

AFC™



AFC
GRASSROOTS
Football
Let's Play!

GRASSROOTS
REVIEW 2024





CONTENTS

- 1 MESSAGE FROM THE AFC PRESIDENT
- 2 KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3 BIG INTERVIEW WITH GRASSROOTS EXPERT
- 4 AFC GRASSROOTS CHARTER
- 5 AFC GRASSROOTS FOOTBALL DAY 2024
- 6 AFC GRASSROOTS AWARDS 2024
- 7 GRASSROOTS ACTIVITIES BY THE MAs IN 2024

1 MESSAGE FROM THE AFC PRESIDENT

2 KEY NOTES BY AFC TECHNICAL DIRECTOR

3 BIG INTERVIEW WITH GRASSROOTS EXPERT

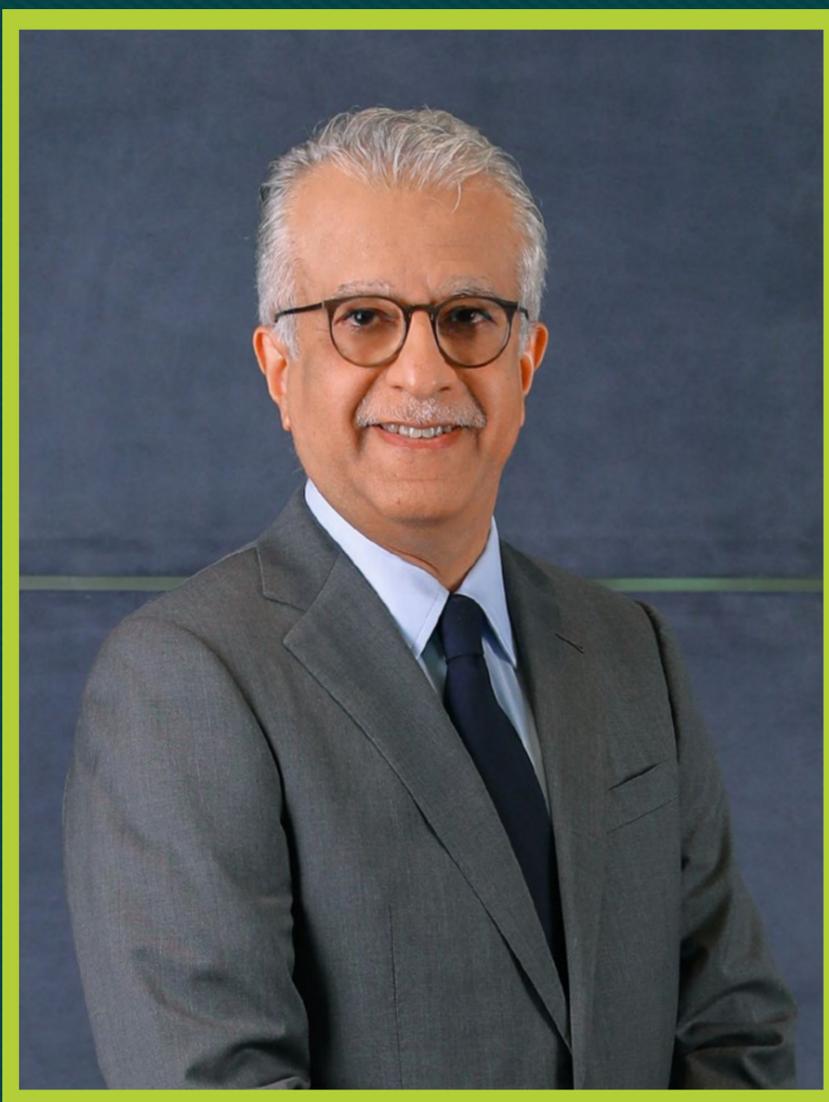
4 AFC GRASSROOTS CHARTER

5 AFC GRASSROOTS FOOTBALL DAY 2024

6 AFC GRASSROOTS AWARDS 2024

7 GRASSROOTS ACTIVITIES BY THE MAs IN 2024

MESSAGE FROM THE AFC PRESIDENT



Dear friends,

It gives me great pleasure to present the AFC Grassroots Review Book 2024 – which by all accounts reinforces the unwavering commitment of the Asian Football Confederation (AFC) and its Member Associations (MAs) in bringing to life our collective Vision of confirming football as the Continent’s number one sport.

Grassroots football represents not only the heart and soul of the beautiful game, but also serves as the backbone that supports the development and progress of the sport at all levels. It is here that the seeds of passion for the game are sown, where local communities, schools, and clubs create opportunities for the stars of tomorrow to thrive, whilst cultivating lifelong values that extend far beyond the pitch.

So, I am proud to applaud the remarkable efforts of our MAs whose innovative initiatives and engaging platforms have achieved new benchmarks of excellence across multiple fronts in 2024. With as many as 45,000 participants from 43 MAs commemorating the 11th AFC Grassroots Football Day, I am pleased to note that the 2024 edition marked the highest participation rate since the relaxation of COVID-19 related constraints.

Similarly, the highly acclaimed AFC Grassroots Charter, which introduced several new enhancements and regulations in 2024, reached new heights with as many as 43 MAs endorsed, and perhaps most heartening of all has been the determination from our members to upgrade their systems and structures with more now recognised in the Gold and Silver categories than ever before.

At the same time, we continued to honour the unsung heroes of the grassroots movement, our dear MAs, the selfless volunteers, esteemed coaches and world-class academies – all the core components and key agents of a thriving ecosystem – at the AFC Special Grassroots Awards.

On behalf of the AFC, I would like to congratulate our Best Grassroots Leader, Vietnam’s Nguyen Hoang Phuong and the

Best Grassroots Project recipient, Football For All in Vietnam as well as the Best Grassroots Club, Tianjin Pengcheng Football Club from China PR, and Malaysia’s Liga Superimau, winners of the Best Grassroots Competition.

Likewise, our MAs have continued to shine as true beacons of inspiration so special praise must be given once again to Football Australia for claiming the AFC President’s Recognition Award for Grassroots Football in the Gold category for the second successive time, the All India Football Federation for clinching the Silver prize and the Vietnam Football Federation on securing the Bronze honour.

I hope you join me in celebrating all our worthy winners for setting the gold standard, and as you examine the upcoming pages, I hope you will find renewed inspiration from the countless examples of best practices, the triumphs behind the scenes and the undeniable dedication displayed by our MAs.

As we look to strengthen our efforts in the coming 12 months, I would like to rally everyone in the Asian football family, from football enthusiasts, parents, coaches, and community leaders to join us in elevating the standards of the grassroots movement across the Continent.

Together, I am confident that we will build a brighter future where the beautiful game continues to serve as a powerful platform to break down barriers, build social cohesion and individuals of character and impart life skills for people of all abilities and backgrounds for generations to come.



Shaikh Salman bin Ebrahim Al Khalifa
AFC President

1 MESSAGE FROM THE AFC PRESIDENT

2 KEY NOTES BY AFC TECHNICAL DIRECTOR

3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT

4 AFC GRASSROOTS CHARTER

5 AFC GRASSROOTS FOOTBALL DAY 2024

6 AFC GRASSROOTS AWARDS 2024

7 GRASSROOTS ACTIVITIES BY THE MAs IN 2024

KEY NOTES BY THE AFC TECHNICAL DIRECTOR



**“ CARRY THE BALL,
CLOSE TO YOUR HEART ”**

Andy Roxburgh
AFC Technical Director

The AFC is passionate about grassroots football. As our President, Shaikh Salman Bin Ebrahim Al Khalifa, says: “Developing football at the grassroots level is about encouraging maximum participation, instilling a love of the sport, and harnessing the power of football to create well-rounded individuals.” The President’s message is fully embraced in one of our guiding principles for the grassroots game which is to provide ‘safe, fun football for everyone, promising health, habits, happiness and hope.’

With the sterling work of the AFC Member Associations and AFC’s Grassroots Panel Members, increased interest and participation continues to be seen across the Asian continent. The AFC’s Grassroots Charter also plays a part in promoting development work, while the various AFC awards recognise outstanding efforts in grassroots leadership, projects, clubs and competitions.

As a further aid to progress, this grassroots publication shares a number of best practices and it is hoped that this will stimulate others to invest even more in their grassroots activities.

The AFC’s grassroots motto - Carry the ball close to your heart - is a metaphoric message and a rallying call for the promotion and development of the game at the grassroots level. I wish you every success in your efforts to establish a grassroots football environment that can be classed as ‘best practice’.

1

MESSAGE FROM THE AFC PRESIDENT

2

KEY NOTES BY AFC TECHNICAL DIRECTOR

3

BIG INTERVIEW WITH GRASSROOTS EXPERT

4

AFC GRASSROOTS CHARTER

5

AFC GRASSROOTS FOOTBALL DAY 2024

6

AFC GRASSROOTS AWARDS 2024

7

GRASSROOTS ACTIVITIES BY THE MAs IN 2024

BIG INTERVIEW WITH GRASSROOTS EXPERT

In only four years, China PR's Tianjin Pengcheng Football Club has established itself as a key asset in the East Asian nation's quest to provide the best support for the community to experience the power of football. Upholding the AFC's grassroots philosophy of expanding the reach of the beautiful game to as many people as possible, the club comprises members from ages five to 58 while also catering training facilities for more than 1000 children. In November 2024, the club was recognized as the Best Grassroots Club at the AFC Special Grassroots Awards.

We sat down with Pi Shuangshuang, the President of Tianjin Pengcheng Football Club, to learn more about the club's inspiring journey, commitment to grassroots football, and its plans for the future.

1. Why was the Tianjin Pengcheng Football Club created? What were the major motivating factors?

The club originated from Liqizhuang Street in the Xiqing District of Tianjin where the people wanted to use football as a way to exercise and as a leisure activity.

Initially, it was just adults who showed an interest but soon more and more children started to join in. So we established the club to ensure that these football-loving youngsters receive more professional training, and to make sure they train regularly, we established our own football field.



1

MESSAGE FROM THE AFC PRESIDENT

2

KEY NOTES BY AFC TECHNICAL DIRECTOR

3

BIG INTERVIEW WITH GRASSROOTS EXPERT

4

AFC GRASSROOTS CHARTER

5

AFC GRASSROOTS FOOTBALL DAY 2024

6

AFC GRASSROOTS AWARDS 2024

7

GRASSROOTS ACTIVITIES BY THE MAs IN 2024



2. What were some of the biggest challenges in starting and developing the club? How did you overcome them?

At that time, our biggest challenge was the lack of proper training facilities, which meant that not everyone had the opportunity to train.

Initially, we rented and borrowed fields in various schools. Later, we invested more than USD 20 million to build our own football facility. It became operational in 2021 and is called the Zhengdao Sports Park.

Now, the academy has two 11-a-side pitches, three 8-a-side fields, and an indoor 5-a-side pitch. It also includes a conference room, gymnasium, cafeteria, dormitory, basketball court, badminton and tennis courts, and even a roller skating rink.

3. What are some of the biggest lessons that you have learned over the years?

I feel that regardless of age, people should be able to experience football and derive satisfaction from its beauty. I hope that more people can enjoy football.

Training should be systematic, scientific, and tailor-made to match players' individual aptitudes while developing their basics. When they reach a certain level, we will then send them to professional clubs to continue their development.

4. What do you consider to be some of your major achievements?

We have been involved in football since the late 1990s, but it wasn't until the early 21st century that we officially became an established football club. From the young to the elderly, everyone at the Tianjin Pengcheng Football Club has the opportunity to participate in our footballing activities.

To cater to all of them, we have established a range of competitions in nearby districts as well. For instance, the Zhengdao Sports Park and the Zhengdao Football Center are both equipped with comprehensive facilities.

5. What are some of your future objectives?

We want to modernise our club and football centre. In the long run, we want to continue to advance grassroots football development in the region and provide opportunities for everyone to take part in football activities. Everyone is equal, and I hope the adults can influence the next generation and develop their passion for football so that more people can make it a part of their lives.

1 MESSAGE FROM THE AFC PRESIDENT	2 KEY NOTES BY AFC TECHNICAL DIRECTOR	3 BIG INTERVIEW WITH GRASSROOTS EXPERT	4 AFC GRASSROOTS CHARTER	5 AFC GRASSROOTS FOOTBALL DAY 2024	6 AFC GRASSROOTS AWARDS 2024	7 GRASSROOTS ACTIVITIES BY THE MAs IN 2024
---	--	---	---------------------------------	---	-------------------------------------	---

AFC GRASSROOTS CHARTER

In 2024, the AFC Grassroots Charter programme marked a significant milestone in its ongoing mission to enhance grassroots football across Asia. With a growing commitment from MAs, the programme now boasts 43 endorsed MAs, showcasing its steady expansion and deepening impact.

The distribution of MAs across different levels is as follows:

- Gold Level: 10 MAs
- Silver Level: 10 MAs
- Bronze Level: 23 MAs

This year has seen impressive developments that have fortified the programme's structure. Notably, the Saudi Arabian Football Federation and the UAE Football Association have both been ratified at Gold Level, a move that further strengthens the top tier of the Grassroots Charter. Additionally, the Chinese Football Association made significant strides by successfully upgrading its membership to Gold Level, doubling the number of MAs in this prestigious group.

On the Bronze Level, the Cambodia Football Federation earned its endorsement, bringing the number of MAs at this level to an impressive 23. Meanwhile, Japan and Bhutan successfully renewed their endorsements at Gold and Silver Levels respectively, ensuring their continued commitment to grassroots development. Furthermore, the All India Football Federation, Mongolian Football Federation and Palestine Football Association each achieved a notable upgrade to Silver Level.

The year also saw the introduction of the 2024 AFC Grassroots Charter Regulations, which were shared in August. These new guidelines bring crucial updates in several key areas: child protection, coach education, registration systems, data collection and the expansion of grassroots training programmes. These regulatory changes reflect the AFC's dedication to improving football foundations by creating safer, more organised, and sustainable grassroots ecosystems across the Continent.

With these advancements, the AFC Grassroots Charter continues to drive progress in the development of football at the grassroots level, offering a robust framework for MAs to build stronger, more inclusive football communities. As 2024 draws to a close, the programme's growth reflects a promising future for Asian football at its very core.

