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High Visibility  
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**ALIGNED WITH UN SDGS & GLOBAL  
IMPACT STANDARDS**

**SPORTS FOR DEVELOPMENT**

**SOCIAL ROI AMPLIFIED**





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Rental Income | Listed Units | Capital Growth Draft Offer Document filed for our 2<sup>nd</sup> SME IPO

For detailed disclosures and risk, please refer to the ProSpectus. View Draft Key Information of this Trust and Draft Key Information of the Scheme filed with The Securities and Exchange Board of India (SEBI). SEI Limited and available on [stocksecuritiesboard.in](#)


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Latest


## Gali Mohalla Cricket League Unveils Vision for Grassroots Transformation at Curtain-Raiser Press Conference

PTI

31/May/2025 · 5 min read



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Gali Mohalla Cricket League Unveils Vision for Grassroots Transformation at Curtain-Raiser Press Conference

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## GMCL and Satkarmic Mission Launch Sport Revolution in India

The Gali Mohalla Cricket League, in collaboration with The Satkarmic Mission, aims to revolutionize Indian sports by fostering grassroots talent and societal progress. Starting with 500 teams in Delhi, the league emphasizes inclusivity, resilience, and talent scouting to propel youth towards a prosperous future.

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[Devidiscourse News Desk](#) | New Delhi | Updated: 31-05-2025 15:34 IST | Created: 31-05-2025 15:34 IST



The screenshot shows the top section of the ANI website. The header includes the date and time 'SAT, MAY 31, 2025 | UPDATED 15:56 IST' on the left and the ANI logo with the tagline 'South Asia's Leading Multimedia News Agency' on the right. Below the header is a navigation bar with links for 'National', 'Entertainment', 'Business', 'Sports', and 'Health'. A row of social media icons (Facebook, Twitter, YouTube, Instagram) is positioned below the navigation bar. The main content area features a large video player showing a live broadcast of a press conference. The conference is titled 'GOLDEN MALLS PRICES CONFERENCE' and 'GOLD MALLS GINNETT LEAGUE'. The background of the conference features a large portrait of a man in a blue shirt and a red turban. Four men are seated at a table in front of the backdrop, with microphones in front of them. The man on the far left is wearing a black t-shirt with 'VERSACE JEANS COUTURE' written on it. The man in the center is wearing a white kurta and a yellow turban, and is speaking into a microphone. The man on the far right is wearing a white kurta and a white turban. The video player has a 'LIVE' indicator in the top right corner.

## Gali Mohalla Cricket league unveils vision for grassroots Transformation at curtain-raiser press conference



A photograph showing four men seated at a table during a press conference. From left to right: a man in a black t-shirt with 'VERSACE JEANS COUTURE' text, a man in a white kurta and yellow turban speaking into a microphone, a man in a blue suit and red turban, and a man in a white kurta and white turban. Several microphones are on the table. A banner in the background reads 'NEW DELHI | YMCA | TRANSFORMATION ROAD 2020 | 9 AM'.

New Delhi: The Gali Mohalla Cricket League (GMCL), in alliance with The Satkarma Mission, launched its ambitious journey to revolutionize Indian sports with a high-energy press conference at the YMCA in New Delhi today. Attended by prominent Delhi press, the event unveiled a bold blueprint for nurturing grassroots talent, fostering societal progress, and building resilient, compliant ecosystems to propel India's youth toward prosperity through sports. With 500 teams across Delhi's five zones ready to compete, GMCL is set to ignite a sporting movement that transcends the pitch, targeting nation-building and inclusive growth. Addressing a packed room, Baba Inder Preet Singh, Spiritual Head of The Satkarma Mission, set the tone with a powerful vision for social transformation. "The alliance between The Satkarma Mission and GMCL is a call to uplift India's youth, steering them away from addiction and drugs toward a future of purpose," he said. "Sports is our foundation to instill discipline, unity, and hope, paving the way for a prosperous nation driven by its young hearts."

