

The Social Network- Dr AS Bindra

The philanthropist in visionary entrepreneur, Dr AS Bindra, believes in investing in society through various Corporate Social Responsibility programmes

CHANDIGARH, CHANDIGARH, INDIA, October 17, 2013 /EINPresswire.com/ -- CHANDIGARH, INDIA:

THE spirit of helping, of being an integral and productive part of the society, of proving to be an asset for the country is a family legacy and tradition the Bindras have been shouldering and carrying forward for generations. While late Col Bir Singh was a patriot and proud Armyman, ace hockey player and brilliant sportsperson; his son, the visionary entrepreneur Dr AS Bindra, founder of Hi Tech Group of Companies is active in the field of social work and along with his son, Olympian and World Champion Abhinav Bindra, is heralding a new era in the world of Indian sports.

“My father in his times was the captain of Khalsa College’s hockey team in Amritsar, and it was one of the best teams in India. He also played alongside Dhyanchand when in services,” says Dr Bindra, a keen sportsperson himself. Dr Bindra strongly believes in investing in the society, in the form of creating awareness and running programmes benefitting the masses. Apart from actively and regularly holding blood donation camps, donating money for limb operations and other surgeries and giving money for needy cancer patients, Dr Bindra’s Corporate Social Responsibility project involves one of the most ambitious platform for sports and sporting talent of India. “We started the Abhinav Bindra Foundation Trust with the sole aim of promoting education, sports healthcare, imparting vocational training and eradicating social evils,” says Dr Bindra. At the forefront of this project is Abhinav Bindra who endorses this programme and is an active participant. “There are 700 million children across India whose talent goes waste because of lack of infrastructure and opportunity. Our aim is to establish a sports culture, and infuse a sporting attitude and create sporting centers. The idea is to make sports a way of life,” adds Dr Bindra.

Under the trust, the Bindras are working on ‘Khel Gaon’, that is a direct grassroots programme aiming at converting villages into games villages. “Under this concept, we encourage villagers to take ownership of the establishment of a sports centre in their community and use it as a hub for activities for everyone,” says Dr Bindra. Here, villagers are exposed to all sorts of games including basketball, football, volleyball etc. Various inter and intra sporting competitions and an annual Mini Olympics also forms part of this project. Implemented along with the Government support, 20 villages around Chandigarh and in Punjab have benefitted from this.

In the same spirit, the Bindra family kickstarted ‘Chotte Champs’, an in school program of the Foundation that aims at inculcating a sporting attitude among children. “In a technology controlled world where outdoor activities are taking the fall and children are losing touch with real sports, it becomes imperative that they be encouraged to view sports as a way of life and a career too. For this, it is important that sports becomes an integral part of school curriculum, and we’ve introduced activities like school sports wall, war cry competition, school sport houses etc in schools,” says Dr Bindra.

Along with Abhinav, the Foundation strongly advocates women in sports, child’s right to play and sports and education.

“Sports acts as a glue, in bringing countries together, people and communities at par and promoting

peace and development. Our Foundation is all for sports for health, for child and youth development, for peace and for the values it incorporates which go a long way in establishing a fitter and smarter nation,” feels Dr Bindra.

For more, log on to: abhinavbindrafoundation.org

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