

**DEVELOPMENT CENTER  
OPERATING MANUAL**

**BLUE CUBS**



AN INITIATIVE OF  
ALL INDIA FOOTBALL FEDERATION

# CONTENT

- 1. PURPOSE**
- 2. Nexus**
- 3. Footstep to glory**
- 4. Ensuring Excellence in Coaching**
- 5. Blueprint**
- 6. Elevating Entities in the Football Realm**
- 7. The Parental Pinnacle**
- 8. Unlocking Potential on the Pitch**
- 9. Do's**
- 10. Don'ts**
- 11. Revolutionizing Football Engagement**
- 12. Welcome**

# PURPOSE

The establishment of Blue Cubs Development Centers stands as a pivotal aspect in upholding exemplary standards in coaching and player progression. These centers, meticulously chosen as training hubs for the elite Blue Cubs, serve as a testament to our commitment to excellence in football development. Upon meeting the rigorous criteria set forth by the All India Football Federation (AIFF), these centers will be duly accredited, ensuring adherence to the highest standards.

A fundamental prerequisite for these centers is the presence of coaches holding at least an AIFF C & D certification. This certification symbolizes a coach's wealth of experience and comprehensive understanding of the sport, attained through rigorous testing and training protocols mandated by the AIFF. By stipulating AIFF accreditation for trainers, the development centers ensure that the coaching provided to the elite Blue Cubs is of unparalleled quality.

By adhering to these stringent accreditation criteria, the development centers ensure that the Blue Cubs receive coaching from adept professionals with a profound grasp of the intricacies of the game. This emphasis on high-quality coaching serves as a cornerstone in nurturing the potential of young players, molding them into well-rounded individuals both on and off the field.

# NEXUS



The growth and development of grassroots football depend on a well-rounded ecosystem, where various elements are interconnected to provide consistent support. Here's an overview of the key components crucial for the sustainable progression of football at its grassroots level.

**Coach Education:** Central to grassroots football development is coach education. Blue Cubs L1 and L2 Courses equip coaches with essential skills and knowledge to effectively mentor young players. Additionally, Blue Cubs League Workshops and FIFA F4S Training sessions offer continuous learning opportunities and exposure to modern coaching methodologies.

**Competitive Platforms:** Diverse competitive platforms are essential for fostering skill refinement and healthy competition. Blue Cubs Leagues provide structured competitions, fostering team dynamics and player growth. Festivals and Pop-Up Tournaments add excitement and encourage participation across demographics. Schools Football serves as a vital avenue for talent identification and grassroots engagement. Meanwhile, Blue Cubs Training Centres and Elite Training Camps elevate promising players' skill levels, nurturing their potential.

**Stakeholders Engagement:** Engagement and collaboration with stakeholders are vital for grassroots football success. State FAs and District FAs ensure adherence to standards, while Accredited Academies offer specialized training and pathways for players. Grassroots Clubs engage communities and provide participation opportunities. NGOs contribute support through advocacy and resource mobilization, while Educational Institutions integrate football into holistic youth development. Government Bodies provide strategic direction and resource allocation, facilitating overall grassroots football development.

# FOOTSTEPS TO GLORY



In the quest to nurture budding football talent, "Footsteps to Glory" lays out a structured pathway aimed at identifying, developing, and promoting young players towards achieving their football dreams. This comprehensive program encompasses various key initiatives tailored to support players at every stage of their journey.

**Blue Cubs League:** The program thrives on inclusivity and collaboration, welcoming all stakeholders involved in grassroots football. Operations are efficiently monitored via the Blue Cubs app, ensuring transparency and accountability. Moreover, active participation and engagement are fostered among players, coaches, and administrators, creating a vibrant footballing community.

**Development Center:** At the heart of player development lies the establishment of dedicated development centers. Staffed with experienced coaches specializing in youth development, these centers offer a comprehensive curriculum covering technical, tactical, physical, and psychological aspects of the game. Through structured training sessions and personalized attention, players are equipped with the tools necessary to excel on and off the field.

