

GRASSROOTS BOXING INITIATIVE

Go for Gold 2024-28



To,

Dr. Krishna Kumar Khandelwal

Chief National Commissioner

The Bharat Scouts and Guides

Royal Sports Promotions

Royal Sports Promotion Association request to The Bharat Scouts and Guide

Purpose: The Bharat Scouts and Guides to empower World's Biggest Boxing Grassroots initiative | Go for GOLD 2024-28

It is with a great pleasure that we invite your esteemed organisation to partner with us in our quest for finding and nurturing a potential Olympics medal winner for the sport of boxing.



BOXING

Power-packed sport, fascinates the common man, raising their curiosity and indulgence to extreme levels, resulting in tremendous surge in participation and viewership.

NEED OF HOUR

A National Platform to Identify and groom the Talent.

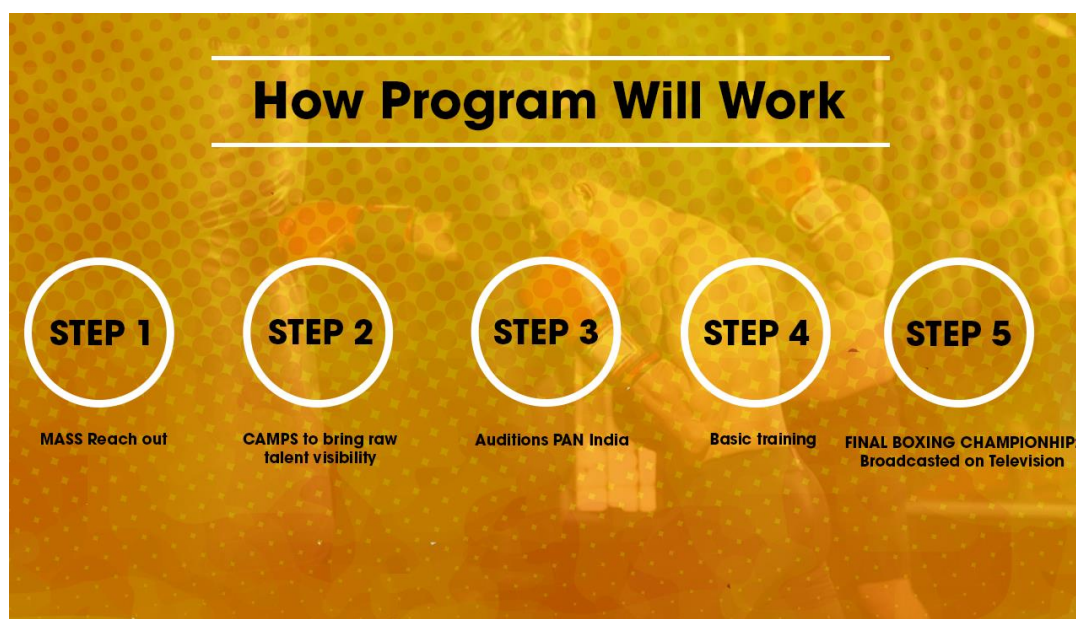
World's Biggest Boxing Grassroots initiative: Go for GOLD 2024-28

A National Sports Initiative to Identify Boxing Talent at grassroots by providing a national platform to search, identify, groom, train, develop and manage the young Boxing Stars of our nation to compete and win Medals at Olympics and other International Events.

RSP is in action to create the biggest grassroots development program featuring the following:

- Mass engagement and **awareness of Boxing**
- **Beginner Camp** in various part of country to popularize sports
- **Audition and talent identification**
- **Talent grooming** for showcasing on Big screen (Televised Platform)
- Knock out round at different locations with live telecasting and huge audience
- Winners to get **2024-28 Olympic Gold Plan.**

How program will work:



STEP 1: MASS Reach out:

Support needed from The Bharat Scouts and Guide

Design and Launch an information campaign across various possible camps and regions to promote the cause to fullest.

Mass reach out to kids (both Girls and Boys) under following category:

- Age 14 to 15
- Age 16 to 17.

Marketing Plan Created for Mass Reach out to call out the raw Talent to participate.

Highlights of Marketing Campaign:

- Support of reputed state boards, schools bodies like DAV and District Sports Officer.
- Information in State boards schools with support of State Government and sports Bodies.
- Local and National newspapers advertisement
- TV broadcaster advertisements
- Major News channels announcement.
- Regional and National Sports Stars announcement
- Social Media campaign
- Press releases

STEP 2: Camps

Camps will be placed in different parts of country to insure the rural participation and real raw talent appearance.

15 day camp will be organised where first 12 days trail will be provided and them TOP boxer from each weight per camp will be identified.

Best boxers from each camp will be identified and will get a chance in National/Zonal finals.

Step 3: Auditions: With Support of DAV's, KV's, State Boards Schools and CBSC.

Support needed from the Bharat Scouts and Guides:

We request to provide the volunteers for smooth operation of event and educate the young Indian youth with Scout Guide Moto and law. All expenses and arrangement will be borne by RSP. This will go for 2 to 3 days depending upon the participation in any region.

8 auditions in Year 1. Pan India Centres. 3 - 4 Day Audition in various centres.

