



Changing Indian Football Together

Football is the World's most popular sport. It can be easily played with little to no equipment: socks are balls, rocks are goalposts and a few friends can form a team. Such a sport is an ideal fit for our country where resources are scarce, but there is no shortage of talent, energy and interest.

Introduction

India is the proud host of the FIFA U-17 World Cup to be held in 2017. The Honourable Prime Minister and the Government of India see this as a turning point, an opportunity to change the culture of football and sport in this country

The legacy of this event of national importance can only be fully utilized by creating a mass movement around it. The objective is to take forward the PM's vision of every child in the country playing football. With this view, the AIFF and the Local Organizing Committee for the FIFA U-17 World Cup India 2017 with the support of the Government of India have created a pioneering program called Mission XI Million (MXIM), that intends to bring at least 11 million school kids in the country actively playing football in the run up to the Event.

What is Mission XI Million?

Mission XI Million is a **FIFA** (Fédération Internationale de Football Association) and **AIFF** (All India Football Federation) owned initiative supported by the Government of India.

Mission XI Million is India's largest school contact programme that aims to make football the sport of choice among India's youth.

Who all are the key people that we are contacting for this programme?

School Administrators, School Principals, Physical Education teachers and Coaches.

How does Mission XI Million see the programme working?

Mission XI Million uses the school network and facilities around the country to encourage children to play the game and gain healthy habits and fine motor skills and learn important life lessons in teamwork and sportsman spirit.

How does Mission XI Million intend to approach the schools principals, teachers and coaches along with other stakeholders?

We all need to contribute to change the future. The Mission XI Million approach is to work with school principals and sports teachers and coaches together as one unit. Every schools that becomes a part of this will be the pioneers in changing our nation's sporting future. Schools will be fully supported and encouraged to make their children play football regularly.

Mission XI Million : Implementation Stages

Module 1 :

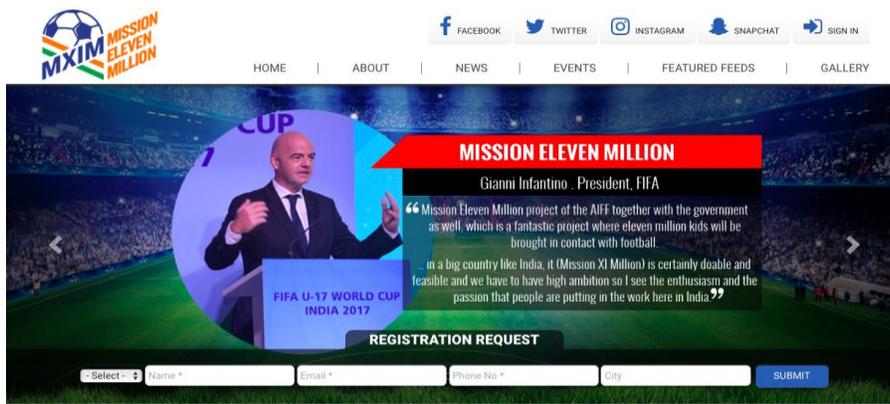
A. School Contact and Reach Out stage

School principal, physical education and sports teachers to be informed about the seminar schedule and invited.

Schools get with Mission XI Million initiative through both offline and online registration process. Here's the link to register as school, teacher, student, parent or other.

www.mxim.in

This is how the website appears :



Or you may directly write to us at **contact@mxim.in**

Once a school gets registered, they become a partner with MXIM. Registered Schools can then get support from MXIM team and be guided to implement the activities in their schools.

B. Workshop for School Administration

Mission XI Million will conduct a workshop for participating schools and would specially invite -

School Principals,
Physical Education Teachers,
Head of Departments or Parents

Schools and Sports coaches become partners in this movement to change the face of football in the country.

Each one of them thus become Brand Ambassadors for the mission.

MXIM Football Equipment Kit

Each participating school of the seminar is given an equipment kit that comprises a detailed programme execution write-up and two footballs. (Size 4 and 5 each) for their schools.

The School Physical Education Teachers or coaches act as MXIM instructors/representatives to implement the programme in their schools as per the guidelines provided in the manual for Module 2.

Module 2

In-School Activities

No space is too small to play football! FIFA after extensive research around the world have created a simple and easily doable format that can work with any group of students in very limited space.

This format devised specially for MXIM can be adapted to different field sizes and conditions available locally.