GOLD

 Football Australia	 Chinese Football Association (CFA)	 The Football Association of Hong Kong, China Limited (HKFA)	 Japan Football Association (JFA)	 Korea Football Association (KFA)
 Qatar Football Association (QFA)	 Saudi Arabian Football Federation (SAFF)	 Football Association of Singapore (FAS)	 United Arab Emirates Football Association (UAE FA)	 Uzbekistan Football Association (UFA)

SILVER

 Bhutan Football Federation (BFF)	 Guam Football Association (GFA)	 All India Football Federation (AIFF)	 Jordan Football Association (JFA)	 Football Association of Malaysia (FAM)
 Mongolian Football Federation (MFF)	 Palestine Football Association (PFA)	 Philippine Football Federation (PFF)	 Tajikistan Football Federation (TFF)	 The Football Association of Thailand (FA Thailand)

- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASSROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAs IN 2024

BRONZE

- | | | | | | | |
|---|--|---|--|---|--|---|
| 
Afghanistan Football Federation (AFF) | 
Bahrain Football Association (BFA) | 
Bangladesh Football Federation (BFF) | 
Football Association of Brunei Darussalam (FABD) | 
Football Federation of Cambodia (FFC) | 
Chinese Taipei Football Association (CTFA) | 
Football Association of Indonesia (PSSI) |
| 
Iraqi Football Association (IFA) | 
Kuwait Football Association (KFA) | 
The Kyrgyz Football Union (KFU) | 
Lao Football Federation (LFF) | 
Lebanese Football Association (LFA) | 
Macau Football Association (AFM) | 
Football Association of Maldives (FAM) |
| 
Myanmar Football Federation (MFF) | 
All Nepal Football Association (ANFA) | 
Northern Mariana Islands Football Association (NMIFA) | 
Oman Football Association (OFA) | 
Football Federation of Sri Lanka (FFSL) | 
Syrian Football Association (SFA) | 
Federação Futebol De Timor-Leste (FFTL) |
| | | 
Football Federation of Turkmenistan (FFT) | 
Vietnam Football Federation (VFF) | | | |

1

MESSAGE FROM THE AFC PRESIDENT

2

KEY NOTES BY AFC TECHNICAL DIRECTOR

3

BIG INTERVIEW WITH GRASS-ROOTS EXPERT

4

AFC GRASSROOTS CHARTER

5

AFC GRASSROOTS FOOTBALL DAY 2024

6

AFC GRASSROOTS AWARDS 2024

7

GRASSROOTS ACTIVITIES BY THE MAs IN 2024

CELEBRATING NEW GOLD MEMBERS

CHINA PR



2024 has been a landmark year for grassroots football in Asia with China PR, UAE and Saudi Arabia earning Gold Level status in the AFC Grassroots Charter. These nations' remarkable achievements reflect their commitment to building football from the ground up, ensuring the sport's long-term development across the region.

China PR: A Strategic Vision for the Future

After being awarded Silver in 2018, China PR's footballing journey has taken a significant step forward. Following an extensive assessment visit in April 2024, the Chinese Football Association (CFA) was officially recognised as the eighth Gold Level member of the AFC Grassroots Charter. The AFC's assessors were deeply

impressed by China's broad, strategic approach to grassroots football, which includes an extensive network of football schools and community programmes aimed at all levels of society.

The evaluation included visits to key training centres in Beijing and Tianjin, where the assessors observed several grassroots initiatives, including coaching courses and youth football events. The CFA's strong emphasis on women's football, youth education and inclusivity, particularly through programmes for athletes with disabilities, was also commended. The robust government support for football development and a clear long-term plan for growth were key factors that led to the Gold endorsement.



1

MESSAGE FROM THE AFC PRESIDENT

2

KEY NOTES BY AFC TECHNICAL DIRECTOR

3

BIG INTERVIEW WITH GRASSROOTS EXPERT

4

AFC GRASSROOTS CHARTER

5

AFC GRASSROOTS FOOTBALL DAY 2024

6

AFC GRASSROOTS AWARDS 2024

7

GRASSROOTS ACTIVITIES BY THE MAS IN 2024

CELEBRATING NEW GOLD MEMBERS

UAE



A Commitment to Inclusivity and Youth Development

The UAE Football Association (UAEFA) has long been a leader in grassroots football development and in 2024, it became the ninth Gold Level member of the AFC Grassroots Charter. During the four-day assessment, AFC experts engaged with UAEFA officials and visited various grassroots programmes that have expanded the



reach of football throughout the nation. The UAEFA's dedication to inclusivity is evident in its efforts to bring football to people of all backgrounds and abilities, fostering a diverse football culture in the region.

The UAEFA's strategic initiatives, including youth leagues such as the Dubai Open Football Academies and the Abu Dhabi Junior

League, have helped nurture young talent. Additionally, the UAE has made significant strides in women's football, with the creation of a competitive league that now features 10 teams. The association's commitment to developing well-rounded individuals through football, with a focus on ethics, discipline and child safeguarding, further underscores its role as a leader in grassroots football development.

1 MESSAGE FROM THE AFC PRESIDENT	2 KEY NOTES BY AFC TECHNICAL DIRECTOR	3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT	4 AFC GRASSROOTS CHARTER	5 AFC GRASSROOTS FOOTBALL DAY 2024	6 AFC GRASSROOTS AWARDS 2024	7 GRASSROOTS ACTIVITIES BY THE MAs IN 2024
---	--	--	---------------------------------	---	-------------------------------------	---

CELEBRATING NEW GOLD MEMBERS

SAUDI ARABIA

Expanding the Reach of Football

Saudi Arabia's journey to Gold status reflects its dedication to transforming football into a key national priority. Anchored in the Saudi Arabian Football Federation (SAFF)'s ambitious Saudi Football Transformation Strategy (2021-2030), the country's grassroots programme currently engages over six million children across 47 districts. The AFC assessors were particularly impressed by the collaborative efforts between the SAFF and regional stakeholders, including government bodies, schools and sports councils, to provide a strong foundation for football development.

The SAFF's focus on women's football has led to the creation of school leagues for girls, with nearly 70,000 participants, alongside regional training centres to support young female players. The federation's educational programmes, including coaching and player development courses, have reached thousands of individuals, promoting football as a tool for social inclusion and community engagement. These initiatives, coupled with the SAFF's long-term plans for infrastructure and talent identification, were key factors in achieving Gold status.



- 1 MESSAGE FROM THE AFC PRESIDENT
- 2 KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4 AFC GRASSROOTS CHARTER
- 5 AFC GRASSROOTS FOOTBALL DAY 2024
- 6 AFC GRASSROOTS AWARDS 2024
- 7 GRASSROOTS ACTIVITIES BY THE MAs IN 2024

AFC GRASSROOTS FOOTBALL DAY 2024

The AFC’s unwavering commitment to ensure football remains Asia’s number one sport reached yet another significant milestone when 43 out of 47 MAs pledged to join the AFC Grassroots Football Day 2024 on May 15.

Almost 45,000 participants spanning the length and breadth of Asia, and across age-groups, social backgrounds, and abilities, joined in the celebrations, upholding the Confederation’s ambitions to encourage mass participation.

Marking the highest participation since the relaxation of COVID-19 related constraints, the 11th edition saw MAs harness the power of the beautiful game to spread joy and put smiles on the faces of children across Asia.

In India, the AFC Grassroots Football Day was celebrated as a nationwide effort, with over 22,000 participants engaging in a variety of events spanning several weeks, including friendly tournaments and seminars aimed at promoting the development of women’s football in the country, whereas almost 1500 youngsters participated in football festivals in Qatar and Uzbekistan respectively.

Similarly, MAs such as the Bhutan Football Federation, Palestine Football Association and Mongolia Football Federation organised festivals comprising mini-tournaments and small-sided games, while the Kyrgyz Football Union commemorated the day by conducting seminars for the region’s coaches and tutors to hone their understanding of children’s psychology and qualities required in a modern-day coach.

Moreover, the Japan Football Association brought back the beloved Penguins Cup MAKUHARI in collaboration with the Japan Walking Football Federation, while the Guam Football Association also included Walking Football in their celebrations along with Golf Football.

AFC President Shaikh Salman bin Ebrahim Al Khalifa said: “For a decade now, the annual celebration has remained a symbol of the Confederation’s unwavering support and dedication towards the enhancement and nurturing of grassroots football across our diverse Continent.

“As underlined in our Vision and Mission, the AFC is resolute in its ambitions to ensure the success of our national teams and clubs on the highest of stages. But to ensure this growth in a sustainable manner, we must never take our eyes off our very foundation - the grassroots.

“But, as we all know, there is a larger purpose to developing football at the grassroots level than just creating a pipeline of future stars. It is just as much about fostering widespread engagement and instilling a love for the sport, and using the massive potential of football to create well-rounded individuals.

“So, I must applaud the incredible amount of work that the various members and regional associations have undertaken to ensure that football remains accessible to all members of society, irrespective of their age, status, gender, and abilities.”



- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAs IN 2024

AFC GRASSROOTS AWARDS 2024

AFC PRESIDENT'S RECOGNITION AWARDS FOR GRASSROOTS FOOTBALL

The remarkable efforts of the AFC's MAs to establish lifelong pathways for people of all ages and abilities to develop a passion for the beautiful game was cast in the spotlight at the AFC Annual Awards Seoul 2023.

Three MAs were presented with the AFC President's Recognition Award for Grassroots with Football Australia claiming its second successive Gold accolade, as the All India Football Federation (AIFF) was upgraded from its Bronze honour last year to clinch the Silver prize whilst Bronze was presented to the Vietnam Football Federation (VFF).



1

MESSAGE
FROM THE AFC
PRESIDENT

2

KEY NOTES BY
AFC TECHNICAL
DIRECTOR

3

BIG INTERVIEW
WITH GRASS-
ROOTS EXPERT

4

AFC
GRASSROOTS
CHARTER

5

AFC GRASSROOTS
FOOTBALL DAY 2024

6

AFC
GRASSROOTS
AWARDS 2024

7

GRASSROOTS
ACTIVITIES BY THE
MAs IN 2024

AFC GRASSROOTS AWARDS 2024

AFC PRESIDENT'S RECOGNITION AWARDS FOR GRASSROOTS FOOTBALL

Gold Category

Football Australia clinched this prestigious award for the third time – the first was in 2016 in the Inspiring grassroots category before being bestowed with the Gold honour again at last year's AFC Annual Awards Doha 2022.

The MA was acknowledged for its efforts in establishing reliable data collection and analysis with the impact of the 'Club Changer' Programme identified as a Global Leading Innovative Project.

The clear evidence of corporate support to drive the growth of the grassroots game, particularly in the areas of commercial, social media and professional football was also lauded, with the record-setting Semi-final display by the Matildas at the FIFA Women's World Cup 2023 Australia & New Zealand 2023 providing a fine example of the progress of the grassroots movement across the country.



- 1 MESSAGE FROM THE AFC PRESIDENT
- 2 KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4 AFC GRASSROOTS CHARTER
- 5 AFC GRASSROOTS FOOTBALL DAY 2024
- 6 AFC GRASSROOTS AWARDS 2024
- 7 GRASSROOTS ACTIVITIES BY THE MAS IN 2024

AFC GRASSROOTS AWARDS 2024

AFC PRESIDENT'S RECOGNITION AWARDS FOR GRASSROOTS FOOTBALL

Silver Category

Since the preceding AFC Annual Awards in Doha in 2023, when it was handed the Bronze award, the AIFF has been endorsed with a Silver-level membership under the AFC Grassroots Charter.

The AIFF has been credited for its strong commitment towards grassroots development and establishing long-term sustainable programmes, facilitating regional involvement, and strong partnerships with various stakeholders across the country.

The Federation's Blue Cubs initiative, which aims to engage an impressive 35 million children by 2026, has been earmarked as a game-changer for football in India as it includes several crucial elements, ranging from establishing development centres and hosting festivals to expanding the reach of the game to schools and remote villages through active collaboration with major stakeholders such as Indian Super League clubs, local governing bodies and non-profitable organisations.

At the same time, the AIFF's commitment towards expanding the length and breadth of its competitions across the subcontinent has also been paying dividends with more Indian age-group sides featuring in the AFC's competitions in recent years.



1

MESSAGE
FROM THE AFC
PRESIDENT

2

KEY NOTES BY
AFC TECHNICAL
DIRECTOR

3

BIG INTERVIEW
WITH GRASS-
ROOTS EXPERT

4

AFC
GRASSROOTS
CHARTER

5

AFC GRASSROOTS
FOOTBALL DAY 2024

6

AFC
GRASSROOTS
AWARDS 2024

7

GRASSROOTS
ACTIVITIES BY THE
MAS IN 2024

AFC GRASSROOTS AWARDS 2024

AFC PRESIDENT'S RECOGNITION AWARDS FOR GRASSROOTS FOOTBALL

Bronze Category

The VFF sealed its second Grassroots Football award, having previously won in 2015, after putting in place several landmark initiatives to enhance the growth of the beautiful game.

The large-scale efforts of the VFF to increase participation across various age groups and the establishment of numerous competitions as well as its wide-ranging special projects, which include its Continental-renowned Football for All in Vietnam initiative, have been instrumental in cultivating a life-long passion for the game across the Southeast Asian nation.

The VFF also signalled its ambitions to forge fruitful partnerships with leading organisations to advance its grassroots game and its long-standing partnership with the Football Association of Norway has served as a significant driver for success.

Additionally, the Federation has been equally committed to expanding the game's social impact, aligning its programmes with social responsibility projects, including supporting the SOS Children's Villages and through the organisation of the National Workers' Football Championship.



- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAS IN 2024

AFC SPECIAL GRASSROOTS AWARDS 2024

The AFC Special Grassroots Awards 2024 took place on November 12, honouring MAS' efforts in nurturing the future generations of Asian football.

Vietnam emerged as big winners, with Nguyen Hoang Phuong receiving the prestigious Best Grassroots Leader award and the Football For All in Vietnam (FFAV) initiative being recognised as the Best Grassroots Project. Meanwhile, China PR's Tianjin Pengcheng Football Club was acknowledged as the Best Grassroots Club and the accolade of Best Grassroots Competition went to Malaysia's Liga Super.

Best Grassroots Leader: Nguyen Hoang Phuong

Recipient of the AFC Dream Asia Award 2017 for his outstanding commitment towards social development, Nguyen Hoang Phuong has remained a steady pillar in Vietnam's quest towards ushering positive change in society through the power of football.

A key player in the success of the FFAV initiative, Phuong's involvement in Vietnam's grassroots football ecosystem for over 23 years has been instrumental in establishing inclusive football clubs, integrating life skills and climate awareness into football training, and promoting gender equality, touching the lives of thousands of children.

Among Phuong's many achievements, his contribution to the success of the groundbreaking FFAV programme is most notable, which over time, has led to the establishment of hundreds of grassroots football clubs across the length and breadth of the Southeast Asian nation, focusing especially on the integration of ethnic minorities and children with disabilities.



Hoang Phuong said: "I am truly honoured to receive this award, as it represents a significant recognition of the FFAV's contributions to enhancing grassroots football in Vietnam. This will not only motivate us to stay dedicated to our mission but will also lend strong credibility to our programmes, making them more appealing to potential partners and stakeholders, and encouraging their involvement in our initiatives."

- 1 MESSAGE FROM THE AFC PRESIDENT
- 2 KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4 AFC GRASSROOTS CHARTER
- 5 AFC GRASSROOTS FOOTBALL DAY 2024
- 6 AFC GRASSROOTS AWARDS 2024
- 7 GRASSROOTS ACTIVITIES BY THE MAS IN 2024

AFC SPECIAL GRASSROOTS AWARDS 2024

Best Grassroots Project: Football For All in Vietnam

Established in collaboration with the Vietnam Football Federation and the Football Association of Norway, the FFAV came into existence in 2001 and since then, has impacted the lives of almost 100,000 children in Vietnam.

