. **100% of the surveyed boxers and wrestlers** believe their Head Coaches are extremely competent and knowledgeable about the sport. **91% of athletes** claim to have received prompt feedback from their coaches on their performances, post-competition.

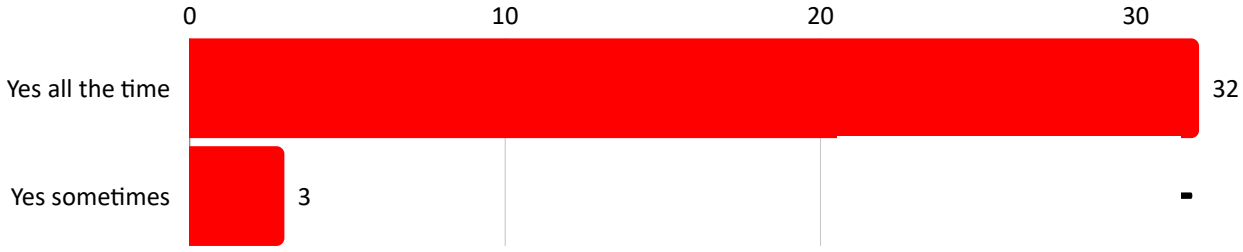


Fig.3 Athletes' views on coaches' assistance in analyzing performance after competitions and monitoring progress

Coach Support

The Head coaches and assistant coaches at IIS try to provide support to athletes in every aspect be it professional or personal. Many athletes highlighted that the coaches have had an open-door policy and welcome athletes to address problems outside the boxing ring/wrestling mat. They always felt comfortable addressing their personal problems with their coaches.

The coaches also made it a point to attend state-level and national-level competitions of Junior athletes to show support and cheer them on. While attending all competitions happening simultaneously is not possible for the coaches, their training style involved making athletes hyper-independent on the mat/in the ring.

Indian vs Foreign Coaches

Many athletes highlighted the difference between their previous coaches who were Indian and their foreign coaches at IIS. Foreign coaches at IIS emphasized on technique, skill and developing the mind of the athlete. Whilst most athletes said their previous coaches emphasized a lot on hard work and brut force, the coaches at IIS focused on smart work and helping athletes build muscle to make rapid decisions and win games based on mind games and game techniques. This approach helped many athletes improve their game and enhance competition outcomes.

> *I was influenced by coaching because Indian coaches follow a different training approach. They emphasize hard work, while foreign coaches tend to work smarter with less effort, ensuring that essential tasks are executed correctly.*
>
> *-- An Elite Boxer*

Coaching style

The coaching style at IIS focused on developing skills, improving technique, and making athletes mentally resilient and quick thinkers. There was a lot of emphasis on holistic development of an athlete and hence the coaches worked with physiotherapists, S&C trainers and nutritionists giving them personalized feedback on each athlete, highlighting their strengths and areas of improvement.

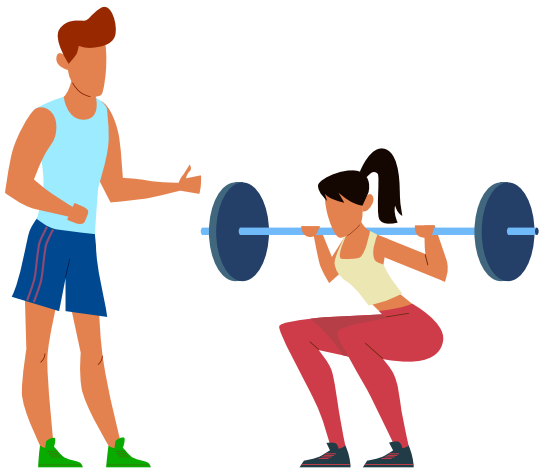


Image for Representation only

PHYSIOTHERAPY AND REHABILITATION

At IIS, there is a separate Sports Physiotherapy Room which is equipped with several beds and equipment for athletes who are injured or have just undergone surgery to help them recover. The main motive of the department is to educate the athletes about understanding their bodies and help them understand how they can prevent injuries.

