

ANNUAL REPORT 2025



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A YEAR OF MOVEMENT

In 2025, Simply Sport Foundation embarked on a transformative journey, building on our roots as champions of athlete-centered ecosystems in Indian sport. From humble beginnings focused on women's health awareness, we set bold aims to create integrated pathways across grassroots development, high-performance support, and career transitions, ensuring athletes thrive physically, mentally, socially, and professionally at every stage of their journeys.

Challenges like cultural taboos around menstruation, rural infrastructure gaps, inadequate female coaching, and the profound lack of structured post-career support tested our resolve, yet they fueled relentless innovation and deeper commitments to evidence-based solutions. We delivered 118 women's health workshops reaching 3,080 participants—including 2,249 female athletes, 539 coaches, 72 male athletes, and 27 parents—while deepening partnerships with five grassroots organizations like Navsahyog Foundation, Anantapur Sports Academy, and Mrida, impacting 1,391 beneficiaries through tournaments, scholarships for 65 girls, and equipment support worth over ₹7.47 lakhs.

We also launched PIVOT—India's first athlete career transition program—selecting 20 diverse athletes from a national scouting camp in Jaipur for bootcamps on financial literacy, leadership, digital skills, and more, graduating 17 confident leaders transitioning from volleyball, cricket, football, and beyond into roles as coaches, referees, and professionals.

Key moments, such as releasing the Play Without Pause Report from the Uttar Pradesh project, setting up Simply Period Kiosks at Khelo India Youth Games and BWF Junior World Championship, and pioneering period tracking via Cranberry at sites like Army Sports Institute, broke persistent stigmas and embedded holistic health—from nutrition and mental well-being to puberty and injury awareness—into national systems.

Inspiring figures like 14-year-old golfer Shiksha Jain, who won the US Kids Indian Championship and earned Best Golfer honors at Sammaj Ratan Samman; squash ace Vedant Patel's Gujarat State title; and track star Dharamveer's relay gold with a championship record propelled us, alongside steadfast partners including Rainmatter, BWF, Social Panga, Capri Global, and Delhivery. These strides, amid 167 lakh income and 74% program spend, marked a year of profound learning, scalable growth, and tangible change—setting a resilient foundation for 2026 ambitions in policy integration, school expansions like Grassroots School Stars, and nationwide athlete empowerment.

PROLOGUE

At Simply Sport Foundation, our belief has always been simple yet powerful: sport has the ability to transform lives, not just by creating champions, but by shaping character, confidence, discipline, and opportunity.

As we reflect on 2025, I am proud of how this belief has translated into meaningful action. Over the past year, the Foundation has continued to work at the grassroots, identifying young talent early, supporting aspiring athletes with access to coaching, infrastructure, sports science, and competition exposure, and creating an ecosystem where potential is not limited by circumstance. Each athlete we support represents a story of resilience, aspiration, and belief. Belief that with the right support, talent can flourish.

What makes Simply Sport Foundation unique is our long-term commitment. We are not driven by short-term wins, but by sustained development. Sport is a journey measured in years, not months, and our programs are designed with patience, structure, and accountability at their core. Equally important is our focus on values such as fair play, integrity, and balance, ensuring that sport complements education and personal growth.

This progress would not have been possible without the dedication of our coaches, mentors, partners, donors, and volunteers. Their trust and collaboration continue to strengthen our mission and extend our reach.

Looking ahead, our ambition is clear: to deepen our impact, expand access to structured sporting pathways, and help build a future where talent, regardless of background, has a fair chance to succeed.

Thank you for being part of this journey.

Together, we are not just supporting sport. We are shaping futures.



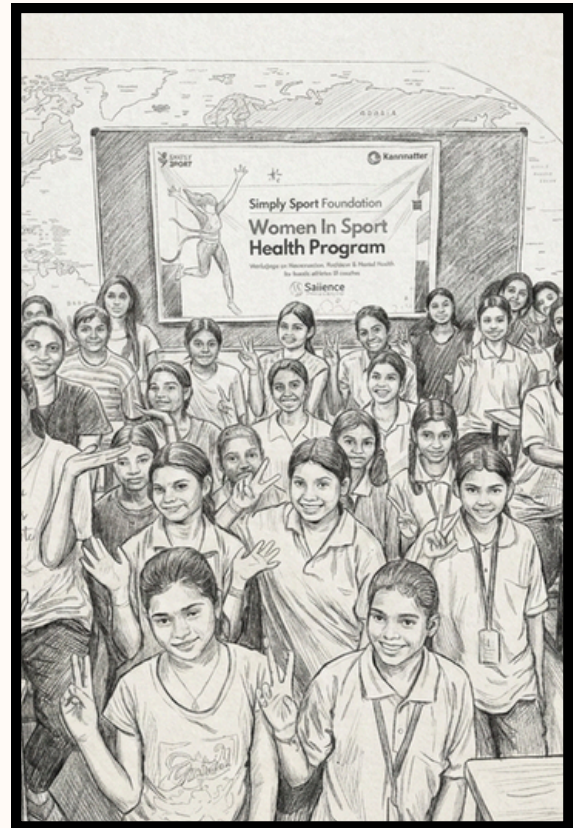
Ankit Nagori
Founder

1. WOMEN IN SPORTS

1. Women Health Program

2. Grassroot Development Program

3. Female Athlete Leadership Program (2025)



In 2025, Simply Sport Foundation strengthened its role as a system-builder within Indian sport-working across health, grassroots development, athlete transition, high-performance pathways, and individual athlete support to create durable, athlete-centred ecosystems. From embedding women's health as a core performance and equity imperative, to deepening grassroots partnerships that expand girls' participation, to launching India's first structured career transition platform for athletes, the year reflected a deliberate shift from isolated interventions to integrated, outcome-driven models. Through strategic partnerships, data-informed programming, and sustained on-ground engagement across geographies and levels of play, SSF advanced a singular vision: ensuring that athletes in India are not only able to participate and perform, but are supported to thrive-physically, mentally, socially, and professionally, through every stage of their sporting journey.





1.1 WOMEN HEALTH PROGRAM

In 2025, Simply Sport Foundation's Women's Health Initiative made a decisive shift from awareness-led engagement to building structured, athlete-centred health systems within sport. Over the year, 118 workshops were delivered across India, reaching 3,080 individuals within the sporting ecosystem—2,249 female athletes, 539 coaches, 72 male athletes, and 27 parents. What began as focused conversations on menstrual health evolved into a comprehensive, evidence-informed approach integrating menstruation, nutrition, mental health, puberty, injury awareness, and physical activity into everyday sporting environments. The initiative operated across academies, federations, schools, para-sport institutions, and high-performance centres, ensuring relevance from grassroots participation to elite performance.