Sport

Gali Mohalla Cricket League Unveils Vision for Grassroots Transformation at Curtain-Raiser Press Conference

Saturday, May 31, 2025 15:05:03 | Gali Mohalla Cricket League

हरियाणा न्यूज़  
समाचार व कलापत्र देते के लिए संपर्क करें  
98122-13000  
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गली मोहल्ला क्रिकेट लीग ने प्रेस कॉन्फ्रेंस में पेश किया जमीनी स्तर के खेल विकास का विजन

हरियाणा न्यूज़ फ्लैश  
नई दिल्ली। गली मोहल्ला क्रिकेट लीग (जीएमसीएल) ने आज बुधवार को हरियाणा विश्वविद्यालय के सांस्कृतिक मंदिर के प्रांगण में एक प्रेस कॉन्फ्रेंस कर अपने परिवर्तनकारी अभियान की औपचारिक शुरुआत की। इस मौके पर दिल्ली के प्रमुख नीतिगत प्रतिनिधि मौजूद रहे। इस लोग का उद्देश्य जमीनी स्तर की ग्रामीण खेल को निरूपण, युवाओं को नये जैसी सामाजिक क्षुब्धों से दूर करना और खेलों के माध्यम से देश निर्माण की राहों को अग्रसर करना है। जीएमसीएल की पहली चरण की योजना के अंतर्गत दिल्ली के पांच क्षेत्रों से 500 टीमें भाग लेंगी। यह सिर्फ एक क्रिकेट लीग नहीं, बल्कि एक सामाजिक अवरोधन है। हर गली-मोहल्ले से अपील कर खेल, रचनात्मकता और स्वास्थ्य के माध्यम से समाज को बदलना है।

Saturday, May 31, 2025

दैनिक ट्रिब्यून

The Tribune

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Gali Mohalla Cricket League Unveils Vision for Grassroots Transformation at Curtain-Raiser Press Conference

New Delhi [India], May 31: YMCA, New Delhi; The Gali Mohalla Cricket League (GMCL), in alliance with The Satkarmic Mission, launched its ambitious journey to revolutionize Indian sports with a high-energy press conference at the YMCA in New Delhi today. Attended by prominent Delhi press, the event unveiled a bold blueprint for nurturing grassroots talent, fostering societal progress, and building resilient, compliant ecosystems to propel India's youth toward prosperity through sports. With 500 teams across Delhi's five zones ready to compete, GMCL is set to

# The Curtain Raiser Press Conference in Delhi set the ball rolling...

JUNE 2025





गली मोहल्ला क्रिकेट लीग से युवाओं को सशक्त बनाने पर जोर  
punjabkesari.in Wednesday, Jun 18, 2025 - 08:05 PM (IST)



दैनिक जागरण  
मध्य प्रदेश एवं छत्तीसगढ़ की विश्वसनीय आवाज

मध्य प्र

क्रिकेट के जरिए नशे के खिलाफ लड़ाई: जीएमसीएल और महाराष्ट्र पुलिस का ऐतिहासिक गठबंधन, 5000 मैचों से बदलेगा युवाओं का भविष्य

Jagran Desk

By दैनिक जागरण On 17 Jun 2025



ThePrint

## Gali Mohalla Cricket League (GMCL) Launches Grassroots Revolution with 500 Teams; Joins Hands with Maharashtra Police for Anti-Drug Campaign

VMPL Mumbai (Maharashtra) [India], June 17: The Gali Mohalla Cricket League (GMCL) today unveiled its ambitious grassroots cricket initiative in Mumbai, announcing a historic partnership with the Maharashtra Police to combat drug addiction through sports. Addressing a press conference at Country Club in Andheri, Baba Inder Preet Singh, spiritual head of Satkarmik Mission, emphasized the [...]

ANI PR 17 June, 2025 10:32 am IST



Friday, June 20, 2025



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Home / Business / Gali Mohalla Cricket League (GMCL) Launches Grassroots Revolution with 500 Tea...

