



Social Impact Assessment Certification

This is to certify that the Social Impact Assessment of

***Tamil Nadu Champions Foundation
A CSR Project of Ramco Cements Ltd.***

has been conducted by Social Audit Network, India

*The assessment was done for the project implemented in
Tamil Nadu during the period 2023-24
and is found to be in full compliance with Ramco's mission*

***“In creating a better future for all our stakeholders through targeted initiatives
in health and well-being, education, environment, emergency relief, and
town planning & community development”***

Director, Social Audit Network, India

Date: 12th June 2025

Certificate no: SIA 1017



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SOCIAL IMPACT ASSESSMENT REPORT

Tamil Nadu Champions Foundation

A CSR Project of The Ramco Cements Ltd.



REPORT PREPARED BY:
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1. Introduction

Promoting sports across all segments of society is vital for building a healthy, inclusive, and active nation. It is important to ensure access to sports for individuals of all ages, genders, and abilities—across schools, colleges, rural communities, urban centres, and marginalised groups. Special focus must also be placed on encouraging participation among persons with disabilities by creating inclusive environments that recognise and support their athletic potential.

Supporting athletes at different levels of competition—from grassroots to elite levels—plays a key role in nurturing talent and driving excellence. This includes providing high-quality coaching, accessible training facilities, sports science support, financial aid, and opportunities to compete. Equal emphasis must be given to Paralympic and disabled athletes, who often face additional barriers, to ensure that they receive the resources and recognition they deserve.

Enhancing sports infrastructure is fundamental to this vision. Developing inclusive sports facilities, equipping schools and communities with modern amenities, and ensuring accessibility for disabled athletes are critical steps. Integrating sports into education and community programs further strengthens the foundation for sustained development.

A comprehensive, inclusive approach to sports promotion and infrastructure development can empower individuals, foster unity, and elevate the nation's presence across all levels of sporting achievement, including the Paralympic stage.

Understanding this issue, Ramco Cements aims to promote sports across various segments, support athletes at different levels of competition, and enhance the overall sports infrastructure and development in Tamil Nadu. Ramco Cements has been actively supporting the advancement of sports in Tamil Nadu by contributing to the initiatives of the TCF. Through this collaboration, the company plays a key role in fostering the growth, development, and success of athletes across the state. By encouraging talent at various levels and promoting inclusive participation, including para-athletes, these efforts aim to strengthen the sports ecosystem in Tamil Nadu. Ramco Cements remains committed to empowering athletes and enhancing sports infrastructure, aligning with broader goals of youth development, social inclusion, and excellence in sports at both grassroots and competitive levels.

About Tamil Nadu Champions Foundation

The Tamil Nadu Champions Foundation (TCF) is an initiative launched by the Government of Tamil Nadu to promote and revitalise sports and to support athletes across the state. Inaugurated on May 8, 2023, by Chief Minister M.K. Stalin, the foundation aims to transform Tamil Nadu into a leading sports hub by enhancing infrastructure, providing advanced training, and offering financial assistance to talented sportspersons.

The foundation operates in collaboration with corporate entities and the public, allowing contributions through Corporate Social Responsibility (CSR) funds. These funds are utilised to improve sports facilities and meet the requirements of athletes. The foundation has been registered as a company to facilitate these contributions.

An initial grant of ₹3 crore was allocated by the Tamil Nadu government to kickstart the foundation's activities. Additionally, Chief Minister Stalin personally contributed ₹5 lakh to the foundation, emphasising the importance of proper utilisation of the funds to benefit all sports and athletes across various districts.

As of March 2025, the foundation has disbursed over Rs.25 crores to support athletes, including those with disabilities, enabling their participation in national and international competitions. Athletes seeking financial assistance for training, equipment procurement, or competition participation apply through the foundation's official website. By fostering a supportive environment and providing necessary resources, the TCF endeavours to nurture sporting talent and elevate the state's presence in the national and international sports arena.

The Tamil Nadu Champions Foundation (TCF) is an initiative launched by the Tamil Nadu government to revitalise sports across the state. Established on May 8, 2023, the foundation aims to collaborate with citizens and corporations to enhance sports infrastructure and support athletes.

Objectives of TCF:

- **Infrastructure Development:** Enhancing sports facilities to provide state-of-the-art amenities for athletes.
- **Talent Identification and Support:** Discovering and nurturing sporting talent, especially from rural and marginalised communities, to ensure inclusive growth in sports.
- **Corporate Collaboration:** Encouraging corporate entities to contribute through their Corporate Social Responsibility (CSR) funds, fostering a collaborative effort to boost sports in Tamil Nadu.

Notable Highlights:

- **Brand Ambassador:** Former Indian cricket captain Mahendra Singh Dhoni serves as the brand ambassador for TCF, symbolising excellence and inspiring young athletes.
- **Chief Minister's Contribution:** Chief Minister MK Stalin inaugurated the foundation and personally donated ₹5 lakh, emphasising the government's commitment to sports development.
- **Funding and Support:** With an initial grant of ₹3 crore from the state government, TCF has allocated ₹3.9 crore to support athletes and organise sports events.

Through these concerted efforts, the TCF strives to create a vibrant sports culture, empowering athletes and elevating the state's presence in national and international sporting arenas.

2. Objective of the Study

Ramco Cements partnered with Tamil Nadu Champions Foundation to provide support to promote and revitalise sports and to support 79 athletes across the state. Ramco Cements requested SAN India to conduct a Social Impact Assessment of TCF' project, The purpose of this assessment is to evaluate the implementation process, measuring the achievements, and assess the relevance of the program to the selected beneficiaries.

The primary goal is to provide insights into the effectiveness of the project and its long-term benefits to the women served. The assessment determined the socio-economic and impact on the target group and evaluated the sustainability of the project's benefits, offering recommendations for future similar interventions. The study was conducted by Ms. Marie Banu Rodriguez, Social Auditor, SAN India. She was ably guided by Ms. Latha Suresh, Director of SAN India.

3. Methodology & Scope

The visits included collecting feedback from stakeholders. An initial meeting with Ramco Cements was conducted to finalise the consultation plan and establish timelines.

The study used a combination of quantitative and qualitative methodologies. A desk review of documentation provided by Ramco Cements and TCF was done. This review established a baseline understanding of the project's intended objectives and its execution.

To capture a real-time picture of the project's impact, primary data was collected through:

- **Tele calling:** A few beneficiaries were contacted over phone to gather their feedback through a structured questionnaire.
- **In-Depth Interviews:** Conducted with a few primary beneficiaries and sports organisations to gain insights into their perceptions of the project.

The Timeline of the project is from April 2023 to March 2024.

4. Stakeholders

Table 1: Stakeholders consulted & methodology used

Stakeholders	Number consulted	Methodology used
Individual Sportspersons	11	Telephone survey/ Direct Interviews
Disabled Sportspersons	2	Telephone survey/ Direct Interviews
Sports Organisations	2	Direct Interviews
TN Champions Foundation	1	Direct Interview

5. Report on Performance

Ramco Cements is deeply committed to sustainable and inclusive development through its Corporate Social Responsibility (CSR) initiatives. The company undertakes a range of activities focused on community welfare, education, healthcare, environment, and sports. Key CSR focus areas include:

- **Education:** Supporting schools with infrastructure, scholarships, and learning resources to enhance access and quality of education in rural areas.
- **Healthcare:** Organising medical camps, improving sanitation, and providing access to clean drinking water for underserved communities.
- **Environment:** Promoting afforestation, water conservation, and sustainable waste management practices near its plant locations.
- **Rural Development:** Investing in roads, community centres, and livelihood initiatives to uplift local communities.
- **Sports Promotion:** Supporting the TCF and other initiatives to encourage athletic development, including for para-athletes.

Through these initiatives, Ramco Cements aims to create lasting value for communities and contribute to the overall development of society while aligning with national and global sustainability goals.

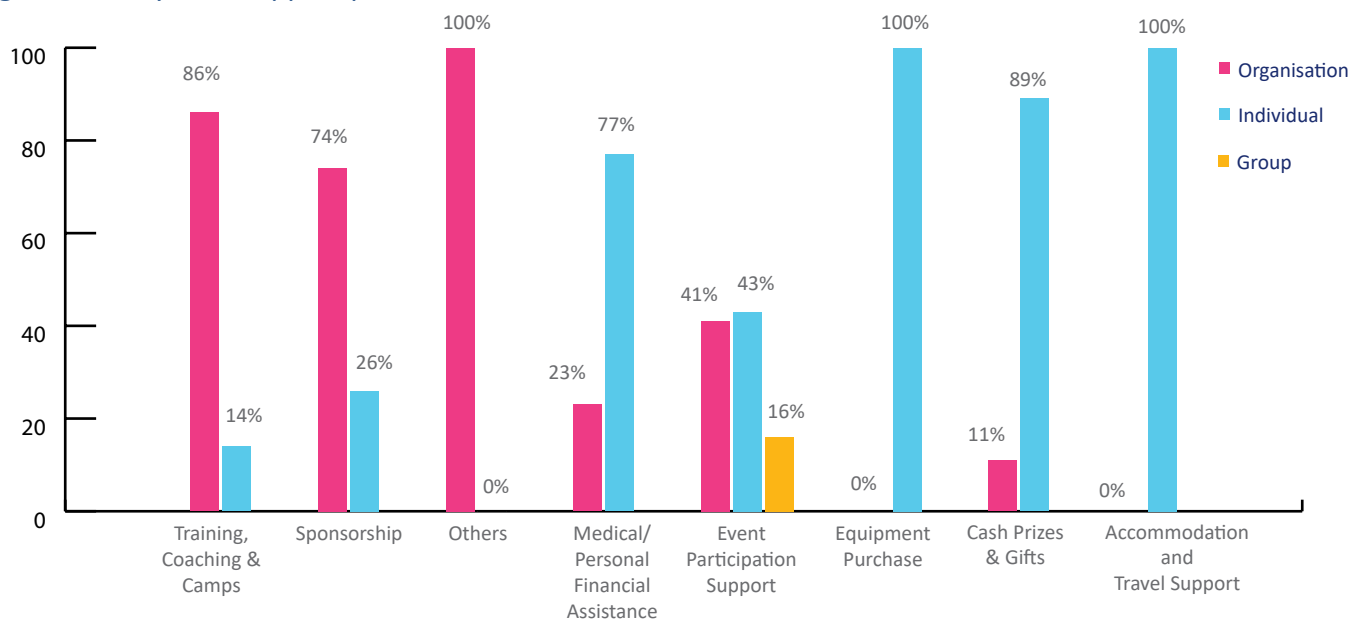
Ramco Cements has consistently demonstrated its commitment to promoting sports and nurturing athletic talent, particularly in Tamil Nadu. Through its support to the TCF, the company contributes to various initiatives aimed at developing athletes across different disciplines and levels of competition.

