



## **The Telangana Districts Cricket Association - Rural**

Registration No. 222 of 2024, Registration and Stamps  
Department, The Registrar of Societies Hyderabad

### **One-Year Monthly Action Plan**

#### **June Activities**

- **Comprehensive Awareness Campaign Launch:** Initiate a widespread awareness campaign encompassing all 32 districts. This will involve a multi-faceted approach utilizing various media channels, including local newspapers, radio announcements, social media platforms, and community outreach programs. The campaign's messaging will focus on the importance of [mention the cause/program topic] and highlight the benefits of participation. Specific timelines and responsible personnel for each district's campaign rollout will be defined.
- **Strategic School Tie-Up Initiative:** Commence a proactive outreach to schools across the region to establish strong partnerships. This phase will involve identifying key contact personnel within each school administration, scheduling introductory meetings, and clearly articulating the mutual benefits of collaboration. The goal is to create a robust network of participating schools that will serve as crucial hubs for [mention the cause/program activity]. A detailed database tracking school contacts and progress will be maintained.
- **Extensive District Coordinator Recruitment Drive:** Undertake a thorough recruitment process to identify and onboard 32 highly motivated and capable district-level coordinators. This will involve developing a comprehensive job description, advertising the positions through relevant channels, conducting interviews, and performing necessary background checks. The selected coordinators will undergo a detailed

onboarding program to equip them with the necessary knowledge and skills to effectively manage activities within their respective districts.

- **Detailed Nets/Camps Planning Phase:** Initiate a comprehensive planning phase for upcoming Nets/Camps. This will involve meticulous attention to logistical details, including securing suitable venues in each district, arranging transportation and accommodation for participants and coaches, and procuring all necessary equipment and supplies. A detailed curriculum for the Nets/Camps will be developed, and qualified coaches will be identified and engaged. Budgetary allocations for each aspect of the planning will be finalized.
- **Finalization of District Association Structures:** Conclude the process of establishing well-defined organizational structures for the District Associations. This will involve clearly outlining roles and responsibilities for key office bearers, establishing communication protocols, and developing operational guidelines. The finalized structures will ensure effective governance and coordination of activities at the district level.

#### **July: Foundational Month for Grassroots Cricket Development**

- **Cricket Camps (Weeks 1-2 in Each District):** Implement comprehensive Cricket camps across all designated districts. These camps will serve as the initial point of contact for aspiring young cricketers, providing them with basic skills training, an introduction to the sport's fundamentals, and a fun, engaging environment. The duration of 1-2 weeks per district will allow for sufficient exposure and preliminary assessment of participants.
- **Complete Recruitment of Qualified Coaches and Support Staff:** Prioritize and finalize the recruitment process for highly qualified and experienced cricket coaches and essential support personnel. This includes not only on-field coaching staff but also administrators, first-aid providers, and potentially nutritionists or fitness trainers. Ensuring that each district has access to competent and dedicated staff is crucial for the success of the grassroots program.
- **Initiate Talent Identification Programs During Camps:** Embed talent identification processes within the cricket camps. Qualified scouts and coaches will observe and evaluate participants based on their aptitude, skills, and potential. This early identification will help in creating a talent pool for further development and focused training. Standardized evaluation metrics will be used across all districts to ensure consistency.
- **Finalize Net Practice Facility Sites:** Conclude the site selection and preparation for dedicated net practice facilities in each district. These facilities will provide a consistent and appropriate environment for regular practice and skill refinement for identified

talents. Factors such as accessibility, safety, and potential for future expansion should be considered during site finalization.

- **Begin Forming District Associations: Identify Stakeholders and Form Committees:** Initiate the process of establishing official cricket associations at the district level. This involves identifying key stakeholders within each district, including local sports bodies, school representatives, community leaders, and potential sponsors. Form initial committees with clearly defined roles and responsibilities to oversee and manage cricket activities within their respective districts. This step is crucial for creating a sustainable and locally driven framework for cricket development.