Large-Scale Implementation and Regional Depth

The year opened with intensive on-ground implementation supported by long-standing partners and regional ecosystems. Rainmatter-supported workshops with Hi-Fi Foundation in Mumbai enabled sustained engagement with female athletes, while coach-focused sessions at Art Corner Gymnastics Academy in Bengaluru highlighted coaches' critical role in shaping safe and informed sporting cultures. A major milestone was the completion of the Uttar Pradesh Women's Health Project across six districts, engaging over 400 athletes and coaches. This phase culminated in the release of the Play Without Pause Report, one of the most detailed snapshots of menstrual health literacy among female athletes in India, grounded in robust end-line data.

Institutional Partnerships and Inclusion

Engagement deepened with national sporting bodies and underserved athlete groups. Online workshops with Padukone Sports Management and Rugby India strengthened coach education at scale, while a dedicated session with para-athletes at Parishrama Divyang Sports Academy ensured disability-inclusive health conversations. Multi-session engagements at the Army Sports Institute, Pune, and the Great Goals programme in Ranipet, Tamil Nadu, brought athletes and coaches together to emphasise shared responsibility for performance, health, and care.



Coach Education, Nutrition, and Sport-Specific Programming

As the year progressed, coach education and nutrition literacy became key priorities. Workshops with the Badminton Association of India reached coaches across Guwahati and Raipur, while assessment-led female athlete nutrition modules were delivered in Nashik and Chennai. Sport-specific programming expanded through initiatives such as Swimming with Periods workshops in Bengaluru, acknowledging the need to contextualise female physiology within the demands of each sport.

Peak Implementation and Data-Led Learning

The third quarter marked the most intensive phase of implementation. Rainmatter-supported workshops at SAI Kolkata and Prosquash Pune addressed menstruation, nutrition, and mental health in high-performance environments. Parallel baseline data collection and focus group discussions with Rajasthan Royals Foundation across rural government schools in Rajasthan captured the lived realities of adolescent girls navigating sport, puberty, and social barriers. Large-scale outreach at KGBV School, Jharkhand, reached over 300 female athletes and students, reinforcing the importance of early, school-based intervention.

Youth Engagement and Cultural Accessibility

The programme focused on consolidation, youth engagement, and specialised themes. Workshops on puberty and sport with BWF Guwahati, along with multilingual online sessions on nutrition, injury awareness, and mental health, ensured cultural and linguistic accessibility. The year concluded with BWF Shuttle Time workshops in Pune and Delhi, strengthening early intervention at the grassroots level.



From Awareness to Action: Period Tracking and Systems Change

A defining evolution in 2025 was the move from knowledge-building to structured action through menstrual tracking. Through the Cranberry partnership, period tracking and symptom management were implemented across elite and developmental centres, enabling athletes to align training and recovery with their cycles. In parallel, collaboration with the Bihar State Sports Authority marked growing institutional readiness to embed women's health within state-level sports systems.

Visibility, Mental Health, and Safeguarding

Event-based outreach through Simply Period Kiosks at national and international competitions expanded visibility and access, while the FuelHer Webinar Series extended evidence-based learning to a national digital audience. Mental health remained integral through the Simply Smiles initiative, reaching over 500 participants. The appointment of the Head of Mental Health as the Foundation's Child Safeguarding Officer marked a key institutional milestone, reinforcing safeguarding as central to athlete well-being.

Together, these efforts reflect a year in which women's health in sport was positioned not as an adjunct conversation, but as a core performance and equity imperative—grounded in data, embedded in systems, and centred on the lived realities of female athletes across India.

KEY LEARNINGS & CHALLENGES

Key Learnings

A core learning from 2025 was that health literacy alone is insufficient without system-level reinforcement. While athletes actively engage with topics such as menstruation, nutrition, and mental well-being, sustained behaviour change occurs only when coaches, institutions, and training environments are aligned. Programs that integrated coach education alongside athlete workshops showed stronger adoption and continuity.

Another critical insight was the role of data as an enabler of trust and scale. Structured data collection through workshops, focus groups, and period tracking helped shift conversations from stigma to evidence, particularly in state-level engagements where data informed institutional decision-making.

The initiative also reaffirmed the importance of sport- and age-specific design, with higher engagement when health education was tailored to specific disciplines or life stages. Multilingual delivery emerged as a key driver of inclusivity, improving participation and comprehension across regions.

Challenges

Despite increasing openness, cultural taboos around menstruation and female health persist, especially in mixed-gender and parent-inclusive settings. Creating safe, non-judgmental spaces required sustained trust-building.

At scale, maintaining consistency in facilitation quality while adapting to local contexts remained a challenge. In addition, digital tools such as period tracking require ongoing follow-up to ensure sustained use and meaningful interpretation, highlighting the need for continuous engagement beyond one-time interventions.



STORY

One of the most defining achievements of 2025 was Simply Sport Foundation work with the Bihar State Sports Authority (BSSA)—a collaboration that demonstrated, for the first time, how women's health can be institutionally embedded within a state sports system. Rather than beginning with policy, SSF deliberately started on the ground. The engagement opened with structured women's health workshops across Bihar's sporting ecosystem, focusing on menstrual health, nutrition, puberty, and mental well-being for female athletes and coaches. These early interventions were designed not just to educate, but to listen—surfacing lived experiences, cultural barriers, and performance-linked challenges unique to the state context.



FROM LISTENING TO LEGISLATION: Bihar's Draft Female Athlete Health Policy

As trust was built, SSF introduced a data-led approach, systematically capturing insights from workshops to understand patterns in menstrual health literacy, symptom burden, training disruptions, and access gaps. This evidence base enabled the partnership to move beyond anecdote to action. Building on these insights, SSF implemented a structured period tracking program for 150 female athletes, helping them understand their cycles, manage symptoms, and align training and recovery with their physiology. For many athletes, this marked the first time menstrual health was discussed as a performance variable rather than a personal inconvenience.

The partnership reached a national inflection point during the Khelo India Youth Games hosted in Bihar, where SSF set up the Simply Period Kiosk—bringing menstrual health into the centre of one of India's largest multi-sport platforms. The kiosk served as a highly visible, stigma-free space for athletes, coaches, parents, and officials to engage with menstrual health through conversations, tools, and real-time data collection. Crucially, it demonstrated to the state that women's health could be operationalised at scale within high-pressure, competitive environments.

This progression—from workshops, to data, to tracking, to public engagement—created the foundation for true systems change.

