

World Silambam Association (WSA)

உலக சிலம்பம் சங்கம்



Silambam - 5R Program

Research, Revive, Rejuvenate, Retention and Restore

**DEVELOPMENT
PROGRAMS**
FOR CHILDREN & YOUTH
2018 – 2023



World Silambam Association

with Silambam Asia

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INDEXES		PAGES
ARTICLE 1	WORLD SILAMBAM ASSOCIATION (WSA) CHILDREN COMMITTEE	3
ARTICLE 2	SILAMBAM (WSA) CHILDREN AND YOUTH PROGRAMS	6
ARTICLE 3	METHODS	8
ARTICLE 4	MORAL AND ETHICS	9
ARTICLE 5	“SEEDS” IN THE SILAMBAM (WSA) CHILDREN AND YOUTH PROGRAMS	11
ARTICLE 6	STRUCTURE	12
ARTICLE 7	ESTABLISH AND EXPAND	13
ARTICLE 8	DEFINE AND SPECIALIZE	18
ARTICLE 9	PROGRAM MANAGEMENT	22
ARTICLE 10	MONITORING AND EVALUATIONS	24
ARTICLE 11	MARKETING AND COMMUNICATION	26
ARTICLE 12	OVERVIEW: THE COMMITTEE	27
	BEST PRACTICES – THE IDEA OF CHILDREN AND YOUTH PROGRAMS	28

WORLD SILAMBAM ASSOCIATION (WSA)

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Page 2 of 29



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ARTICLE 1 - WORLD SILAMBAM ASSOCIATION (WSA) CHILDREN COMMITTEE



In 2018, the World Silambam Association (WSA) took the initiative to promote and motivate children and youth to help organizations (clubs, associations, and federations) worldwide for Silambam (the Indian Traditional Martial Arts and Sports). The World Silambam Association (WSA) is demonstrated the moral principles of Silambam to provide children and youth with a lifetime experience and knowledge.

5-R Program – Research, Revive, Rejuvenate, Retention and Restore Indian Traditional Martial Arts (“The Ancient Arts of India”)

Committee members have several former Silambam players, practitioners, and instructors (coaches) with experience in organizing Silambam programs for young people of children and youth. World Silambam Association (WSA) to prioritize young people of children and youth in Silambam. The committee endeavors to support all the Silambam organizations (clubs, associations, and federations) to establish, provide support, and implement full-scale Silambam programs for children and youth.

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EMAIL: secretary@silambam.world | WEBSITE: <http://silambam.world>

Page 3 of 29



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Introduction

முன்னுரை

Silambam provides the most enriching the Indian Traditional Martial Arts and Sports program to educate children and youth by helping them to develop their talents, strengths, and abilities. It will offer the personal development of young Silambam players and practitioners.

Silambam is the Indian Traditional Martial Arts and Sports with its principles are enclosed in its historical framework for past centuries.

Worldwide people and communities, especially the children and youth have started practicing Silambam. World Silambam Association (WSA) believes it to be essential for young people to become Silambam player for some period in their lives.

Therefore, the World Silambam Association (WSA) feels that the children and youth who have practiced Silambam at one time will be at an advantage all their lives. Thus, it is important for worldwide children and youth to acquire Silambam as their lifetime program.

World Silambam Association (WSA) will offer program manual to national Silambam organizations (clubs, associations, and federations), to follow and abide by the given programs, and to introduce young people in Silambam related to the Indian Traditional Martial Arts and Sports program.

Objective

குறிக்கோள்

World Silambam Association (WSA) has a clear objective to structure pathways and create an excellent framework to introduce Silambam for children and youth. Furthermore, the World Silambam Association (WSA) will regularly communicate with its Committee to keep up with political pressure to ensure that Silambam becomes an official component of the physical training curriculum at government and private schools worldwide.

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EMAIL: secretary@silambam.world | WEBSITE: <http://silambam.world>

Page 4 of 29



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Vision

பார்வை

World Silambam Association (WSA) recognizes Silambam as a vital asset for children and youth, to adapt to their knowledge and experience for their future life achievements.

Mission

பணி

Develop Silambam to become an official component of the physical training curriculum at government and private schools worldwide.

Strategy

வியூகம்

The World Silambam Association (WSA) wants to accomplish intention in close collaboration with Silambam organizations (clubs, associations, and federations) worldwide.