This includes assistance for training programs, sports infrastructure, and talent development pathways. Ramco Cements also emphasises inclusivity by supporting para-athletes and encouraging participation from all segments of society. By fostering a strong sports culture, Ramco Cements plays a meaningful role in empowering youth, strengthening communities, and advancing the spirit of sportsmanship.

Table 2: Details of support provided by Ramco Cements to TCF

Category	No. of Beneficiaries	Amount in INR
Group	3	30,73,000
Event Participation Support	3	30,73,000
Individual	55	4,22,44,332
Cash Prizes & Gifts	6	2,07,13,275
Equipment Purchase	17	1,25,44,398
Event Participation Support	28	80,11,659
Medical/Personal Financial Assistance	1	2,00,000
Sponsorship	2	6,25,000
Training, Coaching & Camps	1	1,50,000
Organisation	21	1,46,83,572
Accommodation & Travel Support	4	16,16,310
Cash Prizes & Gifts	2	24,50,000
Event Participation Support	9	77,13,262
Medical/Personal Financial Assistance	1	60,000
Others	1	1,44,000
Sponsorship	3	18,00,000
Training, Coaching & Camps	1	9,00,000
Grand Total	79	6,00,00,904

Figure 1: Analysis of support provided to TCF



The data reflects a dual strategy that prioritizes both the personal growth of athletes and the institutional support needed to sustain talent development. While individuals are the primary beneficiaries, the funding to organisations complements this by strengthening the ecosystem in which these athletes train and compete. The structure of this support system indicates a well-rounded and strategic approach to sports development.

The financial data presented outlines the distribution of support provided to individuals and organisations across multiple categories, amounting to a total expenditure of ₹6,00,00,904. A significant portion of this amount—₹2,19,09,057/- or 38%—was directed toward individuals, highlighting a strong focus on direct athlete

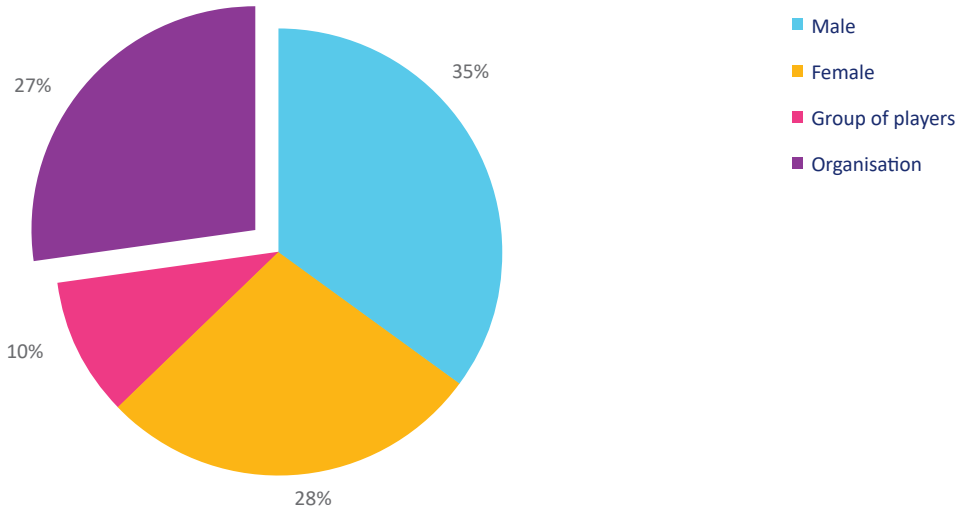
support. A significant portion—₹2,34,08,275/- or 37%—was directed toward group of players. ₹1,46,83,572/- (25%) was allocated to organisations to enhance collective infrastructure and participation.

The highest expenditure was recorded under Cash Prizes & Gifts, totalling ₹2,31,63,275/- of which a substantial ₹2,07,13,275/- went directly to individuals. This indicates a major investment in recognizing and incentivizing athletic achievement at the individual level. The second-largest outlay was for Equipment purchase, with ₹1,25,44,398/- entirely supporting individuals. This reflects the importance placed on ensuring athletes have access to quality gear and resources essential for high performance.

Event Participation Support received ₹1,87,97,921/- with a fairly balanced distribution—₹80,11,659/- for individuals and ₹77,13,262/- for organisations. Rs. 30,77,000/- was offered as event participation support to group of players. This category covers travel, logistics, and registration costs associated with competitions, enabling both individual and group representation at various events.

Smaller but critical allocations include ₹2,60,000/- for Medical/Personal financial assistance, ₹24,25,000/- for Sponsorship, and ₹10,50,000/- for Training, coaching & camps. These contribute to the well-being, visibility, and skill development of athletes. The Others category, amounting to ₹1,44,000, was provided solely to organisations.

Figure 2: Distribution of funds – category-wise %



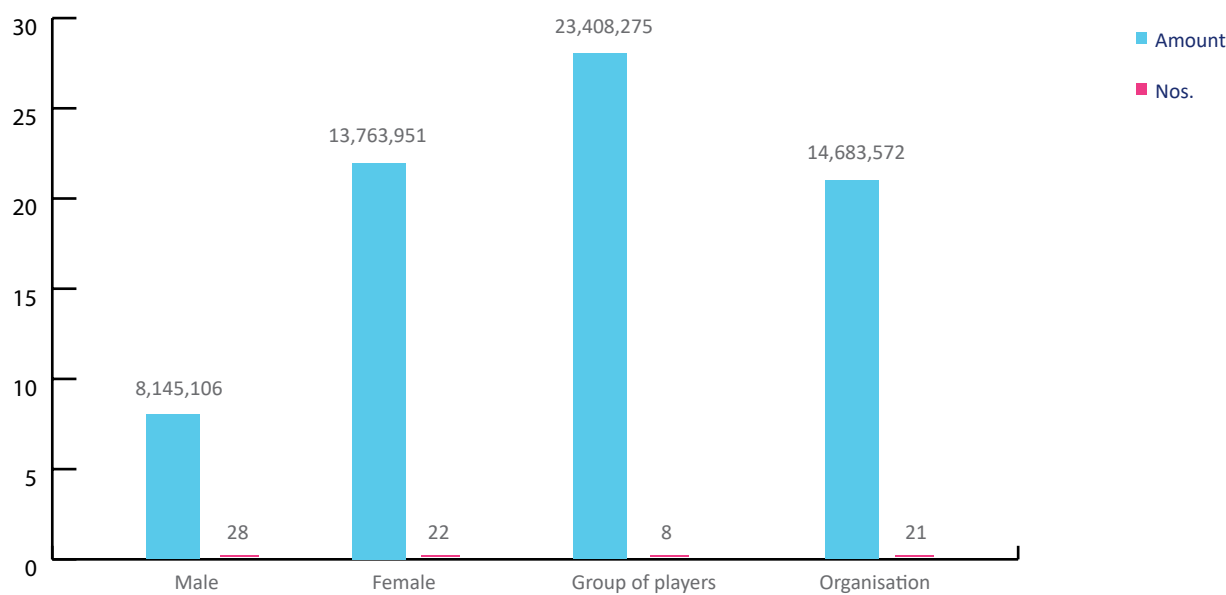
The Tamil Nadu Championship Foundation (TCF), with support from Ramco Cements, has extended significant assistance across different beneficiary categories, reflecting a balanced approach to promoting sports. A total of 79 beneficiaries have been supported so far.

Among them, male athletes form the largest group with 28 individuals, accounting for 35% of the total. This indicates a strong emphasis on promoting individual male athletes across diverse disciplines. Female athletes, though fewer in number at 22 (28%), have demonstrated notable achievements, particularly in para-sports, pointing to high impact within this segment despite their underrepresentation.

Additionally, support was extended to 8 groups of players (10%), likely covering teams or training cohorts, highlighting the Foundation’s interest in fostering collective growth alongside individual excellence.

