



APPEAL



Western India Football Association (WIFA) and FEI join hands to promote Grassroots Football in Maharashtra



FEI Cargo has joined hands with WIFA, Maharashtra's football governing body, to support their ongoing campaign to promote grassroots football in the State.

The objective of the alliance would be to raise much-needed funds and interest for football in the State and these will be pumped into the grassroots activity being conducted by WIFA.

Spearheaded by FEI's Chairman, Mr. Pratap Nair, the first initiative by this alliance is a grand felicitation ceremony for the newly crowned Santosh Trophy Champions, Mizoram. This will be preceded by an exhibition match against a select team of WIFA XI, on June 5 2014.

His Excellency Shri. K. Sankaranarayanan, the Governor of Maharashtra has graciously agreed to Kick Off this match at the Cooperage Football Ground, which boasts of a new artificial turf, with floodlights to boot.

WIFA and FEI appeal and encourage all sports lovers to contribute generously to this noble endeavour to recognize and celebrate the Mizoram team's glorious achievement, a hitherto unacknowledged football team who are now National Champions and secondly and importantly to raise funds for the development of the sport.

It will be the endeavour of the alliance to spread the game of football throughout the state and felicitate the winners of the Santosh Trophy annually, growing in scope and scale each year with your active support and encouragement.

One can contribute by buying perimeter boards which will be displayed at the Cooperage Football ground during the match. Each Perimeter Board will be of size 8ft x 3ft and will cost Rs. 25,000 each, contributions also accepted for inside pages at a cost of Rs.10,000/- each

One can also contribute by booking space in the specially designed souvenir, which will be released on the day of the match (June 5, 2014). Please contact us to get further details.

About WIFA: (www.wifa.in)

The Western India Football Association is the governing body for football in all districts in Maharashtra. The current President of WIFA is Mr. Praful Patel with the dynamic and inspiring Mr. Henry Menezes the current CEO.

Origins of WIFA: Harwood league

The year 1902 saw the formation of the Bombay Football Association to run a League Tournament and the Cup was donated by Col. Harwood, the then President of the Association. Initially 7 teams participated in the tournament. Thus the League was later named after him. But this Trophy was misplaced. The present one, "the Advocate of India Cup" was presented by Mr. Gordon, proprietor of this evening paper in 1913.

In the year 1911, the two bodies, the old Rovers running the Rovers Cup, and the B.F.A., managing the League, were amalgamated and the Western India Football Association was established.

The Western India Football Association formally came into existence on 12th July, 1911. However, before that the second oldest Tournament in the country - the Rovers - was inaugurated in this city as far back as 1891.

WIFA's Grassroots initiatives in Maharashtra: "Taking football to the people"

Maharashtra has a population of 110 million (2011 census) and 30 football playing districts affiliated to WIFA.

It has six major football playing districts in the state viz. Mumbai, Thane, Pune, Kolhapur, Aurangabad and Nagpur. WIFA is currently running aggressive coaching programs, to provide 5000 AIFF 'D' License coaches in the next three years. Till date, WIFA has succeeded in producing 1000+ AIFF 'D' License coaches.

To popularise football and to give it mass appeal WIFA is focusing on, by attempting to bring about radical changes in the current formats, 'taking football to the people' rather than bringing 'people to football'. In keeping with this objective, WIFA is advocating 5 vs 5 and 7 vs 7, for players below 14 years. Smaller grounds and more fields translate into more football spread across the state.

WIFA has decided to make it mandatory to have licensed coaches working with all schools, colleges and clubs, which will help instil strong football fundamentals at a young age. This will also create employment opportunities for coaches.

Grassroots Leaders:

WIFA currently has 56 Grass Root Leaders, who are permitted to train children between 6 and 12 years of age. It aims to increase this number to 1000 Grassroots Leaders across Maharashtra, by 2015. It is the desire of WIFA to reach out to every nook and corner of the State and make Maharashtra a fully football literate state.



TEAM MIZORAM

Victory tastes sweet. Especially when it is a David V/s Goliath kind of tussle. Today Mizoram has taught many of the States that investment in infrastructure, dedication of its office bearers and the perseverance of the players can bring about wonders. They have sweated out on the field training hard to enjoy the Sweet Taste of success.

Once relegated to a lowly place in the league Mizoram has risen head and shoulders above the rest and won the 68th edition of the Santosh Trophy against the formidable Railways Team.

The advent of the IPL for cricket has spawned many iterations in the varied sports fields with the IHF and the MFA adopting the same format to entertain the crowd. The MPL which started two seasons ago exposed the raw talent available in the state to the world of competitive football and laid the foundations for all the dreams and aspirations of the local team to take flight.

The journey towards this goal started for the team about 3 years ago when Hmar who took over the MFA helped in putting in place a system and a road map to take Mizoram Football forward. To the credit of the organisation both the Junior and Senior teams have won the national championships.

The state governments efforts for promoting the development of the Sport at the Grass Root level has drawn much praise by the All India Football Federation. This has been modelled around the FIFA Model. The list of the players who have made it big for the state is long and it is likely that there will be many more names added to the list as the days go by.

ABOUT FEI Cargo : (www.feicargo.in)

FEI is a 25-year old Indian Multinational Logistics firm, with 16 offices in port cities and 9 sales offices. For the last two decades, it has gained the reputation of achieving 100% growth each year. FEI's strength is its exceptional aim for continued customer satisfaction, which is taken care of by a driven and motivated team. Cost-effectiveness and value for money for its customers is another strong suit.

FEI also has a vast international network, partnering with leading freight forwarders across the globe offering seamless connectivity and prompt services in any part of the world.

Its services cover all forwarding requirements, including air and sea, road transport, warehousing, distribution, and customs clearance. It offers personalised solutions for all logistical needs.





Shailaja Nair Foundation (SNF) (www.shailajanair.org)

Being an Indian Multinational with a heart, FEI has always advocated social welfare. To this end, Shailaja Nair Foundation (SNF) - FEI's CSR division - was established and its aim is the upliftment of women and children. FEI has provided free ambulance services, reading rooms, libraries, sports equipment and computers to selected schools in villages.

SNF believes that all-round development of children is incomplete without sports. To transform a young man's dream into reality, FEI is sponsoring him and his endeavour to become the fastest Indian driver. SNF has also partnered with the inspiring P.T. Usha, to support the functioning of a training school for fifteen girls of whom she wishes to see at least one mount the podium during the 2016 Olympiad.

SNF is also partnering with award-winning magician, Shri. Gopinath Muthukad to create a Magical Planet for children.

Another initiative is the ICE Awards(In-house Communication Excellence), dedicated to any organization that publishes an in-house magazine. The award wishes to honour those organisations who publish the best magazine that promotes bonding amongst its employees and other stake holders. An in-house magazine is a vital tool in bringing together the employer, employees and their families. ICE Awards aims to bring into the limelight those people who work behind-the-scenes in creating this communication tool. (www.iceawards.in)

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