Silambam players and Silambam organizations (clubs, associations, and federations) will be professionally guided and organized with various amazing programs and initiatives to introduce Silambam to young people all over the world.

We are pleased to participate in these initiatives so as to inspire others to strengthen their existing initiatives.

Silambam (WSA) Children Committee's strategies consists:

Establish cooperation with existing initiatives of young people in Silambam. Supporting and coordinating Silambam organizations (clubs, associations, and federations) in the developing Silambam (WSA) children and youth programs in several ways:

- Silambam organizations (clubs, associations, and federations) program manual
- LMS (Learning Management System) for online trainings
- Silambam (WSA) technical, teaching, guidance and support in the seminars, events, courses, etc.

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Page 5 of 29



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ARTICLE 2 - SILAMBAM (WSA) CHILDREN AND YOUTH PROGRAMS



Silambam is not only a sport but also delivering combined of essential Indian Traditional Martial Arts and Sports for everyone. Silambam principles are meant to educate children and youth to develop their skills and abilities that will contribute to the individual development of young Silambam players and practitioners.

Silambam is the art of knowledge, whereby all players and practitioners to follow a moral and code of ethics in their practice and apply it to real-life with the primary mission to educate by teach Silambam and provide professional program manual to players and practitioners.

Unique philosophy, originality, religion, and the practice of Silambam (the Indian Traditional Martial Arts and Sports) will bring profit for human development. It reinforces the skills to overcome difficulties and strengthen the productive growth of children and youth. Several moral principles are dedicated to Silambam which benefits the development of a human being. That's why it is our goal to engage children and youth every year by teaching them skills of life and to create a better society.

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Page 6 of 29



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Goals

- To educate the children and youth for a better community.
- To help the children and youth around the world to discover their potential, reach their goals, possess discipline, respect, deal with success by perceiving the failure.
- To build a better society by educating children and youth through Silambam and its moral principles.
- To ensure teachers, educators, or instructors (coaches) that know how to teach/educate and deliver to diverse types of audience - children and youth (from primary and high schools); The goal of teachers, educators, or instructors (coaches) is to teach and apply the moral principles of Silambam in each lesson in his surrounding, educate the children and youth with varieties forms of Silambam practice.
- To ensure teachers, educators, or instructors (coaches) to be able to conduct the best practice in learning and education.
- To prepare the teacher for the children and youth at different grades, including children and youth with special needs (people with disabilities).
- For health fitness, we will work in the prevention of aggression, fight against obesity; to handle hostility situation and fight against bullying, etc.
- To design and implement Silambam (the Indian Traditional Martial Arts and Sports) program, activities and projects by identifying the best structures for Silambam (WSA) children and youth programs.

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Page 7 of 29



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ARTICLE 3 - METHODS



Guruji Murugan Chillayah founded World Silambam Association (WSA) as a structure for Indian Traditional Martial Arts and Sports program with the ultimate idea to create a better community, protect and preserving the Indian traditional Moral and Ethics in Silambam by implementing the program of Silambam (WSA) children and youth programs.

Silambam (WSA) children and youth programs is an academic program that contributes to children and youth to improve social life, physical, mental, emotional, and health development at schools.

There is no fixed/permanent way to set up Silambam programs as each country has a specific situation. Difficulties and possibilities can be vary depending on the situation of the country, economy, politics, religion, geography, community, population, global health situation, and climate changes. However, we can create several fixed and flexible principles. In this program manual, we will discuss the important principles using some examples and existing initiatives to formulate guidelines for commencing the Silambam (WSA) children and youth programs by using methods based on the Moral and Ethics for lifetime disciplines and principles for Silambam students and practitioners.

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Page 8 of 29



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ARTICLE 4 - MORAL AND ETHICS

Moral and Ethics for Silambam (WSA) children and youth programs

Silambam is a school of knowledge and experience where all practitioners follow a moral code of ethics in their practice life with the basis and essence of the practice of Silambam.

Silambam always part of every curriculum. Children, youth, and adults may see the world differently. Children and youth might not know the meanings, but they will understand the importance through the actions. We explain children and youth in how to apply the ethics through Silambam practices and in daily life disciplines.

Moral and Ethics Definitions

Silambam as Indian Traditional Martial Arts and Sports always offer support in social issues and to contribute to governmental policies, whether at local, regional or national level. Important to understand, and focus on direction of a Silambam policy to change from time to time in case of political changes.