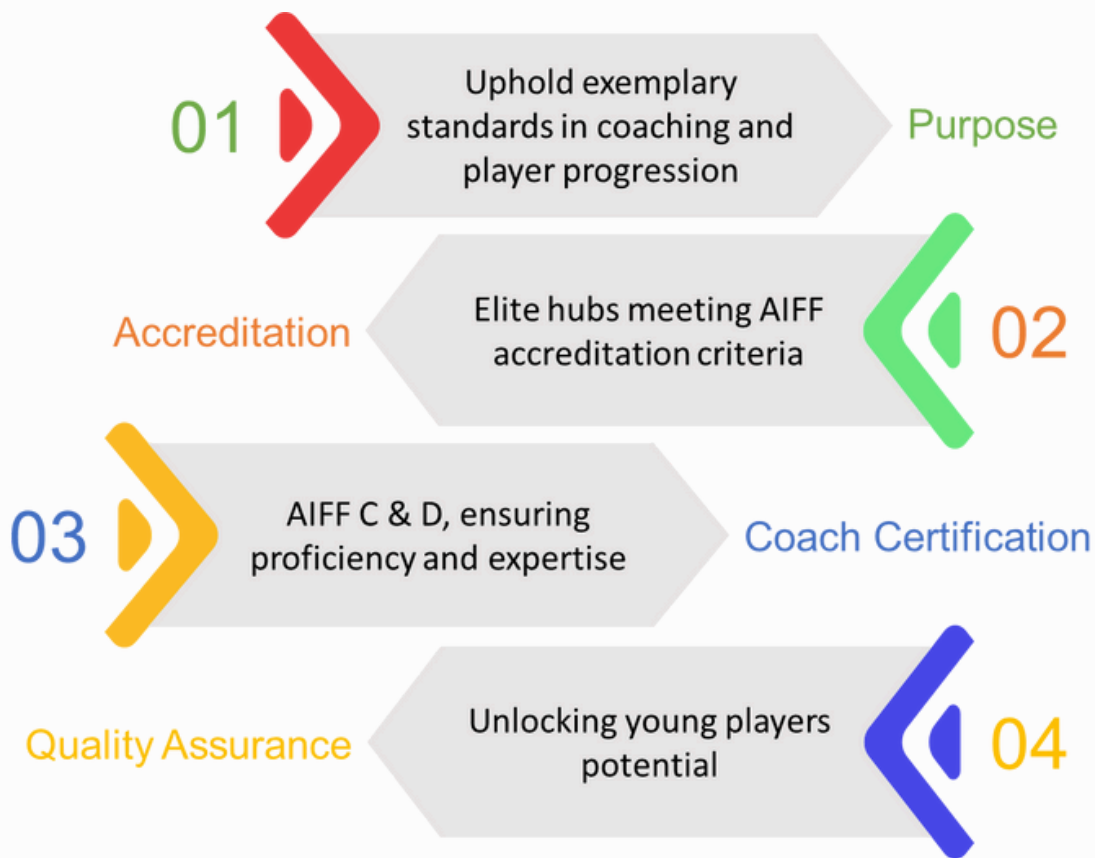
**Elite Blue Cubs League | Trials | Scouting:** To sustain talent discovery efforts, the program ensures sustainable funding and reasonable registration fees for participation in the Elite Blue Cubs League. By enhancing scouting mechanisms and reach, the league serves as a platform for continuous talent identification and development, facilitating the seamless transition of players through various tiers of competition.

**Development Camp:** An integral component of "Footsteps to Glory" is the development camp, designed to hone the skills of promising talents. Held biannually with a duration of 25-30 days, this camp is led by seasoned coaches who provide expert guidance and mentorship. Through rigorous trials and scouting processes, 30 exceptional players are identified from various leagues, ensuring the inclusion of the most promising prospects.

**Linkage:** Central to the program is the establishment of a robust linkage system. This involves providing comprehensive assessment reports for every player, enabling personalized feedback and development plans. Moreover, opportunities are extended to players to showcase their skills and compete in state sub-junior teams, acting as stepping stones towards higher-level competitions. Notably, a clear pathway is forged towards prestigious platforms such as FIFA-TDS and Football Academies, offering aspirants a tangible route to professional football.

In essence, "Footsteps to Glory" represents a holistic approach towards nurturing football talent, driven by a commitment to excellence, inclusivity, and continuous improvement. By laying a strong foundation and providing ample opportunities for growth, the program aspires to produce the football stars of tomorrow, leaving an indelible mark on the beautiful game.

