

Siyaram's

SIYARAM'S SALUTES THE SPIRIT OF BLINDS BY SPONSORING "SIYARAM'S CUP"

Siyaram's, one of India's largest textile brands in men's fashion for over 4 decades, has associated with the Blind Welfare Organisation since past 3 years to salute the passion of the blind for cricket by organising an Inter-State level Blind Cricket Cup called "Siyaram's Cup". This is one of its kind event that's organised annually.



Mr. Ramesh Poddar, CMD-Siyaram Silk Mills Ltd. addressing the players.

On the occasion, Chairman and Managing Director of Siyaram's' Mr. Ramesh Poddar said: "There are many visually challenged people who go beyond their boundaries to follow their passions not only for cricket but also in life. Affirming the ethics by emphasising on the core values of the brand – 'Competence', 'Togetherness' and 'Integrity', which are applicable to people in every part of their life, Siyaram's collaborated for this event, with a core objective of celebrating these values. Bringing the lives of such passionate people into the light from the darkness excites the team Siyaram."

Blind Cricket is a version of cricket adapted for the blind and partially sighted players. In the Blind's cricket, when you can't see the ball coming at you and all you have to rely on is something that sounds like a rattle and some words cheering around. Despite the physical challenge and limitations, watching the players play this game was very surprising as they hit the ball around the park.

The rules of Blind Cricket are very similar to that of cricket with only differences in the way they play it. For example, the ball that they play with, has to be white, filled with ball

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bearings....This allows partially sighted players to see the ball and the contents allow blind players to hear it.



Mr. Ramesh Poddar CMD, encouraging the players.

The stumps are 10 inches wide such that partially sighted players can see them and blind players can touch it in order to correctly orient themselves when batting or bowling. Bails are not used. They commonly use of the 'sweep shot', in order to provide the maximum chance of the bat hitting the ball.

The All-India tournament was a 3 day affair with teams from 8 different states across the country — Maharashtra, Punjab, , Gujarat, Madhya Pradesh, Rajasthan, Delhi and Uttar Pradesh & Uttranchal. The tournament was held in Mumbai from 21-23rd January, 2020 with matches held at the Islam Gymkhana Marine Lines, Mumbai.

The excitement and zeal with which the teams played was truly remarkable to watch! The three-day event ended with the Gujarat team winning the tournament and the Delhi team bagging the runner's up title.

With grit, determination and passion these men achieved success, after all people with true passion make the impossible happen no matter the hurdles.