

SOCIAL IMPACT

MEASUREMENT REPORT 2020



Passion for cricket

Passion for improving the quality of life of players

Passion for uplifting the community

Prepared and Presented by

**S.P. Mandali's Prin. L. N. Welingkar Institute of
Management Development & Research (WeSchool),
Bengaluru**

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FOREWORD BY DR. MAHANTESH G. KIVADASANNAVAR

Along with my entire Samarthanam family, I feel extremely delighted to present to you the impact study on Blind Cricket conducted in association with Prin. L. N. Welingkar Institute of Management Development and Research, Bengaluru.



Nagesh and I took the initiative and co-founded Cricket Association for the Blind in India (CABI) in 2010- 2011 due to our personal passion for cricket. We took over the mantle from Mr. George Abraham to manage blind cricket in India when it was like a sinking ship. Blind cricket was at its lowest both in India and abroad when our predecessor organisation handed over the responsibility to Samarthanam. Samarthanam Trust for the Disabled is a formidable force to reckon with. The progress of blind cricket and CABI in the last decade has been made possible by the unstinting and unwavering commitment, dedication and support from the Samarthanam team. We have invested financial resources and intangible “Goodwill” of Samarthanam into the activities of CABI. The fundraising support from the finance team and role of communication and media team has been exemplary. CABI leveraged on Samarthanam’s talented and committed human resources to deliver excellent results.

Samarthanam continues to think innovatively, identify opportunities to extensively work on impactful social projects. Even though we created an independent organisation like CABI, Samarthanam plays the role of a parent and a patron. Samarthanam considers CABI as its own baby and ensures that at every step CABI grows with all our support.



Just as parents borrow loans to educate their kids, Samarthanam has borrowed money in the absence of funds to conduct various tournaments. Together we have effectively and efficiently executed the vision and objectives of CABI.

We never imagined we could make such a deep impact on the visually impaired community and the society through blind cricket. We have toiled to make blind cricket what it is today and create an impact in our country and at a global level. The outcome and the findings of this study are very encouraging and rewarding. We feel honoured and proud of our achievements so far. With the positive insights from the report, we look forward to the future with excitement and delight and they motivate us to aspire and do more.

Dr. Mahantesh G.Kivadasannavar

Founder and Chairman, Samarthanam International

President -World Blind Cricket Ltd (WBC) and Cricket Association for the Blind in India (CABI)



INTRODUCTION



India has the largest population of blind on the planet. Close to 20% of the world's visually impaired live in India which roughly estimates to 15 million blind people. According to the National Blindness and Visual Impairment Survey (2019), blindness is more pronounced among illiterates as compared to literates. Around 3.23% illiterates are blind and 0.43% literates are blind. Blindness is more prevalent in rural population (2.14%) as compared to urban (1.8%).

Visually impaired are denied basic right to education as majority of them live in poverty. This sets in the vicious cycle of illiteracy and poverty. Most of the blind children are highly neglected, they lack opportunities to grow and flourish (Leahy,2020). Past studies indicate that the people with disabilities are more likely to lead a sedentary lifestyle (Rimmer et al., 1997).

Extremely low levels of self-reported physical activity in people with severe physical disabilities exposes them to a higher risk of secondary health conditions (Rimmer et al., 1999). Persons with visual impairment lack accessibility to buildings and equipments and experience barriers in accessing parks, open spaces and using the public transport system. Their social network is also limited (Alma et al., 2012; Siu,2012; Elmar et al., 2012). Majority of them are unable to get proper training to enter the workforce. Thus, there is a need to prepare them for life where they are confident of their own abilities and economically self-sufficient.

Sports for social development is a method of bringing about change in the society through the medium of sports. Physical activity benefits the individual's development, their health, their social and economic life. Sports can help visually impaired learn life skills, empower them and enable their inclusion into the mainstream society.



WHO ARE WE?

We believe sport for the blind is a rightful pursuit. We are the apex body for governing, organizing and developing cricket for blind in India. Our objective is to use competitive cricket and enable the visually impaired to look at life positively, gain confidence and strive to be winners. Cricket broadens their outlook by travelling within the country and outside and gives them a chance to interact with people from various cultural backgrounds. We provide a platform to showcase their cricketing talent and ability. We envision to establish a strong cricketing ecosystem exclusively for the visually impaired. We are **CRICKET ASSOCIATION FOR THE BLIND IN INDIA (CABI)**.




27,200
 Subscribers

 **17,843** Followers
 **7,436** Followers
 **364** Followers

MILESTONES SINCE INCEPTION (2010-2020)

2010

- **Formation of CABI**
- National Cricket Tournament for the Blind at Bengaluru
- India-England Series in England, India won the series

2011

National Cricket Tournament for the Blind at Mysore (Mysore Dasara Cup)

- **1st T20 World Cup for the Blind-Indian Blind Cricket team**
- **NDTV Spirit of Sports Award- Life time achievement Award for contribution in the field of Sports against all odds**
- India-Pakistan series in Chennai, India - India won both the ODI and T20 series
- National Cricket Tournament for the Blind at Dharwad and Kochi

2012

2013

National Cricket Tournament for the Blind at Bengaluru

2014

- **4th ODI World Cup for the Blind-Indian Blind Cricket team**
- India-Australia Series in India. India won the series.
- National Cricket Tournament for the Blind at Hyderabad

2015

- Invitational National Cricket Tournament for the Blind at Hyderabad
- India-England Series in England. India was victorious.
- National Cricket Tournament for the Blind at Delhi

2016

- **1st T20 Asia Cup - Indian Blind Cricket Team**

- **Padmashri Award- Shekar Naik, Former Captain of W.B.C**
- Invitational National Cricket Tournament for the Blind at Hyderabad

2017

- India-England Series in England. India was victorious.
- National Cricket Tournament for the Blind at Delhi

2018

- 5th ODI World Cup for the Blind-Indian Blind Cricket team
- **CNBC TV18 India Business Leader Award- Outstanding contribution to Brand India**
- **National Award for Best sportsman with Disability- Award for Best sportsman with Disability**
- India - Sri Lanka Bilateral Series in Colombo
- India and England bilateral series
- India – England- Sri Lanka Triangular Series
- India and Sri Lanka bilateral series
- Inaugural Nagesh Trophy: Winners – Odisha; Runner up-Andhra Pradesh
- Runners up – Andhra Pradesh

2019

- **Open Republic TV Award**
- **Republic TV Award- Special Jury mention category**





Indian Blind Cricket Team after winning 1st T20 World Cup 2012



Hon'ble President Shri Pranab Mukherjee felicitated Indian Blind Cricket Team after winning the 1st Ever T20 World Cup 2012

We are working towards changing social behaviours of visually impaired and the society through the medium cricket thus catalysing social development and change. Through this work, we proudly align ourselves with the United Nation Sustainable Development Goals (UN SDGs) No.3, No.10, No.11 & No.16 to promote good health and wellbeing, reduce inequalities, sustainable cities and communities and peace, justice and strong institutions.



4. IMPACT ASSESSEMENT FRAMEWORK - This social impact study has been independently conducted by Centre of Excellence for Consultancy Projects (CECP), Prin. L. N. Welingkar Institute of Management Development and Research, Bangalore. Prof. Dr. Jyoti Joshi Pant and Prof. Dr. Madhumita Guha Majumder brought subject matter expertise and objectivity in the measurement process. The details of the study are given below:

This study uses the broad framework designed by European Venture Philanthropy Association (EVPA) to measure impact. Accordingly, the following four phases have been used in the measurement process:

Table 1 Structure of the impact assessment framework

Phase	Activity	Stakeholder	Methodology
1	Purpose of the Social Impact Study	Top Management of CABI, State Boards Members across 4 zones	In-depth Structured Qualitative Interviews
2	The Stakeholder's Insights	Top Management of CABI, State Board Members and Players	In-depth Qualitative Interviews
3	The Cricketer's Perception - Measuring Results	Cricket Players	Quantitative Survey
4	Valuing Impact	Successful International Cricket Players (Mr. Sukhram Majhi and Mr. Lokesh)	In-depth Interviews

We have been working on the social purpose of organizing and promoting blind cricket for over a decade now. It is therefore the right time to assess the impact of our interventions.

For a social/not for profit organization like us, impact assessment is important for all the stakeholders of the ecosystem like funding agencies, implementors and the decision makers. However, measuring impact is difficult because it is multifaceted and consists of tangible outcomes and intangible change that occurs over a long period of time (CII, 2019).

The results enclosed in this report is a reassurance to our current donor organizations that their money on blind cricket is well spent.

The success stories will strengthen our fund-raising efforts and sponsorships in the future. With these insights we intend to refine and improve our programs at CABI and make more informed strategic decisions.

In this section through various data visualisation and statistical techniques, we present to you the insights from the top management of CABI, affiliate state board members and zonal presidents. we highlight the social problems blind cricket is aiming to solve and the challenges faced by them in the process.

4.1 PURPOSE OF THE SOCIAL IMPACT STUDY

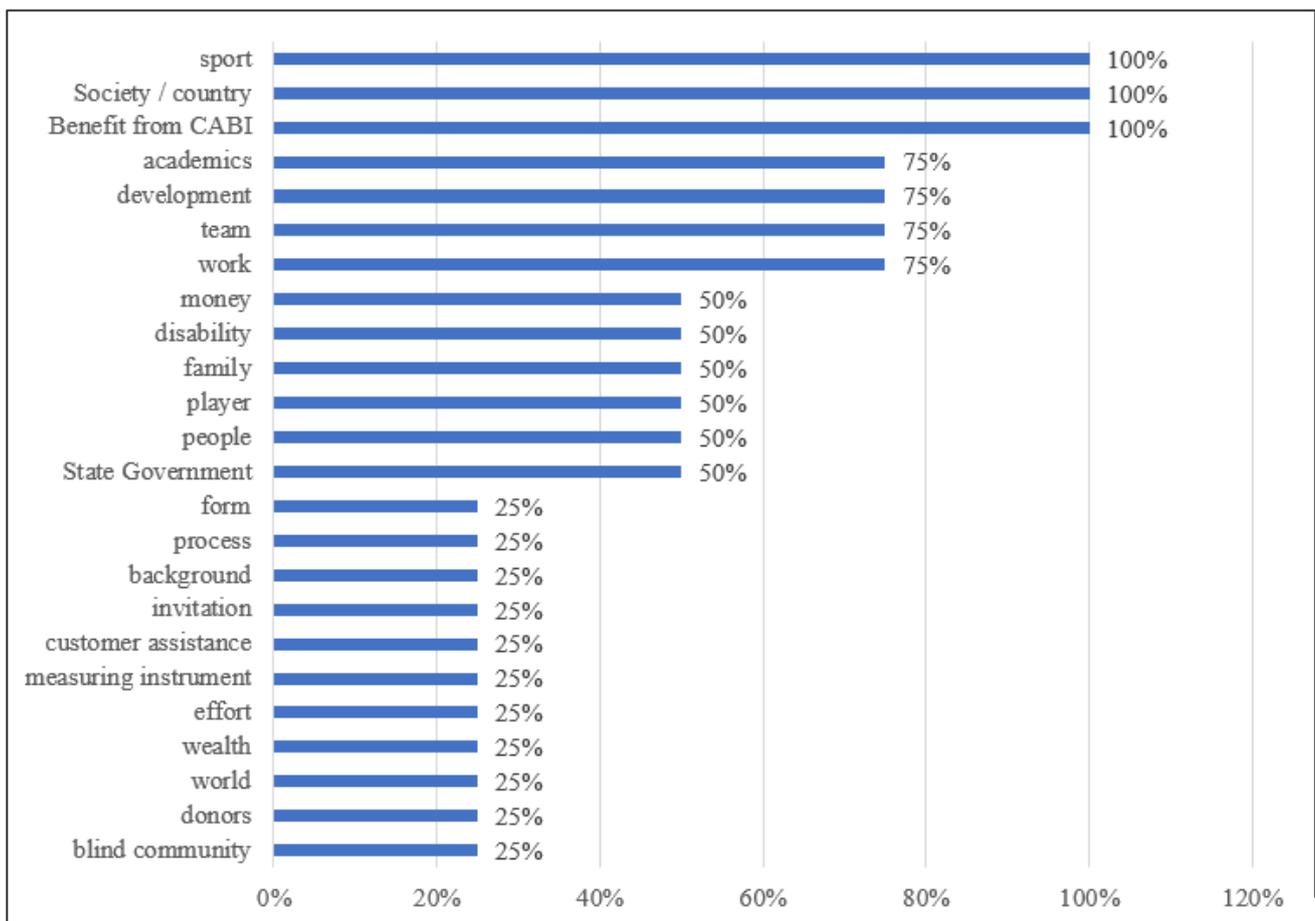
According to Mr. Mahantesh, President, CABI, the objective of measuring the social impact is to assess *“What is the outlook of the individual and what is the perception of the society, ... we want to understand and measure this, so that we can continue to put efforts in the right direction playing to our strengths and creating positive change in the lives of people with disabilities....”*.



Mr. Mahantesh
President, CABI

Similar ideas have been reflected by most of the founding members and officials of CABI (figure 1).

Figure 1 Purpose of the Social Impact Study



Based on figure 1, the purpose of this social impact study as expressed by various stakeholders is :

- To assess the extent of benefit that an individual player, his family as well as the entire blind community is receiving from blind cricket and CABI.
- To work towards academic development of the players and their employment.
- To convince the funding agencies and donors about the benefit of blind cricket.
- To seek monetary support from union and state governments for the national and state level players .
- To measure current progress and provide future guideline for CABI's activities and actions.

4.2 THE STAKEHOLDER'S INSIGHTS

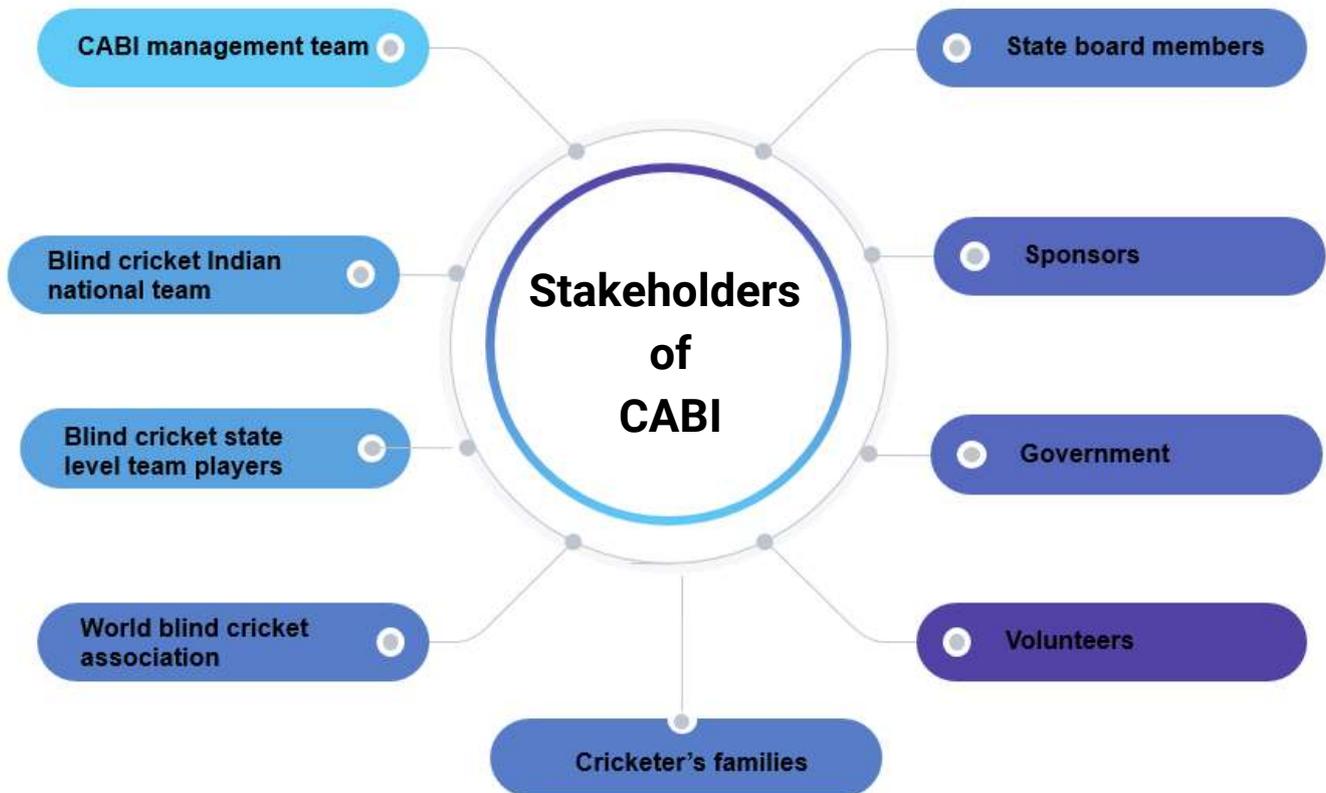
A multi-stakeholder approach has been used to assess the social problems CABI trying to solve and the challenges faced by it. This will enable a more accurate understanding and measurement of its work. On the relevance of this study,