**August: Foundational Month for Cricket Development**

**School Outreach and Cricket Development Programs:**

- Actively continue and expand the **School Outreach** program, focusing on engaging a wider range of schools across the district. Conduct introductory cricket sessions, workshops, and demonstrations to generate interest among students of all age groups.
- Initiate comprehensive **cricket development programs** tailored to different skill levels and age groups. These programs should include structured coaching sessions focusing on batting, bowling, fielding, and wicket-keeping techniques. Explore partnerships with experienced coaches and academies to ensure quality training.

**Inter-School Tournaments Planning:**

- Officially launch the planning phase for the **Inter-School Tournaments**. This includes defining the tournament format (e.g., T20, limited overs), age categories, number of participating teams, match schedules, venues, and necessary logistical arrangements.
- Establish a dedicated committee responsible for overseeing all aspects of the tournament planning and execution. Begin outreach to schools to gauge their interest and secure their participation.

**Net Practice Facilities:**

- Undertake immediate action to **construct or activate existing net practice facilities**. Assess the current availability of nets and identify locations for new construction if needed. Ensure the facilities are equipped with appropriate surfaces, safety measures, and adequate space for multiple players to practice simultaneously.

- Develop a schedule for the utilization of the net facilities by different age groups and coaching programs.

#### **Age-Group Team Selection Criteria and Registration System:**

- Finalize and communicate the **selection criteria** for the various age-group teams (U14, U16, etc.). The criteria should be transparent, objective, and based on demonstrable skills, performance, and potential. Consider conducting trials and talent scouting events to identify promising players.
- Simultaneously, initiate the setup of a user-friendly **registration system** for aspiring young cricketers to enroll in the development programs and participate in selection trials. This system should capture essential player information, contact details, and parental consent where required. Explore online registration platforms to streamline the process and enhance accessibility.

#### **September: Foundational Month for Tournament Kick-off**

- **District-Level Selection Trials (U14, U16, U19, Seniors):** Initiate a comprehensive scouting process across all districts by organizing and conducting selection trials for various age categories (Under 14, Under 16, Under 19, and Seniors). Ensure wide publicity and accessibility of these trials to maximize participation and identify promising talent at the grassroots level. Implement a standardized evaluation process with qualified coaches and selectors to ensure fair and objective assessment of players' skills and potential. Generate detailed reports for each participant, highlighting their strengths and areas for improvement.
- **Open Registrations (with Fees/Discount Options):** Officially open the registration window for the upcoming tournament. Provide clear and user-friendly online and offline registration platforms. Implement a well-defined fee structure, considering different participation levels and categories. Offer attractive discount options for early registrations, multiple team entries from the same institution, or participants from specific socio-economic backgrounds to encourage widespread engagement. Ensure secure payment gateways and provide timely confirmation of registrations.
- **Establish Zonal Boundaries and Appoint Zonal Committees:** Define clear and geographically logical zonal boundaries to facilitate efficient organization and management of inter-school competitions. Establish dedicated zonal committees comprising experienced individuals with expertise in sports administration, coaching, and event management. Clearly define the roles and responsibilities of each zonal committee, empowering them to oversee the planning, coordination, and execution of matches within their respective zones. Conduct orientation sessions for zonal committee

members to ensure alignment with the overall tournament vision and guidelines.

- **Launch Inter-School Competitions:** Officially commence the inter-school competition phase across all established zones. Implement a well-structured schedule of matches, ensuring fair distribution of games and adequate rest periods for participating teams. Utilize appropriate venues with necessary infrastructure and facilities to host the matches. Deploy qualified referees and umpires to ensure fair play and adherence to the rules. Establish effective communication channels to disseminate match schedules, results, and any relevant updates to participating schools and stakeholders. Capture match statistics and highlights to track team performance and individual achievements.