Built on the tenets of sustainability and inclusivity, the FFAV has to date played an active role in founding more than 400 clubs in as many as 15 provinces in Vietnam. Moreover, through educational initiatives such as the “Goal Programme”, the FFAV seeks to tackle issues such as inequality and promotes economic inclusion. Additionally, the programme also focuses on women empowerment which enables adolescent girls and young women to stay in school longer.

Highlighting the project’s many achievements, FFAV Vice Director Nguyen Thi Hoa said: “The project was initiated with the vision of enabling millions of children in Vietnam to play football while also helping them gain essential life skills through a structured, sustainable grassroots football programme. Since then, the project has made a significant impact on Vietnamese society by promoting inclusivity, personal development, and social cohesion.”



1

MESSAGE
FROM THE AFC
PRESIDENT

2

KEY NOTES BY
AFC TECHNICAL
DIRECTOR

3

BIG INTERVIEW
WITH GRASS-
ROOTS EXPERT

4

AFC
GRASSROOTS
CHARTER

5

AFC GRASSROOTS
FOOTBALL DAY 2024

6

AFC
GRASSROOTS
AWARDS 2024

7

GRASSROOTS
ACTIVITIES BY THE
MAS IN 2024

AFC SPECIAL GRASSROOTS AWARDS 2024

Best Grassroots Club: Tianjin Pengcheng Football Club

Dedicated towards expanding the reach of the beautiful game to as many people as possible, Tianjin Pengcheng Football Club has built a strong football culture in the Tianjin municipality of northern China PR, creating extensive opportunities for youth engagement and community building.

True to the spirit of grassroots football, the club comprises members from ages five to 58, while also training nearly 1000 children across 20 clubs in the U15 and U16 categories.

Most notably, in 2021, the Tianjin Pengcheng Football Club invested heavily in the refurbishment of the Zhengdao Sports Park, which now boasts multiple full-sized fields, futsal areas and amenities such as fitness centres and accommodation for players, enabling the club to host over 400 youth tournaments and more than 200 adult matches, enhancing football's reach and appeal in the region.

A consistent supporter of the Confederation's annual celebrations of the AFC Grassroots Football Day and the AFC Women's Football Day, the club collaborates closely with regional entities like the Tianjin Sports Bureau and the Tianjin Football Association. Moreover, it also works alongside kindergartens, primary schools, and middle schools to incorporate football training within the education system.

Tianjin Pengcheng Football Club President Pi ShuangShuang said: "Since the club's establishment, we have insisted on making football as accessible as possible, with free entry into the campus as well as free training sessions and equipment for more than 200 young girls.



"This win will act as a driving force for us to continue enhancing the club's management standards. We will now think more deeply about how to make greater contributions towards grassroots football."

- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASSROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAS IN 2024

AFC SPECIAL GRASSROOTS AWARDS 2024

Best Grassroots Competition - Liga Suparimau

Designed to provide a structured, inclusive football environment for young players aged between five and 16, Malaysia's Liga Suparimau is a nationwide football league that is continuously growing and evolving to meet the needs of grassroots football across the country.

Focused on social inclusivity and accessibility, Liga Suparimau has seen rapid growth, hosting a remarkable 846 teams across 11 Malaysian states in 2024, with plans to extend its reach to all 13 states by 2025. The league also embraces technology and ensures continuous community engagement through the Liga Suparimau app, which has over 20,000 users, including players, parents, and coaches.

A steadfast advocate of gender equality, the Liga Suparimau is dedicated towards promoting women's football, having already established multiple youth competitions for women, while striving to introduce more age-group tournaments in more districts.

"Winning this award is a milestone for the grassroots football community as it reflects the growing enthusiasm within Malaysia's grassroots football scene, which has seen consistent expansion every year," said Cameron Ng, Head of Grassroots Football Unit at the Football Association of Malaysia.

"Community support, from the local clubs and coaches to the parents and volunteers, has been integral to the league's growth and success. The Liga Suparimau plays a pivotal role in football development in Malaysia by providing a structured, competitive platform for young players and hence, I hope in the near future, we can extend the league's reach beyond major towns and bring structured grassroots football to even more communities."





- 1 MESSAGE FROM THE AFC PRESIDENT
- 2 KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3 BIG INTERVIEW WITH GRASSROOTS EXPERT
- 4 AFC GRASSROOTS CHARTER
- 5 AFC GRASSROOTS FOOTBALL DAY 2024
- 6 AFC GRASSROOTS AWARDS 2024
- 7 GRASSROOTS ACTIVITIES BY THE MAs IN 2024



GRASSROOTS ACTIVITIES BY THE MAs IN 2024

1 MESSAGE FROM THE AFC PRESIDENT	2 KEY NOTES BY AFC TECHNICAL DIRECTOR	3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT	4 AFC GRASSROOTS CHARTER	5 AFC GRASSROOTS FOOTBALL DAY 2024	6 AFC GRASSROOTS AWARDS 2024	7 GRASSROOTS ACTIVITIES BY THE MAS IN 2024
---	--	--	---------------------------------	---	-------------------------------------	---



AUSTRALIA

Coles MiniRoos Kick-Off

The Coles MiniRoos Kick-Off programme introduces boys and girls (ages 4-11) to football through fun, game-based sessions that emphasise learning skills, physical activity and building lifelong friendships. In 2024, the programme saw significant growth:

- 16,784 participants (6% increase from 2023)
- 4137 participants engaged in diversified activities like holiday clinics and “Come & Try” events.
- 508 programmes delivered across the country, with a focus on inclusivity and skill development.
- MiniTillies (a girls-only version) was expanded, growing from 53 to 82 sites and delivering 101 programmes, marking a 46% increase in participation.

Club Changer

Football Australia’s Club Changer programme supports club development by fostering inclusive cultures and sustainable growth. The programme received the AFC President’s Recognition Grassroots Award for the second consecutive year in 2024. Key achievements include:

- 1042 1-star clubs nationally.
- 1135 clubs completed the Women’s and Girls module.

Sporting Schools

Football Australia’s Sporting Schools initiative focuses on primary and secondary schools (years 7-8), using football to encourage physical activity, teamwork and coordination. In 2024:

- 1022 programmes delivered (a 21% increase from 2023).
- 158,700 students participated, with football becoming the most requested sport.



Multicultural Programmes

Football Australia runs two multicultural programmes, the Multicultural Settlement Programme (MSP) and Multicultural Youth Programme (MYP), aimed at enhancing social inclusion and supporting culturally diverse communities.

- Over 2000 participants engaged across the MSP and MYP.
- 50+ local hubs, clubs, and schools have delivered these programmes.
- 250 participants had the opportunity to engage with National Team matches.



1 MESSAGE FROM THE AFC PRESIDENT	2 KEY NOTES BY AFC TECHNICAL DIRECTOR	3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT	4 AFC GRASSROOTS CHARTER	5 AFC GRASSROOTS FOOTBALL DAY 2024	6 AFC GRASSROOTS AWARDS 2024	7 GRASSROOTS ACTIVITIES BY THE MAS IN 2024
---	--	--	---------------------------------	---	-------------------------------------	---



AUSTRALIA



FIFA Football for Schools

Launched in 2024, FIFA Football for Schools aims to engage school students in football while teaching life skills through sport. In its first year in the Northern Territory:

- 440 participants were engaged, including remote communities like the Tiwi Islands.
- The programme will reach 1500 participants in 2025.

Other Initiatives

- AFC Community Grassroots Day: Celebrated on May 15, focusing on rewarding and upskilling grassroots clubs, especially those growing in popularity after the FIFA Women's World Cup 2023.
- National Team Matches: Over 2000 MiniRoos participated in activations such as the Coles Little Legends Lap, Half-Time activities, and acting as Player Mascots.
- Female Football Week (FFW): The #WeRise campaign celebrated women's football, with 250+ community events, 300+ seminar registrations, and 170K social media impressions.
- Commercial Partnerships: New partnerships with Coles and Milo helped boost long-term revenue and support community growth for Football Australia.
- These programmes and initiatives collectively contribute to growing participation, fostering inclusivity, and creating a sustainable football culture across Australia.



1 MESSAGE FROM THE AFC PRESIDENT	2 KEY NOTES BY AFC TECHNICAL DIRECTOR	3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT	4 AFC GRASSROOTS CHARTER	5 AFC GRASSROOTS FOOTBALL DAY 2024	6 AFC GRASSROOTS AWARDS 2024	7 GRASSROOTS ACTIVITIES BY THE MAs IN 2024
---	--	--	---------------------------------	---	-------------------------------------	---



BAHRAIN

The Bahrain Football Association (BFA) rolled out several key grassroots programmes in 2024 to promote football among the youth and support the development of players.

FIFA School Festival

- Date: February 17-19, 2024
- Target Group: Teachers and young players (Under-10)
- Participants: 270
- Summary: In celebration of Bahrain’s National Day, the FIFA School Festival brought together academic clubs and young players. The event focused on fostering football among the youth and engaging schools in football development.

AFC Grassroots Football Day Festival

- Date: June 22, 2024
- Target Group: Under-10 players
- Participants: 270
- Summary: This event marked the AFC Grassroots Football Day and featured the participation of 18 private academies. The festival aimed to celebrate the Continent’s football culture and serve as a platform to discover young talent that could potentially support Bahrain’s national teams.

Clubs and Academies Festival

- Date: August 9, 2024
- Target Group: Under-12 players
- Participants: 300
- Summary: Organised by the BFA’s technical department, this festival involved young players from clubs and academies. Its objectives included spreading awareness of football and providing opportunities for young talents to showcase their skills.



1	MESSAGE FROM THE AFC PRESIDENT	2	KEY NOTES BY AFC TECHNICAL DIRECTOR	3	BIG INTERVIEW WITH GRASS-ROOTS EXPERT	4	AFC GRASSROOTS CHARTER	5	AFC GRASSROOTS FOOTBALL DAY 2024	6	AFC GRASSROOTS AWARDS 2024	7	GRASSROOTS ACTIVITIES BY THE MAS IN 2024
----------	---------------------------------------	----------	--	----------	--	----------	-------------------------------	----------	---	----------	-----------------------------------	----------	---



BANGLADESH

The Bangladesh Football Federation (BFF) made significant progress in grassroots football development in 2024 through key initiatives aimed at nurturing players and enhancing coaching standards.

BFF Academy Championship 2023-24

- Involved 168 academies and 4800 players in a round-robin format.
- Firoz Kamal Football Academy won the championship and 200 players were invited to the BFF National Trial 2024.
- 35 elite players were selected for a year-long development programme.

BFF National Trial 2024

- 200 players participated in a six-day camp, with 35 top players chosen for the BFF Elite Football Academy.

AFC Grassroots Coaching Courses

- 71 coaches participated in courses held in Dhaka and Chittagong, focusing on modern coaching techniques.

BFF Academy Accreditation Scheme

- 250 academies (215 men's, 35 women's) were accredited using a star-rating system, with technical support provided to improve player development.

AFC Grassroots Football Day

- Over 800 young boys celebrated AFC Grassroots Day across four venues, including Dhaka, Khulna, Rajshahi and Sylhet.

Amputee Football and Women's Launch

- 28 amputee football players (men and women) trained, and 10 coaches and referees were upskilled. The event marked the launch of women's amputee football in Bangladesh.



- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAs IN 2024



BHUTAN

Across Bhutan, from the bustling streets of Gelephu to the serene valleys of Bumthang, football took centre stage as the Bhutan Football Federation (BFF) celebrated the AFC Grassroots Day. The event, which saw over 400 students, 22 veterans and 33 monks coming together, was more than just a match—it was a celebration of the spirit of inclusivity. Whether young or old, male or female, participants learned not just how to kick a ball but how the sport can bring communities together, build mental and emotional strength, and foster long-lasting connections.

Building on this momentum, the BFF’s Elite Grassroots Programme takes it a step further, offering year-round training for young footballers selected from the Mini Dragons League. This initiative is designed to help players aged 12 and under sharpen their skills, understanding of the game and tactical awareness, setting them up for future success as they transition to more competitive levels.

Meanwhile in Paro, the BFF hosted a special Grassroots Day in honour of the Fourth King’s birthday. The air was filled with excitement as U12 players battled it out in 4v4 matches, while younger participants in the U8 and U10 categories engaged in fun games and skills development activities. The day was a lively mix of competition, fun and camaraderie, drawing over 250 local schoolchildren and offering them a chance to develop their abilities in a welcoming, community-focused environment.

One of the highlights of these grassroots efforts is the Mini Dragons League, a platform for young players to showcase their skills. Launched in 2021, the league has expanded its reach, offering competitions for U8, U10, U12 boys and U12 girls. For 2024-2025, it ran from January to February, providing a unique opportunity for players to compete, grow and learn, while also encouraging coaches, referees and volunteers to play their part in the development of the sport at the grassroots level.



Through these initiatives, the BFF is not just nurturing players; they are building a football culture that is inclusive, accessible and connected to communities across the country.

- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAs IN 2024



BRUNEI DARUSSALAM

The Football Association of Brunei Darussalam (FABD) was active in 2024, launching several grassroots programmes to develop young football talent and promote the sport across the country.

Imagine Football Fiesta – Football Clinic with EPL Legends

The FABD kicked off its activities in April with the Imagine Football Fiesta, a football clinic held in partnership with Imagine Sdn Bhd, Oceanus Media Global and World Football Legends. The clinic, supported by the Ministry of Education, aimed to improve the technical, tactical and physical skills of young players. Over 100 participants from U12 to U15 levels joined the clinic, which was led by Coach Jasper Richard Thomas, a former national coach in Singapore, and boasted appearances by English Premier League legends. The event also saw the participation of the royal family, including the sons of the Crown Prince.

Brunei Grassroots Regional Festival

In May, the District Football Associations, with support from FABD, organised the Brunei Grassroots Regional Festival to celebrate the AFC Grassroots Football Day. The festival began in Belait at the Seria Sports Arena on May 26, followed by Temburong at Sultan Hashim Batu Apoi Primary School on June 28. The festival's aim was to promote football and develop the skills of young players. It included football drills and a Juggling Competition to find the best performer in each district. More than 180 players participated in Belait and Temburong, with coaches and youth players supporting the event.

Football Club Training Programme – Year-End Activities

In November, the FABD worked with the Yayasan Sultan Haji Hassanal Bolkiah Primary School to organise a Football Club



Training Programme at the FABD Stadium. Over 100 male students, from Year 3 to Year 6, took part in this training session. The programme, led by the school's football coach and supported by FABD coaches, included different football drills aimed at helping students improve their skills and learn new techniques.

Grassroots Football Game Festival

To end the year, the FABD hosted a Grassroots Football Game Festival at the FABD Stadium on November 29 and December 1. Supported by RSW Services Sdn Bhd and Segar Oxygenated Mineral Water, the event encouraged young players from across Brunei to participate in a fun and non-competitive environment. With 168 players and 45 coaches, the festival featured Group and Knock-out stages for U9 and U11 players. The event focused on enjoyment of the game and skill development, rather than competition.

- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAS IN 2024



CAMBODIA



In 2024, the Football Federation of Cambodia (FFC) spearheaded numerous initiatives aimed at developing the next generation of footballers while promoting inclusivity and community engagement.

