

**IMPACT ASSESSMENT  
OF INITIATIVES FOCUSED AT  
COMMUNITY EMPOWERMENT THROUGH  
QUALITY HEALTHCARE  
&  
SPORTS ENGAGEMENT**



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## EXECUTIVE SUMMARY

Navneet Education Limited (NEL) is a purpose-driven organization dedicated to making a meaningful impact by advancing knowledge and education. NEL actively supports Navneet Foundation and other NGO partners to implement social development projects focused on community wellbeing and creating sustainable society. For over 6 decades years, Navneet Group has significantly impacted millions of lives through initiatives in healthcare, education, community development, animal welfare, and environment conservation.

An impact assessment was conducted to evaluate three interventions designed for community empowerment. These interventions included two focused on health and one on promoting community engagement through sports. The initiatives were supported by NEL and implemented by Navneet Foundation and other NGO partners.

This report aims to measure and analyse the effectiveness of these initiatives lead by implementing organisations namely:

1. Shri Bidada Sarvoday Trust – Health Initiative
2. Shri Bhojay Sarvoday Trust – Health Initiative
3. Shri KVO Seva Samaj – Sports Promotion

The impact study was conducted with a focus on understanding the tangible impact that Navneet Group has made in the community.

### HEALTH INTERVENTIONS

- Health services to underserved population through Shree Bidada Sarvodaya Trust Hospital
- Health services to underserved population through Shree Bhojay Sarvodaya Trust Hospital

Communities in the Kutch region face significant barriers to accessing quality healthcare. Recognizing this need, Navneet Group has been supporting like-minded NGOs to make quality medical aid easily accessible to the people of rural Kutch. Healthcare services are provided through monthly and annual health camps, and medical treatments at hospitals are either free or available at minimal cost.

Furthermore, Navneet Group's dedication to humanitarian efforts was profoundly demonstrated during the 2001 earthquake. In the immediate aftermath, Navneet in partnership with these two organisations swiftly mobilised resources and provided essential emergency assistance to those affected. Beyond the immediate relief efforts, Navneet focused on long-term rehabilitation by contributing to the construction of homes for the affected

population and enhancement of healthcare infrastructure, ensuring sustainable improvement in service delivery. Over the years Navneet has strategically invested in upgrading health facilities with state-of-the-art medical technology at both these hospitals.

Through these targeted interventions and sustained support, Navneet Group has significantly improved health equity in Kutch. Their support have not only addressed urgent healthcare needs but also laid the foundation for a robust healthcare system, ultimately enhancing the overall wellbeing of the community.

### SPORTS

- Community engagement through Navneet Cup Cricket Tournament organised by Shri KVO Seva Samaj

The Navneet Cricket Cup organised in association with Shri KVO Seva Samaj has been running since almost 4 decades. Navneet Cricket Cup operates at two levels: the Village Cup and the General Cup. Over the years, it has actively encouraged the participation of women and seniors, promoting inclusivity in sports. It was observed that beyond the physical and mental health benefits gained from the sport itself, Navneet Cricket Cup fosters community cohesion. It cultivates a sense of camaraderie alongside healthy competition, leading to the formation of friendships, relationships, and business networks.

This impact assessment aims to evaluate the progress made towards the objectives of investing in these initiatives and identify areas of success and improvements. These insights will be used to make strategic decisions, express accountability and foster collaboration and learning that will drive growth and development in the community.

## METHODOLOGY OF THE STUDY

Research Approach → Primary → Quantitative / Qualitative → Interviews / Discussions



A mixed-method approach, incorporating both qualitative and quantitative techniques, was used to conduct this impact study. Data was collected from relevant sources, including both primary and secondary data.

The impact assessment was conducted using various study tools, including questionnaires, focus group discussions (FGDs), and interviews. Data was collected from NGO partners, beneficiaries, and key stakeholders. Field data was validated, and the data was subsequently compiled and assessment report was prepared.

## HEALTH SERVICES THROUGH SHRI BIDADA SARVODAYA TRUST

### About Shri Bidada Sarvodaya Trust

Shri Bidada Sarvodaya Trust, a registered organisation, is the outcome of collective concern of six visionary village leaders, who would visit their villages in Kutch - a coastal region in the north of Gujarat state, India- every two months.

Identifying the need for medical facility, Shri Bidada Sarvodaya Trust was established in 1974, with the mission of providing timely and quality medical aid to the people of rural Kutch and marked a pivotal moment for healthcare in Kutch.

Initially for 4 years, the trust operated through temporary kiosks set up at an animal shelter in the village of Bidada due to the lack of permanent infrastructure. Over next five decades, the trust gradually expanded its reach, serving approximately 700 villages in Kutch and nearly 300 villages along the Gujarat-Rajasthan and Madhya Pradesh borders.

The Trust transitioned from makeshift arrangements to a fully functioning 120-bed hospital in Bidada, Gujarat, with the surgical department generously funded by Navneet Foundation. Over the years, the hospital has made significant strides in providing ophthalmic and dental surgical facilities, culminating in its current status as a 344 - bed facility conducting up to 15 surgeries daily.

The trust undertakes various activities under the purview of healthcare;

- ◆ Medical and Surgical Camps
- ◆ Dental Outreach Program
- ◆ Child Health Care Program
- ◆ Awareness Outreach Program
- ◆ OPD services at Bidada Hospital
- ◆ Rehabilitation Services
- ◆ Nature Cure Services
- ◆ Health & Fitness

### Goals/Objectives of Shri Bidada Sarvodaya Trust

- The Goal of the Trust is taking healthcare to the remotest and underserved.
- The Trust aims to reach out to thousands of deserving people through quality care, heartfelt compassion and a strong dedication towards making lives better.

## Navneet & Shri Bidada Sarvodaya Trust

Since its establishment, Navneet Group has consistently been supporting the Bidada Trust, particularly in enhancing medical facilities that have significantly contributed to providing quality healthcare services to the population served by the Trust.

With the support of Navneet Group, Shri Bidada Sarvodaya Trust has ensured that the healthcare services are easily accessible at the village level. Over several decades of collaboration, Navneet has consistently provided both moral and foundational support to the Trust, with notable volunteer contributions from Navneet Family during medical camps.

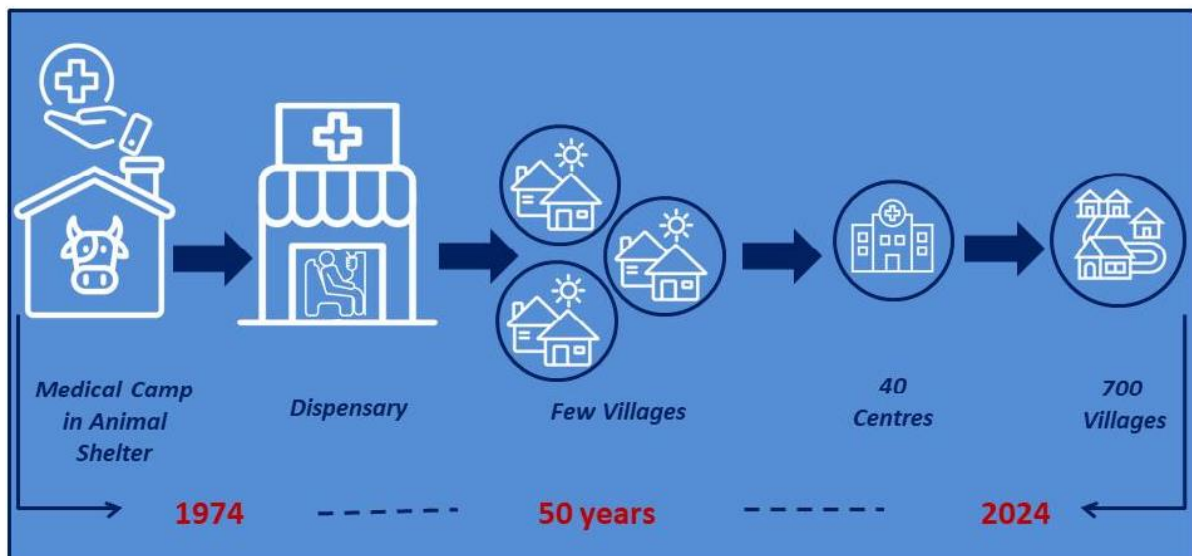
In 1989, Navneet generously donated the X-Ray and Sonography department and provided funding for the Operation Theatre at the hospital run by Shri Bidada Sarvodaya Trust. Their continuous support has been instrumental in organising medical and surgical camps. Navneet has also supplied the necessary equipment and surgical instruments for conducting surgeries at the village level. With the upgradation of Navneet Operation Theatre, the organisation has been able to perform numerous major and complex surgeries.