## Gali Mohalla Cricket League (GMCL) Launches Grassroots Revolution with 500 Teams; Joins Hands with Maharashtra Police for Anti-Drug Campaign

# The Mumbai Pres Conference saw a historic collaboration for impact - Maharashtra Police came on board.

JUNE 2025



FRI, JUN 20, 2025 | UPDATED 14:15 IST

ANI

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Hands with Maharashtra Police for Anti-Drug Campaign

Gali Mohalla Cricket League (GMCL) Launches Grassroots Revolution with 500 Teams; Joins Hands with Maharashtra Police for Anti-Drug Campaign

ANI | Updated: Jun 17, 2025 10:18 IST

VMPL

Mumbai (Maharashtra) [India], June 17: The Gali Mohalla Cricket League (GMCL) today unveiled its ambitious grassroots cricket initiative in Mumbai, announcing a historic partnership with the Maharashtra Police to combat drug addiction through sports.

Inaugural matches launched with Maharashtra Police, tackling drug addiction head-on.

TRUST IN THE BRAND IS ESTABLISHED

CONFIDENCE AMONG CITIZENS INCREASED

BRAND VALUE RISES





# **Gali Mohalla Cricket League**

## **Maximise Impact - Sponsorship Options**

**YOUR BRAND = FORCE FOR GOOD**





Match Sponsorships:

- **In-field branding (banners, scoreboards), player jerseys, on-ground activation.**
- **Online Sponsors: Digital ads on GMCL website, social media (Insta/FB), live match streams.**
- **Food Partners: Exclusive catering rights, branded refreshment zones.**
- **Merchandise Partners: Co-branded jerseys, bats, accessories.**
- **Media Partnership: Co-produced documentaries, press coverage (suggested).**

Opportunity	Investment	Impact Perks
Match Sponsor	₹5 Lakh/Match	In-field branding, trophy handover, anti-drug workshop naming
Digital Sponsor	₹10 Lakh/Season	App/social media takeover
Food & Refreshments	₹3 Lakh/Event	"Healthy Bites" branding + nutrition camps
Merchandise Partner	Revenue Share	Co-branded jerseys (made by women SHGs)
Community Hero (CSR)	₹25 Lakh+	Fund de-addiction clinics + talent scouts

Suggested, Discuss with your GMCL engagement partner.

**Gali Mohalla Cricket League** Maximise Impact - Sponsorship Options





# Visibility Opportunities

Asset	Volume	Your Brand Exposure
Match Hoardings	5,000+ matches	Branding at 100+ venues statewide
Team Jerseys	5,500+ jerseys	11 players/team × 500 teams (Mobile billboards in communities)
Trophy Ceremonies	200+ events	Prime branding during finals
DIGITAL IMPRESSIONS		
Channel	Reach	Engagement
GMCL App Ads	500K+ users	15-second pre-match ads
Hashtag Campaigns	#GMCLvsDrugs (2M+ potential)	Co-branded challenges
Player Stories	10M+ via short video platforms	Authentic grassroots content

**Gali Mohalla Cricket League** Maximise Impact - Sponsorship Options





# **Gali Mohalla Cricket League**

## **Alignment with Global Goals**

### **Aligns with SDGs:**

- **SDG 3 (HEALTH & WELL-BEING)**
- **SDG 4 (QUALITY EDUCATION VIA SCHOOL ALLIANCES)**
- **SDG 8 (DECENT WORK & ECONOMIC GROWTH)**
- **SDG 10 (REDUCED INEQUALITIES)**

### **Tackles India's Core Youth Challenges:**

- **DRUG ADDICTION, LACK OF ACCESS, DROPOUT RATES**
- **SKILL GAP, UNEMPLOYMENT**

### **Sport as a Behavioural Tool:**

- **REDUCES AGGRESSION, BUILDS TEAM SPIRIT**
- **PROMOTES DISCIPLINE, ASPIRATION, HEALTH**





Impact Metric	Description	Projected 2025 Figures
Youth Directly Engaged	Teams × Players	50,000
Matches Conducted	Across 8 Indian States + Nepal	45,000+
Addiction Mitigation & Wellness	Through sport-led intervention	100+ workshops & recovery linkups
School/Academy Linkages	Participation via formal institutions	500+ institutions onboard
Employment Generation	Coaches, scouts, managers, referees	10,000+ indirect jobs