Mr. Shailender Yadav, North Zone Secretary, CABI strongly believes, *"It will help corporate and governments understand why they should invest their money on blind cricket; because whoever wants to invest would first want to see the growth and outcome."*



Mr. Shailender Yadav
North Zone Secretary,
CABI

STAKEHOLDER MAPPING OF CABI :

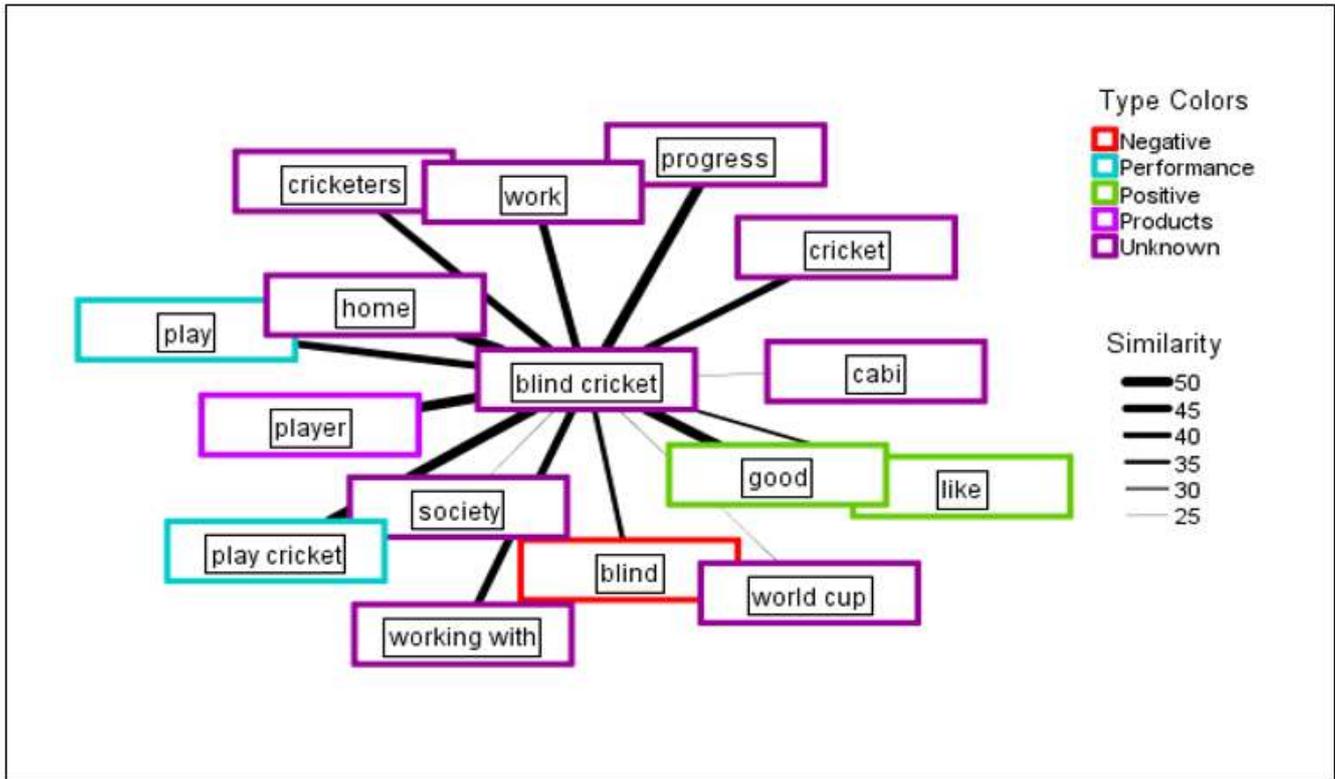


4.2.2 OBJECTIVES OF BLIND CRICKET

In-depth interviews of stakeholders reveal a few dimensions around the objectives of blind cricket (Figure 2).

- Blind cricket is a good medium for the progress of the blind cricketers in the society.
- Playing cricket, positively impacts their performance both at home and work.
- By working with the blind CABI has done good work which led to winning the world cup.

Figure 2 Objectives of Blind Cricket



4.2.3. SOCIAL PROBLEMS ADDRESSED BY BLIND CRICKET

In the context of the social problems that CABI is trying to solve Mr. Satish Viswanathan, Non Executive Director, CABI is of the view that *“We are trying to make the lives of blind and visually impaired people as close to mainstream as possible. We want to tell them that even if they can’t see, there is a game where rules have been adapted so that they can play and enjoy it”*.



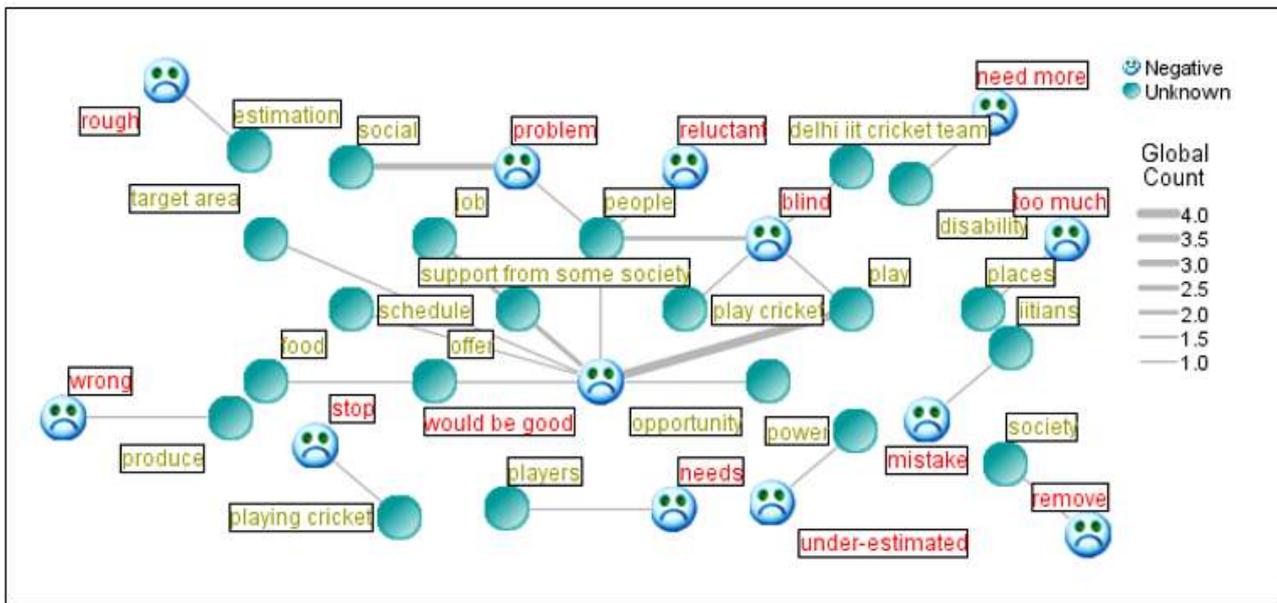
Mr. Satish Viswanathan
Non Executive Director,
CABI

The key social problems CABI is trying to solve through blind cricket as envisaged by the stakeholders are (figure 3).

- Disability becomes a roadblock for blind to undertake normal activities as they are stopped by family members from playing regular cricket.
- Players need more support from the society.

- The talent and capability of visually challenged players is under-estimated.
- People are reluctant to provide opportunity to the visually challenged players.

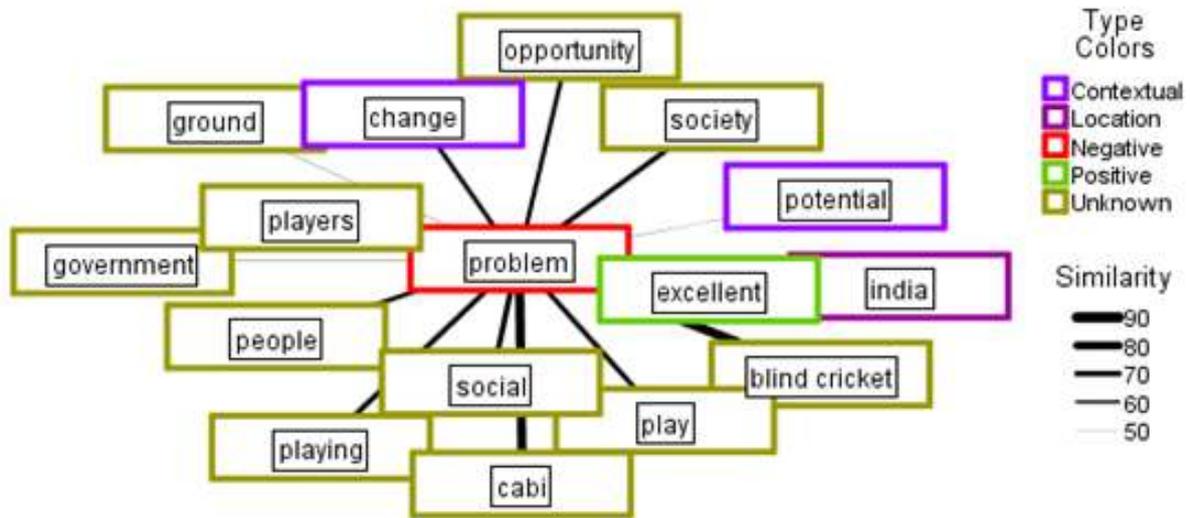
Figure 3: Social Problems addressed by CABI



CABI and its stakeholders believe that cricket is a panacea to solving many social problems associated with the visually impaired community (figure 4).

- Blind cricket is an excellent medium to bring change in the perception of the Indian society.
- It has great potential to reduce inequality and bring justice to the society, therefore the central and state governments should come forward to support CABI.

Figure 4 Blind Cricket: A Solution to many Social Problems



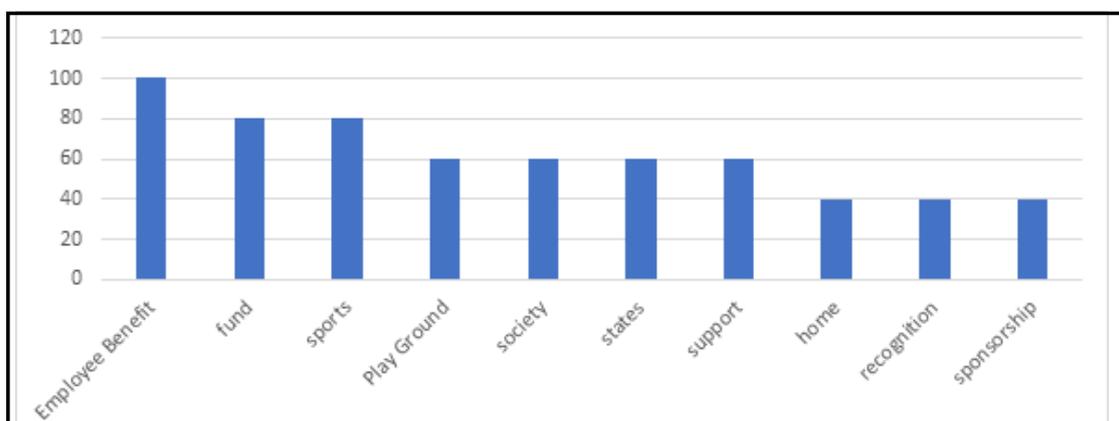
4.2.4 MAJOR CHALLENGES FACED BY CABI

While assessing the social impact, it is very pertinent to keep in mind the various challenges faced by any social enterprise. When talking about challenges, Mr. David John, General Secretary, CABI expresses concern on the lack of recognition of the blind players *“If Rohit Sharma hits 264 in one-day match, he will straightaway get Rs 2,64,000 on that particular day if it was the highest score by a player...why our blind players don’t get it? They are also playing for the country. First of all the players have to be recognized”* Figure 5 exhibits the key challenges expressed by the various stakeholders.



Mr. David John
General Secretary,
CABI

Figure 5: Challenges faced by CABI as affirmed by stakeholders

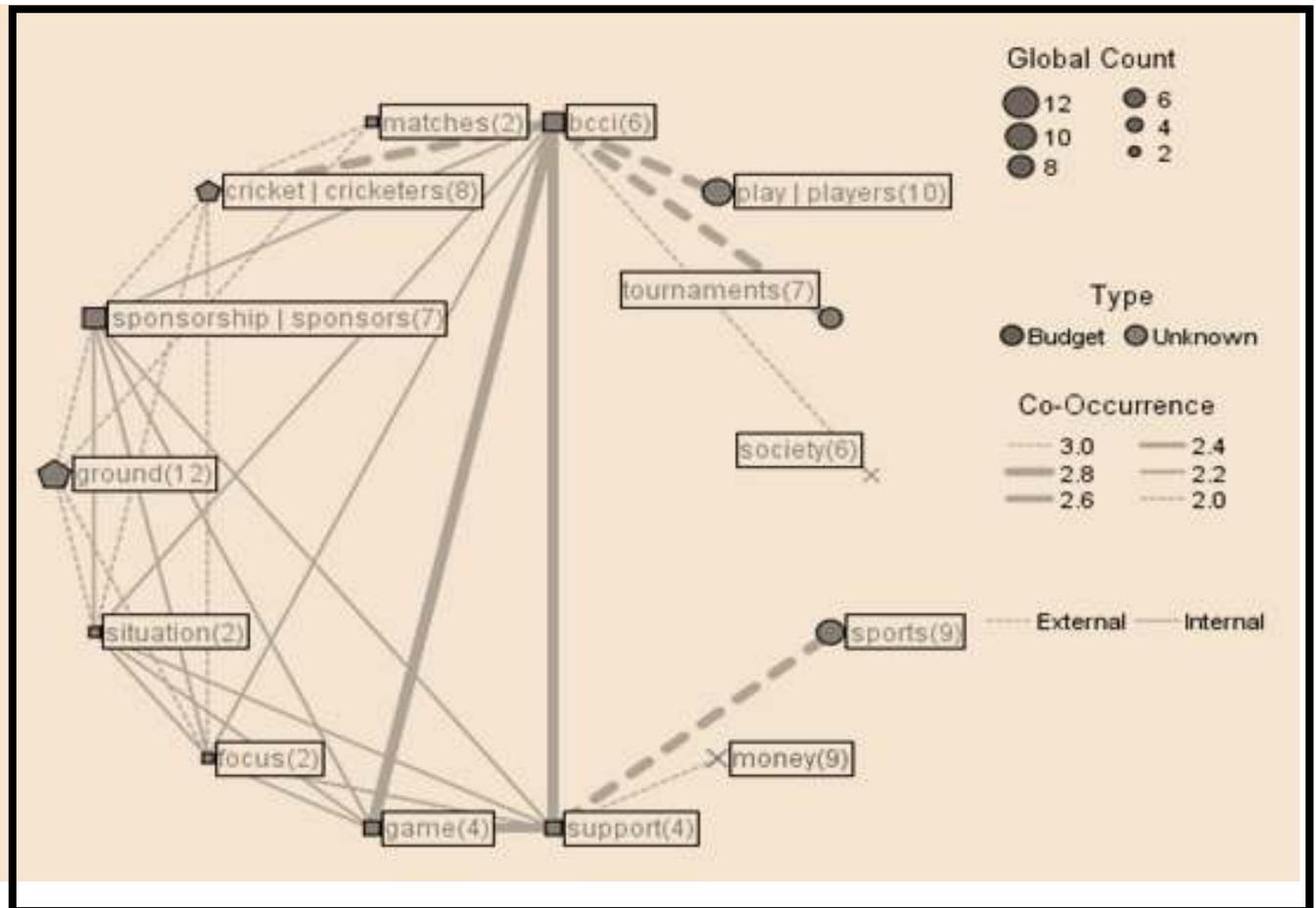


-
- Due to lack of employee benefits and market compensation, CABI is unable to attract good talent.
 - Funds remain the biggest challenge, as both central government as well as state government do not recognise blind cricket.
 - Lack of dedicated grounds and infrastructure prevent CABI from conducting round the year coaching camps.
 - Mindset of society, lack of support from the state government and state boards is another impediment.
 - Lack of family support and financial problems at home prevent players from taking up blind cricket professionally.
 - In spite of winning worldcup in ODI and T20 formats, there is lack recognition and sponsorship for blind cricket and the players.