It is also important to retain the program to be adaptable with policies changes to make the lifespan of a program to be effective and guaranteed even more. Establishing discipline and code of ethics to contribute to the good practices and good image of Silambam (the Indian Traditional Martial Arts and Sports) when setting up the related programs. We not start by 'selling' Silambam lessons is not for selling or buying, but prioritize concern and contribution to community.

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Page 9 of 29



World Silambam Association

with Silambam Asia

NGO in Special Consultative Status with the ECOSOC of the United Nations

Ethics refers to rules and codes of conduct by the World Silambam Association (WSA) and all its involved parties (refer to WSA's Code of Ethics). Morals refer to each life principle regarding right and wrong. Here are unique example practices in Silambam:

Moral and Ethics	Examples
Humble Showing a modest and low estimate of one's importance.	Win or lose, by appreciating the opposite without differences of gender, race, skin color, height, weight, and knowledge.
Respect A feeling of deep admiration for someone or something elicited by their abilities, qualities, or achievements.	Never hurt anyone by physically or mentally, and greeting each other during the beginning, between, ending, and thereafter of any Silambam training/events.
Balance An even distribution of enabling someone or something to remain upright and steady.	Stay in control by physical, mental, emotions, and energy.
Honesty The quality of being honest.	Every action done with truth. Never lie.
Courtesy The showing of politeness in one's attitude and behaviour towards others.	Whenever win, remember to congratulate colleagues or partners for their effort.
Honour High respect; great esteem	Keep the promises and committed to performing a social duty for others.
Persevere Continue in a course of action even in the face of difficulty or with little or no indication of success.	Always be brave, contribute the best effort possible, and work harder to accomplish the set goal.

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Page 10 of 29



World Silambam Association

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ARTICLE 5 - "SEEDS" IN THE SILAMBAM (WSA) CHILDREN AND YOUTH PROGRAMS



"SEEDS"

The Five (5) Phases Involved: Structure • Establish • Expand • Define • Specialize

Silambam (WSA) children and youth programs using five phases Structure, Establish, Expand, Define and Specialize (SEEDS) - for children and youth may require time, effort, energy, and funds to produce the quality and quantity. Thus, it will be a great prospect for everyone in the future.

The main question from several parties on where to start. Silambam (WSA) children and youth programs uses the program manual which offer something to rely upon during the implementation of the SEEDS program.

It may appear excessive, but we would like to emphasize that there is more than one way to create Silambam (WSA) children and youth programs. These plans may vary according to the local and national community members capacity.

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Page 11 of 29



World Silambam Association

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ARTICLE 6 - STRUCTURE

It is of crucial importance to gain a clear insight Silambam (the Indian Traditional Martial Arts and Sports) situation on a local and national level. We will work towards developing programs to be structural parts of Silambam (the Indian Traditional Martial Arts and Sports). Therefore, they should be following local and national policies.

Questionnaires for inquiries:

- How to identify local and national policies?
- Are they strived at participation, social cohesion, nature of life, and health?
- What are the social issues? (e.g. in town districts and the neighbourhood of schools). Possible motives to resist bully, physical and mental literacy, standards, moral principles among children and youth.
- What is the Silambam structure?
- How many Silambam clubs are there?
- How many Silambam trainers?
- At what level do Silambam trainers work?
- What initiatives are available?
- Who are the stakeholders that have to be taken into account, as far as cooperation and finances are concerned?

Finding the main parties in the program

Silambam (WSA) children and youth programs are often enough financed based on governmental subsidies. Therefore, it is desirable to gain a clear insight in governmental finances and the possibilities to apply for subsidies.

During structure stage, it is very important to get into contact with the world surrounding us. We should acquire a clear view of and feeling for the above elements to structure Silambam (WSA) children and youth programs based on the information available.

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Page **12** of **29**



World Silambam Association

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Situational Structure

The main parties involved in a Silambam (WSA) children and youth programs:

- **National Silambam organizations (clubs, associations, and federations):** will be responsible for the level of quality for Silambam trainers and appointed a person responsible for children and youth participation.
- **Event manager:** will acts on the Silambam organizations (clubs, associations, and federations) responsibility, required overview, controls, and organizational skills.
- **Silambam Trainer:** the most important players in the field which take care of the training sessions, encourage enthusiasm and make sure valuable learning experiences for children and youth.
- **Local and National Authorities:** the most important, to have funds or grants available based on budgets and policies for development.