Furthermore, 21 organisations (27%) have received assistance, indicating TCF’s commitment to strengthening sports infrastructure and creating systemic impact.

Figure 3: Distribution of funds – category-wise amount and nos.



The classification-wise distribution of Ramco Cements total funding of ₹6,00,00,904/- reveals a well-considered and inclusive approach to athlete development and institutional support. The largest portion of funds— ₹2.34crore (39%)—was directed towards groups of players, indicating a strong focus on team-based support and collective participation. This aligns with the idea of promoting sports ecosystems where collaboration, training, and group representation are prioritized.

Female athletes received ₹1,37,63,951/- accounting for 23% of the total support. This is a notable allocation, reflecting Ramco Cement’s commitment to promoting gender equity in sports and ensuring that women athletes receive substantial backing. Interestingly, this support surpasses the amount allocated to male athletes, who received ₹81,45,106/- (14%). This demonstrates a progressive shift in focus towards nurturing female talent, possibly in response to growing participation and performance among women in various sporting disciplines.

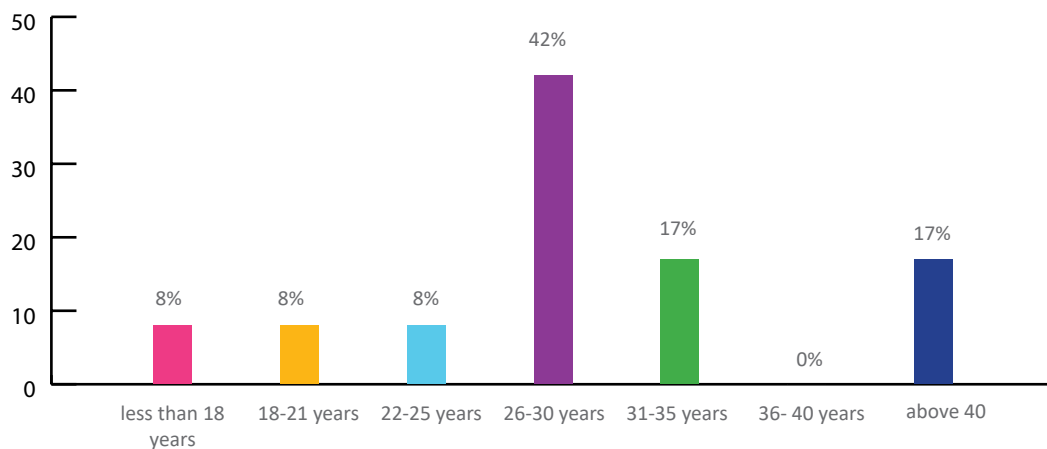
Organisations received ₹1,46,83,572 comprising 24% of the total funding. This highlights institutional investments being essential for creating structured training environments, conducting events, and managing logistics. Such support is vital for sustaining long-term athlete development through capacity building and infrastructure support.



6. Feedback from Stakeholders

Tele-survey was conducted with 15 beneficiaries. Only 13 responded.

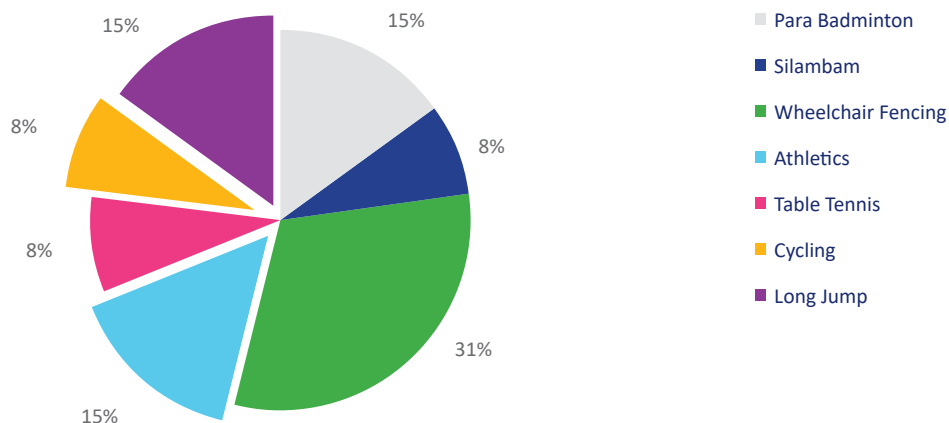
Figure 4: Age group of respondents



67% of the respondents were below 30 years of age.

61.5% were male. 83% were disabled.

Figure 5: Sports participated by respondents



From Struggles to Spotlight: Sharath's journey to table tennis glory

Sharath – Table Tennis Champion, Olympian, and Mentor

Sharath is an inspiring force in the world of Indian table tennis, having represented the country in five Olympic Games and earned prestigious honours including the Padma Shri, Khel Ratna, and 13 Commonwealth Games medals, along with two Asian Games medals. A flag bearer for India at the Paris Olympic Games 2024, Sharath continues to exemplify excellence, discipline, and dedication in sport.

Despite facing significant financial challenges in the early stages of his career, Sharath's journey took a pivotal turn with the support from the Tamil Nadu Champion Foundation. This assistance enabled him to attend a high-performance training camp at the Tamil Nadu Physical Education and Sports University (TNPESU), providing him with critical coaching and training that greatly impacted his performance.

He acknowledges that the support not only eased the financial burden on his family but also boosted his confidence and visibility, inspiring many in his community. "I am a role model now," he says with pride. The recognition and encouragement from his community have grown substantially since his achievements, proving how impactful structured support can be for athletes.

Sharath strongly advocates for better infrastructure and access to sports at the grassroots level, emphasising that in developed nations, sport is a community activity. He believes every child, regardless of gender, should have the opportunity to play. "Lack of play spaces and overemphasis on academics are major barriers," he reflects, stressing that physical activity is essential not just for health, but also for mental well-being.

Today, Sharath continues to mentor younger players, guiding them with his wisdom and experience. With his sights set on even greater milestones, including future global tournaments, he remains an icon of perseverance and passion for sport in India.

From World No. 53 to 13: A journey fueled by belief and support

Mr. Sudarshan, Para Badminton athlete from Salem

"I am deeply grateful to Ramco Cements CSR and the Tamil Nadu Championship Foundation (TCF) for their timely and generous support, which played a transformative role in my journey as a para-athlete. In July 2023, I received sponsorship through the TCF to attend the Para Badminton Championship Camp. This support came at a crucial time, as I had been facing significant financial constraints in pursuing my sport. The sponsorship covered camp expenses and helped me participate in international competitions. Thanks to this, my international ranking improved remarkably—from World No. 53 to World No. 13.

The entire application and approval process was smooth and transparent. I received clear communication on the type of support being extended and the funds were disbursed promptly. This ease of access reduced the financial burden on my family and allowed me to focus entirely on my performance. The impact has been both professional and personal. I won medals in several international tournaments—gold medal in Japan, bronze and silver medals in Australia, and many more across countries like Uganda and Egypt. To date, I have won over 15 medals in various championships.

Beyond medals, the support has boosted my confidence, inspired many in my community, and helped me become a mentor to younger athletes. I now aim to compete in the 2025 Asia Championship and dream of representing India at Olympics. My family, too, has become my strongest pillar of support since seeing my progress and achievements. This journey was made possible because someone believed in my potential. TCF has done exceptional work in reaching athletes like me, and I believe greater outreach—especially through TV and social media—can bring more talent into the spotlight. Thank you once again for making dreams possible."

Fueling Dreams: How support turned passion into performance

Ms. Deepika, Para Athlete from Coimbatore

“My sporting journey has taken me through multiple disciplines including wheelchair fencing, para table tennis, and multisport events under the Wheelwork banner. Thanks to the generous support of Ramco Cements and TCF, I was able to take significant steps forward in my sporting career. In 2023 and 2024, I received funding of ₹3.99 lakhs twice for sports equipment. This backing was critical—not just financially, but emotionally too—easing the burden on my family and helping me focus on training and performance. With this support, I was able to improve my international ranking by five places and recently won a bronze medal in mixed doubles and a silver medal in Class 2 at the Para National Championship held in Gujarat.

The encouragement from the Member Secretary at the Tamil Nadu Championship Foundation made a real difference. His down-to-earth approach and concern helped resolve issues when things got stuck. This experience has reaffirmed my commitment to pursue my dream of representing India at the Paralympics. I believe we need more support to attend ranking tournaments across the country, especially since most national-level competitions are held in the northern states, requiring significant travel and expenses for athletes from the South. Beyond personal achievements, I take pride in inspiring other para athletes in Coimbatore to pursue sports. Many didn’t even know such platforms existed. I make it a point to spread awareness and encourage participation so others can benefit from the opportunities I received.

While I am currently seeking a job in the government sector related to sports, I hope initiatives like these continue to empower athletes like me—not just through funding, but by creating more accessible opportunities and fostering recognition for para sports in India. I am truly proud to call myself a sportsperson with a disability, and I thank Ramco Cements and Tamil Nadu Championship Foundation for standing by me.”

Wheels of Change: Kalai Selviya's journey in para-athletics

Ms. Kalai Selviya, a Wheelchair Racer from Chennai.

"I have a physical disability due to polio, but that has never stopped me from chasing my dreams. I participate in wheelchair racing, particularly in the 100m and 400m events. Thanks to the generous support from Ramco Cements and TCF, I received essential equipment that has helped me pursue my sport seriously. Before this support, financial constraints made it difficult for me to participate. I had been unaware of opportunities in sports until two years ago. My performance has steadily improved—I currently hold the 10th national ranking, and I've participated in two national events and an international competition in Dubai where I was placed fifth.