International Children’s Day – A Day of Joy and Inspiration

On International Children’s Day, the national football team paused their preparations for an upcoming friendly match to engage with the future of their sport. The team visited the 4th Rose Centre, where they spent time with young participants. The event featured food, drinks and giveaways, including footballs, match tickets and team jerseys. It was a heartwarming occasion that fostered a sense of camaraderie between the children and their heroes on the national team.

National Team Football Clinic – Honouring Tradition and Progress

The FFC organised a special football clinic on March 13 to commemorate the completion of new benches at the national stadium. With 120 boys and girls in attendance, the clinic offered technical football training, delivered by the team’s technical staff. This event was a symbol of the bridge between Cambodia’s football history and its future, underscoring the pivotal role youth play in shaping the country’s footballing identity.

FFC 4v4 Tournament – A Nationwide Celebration

On August 18, the FFC hosted its highly anticipated 4v4 tournament, drawing 1000 boys and girls from communities across Cambodia. This event wasn’t just about competition; it was an opportunity to connect children, parents and local communities with the sport.



The tournament played a key role in strengthening the grassroots foundation of Cambodian football, with an emphasis on fun and inclusivity.

AFC Grassroots Day – A Day of Unity

In collaboration with the AFC, the FFC organised a nationwide AFC Grassroots Day celebration, providing a platform for 1344 children (including 81 girls) to enjoy the beautiful game in a safe and supportive environment. The day’s activities involved various community partners, from local clubs to teachers, all working together to inspire wider participation in football across Cambodia.

- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAS IN 2024



CAMBODIA

AFC Women’s Football Day – Empowering Girls Through Football

Football is not just a game for boys. The FFC partnered with the AFC to celebrate Women’s Football Day, focusing on empowering girls and women through football. The event offered girls a space to play, compete and bond, while raising awareness about gender equality in sport. This initiative demonstrated the FFC’s commitment to creating equal opportunities for all young players.

FIFA Football for Schools – Strengthening Football at the Grassroots

Part of the global FIFA Football for Schools programme, the FFC distributed footballs to 192 schools across Cambodia, ensuring that more children had access to the sport. In addition, the FFC hosted a seminar on nutrition, educating parents about the importance of healthy eating in children’s development, with volunteer dietitians offering expert advice.

FFC “D” Certificate Coaching Course – Developing the Coaches of Tomorrow

In a bid to enhance the quality of football coaching, the FFC introduced the “D” Certificate Coaching Course. The course aims to equip coaches with the skills necessary to create fun, organised and engaging football environments for children. As part of the training, coaches learned how to implement small-sided games, such as the 4v4 tournament format, to introduce young players to competitive play in an enjoyable setting.

Primary School Tournament – Spotting Future Stars

The FFC continued its partnership with the Ministry of Education, Youth and Sports, and 10 of its Member Associations to support



the primary school football tournament. With over 2600 participants this year, the tournament serves as an important platform for encouraging youth involvement in the sport, offering opportunities for young players to showcase their skills.

1	MESSAGE FROM THE AFC PRESIDENT	2	KEY NOTES BY AFC TECHNICAL DIRECTOR	3	BIG INTERVIEW WITH GRASS-ROOTS EXPERT	4	AFC GRASSROOTS CHARTER	5	AFC GRASSROOTS FOOTBALL DAY 2024	6	AFC GRASSROOTS AWARDS 2024	7	GRASSROOTS ACTIVITIES BY THE MAs IN 2024
----------	--------------------------------	----------	-------------------------------------	----------	---------------------------------------	----------	------------------------	----------	----------------------------------	----------	----------------------------	----------	--



CHINA PR

The Chinese Football Association (CFA) demonstrated its commitment to promoting football at all levels and fostering physical fitness across diverse demographics in 2024. Key initiatives included:

“Enjoy the Game” Series Grassroots Football Competition

Organised in 65 cities, this competition engaged approximately 1800 teams and saw 5500 games played, with around 40,000 participants. It was designed to encourage widespread participation in football.

National Fitness Day

Celebrated in 63 cities, this event attracted about 25,000 participants. It aimed to promote physical fitness and encourage community engagement in sports activities.

“Chunghwa Cup” National Football Tournament for Middle-Aged and Elderly People

The CFA hosted the 32nd edition of this tournament, which featured 52 teams and 151 games. With about 1200 participants, the event highlighted the importance of physical activity for people of all ages.

AFC Grassroots Football Day

In collaboration with the AFC, the CFA organised the AFC Grassroots Football Day, which took place on 20 May in Shenzhen. With 14 member associations holding events across the country, over 7,500 people participated, celebrating grassroots football.

“Dream China” Social Responsibility Activities

Between November and December, the CFA conducted three “Dream China” initiatives aimed at underprivileged students, women’s football groups, and children from rural and ethnic minority areas. These activities included futsal coach training and women’s futsal teams’ education.

The First National Fitness Competition

In partnership with the State General Administration of Sports, the CFA organised the inaugural National Fitness Competition. It featured 16 teams in both men’s and veteran groups, and 16 futsal teams (men’s and women’s), with more than 500 participants.



- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAs IN 2024



CHINESE TAIPEI

In 2024, the Chinese Taipei Football Association (CTFA) made exciting strides in grassroots football with two key events aimed at empowering young players and promoting the sport.

The AFC Women’s Football Day event on March 9 at Taipei Yingfeng Field was a celebration of women in football, with 49 girls participating in fun games and skill-building activities. The event aimed to inspire girls to get involved in football and showed them that the sport is for everyone, regardless of gender.

Later in the year, Football For School took place from October 11 to 13 at Fu Je Catholic University and National Overseas Chinese Experimental Senior High School. This programme trained 22 teachers, known as “Seed Teachers,” to introduce football to 90 schoolchildren. The goal was to inspire kids to enjoy football while developing their skills and teamwork.

These events reflect the CTFA’s commitment to growing football at the grassroots level, creating opportunities for young players, especially girls, to enjoy and excel in the sport.



- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASSROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAS IN 2024



GUAM

In 2024, the Guam Football Association (GFA) continued to expand its grassroots initiatives, fostering football development at all levels.

GFA Football 4 Schools Programme

With the theme “Respetu” (Respect), this programme involved 24 elementary schools and featured regional matches and a Jamboree-style festival. Over 500 participants, including separate boys’ and girls’ teams, engaged in the programme, with equipment donations and presentations from local police and youth national team athletes adding a social responsibility aspect.

AFC Grassroots Football Day

Celebrating football as a lifelong sport, GFA introduced Walking Football in May 2024. Seven teams from the Ma’gas Masters Leagues experienced the slower-paced, skill-based game, enhancing accessibility and inclusivity.



Pacific Grassroots Football Fellowship Tournament

In June, the inaugural tournament brought together teams from across the Pacific, including a U10 team from the Philippines. Due to its success, the tournament will return in 2025.

Geran Uritao Boys Middle School Football Festival

A new initiative that allowed public and private boys’ teams to compete, providing unique opportunities for school-aged players to face off.

Women’s Football

The GFA continued to celebrate women’s football with multiple events, including the Bud Light Women’s Soccer League, Latte Women’s Recreational League, Metgot Moms League, and youth tournaments like the Triple J Robbie Webber Youth Soccer League and the 15th Annual Sugar and Spice Middle School Girls Soccer Festival, strengthening the women’s game at all levels.

In all, the GFA’s 2024 initiatives showcased their dedication to developing football across the island, promoting respect, inclusion and long-term engagement with the sport.

- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASSROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAs IN 2024



HONG KONG, CHINA

The Hong Kong Football Association, China (HKFA) continued its commitment to grassroots football in 2024, supported by its primary sponsor, The Hong Kong Jockey Club Charity Trust. Emphasising the motto “Football is for Everyone,” the HKFA introduced a range of inclusive programmes that promoted unity through football across various age groups and communities.

Youth Football Development

Core initiatives like the BOCHK PL Junior Programme, Jockey Club Primary Athletes Training and Competition, and the Youth Athletes and District Training Programme and Competition catered to over 20,000 boys and girls aged 4 to 18. These programmes provided comprehensive training and competitive opportunities, fostering not only athletic growth but also personal development.



Jockey Club Youth Football Development Programme – Summer Scheme 2024

This initiative engaged around 10,000 youth participants, aged three to 16, in football training sessions and matches. A standout feature was the Parent and Sibling Classes, where families could train together, creating strong family bonds and memorable experiences while enhancing football skills.

Active Aging Programmes

The HK Jockey Club Active Aging Football Programme reached around 4000 adults aged 50 to 70, offering them safe, enjoyable football sessions to improve physical health and well-being. A special session for taxi drivers provided a much-needed break for retired citizens working in taxing jobs, helping them stay active and healthy during their lunch hour. Participants were also encouraged to join the Active Aging Volunteers Programme, contributing to the community and promoting mental engagement.

Through these diverse and inclusive programmes, the HKFA continues to strengthen football’s role in community building and well-being, ensuring that individuals of all ages and backgrounds have access to the sport.



1

MESSAGE FROM THE AFC PRESIDENT

2

KEY NOTES BY AFC TECHNICAL DIRECTOR

3

BIG INTERVIEW WITH GRASSROOTS EXPERT

4

AFC GRASSROOTS CHARTER

5

AFC GRASSROOTS FOOTBALL DAY 2024

6

AFC GRASSROOTS AWARDS 2024

7

GRASSROOTS ACTIVITIES BY THE MAS IN 2024



INDIA

In 2024, the All India Football Federation (AIFF) made significant strides in grassroots football development, with several key initiatives that highlighted its commitment to nurturing the future of the sport in India.

- **Blue Cubs Level One Online Course:** This three-hour interactive course, aimed at coaches, parents, teachers and players, reached 2905 participants, promoting values like inclusivity and fair play while introducing them to FIFA's grassroots philosophy.
- **Blue Cubs League:** Launched in January 2024, the league saw 311 teams registered, providing a platform for young players to develop and progress in football.
- **Women's Football Day:** This event celebrated women in football with 12,189 participants and 150 stakeholders, promoting gender equality and encouraging more female participation.
- **Women Athlete Health and Menstruation Workshop:** In partnership with Simply Sport Foundation, the AIFF hosted workshops for 436 athletes, addressing the health challenges faced by female athletes, especially regarding menstruation's impact on performance.
- **AFC Grassroots Festival:** The festival engaged 22,375 participants across 206 organisations, showcasing football's role in community building and youth engagement.
- **Blue Cubs Development Centre Launch:** On 15 May, the AIFF launched this centre to provide a structured pathway for young players, bridging the gap between grassroots and youth football.
- **AIFF's Recognition and Growth:** In October 2024, the AIFF won the AFC President's Recognition Award for Grassroots Football (Silver), highlighting the success of its grassroots programmes, including Blue Cubs, which aims to reach 35 million children by 2026.
- **AFC Grassroots Charter Membership:** the AIFF's induction as a Silver Member of the AFC Grassroots Charter underscores its commitment to sustainable grassroots football development, focusing on early participation through Blue Cubs for children aged between four and 12.



These initiatives reinforce AIFF's dedication to growing football in India, creating pathways for young players and promoting inclusivity.

1	MESSAGE FROM THE AFC PRESIDENT	2	KEY NOTES BY AFC TECHNICAL DIRECTOR	3	BIG INTERVIEW WITH GRASS-ROOTS EXPERT	4	AFC GRASSROOTS CHARTER	5	AFC GRASSROOTS FOOTBALL DAY 2024	6	AFC GRASSROOTS AWARDS 2024	7	GRASSROOTS ACTIVITIES BY THE MAS IN 2024
----------	---------------------------------------	----------	--	----------	--	----------	-------------------------------	----------	---	----------	-----------------------------------	----------	---



IR IRAN

In 2024, the Football Federation Islamic Republic of Iran continued to see a vibrant and expanding grassroots football scene, driven by both youth and adult participation across various formats of the game. The country has made significant strides in cultivating a love for football from the ground up, with thousands of players, coaches, and enthusiasts taking part in courses, leagues and festivals, fuelling a brighter future for the sport.

Building Foundations: Training and Education

In 2023, over 5000 individuals enrolled in football coaching courses across different levels in IR Iran, with 1224 completing the C-level courses and 4128 participating in the D-level courses. This is just the tip of the iceberg in terms of the country's grassroots efforts, as the number of coaches continues to grow, supporting the development of the sport at every level.



From School Fields to National Leagues:

With the grassroots foundation steadily growing, football is flourishing not just in clubs but also in schools. An impressive 202,094 players are currently honing their skills at football schools across the country, supported by a network of 10,313 coaches. These schools act as the breeding grounds for the next generation of players, instilling discipline and passion for the sport from a young age.

Moreover, the level of competition is intensifying as the number of teams participating in the National Association Leagues reaches 2764. With nearly 77,400 players involved in these leagues, the competitive landscape is robust, providing ample opportunities for aspiring players to showcase their talents and progress to higher levels.

Futsal, Beach Soccer, and Mini Football: Expanding Horizons

IR Iran's football culture is not limited to traditional 11-a-side matches. Futsal, beach soccer and mini football have also gained considerable traction. The men's futsal scene is particularly strong, with 16 leagues and 396 teams, while the women's futsal leagues have grown as well, with 103 teams competing across five leagues. More than 7000 men and 1300 women participate in futsal leagues, proving the sport's popularity beyond the outdoor pitches.

Beach soccer, another growing facet of IR Iran's footballing culture, boasts 435 adult male players and 88 female participants. Youth involvement in beach soccer is also impressive, with 322 young men embracing the sport.

In addition to these more established formats, mini football is proving to be an essential part of the grassroots movement. In 2024 alone, a staggering 28,534 teams participated in mini football tournaments, with nearly 22,000 men and 6400 women taking part, reflecting the inclusive nature of the sport.



The Power of Festivals and Community Engagement:

One of the standout features of Iran's grassroots football development is its vibrant festival culture. In 2024, 329 city festivals were held, engaging over 80,000 participants. These events play a crucial role in bringing communities together and spreading the joy of the game, while also serving as a platform for players of all ages and skill levels to showcase their talent and love for the sport.

In addition to these festivals, 82 grassroots conferences and seminars were organised to enhance the understanding of football at the community level, ensuring that the sport's growth is guided by informed and passionate individuals.

1 MESSAGE FROM THE AFC PRESIDENT	2 KEY NOTES BY AFC TECHNICAL DIRECTOR	3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT	4 AFC GRASSROOTS CHARTER	5 AFC GRASSROOTS FOOTBALL DAY 2024	6 AFC GRASSROOTS AWARDS 2024	7 GRASSROOTS ACTIVITIES BY THE MAs IN 2024
---	--	--	---------------------------------	---	-------------------------------------	---



IRAQ

The Iraqi Football Association (IFA) is making impressive strides in developing the next generation of football players, focusing heavily on youth development for those aged seven to 13. In 2024, the IFA set a strong foundation for nurturing young athletes through various grassroots programmes that not only teach football skills but also promote healthy lifestyles, social integration and a love for the game.