The Physiotherapy team comprised of 2 senior physicians, 5 full-time staff and 3 interns. Based on pre-season screening and testing they assessed athletes' joints, and movements and checked for potential causes of injury such as restricted mobility in some joints, weak spots etc. Post-screening, group of athletes who may have had similar physiological challenges or restrictions wee grouped together and provided group training sessions on injury prevention for their particular issue.

The physiotherapy department works in tight collaboration with Boxing and Wrestling coaches and Strength and Conditioning trainers to help mold training programs for athletes who are recovering from injuries or prone to them. One physiotherapist was always present during training sessions to help out athletes who could potentially get injured. **83%** of the respondents affirmed that they were always provided proper guidance on injury prevention and **14%** felt they recieved injury prevention guidance often. 91% of athletes agree to having received personalized attention during injury and rehabilitation.

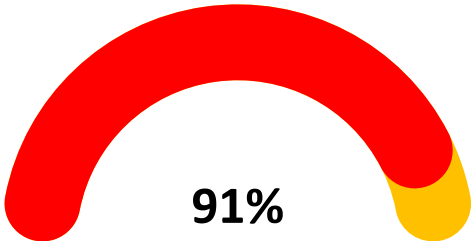


Fig.4 Athletes receiving personalised support for injury prevention and recovery

Challenges

Although the physiotherapy department received net positive responses on their skills and performance, some respondents from the Junior Category felt that they did not get the required attention and support during their recovery from previous injuries. The Senior physicians during on field interactions highlighted the challenges they have been facing in providing better quality support due to a shortage of staff. They also highlighted limitations in research on Indian athletes and sportspersons as a challenge to develop more suitable injury prevention programs for Indian athletes. They highlighted the need for more guidance and knowledge-sharing opportunities from industry pioneers.

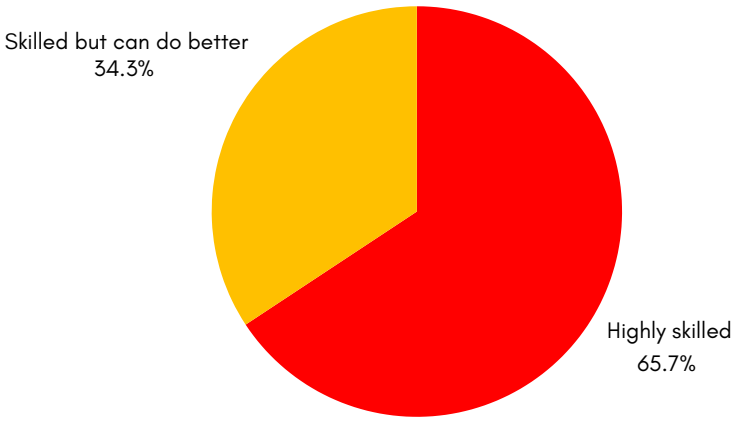


Fig.5 Skills of the Physiotherapy Department

ATHLETE NUTRITION

The Nutrition department works in collaboration with the other sports science teams to provide tailor-made diet plans for athletes trained at IIS regardless of their level or seniority. Advanced testing mechanisms were used to understand athletes weight, body fat composition, deficiencies etc. Based on the curated information, a customized diet plan was created for them. Athletes were also given training on how to eyeball measurements and figure out how much quantities of food they should consume when they do not have any measuring tools or food weighing scales around them.

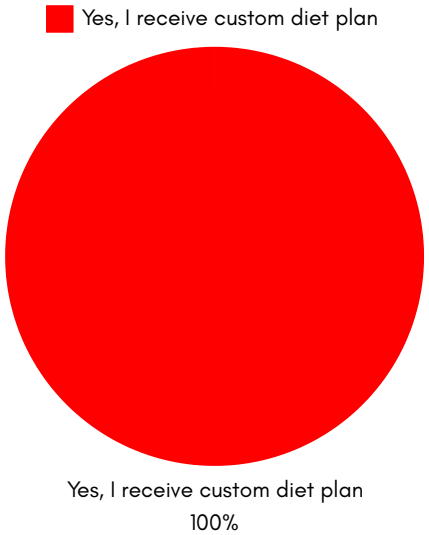


Fig.6 Athletes receiving custom diet plans

Image 5: Athlete Dining Hall at IIS

The Nutrition department is also responsible for planning the meals that athletes receive each month in the dining hall- catering for variety, diversified macro/micronutrients and differentiated tastes. **86% of athletes** surveyed have claimed that the nutrition-dense meals provided to them have played an important role in enhancing training and competition outcomes in the last few years.