SSF supported BSSA in drafting India's first state-level Female Athlete Health Policy, reframing female health as a core element of athlete development rather than a welfare add-on. Bihar's experience demonstrated how data, health education, and institutional intent can align to create a scalable model for state sports systems.



1.2. GRASSROOT DEVELOPMENT PROGRAM

The Foundation transitioned from a traditional grant programme to a more focused Grant Partnership Program, marking a shift from primarily financial support to deeper, outcome-driven collaborations. This evolution reflects our commitment to building partnerships anchored in shared objectives, accountability, and measurable impact, with a continued emphasis on strengthening grassroots sports development and advancing girls' participation.

As part of this transition, the partner portfolio was strategically consolidated from 12 organisations to five, enabling more intentional engagement and intensive support. Four partners—Navsahyog Foundation, Anantapur Sports Academy (ASA), Sanskriti Samvardhan Mandal (SSM), and Mrida—were carried forward from the previous grant cycle, ensuring continuity, institutional learning, and sustained impact. Mahila Jan Adhikar Samiti joined as a new partner, bringing fresh perspectives and extending the programme's reach.

This streamlined partnership model has enabled closer collaboration with each organisation, strengthening programme design, implementation, and monitoring. In addition to financial grants, partners receive targeted sports science and gender-responsive technical support, including inputs on menstrual health, mental well-being, and sports nutrition. Collectively, these partnerships contribute to the creation of inclusive, high-quality sporting environments and support sustainable development pathways for girls and young women in sport.

Girl Education Scholarship Program

The Girl Athlete Education Scholarship Programme supports girl athletes from underprivileged backgrounds by addressing the dual challenge of dropouts in education and sport. Through education-focused financial assistance, the programme enables girls to continue their schooling or higher education while pursuing their sporting aspirations. This year, 65 girl athletes across India benefited from the scholarship, with participants competing at levels ranging from district to international. The initiative reinforces our commitment to retaining girls in education while supporting sustained engagement and progression in sport.

Grassroots School Stars

The Grassroots School Stars Programme uses sport to build confidence, resilience, and leadership among children in government schools. It currently engages over 100 children across four government schools in Bengaluru—Gunjurpalya Government Higher Primary School, Gunjur Government Higher Primary School, Kodathi Government Higher Primary School, and Devarabesanahalli Government Higher Primary School. Delivered through structured volleyball and throwball sessions led by certified coaches and complemented by life skills education, the programme has strengthened participation in sport, teamwork, communication, and positive engagement with learning.



Collective Impact Through Partnerships

Mahila Jan Adhikar Samiti (MJAS)

Ajmer, Rajasthan

Mahila Jan Adhikar Samiti (MJAS) empowers women and girls from marginalised communities as changemakers through collective leadership. Since 2016, its Football for Freedom, Unity, and Solidarity programme has used football to challenge restrictive gender norms and promote girls' leadership in rural areas. Through our partnership, MJAS received integrated support, including sports equipment, coach and athlete capacity building, tournament exposure, and education scholarships—resulting in a **2nd place finish at the HCL Foundation Sports For Change National Championship, 144 girls participating in district-level SGFI tournaments, and 31 girls progressing to state-level competitions, while enabling girls to continue both their sporting and academic journeys.**

Navsahyog Foundation

Tumakuru, Karnataka

Navsahyog Foundation fosters life skills and creativity among children across **300 villages in Karnataka, Tamil Nadu, and Nagaland**. The organisation promotes traditional Indian sports such as Kabaddi, Kho-Kho, and Yoga, shaping a future of empowered youth. Through our collaboration, we supported the organisation in organising their annual Inter-Village Kho-Kho and Kabaddi Tournaments, with over **400 girls from 121 villages participating**, demonstrating strong community engagement in rural sports development.

Mrida Education and Welfare Society

Mandla, Madhya Pradesh

Mrida has continued to demonstrate strong progress through its integrated football and education programme. Through our ongoing partnership, the organisation achieved several notable milestones during the year, reflecting sustained growth and impact at the grassroots level. **U17 girls qualified for the Subroto Cup Nationals, while Narmada Valley FC was crowned MWPL champions and secured qualification for IWL 2.**

Sanskriti Samvardhan Mandal (SSM)

Sagoli, Maharashtra

SSM recorded a 27% increase in girls' participation within its Ekalavya Sports Programme, with **91 girls actively engaged**. Improved access to sport-specific equipment and competition exposure supported strong performances, including two athletes securing 3rd and 7th positions in the 10 km category at the Daund Marathon.

Anantapur Sports Academy

Upparapalli, Andhra Pradesh

ASA strengthened grassroots hockey pathways through its Girls' Rural Hockey League and Mixed-Gender Hockey Festival. Enhanced access to competition enabled early engagement, talent identification, and clear progression routes, supporting promising players' transition into ASA's residential athlete development programme.

Grassroots Events and Performance Pathways

Throughout the year, a range of community-focused sports and wellness events were organised to promote holistic development, participation, and performance. International Yoga Day engaged over 300 athletes and community members, highlighting the role of physical fitness, recovery, and mental well-being. National Sports Day marked the launch of the Grassroots School Stars Programme across four government schools, alongside organised sports activities, while Children's Day celebrations with programme beneficiaries encouraged creativity, teamwork, self-expression, and active participation through sports and interactive sessions.

In addition, multiple grassroots and high-performance competitions created pathways for exposure and inclusion. Navsahyog Foundation's inter-village tournament in Tumakuru district, Karnataka, saw over 400 girls from more than 120 villages compete in Kho-Kho and Kabaddi, strengthening community engagement and visibility for indigenous sports. A high-performance volleyball camp at the Padukone–Dravid Centre for Sports Excellence, organised under the aegis of Bengaluru Torpedoes, provided advanced training to athletes from Rajasthan. Grassroots football and hockey leagues in Mandla district, Madhya Pradesh, and Anantapur district, Andhra Pradesh, collectively engaged over 500 participants, offering structured competitive exposure, fostering participation, and supporting early talent identification at the community level.

KEY LEARNINGS & CHALLENGES

Key Learnings

The year reinforced the value of focused partnerships. Working with a smaller group of grant partners enabled deeper engagement, clearer goal alignment, and stronger outcome tracking at the grassroots level.

Education emerged as a critical factor in retaining girls in sport. The education-only Girl Athlete Scholarships reduced dropout risks, underscoring the link between educational continuity and sustained sporting participation.

The Individual Athlete Support initiative demonstrated the effectiveness of tailored, need-based interventions, helping athletes overcome specific barriers related to training, equipment, and competition access.

