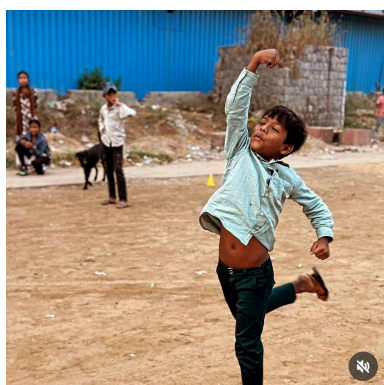


**MORE THAN  
PLAY**

# ANNUAL REPORT

More Than Play is a Flagship Program under  
Khelo Tennis India Foundation

**23  
24**



# FOUNDER'S FOREWORD

Jaideep Bhatia

When we started More Than Play, we had little more than a vision and the unwavering support of those who believed in it. Today, that belief has evolved into a movement that uses sport as a tool for empowerment and social change in communities where opportunities are scarce.

Growing up, tennis was more than just a sport for me. It instilled discipline, resilience, and a sense of purpose—qualities that extend far beyond the game. I witnessed firsthand how play can shape individuals, build character, and open doors to new possibilities. More Than Play was founded on the belief that every child, regardless of their circumstances, deserves the opportunity to learn, grow, and dream beyond their immediate environment.

When used intentionally, sport is one of the most powerful tools for social development. It promotes both physical and mental well-being (SDG 3), enhances educational outcomes (SDG 4), and creates pathways for inclusion and equality (SDG 5, SDG 10). The impact of sport extends beyond the field; it teaches critical life skills. A simple game can instil teamwork, perseverance, and respect. A well-structured training session can cultivate time management, goal-setting, and problem-solving skills. Additionally, a strong team environment fosters friendships, trust, and social responsibility.

These lessons stay with individuals forever, preparing them for challenges beyond the sporting arena. Beyond the individual, sport unites communities and fosters peace (SDG 16). They provide a common language that transcends social divides. Sports allow young people to channel their energy productively, reducing their vulnerability to negative influences. They help break cycles of



poverty and exclusion, opening doors to new pathways for growth.

At More Than Play, we believe that sport is not a privilege but a fundamental right and a powerful tool for change. Our work is not just about coaching sports but about building futures. Every kick of the ball, every moment of teamwork, and every lesson learned on the field is a step toward a more equitable and sustainable world.

We are grateful to everyone who has been part of this journey—the children who show up ready to play and learn, the coaches and mentors who dedicate their time, and the partners and supporters who believe in the power of sport to transform lives. Together, we are proving that play is more than just a game—it's a force for good. Thank you for being part of this movement. Let's continue playing for change.

– Jaideep Bhatia  
Founder, More Than Play

*A Year's Overview*

# WHERE WE ARE NOW

- The program empowers first-generation learners by combining play-based learning with academic support, digital literacy, and life skills education. Through structured sports sessions, tuition classes, and health awareness programs, More Than Play promotes gender equality, educational continuity, and well-being.
- Crucially, the initiative builds trust and engagement by working closely with mothers as community volunteers, strengthening local leadership and ownership.
- Children learn essential life skills like teamwork, confidence, and resilience—within a supportive environment that respects their realities and aspirations. From reclaiming public parks for play to setting up kitchen gardens for food security, More Than Play is laying the foundation for holistic child and community development in Nizamuddin Basti—one game, one classroom, one child at a time.





# THE NIZAMUDDIN BASTI

The Nizamuddin Basti is one of the most densely populated urban slum areas in Delhi-NCR, surrounded on all sides by some of Delhi's most prosperous neighbourhoods. Since October 2023, More Than Play has been actively working in Hazrat Nizamuddin Basti, harnessing the power of Sport for Development (S4D) to create safe and inclusive spaces for children, youth, and mothers in the community.

*The year*

# AT A GLANCE

- To flag off program delivery, two program managers were onboarded.
- A community and training center-cum-office was started in the project area.
- 3 project areas were considered for the program: Nizamuddin West, Basti and Sunder Nursery.
- Meetings were held with local NGOs Chintan and The Hope Project and visits were held with the local MCD schools to scope out the possibilities of local collaboration.
- Official permissions were received to start working with the MCD Primary School in the Nizamuddin Basti. Letters of permission were received from the Delhi Directorate of Education.
- Teachers were oriented on the benefits of the program alongwith the sport for development methodology.
- The available open spaces – parks and playgrounds – were scoped out and cleaned in Nizamuddin Basti.
- 22 demo sessions were held in the community with 35 children and volunteers as a showcase of exactly how the program will be delivered.
- An art competition was held for 65 children on the occasion of Republic Day. The Junior Age, a children's magazine, published the best artwork.
- 'The Baajis of Nizamuddin,' a prospective food catering business, is taking shape. Led by the mothers of the Basti, 'The Baajis of Nizamuddin' received their first order to cater a party for six people.
- Volunteers introduced to CPR by Elantis Healthcare, Lajpat Nagar.
- A sweater donation campaign was held in December for the local community.