ARTICLE 7 - ESTABLISH AND EXPAND

To establish and developing Silambam (WSA) children and youth programs is a process that needs constant maintenance. We look at it as an organic process that should be started as soon as a solid grounding has been provided. This process reinforces the Silambam (WSA) children and youth programs, guarantees that it will develop as time goes by and will take in new developments in the world surrounding us.

Silambam principles: **Fixed and Variable**

A number of fixed and variable principles are part of the development of Silambam (WSA) children and youth programs and together they guarantee its success.

These Silambam principles well described below which emphasises materials, trainers and organisation will provide a solid foundation.

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Page 13 of 29



World Silambam Association

with Silambam Asia

NGO in Special Consultative Status with the ECOSOC of the United Nations

Principles in the Silambam (WSA) children and youth programs

Fixed Principles	Variable Principles
The message of each Silambam (WSA) children and youth programs is of a clear and structural nature. We recommend to start with the moral principles of Silambam and match them with themes at a local level.	The venue in a school, neighborhood, at the Silambam organizations (clubs, associations, and federations), in sports accommodation, as parts of other events, etc.
Silambam (WSA) children and youth programs always consist of multiple lessons.	The time of the lesson (during school hours, after school hours, etc.).
Total Silambam experience: programs are always carried out on a Silambam mat; participants wear Silambam suits and are supervised by a qualified Silambam trainer.	The structure of Silambam (WSA) children and youth programs during/after school hours, at Silambam organizations (clubs, associations, and federations) in certain combinations.
Attention: All programs should be aimed at generating (media) attention.	Additional materials. Many programs include diplomas, certificates, graduation, etc. We advise to make sure that each Silambam (WSA) children and youth programs contains moments of success. Each participant should be stimulated and rewarded time and time again.
The Silambam trainer is qualified and observes the code of conduct.	Local and national Silambam hero who promotes Silambam and the Silambam (WSA) children and youth programs.

The development of the Silambam (WSA) children and youth programs

We consider the importance that Silambam (WSA) children and youth programs are meant to promote the moral principles of Silambam and has its roots in a local connection to the moral principles of Silambam. The basis of trainers or training content, Silambam equipment, and organizations provide the important key in this Silambam (WSA) children and youth programs.

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Page 14 of 29



World Silambam Association

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Long-range planning

A clear and precise description based on the Structure emerged that shows the available possibilities and how the Silambam (WSA) children and youth programs can be organized. We advise you to draw up long-range plans, preferably in a four-year cycle. Long-range planning clearly shows the Silambam (WSA) children and youth programs will eventually look like, how it will work out in practice, where and how it will be organized, who and what will be needed, and which partners will have to perform which roles or tasks. The long-range planning outlines the four-year cycle.

Elements included in the long-range planning:

The long-range planning could also be used in presentations to authorities and those who can take care of financing the project. It will be useful for applications for funds and grants.

- Mission you working and aimed?
- Vision and your viewpoint?
- Added principles: which moral principles concerning children, youth and society do you take as starting points?
- Silambam (WSA) children and youth programs: how is the content organized and what does the communication structure look like?
- Four-year forecast to determine the structure and growth of the programs?
- Organisation and structure: who will be members of the team?
- Budget planning?

Action plan

It is best to prepare Silambam (WSA) children and youth programs based on the long-range planning that contains a precise description. An action plan covers four-year and describes briefly and to the point how and in which way the Silambam (WSA) children and youth programs will take shape.

If programs are started for the first time, an action plan for funding has to be drawn up. Should decide who are the partners that will support the Silambam (WSA) children and youth programs and what kind of support will they be prepared to offer to help the actual organization of Silambam (WSA) children and youth programs get started.

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Page 15 of 29



World Silambam Association

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Finances

During the development stage, it is important to gain insight into the available money flows and how to access them. There are two points of importance:

- The cost and budget to accomplish the plan
- The availability of money flows

The costs subdivided as follows:

Draw up a budget each year, for every occasion of Silambam (WSA) children and youth programs based on the cost structure as set out. Show how many participants can take part based on the budget that was drawn up. This will provide authorities and those providing funds and subsidies with detailed information on the costs per child per lesson.

Organisation of the project/overheads

The costs of organizing projects, management costs, applying for subsidies, and producing sponsors.