Challenges

A key challenge remains the shortage of female coaches, particularly in rural areas, limiting access to role models and inclusive training environments for girls. Limited availability of sports science support—nutrition, injury prevention, and mental well-being—also affects long-term athlete development.

Inadequate infrastructure and access to safe play spaces continue to restrict regular training, especially in schools and community settings. Additionally, the highly individualised nature of athlete needs requires customised interventions, making scale and consistency an ongoing challenge for the Individual Athlete Support programme.



STORY

At just 14 years old, Shiksha Jain represents the remarkable potential of young Indian athletes pursuing individual sports at the highest competitive levels.

When she joined the athlete support program in July 2025, she was already showcasing impressive tournament performances across multiple national championships. Her dedication and hunger for excellence are evident as she consistently balances competitive golf tournaments with her academic responsibilities—a demanding equilibrium that defines many aspiring champions in India's sports landscape.

Throughout 2025, Shiksha demonstrated remarkable consistency across a highly competitive tournament calendar, delivering strong performances at several prestigious national and international championships.

She secured 2nd place overall in the WAGR (Women Amateur Golf Ranking) The female category at The Charminar Advait Luthra Cup in Hyderabad, achieved 1st position in Category B and 3rd overall at the NCR Cup in Delhi, and placed 3rd at the 15th Junior DGC Tournament. Shiksha recorded Multiple strong finishes at IGU championships, represented India at the Thailand Junior Championship, and won the US Kids Indian Championship, strengthening her profile as one of India's most promising young golfers at national and international levels.



SHIKSHA JAIN: Rising Champion of Indian Golf

Shiksha's consistent excellence throughout the year culminated in significant recognition when she was honoured as the Best Golfer at the Sammaj Ratan Samman 2025 award ceremony at Prem Niketan Ashram in Jaipur on November 21, 2025. This distinction highlighted not only her tournament victories but also her commitment and the positive impact she represents as a young female athlete. The recognition underscores how her dedication across the competitive calendar has earned respect within India's golf community and positioned her as a rising talent in the sport.

As Shiksha continues her competitive journey, she carries the potential to represent India on the global golf stage.

Her 2025 season has demonstrated that young Indian athletes, with the right support and mentorship, can compete and excel at the highest national standards. Her story is emblematic of the emerging generation of Indian golfers breaking through traditional barriers and establishing themselves as formidable competitors in both national and international tournaments.



1.3.FEMALE ATHLETE LEADERSHIP PROGRAM

The first half of the year marked a significant moment of transition with the graduation of 17 athletes from the Female Athlete Leadership Program. Designed to prepare athletes for life beyond competitive sport, the program delivered a holistic curriculum covering financial literacy, female health, career pathways in sport, leadership, and essential soft skills. Learning extended beyond the classroom through an immersive visit to the Decathlon store and Centre of Excellence in Bengaluru, complemented by a mentor interaction with Sanjana from Goldman Sachs—bridging aspiration with real-world insight and exposure to the professional sporting ecosystem.

The program's impact was most evident at graduation, where athletes completed the journey with renewed confidence, clarity, and direction. Today, these women are pursuing diverse pathways as referees, coaches, corporate professionals, sport leaders, and postgraduate students, demonstrating how the discipline, resilience, and excellence developed through sport can translate into leadership and success across sectors.



In the second half of the year, Simply Sport Foundation launched PIVOT, its flagship career transition program for athletes, addressing a critical gap in the sporting ecosystem. The initiative focuses on building self-awareness, confidence, and leadership while equipping athletes with practical skills such as digital and financial literacy, project management, design thinking, and interview readiness—enabling smoother and more informed transitions beyond competitive sport.

A key milestone for PIVOT was the successful two-day national scouting camp in Jaipur, conducted with AU Bank and SportsKartail, through which 20 athletes were selected from across India, spanning multiple sports. Anantapur Sports Academy supported the program through residential boot camps, while mentorship from national athletes, experts, and the SSF leadership team strengthened athlete development.

The program also achieved institutional validation with its first external funding commitment, as Social Panga pledged INR 7 lakhs and supported the design of learning modules—marking an important step toward scaling PIVOT into a structured national platform.