The application process for the support was very simple and clear. This helped me focus entirely on my training and performance. The recognition I've received since entering this field has been life-changing. Earlier, I used to feel invisible. But now, people around me—including the government and media—see me as a confident sportsperson. I am proud to represent para-athletics and aim to one day participate in the Olympics.

Beyond my own journey, I've also inspired many others—especially young girls from the shelter home where I once lived. I encouraged them to step out and believe in themselves, often taking them to events along with me. I hope to take up mentoring and coaching in the future so I can train more girls like me. What we need now are job opportunities under the sports quota. Tamil Nadu Championship Foundation has already done so much for us—we are grateful. But a stable job would make a big difference for athletes like me. Thank you to Ramco Cements and TCF for believing in us and creating opportunities where none existed before."

More Than Medals: Rajesh's Mission to Inspire Through Sport

Mr. Rajesh, a Para-athlete specialising in para-badminton, wheelchair fencing, and athletics

"My journey in sports began in the face of overwhelming financial and social challenges. Coming from a humble background—my parents are daily wage labourers and bricklayers—I had to fight for every opportunity I got. But I never gave up!

Thanks to the support of TCF, I was able to purchase essential para-athletic equipment, including a running blade and a walking leg for gym workouts. Over 2023 and 2024, TCF supported me with approximately ₹12 lakhs for equipment alone. These contributions, though significant, are just a part of the journey—getting equipment is one thing, but making it to national and international stages requires so much more: consistent training, camps, coaching, nutrition, and systemic support.

I've mentored 10–15 youth from my village who come from similarly disadvantaged backgrounds. I brought them to the city and helped them begin their own sports journey, but without systemic backing, it's a steep climb. I believe in the power of sport. I believe that I was born to make a difference—not just in medals, but in showing that resilience can't be bought or broken. I want to win an Olympic medal—not for fame, but to be seen, heard, and respected."

Smashing Barriers: Jagdish's rise in world para-badminton

Mr. Jagdish, a Para-Badminton player, Chennai

"I was born with a limb deficiency and have an above-knee amputation on my left leg. Despite the challenges, I have always been passionate about sports and dedicated myself to para-badminton. In 2024, I received invaluable support from Ramco Cements and TCF—amounting to ₹7.18 lakhs. This support included high-quality badminton equipment and sponsorship for tournament participation. Without this help, it would have been nearly impossible for my family to bear the financial burden of my sports journey. This support has been a game-changer for me.

When I started, my world ranking was 58. With consistent support and hard work, I've progressed to a world rank of 7 and am currently ranked number 2 in India. I've won 16 international medals—including 4 golds—and continue to perform at the global level, including at the World Ability Sports Games in December 2023, where I clinched gold in singles and bronze in doubles. I quit my corporate job at Amazon in 2023 to pursue sports full-time. I believed in my potential, and with the right support, I've been able to focus entirely on my goals. I'm currently preparing for the Asia Championships in June, with my eyes set on representing India at the Paralympics.

Beyond my personal journey, I've taken it upon myself to spread awareness about para-sports. Many parents and children are unaware of the opportunities available. I mentor aspiring athletes, especially from Tamil Nadu, where we've seen a surge in medal winners thanks to increased awareness and grassroots support.

Looking ahead, I believe that consistent access to nutritious food, dedicated training, and better hostel facilities will help para-athletes push their limits even further. Ramco Cements and TCF have been instrumental in building this momentum, and I'm grateful for the role they've played in my journey."

From Struggles to Success: Gokulakannan's journey as a para-athlete

"I am deeply grateful for the support extended to me by Ramco Cements CSR through the Tamil Nadu Championship Fund. Over the past two years, I have received approximately ₹7.98 lakhs, which has been a turning point in my journey as a para athlete. This funding enabled me to procure high-quality fencing equipment and a sports wheelchair, which were crucial for my participation in international events like those held in Thailand and Poland.

Living with muscular dystrophy has not been easy, but sports have transformed my life. Fencing, in particular, has given me purpose and recognition. Before receiving this support, I often traveled to competitions without proper equipment. Now, with the right gear, my performance has improved significantly. I currently rank among the top 7 nationally in athletics and fencing and have also represented India in sitting volleyball and throwball. The funding process was timely and transparent. The equipment was sanctioned and delivered exactly when I needed it. This has not only improved my game but has also made me a role model for others with disabilities.

Despite facing challenges such as lack of leave from my employer and bureaucratic hurdles in the sports system, I continue to advocate for more inclusive and accountable sports governance. I have filed court cases to fight for athlete rights and transparency in ranking and certification processes. My vision is to one day become a coach and reform the para sports ecosystem so that others like me are better supported. I sincerely thank Ramco Cements and TCF for believing in my potential and supporting my sporting career. With continued encouragement and reforms, I believe para athletes in India can achieve even greater heights."

“Working with Ramco Cement’s support over the last two years has been an incredibly rewarding journey. Our collaboration has not just been about providing grants — it has been about transforming lives. With even a small sampling of beneficiaries, the impact we have seen is nothing short of remarkable.

One of our proudest moments was supporting a para-athlete who once had to pledge his family’s jewellery to participate in competitions. With timely assistance from Ramco Cements, he not only won gold but also used the cash incentives to invest wisely — purchasing land, building a home, and securing a respected officer position in TNPL. His life has been completely transformed, and it stands as a testament to what timely support and belief can achieve.

Similarly, the story of Thamilarasi, a young girl from a humble background, receiving a high-value cycle within days for her championship events shows our commitment to cutting through red tape and prioritising athletes’ real needs. Our swift, empathetic support enabled her to compete at the Asian Championships, reflecting the trust and efficiency we’ve built into the system.

We have worked tirelessly to provide world-class facilities, equipment, and safety, particularly focusing on empowering women athletes. From ensuring safe accommodation and travel for over 27,000 athletes, to providing nutritious food and international-standard gear like BMX cycles and pole vaults, we have set new benchmarks in athlete welfare.

Ramco Cement’s trust and partnership have been vital in allowing us to dream bigger — targeting Olympic achievements, nurturing grassroots talent, and instilling a sense of pride, safety, and confidence among parents and athletes alike. I truly believe that together, we are not just supporting sports — we are creating champions for life.”

- Mr. Manikandan, General Manager, TN Champions Foundation

7. Evaluation of Program Objectives

The objectives of the project were evaluated using the REESS framework. REESS framework measures the performance of a project on five parameters – Relevance, Effectiveness, Efficiency, Social Impact and Sustainability. Various indicators were developed for the project based on the REESS framework.

- **Relevance:** *Is the intervention doing the right things?* The extent to which the objectives of a development intervention are consistent with institutional and beneficiary's requirements, alignment with partner organisation, donor's mission, and country's need.
- **Effectiveness:** *Is the intervention achieving its objectives?* The extent to which the development intervention's objectives were achieved, or are expected to be achieved, considering their relative importance.
- **Efficiency:** *How well are the resources being used?* The extent to which the intervention delivers, or is likely to deliver, results in an economic and timely way.
- **Sustainability:** *Will the benefits (financial, economic, social, environmental, and institutional capacities) sustain over time?* The continuation of benefits from a development intervention after major development assistance has been completed.
- **Social Impact:** *What difference does the intervention make?* The extent to which the intervention has generated or is expected to generate significant positive or negative, intended, or unintended, higher-level effects.

Relevance

Promoting sports for persons with disabilities (PWDs) is not only a matter of inclusion but also a strategic and humane investment in national development. Ramco Cement's support for disabled athletes addresses a deeply relevant need in today's socio-economic context, where inclusion, health, and excellence intersect to shape resilient communities.

Fostering talent & promoting inclusion:

India has over 26 million persons with disabilities, with only a small percentage gaining access to quality training and competitive opportunities. Despite a growing pool of talented para-athletes, only 3–5% gain access to these resources. Ramco Cement's intervention directly targets this gap by supporting over 300 para-athletes through financial aid, equipment sponsorship, and access to specialised coaching. This enhances their ability to train professionally, compete nationally and internationally, and achieve recognition.

Improving physical & mental well-being:

Engaging in sports is proven to improve physical health, mental resilience, and social integration. Among Ramco Cements supported athletes, 92% reported improvements in physical strength and all expressed increased self-confidence and reduced stress levels. Structured training and competition opportunities help athletes overcome isolation, develop discipline, and stay motivated.



Addressing systemic barriers:

Athletes with disabilities face multifaceted challenges, including:

- **Financial Constraints:** Most of supported athletes come from low-income households. Ramco Cement’s support reduces their out-of-pocket expenditure, covering essential costs such as travel, accommodation, gear, and tournament entry fees.
- **Infrastructure Gaps:** Many disabled athletes lack access to adaptive sports facilities. Through partnerships with local academies and the provision of specialised equipment to athletes (including wheelchairs, blade legs, and para-badminton kits), Ramco Cements enhances the training environment.
- **Limited Visibility:** Only 1 in 10 para-athletes secure any form of media or sponsorship attention. By promoting stories of success and collaborating with local organisations, the project boosts recognition and potential for future sponsorship.

