

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**SEPT Football Nursery - The largest organized nursery  
network in India**

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## **Abstract**

SEPT is one of a kind non-profit football academy for children spread across 14 districts in the Indian state of Kerala. Since its inception in 2004, SEPT is dedicated towards developing football players from the underprivileged strata of the society. SEPT is currently India's largest football nursery network. Over the years, SEPT has gone from 5 centres to 55 centres. The growth and development of SEPT started to falter from the later part of 2017. SEPT is facing the threat of shutting down due to lack of financial assistance. In early 2018, SEPT got offered a government contract to conduct football camps in state-run schools in Kerala. Seeing their potential, the state government offered them to revive one of their abandoned program on swimming training in schools, renamed as "Swim N Survive". This case explores SEPT's opportunities to retain and obtain sponsors and also gain a sustainable inflow of funds to keep the organization operating for its noble cause. Also, it examined whether it is the right time for SEPT to diversify into training for a sport in which they apparently do not have expertise or experience.

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