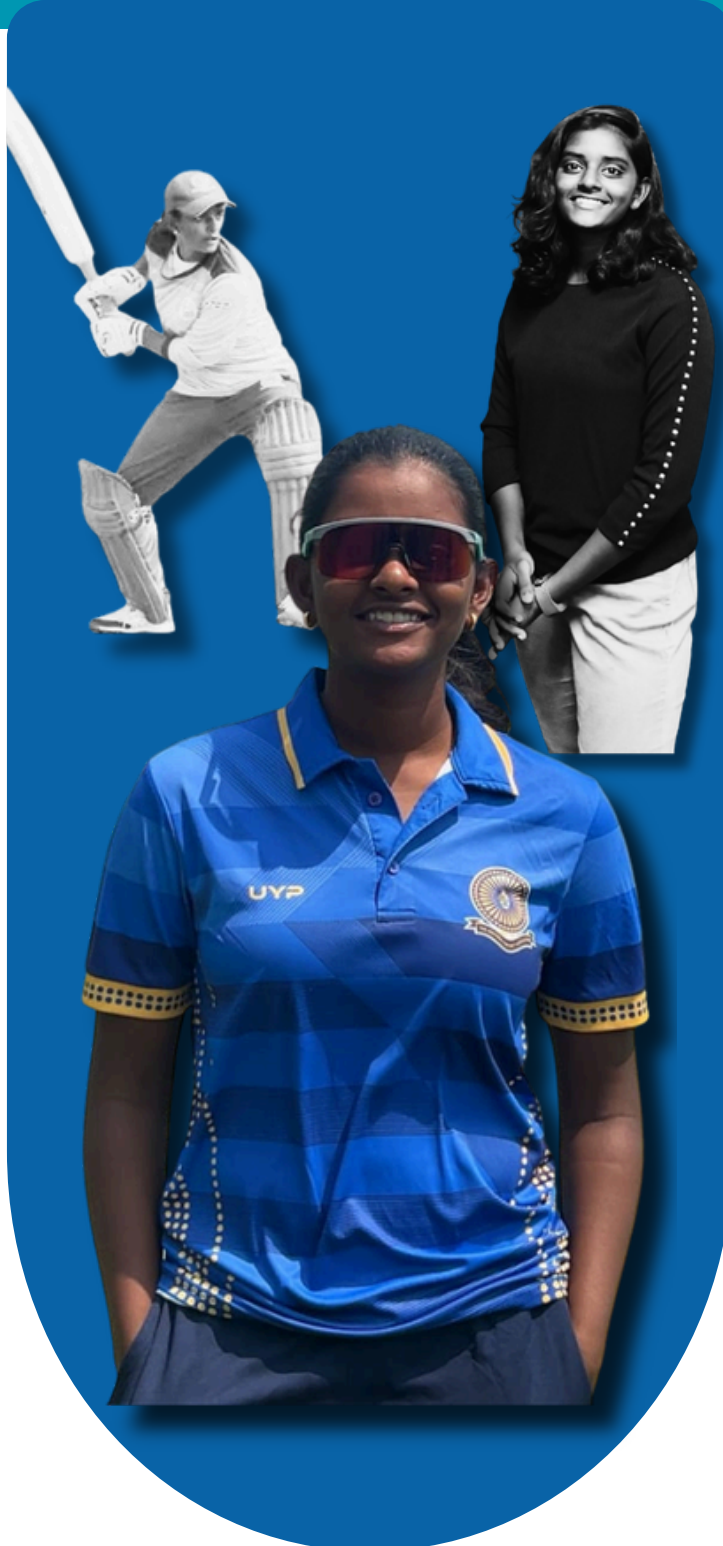
STORY

Neha began her sporting journey early, stepping into competitive sport when she was in the 6th standard. Growing up, she closely observed her seniors, especially when they participated in leadership programs, and something about their confidence and clarity stayed with her. Those early impressions inspired Neha to eventually become part of the Female Athlete Leadership Program (FALP) cohort herself.

Before joining the programme, Neha struggled with communication challenges and stage fear. Speaking up or expressing her thoughts did not come easily. However, through the leadership workshops and shared learning spaces within the programme, she gradually found her voice.

The experience helped her build confidence, overcome hesitation, and believe in her own abilities—both on and off the field.

Through FALP, Neha also redefined what leadership meant to her. She learned that leadership is not only about leading from the front, but also about supporting teammates, standing by them during difficult moments, and creating a sense of collective strength. As an athlete, the programme exposed her to the many roles and career pathways within sport, broadening her perspective beyond just playing.



NEHA'S JOURNEY: From Athlete to Leader

One defining moment came during a tournament when Neha was captaining her team under intense pressure. Drawing on the skills and confidence she had developed, she led the team calmly and effectively. That experience became a turning point—helping her realise her leadership potential and motivating her to continue developing these qualities.

Beyond sport, Neha shares that the programme has helped her become more composed in daily life, enabling her to respond thoughtfully rather than react impulsively. Today, she is playing at the U-19 level in cricket and is pursuing a BBA in Business Analytics at the Government Arts Degree College, Anantapur.

Neha's message to younger girls is simple yet powerful: believe in yourself first, be confident, and keep learning something new every day. Her journey reflects the transformative impact of the Female Athlete Leadership Program in nurturing confident athletes and emerging leaders.

IMPACT OF WOMEN IN SPORTS

1 Women Health Program

Total Workshop Conducted

118

Total Participants Reached

3,080

2 Grassroot Development Program

Grassroots Partners

5

Total grant beneficiaries

1391

Individual athlete support

03

Equipment Support

₹ 7,47,256

Scholarship Athletes

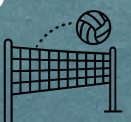
65

Grassroots School Stars

100+

Grassroot School Starts Sessions
(Volleyball and Throwball with Life Skills)

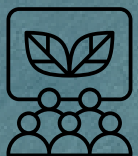
200+



3 Female Athlete Leadership Program

Athlete Trained in 2025

45





2. SIMPLY SPORT BADMINTON ACADEMY

High-Quality, Athlete-Centric Training

The Simply Sport Badminton Excellence Program continued to deliver a structured, performance-oriented ecosystem, designed to nurture competitive athletes and enable long-term excellence. Anchored in a well-defined training methodology, the program was led by Arvind Bhat, whose technical expertise and leadership ensured consistency, discipline, and professional standards across all training operations. Strong operational oversight throughout the year reinforced a focused and athlete-centric environment.

Technical and Tactical Development

Athletes underwent a carefully structured program combining technical training with strategic gameplay development under expert guidance. This approach led to significant improvements in skill execution, match awareness, tactical decision-making, and on-court confidence. Equal emphasis on disciplined training loads, recovery protocols, and injury prevention ensured minimal injuries, allowing athletes to train consistently, sustain performance progression, and remain competition-ready throughout the season. These outcomes highlight the program's commitment to world-class training standards and its long-term vision of nurturing elite badminton talent.

Scale of Operations and Training Intensity

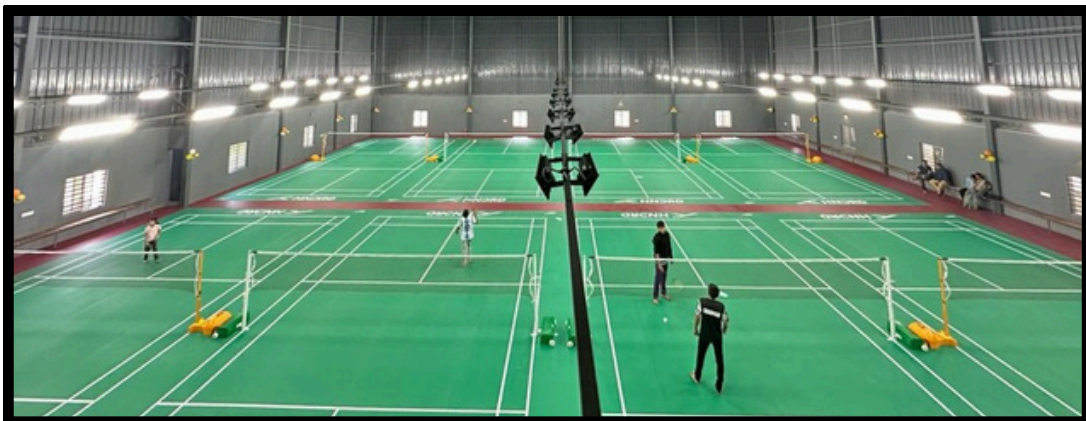
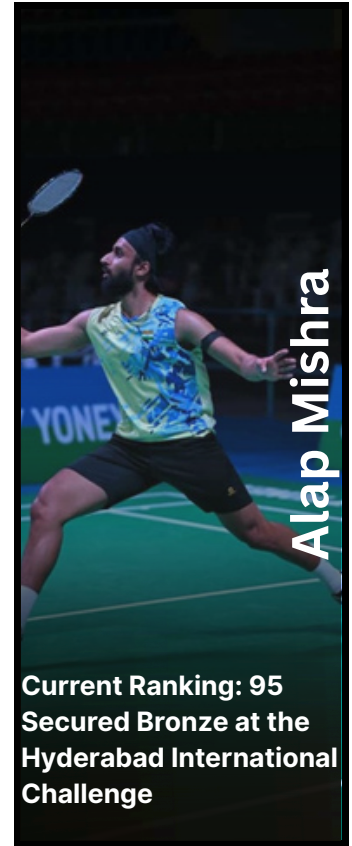
The academy supported 40 athletes through a structured, high-performance training ecosystem, delivering 950+ hours of training across technical, tactical, strength, conditioning, and recovery sessions. Training quality was maintained using 1,200+ shuttle tubes and 14,000+ shuttlecocks, aligned with tournament standards, while athletes gained competitive exposure through 100+ national and international tournaments.

