



Impact Assessment of Training and Promotion of Sports Program

A Report



Impact Assessment of Training and Promotion of Sports Program

A Report

Project ID

P0390



Study Team

Dr. Manish Subharwal

Dr. Sanjay Gupta

Disclaimer: This document presents findings of “Impact Assessment a Training and Promotion of Sports Program” supported by HDFC Bank CSR. The contents are the reflections of target group members and stakeholders and do not reflect the views of HDFC Bank CSR, OGQ or IMPACT PSD.

Table of Contents

<i>Abbreviations</i>	4
Chapter 1: Introduction.....	5
Chapter 2: Study Methodology	7
Chapter 3: Study Findings	10
Chapter 4: Impact Assessment Findings based on OECD Framework.....	19
Chapter 5: Conclusion and Recommendations.....	22
<i>Annexure</i>	24

Abbreviations

Gol	Government of India
IDI	In-Depth Interview
ISSF	International Shooting Sport Federation
KII	Key Informant Interview
NRAI	National Rifle Association of India
OGQ	Olympics Gold Quest
SAI	Sports Authority of India
SNC	Strength and Conditioning
SP	Sports Psychology
TOPS	Target Olympics Podium Scheme
WFI	Wrestlers Federation of India
WR	World Record

Chapter 1 - Introduction

HDFC Bank CSR – Parivartan Program

HDFC Bank helps in transforming lives of millions of Indians through various social initiatives. HDFC Bank has a comprehensive program named as 'Parivartan' aiming to contribute towards the economic and social development by sustainably empowering its communities. The Parivartan program has been a catalyst in making a difference in the lives of people through its interventions in the areas of rural development, education, skill development and livelihood enhancement, healthcare & hygiene, and financial literacy.

Under Parivartan, the bank has a flagship "**Holistic Rural Development Program (HRDP)**" focused on Rural Development and caters to the needs of the rural communities in multiple focus areas. Another support program is "**Focused Development Program (FDP)**" through which the Bank identifies an implementing partner with expertise in one of the focus areas and implements the intervention to improve the lives of the target groups with respect to the focus area. The progress of all the projects under these HRDP and FDPs are assessed through systematic routine monitoring and independent evaluations to assess the effectiveness of projects.

About Olympic Gold Quest (OGQ)

The Foundation for Promotion of Sports and Games is a Not-for-Profit (Section 8) Company founded by sporting legends Mr. Geet Sethi and Mr. Prakash Padukone. As the parent organization of **Olympic Gold Quest¹** (OGQ), its mission is to support Indian athletes in winning Olympic Gold medals. OGQ, under the umbrella of the foundation, provides comprehensive support to athletes across six disciplines: athletics, badminton, boxing, shooting, wrestling, and archery. The basic model of functioning involves the support and development of athletes in various sports disciplines. The organization, OGQ, assists athletes through different means such as providing funds and managing other resources including foreign coaching, physiotherapy, strength and conditioning training, sports psychology, sports nutrition, travel arrangements, and provision of equipment. OGQ aims to enhance the performance and achievements of these athletes through comprehensive support and resources.

About the Program on Training and Promotion of Sports

HDFC Bank supported a program for providing training to athletes for the promotion of rural sports, nationally recognized sports, paralytic sports and international sports. The initiative was supported by a NGO named Olympic Gold Quest (OGQ) that implemented the program with the objective of assisting Indian athletes in winning medals at the international and national championships through scientific training, other need-based support and monitoring. The initiative had a special focus on identifying potential para-athletes for international championships. The key support provided to selected athletes included the following:

- **Expert Coaching and Training support:** A world class training was given to the athletes to make them fit and capable for international championships.

¹ <https://www.olympicgoldquest.in/>

- **Medical/Sports Science/Injury Rehab:** Concrete support was provided to the athletes such as medical intervention and integrated sports science for an effective performance in the championships and tournaments.
- **Participating in International Competitions:** Supported athletes who are performing outstandingly for further help in participating in international competitions.
- **Access to world-class equipment:** Provided sports related equipments of highest quality with contemporary features as per the individual needs of athletes so that they perform well with their competitors.

OGQ shared in its reports that out of 222 athletes supported with the grants, 137 (62%) won medals in the International, World, Asian and National level championships.

Support Offered by OGQ to Athletes

OGQ provides its enrolled athletes major support in five areas as shown in the following chart.



HDFC Bank CSR entrusted IMPACT PSD to conduct an impact assessment study of the program (July-September 2021) with robust research methods and provide the study report.

Objectives of the Study

The impact assessment was designed and conducted to accomplish the following objectives:

- To document the process adopted for the identification and selection of athletes.
- To assess the progression of selected athletes from their selection in the program to their achievement.
- To assess the impact of the support in overcoming the barriers faced by athletes during their journey to participation in championships and winning medals.

The ensuing chapters of the report present the details on study methodology, salient findings and assessment results.

Chapter 2 – Study Methodology

The research methodology, sampling, study implementation strategy, and data management are all covered in detail in this chapter. The following sections are explained in a way that breaks down the information into its component parts.

Study Indicators

The following indicators were aimed for assessing the impact of the program:

- Number of athletes supported with type of support by category of sports (training, equipment, medical, psycho-social or injury-related)
- Number of athletes covered by different categories
- The proportion of athletes who dropped out
- Average cost per athlete, type of championship and value for money
- Perception of possible ways in which athletes get support

Study Phases

Step 1	Step 2	Step 3	Step 4
Design and Development	Study Implementation	Data and Content Analysis	Documentation and Reporting
<ul style="list-style-type: none"> ○ Sampling ○ Tools development ○ Athletes data procurement 	<ul style="list-style-type: none"> ○ Planning for implementation ○ Appointments ○ Interviews ○ Follow-ups 	<ul style="list-style-type: none"> ○ Analysis framework ○ Analysis of athletes data ○ Content analysis 	<ul style="list-style-type: none"> ○ Documenting results ○ Report writing ○ Presentation

Research Methods

A mixed methods approach was followed wherein both quantitative and qualitative data was gathered through individual In-depth interviews with selected athletes and the program implementation team members. The data related to athletes was shared by OGQ which was analysed to oversee the demographic profile of athletes and their achievements.

Target Groups

Following target groups were included in the study:

- Athletes
- Para athletes
- OGQ representatives

Both types of athletes—(a) who won the medals and (b) who could not win a medal in the championships were covered. However, the proportion of athletes who won medals in different championships was higher (75%) in comparison to those who did not win the medal (25%).

Sample Selection

The following process was adopted for the selection of athletes for the study:

- A list of athletes was obtained from OGQ indicating their demographic information, type of sport, type of support provided and achievements in international and national level competitions.
- Using the list, synthesis of data was carried out to obtain the proportion of athletes by category and type of sport that provided a fair idea for distributing the sample by categories.
- Since there was no specific indicator that could be considered for drawing a valid sample size, we proposed to cover **11 athletes** (around 9% of the total of 126 supported through the intervention by OGQ in 2021).
- A list of 15 out of 126 athletes were provided to OGQ for providing the access to the supported athletes.
- The list also included athletes who participated but did not secure a medal in the championships.