Many organisational challenges are linked and related to one another. The relationships between various challenges are depicted in figure 6 below. Based on that it can be inferred that:

- Blind cricket as a game needs recognition from Board of Control for Cricket in India (BCCI).
- More cricket tournament and matches must be organized to promote blind cricket
- Visually challenged players/cricketers look towards BCCI for recognition and support as the mainstream cricket
- Recognition from BCCI will promote sponsorship and make of blind cricket more financially viable. This will enable more cricketers to be pursue it as a full-time profession.

Figure 6: Relationship between Organisational Challenges



4.2.5 FUNDING RELATED TO BLIND CRICKET

A deeper data analysis confirms lack of funds as a major challenge represented through various graphs (figure 7, 8 & 9). According to Mr. Kumaraswamy, Sr. Manager, Corporate “We have ambitious plans and high aspirations for blind cricket but we have not been able to work towards them due to paucity of funds.... Streamlining of 30 affiliate state cricket boards has also been a challenge.”



Mr. Kumaraswamy
Sr. Manager Corporate,
Samarthanam

Analysis of funding related to blind cricket reveals that

- Unlike mainstream cricket, the money in blind cricket is limited.
- The cricketers and state boards expect more technical support from the state governments.
- More money will create better social impact through blind cricket.

Figure 7 Funding related to blind cricket

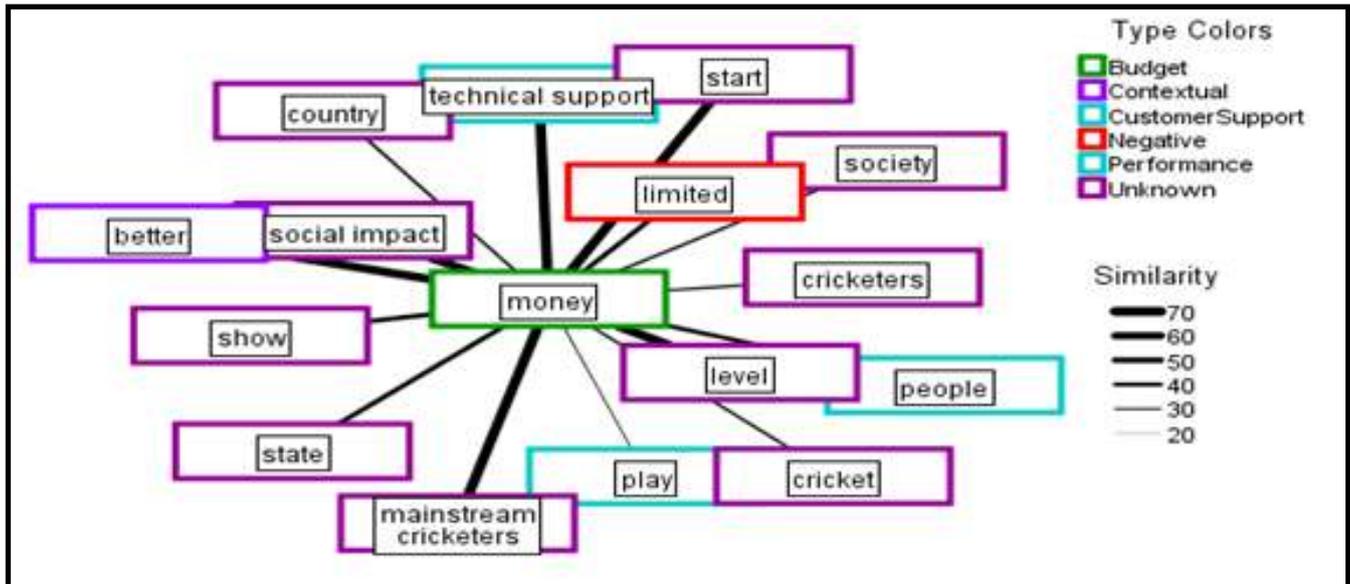
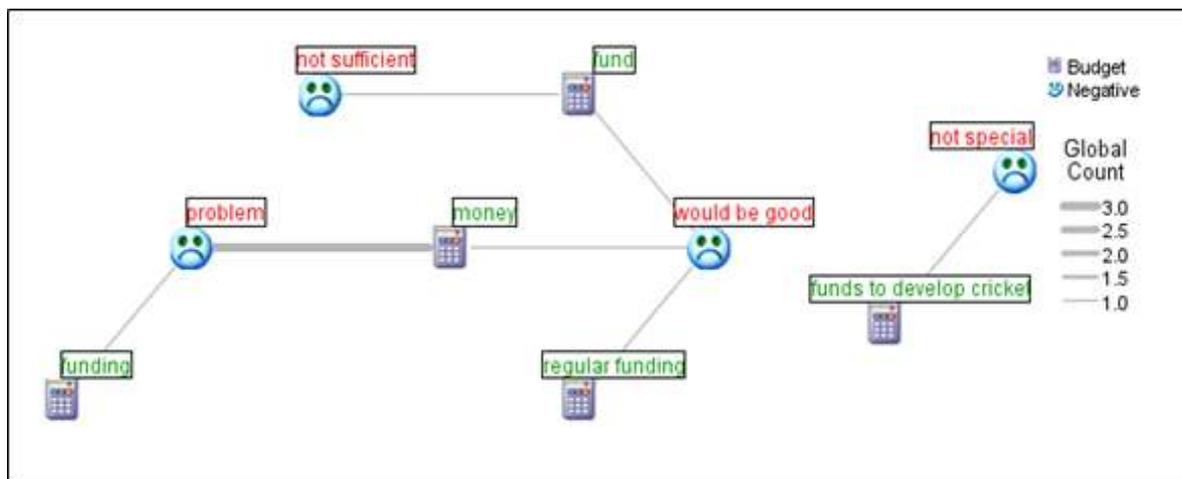
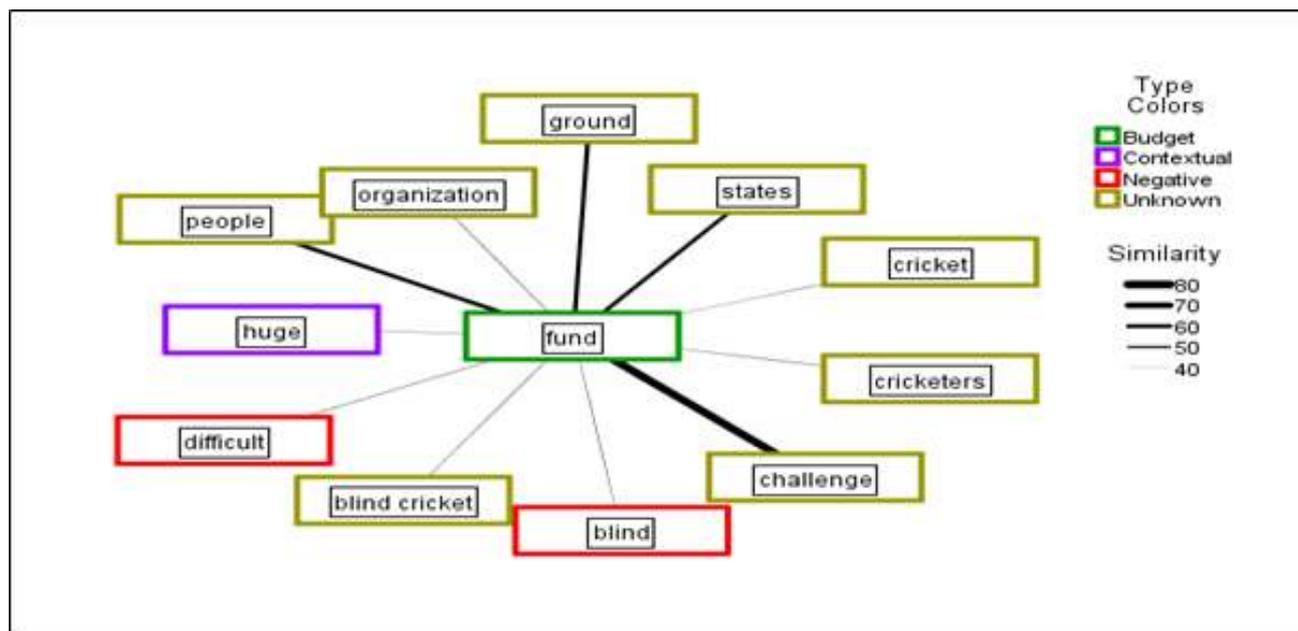


Figure 8: Funds a major challenge for CABI



- There are not sufficient funds available for the game.
- CABI needs funds to develop cricket, however, the task is not easy as the blind cricket is not recognised.
- Regular funding would be good to promote blind cricket.

Figure 9: Deeper Analysis of the Funding Issues



- It's difficult for the organization like CABI to raise fund because it's limited to the blind community.
- Most of the state board levels are unable to raise funds independently.
- There are not enough funds to create a dedicated ground for blind cricket.
- CABI is unable to attract good people as employees due to lack of funds which in turn poses a major challenge to build the organisation.

4.3 THE CRICKETER'S PERCEPTION - MEASURING IMPACT

The perception and view of cricket players is the most important dimension of assessing the social impact. They are directly impacted and benefitted by blind cricket.

We present to you the views of blind cricket players in this section.

The sub-section 4.3.1 describes the demographics of the participating cricket players, subsection 4.3.2 measures the impact on individuals and 4.3.3 measures the impact on society.

4.3.1 DESCRIPTION OF THE PLAYERS

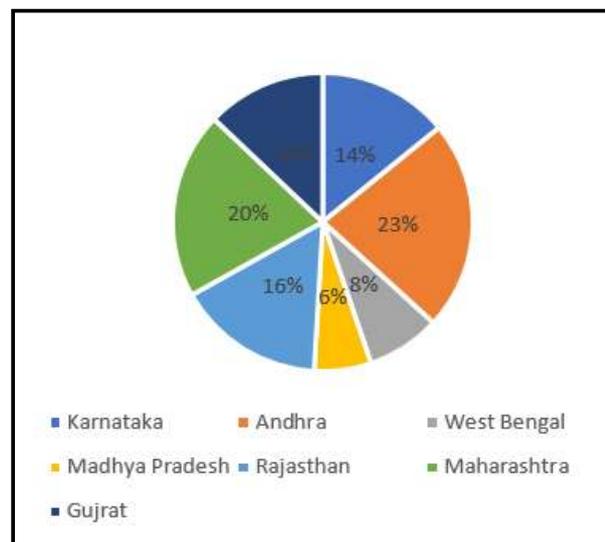
The main aim of this sub-section is to share with you the descriptive statistics on blind cricket players. This will set a context for the study and its findings.

Cricket Association for Blind in India is the body responsible for managing and organizing blind cricket in India. It is affiliated to the World Blind Cricket Council. Since CABI's activities encompass the entire country, effort has been made in the current study to include participation from players across the country. Total 201 cricketers effectively participated in the study. Their state-wise distribution is indicated in Table 2/ Figure 10.

Table 2 Sample Distribution

Indian National Team	38
Karnataka	23
Andhra	37
West Bengal	13
Madhya Pradesh	10
Rajasthan	26
Maharashtra	33
Gujrat	21
Total	201

Figure 10 Representation of States

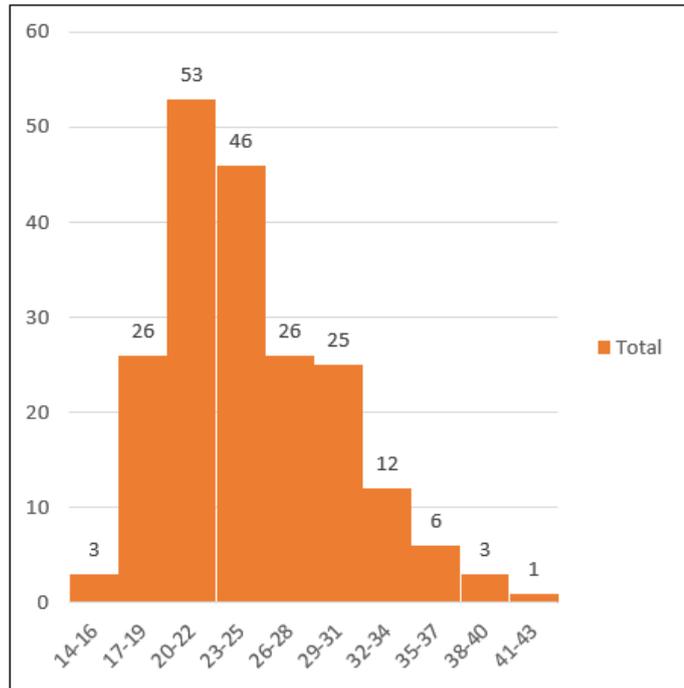


The age wise distribution reveals that most of the participating players are in 20 and 25 age group, even though a significant number of players continue to play cricket up to 31 years (Table 3 /Figure 11).

Table 3 Age Distribution

Age Group	No of Players
14-16	3
17-19	26
20-22	53
23-25	46
26-28	26
29-31	25
32-34	12
35-37	6
38-40	3
41-43	1
Grand Total	201

Figure 11 Age Distribution



An analysis of the family type and rural/urban background of the players indicates that 65.17% of the players belong to nuclear family (Figure 12) and majority of them stay in rural areas (Figure 13).

Figure 12- Family Type Distribution

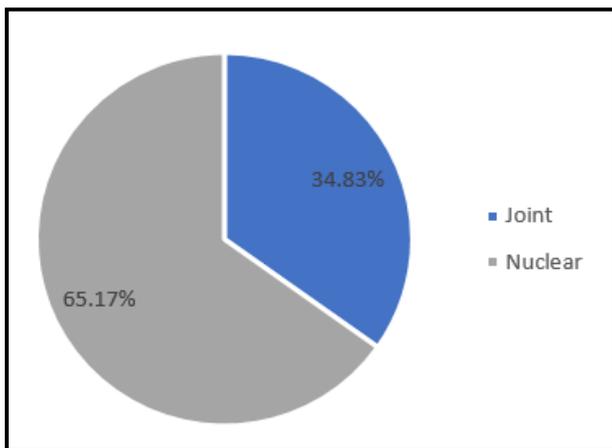
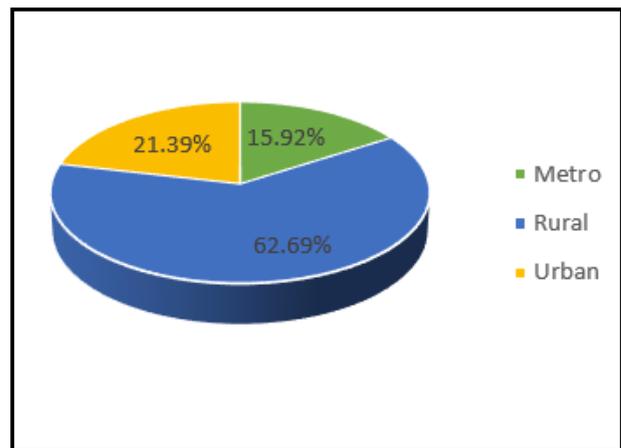
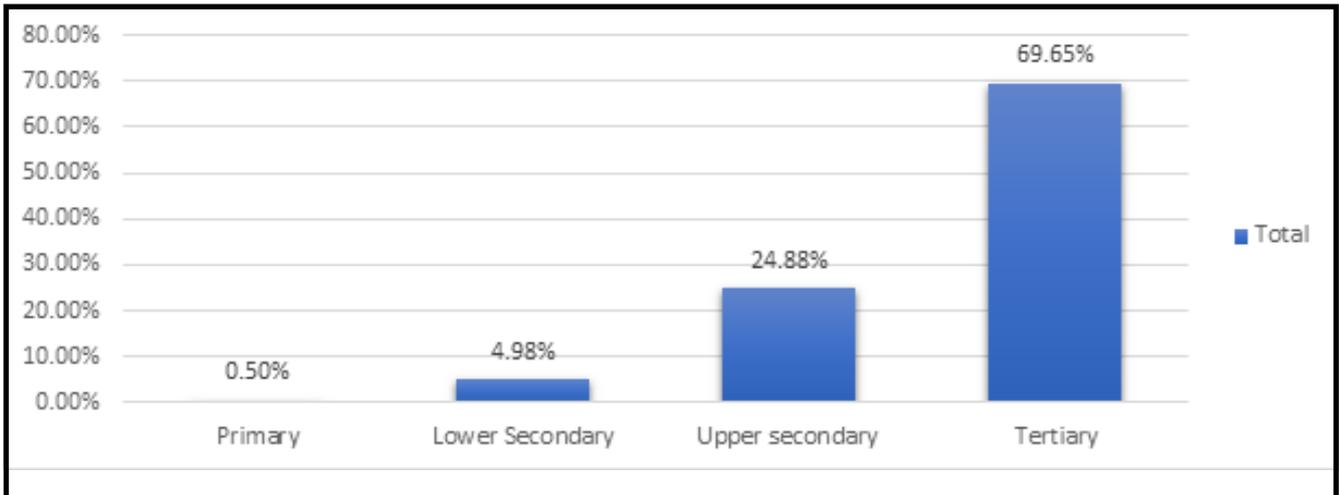