#### October

- **Initiate Regular Coaching Sessions:** Commence consistent and structured coaching sessions for the players who were successfully selected during the initial trials. These sessions should focus on skill development, tactical understanding, physical conditioning, and mental preparation. Coaches should establish clear training plans, monitor player progress, and provide individualized feedback to maximize each player's potential.
- **Finalize and Publicize Inter-District Tournament Schedule:** Develop a comprehensive schedule for the inter-district tournament, including dates, venues, match timings, and specific rules and regulations. Once finalized, the schedule should be formally announced through various channels, such as official notifications to participating districts, website updates, social media announcements, and local media outreach to ensure widespread awareness and allow teams ample time for preparation.
- **Formation of Competitive Teams:** Based on the thorough evaluations conducted during the trials, begin the process of forming well-balanced and competitive teams that will represent their respective districts in the upcoming tournament. Team selection should consider individual player strengths, positional requirements, tactical compatibility, and overall team cohesion. Practice sessions should be organized to foster teamwork and strategic execution.
- **Extensive Community Awareness Campaign:** Launch a comprehensive community awareness campaign to generate excitement and support for the Telangana State Premier League (TSPL) and the various district-level initiatives. This campaign should utilize multiple communication strategies, including distributing informational materials, engaging with local media outlets (newspapers, radio, television), organizing community events and workshops, leveraging social media platforms for updates and engagement, and collaborating with local influencers and community leaders to build enthusiasm and participation.

#### November: Key Activities

### **Inter-District Tournaments (All Age Groups):**

- Organize and execute comprehensive Inter-District Tournaments spanning all designated age categories. This includes finalizing tournament schedules, securing venues across districts, coordinating with district sports authorities, managing participant registrations, ensuring adequate officiating personnel, and arranging necessary medical and logistical support. Focus on promoting widespread participation and identifying emerging talent at the grassroots level.

### **Telangana State Premier League (TSPL) - Trials and Team Formation (if separate):**

- Commence the trial process for the Telangana State Premier League. This involves publicizing trial dates and locations, establishing clear selection criteria, deploying qualified coaches and selectors to evaluate participants, and maintaining transparent and objective evaluation procedures. If team formation is a separate process, initiate discussions with potential team owners or sponsors and establish guidelines for team composition, player contracts, and league participation.

### **Overseas Tours - Logistics Planning:**

- Initiate detailed logistical planning for potential overseas tours. This crucial phase encompasses:
  - **Sponsor Search and Acquisition:** Develop a comprehensive sponsorship proposal outlining the benefits of supporting overseas tours and actively engage with potential corporate sponsors, philanthropists, and government agencies to secure necessary funding.
  - **Paperwork and Documentation:** Begin the extensive process of preparing all required travel documents, including visa applications, passport renewals (if necessary), travel insurance arrangements, and parental consent forms (for junior participants). Research and comply with the entry and exit regulations of potential destination countries.
  - **Itinerary Development:** Draft preliminary tour itineraries, considering factors such as training facilities, competition schedules, cultural exchange opportunities, and accommodation options.
  - **Budget Management:** Develop a detailed budget encompassing travel costs, accommodation, meals, training expenses, competition entry fees, and contingency funds.
- **Communication and Coordination:** Establish clear communication channels with relevant stakeholders, including potential host organizations, travel agencies, and participating athletes and their families.

### **December**

- **Inter-District Tournaments:** Conduct the concluding stages of the inter-district tournaments across all participating sports. Ensure comprehensive logistical arrangements, including venues, officiating personnel, and communication channels for

participating teams and stakeholders. Analyze the results and identify high-potential athletes for further development.

- **Zonal Competitions:** Organize and host zonal-level competitions, featuring the top-performing district teams from each designated zone. These competitions serve as a crucial platform to assess talent at a higher level and foster competitive spirit among the regions. Streamline the scheduling and coordination of matches across different zones.
- **Performance Evaluation:** Undertake a thorough evaluation of the recently concluded training camps, athlete selection processes, and the inter-district and zonal tournaments. Gather feedback from coaches, participants, and organizers to identify areas of strength and areas requiring improvement in the talent identification and development pathway. Analyze data related to athlete performance and participation rates.
- **Overseas Tour Teams and Dates:** Finalize the selection of athletes for upcoming overseas tours based on their performance evaluations and potential. Determine suitable tour destinations and propose specific dates, taking into account the athletes' training schedules, academic commitments, and international competition calendars. Secure necessary approvals and initiate travel and accommodation arrangements.