# ENSURING EXCELLENCE IN COACHING



The criteria for a development center for the Blue Cubs program are designed to ensure the highest standards of coaching, facilities, and player development. While specific criteria may vary based on the program's guidelines and objectives, here are some common criteria that could be considered:

**Coaching Expertise:** To ensure effective coaching and youth development, development centers must adhere to minimum eligibility criteria and employ experienced coaches who specialize in nurturing young talent.

**Infrastructure and Facilities:** Centers should prioritize having well-maintained football fields, ideally meeting a minimum size of 7v7, along with essential training equipment, washrooms, and other basic amenities to provide a conducive environment for player development.

**Talent Identification:** Establish a robust system for talent identification, collaborating with schools, gymkhanas, societies, and other relevant entities to scout talented players within the specified age range.

**Player Development Program:** Structured player development curriculum that addresses the technical, tactical, physical, and psychological aspects of the game. This curriculum should offer a comprehensive training program aimed at fostering the growth of young players.

**Competitive Exposure:** To enhance player development, development centers should annually organize the Blue Cubs League, offering players regular competition opportunities. Moreover, throughout the year, centers should prioritize providing players with a minimum of 30 football games. This exposure is invaluable, enabling players to acquire valuable experience and exhibit their skills effectively.

**Monitoring and Evaluation:** Centers must establish a robust monitoring and evaluation system. This system will enable the centers to track the progress of players, evaluate their performance, and offer consistent feedback. Such an evaluation process is instrumental in identifying areas for improvement and customizing training programs to meet individual needs effectively.

**Academic and Personal Development:** Acknowledging the significance of education and holistic personal growth, development centers must prioritize maintaining a balance between academics and sports. They should actively promote and support players in excelling in their studies while fostering their overall personal development. This dual emphasis ensures that players not only excel on the field but also thrive in all aspects of their lives.



# BLUEPRINT

Phase 1: - Fundamentals (Below 7)	Phase 2: - Football Specific Training (Below 12)
<b>OBJECTIVE</b>	
<ul style="list-style-type: none"> <li>• To develop a solid foundation of basic football skills.</li> <li>• To develop physical literacy-related fitness components (Agility, balance, coordination and speed, ABCs)</li> <li>• Maximum engagement, participation, and awareness towards Football.</li> <li>• To develop good habits around nutrition, recovery, fitness and sleep</li> <li>• Assessment :- Half-yearly</li> </ul>	<ul style="list-style-type: none"> <li>• To implement Football area specialization through advanced training and Talent Development.</li> <li>• To develop and integrate physical, mental, cognitive, and emotional components</li> <li>• To work on building key values of respect, friendship, and excellence.</li> <li>• Assessment :- Half-yearly</li> </ul>
<b>Training Centre</b>	
<ul style="list-style-type: none"> <li>• 20 players and 2 coaches per batch.</li> <li>• Separate batches according to age group.</li> <li>• 2-3 Training days per week.</li> <li>• 45 – 60 minutes per session.</li> <li>• Coach with D and Blue Cubs (Level 1) license.</li> <li>• 1- D license coach mandatory.</li> <li>• Field size :- 45&lt;50 mtr X 28&lt;32 mtr.</li> </ul>	<ul style="list-style-type: none"> <li>• 20 players and 2 coaches per batch.</li> <li>• Separate batches according to age group.</li> <li>• 2-3 Training days per week.</li> <li>• 45 – 60 minutes per session.</li> <li>• Coach with C and D license.</li> <li>• 1- C license coach mandatory</li> <li>• Field size :- 45&lt;50 mtr X 28&lt;32 mtr.</li> </ul>
<b>The Way Forward</b>	
<ul style="list-style-type: none"> <li>• Players Graduate to Football Specific Training.</li> <li>• Participate in Elite Blue Cubs League.</li> </ul>	<ul style="list-style-type: none"> <li>• Linkage to District, State and National Team.</li> <li>• Opportunity to be part of Blue Cubs training camps</li> </ul>

Note:- Any football entity aspiring to establish development centers must register with the State Football Association.