## Activities Of Shri Bidada Sarvodaya Trust

Recognising the challenges associated with access to any type of healthcare services Shri Bidada Sarvodaya Trust took initiative to address them. In 1974, despite the lack of proper medical infrastructure, the trust organised its first eye camp at a Panjarapol (Animal Shelter). They transformed the shelter, into a temporary eye clinic with makeshift operation theatre.

Their dedication led to the **examination and treatment of 515 patients**, surpassing their initial target of 300. This success ignited a commitment to continuing their efforts in providing essential healthcare services to the community.

Over the years, team of dedicated doctors, paramedics and the support staff have made significant contributions. They have played vital roles in bridging the healthcare gaps in Kutch, ensuring that essential medical care reaches those in need. Their efforts underscore the importance of collaborative approach in improving healthcare access and quality in underserved regions.



Initially for four years, due to lack of permanent infrastructure, the trust utilised spaces like the Panjrapol building for holding medical camps with doctors visiting from Bhavnagar. However, understanding the limitations of the temporary arrangements on a long-term basis, the trust invested in establishing a small dispensary in 1978.

Initially, the program began on a small scale, focusing on a few villages. Today, the trust operates 40 centers across Kutch, with each center serving 15 to 25 villages. These centres serve as convenient hubs for organising camps, minimising travel challenges for patients attending these health events. While health check-ups and guidance, along with follow-up visits, are provided at these locations, surgeries are conducted exclusively at the Bidada Trust hospital.

After nearly 50 years of dedicated service, the Trust now extends its *services to 700 villages* within Kutch, as well as *300 villages along the borders of Rajasthan and Madhya Pradesh*, in addition to receiving few patients from Rajkot and Bhavnagar.

The trust undertakes various activities under the purview of healthcare;

### Medical & Surgical Camps

For nearly 50 years, Shri Bidada Sarvoday Trust has been addressing the healthcare needs of marginalised communities through their annual three-week medical and surgical camps in Bidada, offered completely free of charge. These camps provide essential and quality medical services to patients from Kutch and neighbouring regions annually, with help of a team of volunteer doctors from India, the US, the UK, and other countries.

In addition to the annual camps, the trust organises 6 to 8 medical speciality camps every month in Bidada. These camps play a crucial role in providing continuous on-going medical assistance and follow-up care to the local community, making healthcare easily accessible



throughout the year. This includes specialised services such as paediatric, cataract surgeries, and others addressing specific healthcare needs.

Additionally, all patients and their caregivers receive complimentary meals and lodging during the hospitalisation of patients.

### **OUTCOME**

- **25000+ patients annually**
- **300 Volunteer Doctors**
- **59,00,000 patients provided with healthcare services in last 50 years**
- **Paediatric Cataract surgeries**
- **Complimentary meals and lodging for patients and caretakers**



### **Child Health Care Program**

Child Healthcare Project, launched in June 2005, aimed to enhance child healthcare in the sub-districts of Mandvi and Mundra in Kutch. The initiative focused on comprehensive healthcare screening, supported by educational training programs on personal hygiene and nutrition. Through these efforts, the project sought to ensure the holistic health and well-being of school children in the targeted regions, integrating healthcare with educational initiatives to promote long-term health outcomes.

All students underwent periodic age-appropriate physical examinations, covering the following categories:

- general appearance
- head, ear, nose, and throat (HEENT)
- eyes
- cardiac (CVS)
- respiratory (RESP)
- abdominal (ABD)
- external genital/urinary (GU)

- musculature/skeletal (MSK)
- neurological (NEURO)

The examinations aimed to identify both acute and chronic conditions. Treatment options included on-site interventions such as medications, consultation, treatment and simple procedures. Cases requiring more specialised care were referred for further detailed treatment.

### **OUTCOME**

- *Over a period of next 24 months, the project successfully examined 30,879 students from 151 schools across 87 villages.*
- *During the recent medical camp of 10 days, 60 volunteer dentists examined approximately 13,000 students.*

### **Awareness Outreach Program**

The trust runs an ongoing outreach program with support staff dedicated to spreading awareness about its services in villages. This outreach effort covers entire Kutch through satellite centres, strategically selected for easy access by nearby villages. The impact of this program is significant. For many, reaching the trust hospital in Bidada is challenging. Through these satellite centres the medical healthcare services are made easily accessible for them. In addition to medical camps, the trust also organises regular awareness programs on topics such as cancer (with a focus on women's health), and the dangers of alcohol and tobacco consumption.

- *40 satellite centres throughout Kutch*
- *200-300 patients treated monthly in small villages*
- *600-700 patients treated monthly in larger villages*



## **Bidada Hospital With OPD**

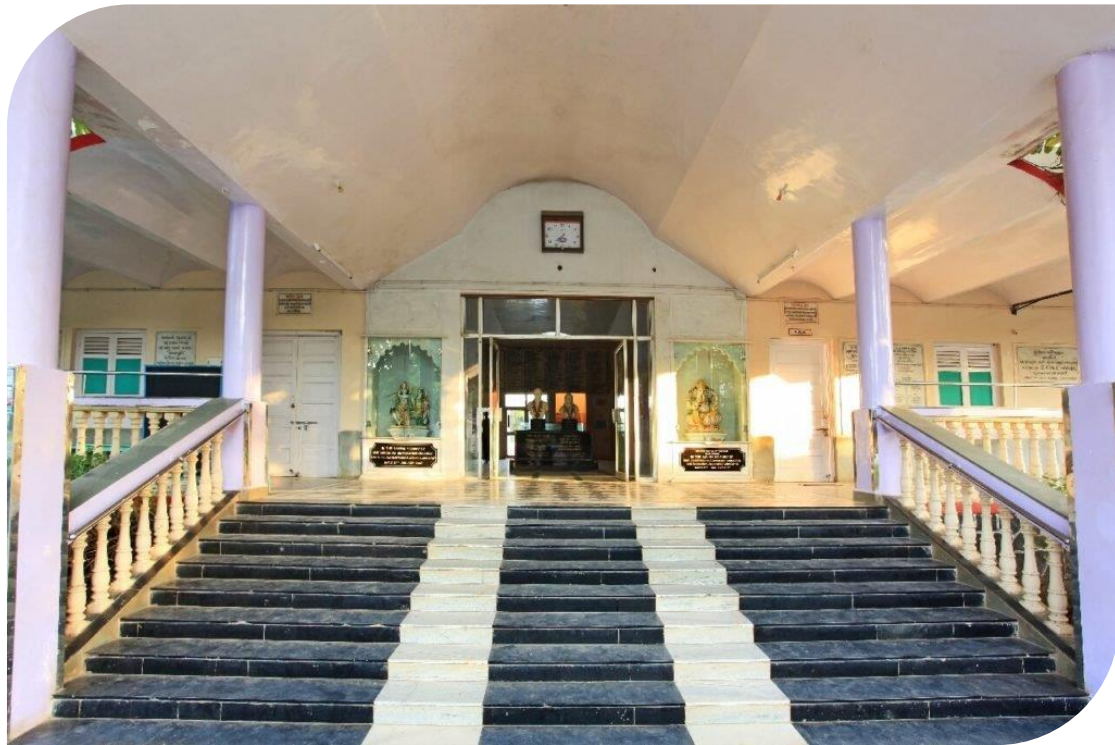
Shri Bidada Sarvoday Trust operates a hospital with OPD facilities in Bidada, a small village in the Kutch district of Gujarat. Established in 1978, the hospital's surgical department was funded by Navneet Group. Initially, the trust focused on ophthalmology, dental health, paediatric health, vaccination and immunization, maternal health, and malaria epidemics. Over the years, it has become particularly renowned for its camp-based ophthalmic and dental surgical facilities.