Sample Coverage

The sample coverage has been shown in the following table:

Total	Able	Para
11	7	4

Development of Tools

Considering the needs of the impact assessment, a common semi-structured discussion guide was developed for the data collection which included profiling information related to education, age, current profession, and types of support received or receiving from other channels, etc. Additionally, questions were designed on their inclusion in the HDFC program and their experiences, how the support helped them and progress throughout their journey. The facilitating factors, challenges they faced and measures they adopted to overcome those challenges were specifically documented. A comprehensive discussion guide was developed to capture information from the OGQ program implementation team that highlighted the program components, the type of support provided to the athletes, the monitoring and tracking mechanism adopted, challenges and constraints faced and methods adopted to overcome these challenges.

Team Deployment

All the interviews with the athletes and NGO team were conducted by two senior-level researchers from IMPACT. Both members are senior-level researchers having 10-20 years of research experience and have undertaken qualitative research studies in multiple thematic areas. Both the team members remained in touch with OGQ team throughout the study phase to seek support in reaching out to athletes identified in the sample.

Implementation Process

Following process was adopted for conducting the impact assessment:

- IMPACT PSD identified 15 athletes following a mechanism considering multiple parameters such as gender, type of sports, category (able/para) and achievements (won medals or did not secure medals).
- A list of selected 15 athletes was shared with OGQ (from 2021) requesting them to arrange an online call for conducting the in-depth discussion.
- OGQ based on the availability of selected athletes, facilitated the online calls and research team accommodated the timing as per the utmost convenience of the athletes.
- In each online call, OGQ implementation team member and concerned athlete manager initially introduced the context of interaction to athletes and provided the background of athletes to the research team.
- Post introduction, OGQ team dropped off and the stage was set for the research team to continue independent discussion with athletes.

- For the convenience of athletes, all the discussion was conducted in Hindi language which actually facilitated athletes in sharing their information in their own language.
- Prior to the interaction, informed consent was obtained inclusive of voluntary participation, confidentiality and privacy of the data and how the gathered information will be used without indicating their names.
- All the interactions were conducted for 20 to 30 minutes considering the value for athletes' time.

Data Management and Report Writing

All the collected data was processed at IMPACT PSD office. The data received from OGQ was duly analysed on MS Excel and quantitative data was content analysed for the interpretations. Post analysis, the information was synthesized and possible interpretations were made in the report.

Data and content analysis as well as report writing was exclusively undertaken by senior researchers.

Challenges Faced

- Seeking appointments with the athletes as every athlete has a day plan for their practice, sessions with physio for strength and conditioning exercises. All possible efforts were undertaken to accommodate the dates and timing as per the utmost convenience of athletes.
- At times, athletes were busy in travelling to other locations for their competitions, but OGQ managed to convince them for sparing their time for the interviews.
- Few athletes were busy with Khelo India and other sports events due to which desired number of athletes could not be covered.
- Lack of documentation with OGQ team that can demonstrate the mechanism of monitoring and tracking of the progress of athletes over the time. Since OGQ works on donations from the donors, they need to submit different reports as per the donor requirements such as donor designed templates, etc. Possibly, OGQ faces difficulties in maintaining data for all athletes by donors as it continuously support athletes over the years.

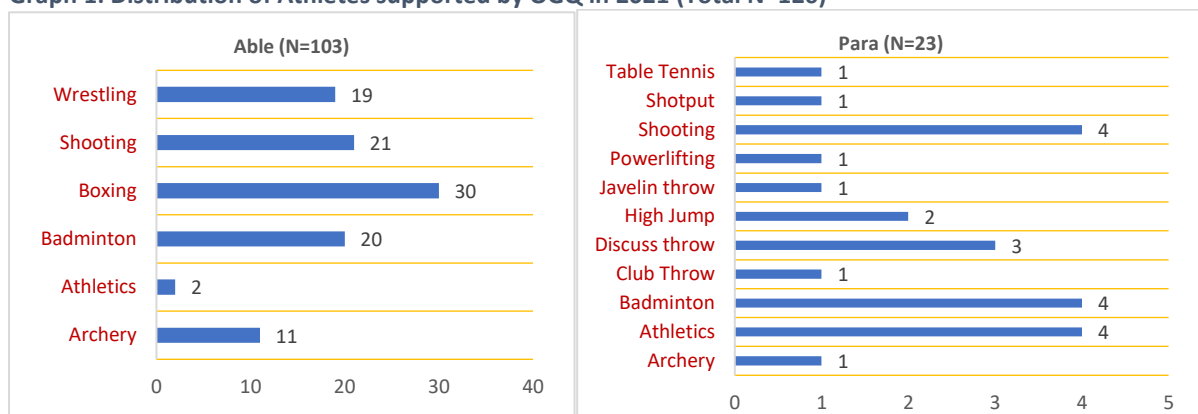
Chapter 3 – Study Findings

The current chapter provides the findings synthesized from the data obtained from the respondents by components.

Athletes Supported by OGQ in 2021

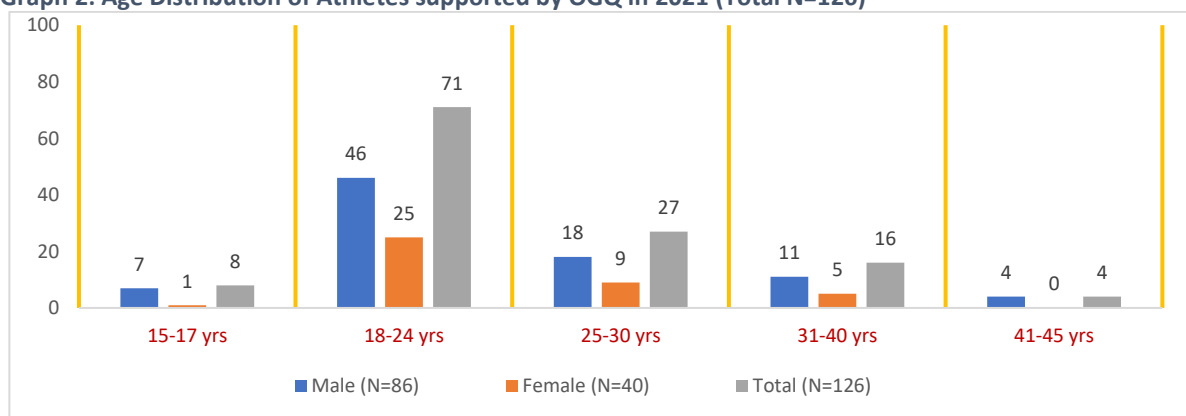
A total of 126 athletes were supported by OGQ during the years 2021 and of these 126, 86 were men (68%) and 40 were women (32%). There were 109 athletes who received OGQ support in 2021 and 2022 both. This essentially means that there were a few athletes who were dropped after 2021 and a few new athletes were added to the list in 2022. Following graph shows the distribution of athletes supported in 2021 by type of sports and categories supported by OGQ.

