



SCHOOL PARTNERSHIP PROGRAMME
TERA Sports Academy



Sport on the timetable, turned into a programme.

Specialist coaches, a published curriculum for Classes 1–12, a competition pathway, and a report to every parent — on one annual contract.

- **No capital expenditure.** No ground to build, no equipment to buy
- **Your PT teacher leads.** We resource them; nobody is replaced
- **No hiring.** Coaches are vetted, insured and supervised by us
- **Start free.** One grade, one month, no commitment

INSIDE

- 02 Why schools are acting now
- 03 What is included, and where it leads
- 04 What it takes, and what it costs
- 05 Start with a free pilot
- 06 Seven sports, and the session
- 07 What is measured, and what you are given
- 08 A school year, and girls' participation
- 09 Every child competes
- 10 Chess needs a room, not a ground
- 11 Chess costs the school nothing
- 12 Making sports a way of life

Start with a free pilot.

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Your school already has sport on the timetable.

We turn it into a programme — specialist coaches, a published curriculum, a competition pathway, and a report to every parent.

One annual contract covers everything. No capital expenditure, no hiring, no procurement, and no additional burden on your existing staff.

WHY SCHOOLS ARE ACTING NOW

NEP 2020

Sport is part of the curriculum, not an add-on. Boards now expect a structured, assessed programme rather than a games period.

Admissions

Parents increasingly choose between schools on co-curricular strength. Sport is the most visible signal a school gives.

Parent expectation

Fitness and screen time are front-of-mind for parents of school-age children. They want evidence, not assurance.

THE DIFFERENCE IS STRUCTURE, NOT EFFORT

WHAT MOST SCHOOLS HAVE

- A games period on the timetable
- One PT teacher across 800+ students and all ages
- Equipment bought ad hoc, replaced when it breaks
- An annual sports day organised in three weeks
- No record of any individual child's progress
- Talent spotted by chance, if at all

WHAT A PROGRAMME LOOKS LIKE

- Specialist coaches, sport by sport, to a fixed timetable
- An age-banded curriculum published for Grades 1–12
- Equipment supplied, maintained and replaced on schedule
- A sports day planned and produced over eight weeks
- Termly fitness assessment reported to every parent
- A defined pathway to district and state competition



WHAT IS INCLUDED

- 01 Specialist coaches** — qualified, certified and police-verified, on your campus to a fixed weekly timetable across seven sports.
- 02 Age-banded curriculum** — a published, progressive syllabus for Grades 1–12, shareable with parents.
- 03 All equipment** — supplied, maintained and replaced on schedule. No procurement, no annual capital request.
- 04 Competition calendar** — the Schools Premier League, every child then squads, and district entry.
- 05 Assessment & reporting** — termly fitness assessment for every enrolled child, reported home by name and measure.
- 06 Annual Sports Day** — planned, rehearsed, produced and photographed end to end.
- 07 Nutrition education** — three taught sessions a year in every class. Education only: no food, no supplements.

A TWELVE-YEAR PROGRESSION

GRADES 1–3

Fundamentals

Run · jump · throw · catch · balance

GRADES 4–6

Multi-sport

Rotation through seven disciplines

GRADES 7–9

Specialisation

Two chosen sports; squad selection

GRADES 10–12

Performance

Competitive squads · lifelong fitness

No child specialises before Grade 7. Early specialisation is the most common cause of dropout and overuse injury in Indian school sport. Children rotate through seven sports until then.

SOMEWHERE FOR A TALENTED CHILD TO GO

Intra-school

TERA Inter-School

District

State

Khelo India

Entry fees, travel, accompaniment and squad preparation are included in the annual contract. Every result a student achieves is recorded under **your school's name**.

**THE DIVISION OF WORK****WHAT TERA BRINGS**

- Specialist coaches — vetted, insured, supervised
- Published curriculum, Grades 1–12
- All sports equipment, maintained and replaced
- Termly fitness assessment and parent reports
- Competition entry, fees, travel, accompaniment
- Annual Sports Day, produced end to end
- Public liability insurance for all activity

WHAT THE SCHOOL PROVIDES

- Existing ground, hall or open space — whatever you have
- Timetable slots for the agreed sessions
- A named liaison, normally your PT teacher
- Secure storage for equipment on campus
- Access to your parent communication channel

That is the complete list.**YOUR PT TEACHER LEADS. WE RESOURCE THEM.**

A sports programme fails the moment existing staff feel displaced by it. Your PT teacher remains the school's point of accountability and the programme reports to them. They know your students, your culture and your calendar; we provide the specialist coaching across seven sports that no single person can. They also receive free places on the TERA coach certification programme. **This does not replace anyone.**

COMMERCIALS**MODEL A****Per enrolled student****₹300 – 500**

per student · per month · 10 months

Billed on students actually enrolled, not total roll. Easiest to add as a line in the fee structure.