- ***10-15 Cataract surgeries daily***
- ***1200 surgeries in January Camp***
- ***3500 - 4000 patients treated annually through monthly camps***
- ***24 x 7 OPD***
- ***300+ patients treated on daily basis at the hospital***



The trust also prioritises the holistic and spiritual well-being of individuals, including rehabilitation of disabled individuals. In line with this philosophy, they have established centres dedicated to nurturing these aspects. These centres aim to provide comprehensive support, integrating physical, mental, and spiritual health for the community's benefit.





### **Support From Navneet Group**

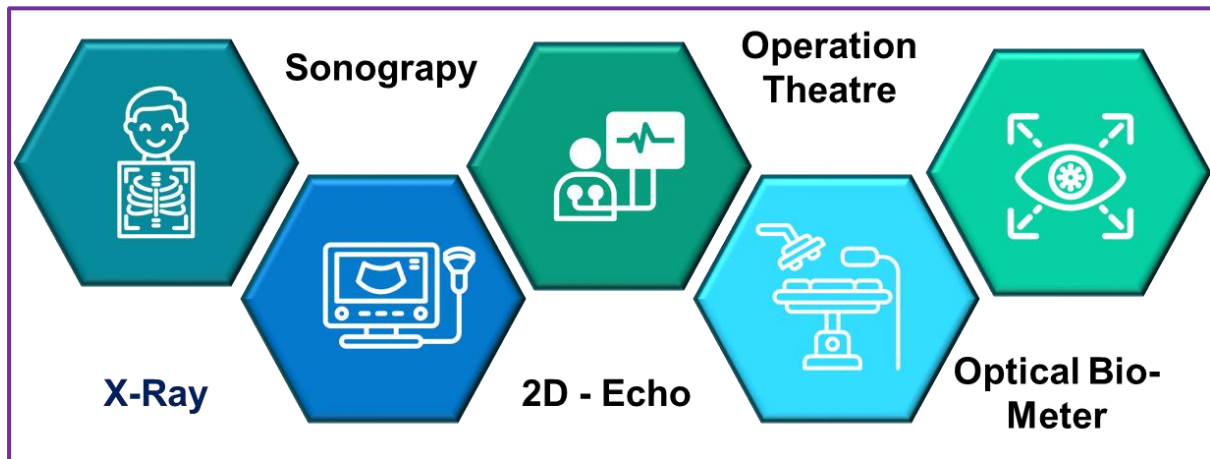
From the very beginning, Shri Bidada Sarvoday Trust has received unwavering support from Navneet Group, encompassing financial, physical, and emotional assistance throughout its journey.

With this support, the trust has expanded its services beyond ophthalmology, dental, and general medical care to include gynaecology, general surgery, ENT, and other specialisations. Throughout the year, the trust organises medical and surgical camps, offering diagnostic services such as sonography, X-rays, and IVP at the Navneet X-ray and Sonography Department for the patients attending these camps. Surgeries are conducted in the Navneet Surgical Department, and the trust also operates a Pathology Laboratory while providing essential medicines to impoverished patients.

Leveraging the latest technology, made available with Navneet's support, medical professionals and staff perform surgeries with efficiency, resulting in quicker procedures and faster recovery. The upgraded Navneet OT has enabled the trust to successfully conduct numerous major surgeries, thereby ensuring that villagers receive exceptional medical care in the region.

Navneet Group has played a key role in upgrading the hospital through the following contributions;

- X-Ray Machineries
- Sonography department
- 2D echo machinery
- Operation Theatre with necessary medical and surgical equipment and instruments
- Ophthalmology department with Optical Bio Meter



*The optical biometers have been crucial in delivering essential non-contact IOL measurements for over 1,200 cataract surgeries, as well as providing corneal thickness and topography assessments. These comprehensive measurements contribute to optimal surgical outcomes for patients.*



### **Social Return on Investment**

The trust's partnership with the Navneet Group has been instrumental in enhancing its medical capabilities, from organising medical camps to setting up departments for diagnostics and surgeries to providing essential equipment and support for various medical procedures.

This has marked a significant milestone in providing medical assistance to the rural communities of Kutch, Gujarat, India. The trust gradually evolved to cater to 700 villages in Kutch and nearly 300 villages on the Gujarat-Rajasthan and Madhya Pradesh borders over the course of almost five decades.

With Navneet's support, the trust transitioned from makeshift arrangements to a fully functioning 120-bed hospital in Bidada, Gujarat, with a well-equipped surgical department. Over the years, the hospital has made significant strides in providing ophthalmic and dental surgical facilities, culminating in its current status as a 344-bed facility conducting up to 15 surgeries daily.



***The table below provides a detailed overview of the medical cases addressed from January to December 2023.***

<b>Camps organised in the year</b>	<b>OPD</b>	<b>Surgeries and Treatment</b>
Epilepsy	184	86
Diabetes and Thyroid	382	0
Eye Retina	540	131
Squint Correction Surgeries	64	24
ENT illness	0	43
Audiogram	284	103 Hearing Aid
Child Orthopaedics	154	36

Heart disease	106	58
Plastic Surgery and Hair Implant	105	35
Spine Cord Disorder	180	180
Urinary infection	300	80
Pain Management	20	20
Foot and Ankle	32	20
Skin Laser	156	116
Annual Medical and Surgical Camp	16,870	1,020
X-Ray	5,923	
Laboratory	12,055	
ECG	1,104	
Visiting doctors for OPD	9,600	
Orthopaedic	2,045	
Child Specialist	907	
General Surgery	1,097	
Physician	263	
ENT	1,959	
Skin Specialist	1,097	
Sonography	807	
Ortho/PDO/Oral Surgeon	426	





## Rewards & Recognition

Rewards and recognition received by the Shri Bidada Sarvodaya Trust highlights the invaluable support of Navneet Group, whose dedication has played a crucial role in these achievements. It underlines Navneet's ethos of supporting the underserved communities with transformative power of collective vision and unwavering commitment to pave the way for an empowered future

Shri Bidada Sarvoday Trust has garnered international acclaim for its exemplary record in treating patients during its camps. The trust's efforts have attracted visits from distinguished figures in public health and humanitarian work, including United States Consulate Generals in India, Angus Simmons and Michael Owen; the World Bank Country Director for India, Michael Carter; and revered Mother Teresa. The BBC has highlighted Shri Bidada Sarvodaya Trust's impactful activities, and the trust has been honoured with awards from AAPI (American Association of Physicians of India).

## Evaluation

With Navneet's support, Shri Bidada Sarvodaya Trust has significantly improved healthcare accessibility for the underserved population in the region. The outcomes of this support include;

- *Convenient access to high-quality healthcare*
- *Comprehensive multispecialty services available in one location*
- *Timely medical treatment options*
- *Enhanced and efficient healthcare services*
- *Broader reach and availability*



- *Greater awareness of health issues*



The medical camps have helped the underserved population over the past many years. However, it has been noted that since last few years, there has been significant changes in the health and medical field in Kutch. Government medical facilities have improved and new private hospitals are emerging in the sub-districts. With the introduction of the MA card and government medical schemes and programs, now the people have increased access to free treatment. Consequently, this may lead to a reduced dependence on the medical camps organized by the trust.