Graph 1: Distribution of Athletes supported by OGQ in 2021 (Total N=126)



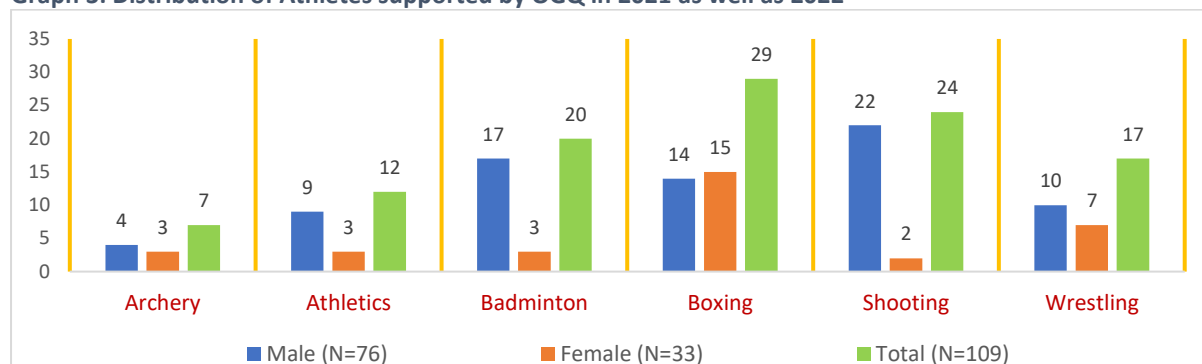
More able-bodied athletes were supported in Shooting, Boxing, Wrestling and Badminton. In para-athletes, the support was mainly for athletics, badminton, shooting and archery.

Graph 2: Age Distribution of Athletes supported by OGQ in 2021 (Total N=126)



With respect to age, majority of athletes were in the age group of 18 to 24 years followed by 25 to 30 years. The average age of athletes was computed to be 25 years. However, the average age was found to be lower among women (23.8) against men (24.8).

Graph 3: Distribution of Athletes supported by OGQ in 2021 as well as 2022



Evidently, more men were provided with support in Shooting, Badminton and Boxing and women were mainly in boxing, wrestling, archery, athletics and badminton.

Selection Criteria for Support

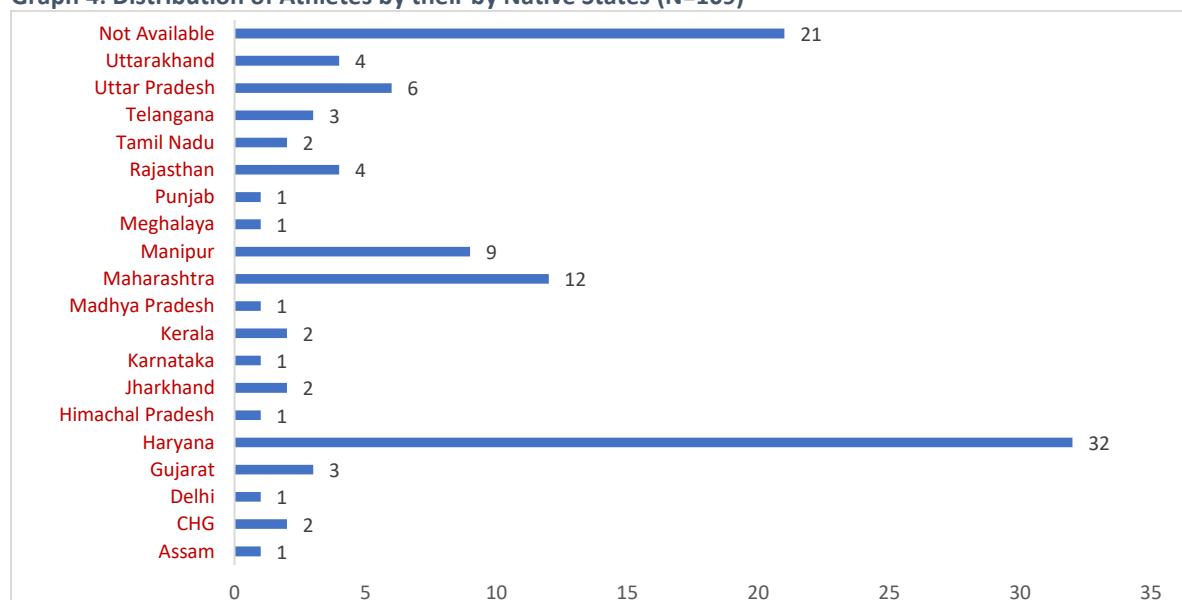
OGQ has established its reputation for providing the support to sports persons who are outshining in their sports and securing top rankings as well as winning medals for India. OGQ only focuses on the athletes, performances in the past events (tracking of history), willingness of athletes to achieve more. Basically, OGQ tracks the capability and consistency together to finalize and select athlete for the support.

What OGQ Says

No two sports are same and hence, the same methodology cannot be replicated in the same form for different sports. There are some basic tenets that can be followed and adapted according to the sport (or sportsperson) being analysed. At OGQ, the mission of supporting athletes is to win Olympic Gold medals and OGQ is primarily trying to judge if a certain athlete has that potential. OGQ accomplish this judgement through a Quantitative analysis (fact-based) or Qualitative one (opinion-based) or as it often happens – a mix of both. During the support period, the athlete managers remain in touch with the athletes to provide all support as and when they need.

As per OGQ, nearly 400 athletes are currently being supported in both able as well as para categories.

Graph 4: Distribution of Athletes by their by Native States (N=109)

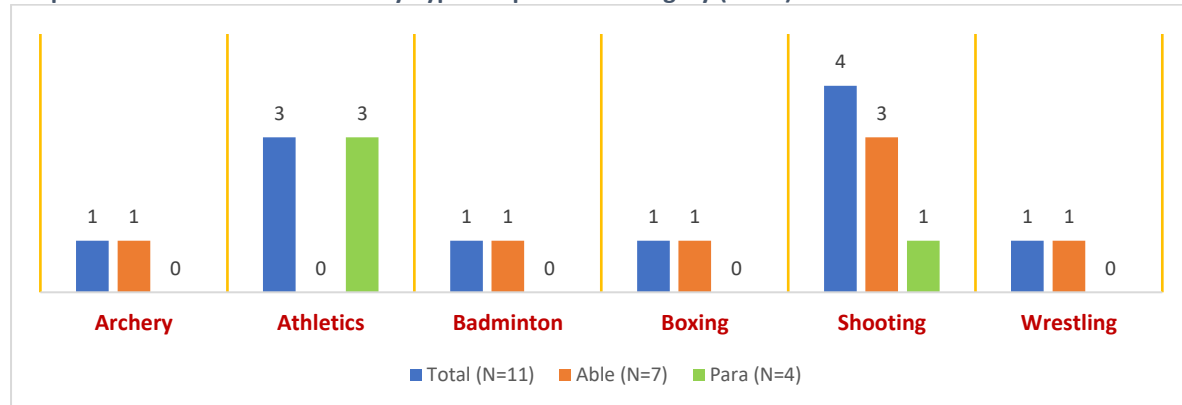


Among those who were supported for both the years, a large number of athletes were from Haryana (32) followed by Maharashtra (12), Manipur (9) and UP (6). However, data on the native state for 21 athletes was not available.

Sample Coverage

A total of 11 athletes were selected for the study which was shared with OGQ in 2021. Of these, 11 athletes were successfully interviewed on online digital platform. Of these 11, 7 were able bodied and 4 were into para-athletes category. Following graph illustrates the coverage of athletes by sports and category.