Participants

As many students as possible can be a part of the programme. The instructor may divide them into groups to manage the activities. Each student should get to experience all different activities over a period of time.

There is no time limit for learning.

Category (Girls and Boys)

- Class 5 to 7 (Class 5 to 7 students be in this category)
- Class 8 to 10 (Class 5 to 7 students be in this category)

The age-groups can be from 10 years to 16 years.

MXIM Programme Execution in Schools

Game Format : 4 versus 4

Sports coaches are to organize small side games with 4 members in each side. No goalkeeper in this format of football.

The pitch can be created in the playground available area –

20 to 25 meters in length

12 to 15 meters in width

(The pitch size can vary as per the available space. The size may be from 20 meter to 25 meters in length and from 12 meters to 15 meters in width)

You may use four cones or markers, one placed 3 metres from each corner along the length of the field, to demarcate the box. The goalkeeper can handle the ball in this area.

If there are no goalposts, use 2 cones, markers or stones 3 metres apart.

Teams Formation

For grade or class 5, and 7, teams can be mixed with both boys and girls whereas for grade or class 8, and 10, boys and girls need to be in separate teams.

For mixed teams the girls and boys must play for the same amount of time.

Rules and Regulations

1. The game is played without goalkeeper. All 4 team members will be on field.
2. Four Substitutes allowed. They can play at any time. The substituted player can participate again later in the game.
3. All free kicks are direct.
4. No offside.
5. A penalty is awarded if the referee considers a serious offence has been committed in the box.
6. Free kick, clearance, corner; opponents must stand at least 3 meters from the ball.
7. Penalty, other players must be outside the penalty area, at least 2 meters behind the penalty mark
8. Each half can be played for 6, 8, 10 or 12 minutes depending on time available and class size.
9. When the ball is out of play the game is restarted by a kick – in form the area where the ball went out of the play.

Guidelines

1. Ball size 4 for Under-12 ; Size 5 for above 12 years
2. Refereeing is for education. No whistle. Not on the pitch is recommended.
3. Mission XI Million programme recommends that school coaches draw out a schedule for each day and ensure that as many children play the game.
4. A record of students that show extra enthusiasm can be maintained and shared with our team.
5. Our MXIM Instructors can be contacted for assistance and guidance. The contact details will be provided to you.

6. Top 20 students selected on the basis of their performance be chosen by the school coaches to take part in Module 3 – School Festival.

MXIM State Instructors

MXIM instructors can be contacted for assistance and guidance. The contact details will be provided to you. An instructor can be contacted for any queries or clarifications. You will be assisted with any technical expertise that you may need at any stage of in-school implementation of MXIM programme.

Recommended Extra Drills

School teachers and coaches may use the following instructions to conduct extra drills for the students to make the learning interesting and fun.

A.Technique: Passing & Receiving

Number Jogging and Passing

Time: 15 minutes

Material and preparation: 2 Footballs. Cones & markers, Make two grids of 15X10 meter

Groups: 2 (In one grid one group)

Game:

Allot a number (starting from one) to each player. Ask them to start jogging in the square field.

Round 1

- Inform the players that they have to pass the ball to the player whose number is called. Start by giving Ball to number one.

- Subsequently facilitator should call out numbers in sequence at an interval of 10 seconds.
- Continue the activity till ball has been passed to all players.

Round 2

- In this round players have to pass ball to their next number and facilitator makes it challenging by adding second ball. Now, there are two balls that children pass among each other.

Round 3

- Only one ball is used, passes will be collected according to predefined conditions e.g. Player should clap before receiving the ball or player should jump before receiving the ball.

Round 4

- Coach calls certain group of numbers and children have to pass only to those numbers. For e.g.: Pass to all odd numbers; even numbers; multiple of 3, etc.

B. Technique: Dribbling

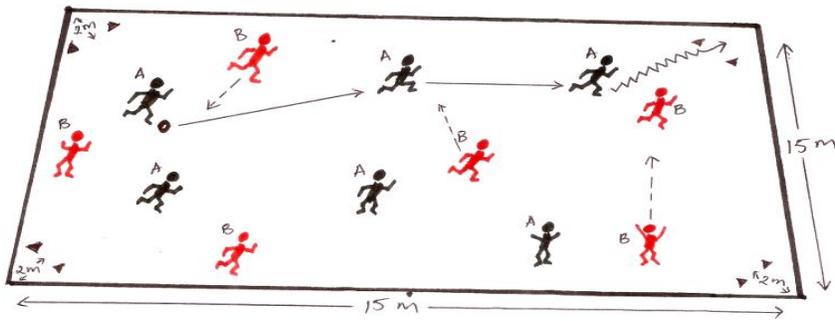
Dribble In

Time: 15 minutes

Materials and preparation: 2 football, cones and markers.