Challenges

The Nutrition department has to plan custom diets for close to 200 athletes at any given time and that becomes challenging with only 3 full-time sports nutritionists. Moreover, due to the remote location of the institute, certain fruits and foods were not readily available in Bellary. Another issue highlighted by the athletes was regarding the taste of food. **23% of athletes** believe that whilst they understand taste can be compromised a little while cooking large quantities of food, they believe the taste had some potential to improve.

Image for Representation only

ACADEMICS AND LIFE SKILLS DEVELOPMENT

IIS is unique in its training approach as it focuses on the holistic development of athletes wherein academics are given as much importance as training. To help athletes continue their education and learn different life skills that can help them post their athlete days, IIS has an academic block wherein all school-going kids up until grade 10 have compulsory classes from morning till evening every day.

Athletes who were in 11th and 12th grade or pursuing graduation received assistance from tutors who were called in from outside the campus to assist them with stream-specific subjects like Accountancy, Biology etc. Young student-athletes who were enrolled in a CBSE school within the city could write exams in Bellary.

Students pursuing state board education, had to go back to their hometowns to take their exams. Besides academics, students were also given classes in Computer Application, English Public Speaking for overall personality development. 48% of respondents feel their academic performance improved significantly and 43% saw moderate improvement.

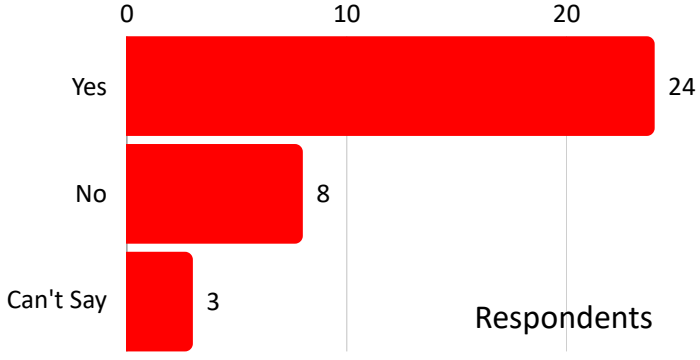


Fig.7: Athletes' views on how academic programs assist in balancing training and academic responsibilities.

Curriculum and Routine

For students pursuing primary and middle school education until grade 10th, classes were held daily and ran from morning (after morning training) till early afternoon. CBSE curriculum and syllabus was followed and students received proper classes in all primary subjects. For senior athletes in high school and undergraduate programs, special tutors were called in during the afternoons 2-3 times a week.

Balancing Sports and Academics

69% of the total surveyed respondents believe they were able to balance both academics and training. In conversation, some athletes did mention that studying after long hours of training was mentally exhausting and challenging initially but over time they got used to the routine. Athletes generally took time out in the late evenings/nights to study and finish assignments with 24*7 accessibility to the Academic Block for focused and distraction-free studying.

Importance of Academics

It is significant to note that the academic teaching and focus on athletes' continuous education has had a net positive influence on the way these athletes view academics. **Almost 83%** of athletes felt education and life-skill development for sportspersons is significantly important and **11%** felt they are moderately important. In interactions, students expressed the importance of being educated as they are aware a sportsperson's career is short-lived and prone to injuries hence having an academic background proves to be a good fallback option. Some athletes also highlighted how English-speaking classes boosted their confidence in communicating with their foreign coaches and international peers while travelling internationally for competitions.