Festivals and Competitions

A key component of the IFA’s grassroots efforts is its festivals and competitions, which create a fun and engaging environment for young players. These events, organised during school breaks, serve as platforms for showcasing skills and fostering healthy competition. For example, during the mid-year vacation, festivals were held for children born in 2010-2011 and 2012-2013, with participation from a wide range of academies and clubs. In one such event, 16 academies and clubs took part, fielding 15 players per team and bringing together 214 young athletes. A separate festival for younger players in the 2012-2013 age group involved 120 participants from eight academies. These events are designed not just for competition but to create a positive and inclusive environment where players can form connections, enjoy the sport and hone their skills.

Development Centres and Training Programmes

The IFA’s long-term vision includes the establishment of development centres across Iraq. By 2024, the IFA aims to open 18 development centres nationwide, each designed to support the progress of young footballers from grassroots to higher levels (up to U19). These centres will serve as hubs for skill development by providing regular coaching and competitive opportunities for players. The primary goal is to nurture core football skills, ensuring players have access to top-tier training and competition, while emphasising inclusivity and equal opportunities for all children, regardless of background.

Educational and Community Outreach

In addition to football skills, the IFA places a strong emphasis on the personal development of young athletes. Educational programmes integrated into the grassroots initiative will instil values like discipline, teamwork and a strong work ethic in young players. These values will help shape them not only as athletes but also as responsible individuals.

The IFA also recognises the importance of community involvement in spreading the love for football. By working with schools, local clubs and community organisations, the IFA aims to bring football



to more young people and integrate it into the broader cultural fabric of Iraq. The objective is for football to transcend beyond just the fields and stadiums, becoming a cherished sport that is celebrated in communities throughout the country.

Through these combined efforts—festivals, development centres, educational programmes and community engagement—the IFA is laying the groundwork for a promising footballing future in Iraq, with an emphasis on nurturing skills and building a strong football culture from the grassroots level.

- 1 MESSAGE FROM THE AFC PRESIDENT
- 2 KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4 AFC GRASSROOTS CHARTER
- 5 AFC GRASSROOTS FOOTBALL DAY 2024
- 6 AFC GRASSROOTS AWARDS 2024
- 7 GRASSROOTS ACTIVITIES BY THE MAS IN 2024



JAPAN

The Japan Football Association (JFA) launched the JFA Kids Programme in 2003 to spread football enthusiasm in Japan alongside the 2002 FIFA World Cup. Over the past 20 years, the JFA has promoted football through travelling coaching, football festivals and kids' leader training. These activities now mark the first overseas implementation of the JFA's curriculum and expertise.

In June 2024, the JFA partnered with Shiseido's ANESSA sunscreen brand to organise an event in Japan that encouraged outdoor play and UV safety for children. The first overseas event took place from November 1 to 3 in Ho Chi Minh City, Vietnam as part of the JFA Kids Programme's expansion across Southeast Asia. This initiative not only raises the JFA's global profile but also helps develop football in Asia and allows Japanese grassroots football leaders to engage with children internationally.



The three-day training culminated in a "festival training session" for 120 Vietnamese children aged eight to 10, led by 23 local coaches. The training focused on how to run the kids' festival and involved practical activities to prepare the leaders. Despite the brief training period, the leaders successfully engaged the children with enthusiasm and smiles, making the festival a huge success.

The event also featured Nguyen Cong Phuong, a Vietnamese football star who has played in Japan and is currently in Vietnam's second division. His participation excited the children, adding an extra spark to the event.

Though there were some logistical challenges, especially with the integration of the ANESSA UV protection course, the festival was a step forward in the JFA's efforts to promote football and outdoor play. The JFA is committed to continuing its work in Southeast Asia, building relationships with children and encouraging them to enjoy football safely outdoors.

* Credit to (C)JFA on for the photos

1 MESSAGE FROM THE AFC PRESIDENT	2 KEY NOTES BY AFC TECHNICAL DIRECTOR	3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT	4 AFC GRASSROOTS CHARTER	5 AFC GRASSROOTS FOOTBALL DAY 2024	6 AFC GRASSROOTS AWARDS 2024	7 GRASSROOTS ACTIVITIES BY THE MAs IN 2024
---	--	--	---------------------------------	---	-------------------------------------	---



JORDAN

In 2024, the Jordan Football Association (JFA) continued its commitment to developing football at the grassroots level, creating opportunities for young players of all genders and backgrounds to engage with the sport.

Football for Schools:

- 2560 children (50% boys, 50% girls) participated in 5v5 fun, local festival-style matches.
- 768 matches were held across 208 schools in 10 directorates, with each school playing at least six games, promoting teamwork and passion for football.

U13 Local League:

- 68 clubs competed in 8v8 matches across two rounds. The emphasis was on player development, with no official winners to ensure a focus on growth over competition.
- Players were scouted for JFA Regional Talent Centres, creating pathways to elite football.



U15, U17, and U19 Leagues:

- Over 150 teams participated in 11v11 matches across U15, U17 and U19 categories. The leagues offered competitive opportunities, with top teams advancing to youth professional leagues.

U13 Girls Local League:

- 12 clubs participated in 8v8 matches, offering a developmental platform for young girls, with a clear pathway to the elite level.
- The league fosters skill-building and enjoyment for female players across the country.

U15 & U19 Women's Leagues:

- With 14 teams in U15 and 12 in U19 leagues, these competitions also focused on development and promotion opportunities to JFA's elite pathways.
- Matches were highly competitive, allowing young women to showcase their talents.



1

MESSAGE FROM THE AFC PRESIDENT

2

KEY NOTES BY AFC TECHNICAL DIRECTOR

3

BIG INTERVIEW WITH GRASSROOTS EXPERT

4

AFC GRASSROOTS CHARTER

5

AFC GRASSROOTS FOOTBALL DAY 2024

6

AFC GRASSROOTS AWARDS 2024

7

GRASSROOTS ACTIVITIES BY THE MAs IN 2024



JORDAN



Coaching Education:

- A comprehensive coaching programme saw 166 coaches receive AFC C Licenses, 64 complete AFC B Licenses, and 13 specialists train with the JFA Goalkeeping C License.
- 208 coaches were certified to lead the “Football for Schools” initiatives, ensuring a strong base of knowledgeable leaders in grassroots football.

10th AFC Women’s Football Day

- The event attracted 70 girls, including U17 and U20 national team members and girls from charitable organisations, celebrating inclusivity and inspiring more young women to get involved in football.

Grassroots Football Week: Celebrating Inclusivity

- JFA’s Grassroots Football Week focused on promoting gender equality and inclusivity. Activities included friendly matches and fun events for young girls, including a memorable day at Zaatari camp, engaging 180 girls from grassroots centres and refugee camps.
- The week highlighted the positive impact of football in uniting communities and providing a platform for young girls to thrive.

Through these initiatives, the JFA continues to foster a love for the game, build pathways to elite football, and create an inclusive environment for all young players, ensuring a bright future for Jordanian football.

1 MESSAGE FROM THE AFC PRESIDENT	2 KEY NOTES BY AFC TECHNICAL DIRECTOR	3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT	4 AFC GRASSROOTS CHARTER	5 AFC GRASSROOTS FOOTBALL DAY 2024	6 AFC GRASSROOTS AWARDS 2024	7 GRASSROOTS ACTIVITIES BY THE MAS IN 2024
---	--	--	---------------------------------	---	-------------------------------------	---



KOREA REPUBLIC

The Korea Football Association (KFA) made significant strides in fostering grassroots football development in 2024, with a diverse range of initiatives targeting players of all ages, genders and backgrounds.

Women's Football Initiatives

1. Women's University Football League
 - 14 university clubs participate in a league format, progressing from round robin to knockout stages.
 - Matches are centralised at a single venue to foster competition and exposure.
2. Gong Cha So Seo (Girls, Let's Kick the Ball)
 - Targets middle and high school girls in Seoul, offering eight to 12 football classes per district.
 - Coaching clinics are also held for teachers, empowering them to lead football activities.
3. Girls Football Class
 - Nationwide programme offering 45 classes across 50 selected clubs for girls aged seven to 18.
 - Provides opportunities for young girls to develop their skills and passion for football.



1

MESSAGE FROM THE AFC PRESIDENT

2

KEY NOTES BY AFC TECHNICAL DIRECTOR

3

BIG INTERVIEW WITH GRASS-ROOTS EXPERT

4

AFC GRASSROOTS CHARTER

5

AFC GRASSROOTS FOOTBALL DAY 2024

6

AFC GRASSROOTS AWARDS 2024

7

GRASSROOTS ACTIVITIES BY THE MAS IN 2024



KOREA REPUBLIC



Youth Football Programmes

1. i-League
 - Involves U12 boys and girls from 1100 clubs across 42 regional leagues.
 - Features a summer festival and serves as a nationwide programme promoting youth participation in football.
2. Advanced Football Clinic
 - A two-day clinic for 750 U13 boys and girls, held in five different rural areas.
 - Divided into three stages: two nationwide and one international, helping young players hone their skills.

3. Share Happiness Football Class
 - Futsal training and coaching workshops for underprivileged and multicultural youth.
 - 25 sessions conducted by licensed coaches (AFC C Licence and above), providing both training and community support.
4. Let's Play Football Class
 - Targets first and second-graders, offering 40 regular classes across 60 selected schools in Seoul and Incheon.
 - Each school receives one football clinic, introducing younger children to the joys of the game.



Amateur Leagues & Competitions

1. K5, K6, K7 Leagues
 - K5: 84 clubs across 13 leagues.
 - K6: 190 clubs in 30 leagues.
 - K7: 1252 clubs spread over 188 leagues.
 - These leagues provide a platform for amateur players of all ages and abilities to compete and enjoy football.
2. Masters League
 - For older players, the Masters League features two categories:
 - 50's (Bronze) with 18 leagues and 138 teams.
 - 60's (Silver) with 14 leagues and 104 teams, promoting continued involvement in football for older generations.

Through these diverse programmes, KFA continues to inspire and nurture football players across Korea Republic, creating pathways for both youth and adults to engage with the sport while promoting inclusivity and community development.

- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASSROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAs IN 2024



KUWAIT

The Kuwait Football Association (KFA) entered the 2024-2025 season with a strong emphasis on youth development, focusing on grassroots programmes designed to identify and nurture young players. These initiatives target individuals aged five to 14 and are set to make a significant impact on the future of Kuwaiti football. A key part of this effort is the collaboration with FIFA to support the identification of emerging football players across the country.

Since July, the KFA has successfully organised nine grassroots festivals, offering young players a platform to showcase their skills. An exciting 8v8 league was also launched for players born between 2011 and 2014, providing additional opportunities for competition and development.



The grassroots department's plan, approved by the technical director, included over 30 activities throughout the season. These featured a mix of leagues and festivals tailored to different age groups, ensuring broad participation and skill development. The KFA's comprehensive approach aims to build a strong foundation for the next generation of football players in Kuwait, with FIFA's support ensuring the efficiency and effectiveness of the programmes.

With these initiatives, the 2024 season proved to be a thrilling time for young players, offering them the chance to develop under the guidance of experienced coaches and mentors.



1

MESSAGE FROM THE AFC PRESIDENT

2

KEY NOTES BY AFC TECHNICAL DIRECTOR

3

BIG INTERVIEW WITH GRASSROOTS EXPERT

4

AFC GRASSROOTS CHARTER

5

AFC GRASSROOTS FOOTBALL DAY 2024

6

AFC GRASSROOTS AWARDS 2024

7

GRASSROOTS ACTIVITIES BY THE MAS IN 2024



KYRGYZ REPUBLIC

The Kyrgyz Football Union (KFU) launched a series of key initiatives in 2024 aimed at expanding football opportunities and developing young players across the country. These programmes focus on integrating football into schools, engaging youth in the sport and enhancing grassroots coaching.



“Football in Schools” Seminar – Naryn Region

- Date: March 6
- Participants: 22 teachers
- Description: The KFU held a seminar to train teachers in promoting grassroots football within schools. This seminar is part of the broader “Football in Schools” initiative to integrate football into the educational curriculum and foster youth participation in the sport.

“Football in Schools” Seminar – Batken Region

- Date: March 16
- Participants: 20 teachers
- Description: A second seminar in Batken aimed at equipping teachers with the necessary skills and knowledge to integrate football into their school programmes, continuing the expansion of grassroots football.

CAFA Navruz Football Festival

- Date: March 19
- Participants: 200 children aged nine to 12, 20 coaches
- Description: This festival brought together children from various schools to celebrate the traditional Navruz holiday through football. The event promoted community engagement and encouraged youth participation in sports.

AFC Grassroots Football Day Festival

- Date: May 17
- Location: Jalal-Abad City
- Participants: 250 children aged 7 to 12
- Description: The AFC Grassroots Football Day was celebrated with a festival in Jalal-Abad, focusing on introducing young children to the sport. The festival emphasised fun, skill development and the importance of grassroots football.

Completion of “Football in Schools” Seminar Series

- Date: May 17
- Locations: Batken, Jalal-Abad, Talas, Naryn and Issyk-Kul regions
- Participants: Teachers from five regions
- Outcomes:
 - 13 teachers received certificates of completion.
 - 7 teachers earned a Category “D” coaching license.
- Description: The series of seminars concluded successfully, enhancing teachers’ coaching capabilities and strengthening grassroots football education in the Kyrgyz Republic’s regions. This initiative is set to empower educators to further promote and teach football to the younger generation.

- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAs IN 2024



LAOS

The FIFA TDS Lao Football Federation (LFF) Youth League offered a dynamic six-month season divided into three parts, focusing on skill development, quick decision-making and ball control. Smaller pitches promote engaging play, while coaches and referees emphasise enjoyment over winning. Weekly matches create a sense of community, with family-friendly events featuring food, music and activities. Technology platforms like Koach Hub and DRIBL enhance the experience by tracking player data and providing score updates, enriching both player and spectator engagement.

In Phongsaly, the AFC Grassroots Football Day 2024 brought 200 children, including 100 girls, together for a day of football on May 15. Coaches and mentors led skill-building activities, fostering inclusivity and teamwork. A special workshop for local coaches focused on skill development and inclusive teaching methods, strengthening the community's commitment to growing football in the region.

On March 8, the AFC Women's Football Day in Bolikhamxay Province celebrated women's football, with 200 girls participating in a day of training. Experienced coaches, including national players, guided the young athletes. A workshop for local coaches further developed their skills and promoted inclusive teaching. The event empowered young female footballers and contributed to growing the sport in the area.



Finally, the LFF Grassroots Football Day on June 1 at the Champi Champa Training Centre KM 16 in Vientiane gathered 100 boys for a day of drills, matches and fun. The event highlighted the LFF's commitment to youth football, fostering passion, teamwork and discipline. It marked the beginning of an annual tradition to support youth football and create future stars of the game.

Each of these initiatives plays a crucial role in nurturing young players across Laos, inspiring the next generation of footballers while building a strong foundation for the sport's future in the country.

- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASSROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAS IN 2024



LEBANON

The Lebanese Football Association (LFA) made 2024 a standout year for grassroots football in Lebanon, with a wide range of activities and competitions for all ages and genders. From youth leagues to women's tournaments and beach soccer, the LFA expanded its reach and nurtured players at every level.