- Make 2 grids of 15 meters (square in shape)
- Place 2 marker cones as goal posts in all the corners of the grid.
- The distance of marker cones will be 2 meters. It should be 2 meters from the corner inside the grid.

Groups: 4



Game:

- Players will play football, and they need to dribble the ball into any of the goal posts and hold the ball in the goal post. This will be considered as one goal.
- Once a goal is scored in one corner, goal cannot be scored immediately in the same side but can be scored in the other three corners.
- After 5 minutes teams will be swapped and other teams will be playing against each other.
- In this way after every 5 minutes game teams will be swapped and new game will start.

At the end of these sessions implemented by the school coaches in their respective schools, the following students are to be shortlist to be qualified for Module 3. (Total 30)

Grade 5-7 : 2 Teams - comprising 8 Members (5 extras)

Grade 8-10 : 1 Team of boys and 1 team of girls comprising of 8 members (9 extras)

Module 3 :

Football Festival

The football festival, designed specially by FIFA and AIFF team will have a series of games and other skill platforms and also information and entertainment for all the attending schools.

30 children from each school are selected for a football festival where many other schools in the city will participate.

The festival will feature

Football Matches (4 versus 4) will be conducted for both categories; Grade 5 to 7 and 8 to 10.

There will be these stations with various levels of difficulty

- Dribbling
- Juggling Stations
- Shooting target

Football Festival will have contests and skills competitions and opportunities for rewards for all participating children.

Exclusive MXIM Merchandize and many more prizes will be on offer for the students.

MXIM Online Support

Mission XI Million programme is backed by a strong online platform that will register and record schools, children and coaches. Football Festival will have various contests and other skills competitions and opportunities for rewards for all participating children.

The website/mobile-site can be used by teachers, parents and children to record progress details, children will upload images, updates, share some football skills, videos and and interact with other children, schools and teachers.

The website will have football skills competitions, tutorials, news and updates from the world of football.

Mission XI Million Reward Structure

Mission XI Million rewards area there for everyone who is participating and taking up this programme.

There are opportunities of rewards for principals, teachers and students.

1. Personalized Badges : Displaying their achievement; they show Progression and they keep the child involved.

2. Rewards related to the FIFA U-17 World Cup. These rewards that money can not buy, a chance to interact or participate in activities that can only be achieved by being part of Mission XI Million.

Prizes like -

- Being a player escort at the FIFA U-17 World Cup,
- a ball kid for the FIFA U-17 World Cup matches,
- flag kids for the matches of the Event,
- photos with star players,
- chance to be a part of the FIFA U-17 World Cup video,
- try out for the National Squad, etc. These are about 3,000 premium rewards.

MXIM / Sponsor Merchandize :

Schools, teachers and students may record the activities on our website, social media platforms directly or take assistance of our state coordinator.

Schools and teachers who record more participation, activity hours and other parameters to track progression get points. Based on these points schools may win merchandise and other gifts every fortnight.

Top schools from each city to be featured in our website, social media and covered by our media partners.

MXIM Special Prizes

Some of these rewards are for schools for implementing the programme and doing consistently well and become the winners in pre-decided categories -

1. Win of match balls used in the Tournament
2. Tickets for FIFA U-17 World Cup matches
3. Tickets for ISL and I-League Matches
4. The school may be chosen to host an event to meet the World Cup Mascot.

And many more such prizes..

Top performing schools of MXIM programme will be featured on FIFA.com

MXIM Social Media

Mission XI Million can be tracked on Facebook, Twitter, Instagram and Snapchat.

Kindly check the following account in these social media networks and take part in the contests, challenges, share your experiences, images, videos or post anything that you want to know about the programme.

Facebook : MXIMIndia

Twitter : MXIMIndia

Instagram : MXIMIndia

Mission Eleven Million is one of the most ambitious programmes to reach out of more than 15,000 schools and this seminar is just the first step.

We need your support to carry this mission forward to make football learning, a way of life.

For any further query you may please write to : Contact@mxim.in