

## Internal Corporate Release

### Cricket Education Program coaches receive International Accreditation underwritten by Cricket Australia

Sports Education Development India Limited (SEDIL) presented the first batch of Cricket Education Program (CEP) coaches with their accreditation certificates in a ceremony on Friday 5<sup>th</sup> March 2010 at Kohinoor Corporate Office in Mumbai, India.

Developed exclusively by Cricket Australia (CA), CEP is a six-level curriculum based cricket development program for participants from nine to 14 years. Innovative in its approach, CEP delivers broad based cricket education aimed at developing young people through cricket.

During the ceremony, 19 Coaches who qualified as CEP coaches were presented with Silver and Bronze certificates indicating their levels of coaching competency.

Four coaches currently deployed in the program also presented on how their CEP participants have improved their knowledge, understanding and skills and also how they as coaches, have adapted coaching techniques to enhance the development of their participants.

Sending his best wishes from Australia, Mr Ross Turner, Cricket Australia's International Development Program Manager said, "The Coach Induction Course provided an ideal platform for coaches to be educated about the principles and practices of the Cricket Education Program. Successful graduates of the Course are well-positioned to deliver a high quality coaching experience for participants of the Program."

Mr Martin Gleeson, Chief Executive Officer of SEDIL, said "It is indeed a major milestone in the development of CEP to award certificates to coaches who have successfully completed the coach induction program. I believe that the backbone for effective delivery of CEP is quality trained coaches. It's indeed a proud moment to present this first batch of accredited coaches."



Mr Pravin Amre, CEP Coach Director, added "I am extremely pleased with the performance of the coaches so far. They have seamlessly adapted to the curriculum based training and have benefited greatly from the training conducted by CA." During the evening Mr. Amre also gave an engaging presentation on how game scenario training produces higher quality cricketers.



The highlight of the evening was Mr Unmesh Joshi, SEDIL Director, presenting the successful candidates with their Certificates. "I am happy to see CEP progressing from strength to strength. I can assure you that the Company is committed to make CEP a world-class program offered across India." he stated.