Infrastructure Growth and Future Capacity

Construction of the new training facility progressed rapidly during the reporting period, with all major civil and structural works nearing completion. Scheduled to launch in January 2026, the facility will significantly enhance the program's capacity to deliver structured training, provide advanced athlete support systems, and create an environment aligned with international performance benchmarks.

Athlete Rankings and Competitive Achievements

The program's impact was strongly reflected in athlete rankings and tournament performances at national and international levels. Several athletes achieved career-best rankings and podium finishes, underscoring the effectiveness of the training ecosystem.





3. ATHLETE SUPPORT

The Individual Athlete Support Initiative provides targeted assistance to promising athletes by addressing specific needs that enable continued participation and high performance in sport. Designed to complement each athlete's development pathway, the initiative helps reduce financial and access-related barriers while encouraging sustained engagement and progression at higher levels of competition.

4 Athletes Supported



Vedant Patel

A national-level squash athlete representing India demonstrated strong resilience in 2025 by returning to competitive play following injury rehabilitation. Support included training resources, equipment, and nutritional assistance, enabling the athlete to maintain high performance standards. Key achievements included winning the Gujarat State Closed Championship 2025 and reaching the Round of 16 at the 80th CCI Western India Squash Tournament.



Shiksha Jain

A 14-year-old competitive golfer delivered impressive performances across national tournaments. Support was provided in the form of professional golf equipment to ensure continued competitiveness. Major achievements included securing 2nd place overall in the Charminar Advait Luthra Cup (WAGR Female Category), winning the US Kids Golf Indian Championship, and being recognised as Best Golfer at the Sammaj Ratan Samman 2025, highlighting consistent excellence throughout the season.



Dharamveer Choudhary

A track and field athlete specialising in the 400m and 4x400m relay trained under international coaching expertise during the year. Support focused on nutritional assistance and specialised athletic footwear to enhance performance outcomes. Notable achievements included winning Gold in the 4x400m relay at the 74th Inter-Services Athletics Championships 2025 with a championship record timing, and securing Silver at the World Athletics Continental Tour Bronze event.



Tasnim Mir

Tasnim Mir is a rising Indian badminton player who trained under international coaching expertise during the year to strengthen her competitive performance.

She received focused support in nutrition and specialised footwear to meet the demands of elite-level badminton. Currently ranked World No. 52, she has shown consistent progress on the international circuit. Her recent highlight includes winning Silver at the Abu Dhabi Super 100 tournament, marking a significant career milestone.

THE WINNING MOVES

International Collaboration: Embedding Female Health in Sport

Simply Sport Foundation (SSF) collaborated with the Badminton World Federation (BWF) to integrate female health into coach and athlete ecosystems globally. Through targeted workshops—including puberty and sport, young female health, and physical activity—SSF engaged coaches and trainers across multiple regions, reinforcing early intervention and normalising health conversations within badminton’s development framework. This partnership ensured health education reached athletes at formative stages, delivered through trusted coaching ecosystems.

Simply Periods Handbook: From Awareness to Sustained Learning

A key addition to the Women’s Health Initiative in 2025 was the Simply Periods Handbook, a practical, athlete-first resource for female athletes, coaches, and support staff. The handbook translates topics such as menstruation, puberty, nutrition, mental well-being, and training considerations into clear, sport-relevant guidance.

Developed from SSF’s on-field experience and program data, it was launched in collaboration with BWF and Liverpool John Moores University (LJMU) at the BWF World Championship Coaching Conference in Paris, supporting a shift from one-time awareness to sustained, system-level behaviour change.

Systems-Level Engagement: Bihar State Sports Authority

At a systemic level, SSF’s partnership with the Bihar State Sports Authority marked a key milestone in institutional adoption of female athlete health. The collaboration extended beyond workshops to structured engagement around menstrual health literacy, data collection, and period tracking, laying the groundwork for state-level integration of athlete-centred health practices. This demonstrates the potential for scalable public-sector adoption, positioning women’s health as an essential component of sporting policy and athlete development frameworks.



Launch of PIVOT: Athlete Career Transition

In 2025, SSF launched PIVOT, India's first structured career transition program for athletes, addressing a critical gap in the sports ecosystem. While years are invested in preparing athletes for competition, little attention is given to life beyond peak performance, injury, non-selection, or retirement. PIVOT reframes career transition as a core component of athlete development, equipping athletes with transferable skills, leadership capabilities, and professional confidence.

By reducing post-sport vulnerability and preserving human capital, PIVOT enables athletes to pursue careers as coaches, administrators, entrepreneurs, corporate professionals, and sport leaders. This strengthens athlete well-being, improves retention in sport, and contributes to a resilient and sustainable sporting system.

Integrating PIVOT Across the Ecosystem

PIVOT is designed as a platform, not a standalone program, with pathways for integration across federations, leagues, and employers. It can be embedded alongside high-performance training to normalise career preparedness early. For professional leagues and centres, it provides structured support for transitioning athletes, safeguarding mental health, dignity, and employability. For corporate employers, PIVOT creates a bridge to a high-potential talent pool—athletes who bring discipline, resilience, and leadership—through customised modules, internships, and hiring partnerships. Over time, PIVOT aims to become a nationally recognised transition framework aligned with sport policy, CSR mandates, and workforce development goals.

Grassroots School Stars: Building Future Leaders

The Grassroots School Stars Programme, launched in 2025, uses sport to build confidence, resilience, and leadership among 100+ children from four government schools in Bengaluru. Delivered through structured sessions by certified coaches, the program combines sport training with life skills development in communication, teamwork, critical thinking, and emotional well-being. Reflective journaling fosters self-awareness and personal growth, equipping students with the mindset and skills to thrive both on and off the field.