MODEL B**Whole-school annual contract****₹6 – 15 lakh**

per academic year

Every student covered. Single line item, single approval, lower effective cost per child.

Final pricing is confirmed after a site visit. Roll size, number of sports, days per week and the facilities you already have all move the number. We will not quote before we have seen your campus — and we will model the fee alongside you, including the version where take-up is lower than you hope.

SAFETY & SAFEGUARDING — CONTRACTUAL, NOT ASPIRATIONAL

- **Coach verification** — police verification and reference checks on every coach
- **Child protection** — two-adult rule; no unsupervised one-to-one coaching, ever
- **First aid** — a certified adult at every session; incident log shared with you
- **Insurance** — public liability covering all programme activity
- **Age-appropriate loading** — published injury protocols, no early specialisation
- **Media consent** — written guardian consent before any child is photographed

Insurance certificates, the child protection policy, coach verification records and first-aid certifications are annexed to the contract — not produced on request afterwards. **Your liability does not increase. Ours does.**



Start with a free pilot. One grade, one month.

No cost, no commitment, and a written report either way.

WHAT YOU GET

- Two sessions a week for one grade, four weeks
- Full fitness assessment of every child in it
- A written report to you and to every parent
- A costed proposal built on your actual roll

WHAT WE ASK

- Timetable access for the four weeks
- A named liaison — normally your PT teacher
- Thirty minutes at the end to walk you through it

TIMELINE

Week 1	Site visit
Week 2	Pilot designed
Weeks 3–6	Pilot runs
Week 7	Report & proposal
Week 8	Contract

Let's start with the site visit.

It takes forty minutes and costs nothing.

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**Seven sports, chosen for what they teach — and for the space a school actually has.**

Every sport below is delivered on ground you already own. Where a school has less space, the session changes; the programme does not.

THE SEVEN SPORTS

- | | |
|--|--|
| 01 Athletics — the base of every other sport, and the one that needs least. Any open strip; 60 m is enough to Class 6 | 02 Football — highest participation per unit of equipment. Half a ground, or a hall for futsal variants |
| 03 Cricket — the strongest pathway, and the one parents care about. A net and a strip; full ground only for squads | 04 Badminton — the best indoor answer and India's strongest global pathway. One hall, or two courts on any flat surface |
| 05 Kabaddi — needs nothing but a marked rectangle. 13 × 10 m of level ground | 06 Basketball — excellent conditioning; one court serves a whole cohort, half a court for Classes 1–6 |
| 07 Volleyball — twelve playing at once off one net, and a Village Premier League sport. 18 × 9 m, indoors or out | |

Swimming is not in the rotation — it needs water. Offered as a senior specialisation only where a school has a pool or can reach a TERA venue, and never written into a contract otherwise.

FORTY MINUTES, FOUR BLOCKS**THE SESSION**

- **7 min** — arrival and warm-up. Movement preparation, never static stretching. Register taken during, not before
- **12 min** — skill block. One teaching point, not three
- **16 min** — the game. Small-sided, high touches, no queues
- **5 min** — cool-down. Name one thing that went well, dismiss on time

THREE RULES WE DO NOT BREAK

- **No child stands in a line.** Thirty children and one ball is not a session. If the equipment does not allow small groups, the drill is wrong
- **One teaching point per session.** A coach who corrects six things has corrected nothing
- **The last fifteen minutes are a game.** A session short of time drops the skill block, never the game

WHEN THE GROUND IS NOT AVAILABLE

Every session plan carries three versions — full space, half space, indoor. Rain, exam furniture in the hall, a function on the ground: the session still runs. This is why the programme survives a monsoon term, and it is the single most common reason school sport quietly stops.