Figure 13 - Rural Urban Classification



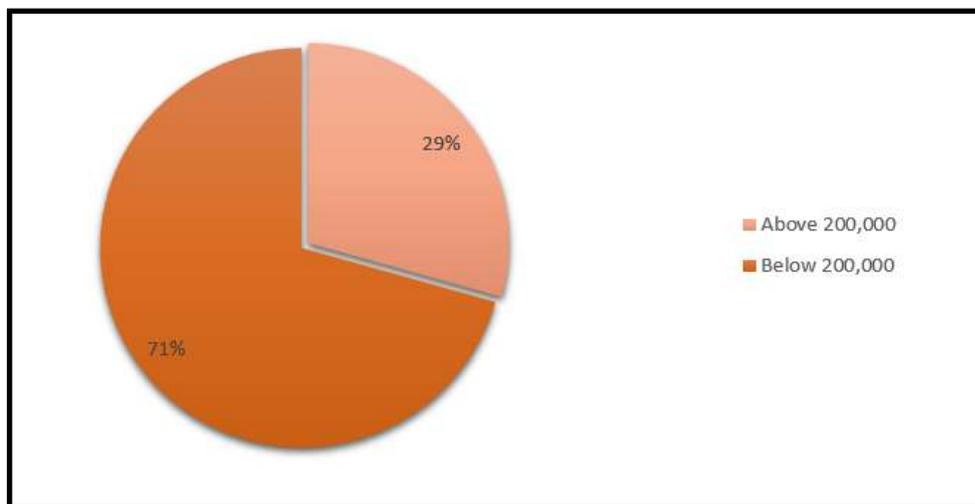
We did an analysis on the educational qualification of the respondents. It is very encouraging to see vision impairment has not been an impediment to players seeking education (figure 14). Close to 70% of the players have completed their tertiary education (graduation and post-graduation) and aspire to lead a good life.

Figure 14 The Education level of respondents



To assess the economic condition of the players, data has been collected on their family income. The annual family income of more than 70% players is less than Rs. 2 lakhs (figure 15). Despite being national and state players, they don't earn a regular income and live in poverty. In the absence of money, it's probably their passion for the game due to which most of them still play blind cricket.

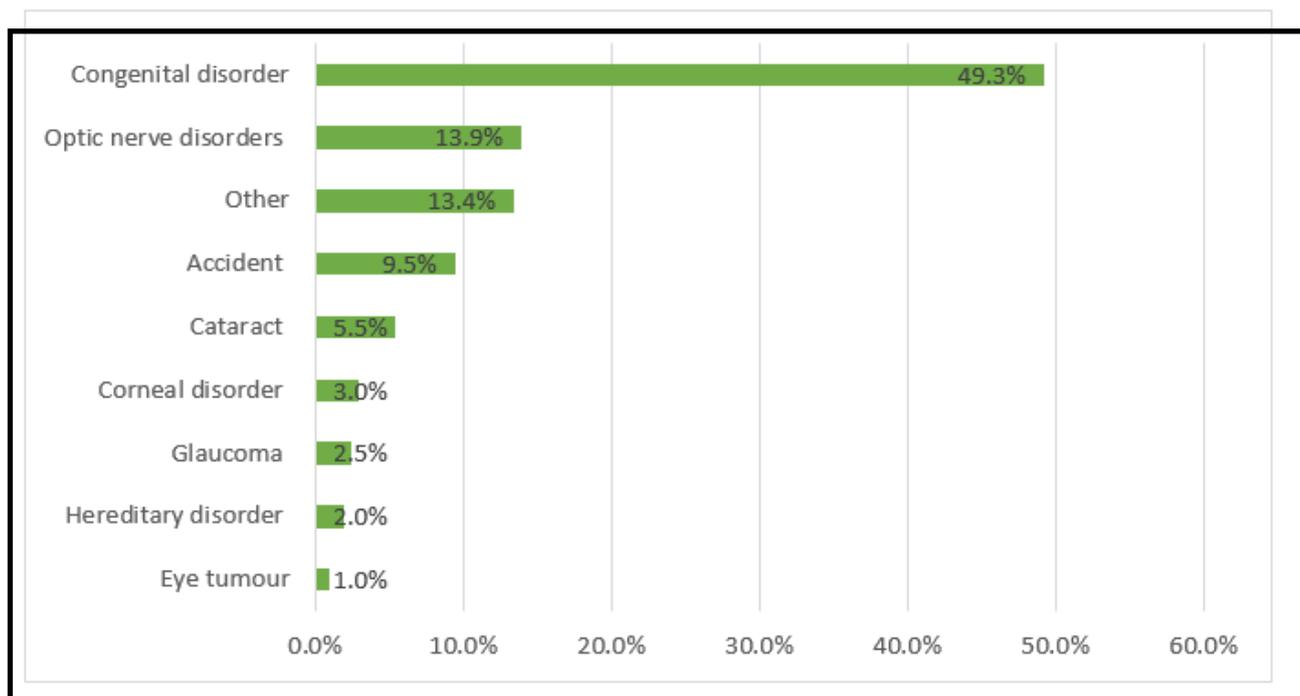
Figure 15 Annual Family Income of Players



If we connect the above findings, it is interesting to note that even though close to 62% players come from rural area and have an annual family income of less than INR 2 lakh per annum, a large proportion of them have finished their college education (figure 13,14,15).

A study on blind cricket would be incomplete without assessing the root cause of visual impairment among the players. This data can provide insights on preventive wellness of the players and prevent their condition from debilitating further. Almost half of the players suffer from congenital eye disorders followed by optic nerve disorders, accidents, cataract and corneal disorder contributing to the impairment (Figure 16).

Figure 16 Various causes of visual impairments among cricketers



4.3.2 IMPACT ON THE INDIVIDUAL PLAYERS

The current subsection presents measures on the impact of blind cricket in the life of individual players. This is assessed through various aspects of the player's current life including his health, social life, judgement of his abilities, cricket training provided, opportunities to play cricket matches, ability to get employment and financial capability to build a home.

In the first assessment, questions are framed on the physical and mental health of the players, their levels of activity, social life, accessible infrastructure and equipment, adaptability of the players to new situation, the opportunities provided by CABI through blind cricket, impact on the life of the individual players and the impact on society.

These questions are measured on a 5-point scale (1- strongly disagree/most difficult and 5 - strongly agree/extremely easy). The findings are summarized below

- Due to vision impairment, the average physical health of players appears to be poor (average score 2.39)
- Players exhibit a strong mental health (average score 4.54).
- Their average level of daily activity, accessibility and adaptability to new environment is high (score greater than 4).
- Cricketers expect to receive more opportunities from CABI (2.23).
- There is a higher impact of CABI’s activities on the life of the individual players than the impact on the society as a whole.

Table 4 Assessment of Players on various dimensions

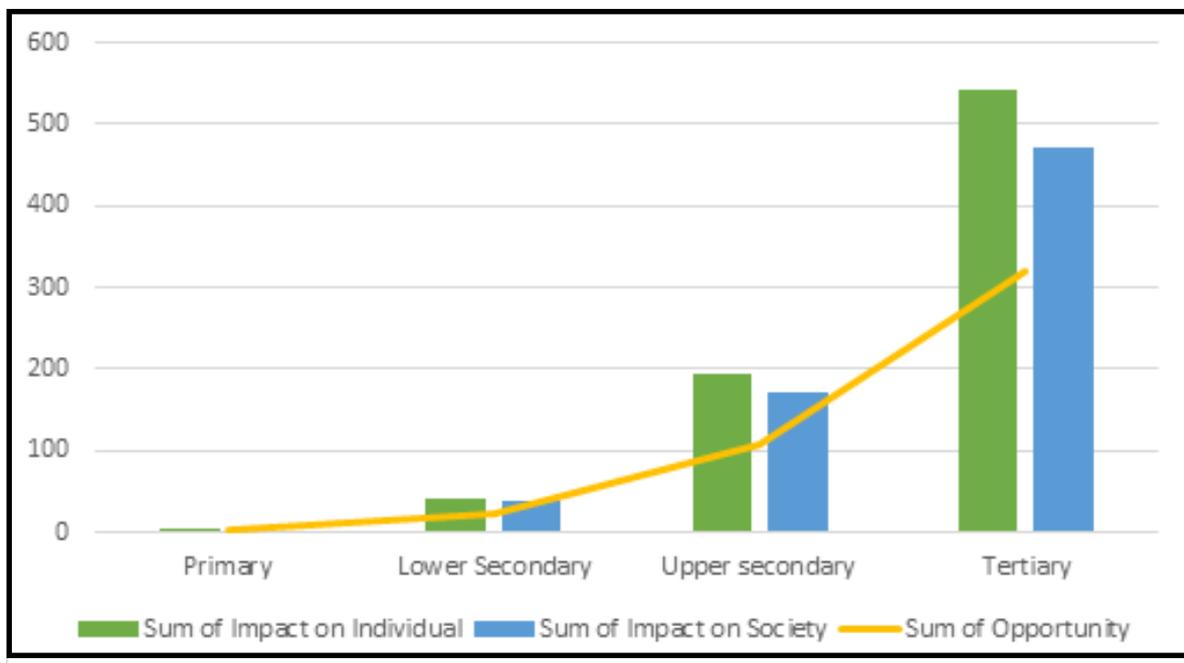
Dimensions	Average Level
Physical Health	2.39
Mental Health	4.54
Activity	4.09
Socializing	3.80
Accessibility	4.23
Adaptability	4.26
Opportunity	2.23
Impact on Individual	3.75
Impact on Society	3.41

CABI manages and conducts blind cricket in India and thereby provides various opportunities to the visually challenged community (Figure 17). While analysing the extent of opportunities provided to various educated groups, we find :

- Maximum opportunities are available to graduates and post graduates who have completed tertiary education followed by players who have completed upper secondary education.
- Negligible opportunities are availed by players with primary or lower secondary education.
- The individual impact is marginally higher than the impact on society; however, the impact is proportional to the opportunities availed.

Note: For more details please refer to the correlation table presented in Table 6(Pg no.57) under the section on survey methodology.

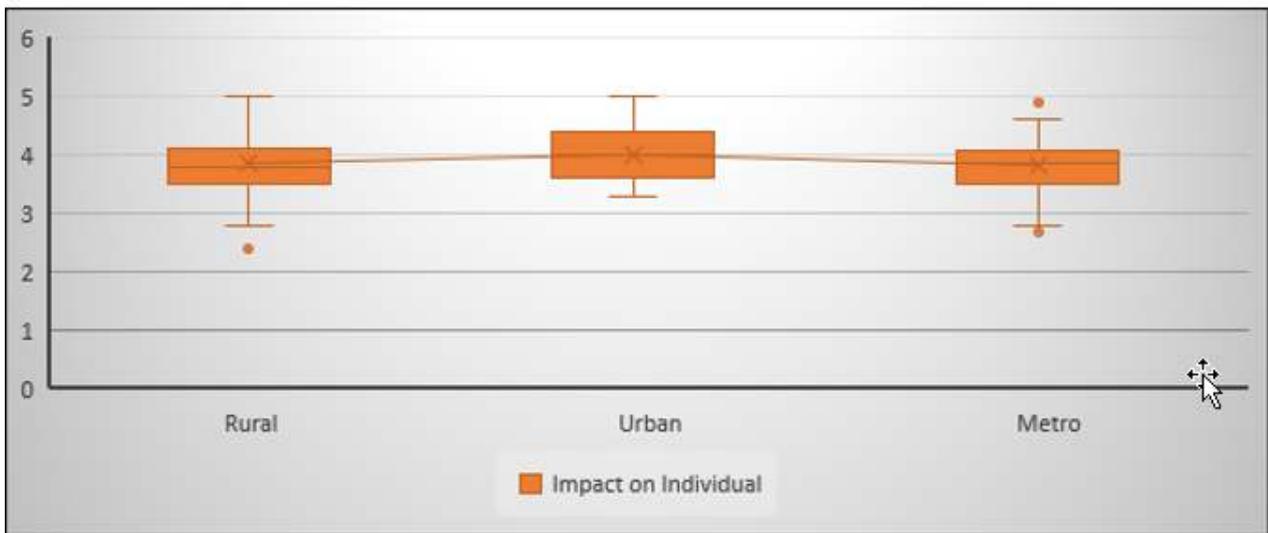
Figure 17 Education level of the cricketers and the perceived opportunities & impact



This is an important insight for CABI. To become more inclusive, CABI must inspect and design future plans to provide more equitable opportunities to all the players irrespective of their level of education. The impact of its activities can be magnified if it can alleviate the life of visually impaired who are illiterate or have very low level of education

- Further figure 18 indicates that the level of impact of CABI's activities is higher for players in urban areas than for players in rural areas and metro cities. This finding highlights the need for CABI to strengthen its affiliate state boards so that more and more visually impaired youth in remote villages and semi urban areas can be connected to blind cricket and get positively impacted by the activities of CABI.

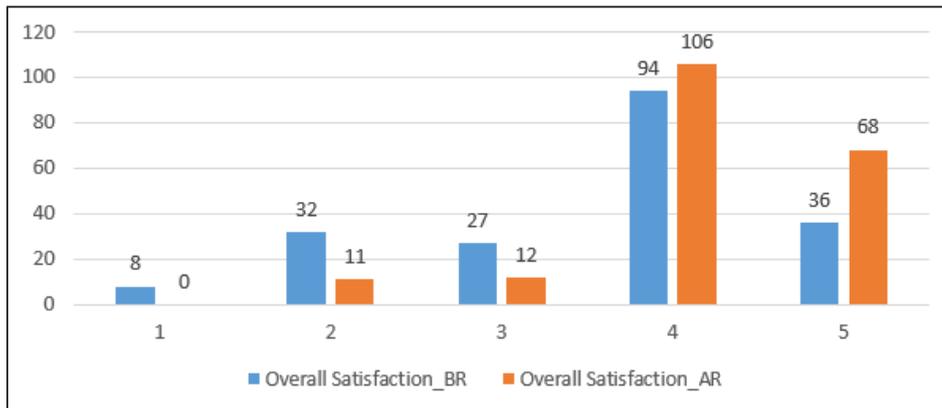
Figure 18 Impact on players across Rural, Urban and Metro areas



A valuable tool for measuring the impact of an activity is to assess and compare the level of parameters before and after the activity. A similar approach has been used below to compare before and after status on overall satisfaction, social status and quality of life (Figure 19-23).

- As is evident from the data below, the players perceive a significant increase in their level of satisfaction after joining blind cricket and associating with CABI (Figure 19).

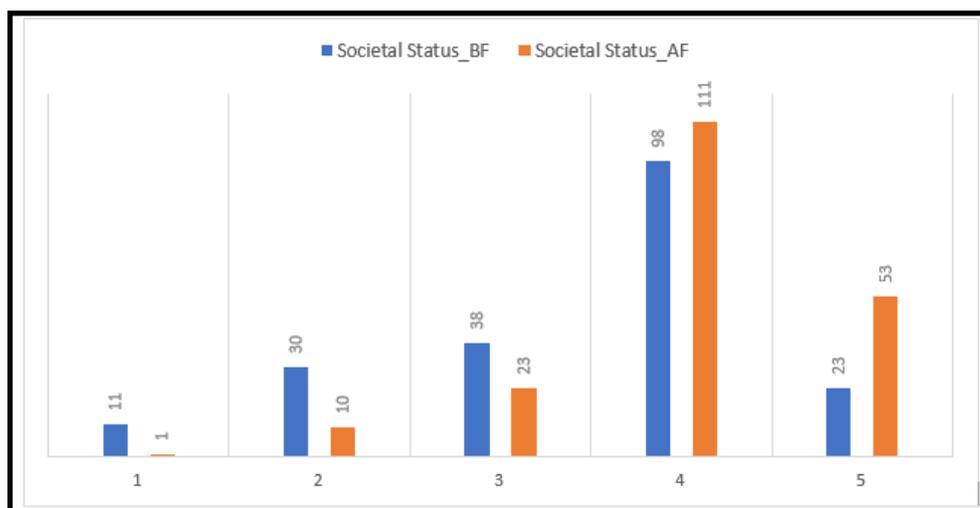
Figure 19 Overall Satisfaction : Before and After joining CABI



Note: 1-Highly Dissatisfied; 5 - Highly Satisfied

- The players also confirm an improvement in their social status after entering professional cricket and associating with CABI (Figure 20).

