



**THE
RISING STARS
AND A SPORTING STATE**

A MISSION TO RISE

Under the RISING STARS programme, KSAMSMCS aims to fund a plethora of programmes and in the process, build 10,000 sports units across the State, support 10,00,000 students in sports, and facilitate the placement of 5,000 sportspersons from different disciplines within 2 years. The programme will be organised through a set of projects.

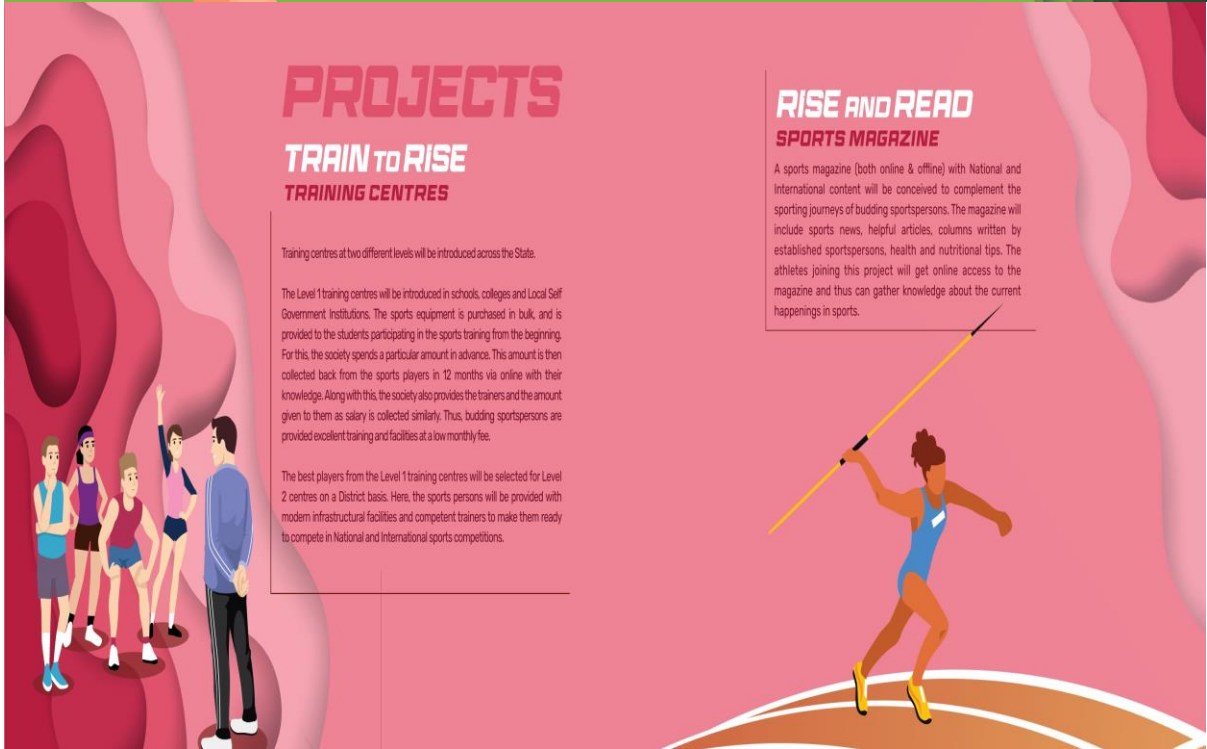


THE KSAMSWCS

The Kerala Sports Association Members Social Welfare Cooperative Society (KSAMSWCS) is a first-of-its-kind initiative that works along with KOA, KSSC, the Government, various Sports Associations and its members. It acts as an agency for providing financial aid and organisational support for various sporting projects in the State.

THE RISING STARS

A flagship programme that intends to imbibe the spirit of sports in the bloodlines of the State and nourish budding sportspersons by providing them with social, physical & mental support. It's a programme that is born out of apprehending what goes into the making of a sporting star. The programme will help a sportsperson in all stages of their growth and facilitate their representation at National and International levels. It involves Infrastructural development of the sports sector, training budding sportspersons, manufacturing, storage and distribution of sports equipment, various projects for sports awareness, projects for financial upliftment of sports players, initiatives to find a new generation of sportspersons, sports publications, etc.