N	Department	2014		2015		2016		2017		2018		2019		2020		2021		2022		2023	
		OPD	Operation	OPD	Operation	OPD	Operation	OPD	Operation	OPD	Operation	OPD	Operation	OPD	Operation	OPD	Operation	OPD	Operation	OPD	Operation
1	Eye	20573	1501	19089	1602	20361	1609	21587	1589	18488	1130	19178	1373	15502	1024	17679	1322	19971	1784	22403	1603
2	Eye Retina	59	0	341	54	466	60	507	53	492	12	492	12	489	4	489	62	544	39	540	44
3	SquintEye Surgery	40	15	42	21	0	0	0	0	109	43	62	19	170	16	42	13	41	15	64	24
4	Dental	18421	34	18446	34	17359	62	18025	55	16669	60	16157	76	11022	69	12753	124	14465	207	14480	60
5	Gastro Entrology	235	58	253	49	274	29	180	31	707	68	652	79	203	42	133	17	111	12	157	45
6	Endocrinology	44	0	29	0	68	0	35	0	335		306		56				42		152	0
7	Pediatric	496	32	1303	30	1025	42	1131	49	1253	48	1435	13	676		552		497	30	1054	20
8	Gynecology	4930	127	1706	165	3445	101	3205	92	7691	207	7357	36	5817	152	5128	81	1349	40	3733	38
9	Delivery	0	159	0	272	113	0	98	0	373		389	103	250		136		33		147	37
10	Orthopedic	3242	33	3180	29	3354	22	2894	19	2885	19	2922	21	1301	17	1191		2054		2378	14
11	Hand Surgery	0	0	0	0	64	5	51	9			82	12							0	0
12	Pediatric Orthopedic	294	12	152	7	421	46	367	37	287	37	248	9	91				250	22	265	69
13	GENERAL SURGERY	1016	192	789	145	542	263	497	180	529		1531	249	437	193	649	264	1197	457	1417	304
14	ENT	1648	51	1610	34	1770	75	1980	95	1644	61	2691	102	1353	85	1106	5	2037	204	2436	88
15	Cancer	40	7	48	5	46	7	65	9	40	5	63	10	35	14			7	2	25	3
16	Cardiology	914	0	733	89	693	58	780	48	578		921		381	38	345		316		503	0
17	Urology	269	55	265	70	679	92	698	106	266	48	724	72	182	38	294	67	812	97	511	122
18	Plastic Surgery	283	86	250	97	205	62	245	64	196	48	143	70	79	52			35	3	65	14
	TOTAL	52504	2362	48236	2703	50885	2533	52345	2436	52050	1774	55353	2256	37555	1744	40497	1955	43761	2912	50330	2485

## Way Forward

The priority for the Trust is upgradation of the existing services that are being offered.

The plans of launching Telemedicine and Teleconsultation services will significantly enhance access to medical expertise for individuals living in remote rural communities. By leveraging advanced technology, these services will connect patients with healthcare professionals from around the globe, ensuring that even those in the most isolated areas can receive high-quality medical advice and care. This initiative will bridge the gap between urban medical facilities and rural healthcare needs, ultimately improving health outcomes and fostering a more equitable healthcare system.



## HEALTH SERVICES THROUGH SHRI BHOJAY SARVODAYA TRUST

### About Shri Bhojay Sarvodaya Trust

Shri Bhojay Sarvodaya Trust is a registered organisation in Mandvi Block of Kutch District. It addresses the medical needs of the rural population, who struggle with limited access to healthcare facilities and transportation options. In these areas, the scarcity of medical centres means that residents often have to travel long distances to receive even basic care, which can lead to delays in treatment and worsen health outcomes. By focusing on these underserved communities, the initiative aims to bridge the gap in healthcare access and improve the overall well-being of the rural population.

The trust's journey began in 1973 with an eye camp organized by a dedicated family in memory of a loved one, held in Dumra village to address the then prevalent issue of eye and cataract problems. Conducted in the concrete setting of a Primary Health Centre (PHC), the camp highlighted the limited healthcare infrastructure in Kutch, which at the time had fewer than 250 kilometers of motorable roads and only 20% electrification. Despite these challenges, the camp successfully performed 250 eye surgeries, primarily for advanced cataracts that could have otherwise led to blindness, demonstrating the critical need for such medical interventions in the region. This camp laid the foundation for future initiatives aimed at reaching and serving communities throughout the region.

It was evident that a comprehensive program was necessary to address the demands for extensive medical and healthcare services. Considering that a single family alone could not meet the diverse medical needs of the village community impartially—regardless of caste, color, or religion—numerous philanthropists and NGOs stepped forward to bridge this gap and support the initiatives through funding and collaboration.

Shree Bhojay Sarvodaya Trust was officially formed on December 6, 1996 with a decision to establish a healthcare facility to address medical needs of the population in the region. Located 7 kilometers inland, the project required constructing facilities from the ground up. Initially, an OPD, X-Ray Lab, small dispensary, and Operation Theatre were established, designed for intermittent use due to the remote location.

The trust has since expanded its services to include a dispensary, X-ray unit, laboratory, vaccine centre, and weekly clinics with experts in various medical fields, such as dental, ophthalmology, gynaecology, and general surgery. Additionally, it has added an operation theatre and ward facilities to enable specialist doctors to perform necessary surgeries.



In addition to its healthcare interventions, the Trust extended its humanitarian efforts during the 2001 earthquake by offering medical assistance and helping to rebuild homes in the affected areas.

### **Goals & Objectives**

The primary aim of establishing Shri Bhojay Sarvodaya Trust was to deliver essential healthcare services to villages in West Kutch, where such facilities were virtually nonexistent. While the village itself was on the periphery of the Trust's activities, the core focus remained on serving the underserved and marginalized communities within the rural regions.

The trust's main objectives and focus areas;

1. **Health Facilities in Underserved Areas:** The primary goal of the Trust was to establish and enhance health facilities across 400 villages in West Kutch.
2. **Serving Marginalised Communities:** Targeting the needs of marginalized, underserved communities facing poverty, isolation, and inadequate healthcare infrastructure.
3. **Community-Centered Approach:** Engaging with local communities to tailor healthcare services to their specific needs and priorities.
4. **Holistic Development:** Addressing broader socio-economic factors through initiatives in education, livelihoods, and infrastructure to foster overall improvements in rural living conditions.

### **Navneet Group & Shri Bhojay Sarvoday Trust**

Since its inception, Navneet Group has been a pivotal partner for Shri Bhojay Sarvodaya Trust, significantly contributing to the enhancement of medical facilities and the overall quality of healthcare services at every stage.

With Navneet's support, Shri Bhojay Sarvodaya Trust has expanded access to essential healthcare at the village level. Over decades of collaboration, Navneet has consistently provided both moral and financial support, including notable volunteer contributions from Navneet family during critical periods such as the earthquake and various medical camps organized by the Trust.

Navneet's steadfast commitment to supporting Shri Bhojay Sarvodaya Trust underscores a deep alignment with their ethos of empowering the community through accessible, high-quality healthcare, skills, and knowledge. By continuously investing in and enhancing the trust's initiatives, Navneet plays a crucial role in advancing healthcare services, providing essential

resources, and fostering an environment where individuals can thrive. This unwavering support not only strengthens the trust's capabilities but also ensures that communities have the tools and opportunities needed to improve overall well-being.

## Activities Of Shri Bhojay Sarvoday Trust

Shri Bhojay Sarvoday Trust has an extensive range of initiatives aimed at addressing healthcare challenges in rural Kutch. Collaborative partnerships with other like-minded organizations and Navneet facilitated equipment funding and medical interventions. Despite logistical challenges, with support from Navneet, Shri Bhojay Sarvoday Trust established a healthcare facility in west Kutch, initially focusing on basic services and later expanding to include specialized departments and surgical capabilities.