Graph 5: Distribution of Athletes by Type of Sport and Category (N=11)

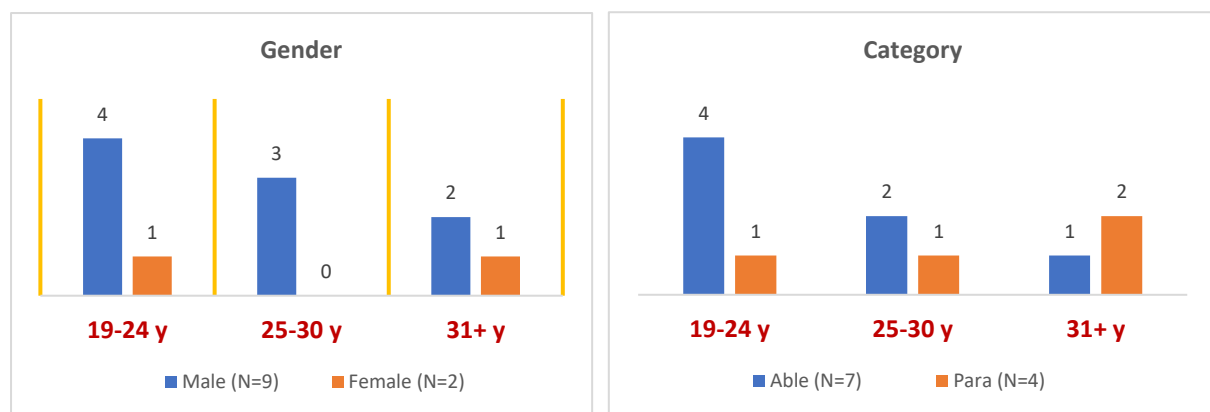


Among 7 able category athletes, all 7 athletes were men whereas 2 men and 2 women were covered in the para athlete category.

Socio-demographic Profile

Findings revealed that majority of athletes were in the age range of 19 to 24 years wherein number of men were higher than women (4 vs 1). More younger athletes were covered as 5 (46%) were in 19-24 years age range followed by 3 each in 25-30 years and 31+ years age brackets. Following graphs illustrates the distribution of athletes by gender and category.

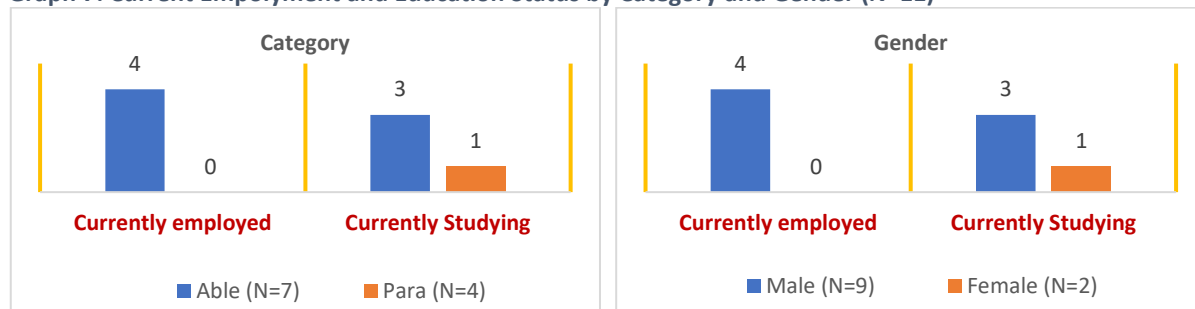
Graph 6: Age Distribution of Athletes by Gender and Category (N=11)



Half the athletes in able category were between 19 to 30 years age range (6) whereas 2 out of 4 athletes in para category were between 31-38 years of age. It can be inferred that there are more athletes in para category who are maintaining their records and achieving medals due to which OGQ is continuously supporting the athletes.

Among all 11 athletes, only 4 athletes had employment with various entities wherein all 4 were able bodied athletes. None of the para athlete was into any employment. Among these 4 athletes, 2 were in Indian Army, and 1 each with Forest Department and Bharat Petroleum. These athletes are being supported with their employers in terms of providing opportunities to play for India and visit the organization for formalities 3-4 times in a year. In all, 4 out of 11 athletes mentioned that they are currently studying and following graph illustrates and current employment and study status.

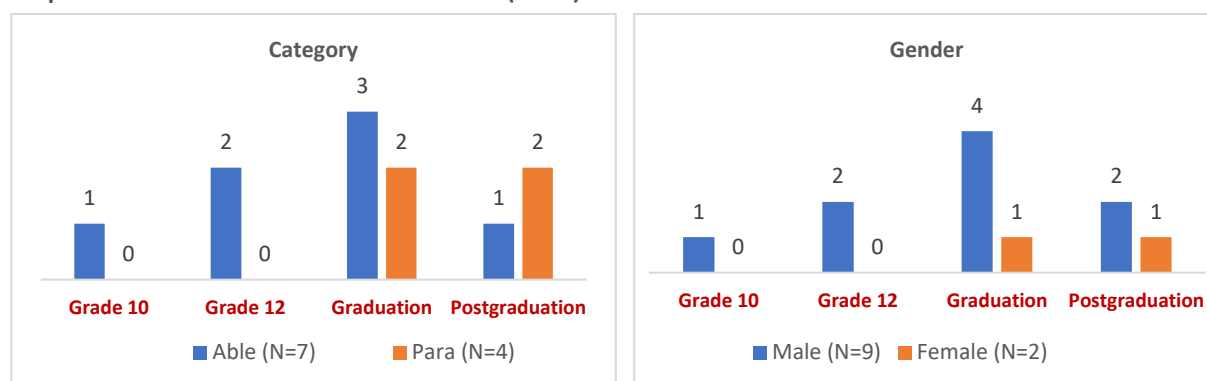
Graph 7: Current Employment and Education Status by Category and Gender (N=11)



Of 4 who were employed, all were able-bodied athlete and similarly, one female para athlete reported pursuing Law degree currently. Of those 4 athletes studying, 3 were men and 1 was women.

Further, findings on overall educational attainment so far revealed that 8 out of 11 athletes completed either graduation or postgraduation. Following graph illustrates the educational attainment.

Graph 8: Educational Attainment of Athletes (N=11)

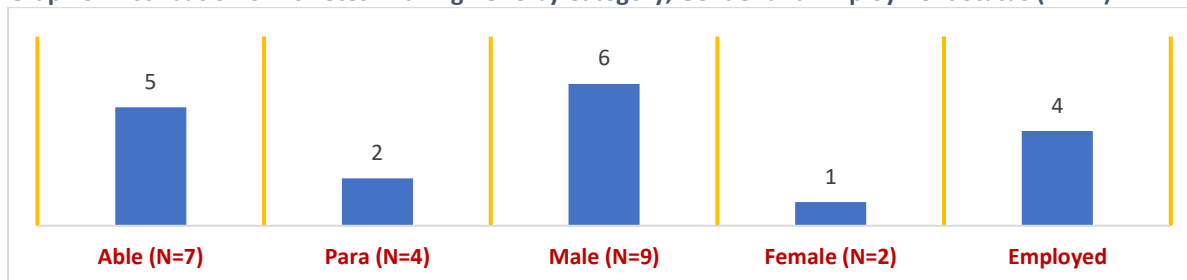


One male badminton player in younger age group is pursuing his senior secondary level education. Other 6 men and 2 female athletes had completed their education till graduation or postgraduation level. One male athlete is currently pursuing Masters degree in Public Administration which would help in entry into the government job in the sports department.