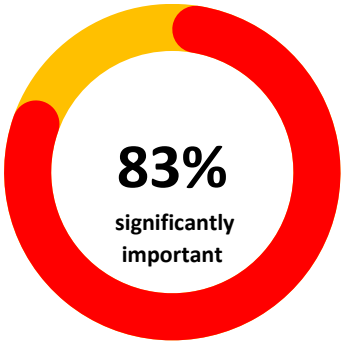


Fig.9 Athletes views on importance of education and life skill development

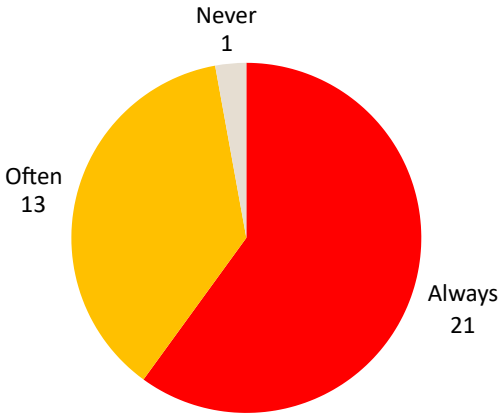


Fig.10 Frequency of using innovative methods by teachers

Image for Representation only

SPORTS PSYCHOLOGY AND ATHLETE MENTAL HEALTH

As part of the IIS training, athletes receive regular training in sports psychology to manage competition-related anxiety, injury-related stress etc. As part of the sports psychology team, the IIS training program has a consultant sports psychologist with over 20 years of experience in the field. She held frequent group training sessions with resident athletes virtually and in person. She also took individual sessions with athletes that required more help and psychological support. Her presence was especially solicited before major tournaments and competitions such as the Olympics, Common Wealth Games, Asian Games etc. to help Athletes cope with the intense stress and anxiety they might have been facing.

To increase the accessibility of psychological support to athletes, the IIS campus also introduced an in-house psychologist. Because of this, athletes had the flexibility to reach out and conduct 1v1 sessions at their discretion within the campus premises. Many students found the immediate accessibility of a sports psychologist within the campus quite helpful especially when they need more frequent check-ins during their recovery period (from injuries). The in-house psychologist was also accessible to the staff working in the IIS facility. 90% of the surveyed athletes were happy with the quality and training methods of the sports psychology team. Athletes specifically found the training for stress management and anxiety relief before competitions quite helpful.

Being an athlete, everyone has to suffer from injuries and I go to the psychologist and ask for the individual sessions and they are ready and open for any sort of psychological help. They talk with us about what is going on in our lives and provide solutions accordingly.

-- An Elite Wrestler

The people out here are fantastic. They have become akin to siblings to me. Whenever I face challenges within my family or experience personal struggles such as burnout, stress, or sadness, I find solace in confiding in them.

-- A Junior Wrestler

Athlete Mental Health & Coping Mechanisms

Many athletes that were interviewed mentioned they received holistic support from the fellow athletes whom they befriended during their training at IIS. Some athletes also had their siblings training at IIS which helped them to cope with the intense training regime and personal setbacks (if any). Many athletes also credited their Head Coaches for providing support and guidance whilst suffering from personal and professional troubles. A few students mentioned that they turned exclusively towards their coaches for psychological support and resolution of personal conflicts.

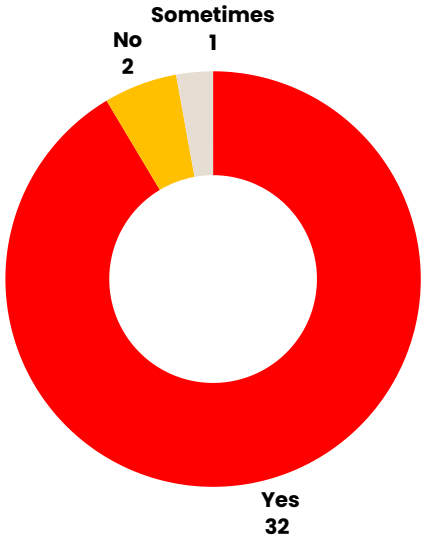


Fig.11 Access to psychological support for athletes

Quitting Sports

Only **26%** of the total athletes surveyed had ever thought about quitting the sport before joining the training program at IIS due to financial constraints and other personal commitments. Post-training, **20%** of the interviewed athletes thought about quitting the training program at least once due to unverified reasons.

COMPETITION EXPOSURE AND CALENDAR MANAGEMENT

Many junior athletes during interviews highlighted that they didn't get a lot of competitive exposure and would like to have had sparring partners from different institutions to gauge their level and improve their technique. They also highlighted that senior elite athletes were often sent to international camps abroad but they were yet to receive such exposure.

A staggering 37% of athletes believe that competition exposure could be improved within the training program at IIS. Athletes have highlighted the need for international exposure through camps and competitions as it helps them analyse their performance, and their level and also exposes them to the unique training pedagogy followed by international athletes.

