



PROJECT COMPLETION REPORT



A Pan Bengal Talent Hunt

Grassroot Talent Identification &
Development Initiative

PHASE I REPORT | THREE-YEAR INITIATIVE



Prepared by Ganguly Consultancy

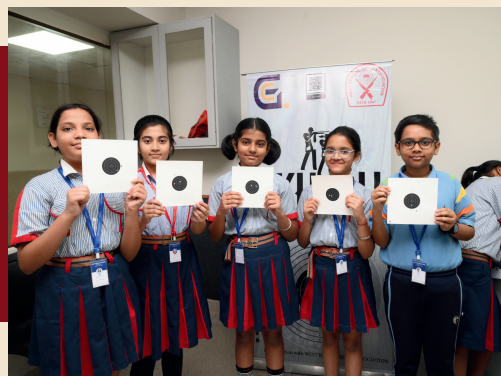


TABLE OF CONTENTS

Executive Summary	3
Project Background	4
Vision & Mission	4
Objectives	5
Methodology & Implementation	6
Participating Institutions	7
Infrastructure Development	10
Project Summary	11



EXECUTIVE SUMMARY



OVERVIEW

Khojj: A Pan Bengal Talent Hunt is a pioneering three-year grassroots sports development initiative designed to identify, nurture, and inspire the next generation of shooting athletes across West Bengal. In association with the West Bengal Rifle Association (WBRA), conceived and executed by Ganguly Consultancy, the programme was developed with a long-term vision of expanding the reach of shooting sports beyond traditional training centres and introducing the sport to students at the school level.

Phase I of the initiative successfully established a structured framework for grassroots engagement by directly reaching over 1,000 students across many educational institutions throughout the state. Through carefully planned awareness programmes, interactive demonstrations, introductory coaching sessions, and talent identification activities, students were introduced to the fundamentals of shooting sports in a safe, professional, and engaging environment.

The programme was delivered by a multidisciplinary team of more than ten certified coaches that included ISSF and NRAI certified coaches, and programme coordinators, ensuring that every activity adhered to national safety standards and international best practices.

Phase I has set the stage for deeper engagement in subsequent phases, with strong institutional relationships and operational readiness now in place across the state.

KEY HIGHLIGHTS

- 1,000+ students participated
- 10+ professional coaches engaged
- 4 schools established permanent shooting ranges
- 3-year structured programme (Phase I complete)



PROJECT INCEPTION

West Bengal, despite its rich sporting heritage and history of producing accomplished athletes, has had limited grassroots exposure to shooting sports. The sport remains largely inaccessible due to low awareness, limited training infrastructure, the high cost of equipment, and minimal institutional support in schools. Consequently, many students with the potential to excel in precision sports are never introduced to its opportunities.

Khojj was created to bridge this gap by introducing shooting sports through a safe, structured, school-based programme. It aims to familiarise students, educators, and parents with the sport, dispel common misconceptions, and highlight its role in developing focus, discipline, patience, and responsible decision-making. Through awareness programmes, introductory coaching, and talent identification led by certified professionals, Khojj creates a sustainable pathway for discovering and nurturing young talent while encouraging schools to integrate shooting sports into holistic sports development.

VISION

To establish West Bengal as a leading centre for grassroots shooting sports development by creating an inclusive, accessible, and sustainable ecosystem that nurtures young talent from an early age. Through strong partnerships with educational institutions, qualified coaches, and governing bodies, the initiative envisions building a robust pathway that enables aspiring athletes to progress from school-level participation to district, state, national, and international competition. Beyond producing high-performing shooters, the vision is to foster a culture of discipline, excellence, sportsmanship, and continuous learning, positioning West Bengal as a benchmark for grassroots shooting development in India.

MISSION

To identify and nurture young shooting talent through structured, school-based programmes that prioritise safety, awareness, and long-term athlete development.



OBJECTIVES



- Promote awareness of shooting sports among school students through interactive demonstrations, workshops, and orientation programmes.
- Identify talented young athletes through structured assessments and expert observation by certified coaches.
- Ensure the highest standards of safety at every stage of engagement by following nationally and internationally accepted range safety protocols.
- Build long-term partnerships with educational institutions to integrate shooting as a recognised sporting discipline.
- Encourage schools to establish permanent shooting infrastructure and sustainable training facilities.
- Provide students with access to qualified ISSF and NRAI-certified coaches and technical experts.
- Raise awareness among parents, teachers, and school administrators about the educational and developmental benefits of shooting sports.
- Build a statewide network of schools, coaches, and sports administrators committed to grassroots shooting development.
- Strengthen collaboration between educational institutions, governing bodies, and local communities to ensure long-term programme sustainability.