## 300

*children and their families*

## 10

*youth and mother volunteers*



Children's art published in The Junior Age



Community heritage walk at Sunder Nursery

## PROJECT VISITORS

- DMI Finance CSR Committee member Ms. Jayati Chatterjee and The Simran Lal Trust members. Ms. Simran Lal, Mr. Raul Rai, and their children Arjuna and Raghav.
- Dr. Paolo Favero, Professor of visual anthropology and cultures at the University of Antwerp
- Ms. Divyata Shergill, Founder of The Junior Age, a children's newspaper
- Mr. Abhay Puri and family, Co-founder of Fun Play Learn and resident of Nizamuddin East.
- Former India cricket wicketkeeper Mr. Vijay Dahiya and former India Rugby captain Mr. Deepak Dagar Lee.
- Fun Play Learn (Nepal) Project Team.
- Ms. Jyoti Gujral, Certified Financial Planner, Virginia, USA.



Visit by Ms. Jayati Chatterjee, DMI Finance



Visit by Mr. Abhay Puri, Fun Play Learn

## MONITORING BEST PRACTICES

At More Than Play, monitoring and evaluation (M&E) is central to ensuring that our programs create meaningful, measurable change. We use a combination of baseline assessments, regular session tracking, feedback from participants and community volunteers, and outcome evaluations to monitor progress. Continuous learning loops help us adapt and refine our interventions, ensuring that we stay responsive to the needs of children.

Total number of Community Sessions held	Average number of Children per Community session	Session Days	Session Themes
November - 41 December - 62 January - 81	15 to 20 (boys and girls)	Tuesday to Friday • 3 pm to 5 pm  Saturday and Sunday • 10:30 am to 12 pm • 3 pm to 5 pm	Fun games, Sessions with a message on Personal Development (Health, Gender, and Socio-emotional skills), Cricket, Handball, Football games, and match play.
Total number of School Sessions held	Average number of Children per School session	Session Days	Session Themes
December 26 <sup>th</sup> to January 31 <sup>st</sup> - 11 (The school has permitted our team to conduct the PE sessions for one hour every day)	25 to 20 (boys and girls)	Tuesday to Friday • 11 am to 12 pm	Fun game and fitness with a focus on agility, balance and coordination.

# COMMUNITY MOBILISATION

To support and supplement children's choices, we work closely with parents, sharing their children's progress and building their awareness in strategic areas linked to their child's development. This includes information on the Right to Education Act and their role in the School Management Committees, the advantages of physical exercise and play, the concept of equal rights to health, nutrition, education, and play for both boys and girls and the critical role that they play in ensuring their children have a balanced and positive approach to school.

A parents' meeting was held to discuss top concerns and program achievements:

- Excessive screen time, lack of physical activity, and consuming junk food were significant concerns.
- All the parents were pleased to hear of the sport for development program and agreed to send their
- children for regular sessions.
- 16 home visits have been completed to date.



Door to door visits by team members



Parents' meeting conducted

## BASELINE SURVEY

A baseline survey has been initiated to capture a snapshot of the children and the socioeconomic profile of the community.

- The survey captures children's data on parameters such as educational outcomes and levels of awareness, gender awareness, health and hygiene, and confidence and self-esteem.
- The survey helps us design the sport for development sessions effectively.



Republic Day Celebrations with the MCD Councillor, Ms. Sarika Choudhary and teachers

## SPECIAL ASPECTS OF THE PROGRAM

# LOCAL GOVT SUPPORT

Building supporters within the local Government functionaries:

- Ms. Sarika Choudhary, local Councillor, gave her full support to clean up, maintain and make the local park safe for use by our coaches and community members. These parks have been completely turned around and are today safe and clean spaces where More Than Play's sessions take place.
- The Principal and teachers of the local MCD school regularly participate in More Than Play's events and activities.