PROJECTS

TRAIN TO RISE TRAINING CENTRES

Training centres at two different levels will be introduced across the State.

The Level 1 training centres will be introduced in schools, colleges and Local Self Government Institutions. The sports equipment is purchased in bulk, and is provided to the students participating in the sports training from the beginning. For this, the society spends a particular amount in advance. This amount is then collected back from the sports players in 12 months via online with their knowledge. Along with this, the society also provides the trainers and the amount given to them as salary is collected similarly. Thus, budding sportspersons are provided excellent training and facilities at a low monthly fee.

The best players from the Level 1 training centres will be selected for Level 2 centres on a District basis. Here, the sports persons will be provided with modern infrastructural facilities and competent trainers to make them ready to compete in National and International sports competitions.

RISE AND READ SPORTS MAGAZINE

A sports magazine (both online & offline) with National and International content will be conceived to complement the sporting journeys of budding sportspersons. The magazine will include sports news, helpful articles, columns written by established sportspersons, health and nutritional tips. The athletes joining this project will get online access to the magazine and thus can gather knowledge about the current happenings in sports.

TO RISE FROM THE GROUND UP DEVELOP LOCAL PLAYGROUNDS

Local playgrounds are the budding spot for talents of the future. Developing them and providing proper amenities will transform the sporting sensibilities of a whole generation. KSAMSWSCS will take up undeveloped playgrounds under schools, colleges, panchayats, local clubs and residential associations on a BOT basis and private properties through sports associations and develop the same by providing standard sports amenities. Thus, superior-grade facilities will be provided to the general public at a small fee and they can spend their free time in sports activities. When the amount received totals the amount spent by the society, the site is returned to its original owners.



AN ARENA TO RISE SPORTS HUB

The society will construct the sports hub with 10 centres in different districts. It will feature international level sports amenities and comprehensive training facilities.



MAKING THE RISE ECONOMICAL SPORTS SHOPS

Being a sportsperson can be an expensive affair, most of it, from buying sports equipment. KSAMSWSCS will start sports equipment shops, at least one in each district, where the equipment will be made available at affordable prices. Also, the students who are part of The Rising Stars can avail a 10% discount on sports equipment.



CLOTHING THE RISE APPARELS MANUFACTURING

The Sports Apparels Manufacturing industry in Kerala is not well developed. The objective of this project is to tap into that void and create an industry which can provide high-quality jerseys, shorts, tracks, caps, etc at reasonable rates. The women athletes who are unemployed will be tasked with running this project.



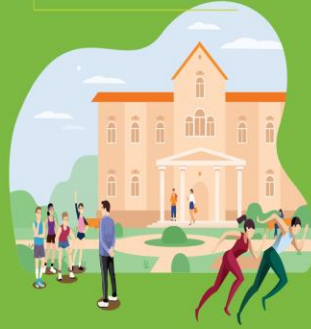
A HEALTHY RISING WELLNESS CENTRES

Local wellness centres have the potential to introduce a healthy lifestyle to a wider age group. Such centres will be introduced in resident associations & flat associations on a BOT basis under KSAMSWCS. It will also help to meet the health requirements of children in residential areas for sports, conduct regular health checkups and create awareness about healthy lifestyles among the general public through Gyms, Zumba, etc.



LEARN TO RISE SPORTS UNIVERSITIES

A degree at a regular institute can hinder the sporting goals of a sportsperson. KSAMSWCS has envisioned dedicated sports universities that will give them ample space for sports with quality learning. Such a university will also have an enriching atmosphere for nourishing the sportspersons. They can pursue degrees in sports disciplines thus applying their complete focus on their choice of sports.



TO FINANCE THE RISE LOAN FOR SPORTS PROFESSIONAL COURSES

Financial condition is a prime determiner in one's pursuit of sports. It is unfortunate that sportspersons sometimes are forced to drop their dreams midway due to a lack of funds. KSAMSWCS aims to address this with special financial schemes exclusively for sportspersons in pursuing sports related professional courses. It will feature easier paperwork and low interest with various other schemes.



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