Figure 20 Social Status: Before and After joining CABI



Note: 1-Very low improvement; 5 -Very high improvement

We wanted to assess how the quality of life of the players has changed after playing cricket. Quality of life is measured using various dimensions including depression level, ability to perform daily tasks, family happiness, including satisfaction with life, status in society and contribution to the society (Figure 21). A comparison of the before/after score reveals that depression levels of the players has come down. There has been a significant improvement in all other parameters after joining professional blind cricket. Thus the data from the study confirms that playing cricket has improved the overall quality of the life of the players.

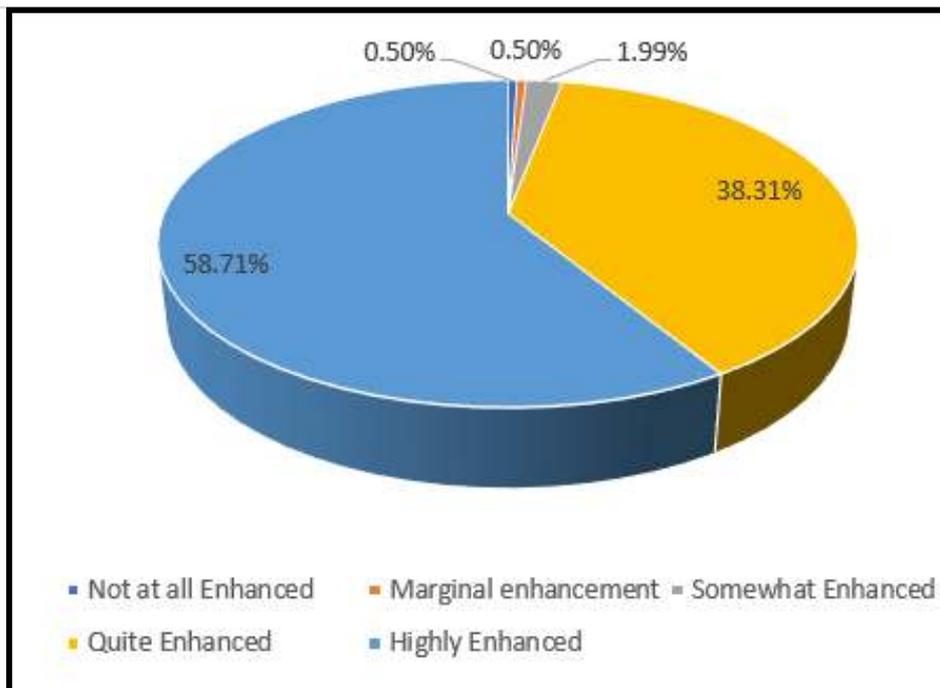
Figure 21 Change in the Quality of Life after playing blind cricket

Criteria	Average Score Before Joining CABI	Average Score After Joining CABI
 Depression Level	4.030	2.622
 Ability to perform daily work	4.184	4.398
 Family Happiness	4.040	4.403
 Satisfaction with Life	3.612	4.189
 Status in society	3.458	4.050
 Contribution to Society	3.164	3.896

Note: For more details on the scores, please refer to Table 7(Pg no. 58) on the Quality of Life under survey methodology.

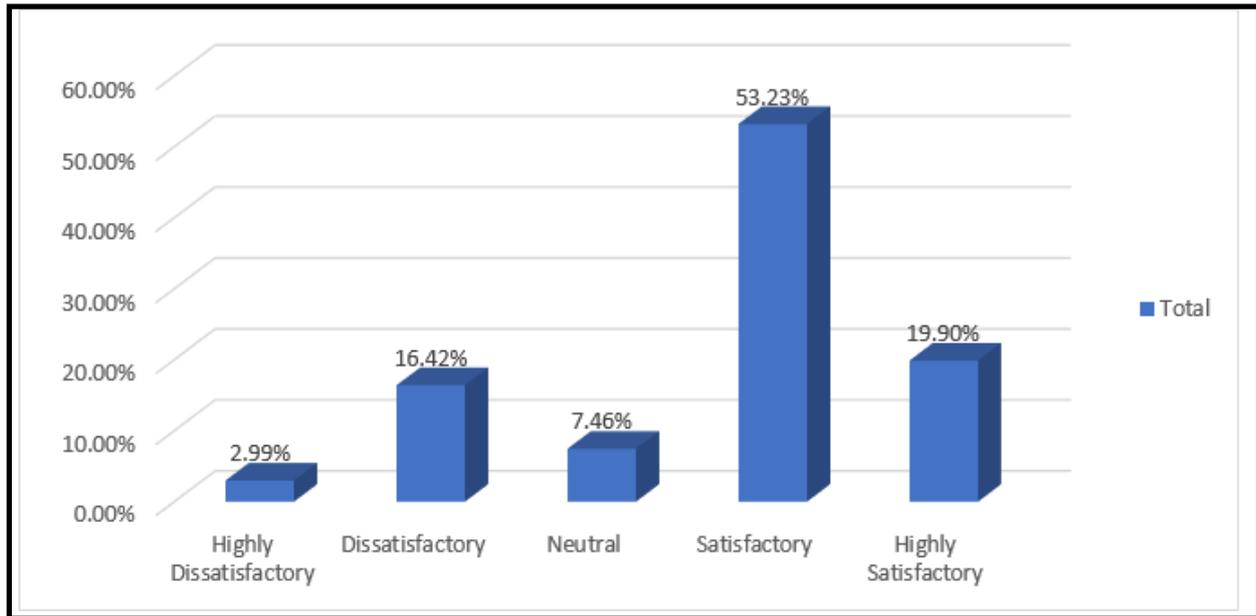
- An individual's life experience moulds his personality thus promoting higher self-efficacy. This is even more crucial for people with any kind of disability and impairment. His life's success depends upon the confidence he has on himself and his abilities. When players are questioned on this subject, close to 60% players confirm that playing blind cricket has highly enhanced their self-confidence (figure 22).

Figure 22 Enhancement of Self Confidence after playing blind cricket



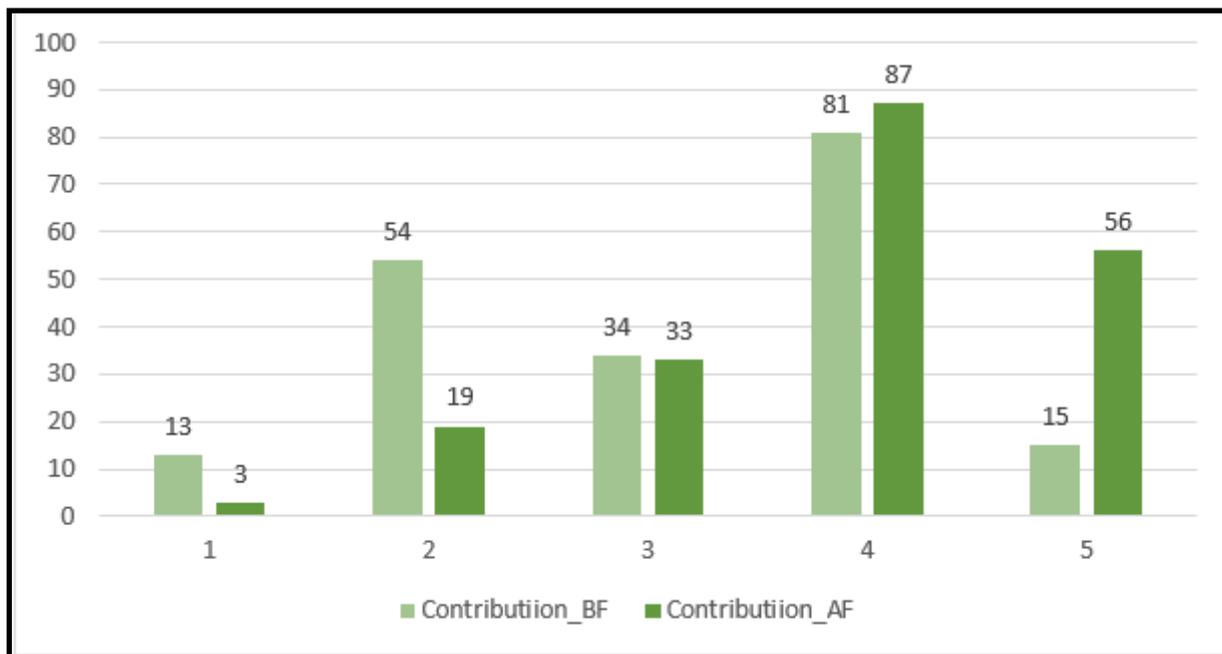
- Blind cricket is primarily limited to the visually impaired community and is still not very popular in the mainstream society. Most players are introduced to blind cricket while attending blind schools. Blind cricket has a specific format where the bowler bowls underarm. The ball is made of special plastic material with pebbles placed inside it so that it makes a sound. In the absence of eye sight, the players hear the sound of the ball and play the game. In many cases, CABI and the state boards have to train players on the blind cricket format before they are ready to play national and international level matches. More than 70% of the players are satisfied with the cricket training and coaching assistance provided to them by CABI and its affiliate state boards (figure 23).

Figure 23 CABI's training and coaching assistance to the players



Only when an individual is satisfied with his life can he contribute to the society at large. Playing cricket has not only made the players self-reliant but has also opened up opportunities for the players to be valuable members of the society. As per the data given below (figure 24), majority of the cricketers express that after associating with cricket they are able to contribute more meaningfully to the society.

Figure 24 Perceived contribution to the society: Before and After joining CABI



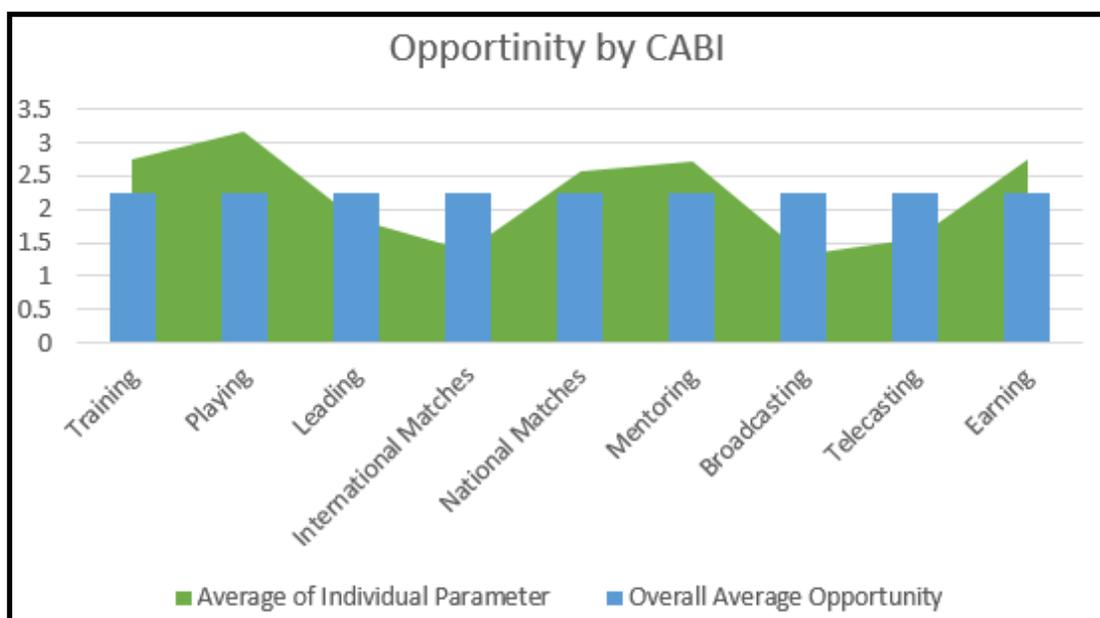
Note: 1- Highly dissatisfactory contribution; 5 - Highly satisfactory contribution

When an assessment is conducted on these opportunities (Figure 25), it is evident that there is a high positive impact on the life of the individual players. The players :

- Get opportunities to play cricket both at a national level and international level.
- Receive adequate training and cricket coaching from time to time.
- Earn a match fee for playing each match
- Play national matches across the country
- Mentor other players anything else needed from my side

The data highlights that CABI must increase its focus in providing players with more opportunities to play international matches outside India. More opportunities have to be created for an increased interaction of the players with the media. This will not only boost the morale of the players but also build social awareness about the game in the mainstream society.

Figure 25 Opportunities provided to the individual players by CABI



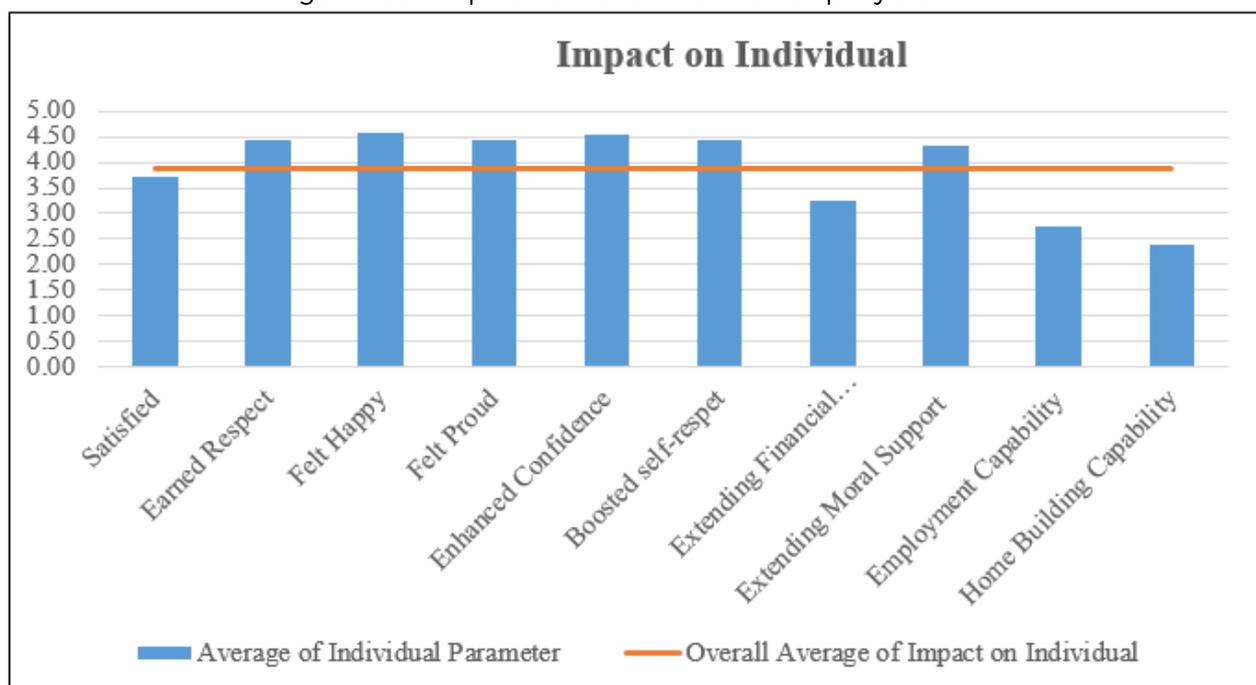
Note: For more detail on the measures of opportunities provided by CABI, please refer to Table 8(Pg no.59) under survey methodology.

A combined level of analysis has also been done to measure the overall impact on the life of individual players. The findings are displayed in figure 26. It can be inferred that players:

- Experience happiness when people view their match
- Feel proud to know they have a fan following on TV and radio
- Perceive enhanced self-respect and confidence.
- Provide moral support to their families.

However, players are not very confident of getting a job because of cricket. They do not feel financially secure to build their house and offer financial support to their families. Due to these reasons, most players do not pursue blind cricket as a full time profession. CABI is already working towards getting recognition for blind cricket from BCCI, union sport ministry and the state governments. However more efforts and funds are needed for players to earn regular income from blind cricket like mainstream cricket players and become financially independent.

Figure 26 Impact on the individual players



Note: For more detail on the measurement of the impact on individuals, please refer to Table 9(Pg no. 60) under survey methodology.

It is evident from multiple analysis presented in this sub-section, that there has been a significant impact in the life of individual players after associating with CABI and playing blind cricket at a national and international level.

