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# Promoting badminton at the grass-root level

PHOTOS: HTCS



PNB MetLife Junior Badminton Championship (JBC) winners

In the last few years, India has seen unprecedented resurgence in badminton, courtesy to wins by India's ace shuttlers. This has elevated the sport's appeal across all age groups. And, taking the recent fitness initiative further, and aiming to transform the badminton landscape of India is the PNB MetLife Junior Badminton Championship (JBC).

The tournament which has already begun in Chandigarh, seeks to provide a platform for Indian kids to chase their dreams, displaying their prowess with the racquet. Not just that, they've also joined hands with CRY (NGO) to hand out scholarships to underprivileged students who will be also trained.

Himanta Biswa Sarma, the badminton association president said, "We are delighted to be associated with PNB MetLife Junior Badminton Championship (JBC) 4. Through this initiative, kids can hone their skills and chase their dreams. India has the potential to produce many sports stars."

Badminton guru, Pullela Gopichand said, "We are a

huge and varied nation. Therefore, we should have multiple academies so that people don't have to travel much. To take the sport to the next level, broadbasing of sports is important. But, it's time consuming and funding intensive. But, sports need to grow in a sequence. First the people, then the projects and programmes and then the infrastructure. It's important to first identify the people."

Talking about the initiative, Ashish Kumar Srivastava, managing director and CEO, PNB MetLife India Insurance Company, said, "In our journey, it was our endeavour to create equal opportunities in badminton at the grass-root level. In the past three editions, the tournament has allowed thousands of young kids to showcase their skills. We look forward to making the fourth season even bigger and better. This strengthens our CSR initiative and reinforces our commitment to provide underprivileged children with the chance to be trained by professionals."

To be held across 10 cities in India, top junior



A platform for kids to display their prowess with the racquet



badminton stars from each city will finally proceed to the JBC grand finale where the winning team will get ₹28 lakh to be distributed among various winners.

To register : visit [www.jbc4.in](http://www.jbc4.in) or call: +91- 917530818104

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