## SPECIAL ASPECTS OF THE PROGRAM

# MOTHER VOLUNTEERS A GAME CHANGER

At More Than Play, mother volunteers from the community are at the heart of our work. As trusted local residents, they serve as the primary bridge between the program and children, playing an essential role in creating a safe, supportive environment. These women not only mobilize children and ensure their regular participation in sport for development sessions but also model leadership and care. Regularly trained in child protection, communication, and facilitation skills, they grow into confident changemakers themselves. Of our 10 active volunteers, 6 are mothers. Each receives a monthly stipend, along with shoes, tracksuits, and a personal sports kit bag—recognizing and enabling their vital contribution. Our mother volunteers are proof that when women lead, communities thrive.



## SHAFIYA'S STORY

When Shafiya moved from Moradabad to a basti in Delhi, she felt lost—out of school, isolated, and with no access to tuition. Her parents, struggling financially, didn't know how to re-enroll her.

More Than Play stepped in, building trust with her family, supporting school admissions, and arranging tailored tuition classes. Alongside academics, Shafiya joined our Sports for Development sessions, where she gradually found confidence, community, and resilience.

Today, Shafiya attends school regularly, has new friends, and dreams of a bright future. Her journey shows the transformative power of holistic support in helping children thrive.

## SABIYA'S STORY

Sabiya once lived under strict limits—her father's firm insistence on traditional norms meant no sports, no outdoor play, and no public spaces. Safety concerns and social judgment kept her potential locked behind closed doors.

When More Than Play introduced its Sports for Development program, her world opened up. The initiative provided a safe, structured, and welcoming space for girls like Sabiya to play, learn, and grow—without compromising on cultural values. Home visits by changemakers reassured parents, including Sabiya's, that their daughters would be safe, respected, and empowered.

Wearing her hijab, Sabiya cautiously joined—and blossomed. Her confidence, friendships, and leadership skills grew. Today, she's not just a participant but an assistant coach, inspiring other girls to rise with her.



## CASE STORY: MOTHER CHANGEMAKER

Farida, 42, moved from Hyderabad to Delhi's Nizamuddin Basti after marriage. At the time, she was just 18 years old. "I didn't know a single person," she reminisces. Over the last 24 years, Farida has made lots of friends, through her good natured resilience and warmth. "I have been able to build strong connections, and feel completely part of the community now. She has gradually become a respected figure in Nizam Nagar. Her voice carries weight in the community, and people value her guidance.

Starting as a health worker with the Aga Khan Trust, Farida is now a trusted mother volunteer, coaching children as part of More Than Play. Farida's journey from an outsider to a community leader showcases her dedication, making her an inspiration for many in the Basti.

## CASE STORY: COMMUNITY MOBILISER

Afroz has been a pillar of the program from its very inception. Going door-to-door as a community mobiliser, she ensured that her community gradually understood the methodology and saw the value of children playing in volunteer-led sport for development sessions.

A tireless advocate of children's rights, Afroz sets an example for all mother volunteers and parents in the community.





## OUR DONORS



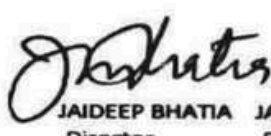

Our partners are the DMI Finance, The Simran Lal Trust, and Raul Rai (Co-Founder of Nicobar and director of Good Earth).

## CSR COMPLIANCE

More Than Play is fully CSR compliant, aligning with the requirements under Schedule VII of the Indian Companies Act, 2013. As an initiative of Khelo Tennis India Foundation (a registered Section 8 company), it promotes education, gender equality, health awareness, and life skills development among marginalized communities—key areas listed under eligible CSR activities. Our programs use Sport-for-Development (S4D) methods to create sustainable, community-led impact. With transparent governance, regular monitoring and evaluation, and measurable outcomes, More Than Play ensures that corporate partners can invest responsibly, confidently contributing to meaningful social change while fulfilling their CSR mandates.