### Medical Camps And Services:

- **Regular Medical Camps:** The trust organizes medico-surgical camps across various specialties, providing free medical services and surgical interventions.
- **Women's Health:** Monthly gynaecological camps and surgical interventions significantly improve reproductive health in West and North Kutch.

### Healthcare Facility Expansion:

- **Initial Services (1998):** The facility began with basic services, including a dispensary, X-ray, laboratory, vaccine centre, and weekly clinics with visiting specialists.
- **Specialized Departments:** Over time, departments for dental, ophthalmology, gynaecology, and general surgery were established, enhancing the facility's capabilities.
- **Operation Theatre and Ward:** The addition of an operation theatre and ward facilities allowed for onsite surgeries and post-operative care, addressing both routine and complex health issues.

This comprehensive expansion from basic healthcare services to specialized medical departments and surgical facilities highlights a commitment to meeting diverse healthcare needs within the community. It also reflects the facility's evolution into a more integrated healthcare provider capable of addressing both routine medical care and more complex health issues through surgical interventions.

### Panbai General Hospital OPD

The hospital supported by Navneet, provides comprehensive outpatient services, including general medical care, diagnostic testing, minor surgeries, vaccinations, and prescription medications. The OPD offers a cost-effective option for non-hospitalised care.

- **General Medical Care:** This includes routine check-ups, treatment for common illnesses, management of chronic conditions, and consultations with specialists if needed.
- **Diagnostic Testing:** OPD provides essential diagnostic services such as X-rays, blood tests (hematology and biochemistry), and urinalysis. These tests help in diagnosing various medical conditions promptly.
- **Minor Surgery:** The OPD is capable of performing minor surgical procedures such as incision and drainage of abscesses, and removal of skin tags. These procedures are generally quick and can often be done on an outpatient basis, avoiding the need for hospital admission.
- **Vaccinations and Immunizations:** The hospital offers vaccinations and immunizations, which are crucial for preventive healthcare. This service helps in protecting patients against various infectious diseases.
- **Prescription Medication:** Patients can receive necessary prescription medications directly from the OPD. This convenience ensures that patients can start their treatment promptly after consultation.

The hospital's OPD not only provides comprehensive medical services but also emphasizes cost-effectiveness for patients. Outpatient care typically incurs lower fees compared to inpatient care, making it a practical choice for patients who do not require hospitalization but still need medical attention.

Overall, the OPD is a convenient and efficient option for individuals seeking medical care ranging from routine check-ups to minor surgical procedures, diagnostics, vaccinations, and prescription medications.



### Raktarath Van

Before COVID-19, poor network connectivity made teleconsultations impossible, forcing patients to rely on local medical resources despite significant challenges. During gynecological surgeries, haemoglobin levels as low as 3 or 4 were frequently observed, and often required blood transfusions, which were sourced from Kutch, located 150 kilometers away from the hospital, taking six hours to reach due to poor road conditions.

However, the introduction of the "Raktarath" van revolutionised and improved emergency blood services, significantly **reducing fatalities to 1 in every 7,000**.

### Navneet Mahila Kendra

Focuses on women's reproductive health through regular screenings, surgical camps, and monthly gynaecological camps, with over 6,500 operations performed to date.

The Women's Health Campaign, organized by Shri Bhojay Sarvoday Trust, is a crucial initiative aimed at enhancing reproductive health for women in West and North Kutch. Here are the key highlights:

- Frequency and Scope of Screening:** **Approximately 600 women are screened monthly across 18 centres** in West and North Kutch. These screenings specifically address reproductive health issues, demonstrating the Trust's dedication to women's health.
- Surgical Camps:** From 1999 to 2019, the Trust organised **75 surgical camps** to treat diseases and medical issues by providing crucial surgical interventions for various gynaecological and reproductive health conditions.
- Transition to Monthly Gynaecological Camps:** Since 2020, the Trust has shifted to organising monthly gynaecological camps, ensuring continuous medical care and interventions for women in need beyond periodic surgical camps.
- Medical Expertise:** The surgical camps are led by **expert gynaecology specialists** highlighting the Trust's commitment to providing skilled medical care.
- Impact and Operations:** Over 25 years (1999-2024), **more than 6,500 operations** have been successfully performed through **125 gynaecology camps**. This statistic underscores the tangible impact of the trust's efforts in improving women's health through surgical interventions and medical camps.





### **Kenia Dialysis Centre**

Established by Shri Bhojay Sarvodaya Trust, and supported by Navneet Group, the dialysis centre is a vital healthcare facility addressing the needs of kidney disease patients in the rural areas of Kutch. Here's an overview:

1. **Mission and Service Quality:** The Centre is dedicated to providing the highest quality medical services to help kidney disease patients manage their condition effectively, showcasing a commitment to delivering reliable and professional care.
2. **Response during the COVID-19 Pandemic:** The COVID-19 pandemic posed significant challenges for dialysis patients in rural Kutch, making travel to urban centers like Bhuj, Mandvi, and Gandhidham risky due to virus exposure and transportation issues. In response to these urgent needs, the Trust swiftly established the Kenya Dialysis Centre on April 16, 2020. Equipped with **6 dialysis machines**, the center provides much essential local dialysis services, reducing the need for travel and associated risks during the pandemic.
3. **Scope of Services:** The Centre currently offers **2,400 dialysis sessions annually, all provided free of charge**. This ensures that kidney disease patients have access to necessary medical treatment without financial barriers.

By establishing the dialysis Centre, Shri Bhojay Sarvoday Trust has significantly improved healthcare access for dialysis patients in rural Kutch. The centre not only provides critical medical services but also enhances the overall health and well-being of the community by addressing a crucial healthcare need.

### Jan Arogya Abhiyan:

This flagship event is known as **Navneet Mega Medical Camp**. The trust periodically organizes medico-surgical camps across various specialties including;

- Ophthalmology
- General surgery
- ENT
- Orthopedics
- Epilepsy
- Plastic surgery

Under this project, the trust has performed **approximately 40,000 free operations** across six medical faculties.



### Netra Raksha Abhiyan

This rural eye care program was initiated to provide essential eye care services to rural population. Annually, **a medical team visits approximately 400 villages**, offering free medicines and referring patients requiring eye surgeries to a specialized eye hospital-Ratanveer in the region. At this hospital, along with facility of visiting Vitro-retinal surgeon, advanced surgeries are also conducted, with the primary aim of providing comprehensive ophthalmological care to the poor and needy.

### Navneet Vihar

To address the shyness and reluctance of rural women regarding reproductive health examinations, with Navneet's support, the trust undertook a transformative initiative by training

midwives. These midwives were specially trained to understand and manage the cultural and social sensitivities surrounding women's health in rural areas.

The midwives serve as a crucial link between the trust and female patients, building trust and fostering a comfortable environment for women to seek medical care. They conduct initial screenings, provide basic health education, and accompany women to medical facilities when further treatment is required. By doing so, they facilitate better healthcare access, ensuring that more women receive timely and appropriate medical attention.

Aligning with Navneet's ethos of "Knowledge is wealth", this initiative not only improves women's health outcomes but also empowers midwives with valuable skills and knowledge, enhancing their role within the community. Supporting the midwives training highlights their dedication to overcoming barriers and improving reproductive health for rural women.

### Support From Navneet

In 1976, Navneet family Gala offered their voluntary services to Shri Bhojay Sarvodaya Trust, marking the beginning of a transformative journey and since then Navneet Group has been closely associated with Shri Bhojay Sarvodaya Trust.

Navneet, a key figure from the trust's inception, was instrumental in addressing the high incidence of heart ailments among children in the region. Navneet along with like-minded individuals arranged for patients to be transported to Mumbai and managed all aspects of travel logistics, accommodation, blood supplies, and even funeral arrangements for patients who didn't survive.

