

JPMORGAN CHASE & CO.

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Organization: Indian Football foundation (BBFS)

Website: <https://www.indianfootballfoundation.org/>

Mission

BBFS is a football youth development initiative which aims to give quality football training to the youth of India. Its not-for-profit sister organization, Indian Football Foundation (IFF), focuses specifically on supporting talent from economically weaker sections to develop into football players in an organized way by providing them with all the required resources both academically and for training.

Context

BBFS is the largest football academy in India. It houses two types of programs to coach students (5-15 years) on football: non-residential program and residential program.

BBFS takes various trials throughout the country wherein the participating students are judged on their skills by the coaches, given feedback and selected into the academy which is the residential program that offers them full scholarship for their housing, education and football training.

IFF is a NGO integrated with BBFS and other academies that scouts for talents coming from EWS (Economically Weak Societies) and gives them these financial and non-financial scholarships.

To provide quality professional football training to students, coaches with professional training are required. IFF tries to bridge that gap with its Coach Development Program. The curriculum of this program is curated by senior coaches and taught to junior coaches via workshops. These coaches will be scattered throughout the country, Senior coaches track progress and provide feedback of the coaches under them. Few of the daily activities of coaches include drafting session plans for the students, creating plays, track players' progress and performance, take trials with BBFS.

Challenge

The challenge is to create an all-in-one innovative platform for the coaches that they can use to up-skill themselves to provide the students with the best possible football training to digitize the entire learning journey for coaches.

Additional Considerations

- How can feedback be shared to junior coaches on their performance with the students?
- How can coaches access trials remotely in other parts of the country and contribute?
- How can the alumni of IFF contribute?
- What kind of data can be collected to help drive data based decision making?
- The platform created by you may also be integrated with their Enjogo.

Technology Baseline

For uninterrupted development & training of the students at IIF, during COVID, a [mobile application enJogo](#) was created. It helps students to train online, track their progress and record their journey. The app has been expanded to include badminton and tennis along with football.