PARTNERSHIPS AND COLLABORATIONS

In 2025, Simply Sport Foundation marked another year of strong growth, expanding existing programs and launching new initiatives in partnership with grassroots organizations and key government bodies, reaching a wider network of coaches and athletes across India.

GRANT PARTNERS



PARTNERSHIPS



Department of Sports
Government of Uttar Pradesh



Cranberry



CUREFOODS

socialpanga.com



CSR PARTNERS

23 lakhs

CAPRI GLOBAL
CAPITAL LIMITED

Beneficiaries: Approximately 4,000–4,500 individuals (direct & indirect), through foundational physical literacy and participation readiness among adolescent girls in government and low-resource schools across Uttar Pradesh, enabling sustained engagement in play and physical activity for lifelong health and well-being.

CAPRI GLOBAL

DELHIVERY

DELHIVERY
Small World

20 lakhs

Beneficiaries: Vedant Patel, athlete support, support towards grassroots programs of Mahila Jan Adhikar Samiti girls empowerment in Rajasthan, Sports science and capacity building support to partner organisations

11 lakhs



Beneficiaries: 100 children of the 5 government schools selected as part of the Grassroots schools stars, 6 female athletes sponsored to be enrolled in the Pivot program.

SOCIAL PANGA

INNOVEN CAPITAL

INNOVEN
CAPITAL

4 lakhs

Beneficiaries: Support the grassroots programs of Mrida Foundation's girls football team in Madhya Pradesh

2 lakhs

TRELLEBORG

Beneficiaries: Mental health literacy in sports and scholarships support for the girl athletes

TRELLEBORG INDIA
PVT. LTD

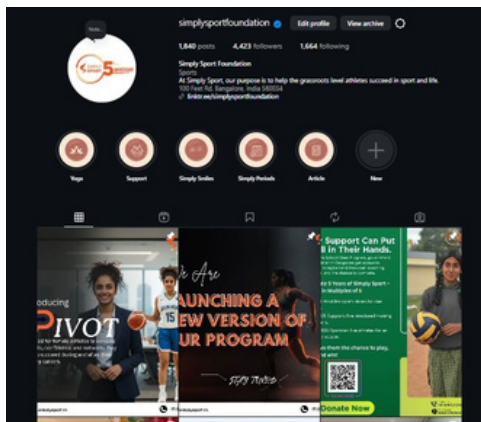




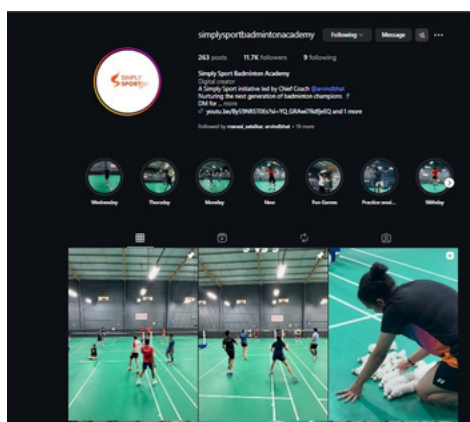
SOCIAL MEDIA

SOCIAL MEDIA PRESENCE

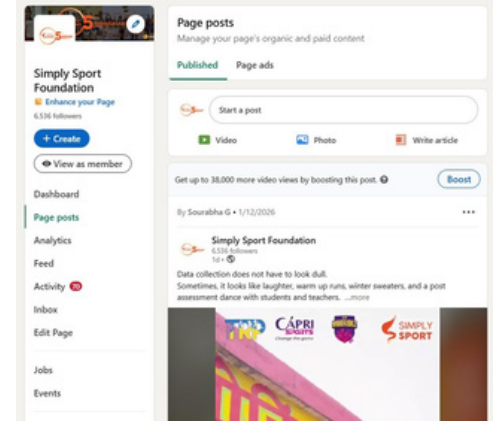
Instagram SSF



Instagram Badminton



Linkedin



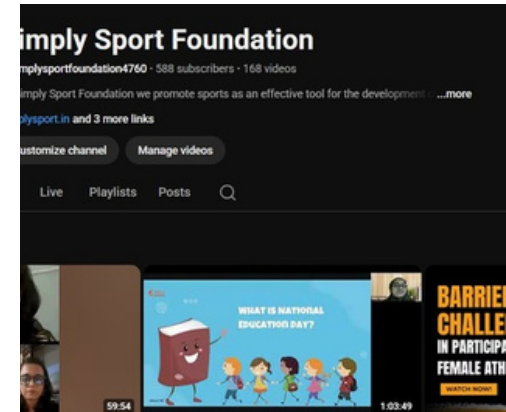
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Facebook