Inclusion in Govt. of India TOP Scheme

During the discussion with athletes, an enquiry was made on receiving any support from Government of India through Sports Authority of India (SAI). Athletes included under TOPS are offered with all facilities including Access to SAI Centre of Excellence for practice, Stay and Food, Physio and equipment along with monthly stipend of about INR 25,000 per month. Among all 11 athletes, 7 reported that they are into SAI TOPS and availing benefits. Following graph shows the type of athletes receiving TOPS facility.

Graph 9: Distribution of Athletes Availing TOPS by Category, Gender and Employment Status (N=11)



Five of the seven athletes receiving TOPS are able-bodied, and the other two are para athletes who were selected for TOPS due to their exceptional results in the previous year's international and world championships.

These athletes are receiving support in their quest for medals at the upcoming Paralympic and World Championships, as well as the Paris Olympics (2024).

OGQ offers equal benefits to all of its enrolled athletes, regardless of their TOPS status. These benefits include budgetary support and other important resources.

All 7 athletes revealed during the conversation that the support programmes that OGQ provides to its enrolled athletes are not available or offered at the SAI Centre of Excellence in various locations. Furthermore, when providing support, OGQ does not take into account the location or kind of facility used by their enrolled athletes for their practices. At the moment, OGQ supports all athletes, regardless of whether they are working out at a national centre of excellence, an academy, or at home. In order to help athletes practise, build strength, and keep their health for the championships, OGQ offers support based on the athletes' current needs.

OGQ Support to Athletes

This section describes the findings based on the discussion with 11 athletes (7 able and 4 para) between 4th to 9th December 2023 using online digital platforms through face-to-face interviews. OGQ team maintained the privacy and facilitated for making athletes available during the online meetings.

Association with OGQ

According to the 11 athletes with whom in-depth interviews were done, they have been receiving OGQ support for over three to seven years. According to OGQ records, the impact assessment was conducted with 11 athletes for the financial year 2021.

The assessment team observed that OGQ receives the donation support from multiple sources such as Corporate CSRs, PSUs and autonomus bodies. As per the donor's requirement, OGQ segregate their supported athletes to submit their utilization report to donors. Essentially, this means that the athletes remain on their enrolment list for many years and however, 11 athletes covered under the impact assessment are labelled as supported by HDFC Bank during the FY 2021.

All athletes, except one, reported approached by OGQ with an offer of support for their sporting career aiming for the World level championships, international games, Asian Games, Commonwealth Games, Olympics, etc.

Type of Support Received

All athletes were asked to describe the type of support they have been receiving from OGQ since their inception in the list. The athletes were appreciative of the support offered by OGQ which is continuous and need-based as per the individual athlete's situation and type of sport. OGQ provides following support to its enrolled athletes with the help of a dedicated team of experts, coaches and players of international repute.

Sports Science

Physiotherapy

All 11 athletes stated that their Physio coach had provided them with support throughout the support phase and was still doing so. Athletes who do not require physiotherapy can still receive consultations from OGQ's team of experts every two weeks or every month, depending on their needs, to determine what kind of strengthening and conditioning they require.

Sports requiring physical examination and specialised expert opinion include archery, long jump, wrestling, boxing, badminton, etc. A dedicated team member OGQ keeps tabs on these athletes' progress and recommends preventive and subsequent actions.

Nutrition Support and Guidance

Support for nutrition has been identified as the main service provided by OGQ. All 11 participating athletes valued having advice on daily needs, types of nutrients needed, variety of supplements, what not to eat, etc. from the nutrition coach specifically assigned to these athletes. These athletes are specifically contacted depending on the matches or events to evaluate their current condition and provided with specific dietary instructions, such as what to eat, what to avoid eating until the matches are over, and special dietary requirements for doping tests.

Every candidate expressed satisfaction with the level of nutrition support they were provided.

Nimisha C, a female para athlete gratefully acknowledged the nutrition advice and the diversified support provided by OGQ helped her outstandingly in securing medals.

Psychological Support

Keeping the athletes stress-free and psychologically fit is one of the main goals of sports science. According to the interviewed athletes, OGQ has been crucial in offering the psychological support needed to overcome issues like anxiety, stress, insomnia, etc. Wins and losses are essential stages that these athletes experience in their sporting events. All of these athletes are connected with OGQ psychology coach and wellness expert, who undertakes follow-ups with each athlete once a month to assess their mental health. A few athletes were provided with a Mobile App to feed their daily status so that expert can track and assess on how to assist an athlete transitioning through a particular conditioning phase.

Athletes expressed how happy they were with the psychological assistance offered by OGQ.

Medical Assessment

Medical assessment has been associated with the specific needs of these athletes. Normally, athletes undergo a series of medical tests that OGQ asks them to go through. These include blood tests, other diagnostic tests etc. depending upon the needs based on the type of sports.

At times, Physio or psycho experts also supports or facilitates in meeting the medical doctors assessing their medical or clinical needs. For example, one of the shooters shared that he had some issues with his shaking hands and OGQ contacted the Orthopedic expert and consulted for his condition to treat through medication.

Injury Management

Not all athletes face injury in their sports career but wrestlers, boxers, badminton players are more likely to get injured during practice or matchers (higher probability). Thus, injury management has been the major support that OGQ offers with the help of a team including physio, medical doctor, nutrition expert and strength and conditioning expert, etc.

Post medical support, psychological experts support the athletes in overcoming the distress, deficiency in conditioning, etc. The experts provide support for motivation, confidence building and sustaining in the sport.

Coaching & Training Support

Best National and International level Coaches and Trainers

During the conversation, every athlete expressed their sincere gratitude to OGQ for supporting them each time they showed an interest in receiving coaching and training at any academy or any other facility at the national or international level.

To quote, a female athlete requested a support for the technical expert, and after speaking with the athlete about her wish, goals and viewpoints, OGQ provided her a technical expert so that she can get the training and coaching for her sport. In a few more instances, athletes such as badminton player and shooters requested to practise at different locations in order to gain experience. OGQ arranged the visit so that the athletes could realise their own goals pursue their dreams to get equipped with skills.

“OGQ comes back with the desired solutions and arrangements instantly which is of immense help for us and this gives confidence to all athletes that OGQ is there to back them up.”

– Claimed by 10 out of 11 Athletes

Equipment Support

Access to Equipment

OGQ has included a provision for these costs in their support programme because they recognise the needs and circumstances faced by athletes. Many athletes lacked the resources necessary to sustain their practice over an extended length of time, it was discovered during the discussion. In order to use the weapon and ammunition (if shooting) or the equipment related to archery (bow and arrows, etc.), these athletes had to arrange sources from some place or seek help from government sports centres.

These athletes won medals for India in international or world-level sports competitions, but without access to modern equipment, it was challenging for them to continue competing in sports. Athletes were able to obtain the equipment of their choice and standards thanks to the excellent facilitation of the equipment demand from OGQ. All of the athletes praised this aspect of OGQ.

Overall, 3 athletes received equipment support for weapon for which OGQ imported the pistols and rifles and 1 archer got modern bow and arrows for their practice to participate in international level sports events.