### January: Key Initiatives

#### **1. Elevating Player Exposure and Skill through International Competition:**

- **Strategic Selection and Deployment:** Identify high-potential teams across various age groups and skill levels for participation in strategically chosen overseas tournaments. Define clear selection criteria based on performance, coach recommendations, and potential for growth.
- **Comprehensive Pre-Tournament Preparation:** Implement focused training regimens prior to departure, addressing specific areas for improvement identified through performance analysis. Include sessions on tactical awareness, physical conditioning, and mental fortitude to ensure teams are well-prepared for international competition.
- **Logistical and Administrative Support:** Streamline the visa application process, travel arrangements, and accommodation logistics to minimize disruption and allow teams to focus on their training and performance. Assign dedicated chaperones and support staff to ensure the well-being of the players.
- **Performance Monitoring and Feedback:** Establish clear performance objectives for each tournament and implement robust tracking mechanisms. Conduct post-tournament debriefings with players and coaches to analyze performance, identify areas for development, and extract valuable learning experiences.

#### **2. Fostering Elite Talent Development through Centralized Training:**

- **Establishment of a High-Performance Training Environment:** Design and implement a centralized training camp that provides elite players with access to world-class coaching, state-of-the-art facilities, and comprehensive support services.

- **Curriculum Development and Expert Coaching:** Develop a rigorous and progressive training curriculum that focuses on advanced technical skills, tactical understanding, physical conditioning, and sports psychology. Engage experienced and qualified coaches with a proven track record of developing elite athletes.
- **Individualized Player Development Plans:** Conduct thorough assessments of each player's strengths and weaknesses to create personalized development plans that address their specific needs and goals. Regularly review and adjust these plans based on progress and performance.
- **Competitive Training Environment:** Facilitate a highly competitive training environment that pushes players to their limits and fosters a culture of continuous improvement. Organize internal scrimmages and matches against high-level opposition to simulate competitive scenarios.
- **Integration of Support Services:** Provide access to a multidisciplinary team of support staff, including sports scientists, physiotherapists, nutritionists, and mental performance coaches, to ensure holistic player development.

### 3. Launching a Successful Telangana State Premier League (TSPL):

- **Comprehensive Marketing Strategy:** Develop and execute a multi-faceted marketing campaign to generate widespread awareness and excitement for the TSPL among target audiences, including sports enthusiasts, potential sponsors, and the local community. Utilize various channels such as digital marketing, social media, traditional media, and public relations.
- **Strategic Partnership Development:** Identify and secure mutually beneficial partnerships with key stakeholders, including corporate sponsors, media outlets, and community organizations. Clearly define partnership benefits and deliverables to ensure long-term engagement and value creation.
- **Flawless Logistical Planning and Execution:** Meticulously plan and manage all logistical aspects of the TSPL, including venue selection and booking, scheduling of matches, player registration and management, officiating arrangements, security protocols, and broadcasting/streaming arrangements. Develop contingency plans to address potential challenges and ensure smooth execution of the league.
- **Engaging Fan Experience:** Create a vibrant and engaging fan experience at all TSPL events. Implement fan-friendly initiatives such as interactive activities, entertainment, merchandise sales, and opportunities for fan interaction with players.
- **Clear Communication and Stakeholder Management:** Establish clear communication channels with all stakeholders, including teams, players, sponsors, media, and the local community. Provide regular updates and address any concerns promptly and effectively.

### February

- **High-Performance Camps for Selected Players:** Organize and execute intensive training camps designed to elevate the skills and tactical understanding of identified high-potential players. These camps should focus on advanced techniques, physical conditioning, and strategic gameplay, potentially involving expert coaches and specialized training methodologies. Player selection criteria should be clearly defined

and communicated beforehand, and post-camp evaluations should be conducted to assess player progress.