YouTube





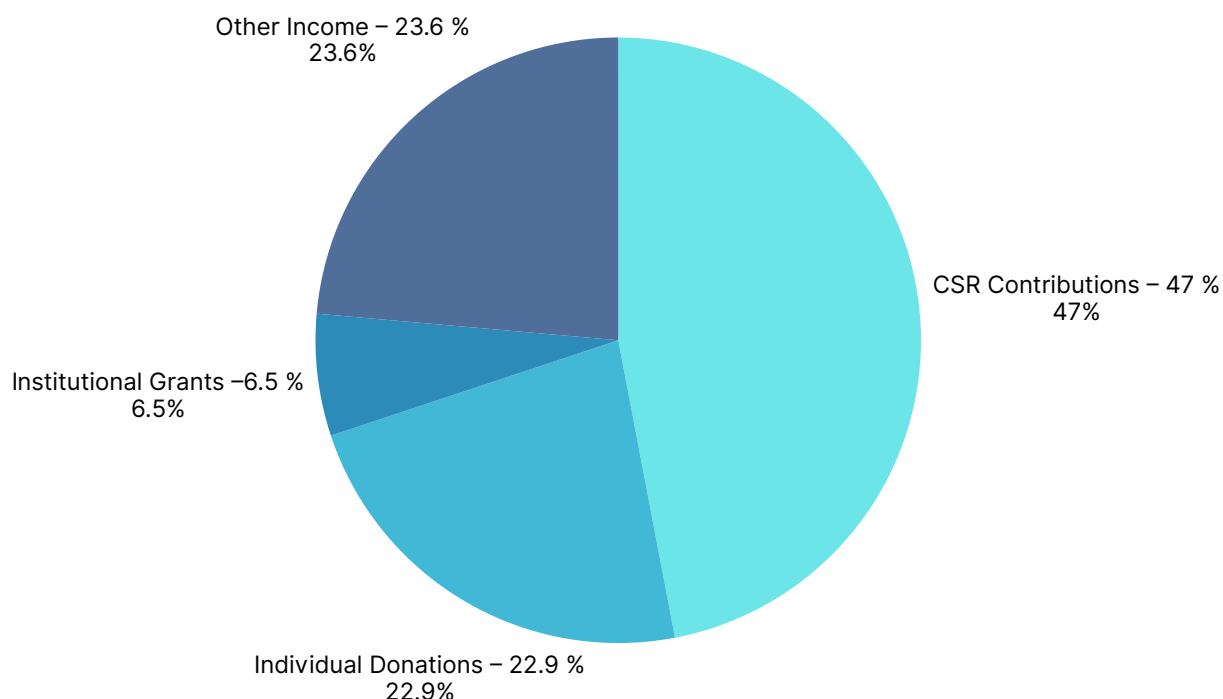
FINANCIALS

The year 2025 marks Simply Sport Foundation's fifth year of operation and reflects stable financial performance, strong donor partnerships, and continued investment in programs contributing to the development of the sports ecosystem. Total income for the year stood at ₹1,67,29,253, with CSR donors contributing the largest share. Total expenditure was ₹ 4,30,94,764, of which 74% was directed toward program delivery.

The Foundation continues to prioritise transparency, disciplined spending, and long-term sustainability through prudent budgeting and improved financial controls.

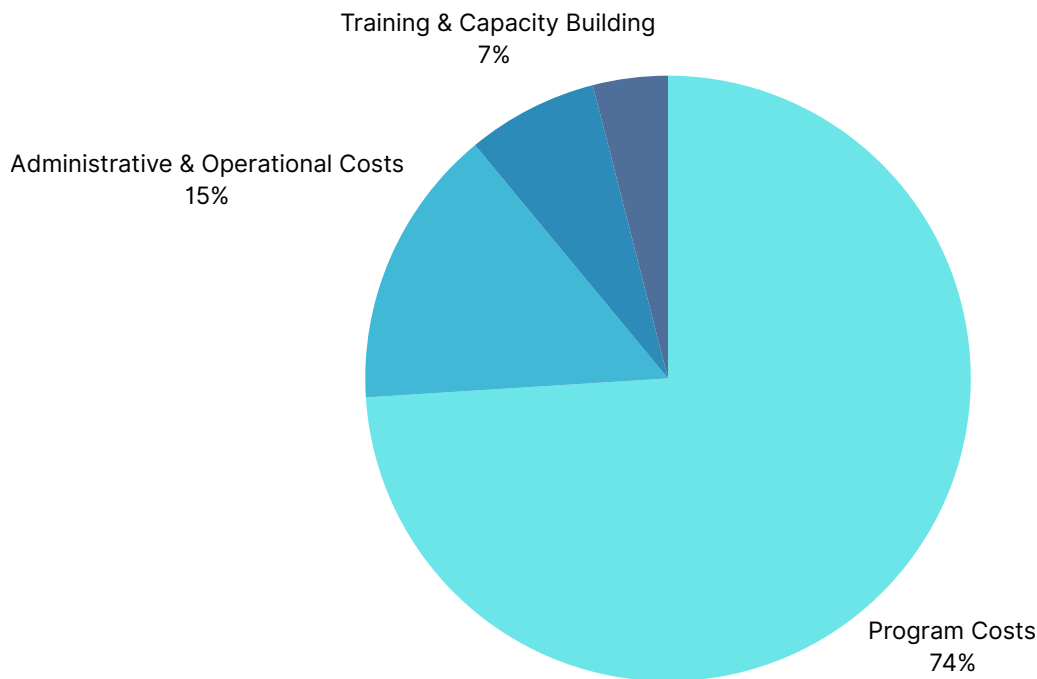
Income Summary

The organisation's funding base remained diverse, enabling resilience and program continuity. Income distribution for the year was:



Expenditure Summary

The organisation's funding base remained diverse, enabling resilience and program continuity. Income distribution for the year was:



Five-Year Financial Snapshot

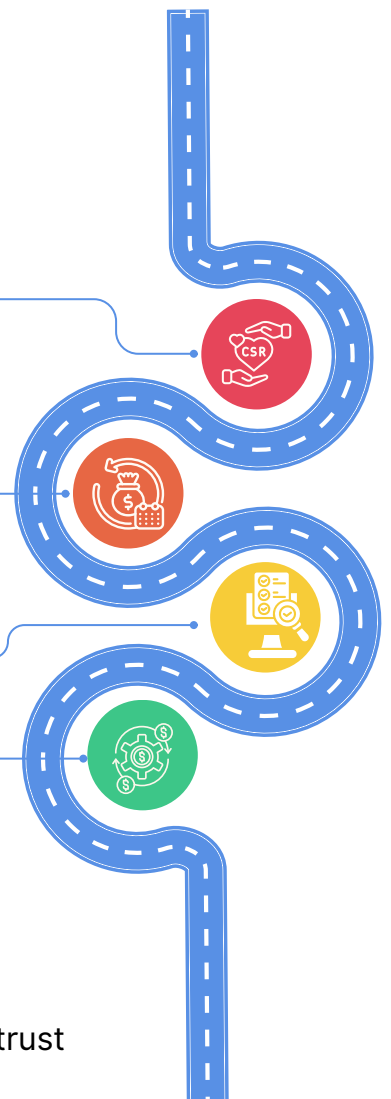
Across five years, Simply Sport has demonstrated steady financial growth, supported by:

Expansion of CSR and institutional partnerships

Growth in annual program budgets

Strengthened internal financial controls

Adoption of digital finance systems and automated processes



These improvements have enhanced financial governance and reinforced trust with donors and partners

THE TEAM



Ankit Nagori
Founder



Kanika Nagori
Executive Director



Darshan NK
HEAD - Programs & Partnerships



Aditi Mutatkar
Head - Women Initiatives



Shashidhar R
Head - Grassroot And Athlete Initiatives



Meghana Murali -
Senior Management Accountant - FP&A



Sourabha G
Digital Marketing Lead



Manasi Satalkar
Reserach Lead - Simply Periods



Renu Yadav
Lead Female Athlete Nutrition



Dhanraj VS
Lead - Grassroot Programs



Kavya
Human Resources



Bharath Naik
Finance Excutive



Arvind Bhat
Program Director
Badminton Academy



Jestin
Operations
Badminton Academy

Be the Reason a Young Athlete gets a chance.

Your support helps unlock access to sport, health, and life skills for children and youth who need it most. Every contribution, big or small, strengthens grassroots systems and creates opportunities that last far beyond the playing field.



SUPPORT US

Join us to make a
difference today

Contact Info:

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www.simplysport.in

Thank You

