




## Hoops Creating Hope



**CROSSOVER**  
Basketball & Scholars Academy



70%

of Indian  
students  
graduate  
high school



# THE CROSSOVER EFFECT

Crossover Basketball and Scholars Academy is the first international non-profit program in India that leverages athletics to develop academic opportunities for students regardless of their economic status. Crossover's objective is to improve students' academic skills and recruitment opportunities concurrent with their athletic skills to allow access to secondary and college level education in India, the United States and Europe.

We are acting now because the National Basketball Association (NBA) has recognized that India is a monumental opportunity for the sport of basketball and recently begun developing the country as a major market. The league is attempting to find the next great superstar player to promote the sport within the country. However, this emphasis has created a ripple effect of corruption amongst agents, coaches, and managers who are seeking to exploit young people and their families for economic gain. We want to see the sport that we love thrive in India, but we cannot abide the way the corporate structures are taking advantage of children in poverty.

Crossover Basketball is dedicated to the idea that India is unlike any other country where basketball has been expanded. The key to integrating the sport within the community will be its emphasis on the provision for educational prospects. Accordingly, the Crossover program will bring together young people with academic interest and athletic skill to learn both on the court and in the classroom. This balanced approach allows students to learn about all the opportunities that exist through athletics and how to achieve their goals. We are not focused on producing the next NBA superstar, but rather a community of student leaders who will serve as an example to others and who just might be the next starting college and universities players.

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Basketball is a multi-faceted team sport that provides a structure for players to develop leadership, teamwork, discipline, camaraderie, higher-order thinking and creativity.

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MORE THAN 35% OF THE POPULATION IS ILLITERATE

Less than 35% of  
students receive any  
secondary education





With the highest literacy levels in the country, the Southern states of Tamil Nadu (80.3% literacy rate) and Kerala (99% literacy rate) have shown a strong existing commitment to education. Chennai, the capital of Tamil Nadu, is the fourth most populous metropolitan area in India and is unique in its lack of significant ethnic or religious conflicts. It is also currently fascinated with the sport of basketball - more so than any other city in the country. The capital of Tamil Nadu boasts over 18 semi-professional teams, hosts multiple tournaments and has contributed numerous players to the national teams.

These valued reasons are instrumental in making Chennai the inaugural city to host Crossover.

# There are Over 100 Million Children of Middle and High School Age in India

By combining Tamil Nadu's inherent value of education and its obsession with the sport of basketball, Crossover Basketball and Scholars Academy will provide access to educational and leadership opportunities to Indian youth of both sexes. With the emphasis placed on educational opportunities, both at home and abroad, athletic excellence becomes a means to an end rather than simply an end in and of itself.

Our network of coaches increases skill levels and trains athletes, while our network of tutors prepares students for application and admission to the most competitive programs in India, the US, and Europe. Our program brings together young people with academic interest and athletic skill to learn both on the court and in the classroom. We will leverage high school, university and college diversity initiatives while we help them improve their athletics programs to create opportunities for Indian students to study abroad.

*Access is the problem. Opportunity is the answer. Crossover is the mechanism.*

Education results in increased economic opportunity, decreased infant mortality rates, a reduction in family size and therefore population growth, and increases in general health awareness. These factors combine to facilitate widespread community change. However, if education is not available, change is unlikely. The association between education and sport has existed for centuries, and as it has evolved educational institutions and sport have become intertwined to mutual benefit.

It is a question of access, and sport can be part of the answer. We believe in supporting the whole child, not just their performance in school. We expect our students to be involved in their communities and act as role models; we are not just preparing athletes and helping to increase education rates, we are preparing future leaders for Indian communities.

### **Gameplan:**

Crossover Basketball and Scholars Academy has the long-term goal of improving the lives of young people with educational access through athletics.

### **Team Composition:**

*Faculty:*

- 10 Basketball coaches from university and secondary school programs in the US and Europe
- 10 Basketball coaches from local programs in India
- 5 Educators - secondary school teachers and college guidance directors from programs in the US and Europe

*Volunteers:*

- 5 Student athletes from university and secondary school programs in the US and Europe
- 10 Student athletes from the American International School - Chennai
- 5 Student leaders from local Chennai secondary schools

### **Progress:**

- Develop curriculum to balance athletic training with classroom skills
- Recruit faculty and volunteers
- Partner with local organizations to recruit student-athletes to participate in summer session
- Introduce US and European-based faculty and volunteers to Indian culture and customs
- Hold summer session (August 2012)
- Coordinate monthly email check-ins with camp participants (September 2012)
- Schedule quarterly video sessions with camp participants (September 2012)

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**Preparing future leaders for  
Indian communities.**

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