Costs of Silambam programs related training

The local and national situations depending on the costs of training and refresher courses for Silambam teachers, e.g. Silambam (WSA) Training Centres.

Silambam practitioners, teachers, educators, and instructors (coaches)

In several cases of practitioners, teachers, educators, and instructors (coaches) often on behalf of Silambam organizations (clubs, associations, and federations) at work will have to be paid for according to hours.

Uniform and Equipment

Silambam uniforms and equipment depending on the local resources and situation. In some cases, the Silambam organizations (clubs, associations, and federations) will buy extra equipment to be able to run the programs.

Communication

Communication materials, promotional activities, credentials, certificates, etc.

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Page 16 of 29



World Silambam Association

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Variable Principles per country or region

In the past period the Silambam (WSA) Children Committee reviewed quite a number of programs on the grounds of passing on the moral principles of Silambam to children and youth for winning them over to the sport. So, there are a great number of conceivable and possible variations available per country. As previously stated, there is no fixed/permanent construction. This program manual mainly allows the Committee to indicate the general direction developments should take, the principles and the dos and don'ts.

The Silambam (WSA) Children Committee advises to start on a small scale and then to expand and develop. By starting in this way, the Silambam (WSA) children and youth programs can be properly controlled at all stages. Moreover, it can easily be adapted and possible problems can be identified and solved. The Silambam (WSA) Children Committee offers several tools to help you with the development of the program and to have all players in place for the start of the program:

- Silambam (WSA) Training Centre for the education of the trainers
- Slide deck and movies to convince partners to support the program
- Forms and program manual to make a project plan
- An explanatory document for the Silambam teachers that will guide them through the Silambam (WSA) children and youth programs

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Page 17 of 29



World Silambam Association

with Silambam Asia

NGO in Special Consultative Status with the ECOSOC of the United Nations

ARTICLE 8 - DEFINE AND SPECIALIZE

During the Define and Specialize stage the emphasis is on the day-to-day implementation and coordination of the Silambam (WSA) children and youth programs. At this stage the finances needed are in place, cooperating partners are on board and the programs need to be organised.

It is a good idea to work from the perception that the product one deals with must be sold and that repeat buys are crucial for a company to stay in business. This is also the case with Silambam (WSA) children and youth programs. This commercially oriented attitude makes sure that the quality of Silambam program, organisation and project output are of such a standard that people come back for more. By operating in this way, quality and continuity of the program will be safeguarded.

Moreover, it is important to realise that we consider a program to be a brand. A brand that has to become widely known at local and national level. In the coming years we will be working on branding the Silambam (WSA) children and youth programs. The brand name will become familiar to authorities, schools, neighbourhoods, Silambam organizations (clubs, associations, and federations), etc.

Also because of the program structure and the organisational framework, we have decided to present program manual, with the help of which every Silambam organizations (clubs, associations, and federations) can integrate the program into its own structure.

Preparation

During the preparations the focus needs to be on clarifying the program, so that it becomes clear how it works and what is expected of local partners.

The clearer the various agreements as well as the communication of the organisational processes, the smoother the next stages in the program can be carried out. After all, nothing is more unpleasant than being asked questions during the implementation stage that could have been answered during the preparation stage.

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Page 18 of 29



World Silambam Association

with Silambam Asia

NGO in Special Consultative Status with the ECOSOC of the United Nations

Tasks and activities that should be realised during the preparation stage:

Depending on the set-up of programs in each country, the preparation time for the program at this stage should take up between eight to 10 weeks at the most. Based on the above activities, one person can prepare an average number of 50 to 100 programs per period of eight to 10 weeks.

- Planning the programs
- Contacting schools and/or other partners at a local level
- Developing timetables and planning
- Communicating the contents of the program to those directly involved and the media.
- Hiring in and instructing Silambam trainers
- Defining Silambam trainers' tasks and responsibilities
- E-mailing completed teaching programs

Program ready to start

When all preparations have been completed, the program is ready to start. This means that the final touches need to be added or finished. During this short, but important stage, the materials are printed and the first communication on a local level takes place.

Materials

Depending on the size of the programs, the Silambam (WSA) for Children Committee wants Silambam to take place on real Silambam mats and in real Silambam suits. Each child should be able to get a true experience of Silambam as it is meant and designed to be. The equipment should be available at the teaching locations before the start of the program. As a matter of hygiene, it is important to use clean suits for children and youth to wear footwear when walking around the venue. If the program is implemented at a location other than a specific Silambam location, we advise to leave the Silambam equipment at the location in question for the duration of the program.