This collaborative effort resulted in 1,200 patients receiving treatment in Bombay from 1983 to 2012, in addition to holding biannual medical camps

A significant milestone came in February 1999 when a cancer detection camp revealed severe uterine health concerns. This led to the setup of 16 surgeries within 48 hours and further operations for 32 more patients.

In response, Navneet Foundation supported establishment of Navneet Vihar in the year 2000 to train midwives in attending gynecological activities, **reducing extreme cases by 80%**. To date, **7,000 gynaecological surgeries** have been conducted.

In response to the earthquake disaster, with funding supported by Navneet Group, Bhojay Trust provided materials for building temporary homes while the community contributed labour. This approach led to the **construction of 3,500 homes** in Mandvi, emphasising self-reliance. This model of Owner Driven Reconstruction (O.D.R.) was later applied globally, including in Indonesia post-tsunami and in Kashmir, Bihar, and Uttarakhand following natural disasters, earning global recognition for its innovative approach.

Navneet's enduring association with Shri Bhojay Sarvodaya Trust reflects a deep and continued commitment to the organization's mission and its beneficiaries. Since the early days of the involvement, Navneet has played a pivotal role in shaping and advancing the Trust's initiatives, ensuring sustained impact across various programs.



## Challenges

The organisation is currently facing a significant logistical challenge with the issue of blood supply. Although a nearby laboratory, located 30 kilometres away, could potentially provide blood, its standards do not meet the organisation's requirements. Consequently, the organisation opts to source blood from Bhuj, despite the more complex and lengthy logistical process involved.

This choice reflects a commitment to maintaining high-quality healthcare standards, including ensuring a safe blood supply, even when it involves additional challenges.

Another challenge is the shortage of skilled urban doctors willing to serve rural areas. This issue is further compounded by disparities in government healthcare programs and scheme, where individuals with resources are able to access these benefits.



## Social Return On Investment

With Navneet's support, the trust has evolved from organizing a single eye care camp to managing a diverse array of impactful initiatives. Today, its activities encompass Panbai General Hospital, Navneet Mahila Kendra, Kenia Dialysis Centre, Navneet Mega Medical Camp, Netra Raksha Abhiyan, and Navneet Vihar. Each of these programmes reflects the expanded focus on addressing various healthcare needs and supporting community well-being.

Navneet's continued engagement encompasses several key areas:

1. **Partnership and Strategic Guidance:** Navneet remains actively involved in the collaborative partnership and strategic direction of the trust. The partnership ensures that the organisation's programs align with its mission and respond effectively to evolving community needs.
2. **Program Expansion and Innovation:** With Navneet's support, the trust has expanded its range of services and introduced innovative solutions to address new challenges. This includes the establishment of specialised facilities, such as Navneet Vihar, and the implementation of advanced medical camps and health initiatives.
3. **Community Engagement and Support:** Navneet continues to foster strong relationships with community leaders, healthcare professionals, and donors. These efforts facilitate collaboration and support for the Trust's initiatives, enhancing their effectiveness and reach.
4. **Sustained Funding:** Navneet's ongoing involvement includes funding and resources crucial for the Trust's programs. The commitment ensures that financial support is available for continued operations and the expansion of services.
5. **Community centric approach:** Navneet's strategic approach and support to disaster management has set a precedent for effective, community-centred response strategies.

## Evaluation

Through these ongoing contributions, Navneet's association with Shri Bhojay Sarvodaya Trust continues to drive positive change and support the organisation's mission to improve healthcare and community well-being. The commitment remains a cornerstone of the Trust's success and impact.

Here are the key elements that highlight this success:

- ◆ ***Transformation through Training:*** Former sanitation workers and individuals from humble backgrounds have been given extensive training opportunities. This investment in training has enabled them to transition into more skilled and responsible roles within the hospital. For example, a past sanitation worker now leads the laboratory, and a former clothes presser manages hospital logistics and coordination.

- ◆ Recognition of Potential: The hospital identifies and nurtures talent based on merit and potential rather than background or caste. This is exemplified by the case of Hirbai, who started as a sanitation worker and has now advanced to the position of Assistant Nurse through dedicated training and support.
- ◆ Selective Training: While it's acknowledged that not everyone can be trained, individuals who show promise or skills are selected for training and development. This selective approach ensures that resources are utilized effectively to maximize the impact of training initiatives.
- ◆ Challenging Caste Bias: A significant challenge addressed by the hospital is the disregard for caste distinctions in the workplace. By focusing on skills, dedication, and potential, the trust fosters an inclusive environment where individuals can thrive based on their abilities rather than social background.

The organisation's experience underscores the resilience required to operate effectively in challenging environments. Their commitment to addressing local needs and finding solutions, even in the face of logistical hardships, highlights their dedication to providing quality services to the community. The organization deliberately chose to work in an area despite knowing it would face numerous logistical challenges. This decision reflects a commitment to serving local communities despite the difficulties involved. Over the years, the organization has dedicated itself to overcoming these challenges.

Addressing the shortage of skilled urban doctors willing to serve rural areas involves a multi-faceted approach. The following strategies possibly might mitigate this challenge:

1. Incentivize Rural Service:
  - Financial Incentives
  - Housing and Relocation Assistance
2. Professional Development Opportunities:
  - Training and Continuous Education
  - Networking and Mentorship
3. Improve Working Conditions:
  - Enhanced Facilities
  - Support Staff
4. Foster a Supportive Community:
  - Community Integration: Facilitate programs that help doctors integrate into the community, including social events, local activities, and community support networks

- Family Support

5. Flexible Work Arrangements:

- Short-Term Assignments: Create opportunities for urban doctors to serve in rural areas on a temporary or rotational basis, allowing them to experience rural practice without a long-term commitment.
- Telemedicine Integration: Incorporate telemedicine services to enable urban doctors to consult remotely and provide support to rural facilities.

## Way Forward

The trust continues to steadfastly adhere to seven core principles to engage with patients: concern, empathy, sensitivity, sympathy, compassion, mercy, and understanding.

Shri Bhojay Sarvoday Trust remains dedicated to its long-standing mission of serving the community, especially women with the following objectives;

- ◇ Health Facilities in Underserved Areas
- ◇ Community-Centered Approach
- ◇ Holistic Development

## COMMUNITY ENGAGEMENT THROUGH NAVNEET CUP CRICKET TOURNAMENT WITH KVOSS

### About KVO SS

Founded on the visionary aspirations of Shri Velji Lakhamshi Napoo, the Shri K.V.O. Seva Samaj is deeply committed to a diverse range of initiatives aimed at enhancing community welfare and development.

**Mission and Core Initiatives:** The organisation's mission is to foster holistic community development through:

- Social Welfare
- Education
- Healthcare
- Personal Growth
- Cultural Preservation
- Housing
- Sports and Games
- Women's Empowerment

The organisation remains adaptable and responsive to emerging community needs, continuously evolving its initiatives to meet evolving challenges and opportunities. By leveraging its committed leadership, specialised committees, and dedicated staff, Shri K.V.O. Seva Samaj strives to make a meaningful and sustainable impact on the lives of those it serves.

### Navneet Group & KVO Seva Samaj

Identifying the need to engage the community, the founders from KVO Seva Samaj envisioned a sports event in the mid 80's. Given the immense popularity Cricket enjoys in India, they decided that organising a cricket tournament would be the best choice to foster community involvement. Consequently, the tournament began in 1985-86 with an impressive participation from 34 teams and has since become a very prominent sporting event in its region.

Two year from its inception, driven by a passion for community empowerment and sports, Navneet Group proposed to fund the tournament marking a significant partnership between Navneet and KVO Seva Samaj, the organisers. Subsequently, this initiative was named Navneet Cup for Cricket Tournaments. , Navneet's support has been instrumental in the tournament's growth and sustainability. It underscores their dedication to supporting community sports and promoting cricket as a unifying force.