Youth competitions were at the heart of the LFA's efforts, with six age categories spanning U13 to U20. These leagues saw over 850 games played across 16 clubs in the U20, U18, U16 and U13 divisions, and 12 clubs in the U15 and U14 categories. Senior football is also thriving, with the 3rd, 4th and 5th divisions featuring over 800 games, giving players the opportunity to progress in Lebanese football.



Women's football is growing rapidly, with 10 clubs competing in the Women's League and U19, U17 and U15 girls' leagues bringing new players to the forefront. Futsal is also seeing major growth, with both senior and youth leagues providing platforms for emerging futsal players.

School competitions engaged thousands of students across Lebanon, from futsal leagues for boys and girls to 11-a-side

football. Private academies are nurturing young players with leagues for U12, U10 and U8 players, while the LFA's Grassroots Festival on May 15 proved to be a major highlight.

With its wide-reaching programmes, the LFA is setting the stage for a bright future for football in Lebanon and 2024 turned out to be a transformative year for the sport at all levels.

- 1 MESSAGE FROM THE AFC PRESIDENT
- 2 KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4 AFC GRASSROOTS CHARTER
- 5 AFC GRASSROOTS FOOTBALL DAY 2024
- 6 AFC GRASSROOTS AWARDS 2024
- 7 GRASSROOTS ACTIVITIES BY THE MAs IN 2024



MACAU

The Macau Football Association (AFM) made strides in 2024 with a series of grassroots initiatives designed to promote football across all age groups. From family-oriented activities to youth development, these events helped foster a deeper passion for the sport in Macau.



AFC Women's Football Day
Kicking off the year, the AFC Women's Football Day celebrations featured a 2.5-hour event on March 24 with two main activities: a parent-and-child course and 3v3 small games. Children from ages three to 18 were divided into age-specific groups, allowing for inclusive participation and competition.

AFC Grassroots Football Day
On June 2, the AFC Grassroots Football Day was celebrated with

5v5 matches for players aged 7-14, promoting teamwork and skill development in a team-based setting.

Summer Football Classes
From July 13 to August 25, the AFM offered Summer Football Classes, focusing on basic skills for boys (ages 5-14) and girls (ages 7-18), helping young players hone their abilities during the off-season.

Football for Schools Programme
In April and September, the Football for Schools programme introduced children aged 3 to 8 and their families to football through weekly sessions, with a focus on parent-child and women's football.

Macau Football Day
The year wrapped up with Macau Football Day on October 8, an event offering football for all ages. Activities included parent-child games, grassroots matches for children between the ages of seven and 12, and a competition for players aged 40 and above, showcasing the AFM's commitment to inclusivity.



- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASSROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAS IN 2024



MALAYSIA

The Football Association of Malaysia (FAM) rolled out several initiatives in 2024 aimed at strengthening grassroots football development across the nation.

FAM Grassroots Coaching Courses

FAM organised 56 coaching courses nationwide, including in Sabah and Sarawak, throughout 2024. With 35 appointed Trainer Educators overseeing these courses, each session, lasting 2.5 days, included a Coaching Clinic for 10 to 12-year-olds, providing hands-on experience for the 30 participants in each course.

FIFA Football for Schools (F4S) Introductory Course

In collaboration with the Malaysian Ministry of Education, the FAM introduced the FIFA F4S programme. The programme's introductory course, held from January to November, offered educators structured training, online platforms and tools for integrating life skills into football sessions, alongside organising football festivals.



Launch of FIFA Football for Schools Programme

In August 2024, the FAM launched the FIFA F4S programme at SMK Tasek Permai, Penang, marking the integration of football into the Malaysian education system. The launch event was officiated by the Minister of Education and FAM's Deputy President, featuring key experts such as Technical Consultant Alberto Giacomini and FIFA Manager Niko Nhouvannasak. The programme is set to benefit 237 schools nationwide.

AFC Grassroots Football Day Carnival

Held on September 14 in Melaka, this event focused on technical skill development for grassroots football, with over 100 children aged five to 15 participating. The event featured six interactive stations designed to enhance fundamental skills, including first touch, dribbling and small-sided games.

FAM-MILO Ultimate Experience

The second edition of the FAM-MILO Ultimate Experience took place in January 2024, with 104 participants aged seven to 17 gaining a deeper understanding of football management. Activities included presentations from physiotherapists, training with experienced coaches and tours of the FAM's headquarters.

Liga Suparimau

The Liga Suparimau ran across three seasons in 2024, attracting over 350 teams. The league, spanning from January to November, saw teams from nine regions compete, with top performers advancing to the National Finals in December. Recognised as the "Best Grassroots Competition" at the AFC Special Grassroots Football Awards 2024, it continues to promote competitive youth football in Malaysia.



- 1 MESSAGE FROM THE AFC PRESIDENT
- 2 KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3 BIG INTERVIEW WITH GRASSROOTS EXPERT
- 4 AFC GRASSROOTS CHARTER
- 5 AFC GRASSROOTS FOOTBALL DAY 2024
- 6 AFC GRASSROOTS AWARDS 2024
- 7 GRASSROOTS ACTIVITIES BY THE MAS IN 2024



MALDIVES

In 2024, the Football Association of Maldives (FAM) made remarkable strides in nurturing the future of football through its dynamic grassroots programmes. The association's commitment to promoting the sport at the community level is evident in its carefully curated initiatives designed to engage young players, develop their skills and ignite their passion for the beautiful game.

One of the most anticipated events in the FAM calendar is the Milo Kids Festival, held in partnership with the Soccer Veteran Association of Maldives. Held between February 23 to 24, this festival brings together young players from across the nation, with 400 children between six and seven participating. The festival's format encourages a fun and competitive environment, with 20 school teams vying for glory. The event's primary focus is on introducing young children to football in an exciting and supportive atmosphere, where every child gets the opportunity to shine.

The momentum continued into the spring with the Milo Academy Championship, which took place between April 24 and 26. For this event, the age group is raised to 10-year-olds, and the competition heats up as 465 participants from 31 teams compete for supremacy. The Championship not only provides a platform for young players to showcase their skills but also fosters teamwork, discipline, and a deeper understanding of the sport. It is a vital step for the players as they continue to develop, setting the stage for further growth in the game.

The action did not stop there as the Milo Academy Championship returned once again from July 4 to 6, this time targeting a slightly older age group of 11-12-year-olds. With 800 participants spread across 40 teams, the competition was fierce. This event marks a crucial phase in player development, as the young athletes refine their skills and gain invaluable experience in high-stakes situations.



- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAs IN 2024



MONGOLIA

The Mongolian Football Federation (MFF) has made significant strides in grassroots development, with a wide range of programmes and initiatives shaping the future of football in 2024.

The year began with the MFF D Instructors Coaching Course from January 11 to 13, followed by the MFF Grassroots Cup for U10, U11 and U12 players that featured 97 teams and over 1200 participants. From March to May, the MFF expanded coaching efforts with the D Grassroots Coaching Course, graduating 214 teachers in 11 provinces. This initiative was complemented by the “Dream Goal 2023-2024” school competition, which engaged 26,000 students from 400 schools nationwide.

The MFF’s commitment to regional development continued through the “Dream Goal” stage games, held across five provinces, with thousands of young athletes taking part. The competition culminated in the fourth stage in May, involving 960 students and 125 coaches.

Women’s football received special attention during the AFC Women’s Football Day in March, where 360 girls participated, and a “Grassroots Day” girls’ football festival in August that drew over 250 young athletes.



Throughout the year, the MFF also hosted “Dream Camp” sessions in five provinces, where 600 boys and girls received intensive training. In May, the AFC Grassroots Day event reached 360 participants from five provinces, while the MFF Grassroots Cup in June involved 1700 players across U10, U11, and U12 categories.

By the end of 2024, the MFF launched “Grassroots Month”, marking the start of the “Dream Goal 2024-2025” season and setting the stage for another year of growth. Through these initiatives, the MFF has created lasting opportunities for young athletes, coaches and communities across Mongolia, ensuring football’s future continues to thrive.

- 1 MESSAGE FROM THE AFC PRESIDENT
- 2 KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4 AFC GRASSROOTS CHARTER
- 5 AFC GRASSROOTS FOOTBALL DAY 2024
- 6 AFC GRASSROOTS AWARDS 2024
- 7 GRASSROOTS ACTIVITIES BY THE MAS IN 2024



MYANMAR

In 2024, the Myanmar Football Federation (MFF) remained dedicated to growing football at the grassroots level through several exciting programmes. These initiatives were designed to develop young players, promote women’s football and support local coaches across the country.

The year began with the Women’s Grassroots Festival in March, celebrating AFC Women’s Football Day in Yangon. The event brought together 200 girls and 40 coaches, offering workshops and fun football activities. It was a great opportunity to empower girls and provide coaches with new skills to help grow women’s football in their communities.

The MFF Summer Football Programme ran twice during the year, first from March 13 to April 12, and again from April 26 to May 24. Both sessions saw 500 boys and girls taking part, alongside 44 coaches. The programme was held in Yangon and Mandalay, offering young players the chance to improve their skills and enjoy the game in a fun, structured environment.

In May, the AFC Grassroots Football Festival brought together 256 boys and girls for a day of football celebration on May 15. The festival followed a two-day workshop for community coaches, helping them improve their training methods and bring the best football experience to their local areas.

The MFF Grassroots Festival in July, held in Mandalay, was another key event. Over two days, 256 kids and 40 coaches participated in workshops and football activities, strengthening the local football community and providing new opportunities for young players.



- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAS IN 2024



NEPAL

The All Nepal Football Association (ANFA) made significant strides in promoting football at the grassroots level in 2024, focusing on inclusivity, development and social impact across Nepal.

ANFA Football Clinic for Underprivileged Children
From January 1 to 8, the ANFA, in collaboration with the AFC Dream Asia Foundation (ADAF), launched the first phase of a football clinic for underprivileged children in the Madhesh province. The initiative aimed to reach 1,440 children from the impoverished regions of Madhesh and Karnali. Over 12 locations, children had the opportunity to engage in football, enhancing their physical health and promoting social development. The programme is designed to foster gender equality and inspire a love for the sport among young participants.



11th AFC Grassroots Football Day
On May 15, the ANFA celebrated the 11th AFC Grassroots Football Day across four districts in Nepal. The event emphasised the importance of grassroots football in promoting physical fitness, teamwork and social engagement. It provided a platform for young players to develop their skills and pursue their passion for the game, aligning with AFC's vision to nurture football from the ground up across Asia.

FIFA Grassroots Proposal Approval
The ANFA successfully secured FIFA's approval for a USD 198,657.69 grassroots football proposal, spanning three years. This funding will support the development of grassroots initiatives, aiming to expand football access and revamp local programmes throughout Nepal.

Grassroots Funding Regulation
In preparation for 2025, ANFA has finalised the Grassroots Funding Regulation, which will set the criteria for District Football Associations (DFAs) to qualify for funding. This regulation will ensure structured development and accountability in grassroots football programmes across the country.

Through these initiatives, ANFA continues to work towards creating a more inclusive, active, and football-driven society in Nepal.



- 1 MESSAGE FROM THE AFC PRESIDENT
- 2 KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4 AFC GRASSROOTS CHARTER
- 5 AFC GRASSROOTS FOOTBALL DAY 2024
- 6 AFC GRASSROOTS AWARDS 2024
- 7 GRASSROOTS ACTIVITIES BY THE MAS IN 2024



NORTHERN MARIANA ISLANDS

In 2024, the Northern Mariana Islands Football Association (NMIFA) continued its commitment to developing football at all levels with a diverse range of grassroots initiatives.

TakeCare Youth Soccer League:

This league saw 74 teams in the Spring and 68 in the Fall, catering to male and female players from U6 to U17 categories. Younger age groups focused on fun and skill development, while older players showcased competitive soccer with an emphasis on individual players and team dynamics.



Marianas Soccer League 2: Featuring both youth and experienced players, this league offers competitive play that challenges younger players to refine their skills and older players to adapt to the fast-paced game. It runs in both spring and fall seasons, providing a dynamic environment for players of all ages.

These programmes collectively strengthened football development in the Northern Mariana Islands, offering opportunities for players to grow from grassroots to more competitive levels.



CNMI Public School System Interscholastic League & Physical Education Support Programme:

This programme, vital to NMIFA's grassroots efforts, saw a 57.48% increase in participation in 2024, with 50 teams from 27 schools. It identifies potential talent and trains them for higher competition levels. The Physical Education Support Programme also introduced football to younger students, aiming to boost interest in the sport and develop P.E. teachers into football coaches.

Junior National Academy (JNA):

The JNA, aimed at players aged 9 to 12, offered seven months of skill-building training under licensed coaches. In 2024, 29 players participated, with off-pitch activities like visits to local agricultural facilities and tree planting, promoting environmental awareness and community involvement.

Dove Women's League:

This league provides a platform for women of all ages and abilities, with separate divisions for novice and intermediate levels. The league promotes physical activity, health, and well-being, with the novice division encouraging women, including housewives and working professionals, to get involved in sports.



- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAs IN 2024



OMAN

The Oman Football Association (OFA) continued to invest in grassroots development through several key initiatives in 2024, aimed at fostering young players and promoting the sport at the community level.



Student Festival

On May 9, the OFA hosted a Student Festival at the Khasab Sports Complex, which saw participation from 100 students. The festival featured eight dynamic sports stations set up across two halves of a grassy field. The activities included specialised training on essential football skills such as shooting, passing and ball control, as well as physical fitness sessions designed to enhance the participants' overall conditioning. Additionally, the event incorporated competitive small games that helped to further develop the participants' footballing abilities in a fun and engaging environment.



School Competition

On December 2, the OFA, in collaboration with the Oman School Federation, organised a football competition for schools in the Muscat Governorate. The competition, which focused on the junior category, provided young players an opportunity to showcase their skills in a competitive setting, helping to identify emerging players for future football development programmes.

- 1 MESSAGE FROM THE AFC PRESIDENT
- 2 KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4 AFC GRASSROOTS CHARTER
- 5 AFC GRASSROOTS FOOTBALL DAY 2024
- 6 AFC GRASSROOTS AWARDS 2024
- 7 GRASSROOTS ACTIVITIES BY THE MAs IN 2024



PAKISTAN

The Pakistan Football Federation (PFF) made notable strides in grassroots football development in 2024, focusing on inclusivity, player development and the creation of structured pathways for young players.

Academy Accelerator Programme (AAP)

The PFF's Academy Accelerator Programme aimed to support the growth and professionalisation of football academies across Pakistan. By enhancing training environments and player development pathways, the initiative helped create opportunities for sustainable growth in football. A total of 527 academies participated nationwide, laying a strong foundation for the future of the sport in the country.



Intra-Academy Tournament

Targeted at players aged U8 to U16, the Intra-Academy Tournament was designed to identify and nurture young players. Matches were organised between academy teams under the guidance of the PFF, with a strong emphasis on safeguarding players and creating a supportive environment. This initiative reached multiple regions across Pakistan, including Khyber Pakhtunkhwa, Gilgit-Baltistan, Islamabad and Sindh, ensuring that football development happened nationwide.

