



A part of Welspun Enterprises Limited's, Corporate Social Value (CSV) initiative, **Welspun Super Sport Women** is a pioneering program in the country, designed to **support female athletes** across **different life stages**



STRATEGIC PARTNER | April 2019 – Present

OBJECTIVES



A structured program to identify & support female athletes in achieving their sporting endeavours



Support through scholarships, preventing dropouts of sporting potential



Create pathways of excellence for emerging talents

SCHOLARSHIPS

Under the Program, scholarships are provided to female athletes on either complete or partial reimbursement model covering the below expenses, along with the services of a certified Nutritionist



**TRAVEL AND
ACCOMMODATION FOR
DOMESTIC AND
INTERNATIONAL
TOURNAMENTS**



**EQUIPMENT
AND GEAR**



**NUTRITIONAL
SUPPLEMENTS**



**HIGH PERFORMANCE
TRAINING**



**TUITION FEE FOR
MINOR ATHLETES**

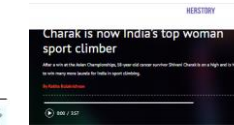
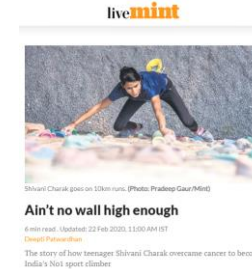
HIGHLIGHTS

(April 2019 – till date)

- Instituted an **independent advisory board** comprising former Badminton player and Olympian **Aparna Popat** & noted sports journalist **Deepti Patwardhan**
- **32 Athletes (25 Able-bodied and 7 Para-athletes)**
- **4 Athletes represented India at Tokyo 2020 (Olympics & Paralympics)**
- **200+ Medals won at International, National & State Competitions**
- **Significant increase in positive brand sentiment – enhancing corporate goodwill**
- **Significant editorial coverage ~INR 3 cr. MEV**



PROGRAM IN THE NEWS



Shivani Charak: Story of the will to succeed



SOCIAL STORY

"I was very excited about the tournament, the competition went smoothly and I was confident. Even though I came second, the experience lifted my spirits. My coach, my mother, and my family were proud of me. This motivated me to work harder."

Post the event, Mani was sponsored by a group called Welspun. As part of its women empowerment initiative, the company is engaged in promoting Indian women in sports via the Welspun Super Sports Women Programme, which aims to support potential athletes from difficult backgrounds and enables them to seek path-breaking career opportunities in sports.



"I am grateful to Welspun for giving me a chance. They have taken care of all my boxing requirements, starting from my diet to boxing equipment. I believe it is a great programme to be associated with, as it provides great opportunities for female athletes like me. This way I can focus more on my training."