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Page 19 of 29



World Silambam Association

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Press and media (earned media)

Press and other media also play a very important role in the execution of the Silambam (WSA) children and youth programs. The Silambam organizations (clubs, associations, and federations) itself will have to stimulate contacts with press and other media in order to get the desired media attention. We advise you to focus on pointing out the moral principles of the program and of Silambam in general. We do not only teach Silambam, as we also provide skills for life through the program. As the program continues to grow, the appreciation of it in press and media circles will begin to increase.

National top Silambam players will be able to strengthen this appreciation by adding extra principles. Inviting dignitaries will also attract media and press attention. Make sure to keep up the communication process, not only at the beginning of the program, but also during and after the program. Write the content for the articles yourself and supply photos to support the text. Distribute these materials widely among local and national media, so that they reach a broad field and thus increase the chance of publication and growing attention.

We distinguish between the following stages of communication with the press:

Make sure you provide the media with good articles and clear pictures with fun activities of children and youth. All texts contain the important values and moral principles offered in World Silambam Association (WSA) which related to the Indian Traditional Martial Arts and Sports according to questions.

Communication Stages

Beginning of the project: Announcement of the contents of the program and our aims.

During the project: Articles concerning the numbers of participants, the importance of Silambam, interviews with Silambam trainer, form teacher, or national Silambam hero.

After the project: Programs that are about to close should be wound up in a way that is attractive to the media. Invite parents and national Silambam heroes to an end of project party for children and youth to remember.

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Ministry of Home Affairs - JPPM Reg. No.: PPM-002-10-12062018

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Page **20** of **29**



World Silambam Association

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Your own media content

The Children Committee supports you with promotional material and regularly communicates news or information about Silambam (WSA) children and youth programs. Besides making use of free publicity, we also recommend producing good use of your media content. You shall consider:

- Web for the program, as an example of the Asia Continent website. <http://silambam.asia>
- Brochures/flyers/posters as a means of a source of information on the project.
- Twitter/Facebook and other social media. Aim at interaction with participants, fans, and followers.

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Page **21** of **29**



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with Silambam Asia

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ARTICLE 9 - PROGRAM MANAGEMENT

Reality shows that the best project results are achieved by making use of centralized coordination and centralized organization. This with an eye to media, insight into projects, outcomes, and regularity.

Centralised coordination

In many cases, primary coordination will be an appointed project team or the National Silambam organizations (clubs, associations, and federations). Silambam (WSA) children and youth programs in the National team may consist of several members depending on the project size and the size of the children and youth.

Centralised coordination entails:

The main project team is responsible for Silambam (WSA) children and youth programs at the national level. The team makes sure there is growth, media attention, and that the quality of local programs is guaranteed.

Together with local teams, it is responsible for setting up the Silambam (WSA) children and youth programs correctly. It is also responsible for providing support to local teams handling the aspects in case they have less experience.

- preparing the program content
- being the contact for participating or financing organizations
- giving notice of programs to the organizations concerned
- bringing the Silambam (WSA) children and youth programs to the attention of the media
- staying in contact with local Silambam program managers and giving them guidance
- providing Silambam equipment and communication materials on site
- supporting and collaborating with the local planning of the actual programs
- matching best Silambam players to the program
- developing and innovating programs
- monitoring opportunities and possibilities concerning new policies
- connecting sponsors to the Silambam (WSA) children and youth programs
- observing local programs and adding data, numbers of participants, and data concerning media attention to a permanent database.

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Page 22 of 29



World Silambam Association

with Silambam Asia

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Organisation's tasks

The centralized organizations consist of enthusiastic Silambam organizations (clubs, associations, and federations) and Silambam trainers. Together with the centralized coordinating team, they make sure that the Silambam (WSA) children and youth programs will be a local success. The local Silambam organizations (clubs, associations, and federations) or trainer know the situation best and close contact with his or her direct environment.

The centralized organization is an executive organization at the local level. It is an organization or a person that connects to people easily can kindle enthusiasm in others and sets high standards of quality. The centralized organization propagates the Silambam (WSA) children and youth programs and carries it out. Coordinating all the work and tasks carefully is one aspect of the cooperation between the national coordination team and the centralized organization. They need not only to ascertain that the division of tasks and responsibilities is clear but also to make sure that certain activities are not neglected but carried out indeed.