Increased corporate engagement

In 2024, there was a significant increase in corporate interest and funding for grassroots football programmes, driving the expansion of local initiatives. This influx of support resulted in greater participation and inclusivity, allowing the PFF to support young football players across Pakistan.

Through these efforts – the Academy Accelerator Programme, Intra-Academy Tournament and increased corporate involvement – the PFF is making key progress in developing football at the grassroots level and creating a brighter future for the sport in Pakistan.



- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASSROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAs IN 2024



PALESTINE

In 2024, the Grassroots Department of the Palestine Football Association (PFA) made significant strides in engaging the youth and promoting the power of football as a tool for social change. From April to October 2024, the PFA successfully hosted 48 school festivals across various regions, each with participation ranging from 250 to 300 boys and girls. These festivals were held over six to eight sessions per day, totalling over 10,800 participants.

A key component of these festivals was the “Girls Football Coaching Courses and Festivals Programme” (GFCC), supported by the Norway Football Federation and the International Responsibility Department. This initiative aimed to foster inclusivity and empowerment, particularly among young girls, providing them with opportunities to develop both their football skills and self-confidence.

PFA’s efforts were strategically concentrated in the most affected areas of Palestine, where physical education classes had been disrupted by the ongoing situation. Key locations included schools in Jala, Tubas and East Jerusalem. These areas, grappling with the ongoing effects of the conflict, served as a vital platform for the PFA’s programmes, which also placed a significant focus on mental health.

In the Gaza Strip, the PFA launched a programme to offer football activities to children in Mawasi Khan Younis – one of the hardest-hit areas. With widespread destruction and the cessation of all sports activities, the social, mental and physical toll on Gaza’s children is immense.

The PFA’s Grassroots Department achieved the Silver Level in the AFC Grassroots Charter for 2024. This prestigious recognition reflects their unwavering commitment to promoting youth football and improving the well-being of Palestinian children—offering them hope, joy and a brighter future through the beautiful game.



- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAs IN 2024



PHILIPPINES

The Philippine Football Federation (PFF) made significant strides in promoting football at the grassroots level throughout 2024, focusing on family engagement and youth development.



Football Starts at Home Programme (FSAH)

Launched across all Regional Football Associations, FSAH encourages families, especially parents and young children (aged six and below), to bond through football. Running from March to October, the programme aimed to instil a love for the sport at an early age.

AFC Grassroots Day

Celebrating the spirit of football and family, the PFF held a nationwide AFC Grassroots Day celebration, coinciding with the FSAH launch. This event saw approximately 3000 parents and children engaging in football activities, highlighting the importance of family involvement in the sport.

FIFA Football for Schools Programme (F4S)

The FIFA Football for Schools programme, officially launched in the Philippines in late 2023, began its rollout in 2024. With the signing of an agreement between the PFF and the Department of Education, F4S aims to teach football and life skills to children aged 4 to 14. Training for school moderators will commence in 2025, ensuring the programme's sustainable impact across the country.

PFF Academies Workshop

In December, the PFF hosted an Academies Workshop for Regional Football Associations to help establish Youth Academies and organise grassroots and youth leagues. This initiative is designed to provide children and youth with more opportunities to play football in a fun, competitive and safe environment.

Through these efforts, the PFF continues to lay the foundation for football's future in the Philippines, fostering a deeper connection to the sport from a young age while nurturing the next generation of players.



- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAS IN 2024



QATAR

As the sun sets over the fields of Qatar, the sound of footballs striking the net echoes, marking a successful day for the Qatar Football Association (QFA) and its commitment to nurturing the next generation of football players. In 2024, QFA's grassroots initiatives flourished with programmes that spanned all levels of youth participation, from beginners to emerging athletes, creating a vibrant future for Qatari football.

The scale of these grassroots activities is impressive, with thousands of young players engaged in competitions, festivals and workshops designed to develop skills, foster a love for the game and promote sportsmanship. In total, over 10,000 young athletes participated in QFA's grassroots events in 2024, with categories ranging from U8 to U17.



The foundation of this initiative is the wide-reaching festivals, where U10, U11 and U12 categories at both the First and Second Levels have become an integral part of the football culture in Qatar. With over 60 festivals held at both levels, these events attracted over 6,000 participants. More than just competitions, these festivals emphasise community, fun and the fundamental values of football, creating an inclusive atmosphere for all players.

Beyond the festivals, the QFA organised a series of championships and league competitions. Young athletes, from schools to private academies, tested their skills in both national and international settings. The Private Academies Championship, featuring U9 to U14 players, saw over 600 athletes compete across 16 days, while the School Championships engaged nearly 6000 participants, spanning age groups from U11 to U17. These events were instrumental in helping young players challenge themselves on larger stages.

One of the year's standout events was the AFC Grassroots Day Festival, which attracted over 1000 participants. The event's success demonstrated the QFA's commitment to adhering to international standards while keeping a local focus. The festivities, held for multiple age categories (U8 through to U12), provided a platform for aspiring players to showcase their skills while learning from international coaches and mentors.

In addition to the festivals and competitions, QFA also placed emphasis on coaching and development. With 28 workshops throughout 2024, the association prioritised educating grassroots coaches, with sessions covering everything from general coaching techniques to specific goalkeeper training. This focus on education ensures that Qatari coaches are equipped with the latest methods to train and develop young players, benefiting the sport in the long term.

- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAs IN 2024



SAUDI ARABIA

In 2024, the Saudi Arabian Football Federation (SAFF) continued its mission to expand and nurture football players at the grassroots level, reaching new heights in development and participation across the Kingdom. With a strong focus on young players, both boys and girls, the SAFF's initiatives impacted communities nationwide through various grassroots programmes, competitions and partnerships.

Talent Scouting:

One of the most significant programmes in 2024 was the Talent Scouting initiative, which took place in five cities. Focused on discovering emerging football talent, this programme identified future stars among boys aged 6 to 9 and girls aged nine to 12. A total of 22 boys and 115 girls participated, with 125 schools involved in the effort. The programme's success was reflected not only in the number of participants but also in the dedication of the coaching staff guiding the players. This initiative is crucial to the Kingdom's long-term football development strategy, ensuring that young talents are given the attention and resources they need to thrive.

FIFA for Schools: Inspiring Youth Through Football

SAFF's "FIFA for Schools" initiative, which spanned six cities, served as another cornerstone of the federation's grassroots efforts. Designed for boys aged six to 12 and girls aged six to 14, this programme provided football exposure to over 1350 players from 188 schools. Teachers and coaches were trained to ensure the programme's success, with a special focus on inclusivity. Among the participants were sons and daughters of martyrs of duty and students from orphanages —highlighting the SAFF's commitment to reaching underserved communities. The impact of this initiative will resonate with future generations as football becomes an integral part of the national culture.

Licensed Academies and Commercial Clubs: Expanding Opportunities

The number of licensed academies and commercial football clubs in Saudi Arabia saw a significant increase, with 153 active establishments in 2024. These clubs serve as vital hubs for football development, providing young players with professional training, facilities and competitions to elevate their skills. Regional Training Centres also play a crucial role, with 17 boys' centres and six girls' centres offering specialised coaching across the Kingdom. The growth in these grassroots facilities is laying a strong foundation for the future of Saudi football, creating an environment where players can thrive.



Youth Competitions: Engaging Players from U11 to U13

Youth competitions have been a major focus this year, with leagues for U11 and U13 players gaining traction. A total of 1919 players participated in the U11 league, while 2625 young players took part in the U13 competition. The leagues saw 252 matches played for U11s and 376 for U13s, with teams from 13 regions and cities across the Kingdom. The U13 Kingdom Championship, which was held during the summer break, featured over 300 players and 53 matches, bringing together future stars to compete at a high level.

1

MESSAGE FROM THE AFC PRESIDENT

2

KEY NOTES BY AFC TECHNICAL DIRECTOR

3

BIG INTERVIEW WITH GRASS-ROOTS EXPERT

4

AFC GRASSROOTS CHARTER

5

AFC GRASSROOTS FOOTBALL DAY 2024

6

AFC GRASSROOTS AWARDS 2024

7

GRASSROOTS ACTIVITIES BY THE MAs IN 2024



SINGAPORE

The Football Association of Singapore (FAS) organised various grassroots initiatives in 2024 aimed at developing players and promoting football across all age groups.

CHIJ Orientation Programme

- 340 Primary 4 and 6 girls participated in football sessions conducted by FAS Grassroots Coaches, learning fundamental skills such as dribbling, passing and shooting, while engaging in small-sided games from January 4 to 5.

Sports Exposure for CHIJ Katong

- As part of the School Sports Partnership initiative, 50 Primary 3 and 5 students participated in six football sessions at Jalan Besar Stadium, gaining exposure to the sport.



The Schoolhouse Programme

- From January 31 to February 1, the FAS hosted this programme for 370 preschool children (ages 3-5), introducing them to football with the participation of Women's National Team players. Each child received a size 3 football.

Singapore Youth League

- Co-organised by FAS and Sport Singapore, the league, spanning the months from February to November, involved nearly 3800 youth players competing across six age groups (U8-U17) in 1100 matches, forming part of the Unleash the Roar! project.

FAS Girl Cubs Programme

- Running from January to November, this programme, aimed at boosting female participation in football, expanded to four School Football Academies. The programme attracted 169 new participants, surpassing the target of 160.

Community Shield

- A traditional curtain-raiser for the Singapore Premier League season, the Community Shield, which took place on May 4, included a \$30,000 donation to Beyond Social Services, benefiting local communities.

AFC Grassroots Football Day – Multi-generational Walking Football

- On May 18, FAS partnered with Walking Football4Health Asia Pacific Singapore to promote walking football, engaging 100 participants, including families from FAS Girl Cubs and Junior National Development Centre teams.



1	MESSAGE FROM THE AFC PRESIDENT	2	KEY NOTES BY AFC TECHNICAL DIRECTOR	3	BIG INTERVIEW WITH GRASS-ROOTS EXPERT	4	AFC GRASSROOTS CHARTER	5	AFC GRASSROOTS FOOTBALL DAY 2024	6	AFC GRASSROOTS AWARDS 2024	7	GRASSROOTS ACTIVITIES BY THE MAS IN 2024
----------	---------------------------------------	----------	--	----------	--	----------	-------------------------------	----------	---	----------	-----------------------------------	----------	---



SINGAPORE

FAS Women's Youth League

- Taking place from March 30 to August 17, the league provided a platform for girls aged 13 to 15 to gain competitive experience. Five teams participated in this initiative.

Football With A Heart

- The annual fundraiser, conducted from June 8 to 9, raised a record \$1.26 million for five beneficiaries, with 53 corporate teams, 42 youth teams and 70 children's teams participating in football and charity events.

Pesta Sukan

- Held at Bukit Gombak and Singapore National Stadium from July 13 to August 4, this event featured 2845 participants across 11 categories, providing a competitive platform to elevate the standard of football in Singapore.

FAS U14 Development Games

- Over three days in October, six teams of girls aged 13-15 played small-sided games, supplementing the National School Games and enhancing grassroots development.

FAS U12 Girls Football Festival

- The event saw 340 girls (ages 7-12) from 54 teams competing in friendly games on November 13, with players receiving size 4 footballs and a booklet to encourage continued engagement in football.

Parent-Child Booklet

- A booklet, unveiled on November 13, designed to foster parent-child bonding, filled with activities like football facts, illustrations, games, challenge cards and creative sections to support national teams and reflect on experiences.



FAS Singapore Masters (November 17, 2024)

- The second edition of the Singapore Masters took place on November 17, inviting 10 teams of players aged 50 and above to compete, promoting the sport among senior participants.

Academy Accreditation System (AAS) - Coaching Courses

- In April, AAS coaching courses focused on grassroots development and enhancing coaching standards, providing opportunities for coaches from applicant clubs to receive specialised training.

Women-Only Coaching Courses

- The FAS hosted the inaugural Grassroots Coaching Course for Women in May and followed it with the second edition of the Introductory Coaching Course for Women in June, encouraging female participation in coaching roles.



- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAS IN 2024



SRI LANKA

The Football Federation of Sri Lanka (FFSL) made great progress in 2024 with its grassroots football initiatives. From enhancing coaching standards to expanding opportunities for young players, the FFSL focused on building a strong foundation for the future of football in Sri Lanka.

One of the key events this year was the AFC Grassroots Football Day, held on June 27 in Gampola. This event brought together communities, coaches, and players to promote football at the grassroots level. It was a fun and engaging way to inspire more people to get involved in the sport.

The FFSL organised eight coached education programmes throughout the year to help improve coaching skills. These programmes were aimed at training volunteer coaches, ensuring that young players receive better coaching and support as they develop their skills.

The FFSL also gave young players the chance to compete internationally in 2024. Sri Lanka sent teams to several important tournaments, including the Women's SAFF Football Tournament (Nepal, October), the U-17 SAFF Football Tournament (Bhutan, September) and the U-20 SAFF Football Tournament (Nepal, August). These tournaments provided valuable experience for the players, helping them grow and learn from competing with top teams in the region.

The FFSL has continued to support private football academies across Sri Lanka. These academies play an important role in developing both male and female players, providing structured training and guidance. Some of these academies also participated in international grassroots football tournaments this year, representing Sri Lanka on a global stage.

In December, the FFSL collaborated with the Sri Lanka Schools Football Association to host the U-10 and U-12 Football Tournaments in a fun festival format. This event will give young players the opportunity to showcase their skills and experience the joy of playing football.



1

MESSAGE FROM THE AFC PRESIDENT

2

KEY NOTES BY AFC TECHNICAL DIRECTOR

3

BIG INTERVIEW WITH GRASS-ROOTS EXPERT

4

AFC GRASSROOTS CHARTER

5

AFC GRASSROOTS FOOTBALL DAY 2024

6

AFC GRASSROOTS AWARDS 2024

7

GRASSROOTS ACTIVITIES BY THE MAs IN 2024



SYRIA

The Syrian Football Association (SFA) made great strides in 2024 with its grassroots programmes, focusing on youth development, gender equality and community engagement. Through leagues, festivals, workshops and championships, the Syrian FA has helped create a strong foundation for the future of football in Syria.

U12 Governorates Teams for Male and Female

One of the biggest highlights was the U12 Governorates teams, which included 59 teams and 1740 players. This league provided young athletes, both male and female, from different regions with the chance to compete and develop their skills at an early age.



AFC Grassroots Days: Festivals Across Syria

The Syrian FA organised several AFC Grassroots Day events in different cities, aimed at introducing football to more young players:

- Sweida: 60 participants
- Homs: 100 participants
- Latakia: 140 participants

These festivals helped bring football to local communities and gave children a chance to enjoy the sport in a fun and inclusive environment.

Silver Championships for Private Academies (U12 & U10)

The Silver Championships for Private Academies provided competitive opportunities for young players in private football academies. The U12 competition had 200 players and the U10 competition comprised 250 players, giving athletes from private academies a chance to showcase their talents.

School Championships: Developing Future Stars

The school football championships played a key role in the growth of the sport:

- Male Students (U12, U17, U19): Engaged 1050 players in various age categories.
- Female Students (U12, U17, U19): Saw 570 female players participating across three age groups.