Over the years, the tournament has garnered much respect and reverence from the community. The tournament has been fostering engaging environments for social interactions and strengthening community ties, encouraging active involvement from elders, women and the youth alike.



### **The Navneet Cup Cricket Tournament**

The Navneet Cup Cricket Tournament has evolved significantly over the years, particularly in its approach to team formation and inclusivity. The event actively encourages and promotes participation among youth, women and the community.

The tournament has grown larger in scale, attracting participants from Mumbai and neighbouring towns and cities in increasing numbers. The tournament caters to interest of cricket enthusiasts and fosters community participation. Alongside, it creates valuable business opportunities for the community members, contributing to their economic growth.

The tournament typically begins in August and continues through April of the following year. There are 42 general teams, and currently the tournament hosts more than 300 matches annually.

1. Cultural Context and Team Formation: The emphasis on ancestral villages is a core aspect of identity within any community. This cultural link serves as the foundation for forming village-based teams, thereby, fostering a deep sense of community pride and sense of belonging among all participants involved
2. Team Integration: Initially, apart from general teams, matches were organised for Under-19 and Under-15 boys, providing a platform specifically for younger players to showcase their talents and skills.

Over time, to ensure that talented young players get optimal exposure and competition, the Under-19 and Under-15 teams were eventually merged with the general teams.

3. Categories: Different categories were introduced in response to growing demands from specific segments within the community.
  - **The Women's Cup:** Introduction of women's cup in the tournament aligns with Navneet's ethos of creating supportive environment for women to thrive and succeed. Promoting inclusion and women empowerment, the women's cup has provided opportunities to women to showcase their athletic talent, challenge the stereotype and develop essential skills like teamwork and leadership.
  - **Legend Cup:** Retired players eager to continue their cricket journey proposed a separate tournament for seniors aged 50 & above, leading to the creation of the Navneet Legend Cup in 2015-16.



### **Management Of Tournaments**

To ensure effective execution of sports activities, the KVO Seva Samaj implemented a system where conveners were appointed on a rotational basis.

Organising tournament involves meticulous planning and entails a series of tasks. Beginning with pitch bookings, crucial for over 200 matches being played, planning match schedules, procuring season balls to arranging award trophies for different level wins, each and every task is managed

efficiently and responsibly by the KVO Seva Samaj. The organising team is committed to their roles, ensuring smooth run of the tournament.

Navneet Cup generally is played in the month of December or January.

### **The General Team**

For the year 2023-24 for Navneet Cup Tournament, there are total of 37 teams. Many of the teams, the majority being from Bombay, represent a diverse geographical spread, including places like Sangli, Kutch in Gujarat, and extending as far as Hyderabad. The general teams from Mumbai are formed based on local regions like Walkeshwar, Thane, Borivali, and others.

A team consists of 16 - 20 players. Teams are organised into 4 groups, typically A, B, C, D; each comprising 8 teams. Matches are scheduled between two sets of groups and finally top two winning teams are played against each other based on their aggregate points. General category matches are limited to 40 overs per inning.

- **Total 69 matches were played in the year 2023-24**

### **The Village Team**

The village level category was established in 1993-94 in response to the growing interest among rural communities to participate in the tournament. The tournament begins in the month of October or November and is played in Mumbai. Teams in this category are named after their respective villages and primarily consist of players from those areas.

There are two formats of village level teams **T-20 & T-40** with 16 - 20 players in each team

- T-40 is played between villages, where a village can be represented by more than one team. The match innings are of 40 overs

**T-40 tournament featured 30 dynamic teams, 550 talented players, and a total of 28 matches**

- Since last 8-10 years T-20 format has also been introduced, where village is represented by only one team and played with 20 overs per inning.

**This year the tournament featured an exciting line-up with 20 teams, 700 players, and a total of 54 thrilling matches.**

**More than 1000 boys play for various teams**

**The Women's Cup teams have a total of 600+ players**

**There are around 250-300 players playing for the Legend Cup under the Navneet banner**

The evolution of team formation in the Cricket Tournament reflects a commitment to nurturing youth talent while preserving cultural identity. By integrating village-based teams and youth categories into the tournament structure, the organisers have successfully provided a platform for young players to showcase their skills and foster community cohesion. Moving forward, these efforts can continue to enrich the tournament experience and contribute positively to the cultural and sporting fabric of the community.

### Expansion Strategies

Navneet Group's dedicated support has transformed the annual tournament from a modest beginning into an important platform of community engagement and sporting excellence. As the tournament continues to evolve and grow, it stands as a testament to the power of committed philanthropy in promoting sportsmanship, community pride, and social solidarity.

The scale of operations expanded along with the tournament's growing popularity. Along with the general teams and the village level matches, the tournament also introduced other categories. Recognising this, Navneet proportionately increased its funding over the years. Today, the tournament hosts more than 300 matches annually, showcasing its significant growth and widespread participation.

Over the past 14 years, Navneet Group, has played a pivotal role in the growth and success of the annual tournament. With the continued support, this initiative not only is sustained, but continues to progress and expand.





### Women's Cup:

In 2011, women requested to include women's matches in the tournament, expressing their desire to participate. Consequently, female players were first included in the 2012-13 edition of the tournament. Women of diverse ages, ranging from 14 to over 60 years old, now take part in the women's cup tournament. To begin with, efforts were focused on providing coaching for girls and women. The participation of 40 girls at these coaching sessions marked a significant milestone, boosting awareness and enthusiasm among women and girls in the community. This initiative led to more girls/ women becoming interested in sports, which resulted in significant cultural shift and changed societal perception of women participating in sports.

*The Women's Cricket tournament began with 40 participants and has since grown significantly, with 650 girls now participating in the Navneet Tournament.*

Participants hail from various regions across Maharashtra, and few remote Kutch villages. These dedicated women players enthusiastically travel long distances, from places like Sangli, Pune, Solapur, and Kutch, to attend matches.

The women's cup has been a major contributing factor in building their confidence, endorsing gender equality and enabling them to be role models for other women in their community.



Similar to the general teams, women's matches are played between groups. Women's matches are limited to 10 overs per inning.

There are two categories of Women's Team

- *45 +: Comprises women aged 45 and above. This year there were 14 teams with 210 players who played a total of 7 matches*

- **Youth: Comprises women aged below 45. This year, 27 teams played 14 matches with 405 players.**

Initially, players for a team were selected through lucky draw. Over the years, the format of selection has evolved and now players are selected based on their local region. Women's cup is being played exclusively in Mumbai.

### **Legend Cup**

Launched in 2015-16, this event was initiated by retired cricket enthusiasts aged 50 and above, in response to their own and other senior members' desire to indulge in their favourite sport, who were unable to join regular teams. The legend cup offers a dedicated platform for older individuals to maintain an active and healthier lifestyle through cricket. Since its inception, six successful tournaments have been held under the Legend Cup banner.

Participants in the Legend Cup display remarkable enthusiasm for practice, often outpacing younger players. They arrive at the grounds early, commencing warm-ups before anyone else arrives, setting a motivating example for others to follow in their practice routines.

The player selection for a team is auction based. Instead of a cash budget, a team bids for a player with points. The tournament features eight teams, each comprising 16 players, totalling approximately 150 to 200 participants.

The legend cup originally started with 10 overs per inning. However given the enthusiasm of players, matches are now being played with 20 overs per inning.

**There are around 250-300 players playing for the Legend Cup.**

### **Participation In Mid-Day Cup:**

The Navneet tournament has gained such a stellar reputation that its players received an invitation to participate in the prestigious Mid-day Cup. Recognizing the high level of talent within the tournament, the organizer meticulously selected a team of 16 top players from the existing pool of participants.