37%

Athletes believe competition exposure aspect of the training program can be improved

Fig.12 Competition exposure for athletes

Previously, we received a stipend, but it was discontinued with the assurance of being taken to international camps. While we have attended 1-2 camps.

-- A Junior Wrestler

I believe that organizing training camps across India for competition is a feasible and cost-effective approach. Even if it's not feasible to send 10 kids, sending 5 talented performers to a camp abroad for a few days could provide valuable exposure. Despite challenges with eating outside, the experience of practising with new wrestlers can be beneficial.

-- An Elite Wrestler

Calendar Management

90% of the Athletes agreed that the coaches helped them in competition planning for a calendar year at the very beginning of the year, helping them decide which competitions to attend and which competitions to skip. but it has been observed that there were no dedicated team to manage athlete calendars for either senior or junior athletes and that some junior athletes had to resort to finding out competition schedules individually through secondary sources.

TRAINING OUTCOMES AND ANTICIPATED IMPROVEMENTS

Training Outcomes

Overall the training method utilized at IIS, especially for Boxing and Wrestling is quite comprehensive and well-designed keeping in mind the holistic development of the athletes. **100%** of the athletes surveyed agree that IIS adheres to international standards of training and coaching its athletes.

On a scale of 1-10 (with 10 being the highest), 66% of athletes graded the training facilities a 10 and 14% graded it 9 with only 2 respondents grading the facility below 5 points.

Many athletes witnessed improved competition outcomes, since beginning training at IIS. Many have won medals at state, national and international level competitions after commencing training at IIS. Most athletes have also seen improvements in their confidence levels and credit that to the unwavering support and training of their coaches.

Anticipated Improvements in the training program

37% of athletes believe competition exposure could be improved in the training program and more international camps could be introduced across different categories of the sport – wrestling and boxing.

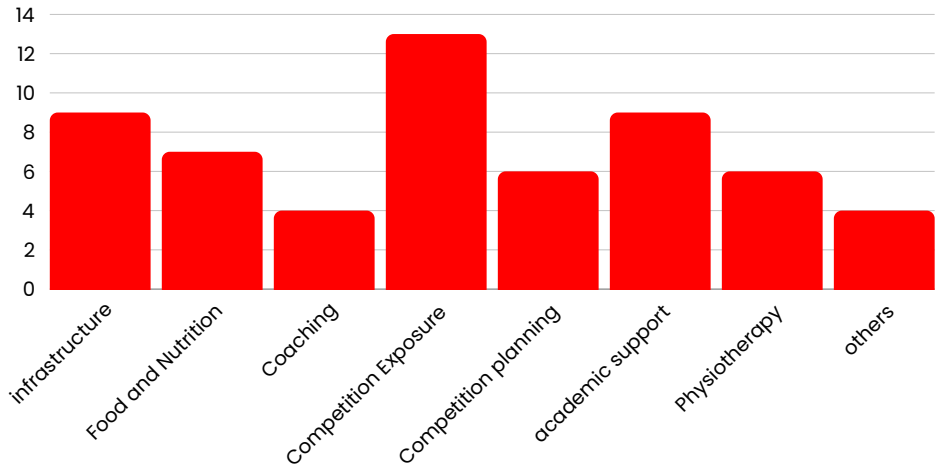


Fig. 13 Area of Improvements in training program

> *No, we do not have any backlogs, and we are equipped with all the necessary facilities here. However, having more training partners would be advantageous.*
>
> *-- A Junior Boxer*

> *We need more boxers, more competitions, and more camps so it will be good.*
>
> *--A Senior Boxer*

RECOMMENDATIONS FOR PROGRAM IMPROVEMENT

1. More training camps for Junior Athletes

A significant number of junior athletes spoke about how there is a need for increased exposure to athletes from different institutions to understand different playing styles and techniques that can enable them to prepare better for competitions.

2. Increased International exposure for Elite Athletes

A elite athletes are expected to compete at international forums, they must be given more international exposure through international camps etc. Many athletes have highlighted how previous camps led to significant improvement in their game. Since there are limited competitions for wrestlers and boxers in a year, training with athletes globally can help them stay on top of their game and improve their skills.