One of the shooters (para athlete) informed that OGQ has supported him with the infrastructure setup at their home for practice which is incredible. This demonstrates the sensitivity of OGQ that they could understand the needs and proactively took action to make the access to practice sessions easy for the para athlete.

Participation in Tournaments and Competitions

Entry Fee

Athletes require support for their participation as well as for their training, health, and fitness. Without consistent earnings or monetary assistance, they are unable to cover the registration or application costs

	<p>for international and global athletic competitions. All 11 athletes attested that OGQ offers financial assistance for covering the cost of entry to compete in the championships. After the foreign currency is converted into Indian rupees, this becomes more costly and can cost anywhere from INR 10,000 to 25,000.</p> <p>The athletes showed their appreciation for OGQ's recognition of how important this support is to them.</p>
<p>Availability of Trainers and Support Staff</p>	<p>One of the main components of OGQ's athlete support programme is the physiotherapist and trainers travelling with the athletes while they compete. Athletes' lives are made incredibly simple by this, as they receive any necessary support immediately.</p> <p>Nearly all of the athletes stated that OGQ also offers support during training sessions and athletic trials. Even these trainers and physiotherapists continue to come to the training venues and offer their assistance. If athletes are practicing at world level academy under the experienced coach then OGQ do not send their coaches to the academy.</p>

Administrative Support

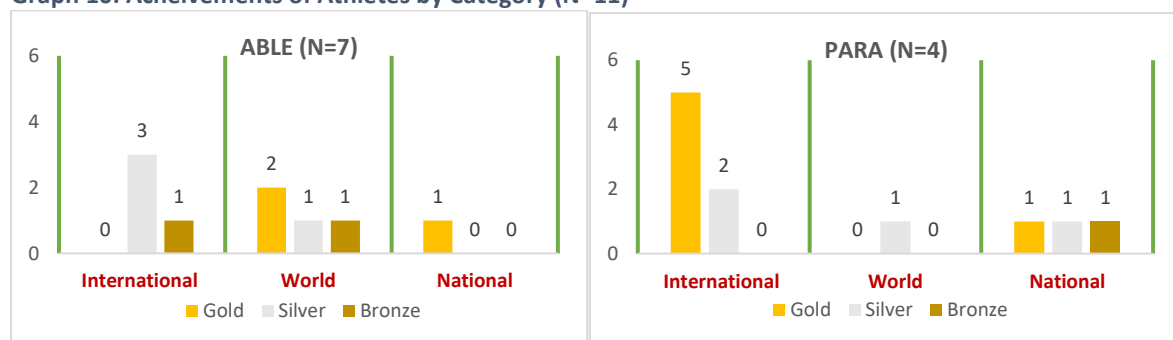
<p>Travel, Stay & Food</p>	<p>Additionally, OGQ covers the costs of these athletes' travel (including tickets and visas), lodging, and meals when they compete in international championships. Athletes can use their money to purchase the food of their choice whenever they're in need and avail the reimbursements.</p> <p>All of the athletes OGQ supported made this claim. A wrestler athlete claimed that OGQ gave him free reign to choose his own food and supplements for the international game event, as well as the restaurant where he could have a vegetarian meal.</p>
---------------------------------------	--

Achievements

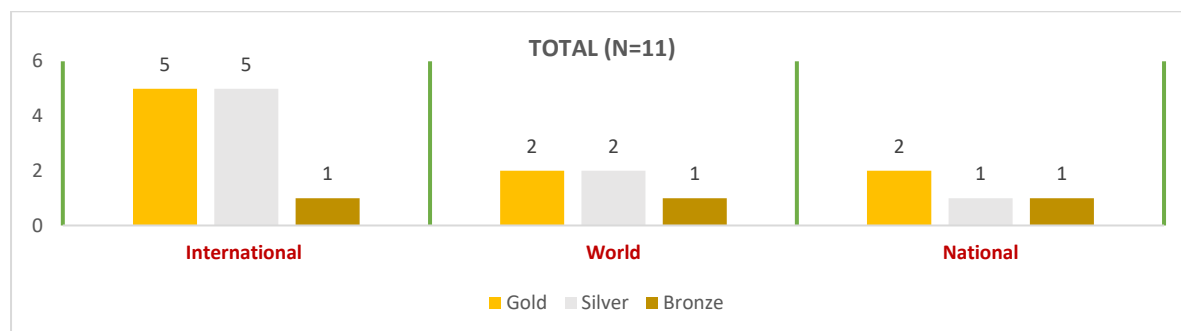
Athletes' accomplishments in national, international, and global championships and tournaments are important indicators of their success. The data on accomplishments provided by OGQ was analysed, and conclusions were made to evaluate the effect of the extensive and necessary OGQ support for all athletes.

The results showed that 9 medals in total—3 gold, 4 silver, and 2 bronze—were won by able category athletes, which is amazing. Many other able category athletes were managed to compete to the fourth positions or final rounds while still putting on strong performances. The athlete's accomplishments are shown in the following graphs.

Graph 10: Achievements of Athletes by Category (N=11)



Para athletes too achieved comparable success, winning a total of 11 medals—6 gold, 4 silver, and 1 bronze. Because of this, the para athletes' ability to practise has been greatly aided by OGQ support, and OGQ's mental support has given them an advantage when competing in national or international sporting events.



A total of 20 medals were won by the athletes during the year 2022.

Excerpts from the Discussion with Athletes

<p><i>"I have gained confidence and free from any fear as OGQ takes care of all needs which has released all the pressure fro my mind, which I had in past years."</i> - A para athlete (Long jump)</p>	<p><i>"OGQ's management has been very simple and consistent. My absolute gain is that I could achieve my personal best score and won medals in the championships."</i> - A para athlete (Javeline throw)</p>
<p><i>"For me, OGQ has given whatever I have demanded. I purchased the weapon (imported) and could go for the international exposure to achieve my best to secure medals. I also got medical support for my ailment which was required for me."</i> - A para athlete (Shooting)</p>	<p><i>"I am grateful to HDFC Bank that they supported OGQ for assisting us. Donors like HDFC Bank are the key pillars of our strength, else OGQ would face lack of funding to offer us the type of support we require to do well in our sports. OGQ has been instrumental in giving us everything we need for our practice, medical aid, nutrition and physio as well as mental support. The athlete managers are very supportive and understanding as they come from the similar background with achievements."</i> - Athlete (Badminton)</p>

Chapter 4 – Impact Assessment Findings on OECD Criteria

This chapter provides the impact assessment findings considering the OECD research framework or criteria to oversee the overall impact of the HDFC Bank support to OGQ for the promotion of sports and training of athletes in excelling in their sports.

Assessment Findings

Relevance

(OGQ support offered to athletes is well designed to improve their performance and relevant to their needs)

At the onset, the assessment team discovered that the support/assistance being offered by OGQ to athletes has been very relevant and pertinent to their needs for para athletes as well as able bodied both.

5

OGQ lacks a set of selection criteria because it does not perform a needs assessment when choosing athletes. Athletes are chosen solely based on their performance over the previous one to two years. A specialised team at the OGQ monitors athletes' performance in a range of sports, keeping tabs on their consistency over time and their capacity to improve and maintain their abilities in order to represent their nation with medals in the Olympics and other international and national sporting competitions. The vast majority of athletes who took part in the impact assessment disclosed that they were contacted by OGQ following their participation in national and international sporting events.

