



Press Release

IOCL and NSDF collaborate to provide support for Indian female athletes

New Delhi, March 14, 2024: March 14, New Delhi: IndianOil Corporation Limited (IOCL) and the National Sports Development Fund (NSDF) have joined forces to empower female athletes in India through the "IndianOil Shakti Project." This ambitious initiative aims to provide comprehensive support to 30 talented young women (under 23 years old) training in middle and long-distance running disciplines (800m, 1500m, 3000m steeplechase, and 5000m).

The project, spanning 36 months starting from the fiscal year 2024-25, will meticulously select athletes based on their performance in rigorous assessment camps. These camps will evaluate physical fitness, psychological well-being, strength, and conditioning. The project acknowledges exceptional talent above the age of 23 and allows the Steering Committee to make discretionary selections.

Demonstrating its commitment to social responsibility, IOCL will contribute a significant sum of ₹15.68 crore over the 36-month period to the NSDF through its Corporate Social Responsibility (CSR) program. This crucial funding will be released based on achieving project milestones.

Selected athletes will undergo intensive training at the Sports Authority of India (SAI) center in Bengaluru or other designated locations depending on their specific needs. Their progress will be closely monitored through short-term (yearly) and long-term (3-yearly) plans with defined performance benchmarks.

The NSDF has entrusted the project's implementation to the Sports Authority of India. A dedicated Steering Committee will oversee the athlete selection process, monitor their progress, and conduct regular reviews.

The "IndianOil Shakti Project" prioritizes propelling female athletes towards international sporting glory. It will offer comprehensive support, including training, sports science expertise, nutritional guidance, essential equipment, and exposure to domestic and international competitions.