# ELEVATING ENTITIES IN THE FOOTBALL REALM



In the dynamic landscape of football, elevating entities within the realm requires a strategic approach encompassing branding, recruitment, recognition, exposure, financial opportunities, and a clear pathway to success. Here's a comprehensive blueprint designed to enhance the standing and impact of football entities:

**Branding:** Building a strong brand identity is paramount to garnering credibility and recognition within the football community. By consistently delivering quality programs and services, football centers can elevate their reputation and become synonymous with excellence.

**Recruitment:** A compelling brand image and reputation attract talented players seeking opportunities for growth and development. By offering top-notch coaching, facilities, and resources, football centers can increase their appeal and become the preferred destination for aspiring players.

**Recognition and Exposure:** Visibility on national platforms is instrumental in enhancing recognition and attracting attention from key stakeholders in the football ecosystem. Participating in prestigious competitions, showcasing success stories, and leveraging media channels can significantly boost the profile of football entities.

**Pathway to Success:** Contributing to grassroots football development is not only a responsibility but also a strategic investment in nurturing future stars. By providing comprehensive training programs, mentorship, and exposure to competitive environments, football entities can play a pivotal role in shaping the next generation of football talent.

**Financial Opportunities:** Revenue generation is essential for sustaining operations and fueling growth. Football centers can explore various avenues, including registration fees, membership subscriptions, merchandise sales, and sponsorships, to secure financial stability and unlock expansion opportunities.

**Elite Blue Cubs League:** Participation in the Elite Blue Cubs League offers a multi-faceted opportunity for football entities. Competing at regional, state, and zonal levels not only provides a platform for showcasing talent but also opens doors to scouting opportunities from higher levels of the football pyramid, paving the way for players to pursue their dreams at elite levels.

By focusing on branding, recruitment, recognition, exposure, financial opportunities, and a pathway to success, football entities can elevate their status and make a lasting impact on the football landscape. Through strategic initiatives and unwavering dedication to excellence, these entities can contribute significantly to the growth and development of football at all levels.

# THE PARENTAL PINNACLE

## Community Connectivity

Engage with their children and the wider community, fostering social bonds and camaraderie.

## Secure Supervision

Kids enjoy football in a secure, enjoyable, and monitored setting, providing peace of mind to parents.



## Prime Time and Locale

Sessions scheduled for optimal convenience in accessible locales, easing parental involvement.

## Nationally Aligned Curriculum

Trained coaches deliver nationally standardized programs, ensuring top-tier instruction.

## Club Football Initiation

Smooth Segue into club football, facilitating seamless transition for parents and children alike.

In the realm of Grassroots football, ensuring parental satisfaction and engagement is essential for the holistic development of young players. Through a tailored approach focused on prime time and locale, community connectivity, nationally aligned curriculum, secure supervision, and club football initiation, football programs can provide a comprehensive and enriching experience for both children and parents alike.

**Prime Time and Locale:** Recognizing the busy schedules of modern families, sessions are meticulously scheduled for optimal convenience in easily accessible locales. This thoughtful approach not only minimizes logistical challenges but also encourages greater parental involvement, fostering a supportive and engaged football community.

**Community Connectivity:** Football sessions serve as more than just sporting activities; they are opportunities for families to connect with their children and the wider community. By creating a welcoming and inclusive environment, football programs facilitate social bonds and camaraderie among participants, nurturing a sense of belonging and shared purpose.

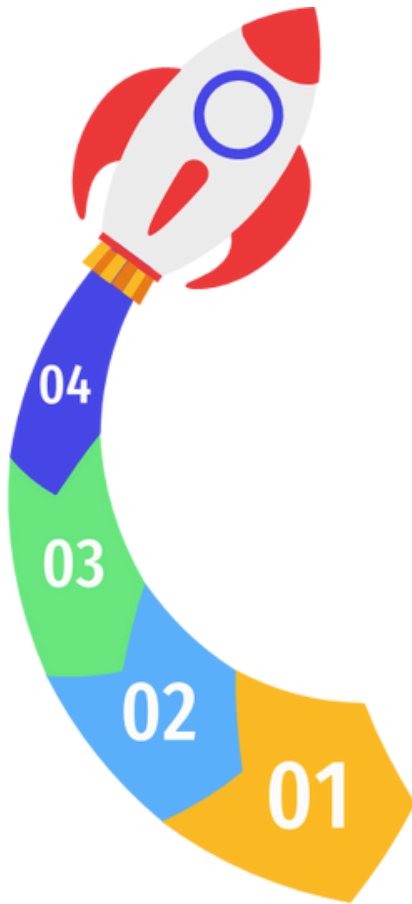
**Nationally Aligned Curriculum:** Trained coaches deliver nationally standardized programs designed to provide top-tier instruction and skill development. By adhering to recognized curricula, football programs ensure consistency and quality in coaching, empowering young players to reach their full potential on the field.

