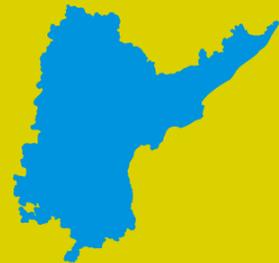


Games Open on 28th April 07

3 STATES | 32 CENTRES



Andhra Pradesh



Karnataka



Maharashtra



Glimpses of the fun & frolic from 2006 . . .

PRIMARY OBJECTIVES OF THE GAMES

To channelize energies of youth towards constructive activities

Strengthen the social cohesiveness in rural areas for sustainable development

Inculcate interest in sports and help spot hidden talent

Instill pride of achievement amongst rural youth



Consortium of Indian Farmers Associations
Flat No. 209, Vijaya Towers, Shantinagar,
Hyderabad-500 028, Andhra Pradesh
Tel: 040-23319643
www.indianfarmers.org



The Hindustan Coca-Cola Beverages Pvt. Ltd.,
Moula Ali, 44-69,
Hyderabad-500 040, Andhra Pradesh
Tel: 040-27243801
www.coca-colaindia.com

www.thumsupruralgames.in



CIFA - Thums Up Rural Games 2007

Touching the sky with Rural Spirit



The spirit of competition and the pride of achievement weave a magical spell across the fabric of vibrant Bharat. A country that has huge and passionate sports following in not only the urban areas but also where the land meets the sky...the endless stretches of her village greens and farmlands.

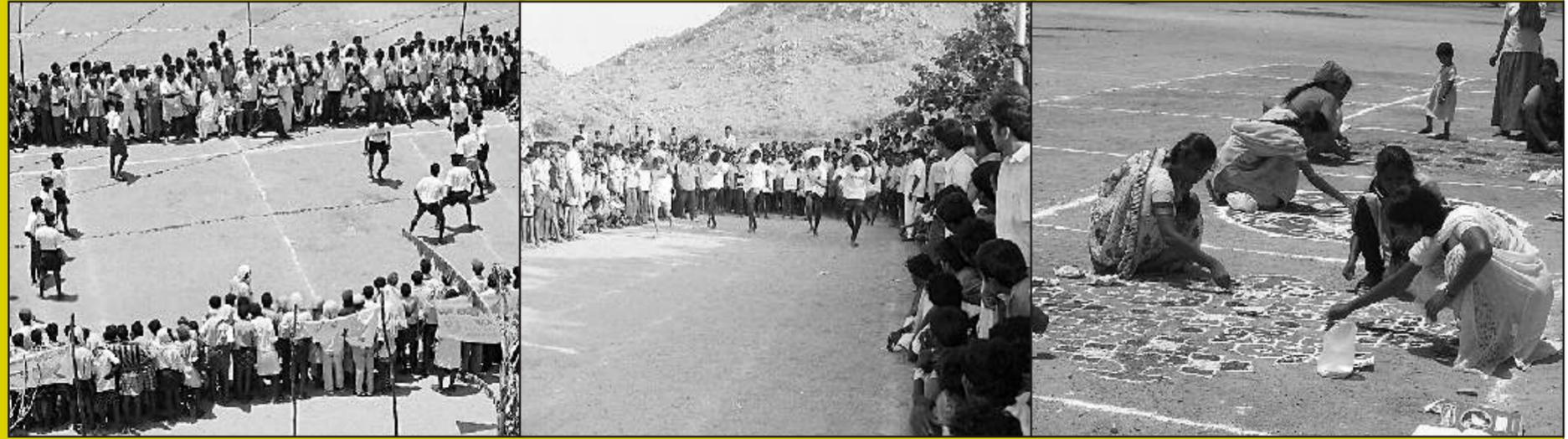
Where sunny ideas get set to roll...

A unique concept is now ready to Get, Set and Go...for the second time in a row as the country's only one of its kind Rural Games flags off in Hyderabad on April 28 wherein farmers from all age groups are encouraged to come forward and participate in a variety of ethnic and traditional games that have been giving life to villages of Bharat for decades.

The Coca-Cola Company known for its commitment towards sports and games and its Indian torch-bearing brand Thums Up have teamed up with the Consortium of Indian Farmers Associations (CIFA) to cheer up and join hands with humble and toiling rural communities to bring the vibrancy of sports and games to their doorsteps.

Stimulated by last year's impressive response, it has been decided to revamp and expand the scale of Rural Games activities to enlist active involvement from as many peasants as possible. For, togetherness and team spirit are what finally matter.

The Rural Games has become an integral part of Hindustan Coca-Cola's widely appreciated Corporate Citizenship Programme and in



Andhra Pradesh it has been well received by all segments of the society last year when it was held for the first time.

The Games will offer a platform for the rural community to showcase their talents and unique skills, which can get them identified to move into big leagues later.

Look at some of the recipes for the taste of farmers -

- Kabbadi for Men • 100 metres Race for Women
- Sack Carrying Race for Men • Rangoli for Women

What is more this year!

A carnival atmosphere will add glitter to the contests and competitions where food, fun, song and dance will give them a reason to gather and bond together, and display some of their skills and energies under this unique umbrella.

If that is not enough, free health camps and eye test camps are being organized for participants and spectators.

Adding knowledge to the rural vigor, various government agencies are partnering to share different types of information that would empower the rural folk.

Unleashing an action packed 40-day extravaganza, the organizers will launch this edition of the Games on 28th April at the Lal Bahadur Stadium in Hyderabad. The first leg will cover 20 centres in 16 districts of Andhra Pradesh and later move on to six centres each in Karnataka and Maharashtra.

Bharat still revels on ethnic sporting activities and as the spirited participants get ready to rub shoulders and show the substance they are capable of...many traditional games are poised to take centre stage in keeping with the cultural and traditional values of Bharat.

... if it's the Earth that keeps peasants going, here is their chance to touch the Sky.