- **TSPL Marketing Campaign Launch:** Initiate a comprehensive marketing campaign to generate significant awareness and excitement for the Telangana State Premier League (TSPL). This campaign should encompass various channels, including digital marketing (social media, website, online advertising), traditional media (print, radio, potentially television), public relations efforts, and on-ground promotional activities. Key objectives of the campaign include increasing viewership, attracting potential sponsors, and building a strong brand identity for the TSPL. Develop a detailed marketing plan with specific timelines, target audiences, key messages, and measurable outcomes.
- **Finalize Player Rosters and Secure Officials:** Complete the process of confirming all participating teams' player rosters, ensuring compliance with league regulations and eligibility criteria. Simultaneously, finalize the selection and engagement of all necessary game officials (referees, umpires, etc.). This includes negotiating contracts, conducting background checks if required, and providing necessary training and guidelines to ensure fair and professional officiating throughout the TSPL season.

### **March: Telangana State Premier League (TSPL) - A Comprehensive Plan**

#### **Hosting the Telangana State Premier League (TSPL) at LB Stadium:**

- **Venue Finalization and Logistics:** Secure final confirmation for LB Stadium booking for the entire duration of the TSPL. This includes confirming dates, timings, and access to all necessary facilities (practice pitches, changing rooms, media area, hospitality boxes, parking). Develop a detailed logistical plan covering setup (stage, banners, seating arrangements), security, power supply, and emergency protocols. Assign responsibilities to specific teams or individuals for each aspect.
- **Team Participation and Coordination:** Finalize the list of participating teams. Establish clear communication channels with team management regarding match schedules, player registration, code of conduct, and logistical support required by each team (e.g., practice slots). Organize a pre-tournament briefing session with team captains and managers.
- **Ticketing and Access Control:** Determine the ticketing strategy (pricing, categories, online/offline sales). Implement a robust system for ticket sales and distribution. Develop a comprehensive access control plan for players, officials, media, and spectators to ensure smooth entry and security at LB Stadium during match days. Coordinate with stadium authorities on crowd management and safety measures.
- **Match Day Operations:** Develop a detailed schedule for each match day, including pre-match preparations, match timings, breaks, and post-match activities. Assign roles and responsibilities to the operational team (e.g., ground staff, umpires liaison, VIP management, information desk). Ensure availability of medical support and emergency services on-site.

#### **Comprehensive Promotional Activities During TSPL:**

- **Social Media Campaign:**

- **Content Calendar:** Create a detailed social media content calendar spanning the entire duration of TSPL. This should include match previews and reviews, player spotlights, behind-the-scenes content, fan engagement initiatives (contests, polls, Q&A sessions), highlights, and sponsor acknowledgments.
- **Platform Strategy:** Utilize relevant social media platforms (e.g., Twitter, Instagram, Facebook, YouTube) to reach a wide audience. Tailor content to each platform's specific audience and format.
- **Hashtag Strategy:** Develop a unique and memorable tournament hashtag and encourage its widespread use. Track engagement and identify trending content.
- **Influencer Marketing:** Partner with relevant sports influencers and local personalities to promote TSPL and generate buzz.
- **Live Updates and Engagement:** Provide real-time match updates, engaging commentary, and respond to fan queries on social media platforms.
- **Paid Advertising:** Allocate budget for targeted social media advertising campaigns to increase reach and awareness.
- **Press and Media Outreach:**
  - **Press Releases:** Issue regular press releases announcing the tournament, match schedules, key highlights, and results.
  - **Media Partnerships:** Establish partnerships with local and national newspapers, television channels, and sports websites for media coverage.
  - **Press Conferences:** Organize pre-tournament and post-match press conferences with key players and organizers.
  - **Media Accreditation:** Develop a clear process for media accreditation and provide necessary facilities for journalists covering the event.
  - **Photo and Video Coverage:** Ensure comprehensive photo and video coverage of all matches and promotional events for media distribution and archival purposes.
- **On-Ground Promotions at LB Stadium:**
  - **Branding and Signage:** Implement extensive branding and signage within and around LB Stadium to create a strong tournament identity.
  - **Fan Engagement Activities:** Organize interactive fan engagement activities during match breaks (e.g., contests, giveaways, entertainment).
  - **Sponsor Activations:** Facilitate opportunities for sponsors to engage with the audience through on-ground activations and branding.
  - **Merchandise Sales:** Set up merchandise stalls selling TSPL-branded items.
- **Digital Presence:**
  - **Official Tournament Website:** Develop a dedicated tournament website with comprehensive information on schedules, teams, players, results, news, and ticketing.
  - **Live Streaming:** Explore options for live streaming matches on digital platforms to reach a wider audience.
  - **Mobile App:** Consider developing a mobile app for real-time updates, news, and fan engagement.
- **Community Engagement:**

