

800 Junior Shuttlers to take part in Kolkata leg 4th Badminton championship at SAI

Kolkata, Jul 8 (UNI)The 4th Junior Badminton championship, being sponsored by PNB MetLife, today kick-started at Sports Authority of India (SAI) campus where some 800 budding shuttlers will be seen in action in 3-day tourney.The tournament, the Kolkata leg, is one of the biggest National open-platforms for Badminton for juniors.

The tournament was inaugurated by Arup Baidya (former International player).This year, JBC is scheduled to cover the length and breadth of the country with tournaments in 10 cities - Chandigarh, Bengaluru, Kochi,Lucknow, Pune, Mumbai, Kolkata, Hyderabad, Guwahati and New Delhi.The matches will be played in four age categories – Under-9, 11, 13 and 15 for boys and girls. Top two kids from each category from every city tournament will proceed to the National Finale in New Delhi scheduled on Aug 9-10 to fight for the National title.The platform is being sponsored by PNB MetLife, with CRY Foundation as the CSR partner.

The aim of this initiative was to revive the spirit of the sport by nurturing the right talent at an amateur level, thereby fostering their growth and ability to perform on a global scale, according to chief marketing officer, PNB MetLife, Nipun Kaushal.