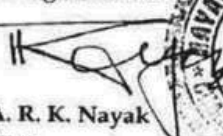

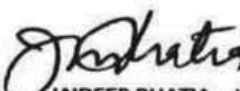
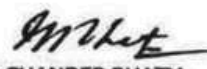
## A Year's Overview

# FINANCIAL HIGHLIGHTS

<b>M/S KHELO TENNIS INDIA FOUNDATION</b> Flat No. 505, Arun Vihar, Sector - 29 NOIDA Gautam Buddha Nagar UP 201303 CIN : U92419UP2018NPL103763			
Balance Sheet as at 31st March 2024			
(All Amount in ₹ Hundred, unless otherwise stated)			
Particulars	Note No.	As at 31st March 2024	As at 31st March 2023
<b>I. Equity &amp; Liabilities</b>			
(1) Shareholders Funds			
(a) Share Capital	2	1,000	1,000
(b) Reserve & Surplus	3	-879	-1,476
(2) Non Current Liabilities			
(b) Deferred Tax Liability	4	-	-
(3) Current Liabilities			
(a) Short Term Borrowings	5	32,547	1,900
(b) Trade Payables	6	-	-
(c) Other Current Liabilities	7	4,869	1,850
(d) Short Term Provisions	8	210	105
<b>Total</b>		<b>37,746</b>	<b>3,378</b>
<b>II. Assets</b>			
(1) Non Current Assets			
(a) Property, Plant and Equipment			
(i) Tangible Assets	9	-	-
(ii) Intangible Assets	9	-	-
(b) Non Current Investment	10	35,492	-
(c) Long Term Loan & Advances	11	-	-
(d) Deferred Tax Assets (Net)	4	-	-
(2) Current Assets			
(a) Inventories	12	-	-
(b) Trade Receivables	13	-	-
(c) Cash & cash equivalents	14	2,173	3,020
(d) Short term loans and advances	15	-	-
(e) Other Current Assets	16	80	358
<b>Total</b>		<b>37,746</b>	<b>3,378</b>
Significant Accounting Policies and Notes to Accounts 1 - 29			
The accompanying notes are an integral part of the financial statements			
As per our report of even date attached here to			
<b>For Nayak Agarwal &amp; Co.</b> Chartered Accountants Firm Registration No. 100005N			
 			
<b>C. A. R. K. Nayak</b> Partner Membership No. 092979			
 			
<b>JAIDEEP BHATIA</b> <b>JAGDISH CHANDER BHATIA</b> Director                      Director DIN 01983526      DIN 07093546			
Place : New Delhi			
Date: 06/09/2024			
UDIN : 24092979BKFFHL5586			

## A Year's Overview

FINANCIAL  
HIGHLIGHTS

M/S KHELO TENNIS INDIA FOUNDATION			
Flat No. 505, Arun Vihar, Sector - 29 NOIDA Gautam Buddha Nagar UP 201303			
CIN : U92419UP2018NPL103763			
Profit & Loss Statement for the year ended 31st March 2024			
(All Amount in ₹ Hundred, unless otherwise stated)			
Particulars	Note No	Year Ended 31st March 2024	Year Ended 31st March 2023
<b>Income</b>			
Revenue from Operations	17	17,346	9,575
Other Income	18	805	23
<b>Total Revenue</b>		<b>18,151</b>	<b>9,598</b>
<b>Expenses:</b>			
Purchases of stock-in-trade	19	-	-
Changes in inventories of FG, WIP and stock-in-trade	20	-	-
Employee Benefit Expenses	21	6,204	5,682
Finance Costs	22	3	14
Depreciation and amortisation expenses	9	-	-
Other Expenses	23	11,136	3,500
<b>Total Expenses</b>		<b>17,344</b>	<b>9,196</b>
<b>Profit before exceptional and extraordinary items and tax</b>		<b>807</b>	<b>402</b>
Extraordinary items	24	-	-
<b>Profit before tax</b>		<b>807</b>	<b>402</b>
<b>Tax Expense :</b>			
(1) Current Tax		210	105
(2) Deferred tax Asset/(Liabilities)		-	-
<b>Profit/(Loss) for the period</b>		<b>597</b>	<b>298</b>
<b>Earning Per Share</b>	25		
(1) Basic		59.71	29.77
(2) Diluted		59.71	29.77
Significant Accounting Policies and Notes to Accounts 1 - 27			
The accompanying notes are an integral part of the financial statements			
As per our report of even date attached here to			
For Nayak Agarwal & Co.			
Chartered Accountants			
Firm Registration No. 10075N			
 			
C. A. R. K. Nayak			
Partner			
Membership No. 092979			
 			
JAIDEEP BHATIA JAGDISH CHANDER BHATIA			
Director Director			
DIN 01983526 DIN 07093546			
Place : New Delhi			
Date: 06/09/2024			
UDIN : 240929798KFFHL5586			



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📷 [MORETHANPLAY\\_INDIA](https://www.instagram.com/morethanplay_india)

in [MORE-THAN-PLAY](https://www.linkedin.com/company/more-than-play)