

INTERNATIONAL FOOTBALL FOR FRIENDSHIP AWARD  
NINE FOOTBALL FOR FRIENDSHIP VALUES



# EMPOWERING GASSROOTS ACADEMIES: THE AFCAI PROJECT

HENNA BAJAJ

INDIA

MINERVA ACADEMY FOOTBALL CLUB



## PROBLEM AND SOLUTION



### Problem

Red tape, bureaucracy, politics, high costs and lack of sustainability associated with setting up and operating a local football club/academy in India

Lack of knowledge, resources, opportunities and support specially for smaller grassroots academies involved in children's football from Tier 2 and Tier 3 cities and rural areas.

Shutting Down of Football Clubs/ Academies due to challenges faced



### Solution

AFCAI or Association of Football Clubs and Academies of India;

Not for profit initiative that brings together clubs/academies from all over the country to a common networking platform.

Free flowing exchange of knowledge and resources for growth and success of all its member clubs/academies.

One stop shop for all issues faced, advice/guidance/support needed to succeed as a club/academy.

## WHAT IS AFCAI ?

### AFCAI OR ASSOCIATION OF FOOTBALL CLUBS AND ACADEMIES OF INDIA



Helps new grassroots and upcoming clubs face and overcome the challenges associated with operating or setting up a football academy or club in India.



Engages with its members as a one stop solution for all problems associated with operating a club/academy be it secretarial compliances, legal, operational, marketing, branding, fan engagement, sponsorships and everything else in between.



Helps new and existing clubs and academies get access to industry experts for free of cost learning and guidance on how to run a successful and sustainable football club/ academy. Help grassroots clubs and academies across India connect, interact as a community of to share knowledge and experiences to help each other grow.

## MISSION AND VISION

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### Mission

The mission of AFCAI is to connect and bring together grassroots football clubs and academies from all over the country under a single umbrella for the first time.



### Vision

The vision of AFCAI is to change the way regional grassroots and community driven clubs and academies are perceived, and to empower them to grow and succeed for the overall good of the sport of football in India.

## AFCAL: ASSOCIATION OF FOOTBALL CLUBS & ACADEMIES OF INDIA

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AFCAL is a purely Not-for-Profit organisation which does not charge any membership or other fees from its Members or Volunteers Panel.



A Panel of 200+ industry specialists and experts ranging from lawyers, medial experts, finance experts, Coaches, Data Analysts and more are registered with AFCAL as volunteers. They offer their services free of cost in exchange for the networking opportunities.



Through the AFCAL platform, these experts help members with their requirements like branding, marketing campings, design, technical training, back end management systems, contracts, licensing & accreditation, training, recruitment, legal matters, player registrations and transfers, compliances, recruitment, sponsorships and any other needs they may have.



Minerva Academy Football Club uses its existing in-house Operations and Media teams to run the day to day operations of AFCAL.

## ABOUT MINERVA ACADEMY FOOTBALL CLUB

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### WHY DID WE DECIDE TO SET UP THE AFCAI PROJECT?



Established in 2015 as an amateur 6-a-side club, in a short span of 5 years, Minerva Academy FC was promoted from state level to national 2nd division and then to the top division I-league.



We won the I-league in 2017-18 and even represented India at the AFC Champions League and AFC Cup at Asian level.



Minerva's youth teams of U-13, U-15, U-18 level have been the national champions consistently in the last five years.



Minerva Academy Football Club achieved all of this with a sustainable business model and having a modest budget.



We were often asked by other clubs/academies, how were we able to do it? This is when we decided to set up AFCAI to help other clubs like ours avoid mistakes made by us and give them the guidance and support we wished we had.



We wish to share the secrets of our success as a football club and academy for the betterment of Indian Football as a whole.

## THE NUMBERS

**270+** member clubs/academies from **23** states and **55+** districts

**1+ billion people** footprint reaching and servicing through activities, events, members, engagements, online initiatives

**200+** Volunteer industry experts providing free of cost guidance to member clubs/academies facing any kind of issues they have. And the number of volunteer industry experts is growing

**18** new football academies that AFCAL get set up, officially registered and accredited and help to start operations with a sustainable business model

**16** events including various educational programs, technical licenses certification programs for Coaches (Certified by AFC and AIFF), Video analysts and other club support staff

**12** webinars conducted since inception for knowledge and information sharing among members including the topics mentioned below

\*Club/Academy operations \*Children's Football the way forward \*How to conduct football training Online for Coaches \*COVID-19 Impact on Football \*COVID-19 Bio Secure Bubble Management \*COVID-19 Protocols & Best Practices for Academies

## 9 VALUES OF FOOTBALL FOR FRIENDSHIP REFLECTED IN OUR PROJECT



### FRIENDSHIP

The very foundation of AFCAI Association of Football Clubs and Academies of India is Friendship. Bridging the gap between club/academies from every corner of the country and bringing them together under single umbrella for free exchange of knowledge.