**Secure Supervision:** Parents can rest assured knowing that their children are enjoying football in a secure, enjoyable, and monitored setting. With dedicated supervision and safety protocols in place, football programs prioritize the well-being and security of young players, offering peace of mind to parents as they witness their children's growth and enjoyment of the sport.

**Club Football Initiation:** As children progress in their football journey, football programs facilitate a smooth segue into club football, easing the transition for both parents and children alike. By providing guidance and support throughout this process, football programs empower families to navigate the intricacies of club football with confidence and ease.

In essence, by prioritizing parental perks such as prime time and locale, community connectivity, nationally aligned curriculum, secure supervision, and club football initiation, football programs can create a positive and enriching experience for families. Through thoughtful planning and a commitment to excellence, football programs foster a love for the sport that transcends generations, leaving a lasting legacy in the hearts and minds of families everywhere.

# UNLOCKING POTENTIAL ON THE PITCH



## Engaging Sessions

Structured football games for skill development.

## Confidence Boost

Activities to enhance self-esteem.

## Social Skills

Opportunity to make friends and interact.

## Physical Well-being

Encouragement for active lifestyle

There are numerous benefits that players derive from participating in structured football sessions. These sessions are meticulously designed to enhance skill development, boost confidence, foster social skills, and promote physical well-being among players.

**Engaging Sessions:** Structured football games form the core of these sessions, providing players with opportunities to refine their skills in a dynamic and interactive environment. Through a variety of drills and exercises, players are challenged to improve their technical abilities while enjoying the thrill of the game.

**Confidence Boost:** Activities within the sessions are specifically tailored to enhance self-esteem and confidence among players. By setting achievable goals and celebrating individual successes, players develop a sense of accomplishment and belief in their abilities, translating into improved performance on the field and beyond.

**Social Skills:** Participation in football sessions offers players the chance to connect with peers and develop fundamental social skills. Through teamwork, communication, and collaboration, players learn the value of cooperation and forge lasting friendships, creating a supportive and inclusive community within the football environment.

**Physical Well-being:** The encouragement for an active lifestyle embedded within football sessions promotes physical well-being among players. Engaging in regular physical activity not only improves fitness levels but also enhances overall health and vitality, laying the foundation for a lifelong commitment to staying active and healthy.

Participation in structured football sessions offers a multitude of benefits for players, ranging from skill development and confidence building to social interaction and physical well-being. By providing an engaging and supportive environment, football sessions contribute significantly to the holistic growth and development of players, equipping them with valuable skills and experiences that extend far beyond the confines of the football pitch.

# DO'S

**Consider Player Backgrounds:** Be mindful of players' diverse backgrounds, experiences, and expectations, especially if some are new to the sport or club.

**Welcome Families:** Encourage parental involvement and host a pre-season meeting to discuss expectations, and values.

**Create an Inclusive Environment:** Ensure all children, regardless of gender, ethnicity, or ability, feel equally valued and provide opportunities for success.

**Group Players Thoughtfully:** Organize groups based on age, abilities, interests, and needs to maximize engagement and development.

**Listen to Players:** Understand players' needs and preferences and allow them to express themselves.

**Promote Social Interaction:** Foster friendships among players through social activities and buddy systems.

**Focus on Skills:** Incorporate activities that involve each child having a ball at their feet, maximizing skill development and confidence.

**Tailor Challenges:** Provide challenges tailored to each child's abilities, balancing achievable goals with effort.

**Praise Effort and Development:** Acknowledge individual effort and progress to build confidence and motivation.





**Praise Effort and Development:** Acknowledge individual effort and progress to build confidence and motivation.

**Encourage Expression:** Allow children to express themselves freely during sessions, fostering creativity and enjoyment.

