



## **NATIONAL MIND SPORTS INITIATIVE - PROGRAM BRIEF**

### **Program Overview:**

The National Mind Sports Initiative, launched by the Prime Minister, stands as the world's largest Chess in Education (CIE) Program. This groundbreaking initiative is a collaborative effort and shared vision between the Federal Ministry of (IPC), Federal Ministry of Education, Government of Pakistan, International Chess Federation (FIDE), FIDE Chess in Education Commission (EDU), Asian Chess Federation (ACF), Chess Federation of Pakistan (CFP), and Pakistan Scrabble Association (PSA). Over a 5-year period, the program aims to integrate mind sports into over 10,000+ public and private schools, transforming education in Pakistan.

### **Educational Impact:**

The initiative introduces chess and scrabble activities in schools, enhancing critical thinking, problem-solving, and decision-making skills. Beyond academics, it fosters social interaction, teamwork, and a growth mindset. The program also serves as a talent hunt for future champions.

### **National and International Recognition:**

Officially launched at the Prime Minister's office on February 2, 2024, the program will witness the presence of a high-ranking FIDE delegation, highlighting its national and international significance.

### **Objectives:**

- **Educational Enhancement:**
  - Foster strategic thinking and intellectual development through chess and scrabble integration into the school curriculum.
- **Community Engagement:**
  - Promote community participation with mind sports clubs, friendly competitions, and local and national events.

- **International Collaboration:**
- Leverage FIDE's presence for global connections in education and sports.

### **Credibility:**

Partnering with globally recognized entities like FIDE, ACF, and the Federal Government of Pakistan adds unmatched credibility to the program.

### **Long-term Vision:**

Beyond promoting mind sports, the initiative aims to instill valuable life skills, leaving a lasting impact on the younger generation.

### **Why Partner with Us:**

- **Collective Impact:**
- Join hands with the Government of Pakistan, FIDE, CFP, ACF, and PSA to contribute to a nationwide movement impacting countless students.

- **Credibility:**

- Align with globally recognized entities, adding credibility to your organization's commitment to education and youth development.

### **Unique Branding Opportunities:**

Exclusive branding opportunities include logo display on chess and scrabble sets, branded pouches, playing sheets, and strategic space allocation based on contribution levels.

### **Benefits Beyond Branding:**

- **Community Awareness:**
- Gain public recognition through press releases, media coverage, and social media alignment with a nationally significant initiative.

- **Employee Engagement:**

- Encourage employee involvement through volunteer opportunities in organizing local chess and scrabble events.

**Who Can Join:**

All organizations active in Education, Public Service, and Youth Sports, Federal and Provincial Ministries, Large & Small Schools System, International Donor Agencies, Corporate Sector Organizations, and UNESCO and UN agencies.

**Long-Term Impact:**

Participate in a program creating a lasting impact on students' lives, contributing to the development of Future Leaders in Pakistan.

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