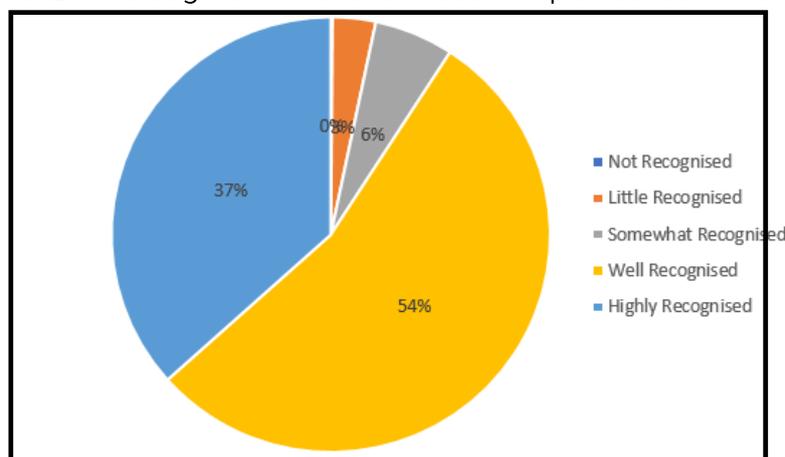
4.3.3 IMPACT ON THE SOCIETY

The impact on society is a complex measure. It comprises of recognition that blind cricket has brought to the visually impaired community, enhancement of India's image through blind cricket on a global stage and CABI's contribution to the society.

The next level of assessment is to go beyond the individual players and measure the impact at the level of the society and the country. CABI and its players represent India in the world blind cricket forum. The blind players play international and national level blind cricket tournaments like T20 World Cup, ODI World Cup, Asia Cup, Nagesh Trophy and several other national and international series. We want to assess if they perceive that playing blind cricket brings recognition to the blind community.

Our analysis confirms that more than 90% of the players believe playing blind cricket brings recognition to the entire visually impaired community (figure 27). During the interviews for this study, many Indian players who play international blind cricket revealed that they are role models and have a huge fan following on social media.

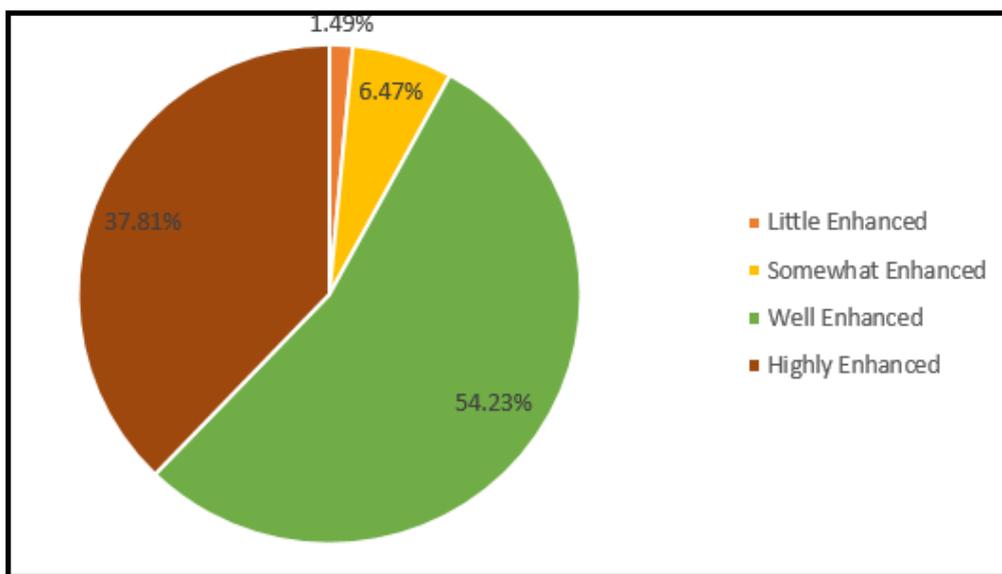
Figure 27: Recognition to the visual impaired community



In blind cricket the Indian team has won all the world cups in ODI and T20 formats as is evident from our milestones. The team has also won the Asia cup and is currently the reigning world champion. The India teams exceptional performance has put it on a global centre stage of world blind cricket.

- As per figure 28, more than 92% (54.23%+37.81%) players confirm that the initiatives taken by CABI both at a national & international level has enhanced India's position in the world.

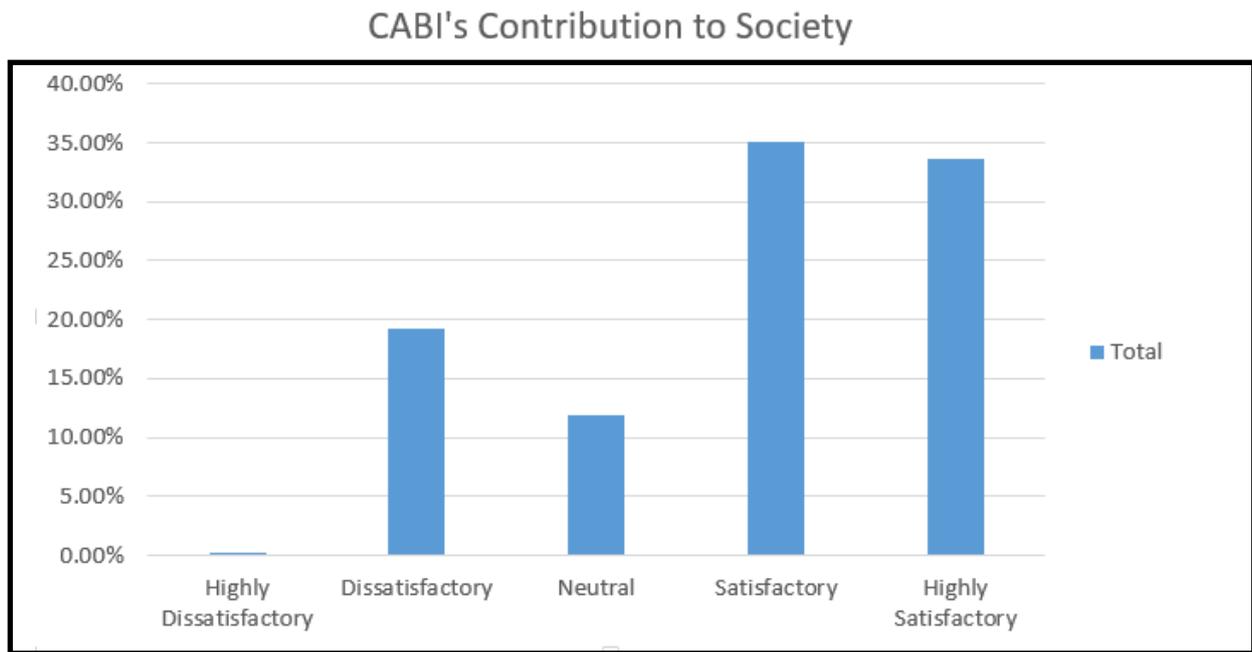
Figure 28: Enhancement of India's position in the world



It is very important to know if the players feel satisfied with the way blind cricket is managed and represented in the country.

- The data below confirms that close to 70% players are satisfied by managing and organizing blind cricket matches in India, CABI is providing them a platform to showcase their talent (figure 29) and uplifting the visually impaired community.

Figure 29 CABI's contribution to the Society

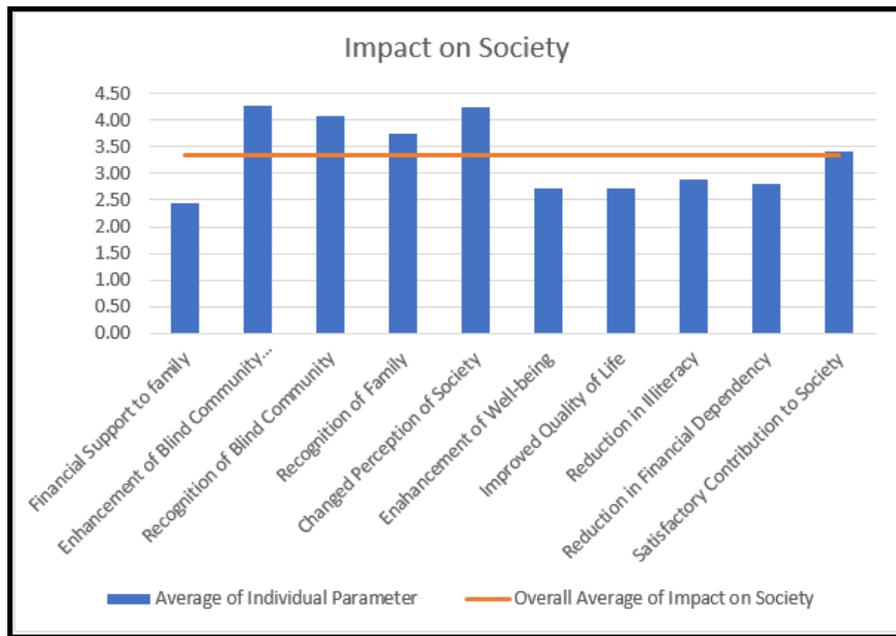


A combined level of analysis has been done to measure the overall impact of blind cricket and CABI's activities on the society. This impact (figure 30) reveals that

- National & international cricket enhances the image of the blind community.
- Blind cricket changes the perception of the society towards the visually impaired from being a burden to showcasing their hidden potential.
- Blind community is recognised more & more because of CABI's activity.

Blind cricket is yet to significantly improve the quality of life and well-being of the families of the cricket players. As majority of them come from poor rural households, this finding is of great importance. Players are unable to financially support their families. As a result, many players pursue blind cricket as a passion. In the future this may prevent talented players from pursuing blind cricket as a full time profession. This has to be an important focus area for CABI.

Figure 30 Impact on Society



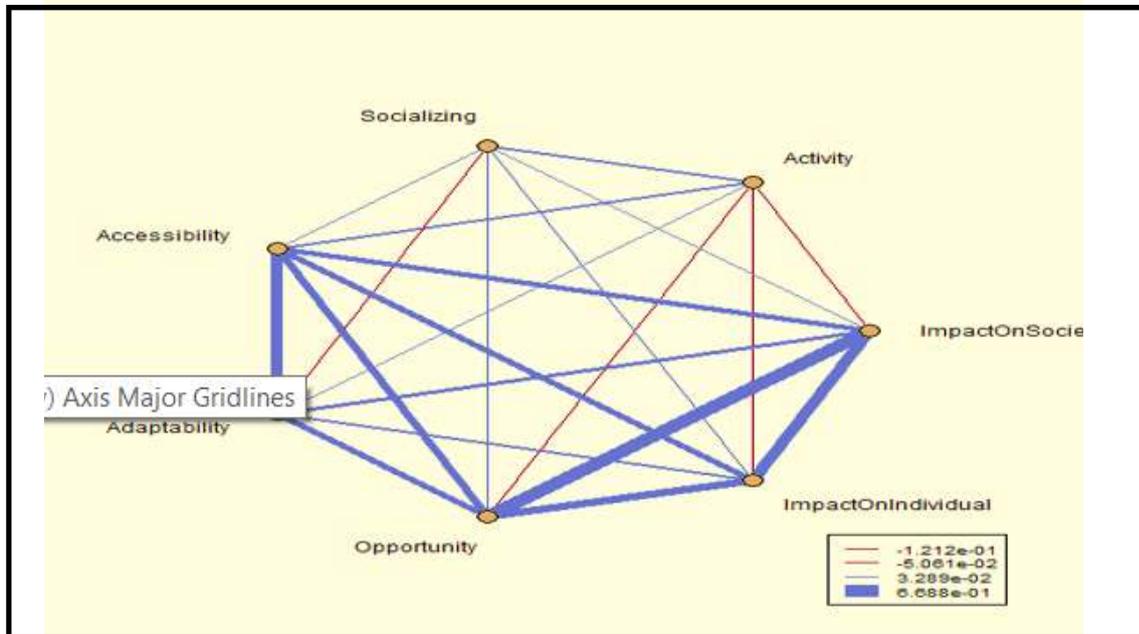
Note:- For more details on the measures for the impact on society, please refer to Table 10(Page no.61) under survey methodology.

When combined impact of the individual and the society is assessed here are the findings:-

- Opportunity provided by CABI has very high impact on the society and impact on the individual players. This is an important and relevant finding because it gives credibility to the work done by CABI. It provides evidence that by managing and organizing blind cricket in India, CABI is changing the Indian society. It also lends credibility to the claim that the life of players has changed for the better who would have otherwise lived a marginalised life.
- Accessible infrastructure and adaptability create more opportunities for the players. CABI must therefore spend more funds in the future on building accessible infrastructure and training facilities for the visually impaired players.
- The life skills program conducted by CABI which imparts training to cricket players on spoken english, personality development, computer skills etc. is valuable as it improves the adaptability of the players. It is therefore recommended that CABI must extend and impart this program to all the players.

- The micro level impact on individual player in terms of building their confidence, self-respect, happiness, satisfaction, capability amplifies the impact at the macro level on their families and the society at large.

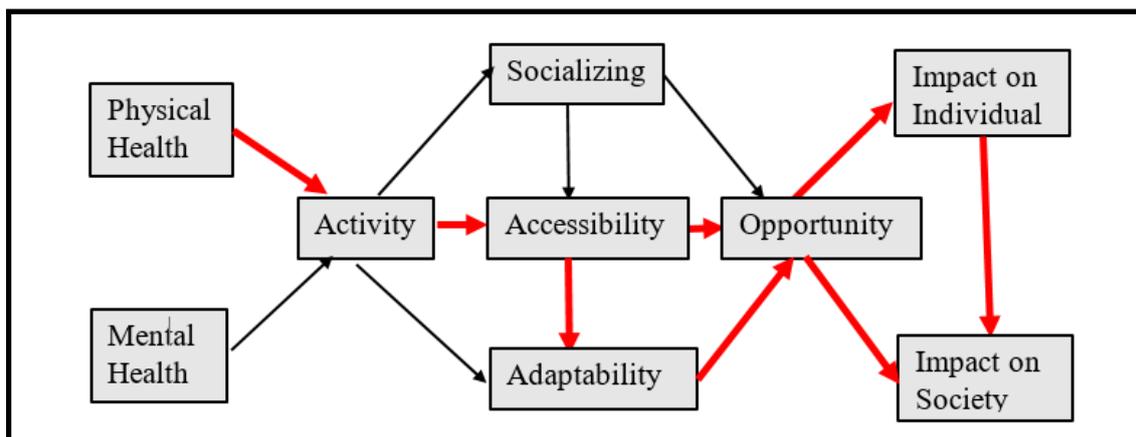
Figure 31 The impact on individual players and the society



When relationships between the various dimensions in the study were investigated, (figure 32), the results are very encouraging. The data statistically prove significant relationships between variables which have been marked in red colour. Based on this it can be concluded that

- Good physical health encourages visually challenged people to do their daily work independently;
- Activity helps them to adapt to the new environment as well as to interact with any system;
- Adaptability and accessibility in turn enable them to avail opportunities provided by CABI;
- The more the opportunity they receive, the higher the impact on their individual lives, on the blind community as well as on the entire society;
- Finally, the more the individual players get benefitted, the higher is the impact on society.

Figure 32 The derived path of measuring the Impact on the Individual and Society



The above results statistically confirm that blind cricket is a good medium for visually challenged to remain physically active and maintain good health. It improve their adaptability in life and increases their accessibility to new avenues by organizing blind cricket matches and managing blind cricket in India, CABI is providing extensive opportunities for growth and development to these youngsters. These opportunities to play matches are significantly impacting the life of the individual players all across the country. They are also bring about a positive change in the Indian society.

For more details on the path analysis , please refer to Table 11 on page no. 63 under the section on survey methodology.

4.4 VALUING IMPACT

Valuing social impact is about verifying the claims of positive social impact. Life stories of Mr. Sukhram Majhi and Mr. Loksha have been presented below to showcase their humble beginings and how opportunities provided by CABI and their cricketing talent put together has given them a chance to live a life of their dreams. Media coverage on blind cricket as well as letter from Hon'ble President of India Shri Pranab Mukherjee have also been used to value the impact of CABI's work in India.

4.4.1 MR. SUKHRAM MAJHI: A HERO AGAINST ALL ODDS



In Sukriguda village, Orissa, Sukharam's father abandoned his one-year son and wife when the child was diagnosed with visual impairment like his mother. His blind mother worked as a labourer to run the household and many days there was not enough to eat. "Due to my eyesight, other children in the village found me different and did not mingle and play with me. Villagers sledged me. I felt really bad and socially isolated."