- involving local networks
- approaching the required schools and organisations
- providing teaching
- involving local parties
- being involved in the planning of the actual programs
- making parents of children and youth enthusiastic
- guaranteeing good lessons at a local level

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Ministry of Home Affairs - JPPM Reg. No.: PPM-002-10-12062018

EMAIL: secretary@silambam.world | WEBSITE: <http://silambam.world>

Page **23** of **29**



World Silambam Association

with Silambam Asia

NGO in Special Consultative Status with the ECOSOC of the United Nations

ARTICLE 10 - MONITORING AND EVALUATIONS

From the start the central coordinating team has to set up a good monitoring and evaluation system. Its main aim is to provide a clear picture of what is happening during the programs.

Monitoring and evaluations per field:

The data will show how well certain projects are carried out and what alterations need to be made. The figures are also very suitable for use in media/press releases, as input for reports or to convince organisations that could or would like to finance projects. Silambam (WSA) children and youth programs content right from the start it is advisable to start collecting data concerning:

- the numbers of participants
- participants that move on to further stages of the Silambam (WSA) children and youth programs
- numbers of people joining the Silambam organizations (clubs, associations, and federations)
- numbers of schools participating
- number of cities/regions participating
- numbers of organised lessons

Open feedback culture

If, as a teacher or project manager, you would like to provide feedback about a Silambam teacher, then do not hesitate to take up your points directly with the performers. We would regret only hearing about issues at the end of the program, and would rather see them resolved straight away. At the end of the day, we are all trying to create something beautiful.

Media

The media principles of a Silambam (WSA) children and youth programs is important to many parties who want to finance or act as sponsors. Make sure that you can show to existing partners what the media impact and moral principles of the Silambam (WSA) children and youth programs is. It is important to record publications in the media and to capitalise on them:

- collect all published material in the media and the press, both on and off-line
- if necessary, make deals with specialised firms which capitalise on publications in press and media
- provide an insight in the principles that media have

WORLD SILAMBAM ASSOCIATION (WSA)

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Page 24 of 29



World Silambam Association

with Silambam Asia

NGO in Special Consultative Status with the ECOSOC of the United Nations

Teaching Silambam (WSA) children and youth programs

What will happen on a daily basis as Silambam lessons take place in and around schools? Programs may differ in duration and size, depending on location, rules and regulations, local opportunities and the Silambam organizations (clubs, associations, and federations) vision.

Silambam (WSA) children and youth programs states that the defined 9 core moral principles (Friendship, Honour, Respect, Modesty, Politeness, Courage, Self-control, Sincerity and Fun) are firmly established in the curriculum and that the basic Silambam (WSA) principles have been applied. This is not only in the interests of Silambam in general, but also for the experience of the participating children and youth.

The curriculum ought to be developed in such a way that it affords positive experiences of having success when learning in a playful way how to control their partner, move, touch and to discover and respect your opponent's limits. Fun is the key to creating enthusiasm for Silambam in children and youth. The Silambam (WSA) Children Committee has program manual and concepts for teaching Silambam. Stick to a clear and structural form for the curriculum that provides a link with local Silambam organizations (clubs, associations, and federations).

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EMAIL: secretary@silambam.world | WEBSITE: <http://silambam.world>

Page 25 of 29



World Silambam Association

with Silambam Asia

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ARTICLE 11 - MARKETING AND COMMUNICATION

Marketing and communication are a vital area for Silambam as a sport. The same holds true for the Silambam (WSA) children and youth programs that will be set up and organised by the Silambam organizations (clubs, associations, and federations). The moral principles and social importance of Silambam can be spread perfectly through Silambam (WSA) children and youth programs. Not only to national organisations, who are partly responsible for funding, but also to the children and youth's parents, teachers and relatives who play important roles. Silambam (WSA) children and youth programs can be a fantastic education instrument for Silambam in general.

Be aware of the fact that marketing and communicating the Silambam (WSA) children and youth programs and its content are crucially important. We will highlight two significant principles:

The first is the general Silambam (WSA) children and youth programs communication at a national and regional level. At the beginning of this program manual we already mentioned that the message of a program is more than just teaching Silambam. The World Silambam Association (WSA) has chosen Building better societies as the theme of its Silambam (WSA) children and youth programs.

