



# BWF WORLD COACHING CONFERENCE 2025

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# Aditi Mutatkar

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Simply Sport Foundation

# About Simply Sport

Simply Sport Foundation (SSF), established in 2020, is dedicated to empowering grassroots athletes across India through equitable and sustainable sports programs. SSF's mission is to help athletes excel in sports and life by providing holistic support, including athletic training, health education, mental well-being, and career development.



## PURPOSE

To help the grassroots athletes succeed in sport & life.

## GOAL

To impact 100,000 athletes through our programs.

## VALUES

Equitable, Sustainable & Accessible.



# Women in Sport Program

This program is a comprehensive, high-impact initiative designed to support, empower, and create systemic change for female athletes across India. It is rooted in the belief that sports can be a transformative vehicle for gender equity, and it operates at the intersection of performance, health, leadership and career development.

## WOMEN HEALTH PROGRAM

Building awareness, research and implement programs in sports science specific to female health.

## GRANT PROGRAM

To provide financial aid to grassroots sports entities in India, enhancing coaching, infrastructure, sports science, and tournament access to promote equal opportunities.

## LEADERSHIP PROGRAM

Help female athletes transition into post-sport careers through modules in career awareness, communication, confidence, governance, and certifications, creating thinkers who can shape sport beyond the field.

# Badminton Excellence Program

**To produce champions for the nation.**

**Problem:** There is a decline in talent emerging from Karnataka also coupled with the lack of advanced training facilities included access to sports science.

**Solution:** A state-of-art Badminton centre in Bengaluru focused on discovering and nurturing a new generation of players who can compete at the highest levels.



**ARVIND BHAT**

**PROGRAM DIRECTOR &  
CHIEF COACH**

Former India No. 1 and World No. 20, Two-time National Champion, part of coaches panel for Indian Badminton team, trained under P. Gopichand.

# Highlights of Our Work

**12000+**

Grassroots Athletes empowered through our support.

**8000+**

Coaches and athletes are educated on menstrual health, nutrition, and mental health through workshops.

**5cr+**

Worth of support towards athletes, & partners for enabling sports & sustainability.

**44**

Athletes trained in the Cohort Leadership Program

**68**

Athletes enrolled in the Girl Education Scholarship program.

## OUR SUCCESS STORIES



**Sandhya Rai**

Indian Rugby Player  
Asian Games Team



**Ankita Dhyani**

Former SSF athlete  
Participated in the 5000m at the 2024 Olympics.

# Partnership with BWF

## Research

To address the gap in menstrual health awareness through digital resource creation that is validated by an academic partner.

## Resources

To facilitate potential partnership with university for further research on menstrual health in Badminton.

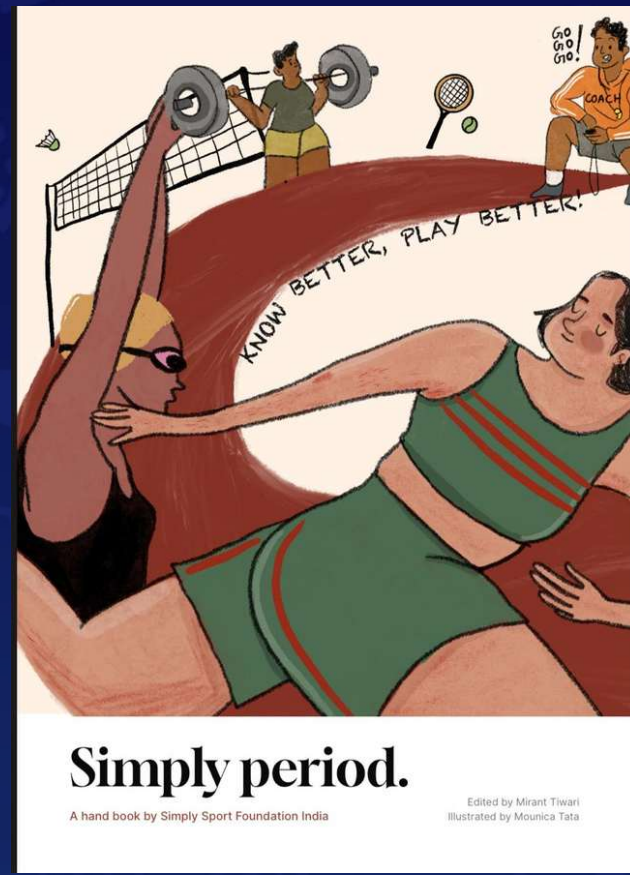
## Female Health Module Certification

To create an online certification module for coaches and players.

# Simply Periods Handbook

The Simply Periods Handbook is built by BWF and SSF to be a practical guide to help female athletes and their support systems understand, track, and optimize menstrual health for better performance and well-being in sport.

The handbook is reviewed by our partner Liverpool John Moores University (LJMU).



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# WANT TO KNOW MORE? GET INVOLVED!

We will be right outside with activities, resources and to just chat all about female athlete health.

Change starts with us, and could be one conversation away!

We look forward to meeting you at the  
**Simply Period Kiosk!**

**THANK YOU**