In order to select the athletes, OGQ meets with them, finds out about their goals for the future, assesses their current needs according to their sport, and gathers personal and family information. Subsequently, OGQ executes yearly contracts with each athlete, detailing the entire cost OGQ would provide, including all outlays. Over INR 15,00,000 is the approximate total contract value. Depending on the athlete's needs and work status, this amount is used for purchasing equipment and other items, medical care, nutritional supplements, championship participation or entry fees, pocket money (up to INR 20,000 per month), travel, lodging, food, and support personnel.

OGQ provides all necessary support, including training facilities, equipment and related items, coaches and trainers, experts for nutritional needs and psychological support, and regular medical evaluations to gauge athletes' health and progress ahead of upcoming sporting events.

Under this component, OGQ support has been found Relevant. This sets the context that HDFC Bank understood the needs of the sports athletes to offer their assistance through OGQ program team.

Coherence

(OGQ support offered to athletes was timely and as per the standards set for the sports to improve their performance)

Discussion with the OGQ team and athletes supported by them exhibited strong coherence in its execution. The HDFC Bank support to OGQ was timely and intended to meet the individual needs of the athletes from diverse range of sporting events and categories (able and para) meeting the set standards.

5

The support is majorly contributing to streamline athletes' performance in the sports through a wider range of support. OGQ has tuned its support in a way it suits to the athletes and as the standards set by the sports authorities at national and international levels. The equipment support and other relevant support being provided by OGQ adhere to the essential protocols and standards needed for the athletes.

The coherence of the OGQ support demonstrated effective collaboration between OGQ and the government establishment such as Sports Authority of India through Centre of Excellence involved in the process.

Effectiveness

(OGQ support has been executed to improve all round performance of athletes and achieved the expected goals and outcomes)

Findings have demonstrated that OGQ support was effective that outshined the performance of athletes who overcame their weaknesses, practiced to enhance their standards and records, performed at the expected level and fought with their injuries, health issues and hurdles. OGQ was found to be effective pertaining to the needs as well as execution was bundled with follow-ups and monitoring mechanism and amendable as per the requirements.

4

Results have shown that the athletes who were chosen for support were those who had already made a name for themselves in their sport and won medals for the country. These athletes were recognised by OGQ as someone who could offer support, and information about their present requirements, future goals, and other matters were obtained from them. Following this, each athlete's unique needs were identified so that the OGQ bouquet could provide targeted support. The total budget and available sources of support were duly communicated to the athletes. For regular follow-ups, the OGQ had assembled a team of experts (ex players and medal winners) for these athletes as athlete managers.

In order to enable para athletes to practise at their convenience while meeting international standards in their location, OGQ also supported the quality infrastructure for them, taking into account their mobility. The athletes received prompt assistance for everything, taking into account their needs and abilities. OGQ was always mindful of the athletes' need for ongoing practice, emergency medical attention, support with nutrition, and administrative help for their participation in a variety of events, camps, and championships.

There are no career or employment opportunities available through OGQ support and assistance. The assessment team noticed during their interactions with athletes that only 4 out of 11 of them had jobs that they had actively sought out under the sports quota. This had left the assessment team worried about the future of these athletes. Due to the short lifespan of sports careers, OGQ support does not offer any assistance in helping athletes find a suitable career. Furthermore, OGQ supports athletes only as long as they are competing and performing by securing medals; after that, OGQ stops supporting them.

The effectiveness of the OGQ support demonstrated effective execution of the activities included in the support inclusive of follow-ups and monitoring mechanism (though not standardized).

Impact

(OGQ ensures development of athletes in all spheres by providing them high-end and quality equipment, coaching, medical, nutrition and psychological support. Assist in the improvement in performance and setting examples for the people that sports too have a career)

OGQ has been the only organization to help athletes advance to higher levels by competing in national, international, and global sporting championships. Athletes' performance has been positively impacted by interventions from physiotherapists, strength and conditioning specialists, international coaches, and trainers. These professionals have helped athletes heal from injuries and adopt new perspectives that will help them become stronger and more game-focused. Athletes have experienced multiple benefits from the financial support provided by HDFC Bank through OGQ.

4

After extensive deliberation, the assessment team concluded that athletes sponsored by OGQ have an advantage over those who are currently struggling in their careers and receive no support at all. Differentiated support was provided to athletes based on their specific needs, taking into account factors such as the type of disability and other factors. In a sense, a lot of athletes gave examples of their own, like OGQ support helping with injuries and recovery or making sure that equipment (bow and pistol/rifle), bullets or arrows, and other sport-related supplies (kits, maintenance items) are always available. According to these athletes, having equipment support was essential for training for the competitions and competing against international athletes from around the world. The high-end equipment that OGQ supplied with such precision allowed the archers and shooters to secure medals, as attested by the athletes who were involved in these sports. This shows that the athletes needed support for equipment because it is expensive and presents a significant barrier for them to purchase and import from other countries.

About ten out of twenty-two athletes attested to receiving INR 20,000 in pocket money each month to cover their living expenses because they have no other source of income. Even with this insufficient assistance, these athletes have been able to purchase necessities like medication, bandage, ointments and creams, local transportation, and other necessities and practise regularly for their sport. As a result, athletes from rural backgrounds who are also students and no family support, are receiving a lot of support. The evaluation team found that, with the exception of those who are employed, athletes lacked a future career plan or any career advancement opportunities. Even though many of these athletes expressed a desire to work as coaches for Sports Authority of India or another academy, that was only a temporary objective. It was determined that OGQ support had no effect in this area.

In conclusion, the community has been impacted by HDFC Bank's support of OGQ's outreach to athletes, leading to a greater appreciation of sports and athletes' efforts. Parents' attitudes have shifted as a result, and they are now thinking about encouraging their children to pursue sports careers.

The OGQ support has demonstrated moderate impact in terms of securing medals through interventions but lacks in providing thrust to their careers in future.

Sustainability

OGQ exclusively works on donations to offer its support to athletes and sports persons and sustainability would always remain an issue with it. Moreover, financial assistance is an integral part of their support at every level including availability of trainers, coaches, purchase of equipment, participation support or entry fee and administrative expenditures, etc. OGQ support cannot ensure sustainability for the support, if funds are not available.