Enhancing National reputation & global participation:

India’s medal tally at international para events, such as the Asian Para Games and Paralympics, has grown steadily. 9 athletes/para athletes stated that they who participated in international events in 2023 and won medals because of Ramco Cement’s support. These achievements not only bring prestige to the nation but also reshape public perception around ability and disability.

Promoting economic & career opportunities:

Investment in sports for the disabled creates broader ripple effects:

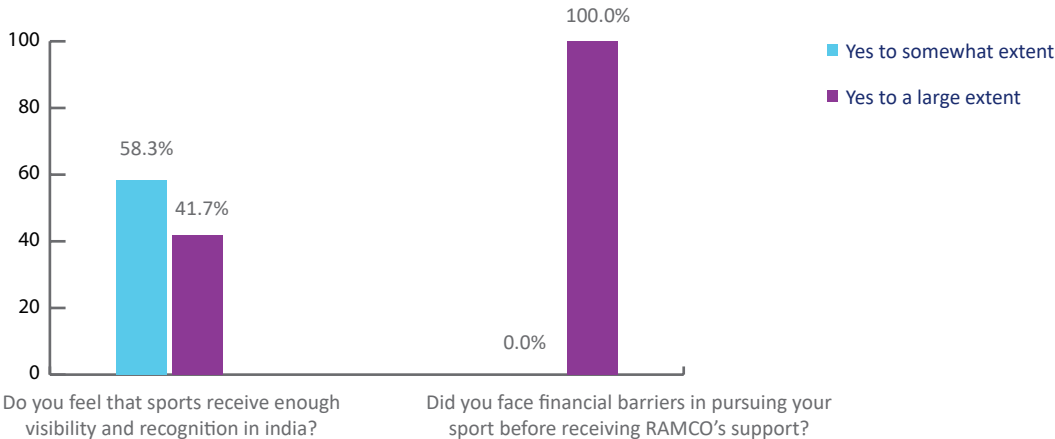
- **Employment:** Ramco Cement’s engagement led to the creation of part-time jobs for coaches, physiotherapists, and event staff.
- **Tourism & Events:** Hosting inclusive sports events generated local economic activity, benefiting vendors, transportation providers, and hospitality services.

Building a Culture of Excellence, Equality & Resilience:

The initiative promotes values of discipline, teamwork, perseverance, and inclusion. A survey of 12 beneficiaries showed that 100% felt more confident representing their community, and 83% expressed a desire to mentor future athletes. By supporting both grassroots-level participation and elite competition, Ramco Cements fosters a robust pipeline of role models, particularly for youth with disabilities.

This initiative is not merely a charitable gesture—it is a strategic investment in building an inclusive, competitive, and healthy society. It places persons with disabilities on the national sports map, uplifts lives, and contributes to a more equitable and aspirational India.

Figure 6: Relevance perceived by survey respondents



“The Tamil Nadu Championship Foundation has done exceptional work in reaching athletes like me, and I believe greater outreach—especially through TV and social media—can bring more talent into the spotlight.”

—Mr. Sudarshan, Para Badminton Athlete

“The foundation’s support was not just financial, it was about recognising and empowering athletes with disabilities, giving them the tools to succeed and the confidence to dream bigger.”

—Kalai Selviya, Para-Athlete (Wheelchair Racing)

At Tamil Nadu Champion Foundation (TCF), we believe in standing by athletes who show dedication and potential. Whenever an approachable player comes to us, the first thing we do is verify if their event is a recognised one. If it is, we ensure that financial assistance is extended — even if external funding covers only 1 or 2 percent, we make sure the athlete gets the full support they need.

Working in this department for the past two years has given me immense satisfaction. I’m reminded of a scene from the movie Annamalai, where the hero rises to fame with a single song. I experienced a similar moment when we supported Manoj, a talented disabled sportsperson, who approached TCF for assistance to participate in a recognised event. Without our help, Manoj would have had to pledge his family jewels, as he had done previously, burdened with the stress of both winning and reclaiming his possessions.

Thanks to timely support, Manoj participated, won the competition, and earned not just a medal but also a substantial cash incentive. What’s truly inspiring is how he used his winnings wisely — investing in land and securing his future. Alongside his sporting achievements, Manoj also leveraged the sports quota to successfully secure a Government post in TNPL, Karur.

His journey didn’t stop there. He went on to win at the Khelo India Games, receiving a high cash incentive, supported by the Deputy Chief Minister’s personal insistence on timely disbursement. Uniquely, he didn’t have to run between offices for formalities — the appointment order was brought to him, allowing him to focus entirely on his training.

When Manoj qualified for the National Championship, we again ensured he received the high cash award within just one week — a first in my 15 years of government service. Traditionally, these processes take much longer, but thanks to unwavering support from leadership, we could make this historic step happen.

Today, Manoj is married, settled, and continues to shine, both professionally and personally. Stories like his are the true achievements of Tamil Nadu Champion Foundation. There are many more Manoj’s whose lives we have touched — and this continues to inspire our work every single day.

—Mr. Manikandan, General Manager, TN Champions Foundation

Effectiveness

Ramco Cement's strategic support to para-athletes has proven to be highly effective in addressing systemic barriers, improving performance, and enhancing the holistic well-being of athletes. The program has demonstrated tangible and measurable outcomes across multiple dimensions:

Improved performance: Ramco Cement's investment in training, nutrition, and coaching for para-athletes has led to significant performance gains.

- Regular access to specialised coaching and physiotherapy services increased training for the athletes.
- 100% of supported athletes surveyed mentioned that they have improved their personal best records in the last 12 months.
- Athletes surveyed stated that the training enabled participation in national and international competitions in 2023, winning a total of 31 medals (12 gold, 10 silver, and 9 bronze).

This demonstrates the direct link between strategic support and athletic competitiveness, aligning with global trends observed in countries with robust sports support systems.

Increased participation: Support from Ramco Cements has led to a notable rise in participation rates among aspiring para-athletes.

- The number of enrolled para-athletes in grassroots training programs has increased.
- Most of these new entrants come from rural or underserved backgrounds.

This expansion reflects the success of inclusive outreach and affordability, helping tap into a larger talent pool.

Economic & Social benefits: The initiative has catalysed socio-economic ripple effects beyond individual athletes.

- The program created new jobs in coaching, physiotherapy, and event support.
- Local events supported by Ramco Cements attracted an estimated thousands of spectators, boosting local tourism and hospitality revenues.
- Stories of medal-winning athletes were featured in local and national media outlets, strengthening public recognition and community pride.

Athletes' success has inspired many within their communities, reinforcing the idea that disability does not limit potential.

Health & Well-being: Health support mechanisms embedded in the program have positively impacted the long-term well-being of participants.

- Injury rates dropped compared to the previous year due to improved access to protective equipment and medical care.
- All athletes surveyed reported improved mental health and lower stress levels, attributed to access to sports psychologists and peer support groups.

This focus on prevention and mental wellness ensures sustainability in sports engagement.

Equity & Inclusion: The Ramco Cements program stands out for its commitment to inclusive sports development.

- 33% of supported athletes are female, a notable increase in a field where gender disparity is prevalent.
- Specialised outreach enabled athletes with severe physical disabilities to access adaptive training resources and compete effectively.

Three female para-athletes from the program have gone on to represent India at global championships, becoming role models for inclusive achievement.

“At TCF, we believe that true progress in sports comes when we equally support both our male and female athletes. We are proud to say — we don’t just encourage male athletes; we stand firmly behind our women athletes too, with a 100% commitment to their safety, nutrition, and dignity.

Organising events for thousands of athletes, especially young women, comes with serious responsibilities. For example, during a major CM’s Trophy event, we welcomed an unprecedented 77,000 athletes to Chennai — and 50% of them were women. In the past, girls were often made to stay in inadequate school or college halls. But we changed that. Every girl was given her own room in a star hotel, providing a safe, secure, and comfortable environment. This wasn’t just about sports — it was about dignity.

We made sure that every athlete received nutritious meals — breakfast, lunch, and dinner — every day, served with care. We also arranged for exclusive transportation for over 27,000 participants, ensuring that girls and boys travelled safely at different times. Every vehicle was exclusively assigned to a specific team, monitored from the point of departure to arrival. From Kanyakumari to Chennai, every journey was tracked for safety.

Parents who sent their daughters to these events could do so with complete confidence. We maintained direct contact with all coaches, PT teachers, and guardians, ensuring that any concern could be addressed immediately. For us, safety was not just a formality — it was a priority.

