



NEWSLETTER
OCTOBER 2017

Life is a Ball Public Charitable Trust

is a not-for-profit organization, that mentors economically disadvantaged children through sport by equipping them with invaluable life lessons and skills required to face the world.

RED CARD FOR BULLYING



BULLYING IS never okay. In October we launched our very own campaign against "Bullying". This campaign called "Show Bullying the Red Card" aims at creating awareness among kids about the ill-effects of bullying someone and how they should put a stop to it. As part of the campaign, our coaches explained to the kids why they shouldn't bully by using sport to illustrate. The kids took in the input positively and we hope this initiative takes bullying out of the picture entirely.

SPORT IS A GAME CHANGER

THE FOCUS at Life Is A Ball has always been providing opportunities to disadvantaged kids. We worked with Coromandel Productions to showcase the story of one of our kids which will be out soon. We spent a couple of days with Prasanna from the LIAB Guduvancheri program and learnt from him about the impact the program has made on his life. With the help of Coach Ayappa he has been improving constantly and has come a long way. Football has also helped him overcome the hurdles life put in his way.



SOM'S RECIPE FOR SUCCESS



On 14 October 2017, Somdev took the stage at TEDxIIFT to talk about his experiences with professional sports in India and his recipe for running a successful sports organisation. He shared the stage with other influential people like Javed Akhtar and Shiv Kera.

It's the first time the Life is a Ball team has been invited to share their views on the TEDx forum and it was a great opportunity to raise awareness on various issues that we face on a daily basis. In short, Somdev spoke about the two essential elements that every successful sports organisation has, i.e. structure and culture, and shared some interesting examples from his personal life.

It is encouraging to see that Life is a Ball is gaining recognition through large forums and getting the opportunity to raise awareness about our cause and motivating more people to make a difference through sport. You can check out the video on YouTube.



Meet our kids

Name: Daniel
School: Kodambakkam
Age: 12
Favorite Sport: Football
Position Played: Striker
Favorite Player: Messi



“To integrate yourself in society is to volunteer and liab has given me an opportunity to do just that. Assisting like minded people towards a common cause, while interacting with the sweetest kids has been and is an unparallel experience for me.”

**- Krupa Nanda
Champion, LIAB**

