

## **A New Initiative from CRICKETERS' FOUNDATION:**

Cricket like any other sport is a highly competitive sport. Even though it is a team sport, each individual is expected to perform a specific task under certain conditions. This creates a lot of stress and sometimes disappointment especially among the young aspiring cricketers. Modern cricket with increased media exposure, big money, big investment and peer pressure makes it a tough world for these young cricketers to perform and succeed. Hence apart from physical training, mental training is equally important if not more. With this in mind, Cricketers' Foundation would like to play a role in facilitating mental training services for young talented cricketers in the age group of 13 year to 22 years.

By partnering with Mind Sports, a professionally run organization of Sports Psychologists and Sports trainers, Cricketers' Foundation will fund the various mental toughness training programs which will help these young cricketers in performance enhancement and stress management.

The role of Cricketers' Foundation will be that of a facilitator, a link with the right mental training facility with the expenses borne by the Trust. Apart from mental conditioning, our objective is also to help address the problem related to mental health. Mental illness is an under reported but a significant problem among the new crop of cricketers who are seeking instant gratification, who are leading a life dictated by social media, who are struggling with other pressures that they face.

Mugdha Bavare Dhamankar, the Founder of Mind Sports says "Physical strength will get you to the start line. But Mental Strength will get you to the finish line".

Cricketers' Foundation seeks patrons / sponsors who can contribute to the foundation to further its cause or adopt a cricketer(s) over a longer term mental training services package anywhere between 1 year to 2 years costing INR 60,000 for 1 year and INR 120,000 for 2 years. Tax benefit for contributions made to a Charitable Institution can be claimed as a deduction under Sec 80G of the Income Tax Act by any assessee. These donations are eligible for 50% deduction subject to 10% of adjusted Gross total Income. The Institution has to satisfy conditions mentioned in Sec 80G(S)

*For more information on Mind Sports, visit <http://mindsports.in/about-ms.html>*