

PSD partners with PRIA & MFF for KBC Campaign

PSD has partnered with PRIA (Society for Participatory Research in Asia) and MFF (Martha Farrell Foundation) in their expansion of the Kadam Badhate Chalo (KBC) campaign to 16 locations across India over the next year.



KBC mobilizes community youth, both girls and boys, and empowers them to conceptualize, strategize and lead a campaign addressing gender equality and sexual harassment against women and girls, an ever increasing issue in Indian society.

PSD will use the medium of sport at various stages of the campaign, to achieve specific objectives by designing and implementing sport specific programs aimed at the youth groups. PSD will be working in all 16 locations of the KBC campaign across India, starting next month in Delhi, Sonapat, Panipat, Chitrakoot and Banda.

Training, M&E: Keys to a Successful Sports Program

PSD's Coach & Athlete Education Officer, Peter Swinford, pens his thoughts on the significance of training, monitoring and evaluation components part of PSD's Community Sports Programs.



Read his full article here: [Training, Monitoring & Evaluation: Key Components of a Successful Community Program](#)

Highlights

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BBSR Community Program expanded to 350 children

PSD completes RDT's strategy development and coaches' evaluation components

Season's Greetings from PSD!



Let this festive season be an occasion to help children learn through the medium of sports: <https://www.ketto.org/psd>

BBSR Community Program Expanded to 350 Children

PSD has increased the outreach of its Community Sports Program in Bhubaneswar, now reaching out to 350 children on a weekly basis, as compared to 120 children previously. Of these 350 children, 45% are girls and 55% boys. Also, the program is now being delivered at 6 centres as compared to 4 previously.



The Program has been extended to 170 children at the Vivekananda Shiksha Kendra in the Saliasahi slum as well as to 60 children at the Binapani Sishu Mandir in Khandagiri.

PSD Project Update at RDT, Anantapur

PSD has now completed the strategy development and coaches' evaluation components of the project, with reports prepared for each to be presented to RDT in January 2016. PSD's next step in the strategy development component will be to disseminate the strategy prepared to various stakeholders of the Anantapur Sports Academy (ASA), through different channels and mediums.



Suheil Tandon & Peter Swinford Evaluating Academy Coaches at RDT

The past month has seen PSD document ASA's i-League teams' football exchange, ASA's footballers playing in the U-18 i-League and ASA hosting a cricket tournament involving teams from Sri Lanka.

Follow the progress of RDT's Anantapur Sports Academy using the following links:

<http://www.sportskeeda.com/cricket/asa-cricket-host-first-ever-tournament-involving-foreign-visitors>

<http://grassrootsfootball.in/2015/12/16/from-anantapur-to-the-i-league/>

#Sport4Change Crowdfunding Campaign Extended

PSD has extended its [#Sport4Change](#) crowdfunding campaign on online platform Ketto, till the end of January, 2016.

We have already started increasing the outreach of our Community Programs among disadvantaged children across Bhubaneswar, but need your continued support to sustain our efforts and reach our target of **1,000 children!**

We have raised only **20%** of our intended target amount, and there is a long way to go. Your support will be invaluable in achieving our goal.

Follow

<https://www.ketto.org/psd>

to donate and support our efforts!