**SIX MEASURES, EVERY TERM, EVERY CHILD**

- **30 m sprint** — acceleration and running mechanics · from Class 1
- **Standing broad jump** — lower-body power · from Class 1
- **Sit and reach** — posterior-chain flexibility · from Class 1
- **600 m run** — aerobic base · from Class 4
- **Medicine ball throw** — upper-body and trunk power · from Class 4
- **4 × 10 m shuttle** — agility and change of direction · from Class 1

Classes 1 to 3 also complete a **movement screen** — hop, skip, gallop, throw, catch, balance — scored *emerging* · *acquired* · *secure* rather than timed. A seven-year-old's stopwatch time is noise; whether they can skip is not.

Each child is measured against their own previous term — the only comparison that appears on the parent report — never against a national standard and never against each other. **A curriculum that tells a school its children are below average on borrowed numbers has done harm, not diagnosis.**

AND WHAT YOU ARE HANDED EVERY TERM

- **Session register** — every class, every session, delivered or not, with reason
- **Parent reports** — one page per child
- **A one-page summary to the Principal** — attendance, progression, squads, concerns
- **Assessment record** — the six measures, every child
- **Participation by gender and class** — every term
- **Equipment condition report**, with replacements scheduled

So that the programme is **auditable rather than assumed**.



The programme runs with your year, **and hands you evidence at the end of every term.**

THREE TERMS

TERM 1

June – September

Baseline assessment, first teaching block, intra-school competition

TERM 2

October – December

Second teaching block, inter-school fixtures, the produced sports day

TERM 3

January – April

Third assessment, consolidation, and the board-year taper

ASSESSMENT

Weeks 3 and 14

Early enough for coaching to respond; late enough for it to show

The sports day is produced over eight weeks, not three. It is the one day a year every parent is on campus with a camera.

CLASSES 10 AND 12 — THE BOARD-YEAR TAPER

FROM JANUARY, EXAMINATION CLASSES

- Two sessions of **25 minutes**, not 40
- **Maintain, do not build** — movement, mobility, decompression
- No squad commitment, no new skills, no strength progression

WHY IT IS WRITTEN INTO THE CONTRACT

- So that schools do not simply **suspend the programme instead**
- The case to a sceptical parent is a health case, not a sports case: in the most sedentary and most stressful term of a child's school life, **a child who stops moving entirely does not study better for it**

GIRLS' PARTICIPATION IS PLANNED FOR, NOT HOPED FOR

- **Parallel sessions from Class 7** — equal length, equal frequency, equal coaching allocation
- **At least one female coach** on the delivery team at every school with a secondary section
- **Kit that works** — proper fit and full-coverage options as standard, not on request
- **A girls' squad in every sport** the school fields a boys' squad in. Never one without the other
- **Fixtures on the same days and grounds** — never the early slot on an outside pitch
- **Participation reported by gender and class** every term. The Class 6-to-7 drop is the number we watch most closely

**EVERY CHILD COMPETES IN SOMETHING, EVERY YEAR**

- 01 Schools Premier League · Stage 1** — every child from Class 4 · Terms 1 and 3
- 02 House competition** — every child, run by your PT teacher · all year
- 03 Schools Premier League · Stage 2** — squads from Class 7 · Term 2
- 04 District and beyond** — selected squads and individuals · Terms 2 and 3
- 05 Sports day** — every child in the school · Term 2, produced over eight weeks
- 06 Entry, fees, travel and accompaniment** are ours · every result recorded under your school's name

A programme whose only competition is a squad fixture has excluded ninety per cent of the children paying for it. Two of the five levels above are open to every child in the school, and one of them is the day the parents come.

SQUADS ARE SELECTED, NOT CHOSEN**SELECTION IS PUBLISHED, OR IT IS POLITICS**

- Criteria **published to children and parents in writing, before trials**
- Trials open to every child in the band, including those who chose other sports
- The list names a **reserve group** who go on training with the squad
- A child not selected is **told what to work on**, by name, in one sentence

AND THE TWO-THIRDS WHO ARE NOT

- From Class 7, every child not in a squad follows the **lifelong-fitness track** in their second session
- Same coaches, same assessment, same report
- **It is not a consolation group and it is not staffed as one.** Most children will never make a squad, and the programme is for them too

**Every other thing in this programme is gated on space. Chess is not.**

A room and thirty boards is the whole requirement. It runs through the monsoon, through a midday heat warning and after dark — and a school with no playing field can run the entire strand.

It reaches children the field does not

The unathletic child, the heavy child, the child with a physical disability — and, where families restrict outdoor participation, girls who would otherwise sit out entirely.