### EQUALITY

Helping one and all, new or existing football academies, rich or poor, urban or rural, with equal access to opportunities irrespective of location, demographics, or socio-economic backgrounds.



### FAIRNESS

Sharing and exchanging knowledge and resources freely with upcoming or struggling clubs/academies to help them success and achieve their true potential. Helping all members have access to the best possible resources and support.



### HEALTH

Helping local clubs/academies succeed by establishing themselves in their regions, thereby improving the overall awareness about health and wellness at community level.



### PEACE

Helping local clubs/academies succeed by establishing themselves in their regions, thereby promoting Peace through promotion of sport at community level, keeping youth engaged with the sport, away from crime and violence.



### DEVOTION

We believe in the value of Devotion towards the sport by giving back to and engaging with the community. We are indebted to the wonderful sport of football and it is our act of Devotion to help other clubs/academies succeed as well.



### VICTORY

Victory is the ambition of every member club/academy and often a measure of success. We believe that no victory is unattainable if the preparation is good. We help our members be victorious by supporting them in overcoming the challenges faced by them.



### TRADITIONS

We promote the value of Traditions by pledging to help other small football academies/clubs succeed and grow. All our members now follow the Tradition of offering help and support to others like themselves.



### HONOR

Honor should not be denied to any stake holder weather big or small who is serving the sport of football. To be treated with dignity themselves and offering a mutual respect to other members is at the core of our foundation.



## TESTIMONIALS FROM OUR MEMBERS



*AFCAI took a great decision by taking these small clubs together from different parts of India. They can change the perception of Indian football from the grassroot level.*

Mr. KRISHNA NANDI  
ASSISTANT COACH, GARALGACHA SC



*WE ARE READY TO START OUR NEW SEASON WITH THE HELP OF AFCAI. WE HOPE TO LEARN ALOT FROM SUCH A GREAT INITIATIVE. WE ALSO LOOK FORWARD TO WORK TOGETHER WITH AFCAI FOR THE BETTERMENT OF INDIAN FOOTBALL. THANKYOU.*

Mr. Ashim Barua  
Owner, BIHAR NISHAN FC



*It's a great pleasure for our "JAY GANESH SPORTS ACADEMY" to be associated with AFCAI and a great opportunity for us together for a cause. we are looking forward to work as a team to Take our academy students to height. We are also looking forward that we would work hard to make bright future of the young talented boys and girls.*

MR. PHILIP THOMAS DESA  
OWNER, JAY GANESH





## TESTIMONIALS FROM OUR MEMBERS



We Happy feet football academy are proud to be part of AFCAI. We appreciate for taking initiative and always going above and beyond what's expected of you! Your work and dedication is outstanding - we really appreciate you!



**Mr. S. Liankhosiam.**

OWNER, Happy Feet Football Academy  
MANIPUR



Its a very good initiative by AFCAI towards the growth of small clubs and acedemies. As AFCAI helping us by their guidance and support which we never got. This is such a great opportunity for all. Really appreciate !



**Mr Stanzin Gilik**

COACH, SKALZANGLING FC  
LADAKH



We are proud to be a member of the afcai family. We believe that afcai can become a milestone in Indian football. All the best to AFCAI and all the members of AFCAI #StrongerTogether



**Mr. Sreejith**

CO-ORDINATOR AND HEAD OF GRASS  
ROOT DEVELOPMENT, RVSM





## TESTIMONIALS FROM OUR MEMBERS



**Forming of AFCAI is a boon, a much needed direction for the growth & development of Indian clubs & academies, especially for grassroot development. One more foot forward towards professionalism.**

**Mr. INDRANIL GHOSH**  
CEO, NORTHERN FOOTBALL ACADEMY




**When I come across AFCAI, the first thing that came to my mind is that finally, there is an organisation that is trying to bring various clubs from nook and corner of the country under one umbrella. It's a big privilege for a very very tiny club like ours to be in the big loop and it gives us a sense that we are not alone, that there is a guardian like organisation to which we can look upon for encouragement and motivation.**

**MR. PETER ALEX TODD**  
OWNER, RAINBOW FOOTBALL COACHING CLUB

**Our Vision is to provide high quality Academy Level Football Coaching to Young Aspiring Players and AFCAI is Making It Accessible To Support Grassroot clubs and Local Academies to make it happen**

**MR. BISHOW THAPA**  
OWNER, THAPA FC




**AFCAI took great decision by taking these small clubs together from different parts of India. I am really happy to collaborate with you, we strongly believe AFCAI will help all the Small & Grassroots level clubs to contribute to the development of Indian Football. I wish them every one All the very best.**

**DR. RAJKUMAR**  
OWNER, SRI NFC PEDDAPALLI




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## THANK YOU FOR ATTENTION!



minervaacademyfootballclub@gmail.com



+91 998 878 93 03