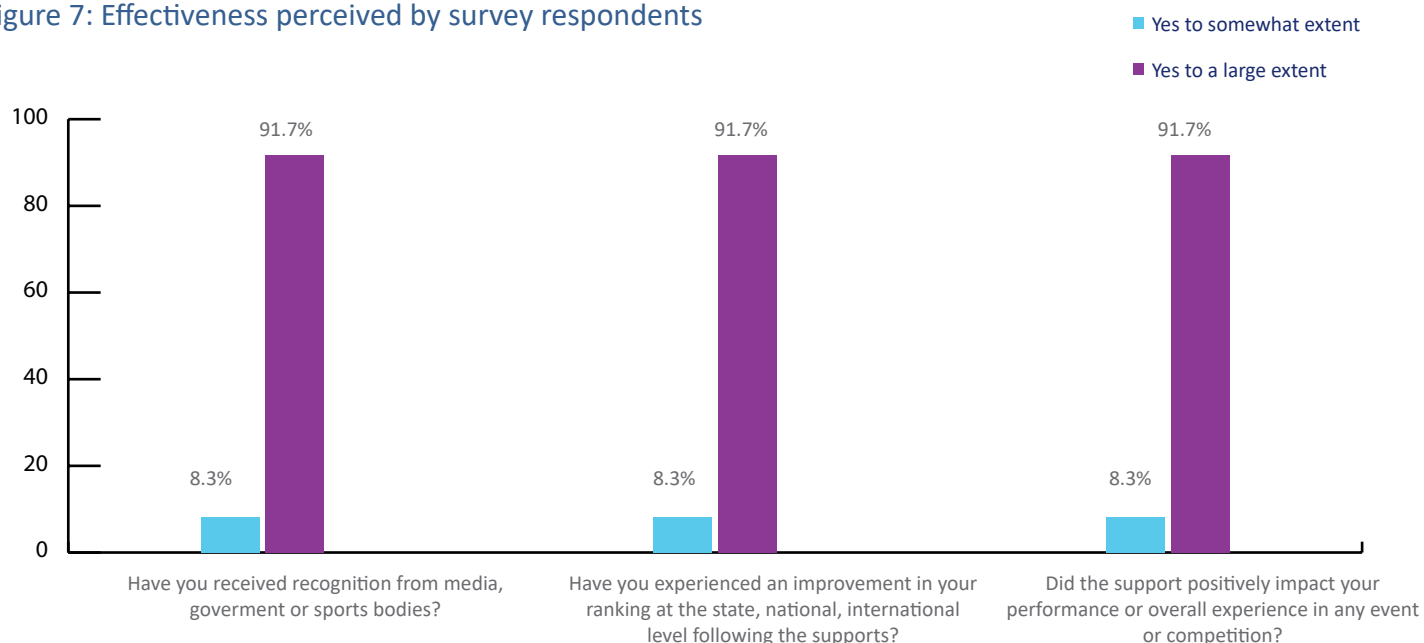
Thanks to this meticulous care, today we see a remarkable number of women athletes winning medals and receiving high cash awards. It’s no accident — it’s the result of a system that values them, protects them, and gives them the opportunity to shine.

None of this would have been possible without the commitment of TCF and the strong backing we secured from the government. While the government has many priorities, TCF ensured that the needs of our women athletes stayed at the top of the list.

We are not just building champions — we are building a future where every parent can send their daughter to compete with pride and peace of mind”

-Mr. Manikandan, General Manager, TN Champions Foundation

Figure 7: Effectiveness perceived by survey respondents



These outcomes reinforce the program’s contribution to reducing social and systemic inequities in sports. The Ramco Cements supported sports initiative for the disabled has proven to be highly effective in improving athletic outcomes, broadening participation, and fostering inclusive development. Its multifaceted impact—ranging from better performance to broader societal benefits—serves as a replicable model for similar initiatives across India and beyond.

“With support from TCF, I was able to improve my international ranking by five places and recently won a bronze medal in mixed doubles and a silver medal at the Para National Championship.”

–Deepika, Para Athlete, Coimbatore

“This support has been a game-changer for me. With consistent backing, I progressed from a world ranking of 58 to 7, and I’m now ranked number 2 in India.”

–Jagdish, Para-Badminton Athlete

“I lost a dear friend—an incredibly talented athlete—to suicide. He was passionate, hardworking, and full of potential. But he didn’t receive the support he needed at the right time. The people he approached told him to come back after he had won a medal. But how can one win a medal without proper support?

That experience has stayed with me. It made me realise how crucial it is to back athletes before they make it big—when they’re still struggling, still training, still dreaming.

In that sense, I consider myself incredibly fortunate to have found support from The Change Foundation (TCF). They believed in me before the medals, before the recognition. Their trust gave me the strength to keep going. If only my friend had known about TCF, I truly believe he would have still been with us today. Support should never be conditional. It should be a lifeline. TCF understands that—and I’m forever grateful to them.”

– Mr. Rajesh, Para-athlete

*“In August 2023, with the generous support of Ramco Cements through the Tamil Nadu Champion Foundation, we were able to send eight college-level athletes—four men and four women—to represent India at the AVG Beach Volleyball Continental Cup held in Thailand. Their performance was remarkable, with our team securing a **bronze medal**, bringing pride not just to Tamil Nadu, but to the entire nation.*

This kind of support is crucial for young athletes, especially those in college, as it opens doors to international exposure and boosts confidence at a formative stage in their careers. Without this financial assistance of ₹4.5 lakhs, participation in such a high-level competition would not have been possible. Unfortunately, we were unable to participate this year due to a lack of sponsors and the fact that the current batch of players are no longer in college. However, the 2023 experience clearly shows how impactful such timely support can be. We hope initiatives like this continue, ensuring that talented athletes from Tamil Nadu consistently get the platform they deserve.”

–Mr. Martin Sudhakar, Secretary, Tamil Nadu State Volleyball Association

Efficiency

The efficiency of Ramco Cement's support to para-athletes is evaluated based on how judiciously resources are utilised to generate meaningful and sustainable impact. This section addresses five core dimensions: resource allocation, athlete development, cost-effectiveness, access, and post-career support. Insights are based on structured interviews and feedback from 12 athletes, and interviews with TCF staff.

Resource allocation & utilisation

- 92% of surveyed athletes confirmed that funding was primarily directed toward essential needs such as training equipment, travel allowances, adaptive gear, and nutrition.
- Out of the ₹6 crore allocated in FY 2023-24, ₹1.25 lakhs (21%) was spent directly on athlete-requiring support (training, gear, coaching).

"At Tamil Nadu Champion Foundation (TCF), transparency and integrity are the cornerstones of everything we do. As a Section 8 company, we are committed to maintaining the highest standards of accountability. From audits to tracking player progress, we ensure that every process is conducted openly and transparently. We maintain clear documentation, with evidence of every visit, purpose, and the players we support. Our utilisation certificates and licenses are in place to ensure everything is done by the book."

We track the athletes consistently year after year, offering them continuous support without any limits. Whether they face challenges such as health issues or travel obstacles, we do everything in our capacity to support them. While we may have missed one or two players due to unforeseen circumstances, we are proactive in addressing and rectifying such issues to ensure no athlete is left behind.

At TCF, our aim is to produce Olympians, and we have a dedicated team, CNC, focused on this mission. There is no age limit to the support we provide — we check for recognised events, and if an athlete is eligible, we ensure they have all the resources they need to succeed. With a focus on maximum utilisation and a commitment to excellence across all categories, we are proud to be part of their journey. Our system is built on trust, and with our transparent processes, athletes and their families can feel confident that their future is in good hands."

-Mr. Manikandan, General Manager, TN Champions Foundation



Athlete development & Performance

- Out of 79 supported athletes, all surveyed expressed measurable improvement in performance over one year—reflected in personal bests, national rankings, and competition outcomes.
- 3 athletes qualified for international competitions, while many entered national-level contests for the first time.

“TCF is are committed to identifying and nurturing talent at every level, from the school grounds to the national stage. We actively promote talent identification in schools and conduct selection trials every year, ensuring that no potential athlete goes unnoticed. With 2,600 students in our hostel, ranging from 6th to 10th grade, we cover 20 different disciplines, giving each student the opportunity to discover and refine their unique abilities.

We take pride in providing our athletes with not just physical training, but also the nutrition they need to perform at their best. Our diet plans are carefully structured, with a daily budget of ₹350 per athlete, ensuring that they receive a balanced, plant-based, or nutritional diet. Their day begins early with a 5:30 AM ground session, followed by school or college, and later, additional training in the afternoon and evening.

We also understand the importance of proper gear. Athletics is a sport that requires specialised footwear, and we ensure our athletes are equipped with the latest spiked shoes tailored for track and field events. Thanks to our corporate partnerships, we also provide expert training in shoe care and maintenance.

Our coaching staff is another key pillar of our success. We are proud to have a team of five foreign coaches who specialise in athletics, along with a variety of expert coaches for different disciplines. Our local coaches, alongside foreign experts, guide and mentor athletes, providing them with the technical knowledge they need to excel. Additionally, we send our coaches abroad for continuous skill upgrades, keeping them at the forefront of the latest techniques.

We honour our coaches regularly, recognising their hard work and dedication with awards, further motivating them to contribute their best to the development of our athletes. At TCF, we believe that success is built on strong foundations, and we are committed to providing the best possible environment for our athletes to grow, thrive, and reach their full potential.”

