



#WeAreEBSM

# STRIKE TO IMPRESS

**ERIC BENNY  
SPORTS  
MANAGEMENT  
NEWSLETTER  
MARCH**

Dear Parents,

It is the dreaded exam time for most of your wards, especially those who are giving their 10th and 12th board exams. There are also exams coming up for the university students as well. This definitely gives us at EBSM anxiety as well, as we will not be able to train with many of our students as well. But we do hope and pray that all these students do well in their exams and come out with flying colours, and that they carry this momentum and motivation forward come the summer break and during whatever activity it is they choose to pursue during this period.

The scouting season has come to a successful close, and plans now shift to the upcoming summer camps, both in India and Europe. We have gotten a very good response, and we hope that we can work not only with many more students as compared to last summer, but also with those possessing more talent than we have seen till this point! Some of these students could well turn out to be the stars of tomorrow, not only as part of the EBSM family but also as contributors to the footballing revolution in this country, and that is why we can't wait to get started with them!

We also would like to introduce to you the Bayern Munich Tour, a 7-day holiday camp that will see participants travel to Germany and train at the world-famous Deutsches Fussball Internat (DFI), who are also our partners. Other activities include sight-seeing and shopping, so do get in touch with our team for more details. We would like to reiterate that seats for the European short-term trip (one month to three months) are almost full, so any interested parent should reach out to us and complete formalities soon!

We are delighted to introduce one of our key partners when it comes to spreading the message of football to the masses, The Sports Gurukul, and how have played a key part in our scouting programmes over the years. You can read more about the organisation in the 'Our Partners' section. As always, we would like you to meet our students, and this time is the turn of Mohammed Marij Hashmi, an integral part of the Eric Benny College Football (EBCF) programme. You can read more about him in the 'Mentor' section.

For the Did You Know (DYK) section, there could only be one thing that we had to talk about, and it's the festival of colours, Holi! From all of us at EBSM, have a safe and vibrant Holi you all! Here's a quote from swimming legend Mark Spitz: 'If you fail to prepare, you're prepared to fail.' Talent can only take a player so far, but it is the right attitude, hard work and preparations that help him/her make the step up and reach the next level of competition, and we at EBSM are big advocates of due diligence and preparation before any task/game!

With all the gratitude and best wishes.

**Eric Benny**  
CEO & Founder  
Eric Benny Sports Management



## A NOTE FROM ERIC BENNY

## OUR PARTNERS

### THE SPORTS GURUKUL

Founded in 2012 by Jay Shah and Paresh Kothari, who are both Co-Founders and Joint MDs of the company, The Sports Gurukul has come a long way in fulfilling their vision "To See Maximum Children Live A Healthy And Active Lifestyle, Not Only During Childhood But Throughout Their Life!" Having been avid sports and fitness enthusiasts themselves, Jay Shah and Paresh Kothari finally decided to leave behind their respective, lucrative jobs in the IT Marketing and Corporate Advisory & Investment Banking and start a venture that has gone on to become the most preferred service provider for school PE and sports programs in India.

EBSM is proud to work in partnership with TSG in bettering the standards of coaching provided, not only in terms of the coaches themselves, but also knowledge and awareness of the changing dynamics of the sport, especially in today's atmosphere in the country, what with the advent of professional leagues and more and more jobs in the sports industry.



## MENTOR MOHAMMED MARIJ HASHMI

When I was in Class 7, I chose football as my outdoor activity for school PT classes, as other sports seemed boring. And in my first session, I really enjoyed the sport. That very day, I insisted my father buy me a football. And ever since, I have been on the streets, and on the terrace of our house, juggling and dribbling for hours. Then I joined the after-school football training, where I used to train with seniors and learned so much. I would ask my coach how to improve my skills and he would guide me and motivate me, and I feel blessed I had him to guide me.

That very year, I was selected for the senior team, and post my 10th grade, I got to meet and train with Eric sir for 3 months. In Class 11, I was selected for nationals from Telangana for the BC Roy Cup. I also won the golden ball in Reliance Football Youth Sports and played the CBS Nationals. After my 12th exams, on the advice of Eric sir, I attended the summer camp and also won the 'Iconic player' award. That's when I decided to join EBCF and pursue my education and football at JLU, which has been a boon. Eric sir has been motivating me a lot, and with their help and support, and if god wills, I shall play for my country!



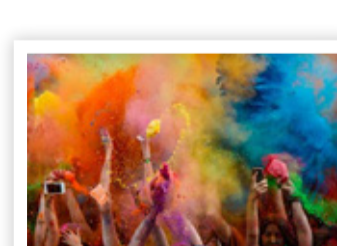
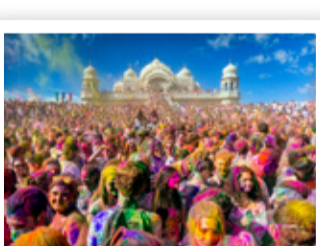
## DID YOU KNOW

### Holi

Holi is a popular ancient Hindu festival, originating from the Indian subcontinent. It is celebrated predominantly in India, but has also spread to other areas of Asia and parts of the Western world through the diaspora from the Indian subcontinent. Holi is popularly known as the Indian "festival of spring", the "festival of colours", or the "festival of love". The festival signifies the arrival of spring, the end of winter, the blossoming of love, and for many a festive day to meet others, play and laugh, forget and forgive, and repair broken relationships. The festival also celebrates the beginning of a good spring harvest season. It lasts for a night and a day, starting on the evening of the Purnima (Full Moon day) falling in the Vikram Samvat Calendar, in the Hindu calendar month of Phalguna, which falls around middle of March in the Gregorian calendar. The first evening is known as Holika Dahan (burning of demon holika) or Chhoti Holi and the following day as Holi, Rangwali Holi, Dhuleti, Dhulandi, or Phagwah.

Holi is an ancient Hindu religious festival which has become popular with non-Hindus as well in many parts of South Asia, as well as people of other communities outside Asia. In addition to India and Nepal, the festival is celebrated by Indian subcontinent diaspora in countries such as Jamaica Suriname, Guyana, Trinidad and Tobago, South Africa, Malaysia, the United Kingdom, the United States, Canada, Mauritius, and Fiji. In recent years the festival has spread to parts of Europe and North America as a spring celebration of love, frolic, and colours.

Holi celebrations start on the night before Holi with a Holika Dahan where people gather, perform religious rituals in front of the bonfire, and pray that their internal evil be fire. The next morning is celebrated as Rangwali Holi - a free-for-all festival of colours, where people smear each other with colours and drench each other. Water guns and water-filled balloons are also used to play and colour each other. Anyone and everyone is fair game, friend or stranger, rich or poor, man or woman, children, and elders. The frolic and buildings. Groups carry drums and other musical instruments, go from place to place, sing and dance. People visit family, friends and foes to throw coloured powders on each other, laugh and gossip, then share Holi delicacies, food and drinks. Some customary drinks include bhang (made from cannabis), which is intoxicating. In the evening, after sobering up, people dress up and visit friends and family.



## GALLERY



## WEATHER FORECAST



**DAY TEMP**  
34°/17°C



**Almost 2 days**  
it will rain



**Thunderstorm**  
2% days of this month

Bhopal weather in March is warm with a temperature of 17° and 34° degrees. On average, no more than 2 rainy days in March. Overall the weather will be great for outside activities.



If you have any suggestions and feedback, Please write us at [info@ericbenny.com](mailto:info@ericbenny.com)