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The next big thing is the women's game: Shastri

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HYDERABAD

“The next big thing in the cricketing world is the women's game. And, there is no better time than now to start the Junior Athletes Development Programme to elevate Indian women's cricket at the grassroots level,” former India coach and co-founder of Coaching Beyond, Ravi Shastri, said while announcing the launch in Hyderabad on Wednesday.

“The recent victory in the Women's World Cup (under-19) and the Women's Premier League are all great signs for a very good future,” he added.

Opportunity

“Hindustan Unilever Ltd. (HUL) is closest to the women's heart with 90% of its products catering to them. These girls deserve an opportunity to grow big in the world of cricket,” Shastri said. “The initial emphasis is on quality and not numbers. In future, it will be a pan-India programme for sure.”

Former India fielding



Set for take off: Shastri, Coaching Beyond co-founder, with his team and Hindustan Unilever Ltd. officials at the launch of the Junior Athlete Development Programme. V.V. SUBRAHMANYAM

coach R. Sridhar said the programme would begin with selection trials with no age limit across 20 districts in Tamil Nadu, Andhra Pradesh and Telangana.

“The selected young talent will play a tournament in Chennai and Hyderabad and the best 50 will be shortlisted for HUL scholarships. In the final phase, training will given for three years. There will be critical evaluation every six months on various aspects,” he added.

Bharat Arun, co-founder of Coaching Beyond

and former India bowling coach, was confident of the programme producing India players in the days to come given the scientific approach that would be in place.

Srinandan Sundaram, ED, Foods & Refreshment, HUL, and Krishnan Sundaram, VP, HUL, said they would be scaling up the support as per the vision of Coaching Beyond.

Later, Shastri along with his team, felicitated G. Trisha, member of the u-19 Women's World Cup winning team.