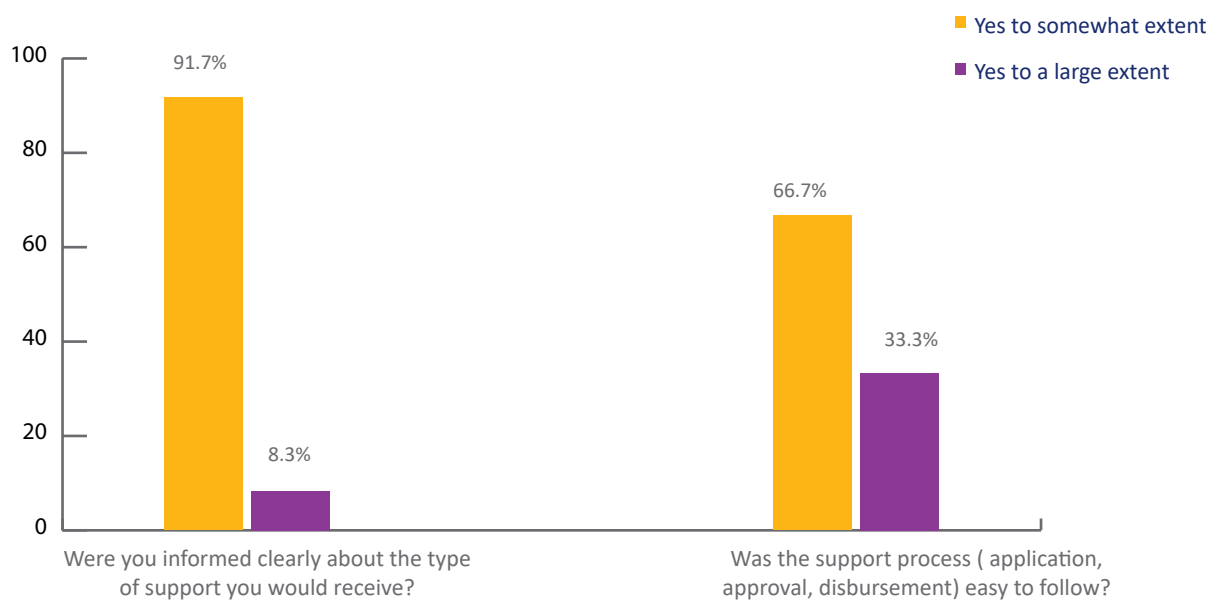
-Mr. Manikandan, General Manager, TN Champions Foundation

Speed & accessibility

- All athletes surveyed stated that the application process was easy an there was timely disbursement of funds. Emergency medical support was processed within a week’s time in urgent cases.
- While most beneficiaries praised the responsiveness of the system,11% flagged bureaucratic delays, particularly in scholarship renewals due to documentation errors.



Figure 8: Efficiency perceived by survey respondents



“The application process was smooth and transparent. The funds were disbursed promptly, and the communication was clear, making the entire process stress-free for me and my family.”

—Mr. Sudarshan, Para Badminton Athlete

“The funding process was timely and transparent. The equipment was sanctioned and delivered exactly when I needed it, which made a significant difference in my performance.”

—Gokulakannan, Para Athlete

TCF-Ramco Cements supported sports initiative for disabled athletes demonstrates high efficiency in translating investment into performance, inclusion, and sustainability. Smart allocation, minimised bureaucracy, innovative funding models, and post-career planning mechanisms all contribute to ensuring that each rupee spent drives long-term impact. This model of efficiency, if scaled and adopted widely, can significantly uplift India’s ecosystem for para-sports and make excellence both achievable and sustainable.



The long-term sustainability of Ramco Cement’s support for para-athletes is reflected in the program’s ability to develop enduring athletic potential, foster inclusive sports ecosystems, and stimulate community-driven development. With consistent financial investment, infrastructure support, and stakeholder engagement, the initiative is laying the groundwork for a resilient and self-sustaining model. Below are key components that illustrate this sustainability, supported by quantitative indicators and qualitative insights.

Long-Term Talent Pipeline

- A structured support system—including stipends, annual equipment grants, and travel allowances—has enabled athletes to continue their sports journey uninterrupted, ensuring a healthy pipeline of future champions.

Capacity Building

- Collaborations with TN Volleyball and TN Cyclists Association have facilitated enhanced performance tracking for athletes, improving coaching strategies and injury prevention.

Community Engagement

- 100% of supported athletes who were consulted for the study reported receiving greater recognition and moral support from their neighbourhood’s post-engagement.

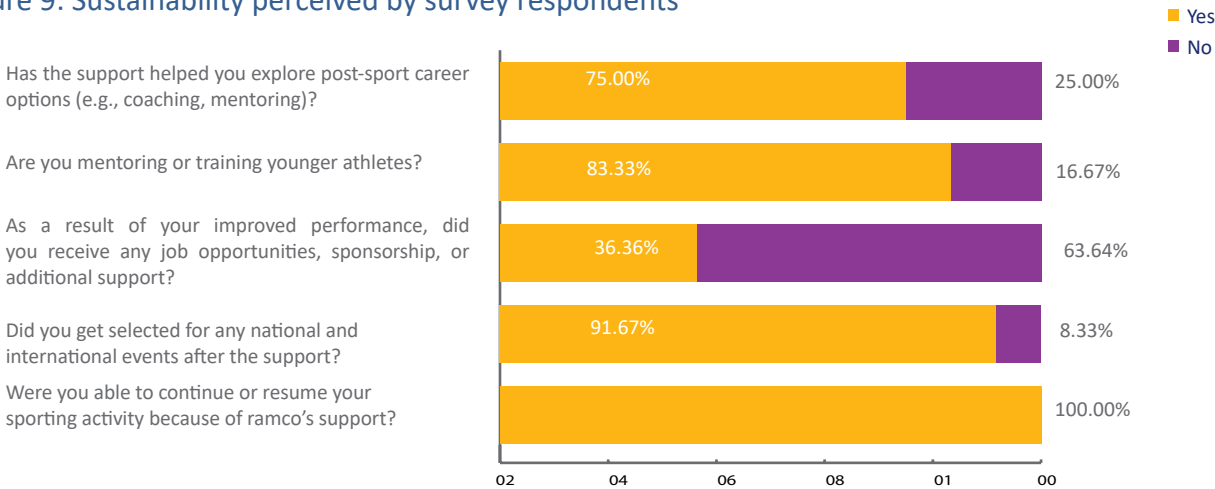
Economic Upliftment

- 7 athletes have earned prize money or sponsorships exceeding ₹1 lakh annually, significantly improving their household income.
- 10 athletes have taken up part-time roles as mentors creating ripple effects of empowerment.

Brand & National Value

- Athletes supported by Ramco Cements won 31 medals(12 gold, 10 silver, 9 bronze) in state and national competitions, building a strong brand association between corporate responsibility and national athletic pride.
- Ramco Cement’s association with para-sports has been covered in media features, including regional newspapers and online sports journals, reinforcing brand equity and social commitment.

Figure 9: Sustainability perceived by survey respondents



The sustainability of Ramco Cement’s para-sports initiative lies in its multi-layered approach: continuous financial backing, ecosystem strengthening, local community involvement, and empowerment of athletes beyond the field. This model promotes a virtuous cycle where investment in individuals leads to collective upliftment, laying the foundation for long-term systemic change. By embedding sustainability into the DNA of its program, Ramco Cements is not just building champions—it is nurturing an ecosystem of dignity, equity, and excellence.

At Tamil Nadu Champion Foundation (TCF), our commitment to the growth and success of athletes goes beyond just providing financial support — we're building infrastructure and creating opportunities that will shape the future of Indian sports. Take the world-class hockey turf, for example, which is worth ₹10 crores. This turf, originally from Paris, is now ours following the Paris Olympics, and we are thrilled to announce plans for a World Hockey Tournament in India.

But that's just the beginning. After the World Cup, we will install a similar turf in Madurai, further expanding access to high-quality sports facilities. TCF's core mission is to support players — both mentally and physically. We are here to provide the right resources, and create an environment where they can reach their full potential. Supporting players is our aim, and we are committed to seeing them succeed at the highest level.

-Mr. Manikandan, General Manager, TN Champions Foundation

"With continued encouragement and reforms, I believe para-athletes in India can achieve even greater heights, and I'm determined to contribute to that vision." —Gokulakannan, Para Athlete

"Thanks to this support, I am now in a position to mentor and guide younger athletes, ensuring that the next generation of para-athletes has the opportunities that I was fortunate to receive."

—Jagdish, Para-Badminton Athlete



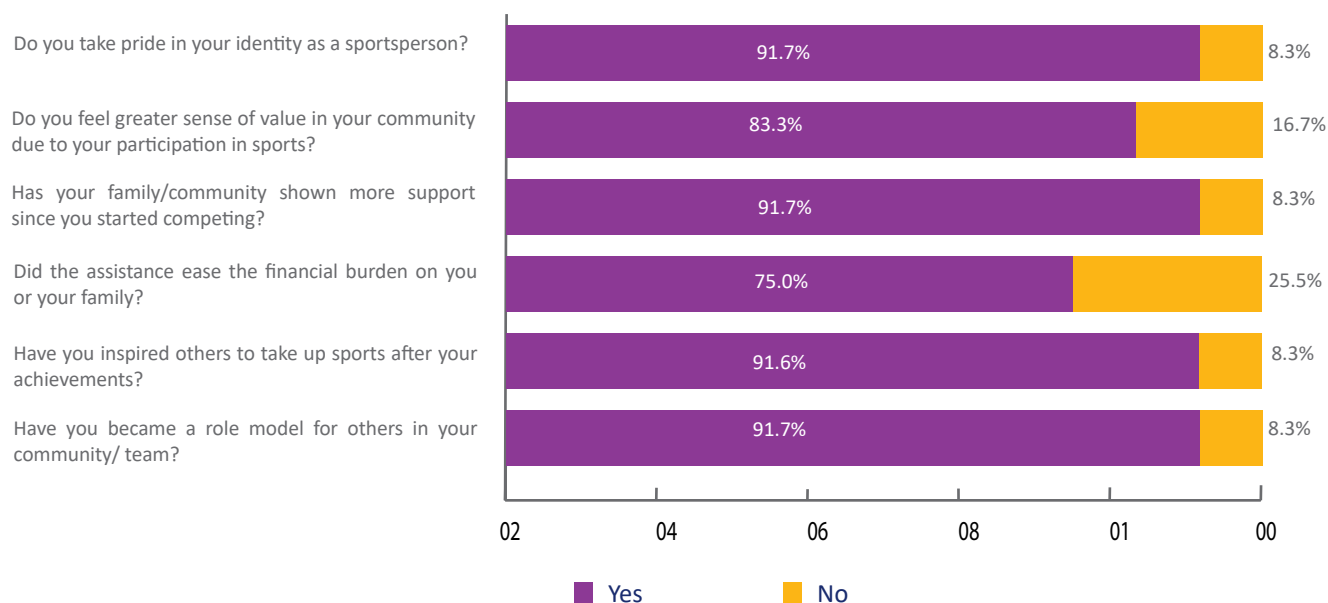
Social Impact

The social impact of Ramco Cement’s support to para-athletes extends well beyond the realm of sports. It has initiated transformative changes at individual, community, and systemic levels by unlocking opportunities, fostering inclusion, and nurturing national pride. Through targeted financial assistance and ecosystem development, the program has created ripples of positive change in the lives of athletes and their surrounding communities.