***The inclusion in the Mid-day Cup highlights the tournament's significant impact and the remarkable talent it nurtures.***

### **State Level Engagement**

In 1997-98, Navneet Cup team from Mumbai was invited to participate in a tournament in South India after community teams in Hyderabad, Chennai, and Bangalore learned about the Navneet Cup through an article. As a gesture of sportsmanship and unity, they invited a Navneet Cup team to represent in their tournament. Players were selected from over 1,000 participants in the Navneet Cricket tournament. The primary aim was to strengthen ties between Mumbai and South Indian teams through this invitation. At the same time, it provided an opportunity for valuable exposure, cultivated closer community bonds, and explored new business avenues.



To celebrate the 25th anniversary of the Navneet Cup, teams from the South participated in the tournament during the 2010-11 season.

Over the years, the Navneet Cup has not only provided a platform for cricket enthusiasts but has also contributed to community bonding and sportsmanship. The tournament's legacy extends beyond cricket, enhancing camaraderie and goodwill among participants and spectators alike. It has become a celebrated annual event that brings together teams from diverse socio-economic backgrounds. The excitement around the matches extends beyond the players and involves the entire household.

Participation in the Navneet Cup has brought numerous benefits to the community. It keeps them connected, facilitates business networking, and promotes healthier lifestyles. Members have begun to embrace dietary improvements to stay physically fit for participation. Socially, the tournament has regenerated interactions among previously busy individuals.

*A clear demonstration of solidarity among members occurred, when, through the cricket group, over 15 donors promptly responded to a critical need for 10 bottles of blood for a surgery.*



*Additionally, since 2015, Navneet has been instrumental organizing 'Bherpo'—community gatherings that feature a vibrant mix of games and cultural events. These gatherings foster a sense of community and provide a platform for cultural expression and recreational activities.*



## Social Return on Investment

The Navneet Cup Cricket Tournament holds a significant place in the Kutchi community of Bombay, extending far beyond just cricket. Here's an overview of its impact and significance:

- ✳️ **Community bonding and Camaraderie:** The tournament serves as a focal point for community members, fostering strong bonds and friendships. It brings together people from diverse backgrounds, including those from Bombay, Kutch, and even as far as Hyderabad. Participants not only compete but also socialize, network, and support each other both on and off the field.
- ✳️ **Health and Wellness:** Participation in the tournament has encouraged community members to adopt healthier lifestyles. Players are conscious of their diets, opting for nutritious foods, which reflects a growing awareness of health within the community.
- ✳️ **Business and Networking Opportunities:** The tournament has proven to be a fertile ground for business networking. Many participants have leveraged their connections to explore new business networking opportunities and expand their ventures.. For instance, an elderly fragrance seller, previously sustaining himself with sales of Rs. 100 to Rs. 150 per item, connected with a buyer needing 300-400 items through the group. This partnership led to an increase in sales to over 1000 items monthly.
- ✳️ **Social Impact:** The tournament has revitalised social interactions within the community. It has provided avenues for socializing that may have been limited previously, especially for busy individuals who now find common ground through cricket and related events.
- ✳️ **Youth Development:** The tournament has nurtured young talent, providing a platform for aspiring cricketers to showcase their skills. It has also facilitated mentorship and guidance from senior players, advancing personal growth and sportsmanship among the youth.

**2 - 3 Navneet Cup teams of 16 players each have represented the community in the Mumbai Cricket Association in the last 8 years**



## 1 Navneet Cup Team of 16 players has been representing in the Mid-Day Cup

- \* **Community Events and Cultural Integration:** Beyond cricket matches, events like 'Bherpo' have integrated cultural celebrations and games, further enhancing community cohesion and cultural pride among participants.
- \* **Expansion and Recognition:** Over the years, the tournament has grown significantly in scale and recognition. It has expanded to include various divisions and categories, accommodating a large number of players and teams from different regions.
- \* **Impact beyond Cricket:** The tournament's influence extends beyond sports, impacting personal lives, professional networks, and community solidarity. It has become a symbol of pride and unity for the communities.



The Navneet Cup Cricket Tournament has not only become a celebrated sporting event but also a cornerstone of community life in Bombay. Its enduring legacy lies in its ability to unite people, promote health and wellness, foster business opportunities, and provide a platform for cultural expression and social interaction.

## Case Studies

### 1. BREAKING BOUNDARIES

Meeta Dhiren Gangar, 41, is an entrepreneur from Mumbai, married with a son. Hailing from Kutch, Meeta has maintained a strong connection with the Kutchi Jain community in Mumbai too. She runs a home-based beauty product business. Meeta journeyed into cricket at the age of 34, learning about the Navneet Cup Cricket Tournament through community channels. Despite health challenges, she has competed in 7 tournaments. Her family supports her enthusiastically in her sports endeavours.

Meeta's venture into cricket has had profound effects on her health and well-being. It has not only encouraged her own physical activeness but has also inspired other women in her locality to prioritize their health through sports. Currently, 60 to 80 women from the region are actively involved in cricket, organised into groups of 20.

Meeta is now advocating for dedicated female practice grounds. With this she aims to create more opportunities for women to engage in physical activity and improve their quality of life.

### 2. BATTING & BAKING

Rinkal Dediya, 38, is a dynamic entrepreneur and cricket enthusiast based in Mumbai. Alongside her family, she runs a bakery business named "90 degrees". A true Mumbaikar, Rinkal nurtures a deep rooted passion for Cricket since her school days. Her love for cricket led her to look for opportunities and finally to participate in Navneet Cup, which she is doing since 2017. She has been an avid participant in both the Navneet Cup and the Mid-Day Cup tournaments, playing matches on both traditional grounds and turf.

Rinkal receives total support from her husband and the family, who encourage her pursuance of personal passion for cricket, despite her busy professional schedule. Being a multitasker, Rinkal sees cricket not just as recreation and also but as a platform for community engagement and a mean to promote her bakery brand. The networking opportunities afforded by these events have facilitated her business growth.

She believes strongly in expanding opportunities for women in sports, advocating for more tournaments that cater to women of all ages, from those in their 40s to participants above 60. Her story highlights how sports can empower individuals and foster community bonds, all while balancing a thriving professional life.

### 3. FRAGRANT SUCCESS

An elderly fragrant seller of 60-65 years age, used the tournament as an opportunity to sell his products. Each product costing around Rs. 100-150 helped him sustain himself. One day during the tournament, he came to know about an enquiry for 300-400 pcs of the fragrances. Upon getting connected presenting his products, he received a good order. His business expanded and

now he sells around 1000 pcs a month. The tournament presents a great opportunity for business networking and building relationships.

## Way Forward

The Navneet Cup Cricket Tournament stands as a testament to the vision of its founders and the enduring support of Navneet Foundation. Through its exclusive sponsorship and community engagement, the tournament continues to uphold its reputation as a cornerstone of local cricketing culture. With each passing year, it reinforces the values of sportsmanship, competition, and community spirit, making a lasting impact on all involved.

The Navneet Cup Cricket Tournament can continue to evolve by further enhancing opportunities for development in cricket. This may involve expanding age categories, introducing more women's teams, or enhancing facilities and coaching to support aspiring players.

Looking ahead, the Navneet Cup Cricket Tournament aims to continue its tradition of excellence. With a commitment to enhance opportunities and infrastructure for aspiring players, it remains a basis for the community involvement. As it evolves and progresses, it will likely draw even greater participation and support, further solidifying its position as a cherished sporting event in the region.

## IMPACT ASSESSMENT PARTNER

Navneet partnered with **Vox Populi** to conduct this Impact Assessment Study. Vox Populi is an organisation of professionals in the field of Research (Social, & Communication), Communication and Documentation with a collective experience of more than 30 year and is adept in designing, executing and reporting statistically reliable, quantitative, cross-sectional and longitudinal research assignments, namely, baseline, midterm, impact assessment, situational analysis studies. Vox Populi team consists of academically and professionally qualified social researchers, data analyzers, data collectors, field supervisors, and language editors.

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