# Gali Mohalla Cricket League

## Measuring What Matters: Social ROI Framework





# Gali Mohalla Cricket League

## Why Partner with us?

### Mission-Aligned Deployment:

YOUR CSR FUNDS DIRECTLY POWER TEAM FORMATION, EQUIPMENT, TRAINING, WELLNESS, AND DEVELOPMENT

### Brand Visibility with Purpose:

NATIONAL GRASSROOTS RECOGNITION + ASSOCIATION WITH INCLUSIVE GROWTH

### High Social ROI:

₹1 INVESTED = EXPONENTIAL RETURN IN YOUTH EMPOWERMENT, CRIME REDUCTION, AND ECONOMIC ACTIVITY

### Customised Integration:

VISIBILITY AT REGIONAL/STATE LEVEL, CO-BRANDED PROGRAMS, EMPLOYEE VOLUNTEERING OPPORTUNITIES

### Best Practice

Emulates Google's CSR partnerships, linking social impact to brand equity.





- **Scalable Ecosystem** — replicable across India, adaptable in South Asia
- **Operational Transparency** — monitored with tech-based reporting & third-party audits
- **Guided by Experts** — led by a coalition of educationists, impact investors, and grassroots changemakers
- **Institutional Linkages** — Schools, colleges, NGOs, spiritual and civic organizations
- **Built for India's Demographic Dividend** — unlocking the power of Bharat's gallis and mohallas

# Gali Mohalla Cricket League

## Why Partner with us?



## CSR Partner for a Stronger Tomorrow

- **FUNDING FOR TEAMS, KITS, TRAINING & HEALTH MODULES**
- **SUPPORT IN CAPACITY BUILDING AND SOCIAL AUDIT SYSTEMS**
- **LONG-TERM PARTNERSHIPS WITH A CO-OWNED VISION OF YOUTH UPLIFTMENT**
- **CSR Opportunity:** Fund GMCL to empower youth, champion equity, and drive prosperity.
- **Next Steps:** Schedule a call to explore tailored CSR partnerships.
- **Impact Commitment:** Annual Social ROI Report, co-branded campaigns, and community events.

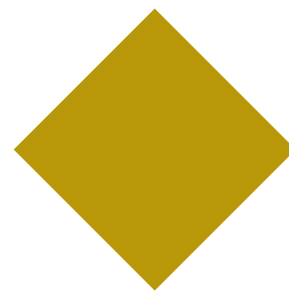
**Pilot Partnership: ₹50 Lakh for 50 matches → Scale to 5 states.**

### Next Steps:

- 1. Sign MoU with Satkarmic Mission spiritual endorsement**
- 2. Launch with national press conference**







GLOBAL MIDDAS  
CAPITAL



# Ecosystem

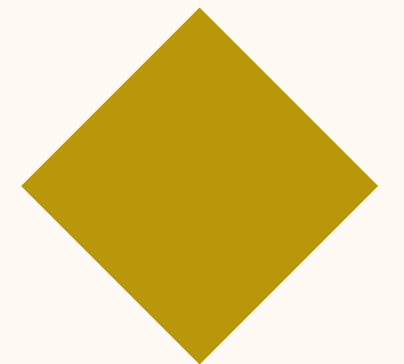
**ECOSYSTEM: PRIDE ACADEMY (TRAINING), SATKARMIC MISSION (SPIRITUAL GUIDANCE), INDIA BLOCKCHAIN ALLIANCE (TECH, DIGITAL TRUST CONVERGENCE).**

- **GALI MOHALLA BOX CRICKET LEAGUE: 10-OVER, TENNIS-BALL MATCHES ON BOX CRICKET TURF. ENGAGING LOCAL COMMUNITIES.**
- **PRIDE ACADEMY: EXCLUSIVE TRAINING PARTNER, COACHING 2,000 YOUTH IN 2025, FOSTERING RESILIENCE AND TALENT.**
- **SATKARMIC MISSION: SPIRITUAL GUIDANCE FOR YOUTH EMPOWERMENT, COMBATING ADDICTION.**
- **SPORTSTECH: ANALYTICS, LIVE STREAMING, AND BLOCKCHAIN FOR TRANSPARENT TICKETING/MERCHANDISE.**



Gali Mohalla  
**CRICKET LEAGUE**

[www.gmcricketleague.com](http://www.gmcricketleague.com)



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# Social ROI

## MINDMAP