3. Financial support for Junior Athletes to plan inter-city tournaments

Most of the interviewed athletes came from financially marginalized households and highlighted the need for financial support to plan last-minute competition-related travel. Since Junior athletes find out last minute about state-level competitions it is difficult for them to afford the exorbitant travel costs associated with travelling outside of IIS Campus in Vijayanagar.

4. Increase staff in the Physiotherapy and Nutrition department

Senior consultants in the physiotherapy &nutrition department highlighted the lack of trained staff available on their team to provide individualized training and guidance to over 200 athletes. Considering both these departments have to custom their plans according to individual athletes requirements, the current number of staff available is not equipped to handle the workload

CONCLUSION

The Kotak Wrestling and Boxing program was a unique collaboration with one of India's best private sports institutes. It promoted equal opportunities for talented athletes to pursue their passion and train at the highest level. The program provided coaching and training from international Olympic coaches, nutrition experts, physiotherapists, and sports psychologists. Every aspect of the training program is customized to meet the desired competition outcomes of resident athletes.

The training program allowed athletes to train at the IIS campus without worrying about funding their training or travelling to competitions, relieving them of a huge financial burden. Additionally, athletes were provided support in every aspect to ensure physical and psychological development. The program allowed several elite athletes to participate and succeed in international competitions and camps, and many junior athletes to compete and win at regional and state-level competitions.

In a country where drop-out rates among athletes are high due to financial instability and lack of access to training and rehabilitation, the Kotak Wrestling and Boxing Program fostered sporting talent in combat sports extensively. While athletes have seen significant improvement in their performance and competition outcomes, there is a need for the program to increase competition and training exposure for athletes. Combat sports like Boxing and Wrestling require a lot of practice with contenders to improve on-the-feet thinking and skills. Therefore, promising athletes must continue to receive the opportunity to train with promising athletes from other countries to enable a well-rounded development.

In conclusion, the Kotak Wrestling and Boxing Program in partnership with IIS was an exceptional training program that enabled talented combat sportspeople to train at the highest level with access to high-quality coaching, training equipment, infrastructure, and nutrition. Athletes from all over India, regardless of their socio-economic situation, came together and trained to participate in coveted national and international forums. The program design and implementation ensured that combat sports like wrestling and boxing were accessible to all talented athletes who aspire to bring laurels to the country. The core components of the program truly adhered to the principles of “Sports for All”.

Image 7: Wrestlers training at Combat Training Hall

LIST OF FIGURES TABLES AND IMAGES

- Figure 1: Coaching Knowledge
- Figure 2: Coaches support to athletes
- Figure 3: Coaches support in analysing individual performances
- Figure 4: Coaches post-performance feedback and analysis
- Figure 5: Athletes on personalised support during injuries
- Figure 6: Physiotherapist's skills and performance
- Figure 7: Percentage of Athletes with customised diet plans
- Figure 8: Juggling between academics and training
- Figure 9: Importance of academics amongst professional athletes
- Figure 10: Frequency of using innovative methods by teachers
- Figure 11: Access to psychological Support to Athletes
- Figure 12: Competition exposure for athletes
- Figure 13: Areas of improvements in training program

- Image 1: IIS Campus and Infrastructure
- Image 2: Junior Boxers training at Combat Training Hall
- Image3: High-Performance Center at IIS
- Image 4: Physiotherapy and Rehabilitation rooms at IIS
- Image 5: Athletes Dining Hall at IIS
- Image 6: Academic Block and Learning Centre at IIS
- Image 7: wrestlers training at Combat Training Hall

- Table 1: Sample Size Distribution

This report captures the impact assessment study for
Kotak Mahindra Bank Limited

27bkc, C 27, G Block, Bandra Kurla Complex, Bandra (E), Mumbai, Maharashtra, 400051

91 22 61660000

https://www.kotak.com/

We express sincere gratitude to over 50+ athletes, coaches, nutritionists, sports science head, IIS Admin team, whose willingness to share their experiences has transformed this research into a deeply meaningful endeavor.

A publication by

EVERYULB TECHNOLOGIES
PRIVATE LIMITED

This report is published by Impact Dash in February 2024

hello@impactdash.com

www.impactdash.com

impactDash impactdashHQ impactdash

Project Researcher: Kavya Nair