

## **"Play for Growth: Sports Equipment Support for Underprivileged School-Aged Children"**

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### **One to Two Sentence Program Vision \***

Promote physical education and inclusive play among 1000+ children.

Create a culture of teamwork, resilience, and self-esteem through structured sports activities.

Encourage gender equity by providing inclusive equipment for boys and girls.

Purchase age-appropriate sports kits (football, cricket, skipping ropes, mats, etc.)

### **Descriptions of Challenges**

Limited Funding and Resource Allocation:

Many non-profit schools operate on minimal budgets, prioritizing academic needs over extracurricular activities. Securing consistent funding for sports equipment remains a major hurdle, especially in under-resourced or rural areas.

Lack of Awareness about Sports Benefits:

Some educators and parents may not fully recognize the value of physical education in overall child development. This often leads to sports being seen as a “luxury” rather than a necessity.

### Infrastructure Constraints:

Several target schools lack basic infrastructure like playgrounds, open spaces, or storage facilities for equipment. This limits the effective use and maintenance of sports gear.

## Longer Project Description

"Play for Growth" is a community-driven initiative aimed at empowering underprivileged school-aged children through access to quality sports equipment and inclusive recreational resources. Recognizing the critical role of physical activity in a child's development, the project seeks to bridge the gap in sports infrastructure and engagement in non-profit and low-income schools across urban, rural, and tribal areas. By supplying age-appropriate sports kits and supporting structured physical activities, this project hopes to nurture the physical, mental, and social well-being of over 1000 children who would otherwise be denied the joy and growth that come with play.

## First Project Steps \*

### Project Planning and Team Formation:

Define the project scope, timeline, and budget.

Form a project team including:

Project Coordinator

Logistics Manager

Outreach & Partnerships Lead

Monitoring & Evaluation (M&E) Officer

Create a detailed project work plan (Gantt chart or calendar).

### **Who the Project Impacts \***

Underprivileged School-Aged Children (Ages 6–16)

The primary beneficiaries are children enrolled in non-profit, low-income, or government-aided schools who typically lack access to sports infrastructure and equipment. The project:

Enhances their physical fitness and motor skills

Supports mental and emotional well-being through joyful play

Encourages confidence, discipline, and teamwork

Reduces school dropouts by making education more engaging

### **Follow-up Phase II Steps**

Develop Branding and Communication Materials

Design the project name/logo if needed.

Prepare flyers, posters, and social media content to announce and promote the initiative.

Draft communication templates for press releases, donor outreach, and updates.

### **How We Measure Success**

Measures of Success:

Equipment still in use 3–6 months after distribution

Sports clubs or child-led teams formed in schools

Follow-up requests or replication interest from other schools/regions

Monitoring Tools:

Follow-up visits and phone check-ins

School-led reporting templates

Longitudinal tracking of selected schools

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### **Final Comment**

"Play for Growth" is more than a sports project — it is a movement to restore childhood joy, equity, and development where it's most needed. By investing in children's right to play, we invest in healthier, more confident, and community-minded individuals. With strategic support and a compassionate approach, this initiative can sow the seeds of transformation far beyond the school grounds.