

Press Release

Vedanta's Sesa Football Academy ensures Continuous Player's Development through e-Mentorship Program

- SFA enables series of interactive sessions for academy players with experts such as Mr. Prashant J Singh, AIFF Lead Instructor, and Mr. Raju Haldankar, through virtual platforms.

Panaji, 24th September 2020: Vedanta's Sesa Football Academy continues to facilitate uninterrupted learning opportunities for player development through e-mentorship program launched in April-20. SESA Football Academy (SFA) organized series of knowledge sharing sessions for academy players with experts including renowned football players and officials from GFA & AIFF through virtual platforms. Recently SFA players, coaches and support staff interacted with Mr. Prashant J Singh (lead instructor at All India Football Federation (AIFF) and founder of Thane City FC), Mr. Raju Haldankar (renowned football player), and Mr. Sarthak Dharankar (Civil Engineer, K.K.Wagh Institute of Engineering Education and Research, Nashik) through virtual platforms.

The purpose of e-mentorship program is to turn the current situation into learning opportunities, which will help the players in long run. The program has proved to be very effective in educating the players about nutrition, well-being, physical & mental conditioning and several other aspects which are vital for overall personality development of the players. In addition to these guest sessions, the coaches, physiotherapists and other academy support staff frequently connect with the academy players. This constant contact will help them prepare for enhanced on ground performance once football action begins in coming seasons, after the relevant guidelines & required permissions from concerned authorities.

Mr. Annanya Agarwal, President- Sesa Football Academy said “Our vision is to contribute towards the advancement of Indian football through robust training programs at grassroots levels. We at SFA are taking significant steps in providing world-class training to budding footballers to nurture and groom them as professional footballers”.

Speaking during the session, **Mr. Prashant J. Singh**, AIFF Lead Instructor said “A healthy mind and body is an essential ingredient in the game of football. I am incredibly happy to be a part of SFA’s journey and glad to be contributing my knowledge with such a vibrant pool of talent. It is a delight to see the willingness of these young talents to achieve more. I would like to wish them all a very bright future.”

During the sessions all the experts emphasized on the importance of consistent and sincere efforts and determination for achieving higher milestones. Mr. Prashant J. Singh also threw light on nutrition goals and its pivotal role in building strength and agility in the game.

In order to engage with the players and to ensure their continuous development during these difficult times, Sesa Football Academy along with E-learning modules for players also facilitated skill upgradation of coaches by imparting basic computer knowledge which will help in smooth implementation of technology-based training modules at the academy in near future. In the recent past, SFA had invited Glan Martins (Indian Professional footballer and SFA Alumnus) and Mr. Jovito Lopes (General Secretary, Goa Football Association) to interact and guide the SFA players through virtual E- Mentorship Sessions.

About Vedanta Cares

Vedanta is committed to reinvest in the social good of its neighbourhood communities and the nation. The Group's flagship CSR project, Nand Ghar, is a network of model anganwadis where the thrust is on inclusive development of women and children at the grassroots level. The Group CSR initiative comprises of seven key verticals – Education, Healthcare, Water and Sanitation, Sustainable Livelihood, Skilling, Sports & Culture and Employee Volunteering. Vedanta Foundation, a philanthropic initiative of Vedanta Group is focused on skill development and vocational training programmes for the underprivileged to make them employable. A key healthcare speciality CSR project is the Balco Medical Center, a 200-bed state-of-the-art Cancer care hospital located in New Raipur, Chhattisgarh. The company supports grassroots level sports through their Football academies in Goa and Udaipur.

About Vedanta Limited

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About SESA Football Academy:

An initiative of SESA Community Development Foundation (SCDF), SESA Football Academy (SFA) was founded in 1999 for the holistic development of the local youths through football. The academy has created the conditions for discovering, creating and building talent for football. SFA does not restrict itself to football trainings but involves in a long term residential program which takes care of the formal education, skill development of the trainees during the four-year training period.

The academy has a strong focus on women empowerment through football. Since inception, SFA has trained around 200 footballers and has made tremendous impact on the football fraternity in Goa as well as across India. The graduates from SFA are serving in the national teams, Indian Super League (ISL), I-League clubs of India and clubs in Goa. 7 players have earned the national team cap and several players played the elite ISL .

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