

**EMBARGOED UNTIL WEDNESDAY 15<sup>TH</sup> MAY 2024 13:00PM BST**

## **World Netball Foundation launches inaugural partnership with Maitrayana Charity Foundation in India to benefit adolescent girls.**

World Netball Foundation (WN Foundation) has today announced a partnership with Indian non-for-profit organisation, Maitrayana Charity Foundation (Maitrayana), which will see the WN Foundation put 500 girls through life changing programmes.

WN Foundation launched its strategy in 2023, in which it outlined its mission to build opportunities, environments, and partnerships that are inclusive, promote equality and change lives, as well as to use the sport of netball to drive positive change around the world.

This aligns with the purpose of Maitrayana, which aims to leverage the power of sport, to create ecosystems that empower girls and young women to fulfil their potential, whilst also furthering girls and women's rights.

To do this, Maitrayana facilitates programmes for adolescent girls and young women from the ages of 10 – 25 years, giving them the opportunity to take part in both netball and life skills programmes, with a focus on their rights. They also offer leadership pathways and economic justice programmes.

With this collaboration the WN Foundation will help implement Maitrayana's programme for 500 girls in India, whilst also helping to build an online community for netball players to communicate with the girls on the programmes, enabling them to

learn from others netball and life experiences.

Having already had 8,902 participants in their programmes since 2021, Maitrayana is hoping this new partnership with the WN Foundation will help them to empower more girls and young women to exercise their right to achieve their full potential through netball.

Maitrayana's CEO, Kalyani Subramanyam, said: "We are truly excited about our partnership with the World Netball Foundation that enables us to build the leadership of many adolescent girls and young women, helping them challenge gender stereotypes, realise their aspirations, and become role models who influence change in their communities.

"We hope this collaboration builds visibility for our work and gives us an opportunity to share our model and experiences with many grassroots organisations across the world."

WN Foundation Chair, Dame Liz Nicholl DBE, added: "We are thrilled to announce the World Netball Foundations partnership with Maitrayana.

"As a charity we feel very passionately about creating new chances for people, in particular women and girls, to prosper through netball and Maitrayana does just that through its programmes which allow for women and girls to not only play netball in safe spaces, but also to develop leadership skills and learn about important topics such as their rights, menstruation, and menstrual hygiene."

To read some recent case studies of girls and young women that have been through the programme [click here](#).

To learn more about Maitrayana, visit their website [here](#).

To learn more about the WN Foundation, [click here.](#)

**ENDS**

**Image:**



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**Notes to Editors:**

**World Netball**

World Netball is the sole, internationally recognised, governing body for netball affiliated to the Association of Recognised International Sports Federations (ARISF), receiving funding from the International Olympic Committee.

World Netball creates a better world through netball, inspiring netballers to embrace opportunities and achieve their potential. Netball is played in more than 100 countries around the world with 84 National Netball Associations affiliated to World Netball. The associations are grouped into five Regions – Africa Netball, Americas Netball, Asia Netball, Europe Netball and Oceania Netball – each with a respective Regional Federation. Regional Federations are an integral part of the global governance structure and assist in the implementation of World Netball policies and the development of the sport in their respective regions.

For more information visit [www.worldnetball.sport](http://www.worldnetball.sport)

### **World Netball Foundation**

The World Netball Foundation is a charity registered in England and Wales (Charity Number: 1202666). It is governed by a Board of Trustees who are responsible for overseeing the management of the charity and ensuring it is carrying out its charitable purpose. The Board members are Dame Liz Nicholl DBE who is World Netball's representative and three appointed independent Trustees; Kylie Bates from Australia, Muditambi Ravele from South Africa, and Gary Young from the UK.

### **Maitrayana**

Maitrayana is an Indian girls and women's rights not-for-profit organization in Mumbai, Delhi, and Bengaluru, three Indian metropolitan cities. Maitrayana's vision is to create a gender-equal society in which girls and women can access their rights and reach their full potential. Maitrayana does this by leveraging the power of sports.