

## Press Release

### **Vedanta's SFA fosters 3-Dimensional Coaching approach to further enhance their grassroots football training programs.**

- Sesa Football Academy (SFA) hosted Mark Hull from the 3D coaching institute at their Sirsaim campus for a session on 3D coaching.
- The session focussed on significance of 3-Dimensional way of coaching with special emphasis on all three levels of training i.e., fundamentals, psychology, and heart.

**Sirsaim, Goa 6<sup>th</sup> August 2022:** Vedanta's Sesa Football Academy recently hosted Mark Hull from the 3D coaching institute for an in-depth session on 3-Dimensional coaching to further boost its grassroots training programs with high focus on three important levels i.e., fundamentals, psychology, and heart. Mark, who has done 3D workshops in four continents with coaches and sports leaders from more than 25 countries, guided the SFA coaches on the importance of building character of the trainees through holistic training approach, which will help in further adding up to their professional football trainings. He also interacted with SFA trainees and motivated them to make the most out of the robust residential training program provided by Sesa Football Academy.

Sesa Football Academy established in the year 1999 has groomed over 200 + skilled footballers through robust grassroots training programs of which 9 have played for Indian National team and many are shining at prestigious footballing platforms such as elite ISL, I-League etc. This unique training session was highly beneficial for the coaches and Academy players in honing up their skills, and further motivated them to upgrade training techniques.

**Mark Hull, Director- 3D International Development, 3D Institute** applauded the state-of-the-art infrastructure and facilities at SFA while he urged the young champs to keep up their passion for the game. He said "It's an honour to be here at SFA where they are trying to make a notable difference in the lives of the aspiring players. Not just technically and tactically but our encouragement is also to skill and coach the mind, focussing on capturing the heart, building the foundation of purpose through 3D Coaching"

**Annanya Agarwal, President, Vedanta Sports** expressed his gratitude towards 3D coaching Institute for this highly enriching session and said, "At Vedanta, our continuous endeavor is to identify and nurture young sporting talent through our structured grassroots initiatives. We aim to build a conducive and promising environment for budding talents to grow, learn and excel in sports. Sessions such as these will help enhance our player development programs and groom more professional footballers for the country. I thank Mark Hull and the 3D Institute for associating with us and delivering an enriching training session."

Over the span of more than two decades, Sesa Football Academy have expanded manifold in their endeavour to train and groom the footballing talents across Goa and from various other parts of the country. Apart from residential football training programs at SFA Vedanta

Women's League A unique platform developed for aspiring women footballers across Goa state is gaining massive popularity and helping the women footballers to excel in football.

### **About Vedanta Limited**

Vedanta Limited, a subsidiary of Vedanta Resources Limited, is one of the world's leading Oil & Gas and Metals company with significant operations in Oil & Gas, Zinc, Lead, Silver, Copper, Iron Ore, Steel, and Aluminium & Power across India, South Africa and Namibia. For two decades, Vedanta has been contributing significantly to nation building. Governance and sustainable development are at the core of Vedanta's strategy, with a strong focus on health, safety, and environment. Vedanta has put in place a comprehensive framework to be the ESG leader in the natural resources sector. Vedanta is committed to reducing carbon emissions to zero by 2050 or sooner and has pledged \$5 billion over the next 10 years to accelerate the transition to net zero operations. Giving back is in the DNA of Vedanta, which is focused on enhancing the lives of local communities. The company's flagship social impact program, Nand Ghars, have been set up as model anganwadis focused on eradicating child malnutrition, providing education, healthcare, and empowering women with skill development. Under the aegis of the Anil Agarwal Foundation, the umbrella entity for Vedanta's social initiatives, the Vedanta group has pledged Rs 5000 crore over the next five years on social impact programmes with a thrust on nutrition, women & child development, healthcare, animal welfare, and grass-root level sports. Vedanta and the group companies company have been featured in Dow Jones Sustainability Index 2020, and was conferred Frost & Sullivan Sustainability Awards 2020, CII Environmental Best Practices Award 2020, CSR Health Impact Award 2020, CII National Award 2020 for Excellence in Water Management, CII Digital Transformation Award 2020, ICSI National Award 2020 for excellence in Corporate Governance, People First HR Excellence Award 2020, 'Company with Great Managers 2020' by People Business and certified as a Great Place to Work 2021. Vedanta's flagship Nand Ghar Project was identified as best CSR project by Government of Rajasthan. Vedanta Limited is listed on the Bombay Stock Exchange and the National Stock Exchange. For more information, please visit [www.vedantalimited.com](http://www.vedantalimited.com)

### **About Sesa Goa Iron Ore Business**

Sesa Goa Iron Ore Business of Vedanta Limited is engaged in exploration, mining, and processing of iron ore. The company was founded in 1954 as Scambi Economici SA Goa and acquired by Vedanta. Since then, it has grown to be one among the top low-cost producers of iron ore in the country. During 1991-1995, it diversified into the manufacture of pig iron and metallurgical coke. It has also developed indigenous and environment-friendly technology for producing high quality metallurgical coke. Sesa Goa Iron Ore also has two waste heat recovery power plants of total capacity 60 MW that produces clean power by using the waste heat recovery from its coke ovens and blast furnace gas. Sesa Goa Iron Ore operations in India are in Goa & Karnataka.

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