Sukhram was admitted to the School for the Blind, Koraput at the age of six. As time passed, my seniors like Vishnu Naik who played blind cricket became my inspiration. I was determined to play cricket, study and redefine my life". Sukharam's PT Sir Mr Chandrashekhar Patnaik spotted his talent, coached him and sent him to Bhubaneswar. In 2011 he got selected for the Indian team while studying in 10th standard. Since then there has been no looking back.



He went to play cricket in Pakistan in 2011 and 2014. He was adjudged the Man of the Match against New Zealand in the 2017 World Cup. "I received a cash reward of twelve lakhs rupees from the central and state governments after winning Asia Cup in 2016 and the World cup in 2017. I have put it in a fixed deposit to meet future emergencies as I do not have a regular source of income".



"People from six villages reached Koraput railway station to welcome after I returned winning the World Cup in 2017. Now villagers give me a lot of respect . I am an inspiration to many children in my village and school. I feel very happy when I am called as a chief guest in colleges and people click selfies with me".



Life has changed for Sukhram. He financed his education through his cricket. At 24-years, he is currently pursuing M.A. in Ravenshaw University, Cuttack. He now wants to apply for a government job in the future.



"I strongly believe that blind cricketers owe it to CABI to give us a platform and opportunity to play cricket. Without cricket, we don't have any identity. Playing cricket has enabled many players to build their homes and improve their quality of life".



4.4.2 MR. LOKESHA: PASSION WITH A PURPOSE

A Dispirited Childhood

In Yedahalli village rural Karnataka, Lokesha accidentally injured himself with a stick and lost his eyesight at 6 months. His parents worked as labourers to feed the family. Unfortunately, three of their five children suffered from a disability. "Childhood was not very normal for me; I was at home all the time without any friends."

A Ray of Hope

Lokesha joined the blind school in Gangavathi and played his first state-level match the same year at the age of six while studying in class 1. Thus, began his journey into blind cricket. World-class players like Padma Shri Shekhar Naik visited his school and inspired him to take up professional cricket.

Foray into International Cricket

"When I received seven lakhs cash reward from the Central and State government after winning the Asia Cup in 2016, I built my house. My parents were very happy because till then we lived in a small hut. That was the best day of my life." Lokesha completed his BA from Bangalore University and currently works as sports co-ordinator in Samarthanam Trust for the Disabled.

MR. LOKESHA PASSION WITH A PURPOSE



A Courageous Comeback

"My life changed for the better due to cricket. Earlier villagers saw me as a "burden" on my family. After I made my house, villagers respect and praise me. Thanks to cricket, I was able to study and get a job".

Shaping New Opportunities

Blind cricket has changed over the last few years. "Currently most of the Indian states have their teams. We play matches in international standard stadiums and facilities for the players has improved drastically. More companies must donate funds to make the blind cricket popular and financially sustainable for the players"

SEEKING NEW HIGHS

Indian Blind cricket captain Ajay Kumar Reddy and team all set to defend their T20 WC crown in Kochi

Arjun Amarnath
mirroredfeedback@timesgroup.com

TWEETS @arjun_mirrar

For the men in blue, vision impairment could never act as a hurdle in the path towards fulfilling their dreams. The Indian Blind Cricket team has been making the country proud for many years now. The team won the Blind World Cup in 2018 by beating Pakistan in the final. In 2012, they won the first ever T20 World Cup in Bengaluru, and the only blind team in Asia to have won all three championships — T20, ODI and Asian Championship.



India captain Ajay Kumar Reddy (third from left) with teammates at a press conference yesterday

There is one man who has experienced all these highs, and been at the forefront of the blind cricket revolution in India. Ajay Kumar Reddy has already made a mark in this form of cricket, featuring in 10 ODIs and 16 T20s for India with a career high point of being vice-captain of the National team which won the inaugural T20 World Cup in 2012 in Bengaluru. He is currently preparing to lead India out at the 2nd T20 World Cup in Kochi next month.

Reddy lost his left eye in a freak accident when he was a young boy, but the disability didn't deter him from pursuing his life passion—cricket.

"There was this deep desire to play the sport despite my disability," he says. "I had no idea blind cricket even existed. I was just a blind boy from my hometown of Guntur and started developing my game with the school PTI. In my school days, Pakistan was always the champion. I used to wonder, why not India?"

So, who was his biggest inspiration while growing up as a cricketer? "Srinivas Prabhakar," he smiles. "He was a totally blind cricketer, who played for India in the 2006 World Cup. He inspired me a lot. He used to take cricket classes for me for six hours everyday. He pushed me to develop my game even further. I had a problem dealing with pressure during my early days in the game. I tried to do my performance, but Prabhakar helped me accept pressure as a challenge and overcome it," Reddy says.

Turning point
The turning point of his career was in 2016, when he sneaked out of school with his seniors to attend the Andhra Pradesh selection trials in Hyderabad.

"When I came back, I was expecting a bawlment from my principal, but when I revealed that I had got selected to the Andhra State team, her expression changed. She had always had a smile on her face ever since," Reddy gushes. His India debut was a memorable one. The right-handed batsman was judged as both man of the match and series in his first major tournament, following which he was made vice-captain in 2012. He was recently promoted to skipper at the Asia Cup earlier this year.

Staying fit
With blind cricketers playing very little cricket, how does he maintain his fitness levels? Reddy looks back on an incident which probably changed his entire approach towards fitness. "I had no specific training routine in my career. I remember, in 2011, I got a job in the banking sector with State Bank of Hyderabad (SBH). After I joined, I couldn't keep up my physical fitness owing to work pressures and very little game time. My weight increased from a modest 80kg to 125kg. Had my selections the following year, and I knew that I had to get in shape. My diet consisted

of only fresh juices and buttermilk for the next two months. I soon brought my weight down by 25 kgs, and after that I got selected into the team."

For the record, Reddy was also a member of the team that won the fourth ODI World Cup, a first for India in South Africa in 2014. Incidentally, he was also the 'player of the series' in the T20 World Championship.

Government help
Reddy, who is presently an Assistant Manager with SBI Andhra has a two-year-old daughter, feels the Government and corporates must financially support blind cricketers more. "Corporates own cricket, but can't spare even Rs. 5 lakhs for blind cricketers. It's not easy to make a name for your country. A little bit of support will help improve the standard of blind cricket in India," he says.

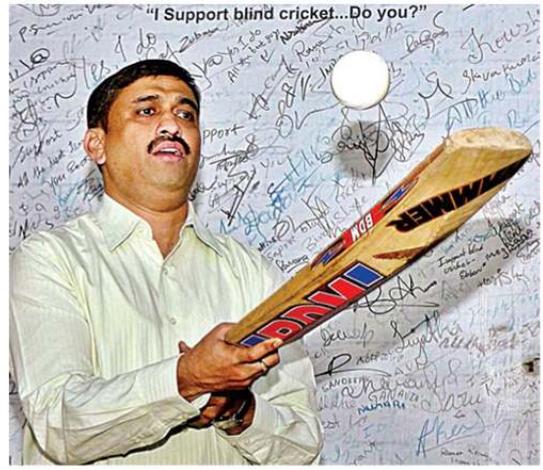
"The Pakistan Cricket Board (PCB), for example, has even given its blind cricketers contracts, while the English Cricket Board (ECB), looks after all the expenses of their team. The BCCI has agreed to provide us with annual funding, which is good news. But they still

implemented soon."

Reddy was in the city for the launch of a sporting initiative between Cricket Association for the Blind in India (CABII) and a private sector bank. The bank will also be the shirt sponsor starting with the upcoming T20 World Cup in Kochi. "We had a 10-day camp in Kochi recently. We have no specific training regime. The boys are doing their best to stay fit ahead of the tournament," Reddy signs off.

The Squad
Final 17-member squad for T20 World Cup for the Blind: Ajay Kumar Reddy (Captain), Prakash Jayaramiah (Vice-Captain), Deepak Malik, Ramesh Singh, Sukhram Mughli, T. Durga Rao, Sunil R. D Venkateswara Rao, Ganesh Babu Mahandhar, Md Faisal, Md Farhan, Katanbhui Patil, Md Jafar Iqbal, Sonu Goskar, Anam Begam and Prem Kumar G.

Dates: Jan 28 to Feb 12



WHEN CRICKET LIGHTS UP A THOUSAND EYES

ROHAN RAMESH | DC

I HAVE BEEN VERY FORTUNATE DURING MY JOURNEY AND HAVE HAD MANY WONDERFUL OPPORTUNITIES ALONG THE WAY. I WANT EVERY DISABLED PERSON OUT THERE TO KNOW THAT THE SKY IS THEIR LIMIT

G.K. Mahantesh and Nagesh met when they were students at Sri Ramachandra Maharishi Academy, where their love for cricket led to their becoming friends. The only catch - another thing they had in common - was that both boys were blind. It was the friendship between these two visually disabled boys that led to the foundation of the Samarthanam Trust for the Disabled here in Bengaluru.

Looking back at their journey, Mahantesh said, "The early days were all about the challenges we both faced and how we overcame them." The guiding light for the visually challenged in the country goes on to say, "We want to make disabled persons confident, capable and strong enough to face what is thrown at them. We realise that these disabled kids have immense potential and we hope to help them maximise it and live up to their potential."

Cricket for the blind has remained the primary focus of the organisation, although they deal with a number of other issues as well, including a sustainable solid waste management model.

"I have been fortunate enough to have attended the 1990 cricket world cup final in Delhi and have met a number of cricketers along the way. I want every disabled person out there to know that the sky is their limit. This is my mission," Mahantesh explained.

"I have been lucky because my parents stood by me," he said. Born in Belgauam into an agricultural family, Mahantesh was afflicted by a fever when he was six months old, that cost him his sight. "My parents wanted me to have a good education anyway," he said. He was sent to study at the Sri Ramana Maharishi School for the Blind here in Bengaluru, where he developed a love for cricket and met his friend and Samarthanam co-founder, Nagesh, who passed away

recently. "He was my friend, guide, mentor, philosopher, lifelong friend and companion," said Mahantesh.

In college, Mahantesh found he could no longer play cricket for the official, which spurred him on to give visually impaired youngsters a chance to follow their dreams as well. He and Nagesh founded the trust in 1997, which works with the disabled, the underprivileged and also the environment. They founded the Cricket Association for the Blind, which is now the apex authority for blind cricket in the country. The T20 World Cup for the blind is also organised by Samarthanam.

Despite the loss of his friend, Samarthanam has plenty to be proud of in 2016 and Mahantesh's voice fills with pride as he says, "The biggest achievement was our Indian Blind Cricket team winning the 2016 Asia Cup." The team received sponsorship from Microsoft and Citibank and had Rahul Dravid sign on as the ambassador for blind cricket. He hopes that Samarthanam continues to grow - "We should be present in atleast 25 countries and 20 Indian states," he says. "NGOs should have a bigger role in policy making and be able to access the most remote areas of the country."

Bedi praises blind cricketers

Bishan Singh urges BCCI to take CABI under its fold

HARSHIT BISHT ■ NEW DELHI

Former India captain Bishan Singh Bedi urged the BCCI to take the Cricket Association for the Blind in India (CABI) under its aegis, which they said will be a big boost for India's visually challenged cricketers.

Heaping praise on the achievements of blind cricketers, Bedi said, "You all are inspirations for millions. I would expect the BCCI to take CABI under its fold and give all the assistance they require. You all have shown that even if you don't have eyesight, you can have vision. We need to learn from them and not give excuses."

Both Bedi and former wicket-keeper Syed Kirmani were present during the IndusInd Bank Blind Cricket Conclave 2018, where the victorious national team which won the World Cup for the Blind were also present.

Bedi in fact gave them the example of Tiger Pataudi, who represented India despite losing an eye



in a car accident.

"Tiger lost eyesight before he made his Test debut. He hated if anyone sympathized with him. He never considered it as a physical disability and went on to become India's finest captain. He was a Nawab but never behaved like one," Bedi said during the event.

Madan Lal inspired everyone with stories of their 1983 triumph against all odds.

Sharing his own experience, Madan Lal said, "In order to perform well one should keep working in the right process with focus and should prepare forever and not just one particular game."

"Our World Cup victory is nothing compared to what you people have achieved. You all are my heroes," Madan Lal said.

Remembering the 1983 World Cup memories, Lal said, "It was a moment to cherish for lifetime. We went to the tournament as an underdog and so one used to consider us seriously but that win against West Indies in the Final changed everything and turned the scenario of cricket in India."

Praising the success of blind cricketers, Ajay Jitendra said, "The board needs you and not you need them. This game is a lot to offer and more to teach."



राष्ट्रपति
भारत गणतंत्र
PRESIDENT
REPUBLIC OF INDIA

February 13, 2017

Dear Shri Ajay Kumar Reddy,

I write to convey my hearty congratulations to you and your team for the spectacular victory in the T20 World Cup Cricket for the Blind-2017. I also convey my compliments to your coach, Patrick Rajkumar.

Your success is a matter of great pride for the nation. This victory is the result of grit and determination displayed by the team. It will be a source of inspiration to both sportspersons as well as all differently abled people who aspire for success in sports.

Please convey my felicitations to all members of your team. I wish your Coach, you and every member of your team continued success in the future.

Yours sincerely,

(Pranab Mukherjee)

Shri Ajay Kumar Reddy
Captain
Indian Cricket Team for the Blind
C/o Cricket Association for the Blind in India
CA: 39, 15th Cross, 16th Main
Sector 4, HSR Layout
Bengaluru – 560102.

5. CONCLUSION AND MESSAGE FOR LEADERS AND SOCIETY

Using the EVPA model and its impact value chain, we have measured the social impact at various levels through an organization inputs, activities, outputs and outcomes. Based on the analysis presented in this report we can thus summarise the social impact of CABI :

- **Inputs:** The inputs constitute all the resources whether capital or human invested in the activities of CABI. Based on our analysis Rs. 12,67,96,416/- funds have been raised for blind cricket and more than 5000+ volunteers have worked with CABI in the last decade.
- **Activities:** The activities are concrete actions and tasks and work carried out by CABI. It has provided a global platform for the blind cricket players to showcase their talent. Section 4.1 and 4.2 depict the activities of CABI as seen from the eyes of the top management and state boards. CABI is working on creating and developing an accessible world class cricket infrastructure for the visually impaired players. Due to paucity of funds, this may take a few more years.
- **Outputs:** CABI has touched the lives of 25,000 players all across the country through its 30 affiliate state boards. The milestones section is a testimony to the various national and international matches organized by CABI in addition to the ODI world cup, T20 world cup, Asia Cup & Nagesh Trophy. The tournaments and trophies won by the Indian blind cricket team and the fact that the Indian team is the reigning world champion are all tangible output from CABI's activities.
- **Outcome:** The outcomes are significant changes in the life of the individual players and the changes in society resulting from CABI's activities which are reflected in section 4.3 and 4.4.

The two success stories on Mr. Sukharam Majhi and Mr. Lokesha, media coverage and appreciation letter bear testimony to the deep social impact created by CABI and blind cricket.

Making the next possible ...

We believe that CABI must positively impact the life of visually challenged players, their families and the society. We have made huge progress in the last decade. Our players are more confident, have higher self-respect and are showcasing their talent both at a national and international level. However, we cannot rest on our laurels. What got us here will not take us to the next level. For a higher level of impact, CABI will have to align its funds and resources to strategic goals and objectives. We are already working to get blind cricket recognized by BCCI and the sports ministry.

More funds are needed to make blind cricket financially self-reliant profession so that players can fully focus on their game.

CABI is streamlining the blind cricket along with the support of state cricket boards to manage it professionally and attract talented players and good employees.

The world is changing rapidly and becoming more inclusive. Together we have an opportunity to make a change in the society and give people with vision impairment an equal chance to showcase their talent and live a good quality of life. This is your chance to transform their life forever and create a better world. We hope to partner with you in making this future possible.

6.WAY FORWARD

CABI is a national organization and the governing council and the members belong to different states of the country. Samarthanam's patronage and good will is very crucial and essential to accomplish our grand vision of getting recognition for CABI from BCCI and Ministry of Sports. Most of Samarthanam's donors support cricket for the blind directly/indirectly which has provided continuous funding.

We envision creating our own facilities and infrastructure for the blind cricket. We stand committed to bringing blind cricket to the mainstream cricket as much as possible in terms of uniform, brand recognition, media support and celebrity endorsements. We aspire to follow the footsteps of BCCI and organize a cricket league on the IPL model. BCCI is a well-managed sports organization with great reputation and ability to sustain themselves. Sustainability is very important for us. As most of our cricketers are from challenging socio economic background, we plan to attract resources round the year for their welfare by building our infrastructure and bringing some innovative initiatives. We want to financially support their education, get them skilled and make them employable so that they are able to stand on their own feet after retiring from cricket.