**Maintain Excitement:** Keep sessions dynamic and engaging to sustain children's interest and enthusiasm.

**Ensure Inclusion:** Continually adapt sessions to accommodate all players, considering potential disadvantages.

**Promote Team Bonding:** Organize team-building activities to strengthen bonds among players and ensure everyone is fully involved.

**Use Child-Friendly Language:** Communicate using simple language and demonstrations appropriate for children.

**Seek Guidance:** Seek advice on inclusion and best practices from experienced leaders and relevant authorities.

**Follow Policies:** Understand and adhere to Child Protection policies and the AIFF Code of Conduct, ensuring a safe and respectful environment for all.



# DON'TS

Treating children like adults during training.

Discouraging children from making their own decisions.

Criticizing less skilled or beginner players.

Taking too much time to give instructions.

Focusing solely on winning without considering fun or development.

Not giving all players fair playing time.

Avoiding assumptions or judgments about players.

Being flexible with uniforms and scheduling to accommodate cultural or religious needs.

Zero tolerance for prejudice, bullying, or discrimination, and promoting positive attitudes.



# REVOLUTIONIZING FOOTBALL ENGAGEMENT

The Blue Cubs App stands as a cornerstone in revolutionizing football engagement, seamlessly integrating with the existing Blue Cubs League app to provide an enriched football experience.

**Seamless Integration:** The Blue Cubs App seamlessly integrates with the existing Blue Cubs League app, ensuring continuity and familiarity for users.

**Training Development:** Offering extensive features for training development, the app serves as a comprehensive tool for players and coaches alike to enhance skills and tactics.

**Game Engagement:** With a focus on enhancing game engagement, the app provides interactive features that keep players motivated and connected to their football journey.

**Gamification Elements:** Incorporating gamification elements such as challenges and rewards, the app ensures an enjoyable learning experience while incentivizing progress and achievement.

**Enhanced Football Experience:** The Blue Cubs App elevates the football experience by offering a wide range of features tailored to meet the needs of players, coaches, and enthusiasts.

**Sponsorship Opportunities:** Through sponsorship and brand integration opportunities, the app fosters connections with the football community while supporting grassroots football initiatives.

**Continuity with Blue Cubs Development Center:** As the same app will be used for the Blue Cubs Development Center, users can expect additional value and seamless transition between programs, enhancing the overall football ecosystem.

# WELCOME TO BLUE CUBS DEVELOPMENT CENTER!

For Organizations Interested in Running a Blue Cubs Development Center:

Step 1: Download the App: Download the Blue Cubs App from the Play Store or Apple Store.

Step 2: Register Your Organization: Register your organization on the Blue Cubs App within the Development Center section.

Step 3: Fulfill Basic Criteria: Ensure all basic criteria for running a Development Center are met.

Step 4: Register Players: Start registering players eager to join the Blue Cubs Development Center.

Step 5: Run the Center: Once registered and players are onboarded, you're ready to kick off your Blue Cubs Development Center!

For Individuals Interested in Joining the Blue Cubs Development Center:

Step 1: Download the App: Begin your journey by downloading the Blue Cubs App from the Play Store or Apple Store.

Step 2: Register Your Child: Register your child on the Blue Cubs App within the Development Center section.

Step 3: Fulfill Basic Criteria: Ensure all requirements are fulfilled for enrollment.

Step 4: Find the Nearest Center: Explore and find the nearest Blue Cubs Development Center in your area.

Step 5: Book Trials: Schedule trials for your child to showcase their skills and potential.

Step 6: Welcome to the Blue Cubs Family: Upon successful trials, welcome your child to the Blue Cubs Family and embark on an exciting football journey!

Join us at Blue Cubs Development Center and nurture the football talents of tomorrow!

# BLUE CUBS



## IMPORTANT CONTACTS

ALL INDIA FOOTBALL FEDERATION  
[Grassroots@the-aiff.com](mailto:Grassroots@the-aiff.com)

MEMBER ASSOCIATIONS  
[www.the-aiff.com/state-associations](http://www.the-aiff.com/state-associations)



VISION 2047