METHODOLOGY & IMPLEMENTATION

1. Institutional Coordination & Partnership Agreement

Engaging schools, formalising partnerships, defining objectives, schedules, and implementation responsibilities.

2. Safety Planning & Risk Assessment

Developing comprehensive safety protocols, conducting risk assessments, and ensuring a secure training environment.

3. Coach Deployment & Equipment Setup

Assigning certified coaches, installing required equipment, and preparing training areas for programme delivery.

4. Awareness Sessions (Assemblies & Presentations)

Introducing shooting sports through informative presentations, interactive discussions, and live demonstrations for students and educators.

5. Practical Demonstrations & Hands-on Sessions

Providing supervised practical experience, enabling students to learn basic shooting techniques in a controlled environment.

6. Talent Identification & Assessment

Evaluating participants through structured observation to identify aptitude, focus, coordination, and potential for advanced training.

7. Feedback & Reporting to School Administration

Sharing programme outcomes, participation insights, and recommendations with school leadership to support future initiatives.

8. Guidance for Future Training Pathways

Advising promising students on advanced coaching opportunities, competition pathways, and long-term athlete development.





GANGULY
CONSULTANCY

KHOJJ

PARTICIPATING INSTITUTIONS

• Upasana Academy



• Howrah Modern School



• G D Goenka, Habra





GANGULY
CONSULTANCY

KHOJJ

PARTICIPATING INSTITUTIONS

• Future Foundation School



• East Point Ichapur



• Makhla High School





GANGULY
CONSULTANCY

KHOJJ

PARTICIPATING INSTITUTIONS

• G D Goenka, Dum Dum



• Indus Valley



• Haldia Petrochemicals





INFRASTRUCTURE DEVELOPMENT

A significant legacy of the Khojj programme is the establishment of permanent shooting infrastructure at four participating institutions. These dedicated facilities provide students with regular access to structured training within their own schools, eliminating the need for external venues and enabling year-round practice.

Beyond supporting the objectives of the programme, these ranges allow institutions to independently conduct coaching sessions, host inter-school competitions, and prepare athletes for district and state-level events. By embedding shooting infrastructure within educational campuses, the programme has ensured that its operational impact will continue well after the formal completion of Phase I, giving schools full ownership of their sporting development.

SCHOOLS WITH PERMANENT SHOOTING RANGES

- ✓ Howrah Modern School
- ✓ G.D. Goenka Public School, Habra
- ✓ G.D. Goenka Public School, Dum Dum
- ✓ Indus Valley World School

LONG-TERM BENEFITS

- Students can continue training without external programme dependency
- Schools can host inter-school and district-level competitions
- Infrastructure serves as a foundation for future talent pipelines
- Demonstrates institutional commitment to shooting sports development
- Creates a model for replication across other schools in the state



PROJECT SUMMARY

Phase I of Khojj: A Pan Bengal Talent Hunt has been successfully completed, meeting all primary objectives within the planned three-year timeline and across all nine participating institutions.

KEY ACHIEVEMENTS

- ✓ Built a replicable school-based delivery model
- ✓ Validated safety-first protocols with zero incidents
- ✓ Established 4 permanent ranges for long-term training access
- ✓ Completed structured talent identification across all cohorts
- ✓ Laid the groundwork for Phase II expansion

CONCLUSION

The completion of Phase I confirms that school-based shooting programmes can be delivered safely, consistently, and at scale within West Bengal's educational system. Institutional confidence has grown, student interest remains high, and the operational groundwork for Phase II is firmly in place.

With trained coaches, equipped facilities, and committed school partners already active, the programme is positioned to deepen engagement, broaden geographic reach, and begin preparing identified talent for competitive pathways at the district and state level.



**GANGULY
CONSULTANCY**

14, Shantinagar, Uttarpara, West Bengal - 712232

Email: gconsultancy200@gmail.com

Phone: 90079 55500

Ganguly Consultancy sincerely thanks the West Bengal Rifle Association (WBRA) for its unwavering support, guidance, and trust throughout the Khojj initiative.

What began with uncertainty has, over the past three years, grown into the successful completion of Phase I. This achievement would not have been possible without WBRA's encouragement and partnership.

As we look ahead to Phase II, we remain committed to working together to strengthen grassroots shooting and nurture the next generation of athletes across West Bengal. We are grateful to WBRA for being our strongest pillar and a constant source of motivation.