A specific national policy may demand a connecting marketing and communication message. If this is the case, it is important to show the intrinsic values, which are part and parcel of your marketing and communication activities.

Therefore, you should make sure that:

The second principles are the communication aimed specifically at the Silambam (WSA) children and youth programs. This mainly takes place at a local level and is aimed at the participants and their relatives. Experience shows that in 90% of cases the parents play a decisive role in the decision whether or not a child may take up a sport and if so, which sport.

Therefore, it is very important to involve the parents by means of communication. When parents see how much fun Silambam has to offer their children and youth and when they realise what moral principles they have learn, there is a far greater chance that the children and youth will stick with Silambam for a much longer period or that they may even join a local Silambam organizations (clubs, associations, and federations). Therefore, the parents should be informed clearly about the Silambam (WSA) in Schools program and the possibilities of their children and youth joining Silambam organizations (clubs,

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Page 26 of 29



World Silambam Association

with Silambam Asia

NGO in Special Consultative Status with the ECOSOC of the United Nations

associations, and federations) after having taken part in a Silambam (WSA) children and youth programs. Make sure to plan a moment in the Silambam (WSA) children and youth programs to invite parents to a big Silambam demonstration party (this will also attract the attention of the media). This will increase your chances of success and add to the numbers of new members.

The Silambam (WSA) Children Committee could fill pages with opportunities for marketing and communication. We are pleased to assist the Silambam organizations (clubs, associations, and federations) in formulating and developing their marketing and communication plan. Moreover, the Committee has a selection of materials available that can be adapted to fit every country, e.g. diplomas and posters.

Please contact us so that we can offer your Silambam organizations (clubs, associations, and federations) for tangible support.

- the objective of the Silambam (WSA) children and youth programs is described clearly
- you formulate a communicative message
- there is a number of keywords that invariably turn up in interviews and press releases
- you draw up a communications plan when will you communicate with certain people
- if possible, ask a national top Silambam players to underline your message

ARTICLE 12 - OVERVIEW: THE COMMITTEE

The International Silambam Federation challenges every National Silambam Federation to start up a Silambam (WSA) children and youth programs. Especially as there are great opportunities for Silambam to play a prominent role.

The Silambam organizations (clubs, associations, and federations) should make this choice with great dedication and energy. It is a long-term strategy that will produce a considerable yield in the end and will form the basis for a large pool of potential top Silambam players.

In this way the Silambam for Children Committee will help and support its Silambam organizations (clubs, associations, and federations) with the achievable possibilities it has at its disposal. It has gained a lot of experience and expertise, which we will gladly put at your disposal. Subsidies available on the basis of themes and policies.

WORLD SILAMBAM ASSOCIATION (WSA)

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Page 27 of 29



World Silambam Association

with Silambam Asia

NGO in Special Consultative Status with the ECOSOC of the United Nations

BEST PRACTICES – THE IDEA OF CHILDREN AND YOUTH PROGRAMS

Silambam Asia program (for Asia Continent) – Lead to Great Initiatives

- It began to reflect stronger community support and that schools program shows the importance to teach young people a code of conduct and standards through Silambam (the Indian Traditional Martial Arts and Sports).
- Silambam Asia has developed teaching of the Silambam (WSA) children and youth programs in which these topics are covered.
- The Silambam (WSA) children and youth programs was offered for a minimum of once every week in most of the schools (for at least one hour on each session up to two hours maximum).
- Schools were approached directly by communication with their principals. The subject matter was not Silambam lessons at school, but how to achieve sports ethics, self-discipline, and respect means of Silambam.
- If a school shows interest, a local Silambam organizations (clubs, associations, and federations) will be involved to take care of the Silambam program.
- The Silambam program was started under the name of Silambam Asia, with provisional of practitioners, teachers, and instructors (coaches) using their favorable names legally registered with their local government for Silambam organizations (clubs, associations, and federations) and expanded to more than 200 schools comprise of Silambam organizations (clubs, associations, and federations) in Asia Continent. It will be organized uniformly on a larger scale, as required in the future.

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Page 28 of 29



World Silambam Association

with Silambam Asia

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SILAMBAM ARTS AND SPORTS EDUCATION PROGRAM - FOR NATIONAL & GOVERNMENT SCHOOLS



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EMAIL: secretary@silambam.world | WEBSITE: <http://silambam.world>

Page 29 of 29