STEP 4: Training and grooming for Finals

Create regional Winners. Initial training for 21 days by RSP.

Winners are groomed to be compete in National Talent Search Championship for Final Event to be broadcasted.

STEP 5: FINAL BOXING CHAMPIONHIP: Broadcasted on Television.

Zonal Winners will fight for the Championship.

- Summary: 12-16 episodes, including CAMPS, Audition, training and Finale.
- This massive grassroots and reality championship will give excellent visibility to our partners and associates on Nation Platforms
- Young Boxing Champions will be born to win and bring laurels to country.
- India will GO FOR GOLD 2024-28 or before. RSP will create there roadmap, schedule, training, tie-ups for next 10 years

We have got in-principal approval from BFI (Boxing Federation India) to allow the winners of the Championship a direct chance to participate in its preparatory national camps"

Model: We need to diverge India into 8 Zones to have participation and awareness in all corners of country.

State to hold camps for student awareness and participation and will also be one of the major location for Auditions.

We can fore see that we will get maximum participation from Government State board schools as compared to other part of country. We are confident that The Bharat Scouts and Guide members from across country will promote to every corner to maximise the participation

Zone Number	1	2	3	4	5	6	7	8
Name	North	North West	North East	Central	West	East	South East	South
Number of States/UT	4	4	5	4	6	4	4	6



- Age Category : (1) Age 14 and 15, (2) Age 16 and 17
- Gender : Both Boys and Girls
- Weight : 2 in each category.
- Total Weight : 8 weights
- Total Zones : 8
- Total Camps : 101
- Total expected participation in Camps : 8000
- Total Expected reach/awareness in Youth : 2,00,00,000

Support required from The Bharat Scouts and Guides

- The Bharat Scouts and Guides are requested to provide free flow of information to various members across country. Event information letters, emails should be circulated among members.
- Support through volunteers to conduct smooth event.
- Promotion of cause on relevant Social media and Website of The Bharat Scouts and Guides

The Bharat Scouts and Guides benefits:

The Bharat Scouts and Guides is promoting their moto of “Do your Best” and “Be Prepared” and to become part of such initiate which is giving opportunity to do your best and then the deserving will be prepared to bring laurels to country will add fuel to the belief of organisation.

- The Bharat Scouts and Guides **to pioneer the cause of such a massive grassroots initiative in sports by leading the way for other organizations pan India to join the movement.**
- The Bharat Scouts and Guides will be appreciated by country youth. More and more awareness and reach will result in more participation and platform which is not possible by any other means.
- Fit Youth translates to Fit State which results in Fit Nation. This boxing program will not only encourage Youth to see Boxing as a full time opportunity but also will give the message to stay FIT.
- Boxing Talent from State board School to get International Coaching Exposure and Training as per requirement.
- Efforts from organisation will get visibility at major broadcasting channels.
- Chance for members and volunteers to get involved and get international event exposures.

Outcomes of Initiative

- India to set its track for Gold in Boxing at 2024-28 Olympics.
- **MOVING TOWARDS A FIT NATION: Taking forward our Honourable Prime Ministers Mr Narendra Modi ji Vision of Khelo India to every possible corner of country.**
- **Unique Model CREATING ASPIRATIONAL CONNECT FOR YOUNGSTERS**
- The Bharat Scouts and Guides to support the cause with a common vision of creating Champions in India.
- **Boxing Talent from Sate/India will get special coaching & mentorship to get Gold at Olympics 2024.**
- State Winners will get access to best in class Boxing training and visibility at major broadcasting channel.
- **Exponential Reach because of unique and raw concept of mass reach out.**
- **Celebrity Connect will take it to new heights**
- **Maximize participation from rural and sub Urban India.**

What is Royal Sports Promotion (RSP)

Royal Sports Promotion Pvt Ltd is a registered company under Indian company act with an Aim to revive and revolutionize boxing in India.

- In taking terms with BFI (Boxing Federation of India) for supporting this cause.
- Associated with World Biggest Boxing Body “**World Boxing Council**”. WBC has produced Champions like Mike Tyson and Mohammad Ali.
- Company has **signed and managing more than top 12 Indian-International Boxers.**
- Latest: **Youth World Champion 2017 has been signed.**
- 3 National Champion Boxers were sent to Russian for 3 months training.
- Has conducted International Bouts in India.
 - First time WBC ASIA title
 - First time Pro AIBA (Pre-Olympic round for Vikas Krishan live on DD Sports)
 - First time Woman Professional Bout in India
 - India Vs. Russia in Bhopal
 - WBC World Youth Title Panchkula – live telecasted on Neo Sports

Company has **strong Advisory board** with both International and National Fame:

- Mr Md Abdullaev: Sydney Olympic 2000 Champion, Vice President Uzbekistan Professional Boxing
- Ali Jacko: 5 times World Champion
- Mr Al Siesta: WBC and IBF accredited boxing promoter

International Tie ups:

- With many promoters for the promotions of boxers in their country like in Russia, UK, Philippines, Indonesia, China, Thailand, Kazakhstan, Uzbekistan, US.
- Tie up with **Russian Boxing Club "Fighting Gloves "for advance boxing training** of our boxers.