



RDT-ASA STRATEGY DEVELOPMENT REPORT

By

PRO SPORT DEVELOPMENT



Overview

Pro Sport Development (PSD) undertook a study at Rural Development Trust's (RDT) Anantapur Sports Academy (ASA) to develop a strategy conforming to the values and objectives of the organisation and their programs, at various levels of operation. The study, spanning over a period of eight months from May 2015 to December 2015, involved PSD formulating a methodology to effectively gather pertinent information from various stakeholders of ASA. This information was then utilized to develop a Vision and Mission for the ASA, Aim and Objectives for specific sports programs, values and expectations of the various stakeholders as well as strategic recommendations for the future growth and expansion of programs within the ASA.

Objectives

The main objectives of the strategy development study were:

- Understand the Mission, Vision, Values and Objectives of RDT that are in place to govern all the activities of the ASA.
- Recognize and/or develop the following specifically for the ASA:
 - Mission and Vision.
 - Aims and Objectives for each individual sporting discipline (Hockey, Cricket, Football, Tennis, Judo, Softball and Special Olympics).
 - Values and Expectations from the three main stakeholders of the – Athletes, Coaches and Managers.
- Based on the above parameters, develop strategic recommendations for future ASA activities focusing on:
 - Athletes, coaches and sports programs being implemented at all levels of the project (grassroot to elite).
 - Sustainability of programs – financial and human resources.
 - Future of current programs – growth and expansion of programs and resources required to enable this process.

Methodology

The strategy development study was divided into three different phases, which you will find below:

- First Phase
 - Develop instruments/questionnaires to effectively gather information required from different stakeholders and different sporting disciplines at all levels of the project. *(To view the questionnaire prepared for athletes, coaches and partners/donors, please refer to Appendix 1; To view the questionnaire prepared for managers and non-coaching staff, please refer to Appendix 2)*
- Second Phase
 - Meetings with different stakeholders to gather information, including athletes, coaches, managers, supervisors, donors and partners.
- Third Phase
 - Development of ASA Vision & Mission, sport specific Aim and Objectives, Values and Expectations as well as strategic recommendations, using the data collected. *(You will find these further in the report)*

The last phase of the strategy development will be undertaken after the approval of this report, details of which are given below:

- Fourth Phase
 - Dissemination of strategy throughout the ASA by preparing short presentations, posters and booklets. The aim of this exercise is to help the different stakeholders at each level of the ASA to understand their role in making the project a success by following the strategy put in place.