



MAGIC BUS REGIONAL SUMMIT – SOUTHERN INDIA

Conference Theme

Empowering Communities using Sport as a tool for development

Objectives of the Conference

- To position Sport as a mainstream development tool and approach, especially in the domains of **education, health, youth development and social inclusion**.
- To provide an interactive forum for national and regional Sport for Development practitioners.
- To include government, corporates, donor agencies, and civil society in the Sport for Development dialogue.
- To showcase national and global Sport for Development resources, models, impact and best practices.

Expected Outcomes

- Sport for Development is recognized as a valuable development tool and accepted by policy makers, corporate houses, donor agencies and civil society partners.
- The importance of sports in improving social outcomes like education, health outcomes, children and youth empowerment, social inclusion is realized; and its role is identified as something that goes far beyond a pastime or a competitive activity.
- Establishing a functional network of institutions familiar with Sport for Development who would be willing to integrate sports as a medium to bring effective social change in their regular operations.



Participants' profile

- Civil Society members that either use or wish to use sport as a means to promote their development agenda.
- Policy makers from government departments like Youth Affairs and Sports, Human Resource Development, Health, Labour, Rural Development, Urban Development, Women and Child Welfare, Social Welfare, Tribal Welfare etc.
- Bilateral, multilateral and donor agencies working the areas listed above.
- Corporate bodies with an active CSR agenda but may or may not be using sports for now.
- NGOs, CBOs, experts and individuals who are active in using Sport for Development approaches or have an interest in it.
- Teachers, scholars, researchers and social scientists who work in the development space.
- Current or past sportspersons, coaches, trainers who see value in Sport for Development.

Conference Structure

The Conference is designed around sequential discussions – brief presentations followed by interactive discussions and analysis.

March 22nd, 2013 (Tentative Agenda)

9.30 – 10.00 am	Registration etc.
10.00 – 11:15am	Sport for Development - Making a difference at the Policy level
11:30 am – 1:00pm	Evidence on sports as a catalyst for social change
1:00 pm – 2:00 pm	Lunch
2:00 pm – 3:30pm	Corporate involvement: Corporate Social Responsibility (CSR) through sports
3:30 pm – 4:00 pm	Closing Session and Next steps