7. ABOUT THE AUTHORS

Dr. Madhumita Guha Majumder

Professor & Head
Department of Analytics *

Dr. Jyoti Joshi Pant

Associate Prof. HR
COE- Consultancy Projects*

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For more details please contact:

Dr. Jyoti Joshi Pant
Centre of Excellence for Consultancy Projects (CECP)
Prin. L. N. Welingkar Institute of Management Development and Research
(WeSchool)
Bengaluru
Ph: 9632274724
Email: consultancy.blr@welingkarmail.org

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APPENDIX

SURVEY METHODOLOGY

In order to understand the holistic picture of CABI's activities, the study has adapted the broad framework devised by European Venture Philanthropy Association (EVPA) to measure the impact. The key approach is based on 'Stakeholder's Analysis' in which various stakeholders including management, State Board members and players have been surveyed and analysed. However, it was not possible to survey the members from funding agency, both from private as well as from public sector. The impact study follows a hybrid method of analysing the stakeholders: a qualitative analysis has been performed on the interviews conducted on top management and on the State Board members whereas a quantitative (statistical) analysis has been carried out on survey responses provided by the players.

QUALITATIVE ANALYSIS

As the assessment of impact has been felt by the top management of the organisation, the study has interviewed the management and the State Board members to understand the objectives and motivations to carry out such study. In-depth structured interviews were conducted with the top management to gain deeper insights into the objectives of this assessment. The focus of the interviews concentrated on certain aspects of the organisation and its activities including purpose of the impact study, social problems that CABI addresses, objectives and challenges of the organisation, activities, milestones and the funding of the organisation. We have interviewed six key personnel including Mr. Mahantesh, President, CABI & Founder and Managing Trustee, Samarathanam; Mr. Rajnish, Vice President, CABI, Mr. Satish, Non-Executive Director, CABI; Mr. David, General Secretary, CABI and Mr. Chandrasekhar, Treasurer, CABI; and four State Board members who represent north, east, south and west region of the country.

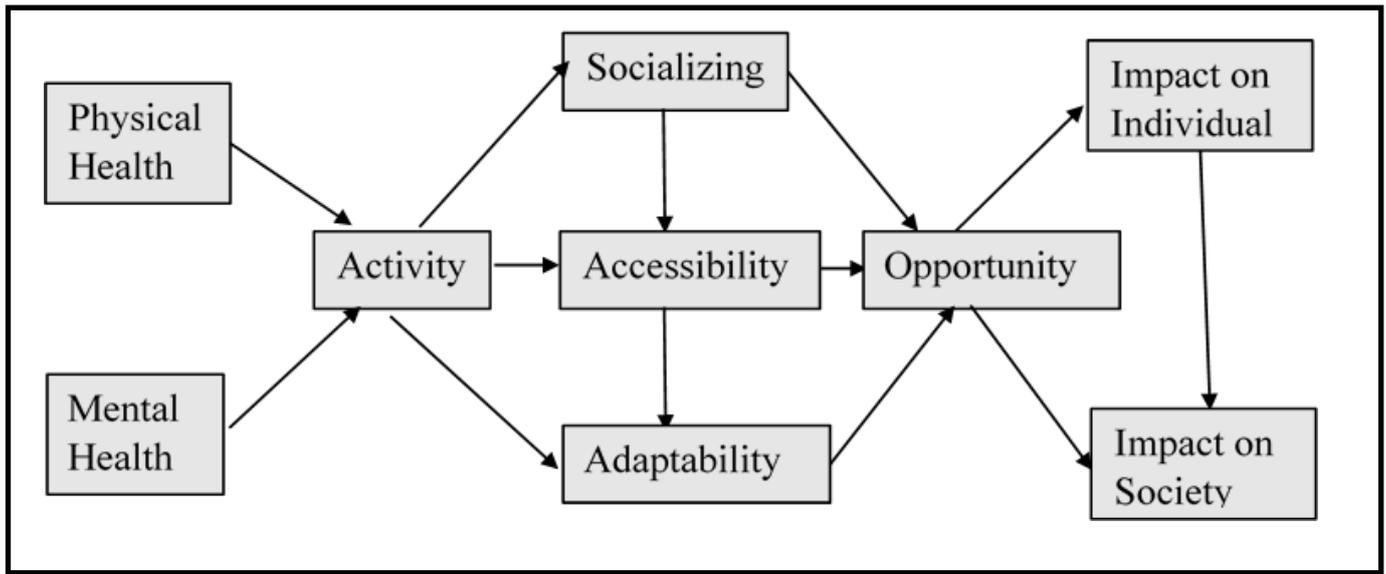
These interviews then were transcribed and subsequently analysed using **Text Mining, a key machine learning technique**, to extract the important views from these interview speeches. The study has extensively used certain machine learning tools to analyse the stakeholders' views. For example, we have categorised & captured their views on objective of the impact study using **category bar chart** of key concepts (Figure 1); objectives of blind cricket have been narrated using **concept web** in figure 2 and the challenges regarding funding is captured in yet another **concept web** in figure 3. We have also used **web cloud** (Figure 4) to show the implied relationships between various social problems that CABI tries to address. We have further performed a **cluster analysis** to observe the correlation between various clusters of organisational challenges (Figure 9).

QUANTITATIVE ANALYSIS

In the second phase of the analysis, we have measured the impact of CABI's activities on individual players as well as on the entire society including players' family and the blind community. For the purpose of this survey, we contacted 344 male players from all over India and only 201 players responded and completed the survey, i.e., 58.4% contacts turned out to be effective contacts. We have examined these players through a set of structured questionnaire. As the respondents are visually impaired, we took approximately one hour to collect responses from individual player through telephonic interview process. These responses have been captured in google forms for further analysis. The perception of players has been captured on various attributes, including the status of their mental and physical health, extent of their socializing, their level of independent activities, accessibility, adaptability, receiving and utilizing opportunities from CABI, and finally, impact of CABI's activities on their individual lives as well as on the entire society.

After consulting a few studies on measuring impact, we conceptualised the following model (figure 33) to measure the impact. As indicated in the diagram, it's clear that two impact outcomes have been measured: impact on individuals and impact on society.

Figure 33 Impact Study - Research Conceptual Model



We have performed a multi-stage procedure to analyse the impact in holistic manner.

Firstly, we have summarised the perceptions of players on certain key aspects of their lives and activities. All the survey instruments (survey questions) were measured on a 5-point scale. We present the scales of each attribute in Table 5.

Table 5: Scales of Attributes

Attributes	Scale = 1	Scale = 5
Physical Health	Very Poor	Very Good
Mental Health	Very Poor	Very Good
Activity	Cannot do because of vision	Not difficult at all
Socializing	Cannot do because of vision	Not difficult at all
Accessibility	Very Difficult	Very Easy
Adaptability	Very Difficult	Very Easy
Opportunity	Very Low	Very High
Impact on Individual	Negative Impact	Positive Impact
Impact on Society	Negative Impact	Positive Impact

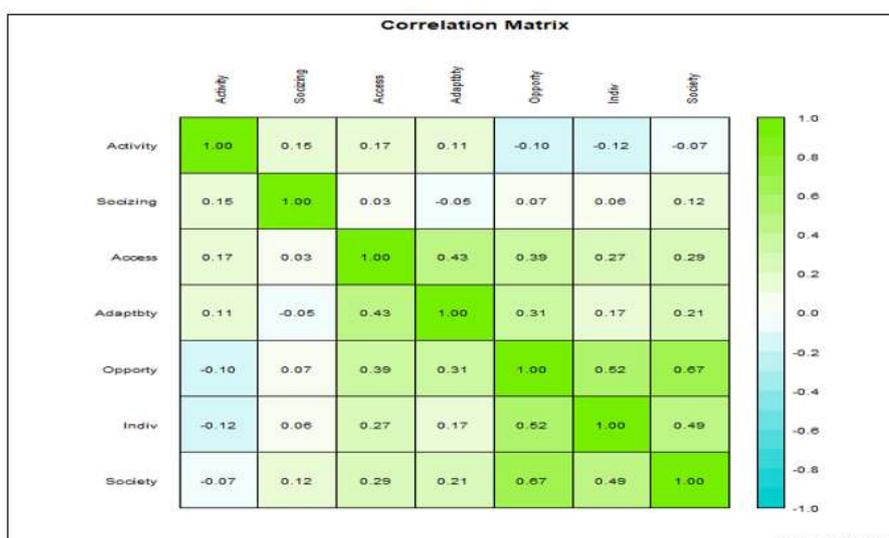
On the basis of the above scale, we have summarised the attributes using descriptive statistics tools and techniques, the result of which is presented in table 4 and in figures 18 & 19. In the second stage, we carried out Pearson's correlation analysis to understand the strength of correlation between various attributes. Table 6 depicts the correlation coefficient between two attributes and the highlighted figures indicate that there exists positive correlation between the attributes. Please refer to Figure 31(pg no 42) for visualizing the strength of relationship between the attributes under study.

Table 6 Attributes Correlation

Attributes	Socializing	Accessibility	Adaptability	Opportunity	Impact on Individual	Impact on Society
Activity	0.15	0.17	0.11	-0.10	-0.12	-0.07
Socializing		0.03	-0.05	0.07	0.06	0.12
Accessibility			0.43***	0.39***	0.27***	0.29***
Adaptability				0.31***	0.17	0.21***
Opportunity					0.52***	0.67***
Impact on Individual						0.49***

Note: *** - Results are statistically significant at $p < 0.01$

Figure 34 Correlation between attributes



Third stage of quantitative analysis carried out 'Paired T Test', a statistical modelling technique to capture the difference in players' physical, mental & social status before and after joining CABI.

Table 7 Change in the Quality of Life (Psychological & Environmental Status) after joining CABI

Criteria	Average Score Before Joining CABI	Average Score After Joining CABI	Improvement /No Improvement	p-value	Statistical Significance
Depression Level	4.030	2.622	Improved	0.000	Significant
Ability to perform daily work	4.184	4.398	Improved	0.003	Significant
Family Happiness	4.040	4.403	Improved	0.000	Significant
Satisfaction with Life	3.612	4.189	Improved	0.000	Significant
Status in society	3.458	4.050	Improved	0.000	Significant
Contribution to Society	3.164	3.896	Improved	1.000	Significant

Note: 1 – Lowest level of the attribute; 5 – Highest level of the attribute

Table 7 clearly indicates that there is a distinct improvement in the players quality of life in terms of their depression level, ability to perform daily work, family happiness, satisfaction with life, status in society and in their contribution to society.

Finally, we measured the overall impact using Structural Equation Modeling technique, a multivariate statistical path analysis procedure to examine the uni-directional relationships between all the attributes featured in figure 33(Pg no. 56). The study focused on two objectives while conducting the SEM-Path Analysis:

1. To identify the attributes that are impacting the individual players
2. To identify the attributes that are impacting the players' family, bling community as well as the entire society.

Let us understand the various survey instruments and their measures for certain key attributes of the study including opportunity, impact on individuals as well as impact on society. Table 8 explains the various opportunities provided by CABI to the blind community. As all the instruments are measured on a 5-point scale (1 = very low; 5 = very high), the average scores capture the average level of opportunity received by all the players.

Table 8 Measuring Opportunity Provided by CABI

Measuring Instruments	Average Measure
Players receive required training from CABI.	2.76
Visually impaired people get opportunity to play cricket	3.15
Players get opportunity to lead the team.	1.85
Players get opportunity to play International matches outside India.	1.37
Players get opportunity to play national level matches across the country.	2.58
Players get opportunity to mentor the other team members	2.71
Players get opportunity to broadcast their views on Radio.	1.33
Players get opportunity to telecast their views on TV.	1.56
Players get payment for playing the matches.	2.76

Table 9 Measuring Impact on Individuals

Measuring Instruments	Average Measure
Satisfied with CABI's assistance	3.71
Received respect while playing cricket	4.44
Feel happy when people watch the match	4.56
Feel proud when people follow me on TV/Radio	4.43
Enhanced confidence level	4.54
Boosted self-respect	4.43
Extending financial support to family	3.26
Extending moral support to family	4.32
Enhanced capability of getting jobs	2.74
Enhanced capability of building home	2.40

All the instruments are measured on a 5-point scale (1 = very low; 5 = very high); the average scores indicate the perceptions of the players about the impact of CABI's opportunity on their individual lives. The similar analysis has been carried out at macro level in which the impacts are measured on the society. Table 10 represents the various instruments which have measured the impact of CABI's activities on the blind community as well as on the entire society.

Table 10 Measuring Impact on Society

Measuring Impact on Society	Average Measure
Player's family is financially supported	2.45
National & international cricket enhances image of blind community.	4.26
Blind community is recognised more & more because of CABI's activity	4.07
Individual family gets recognised because of blind cricket	3.74
Blind cricket changes the perception of society regarding the potential of visually impaired people	4.24
CABI's activities enhance the well-being of players' families	2.73
CABI improves the quality of life of players' family.	2.72
CABI reduces illiteracy among visually challenged in the society.	2.90
CABI reduces the financial dependency among visually challenged in the society.	2.81
Overall CABI's contribution to the society is satisfactory.	3.41

With reference to the research conceptual model presented in figure 33, we have examined 12 key relationships between various attributes which lead to positive impact on individual players as well as on entire society. The principal focus of this path analysis is to observe how opportunity provided by CABI plays a pivotal role to have a positive impact on individual players as well as on the entire society.

The path of the study is based on the following logic established in earlier similar kind of studies. We understand that good physical and mental health would enable a player to perform his daily activities independently; an active player socialises, is able to access any system, and he is also capable to adapt. Therefore, we scrutinize the following relationships using certain statistical techniques.

H1: Good physical health keeps people active.

H2: Mental Health strengthens activity.

H3: An active person intends to socialize.

H4: Activity helps to increase the accessibility.

H5: Activity enhances the adaptability power.

Further, we realize that accessibility and adaptability cannot improve one's life unless they get certain opportunities to exercise these qualities and thereby to get benefit out of it. It is in this context we analyse that how opportunities provided by CABI actually helps one to grow, to settle and to be happy in life. Further, when these visually challenged people get an opportunity to play cricket in local, regional, national and international level, that leaves a long term impact on their family, on the blind community as well as on the entire society. This has prompted us to examine a path relationship between various attributes which are mediating through opportunity. In order to see the holistic picture, we tested the following relationship statistically.

H6: Accessibility boosts confidence, satisfaction and happiness of an individual through opportunity.

H7: Accessibility positively impacts society mediating through opportunity.

H8: Adaptability enhances confidence, satisfaction and happiness of an individual through opportunity.

H9: Adaptability positively contributes to the development of society mediating through opportunity.

H10: Opportunities provided by CABI positively contributes to individual's development as well the development of the society.

H11: Accessibility contributes positively to the development of society through opportunity provided by CABI as well through boosting status of an individual.

H12: Adaptability contributes positively to the development of society through opportunity provided by CABI as well through boosting status of an individual.

The results of these hypotheses are given in Table 11.

Table 11 Results of Path Analysis

Relationship	Coefficient	Statistical Significance
Physical Health -> Activity	0.256***	Highly Significant
Mental Health -> Activity	0.083	Not Significant
Activity -> Socializing	0.037	Not Significant
Activity -> Accessibility	0.152**	Significant
Activity -> Adaptability	-0.163	Not Significant
Accessibility -> Adaptability	0.433***	Highly Significant
Accessibility -> Opportunity	0.302***	Highly Significant
Adaptability -> Opportunity	0.132	Not Significant
Accessibility -> Opportunity -> Impact on Individual	0.3204***	Highly Significant
Accessibility -> Opportunity -> Impact on Society	0.46***	Highly Significant
Adaptability -> Opportunity -> Impact on Individual	0.192***	Highly Significant
Adaptability -> Opportunity -> Impact on Society	0.33***	Highly Significant
Opportunity – Impact on Individual – Impact on Society	0.516***	Highly Significant
Adaptability -> Opportunity -> Impact on Individual -> Impact on Society	0.330***	Highly Significant
Accessibility -> Opportunity -> Impact on Individual-> Impact on Society	0.46***	Highly Significant

*Note: *** - Significant at 1% level; ** - Significant at 5% level*

Positive coefficients for all the paths indicate positive relationships between the paths of attributes. However, we observe that certain relationships are not statistically significant. We conclude that there are no relationships between mental health and activity, between activity and socializing, between activity and adaptability and between adaptability and opportunity.

In the mediation path analysis, we found that if the opportunities are not provided to these visually challenged people, then the glory of their individual lives as well as the development of the society would be meaningless. The final path model is given in figure 32.