It ends in a real credential

An All India Chess Federation registration and a rating — permanent, portable and verifiable by anyone. Nothing else in the programme produces one.

The pathway is close

India holds the world title and won both golds at the 2024 Olympiad. Arjun Erigaisi is from Warangal. This is not a distant sport.

A TWELVE-WEEK MODULE, TWICE A YEAR**WEEKS 1 – 3
Foundations**

Board geometry, notation, the four opening principles and the basic mates. Play from week 1.

**WEEKS 4 – 6
Tactics**

Fork, pin, skewer, discovered attack, back-rank mate, with timed puzzle sets every session.

**WEEKS 7 – 9
Strategy and evaluation**

Judging a position before moving in it, then forming a plan. The block most school chess never teaches.

**WEEKS 10 – 12
The masters**

Annotated famous games — Morphy, Fischer, Anand, Gukesh, Erigaisi, Humpy — then a tournament.

One intake in Term 1, a second in Term 2. **Not in Term 3** — that is examination season, and it belongs to the continuing squad.

HOW A CHILD GOES FURTHER**The module
12 weeks****Continuing squad****Summer clinic
60 hours, rated****District and state**

Twelve weeks is deliberately not enough to earn a rating, and we will not pretend otherwise. **No child is removed from chess for being good at it** — a rotating intake shares a coach, it does not cap a player.

One thing we will not say. That chess improves examination results. The research is contested and the effect sizes are small, and a parent who is sold that and does not see it will not trust the next thing we say. Chess is here because it is a serious discipline a child can be genuinely good at, and because it is open to children the field is closed to.

**WHAT A PARENT PAYS****Optional, and not part of your contract****₹500**

per child per month · ₹1,500 for the twelve-week module

WHAT THE SCHOOL PAYS**Nothing, at any point****Nil**

no invoicing, no collection, no budget line, no staff time

HOW IT WORKS IN PRACTICE

- **TERA collects directly** from parents. You are never asked to collect a third-party fee.
- **It never displaces a PE session** you have already paid for under the annual contract.
- **Two free places every intake**, allocated by you, and nobody is told which children hold them.
- **It runs outside contracted time** — a club slot before or after school, or a games period.
- **We bring the boards, clocks and scoresheets.** No procurement, no storage cost.
- **The same coach standard** — police-verified, safeguarding-trained, first-aid certified.

It is not a route into anything selective. No squad place and no scholarship turns on whether a family paid for twelve weeks of chess. The reasoning is the same one that governs the summer programme: the moment a paid module becomes a path to selection, the selection is being sold — and in a district where everyone knows everyone, every family who could not afford it knows that too.

WHY A PRINCIPAL SHOULD WANT THIS**It reaches the children sport does not**

Every school has children who never willingly walk onto a field. This is the first thing in the programme that is genuinely for them, and their parents notice.

It needs nothing you do not already have

A classroom, twice a week, outside timetable hours. No ground, no equipment budget and no staff time — and nothing to administer, because we enrol and collect.

QUESTIONS PRINCIPALS ASK**What if only eight children sign up?**

Then it runs with eight. The module is viable from a small group because a coach and a room is the whole cost base — there is no equipment cycle to amortise and no ground to hire.

Who teaches it?

A specialist chess coach, held to the same standard as every other TERA coach. Chess coaching is a distinct skill and we do not ask a PE teacher to improvise it.

Will it pull children away from sport?

It has not, because it sits outside timetable hours and because most children who take it were not on a field to begin with. Chess is additive, and we state that in writing.

Can we start mid-year?

Yes — at either intake. A school joining in October begins with the Term 2 module and picks up the Term 1 intake the following year.



WHAT WE ARE BUILDING

Making sports a way of life

Seven sports and the chess strand

Class 1 to Class 12



Sport, taught as a discipline rather than a games period. The strapline is the proposition, not decoration: what we are after is not a season or a sports day but a habit that outlasts school — which is why the curriculum runs from Class 1 to Class 12, and not for a year.



The same programme, and the same expectations, for the girls in your school. Participation drops away between Classes 6 and 9 — and it drops for reasons that are practical and fixable: kit that does not fit, nowhere to change, fixtures pushed to the worst slot, and never once being coached by a woman. What we commit to on each is set out on page 5, and the drop itself is the number we report to you every term.

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