Overall score of 4.5 has been obtained out of 5

Chapter 5 – Conclusion and Recommendation

This chapter provides the conclusion of the impact assessment and a set of recommendation drawn from the findings as follows:

Conclusion

- OGQ identifies those athletes and sports persons who have already secured medals and rankings in the past two to three years consistently without any major support and have capability of attaining certain levels if supported.
- An annual contract is signed with the athletes with certain terms and conditions so that only OGQ can provide support. In case of any requirement, athlete can seek permission from OGQ and OGQ management takes the final decision. However, athletes who are selected by Government of India, SAI under TOPS are allowed take the support and other benefits bundled with the scheme.
- Training, Medical Assessment and Nutritional support was received by all the athletes from OGQ. However, coaching, pocket money and psychological support was provided considering the individual requirements.
- Most athletes claimed that OGQ support was outstanding in managing the challenges such as training, availability of coach, pocket money, nutrition supplements, reimbursements for their expenditures, etc.
- A few para athletes were supported by OGQ by providing access to professional trainer and setting up area for shooting practice.
- All athletes outrightly mentioned that their technical and tactical skills got improved due to OGQ support which facilitated the process and offered all types of expenditures.
- Athletes had opinion that participation in tournaments and championships has increased as OGQ athlete managers and other trainers also mentor and motivate them to participate with full confidence.
- OGQ has made the athletes confident, stress free and more striving to compete in international tournaments and championships to secure medals and rankings
- A few athletes reported that they asked for the international exposure which OGQ managed and provided the support.
- No concrete and standardized monitoring mechanism was found in place. However, all athletes confirmed that athlete managers are the first point of contact who undertake the follow-ups, needs assessment, discuss injury management, grievance redressals, facilitate the process and take actions.
- Data management related to athletes and sports persons at OGQ is largely dependent on the type of donors' requirements and reporting needs.
- Under OGQ support, there is no provision for supporting the athletes for their future career or assistance for the employment opportunities.

Recommendations

- A suitable mechanism for selection of athletes for the support should be devised.
- Budget for every athlete that boards the OGQ support platform should be computed based on the individual requirements. Currently, there is cap of INR 15,00,000 but no information was given on how the amount was finalized. Considering the needs, budget allocation should be practiced. HDFC Bank should collect details and demand the grantees to support beneficiaries as per their needs and not as a fixed price support.
- HDFC Bank should demand for the individual data for their supported beneficiaries from the grantees during the grant phase. This would help in analysing the socio-economic status of beneficiaries and results can guide in taking the course corrections during the course of grant period.
- OGQ needs to consider offering soft skills and technical skills for particular job areas where the athletes could be inducted, as well as include provisions for providing them with appropriate employment opportunities in association with corporates, PSUs and other establishments.

Annexure

List of Athletes with Medals in Different Championships

Name of the Athlete	Category	Level of Tournament	Type of Event	Medal	Month
Adarsh Singh	Able	National Games	25M Rapid Fire Men	Bronze	Oct-23
		Asian Games	25M Rapid Fire Men's Team	Bronze	Sep-23
Aishwary Pratap Tomar	Able	ISSF World Cup	50M Rifle 3P Men	Gold	Feb-23
		Asian Games	10M Air Rifle Men	Bronze	Sep-23
		Asian Games	10M Air Rifle Team	Gold	Sep-23
		Asian Games	50M 3P Team	Gold	Sep-23
		Asian Games	50M 3P Men's	Silver	Sep-23
		Asian Shooting C'ship	50M Rifle 3P Men	Gold	Oct-23
Ajeet Singh	Para	Tunisia Grand Prix	F46 Javelin Throw	Silver	Jun-22
		Morocco Grand Prix		Gold	Sep-22
		IWAS - Portugal		Gold	Nov-22
		5th Indian Open Para Athletics Intl. C'ship		Bronze	May-23
		World Para Athletics C'ship		Gold	Jul-23
		Asian Para Games		Bronze	Oct-23
Akash	Para	Selection Trial-2	P4 Pistol SH1	Silver	Feb-23
		Selection Trial-5	P1 Pistol SH1	Silver	Jun-23
Ansh Negi	Able	All India Junior Ranking Tournament	U17 Men's Singles	Gold	Jun-23
Dhruv Negi	Able	All India Junior Ranking Tournament	U19 Men's Singles	Bronze	May-23
Divyansh	Able	ISSF Jr World C'ship	10M Air Rifle Men's Team	Gold	Oct-22
		Asian Games	10M Air Rifle Team	Gold	Sep-23
		Asian Shooting C'ship	10M Air Rifle Mixed Team	Silver	Oct-23
Harvinder Singh	Para	Para Archery Euro Cup	Recurve Open	Bronze	May-23
Lakshya Sen	Able	CWG	Men's Singles	Gold	Aug-22
		CWG	Mixed Team	Silver	Aug-22
		Asia Mixed Team C'ship	Mixed Team	Bronze	Feb-23
		Asian Games	Men's Team	Silver	Sep-23
		Thailand Open	Men's Singles	Bronze	Jun-23
Nishad Kumar	Para	Morocco Grand Prix	T47 High Jump	Gold	Sep-22
		IWAS - Portugal		Silver	Nov-22
		World Para Athletics C'ship		Silver	Jul-23
		Asian Para Games		Gold	Oct-23
Priyanshu Rajawat	Able	Australia Open	Men's Singles	Bronze	Aug-23
Rohit Kumar	Able	National Games	Recurve Mixed Team	Bronze	Oct-23
Saurabh Chaudhary	Able	ISSF Junior World Cup	10M Air Pistol Mixed Team	Gold	May-22
Swarup Unhalkar	Para	Nationals, Mhow	R1 Air Rifle SH1 R6 Rifle SH1	Silver Bronze	Dec-22
Udhayveer Sidhu	Able	ISSF Junior World Championship	25M Rapid Fire Men's	Bronze	Oct-22
Vivek Chikara	Para	Para Archery Nationals	Recurve Open	Gold	Mar-22
Yashdeep Bhoge	Able	National Games	Recurve Men's Team	Gold	Oct-23
Abhidnya Patil	Able	ISSF World Championship	25M Pistol Women Team	Silver	Oct-22
Ankita Bhakat	Able	Archery World Cup	Women's Recurve Team	Silver	Jun-22
Bhagyashri Jadhav	Para	5th Indian Open Para Athletics Intl. C'ship	F34 Shotput	Gold	May-23
		Asian Para Games		Silver	Oct-23
Nimisha C	Para	IWAS - Portugal	T46/47 Long Jump	Silver	Nov-22
		5th Indian Open Para Athletics Intl. C'ship		Gold	May-23
		Asian Para Games		Gold	Oct-23

Name of the Athlete	Category	Level of Tournament	Type of Event	Medal	Month
Poonam	Able	Women's National Boxing Championship	60Kg	Gold	Dec-22
Sangeeta	Able	Asia Cup, Leg 2	Recurve Women's Team Recurve Mixed Team	Silver Gold	May-23 May-23
Sarita Mor	Able	Asian Championship Ranking Series	59Kg 59Kg	Bronze Bronze	Apr-22 Jun-23
Sonam Rajendra	Able	Asian Championships	62Kg	Bronze	Apr-23
Bhavina Patel	Para	Al-Watani Para Championships Comonwealth Games ITTF Thailand Para Open ITTF Korea Para Open ITTF Korea Para Open Asian Para Games	C4 Singles C4 Singles C4 Singles C4 Singles Doubles C4 Singles	Gold Gold Gold Silver Bronze Bronze	May-22 Aug-22 Aug-23 Aug-23 Aug-23 Oct-23
P V Sindhu	Able	Commonwealth Games Commonwealth Games Badminton Asia Mixed Team C'ship Canada Open (Super 500)	Women's Singles Mixed Team Mixed Team Women's Singles	Gold Silver Bronze Bronze	Aug-22 Aug-22 Feb-23 Jul-23



IMPACT PSD Private Limited

Urbtech Trade Centre | INS-430 – Tower A
B-35 Sector 132 Expressway Noida-201 305

www.impactpsd.org | helpdesk@impactpsd.org