- **School Outreach Programs:** Organize initiatives to engage with local schools and promote the sport.
- **Charity Tie-ups:** Partner with local charities to raise awareness and funds through the tournament.
- **Meet and Greets:** Organize opportunities for fans to meet and interact with players.

### **April Activities and Planning**

- **Post-TSPL Evaluations and Media Summaries:** Conduct a comprehensive analysis of all evaluations received following the recent TSPL (Telangana State Programme for Learning) initiative. This includes a detailed review of participant feedback, instructor assessments, and any other relevant evaluation metrics. Furthermore, compile thorough summaries of media coverage related to the TSPL, noting key themes, public perception, and any areas of significant attention. This in-depth analysis will provide valuable insights into the successes and areas for improvement of the programme.
- **Gather Feedback from All Stakeholders:** Implement a systematic process for collecting feedback from all individuals and groups involved in the TSPL. This includes engaging with students/participants to understand their learning experiences, instructors to gather their perspectives on curriculum delivery and effectiveness, administrative staff to assess operational efficiency, partner organizations to evaluate collaboration effectiveness, and potentially community members or employers to gauge the broader impact of the programme. Employ diverse methods for feedback collection, such as surveys, focus group discussions, and individual interviews, to ensure a comprehensive understanding of stakeholder perspectives.
- **Plan Next Cycle: Update Curriculum, Partnerships, and Processes:** Based on the findings from the post-TSPL evaluations, media summaries, and stakeholder feedback, develop a detailed plan for the next cycle of the programme. This planning phase should involve a thorough review and potential revision of the existing curriculum to enhance its relevance, engagement, and alignment with learning objectives. Explore opportunities to forge new partnerships or strengthen existing collaborations to expand the reach and impact of the programme. Critically examine current operational processes and identify areas for optimization and improvement in areas such as participant recruitment, programme delivery, resource allocation, and communication strategies. This comprehensive planning will ensure a more effective and impactful programme in the subsequent cycle.

## **May Activities and Planning**

### **District Heads Retreat:**

A comprehensive review and strategic planning retreat will be conducted for all district heads.

The primary objectives of this retreat are to:

- Evaluate the performance and outcomes of the current operational year.
- Identify key successes, challenges, and areas requiring improvement.
- Foster collaborative discussions and knowledge sharing among district leaders.
- Develop actionable strategies and goals for the upcoming year.
- Enhance leadership skills and alignment across all districts.
- Strengthen communication and teamwork within the leadership team.

### **Finalizing Improvements for Next Year:**

Based on the insights gained from the district heads' retreat and ongoing feedback, the process of finalizing improvements for the next operational year will be undertaken. This will involve:

- Prioritizing identified areas for enhancement.
- Developing detailed plans and timelines for implementing changes.
- Allocating necessary resources and assigning responsibilities.
- Establishing clear metrics for measuring the impact of implemented improvements.
- Communicating the finalized improvements to all relevant stakeholders.

### **Early Planning for Cricket Camps (June):**

Initial planning activities for the Cricket camps scheduled in June will commence in May.

This early planning phase will include:

- Defining the theme, objectives, and target audience for the Cricket camps.
- Developing preliminary program outlines and activity schedules.
- Identifying potential camp locations and assessing their suitability.
- Estimating budget requirements and exploring funding opportunities.
- Initiating the process of recruiting and training camp staff and volunteers.
- Developing initial marketing and communication strategies to promote the Cricket camps.