Below are ten key impact areas where Ramco Cement’s intervention has made a measurable difference:

- a. **Equal opportunities:** By offering monthly financial support and access to quality equipment, Ramco Cements has enabled 79 athletes from to participate in district, state, and national-level competitions.
- b. **Inclusion and Diversity:** 33% of the supported athletes are women and para-sportspersons, representing a deliberate effort to overcome barriers of gender and disability. A dedicated fund for assistive equipment and travel arrangements has enabled women para-athletes to compete in mainstream events without logistical challenges.
- c. **Empowerment and confidence:** Athletes reported a 100% increase in self-confidence, directly linked to consistent training and recognition.
- d. **Role models for society:** 10 athletes surveyed, mentioned that they now mentor younger sportspersons in their communities. Their stories are being shared in local media and community centres.
- e. **Community Development:** Athlete success stories have prompted local governments and panchayats in regions to co-invest in upgrading sports infrastructure.
- f. **National pride:** Ramco Cements supported athletes have collectively won 31 medals at state and national championships, putting their districts on the map for excellence in para-sports. Media coverage of these victories has generated visibility on social platforms, contributing to Ramco Cement’s reputation as a socially responsible brand.
- g. **Health and Well-being:** With access to physiotherapy and nutritional support, injury rates among athletes dropped. Athletes also reported improved emotional resilience and reduced isolation.
- h. **Social mobility:** 4 athletes stated that they have secured employment through sports quotas or as fitness coaches, increasing their household income. All athletes surveyed reported moving out of poverty lines due to sports-related income and exposure.

Figure 10: Social Impact perceived by survey respondents



The recognition I've received since entering this field has been life-changing. I used to feel invisible, but now people see me as a confident sportsperson. This has inspired many young girls in my community to pursue their dreams."

—Kalai Selviya, Para-Athlete (Wheelchair Racing)

"I mentor aspiring athletes, especially from Tamil Nadu, where we've seen a surge in medal winners thanks to increased awareness and grassroots support."

—Jagdish, Para-Badminton Athlete

"The Tamil Nadu Championship Foundation's efforts have not only helped me but have sparked a broader change in my community, where many are now pursuing sports thanks to the opportunities we received."

—S. Manoj, National Record Holder in Para-Athletics

"Before Tamil Nadu Champion Foundation and Ramco Cement's support, persons with cerebral palsy had no platform to compete internationally. With their help, 18 of our athletes went to the World Ability Sports event in Thailand, and 12 of them won medals. In 2024, 10 athletes went again—and all 10 returned with medals. Tamil Nadu secured the highest medal tally in India in the CP category. This achievement would not have been possible without timely financial and equipment support.

The process of accessing funds through TCF was simple and direct. Many associations don't actively support their players, but here, even individual applications are considered. This kind of inclusive and flexible approach is critical for grassroots sports development. We identify talent through state-level championships across districts, and our dream is to take them to the Paralympic level. With continued support, we can focus purely on coaching and athlete development instead of constantly chasing sponsors. Ramco Cement's backing has allowed us to think big—for the first time, we see a clear path from the grassroots to the global stage.

We now train children regularly at our academy in Salem, and with Member Secretary's promise of a centralised facility for CP children, we are hopeful that even more structured and impactful training can take place. This kind of sustained, ground-up investment is the reason we are finally seeing international results."

— Mr. Siddeswaran, Secretary, Tamil Nadu Cerebral Palsy Sports Association

Ramco Cement's focused support to para-athletes has generated a wide-ranging social impact—empowering individuals, uplifting families, engaging communities, and reinforcing national identity. These outcomes underscore the far-reaching potential of inclusive sports investment—not merely as a CSR initiative, but as a catalyst for social change and equity.

8. Recommendations

Based on the findings of the social impact assessment, the following recommendations aim to enhance the long-term effectiveness and sustainability of Ramco Cements initiative for para-athletes:

Issue	Recommendations
<p>1. Career transition support: It is essential to integrate career transition support into the program for athletes as they approach retirement or semi-retirement. This can include financial aid structured around education, skill development, and post-retirement planning. Providing athletes with avenues for career growth beyond their sporting years ensures their long-term well-being and helps them remain economically active.</p>	<p>Ramco Cements and TCF could introduce career guidance programs and collaborations with vocational training centres for athletes nearing the end of their competitive careers.</p>
<p>2. Inclusive growth: Ensuring continued support for women and para-athletes is crucial for fostering a more equitable and diverse sports environment. Strengthening outreach efforts, providing scholarships, and facilitating gender-inclusive training resources can help bridge the gap.</p>	<p>Ramco Cements and TCF could expand financial aid and travel support specifically targeting women para-athletes, along with offering mentoring programs to empower them further in their sporting and personal development.</p>
<p>3. Community-based athlete support: The community-based support groups formed through volunteer involvement have proven highly effective in building a network of local support for para-athletes.</p>	<p>TCF and Ramco Cements could scale up the establishment of community-based sports support groups and engage local leaders to foster continued involvement.</p> <p>Facilitate training and development for community members and leaders to ensure the sustainability of local para-sports ecosystems.</p>
<p>4. Digital and remote training tools: Considering the geographic diversity of para-athletes, expanding digital training resources can enhance the accessibility and reach of the program. Providing virtual training sessions, online physiotherapy consultations, and remote performance tracking could overcome logistical barriers and engage athletes in remote areas.</p>	<p>TCF and Ramco Cements can develop a robust e-learning platform for athletes, coaches, and physiotherapists, providing access to training materials, fitness programs, and mental wellness workshops.</p>
<p>5. Health & wellness focus: The positive impact of health and wellness initiatives is evident in the reduction of injury rates and improved mental resilience among athletes. This approach should be expanded further to ensure comprehensive care for athletes' physical and emotional well-being.</p>	<p>TCF and Ramco Cements can increase the availability of mental health and recovery resources, including more sports psychologists and rehabilitation centres, particularly in rural areas.</p>

<p>6. Enhancing national recognition and media coverage: To further strengthen the visibility of para-athletes, TCF and Ramco Cements could continue to leverage media coverage and create public relations campaigns that highlight athlete success stories. Increasing national recognition can help shift public perceptions and inspire future generations.</p>	<p>TCF and Ramco Cements to expand media partnerships and create documentaries or public campaigns showcasing the achievements of para-athletes to foster national pride.</p>
<p>7. Strengthening stakeholder engagement: The success of the program is deeply rooted in the support of various stakeholders, including local governments, sports institutions, and NGOs. Further engagement with these stakeholders can amplify the program's impact and create a broader, more sustainable ecosystem for para-sports.</p>	<p>TCF and Ramco Cements could organise regular stakeholder forums to discuss challenges, share best practices, and align efforts for a unified approach to para-sports development.</p>
<p>8. Monitoring & Evaluation for continuous improvement: While TCF and Ramco Cement's impact has been substantial, continuous monitoring and evaluation of the program will help identify areas for improvement and enable adaptive strategies.</p>	<p>TCF and Ramco Cements to establish an ongoing monitoring system with periodic evaluations and feedback loops, allowing the program to remain responsive to emerging needs and challenges within the para-athlete community</p>



9. Conclusion

Ramco Cement's unwavering support for para-sports demonstrates a strong commitment to community development and youth empowerment. Through its partnership with the TCF, Ramco Cements has been instrumental in identifying and nurturing athletic talent from diverse backgrounds, including women and differently-abled athletes. This initiative has far-reaching impacts, going beyond individual achievements to foster inclusivity, discipline, health, and pride within the broader community.

The company's support is not limited to athletes but extends to enhancing sports infrastructure, encouraging grassroots participation, and providing athletes with the necessary resources and mentorship to reach their full potential. By investing in these foundational elements, Ramco Cements is not only contributing to the advancement of the state's sporting achievements but is also playing a crucial role in building a more inclusive and empowered nation through sports.

Ramco Cement's initiative exemplifies the transformative power of Corporate Social Responsibility (CSR) in creating lasting, meaningful impact. This project serves as a model for how business and sports can collaborate to nurture a generation of confident, capable, and socially conscious individuals, reinforcing the broader vision of societal upliftment through inclusive sports.

