

## Press Release

### Brett Lee Meets Cricket Education Program Participants

**Mumbai, March 29:** Cricket Education Program (CEP), the innovative curriculum based education program for boys and girls from 9 to 14 years has been successfully running in Mumbai for the past four months. CEP Ambassador and leading Australian cricketer Brett Lee met participants and encouraged them in an event at The Trident Hotel, Mumbai on Monday.

CEP has been introduced in India by Cricket India Academy (CIA) under the flagship of Sports Education Development India Ltd (SEDIL).

Using the tool of high quality sports education programs, CIA kick started CEP by partnering with some reputed schools in Mumbai. CEP is the first-of-its-kind, a top quality six-level program written exclusively by Cricket Australia (CA) for school children.

SEDIL is headed by educationists Rajiv Podar and Unmesh Joshi, who have been doing stellar work in the field of education for the past several decades. Mr Rajiv Podar is the Managing Director of Podar Enterprise. Trusts established by Podar run over 40 schools, colleges and institutes in India. Mr Unmesh Joshi is the CMD of the Kohinoor Group, which has been a leading player in technical and vocational education since 1961 and later ventured into higher education in hospitality and management with the establishment of Kohinoor Global Campus at Khandala in 2000. The Group will soon start the Kohinoor International School at Kohinoor City, Kurla-Vidyavihar, in June 2010. Through SEDIL, both Podar and Joshi plan to promote sports education for school students first in Maharashtra and then across India.

CEP has been specially developed by CA for children in India drawing on the experience of running school levels programs across Australia. The program has a foundation of competency based training and engages children in cricket development activities and learning, in addition to their regular schooling.

Students receive a certificate at the satisfactory completion of each year culminating in the Diploma of Cricket after Level 6.

The initial training and assessment of coaches is conducted by CA. CA also underwrite the global accreditation awarded to CIA coaches with an ongoing professional development program also in place. In his role as Coach Director, ex-Indian international cricketer and leading Mumbai coach Pravin Amre is also involved in the selection, training and development of the coaches.

Speaking on the occasion, Mr Martin Gleeson, CEO, SEDIL said, “CEP is innovative in its design and teaching methodology. It’s been fantastic to see the development of participants through the program in such a short time, not only in their skill performance but also their knowledge and understanding of the game.”