1 MESSAGE FROM THE AFC PRESIDENT	2 KEY NOTES BY AFC TECHNICAL DIRECTOR	3 BIG INTERVIEW WITH GRASSROOTS EXPERT	4 AFC GRASSROOTS CHARTER	5 AFC GRASSROOTS FOOTBALL DAY 2024	6 AFC GRASSROOTS AWARDS 2024	7 GRASSROOTS ACTIVITIES BY THE MAS IN 2024
---	--	---	---------------------------------	---	-------------------------------------	---



SYRIA

U12 Republic Cup

The U12 Republic Cup brought together 53 teams and 1590 players, providing another major competition for young athletes to compete at the national level.

Grassroots Coaches Workshop

The Grassroots Coaches Workshop was held to improve coaching skills. Sixty coaches attended, helping to ensure that young players receive the best training and support.



Damascus Grassroots Festivals: Local Leagues for Young Players

Two Damascus Grassroots Festivals were held in 2024:

- U12 Festival: Six teams and 180 players.
- U11 Festival: Eight teams and 240 players.

These local festivals provided a competitive and fun environment for young players in Syria's capital.

Women's Football Centres

The SFA also focused on promoting women's football through eight Women's Centres, engaging 400 female players. These centres are important for encouraging girls to play football and giving them the same opportunities as boys.

Looking Forward

In 2024, the Syrian FA's grassroots programmes laid a strong foundation for the future of football in Syria. With a focus on youth development, gender equality and community involvement, these programmes will continue to grow, helping young players from all backgrounds to participate and excel in football.

The enthusiasm seen this year is just the beginning and with continued support, Syrian football is set for an exciting future.

- 1** MESSAGE FROM THE AFC PRESIDENT
- 2** KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3** BIG INTERVIEW WITH GRASS-ROOTS EXPERT
- 4** AFC GRASSROOTS CHARTER
- 5** AFC GRASSROOTS FOOTBALL DAY 2024
- 6** AFC GRASSROOTS AWARDS 2024
- 7** GRASSROOTS ACTIVITIES BY THE MAS IN 2024



TAJIKISTAN

The Tajikistan Football Federation (TFF) drove the growth of football in the country with an impressive array of grassroots programmes, tournaments and events in 2024. These initiatives spanned across all age groups, offering opportunities for children, youth and women to engage with the beautiful game.

One of the biggest grassroots events of the year was the “Football for All” blitz tournament, which saw over 1100 players in the U7 and U11 categories participating. This event was just one of many designed to introduce young children to football in a fun, inclusive environment. The “Football Comes to You” initiative continued to be a cornerstone of the Federation’s outreach, bringing football directly to communities, with an incredible 36,560 participants across U7, U9 and U11 age groups.

The World Football Day event was another major highlight, with over 2200 players aged 6 to 14 taking part. This event celebrated the universal appeal of football and encouraged children of all backgrounds to experience the sport.

Additionally, the International Navruz Cup and the Winter Holidays Tournament offered competitive platforms for young players, while tournaments dedicated to the memories of football legends, such as V. Domladzhanov and S. Mirzoev, fostered respect for the country’s football heritage. These events not only celebrated the sport but also provided valuable playing experiences for players of all levels.

The Leather Ball School League, targeted at players aged 13 to 17, was another standout initiative, with over 2,270 participants. Meanwhile, regional championships like the Championship of Tajikistan across various age groups (U12, U13) and regional tournaments such as the Khatlon Newspaper Cup ensured that football opportunities were available across the entire country.

Women’s football also received significant attention with events like the AFC Women’s Football Day and the Women’s Futsal

Championship for U19s encouraging female participation at all levels.

Other key tournaments such as the Unity Day Tournament, the Milk Joy Cup and the Rakhsh Taxi Cup were designed to foster community spirit and highlight the role of football in uniting people. The Federation’s commitment to inclusivity is also reflected in the growing number of women’s competitions, including a mini-football tournament for girls and the Republican Tournament for Mother’s Day, which showcased the role of women in the footballing community.



The Second League of Tajikistan, with regional competitions in Khatlon, Sogd, Dushanbe and Kulob, provided further competitive avenues for adult and youth players, while various Futsal Amateur Cups in different regions offered more opportunities for amateur footballers to showcase their skills.

In total, the TFF’s grassroots initiatives engaged over 51,000 participants in 2024, ensuring that football continues to grow in Tajikistan, from the youngest players to adult amateurs and female participants. With such a wide-reaching network of events and opportunities, the Federation is laying the foundation for a bright future in Tajikistan’s footballing landscape.

1 MESSAGE FROM THE AFC PRESIDENT	2 KEY NOTES BY AFC TECHNICAL DIRECTOR	3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT	4 AFC GRASSROOTS CHARTER	5 AFC GRASSROOTS FOOTBALL DAY 2024	6 AFC GRASSROOTS AWARDS 2024	7 GRASSROOTS ACTIVITIES BY THE MAs IN 2024
---	--	--	---------------------------------	---	-------------------------------------	---



THAILAND

In 2024, the Football Association of Thailand (FA Thailand) continued its commitment to developing football at the grassroots level, fostering the next generation of players, coaches and fans across the country. With a wide range of programmes, courses and events, FA Thailand is ensuring that football remains accessible and engaging for all.

One of the standout initiatives was the Toyota Junior Football Clinic at Huamak Stadium in Bangkok on March 31. Designed to provide young players with the opportunity to hone their skills under the guidance of experienced coaches, it proved to be a major highlight for aspiring football stars.

FA Thailand is also focused on nurturing coaching talent through its G License courses. These diploma courses, held in various



locations like Chonburi, Uthaithani, and Nakhon Phanom, were tailored to equip coaches with the necessary skills and knowledge to develop football at the grassroots level. The G License courses ran from January through to September, ensuring that coaches nationwide were able to benefit from the training, with special attention to rural and remote areas.

For those interested in working with players with special needs, the Special Olympic Coaching Course Level 1 was held from March 4 to 7 at Thammasat University in Pathum Thani. This course highlighted FA Thailand's inclusive approach to football, aiming to make the sport available to all.

The FIFA Football for Schools initiative also remained a key part of FA Thailand's strategy. Kicking off with a series of activities in January and continuing with festivals and education sessions throughout the year, this programme brought football to schools and communities across the country, including events in Bangkok, Rayong, Loei and Nongbualumphu.

To further build on local support and development, FA Thailand Grassroots Days with PAO were held in multiple provinces, including Krabi, Suratthani and Songkla, where the focus was on engaging local communities, promoting the game and providing coaching opportunities for grassroots players and volunteers.

The year also saw a strong emphasis on women's football, with the AFC Women's Football Day celebration taking place on March 9 in Buriram. This event aimed to encourage female participation and bring more attention to women's football in Thailand, which continues to grow in popularity.

Throughout 2024, FA Thailand also collaborated with major partners, including Mitsubishi Electric, to host events such as the Mitsubishi Electric Football Clinic in Bangkok on September 28. These partnerships further strengthened the association's reach and the overall development of Thai football.



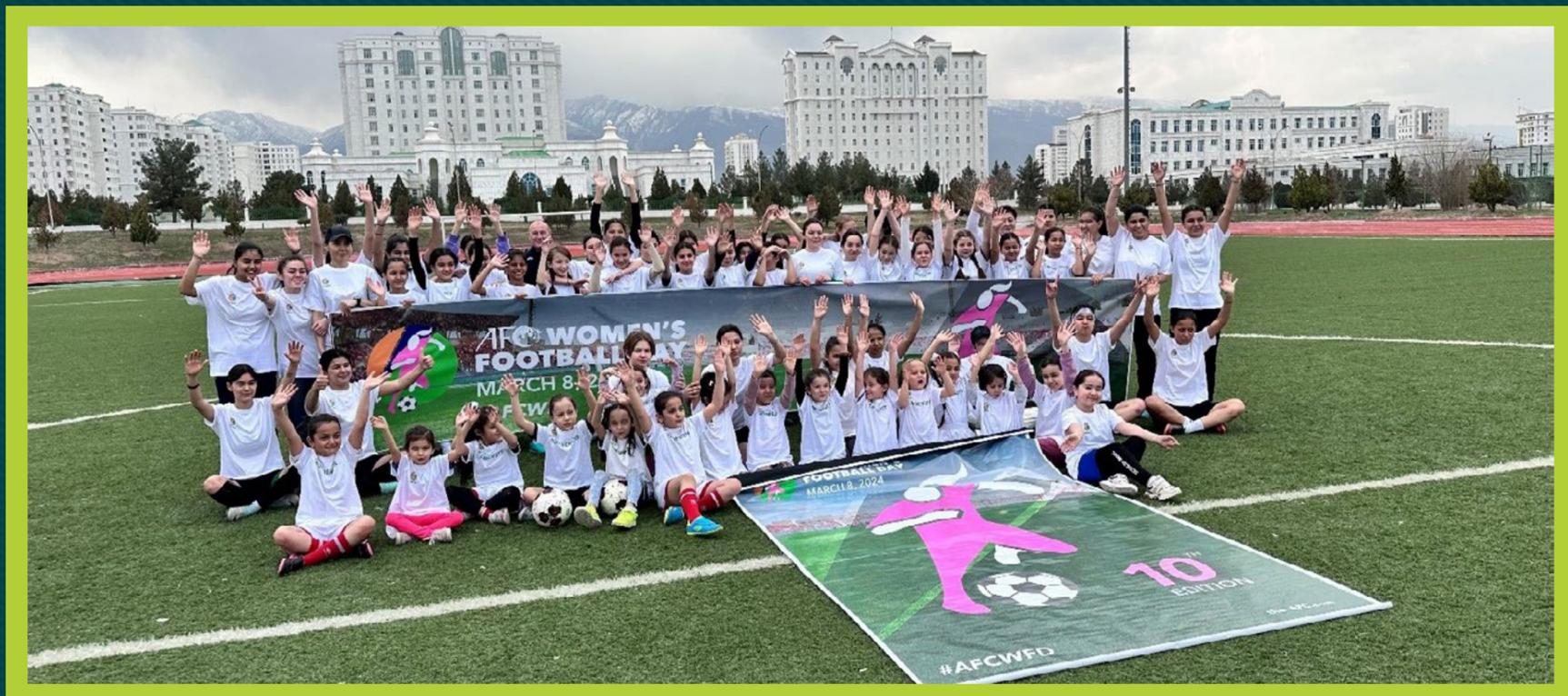
With a host of exciting events and development programmes for coaches, players and fans alike, 2024 became a pivotal year for football in Thailand. FA Thailand is paving the way for a bright future, ensuring that the sport remains a central part of the nation's culture and development.

- 1 MESSAGE FROM THE AFC PRESIDENT
- 2 KEY NOTES BY AFC TECHNICAL DIRECTOR
- 3 BIG INTERVIEW WITH GRASSROOTS EXPERT
- 4 AFC GRASSROOTS CHARTER
- 5 AFC GRASSROOTS FOOTBALL DAY 2024
- 6 AFC GRASSROOTS AWARDS 2024
- 7 GRASSROOTS ACTIVITIES BY THE MAs IN 2024



TURKMENISTAN

In 2024, the Football Federation of Turkmenistan (FFT) made significant strides in promoting grassroots football, laying a strong foundation for the future of the sport across the country. By focusing on expanding participation, developing infrastructure and fostering inclusivity, the FFT worked tirelessly to make football accessible to all.



Key Achievements

This year, over 2000 children, including 250 girls, participated in 18 grassroots festivals across five regions. These events featured mini-tournaments, skills challenges and educational sessions on health and teamwork. The FFT also trained 70 new coaches, including 10 women, ensuring high-quality instruction for young players.

Infrastructure improvements included the construction of six new mini pitches in rural areas and renovations to facilities in

Ashgabat, making the game more accessible to communities nationwide. Special efforts were made to promote girls' football, with the Girls' Football Programme expanded across all regions and a successful AFC Women's Football Day event in Ashgabat.

Challenges and Plans for 2025

While progress has been made, challenges such as limited funding and cultural barriers to girls' participation remain. However, the FFT is committed to overcoming these obstacles in 2025, with

plans to involve 3000 grassroots participants, including 300 girls. Additionally, the federation aims to build more mini pitches, train more coaches and introduce a dedicated girls' football league.

Looking Ahead

The FFT's commitment to grassroots football remains unwavering. With continued focus on development and partnerships, Turkmenistan is well on its way to nurturing the next generation of football players, ensuring the game thrives for years to come.



1

MESSAGE FROM THE AFC PRESIDENT

2

KEY NOTES BY AFC TECHNICAL DIRECTOR

3

BIG INTERVIEW WITH GRASS-ROOTS EXPERT

4

AFC GRASSROOTS CHARTER

5

AFC GRASSROOTS FOOTBALL DAY 2024

6

AFC GRASSROOTS AWARDS 2024

7

GRASSROOTS ACTIVITIES BY THE MAS IN 2024



UAE

In 2024, the UAE Football Association (UAE FA) remained committed to supporting football through a variety of grassroots programmes. These initiatives aimed to improve skills and foster a love for football from a young age. With leagues and special events for boys and girls of all ages, the UAE FA's calendar was full of exciting opportunities.



Key Events for 2024:

- The DOFA League, running from October 2023 to February 2024 at Dubai Sports City, kicked off the year with 439 teams. Boys and girls from age-groups of U6 to U23 competed in this extensive league, offering a chance to showcase talent in organised competitions.
- The DOFA Summer League (April to June) and the Abu Dhabi Junior League (October 2023 to February 2024) kept players active during the summer months.
- The UAE Open, a one-day event in May for boys U9 to U18, was another exciting competition for emerging players.

Special Events:

- December 2023 saw Futsal and Beach Soccer tournaments, which help to develop technical skills in fast-paced environments.
- The UAE Ramadan Tournament in March and April offered young athletes a chance to compete while celebrating the spirit of Ramadan.
- Grassroots Day on December 30 featured 16 teams of boys and girls (8-16 years old) in a community-focused event.

Club Programmes:

- Clubs like Hatta and Al Naser hosted Grassroots Days for U8 boys, with events in November and December.
- Other clubs such as Shabab Al Ahli and Al Wasel provided further grassroots opportunities throughout the year.

International Tournaments:

- The Dubai International Football Cup (March 2024) brought U13 teams from around the world together.
- The MENA Youth Football Cup (April) featured U10 to U16 boys from 40 teams, providing international exposure and cultural exchange for young athletes.



1	MESSAGE FROM THE AFC PRESIDENT	2	KEY NOTES BY AFC TECHNICAL DIRECTOR	3	BIG INTERVIEW WITH GRASSROOTS EXPERT	4	AFC GRASSROOTS CHARTER	5	AFC GRASSROOTS FOOTBALL DAY 2024	6	AFC GRASSROOTS AWARDS 2024	7	GRASSROOTS ACTIVITIES BY THE MAS IN 2024
----------	--------------------------------	----------	-------------------------------------	----------	--------------------------------------	----------	------------------------	----------	----------------------------------	----------	----------------------------	----------	--



UZBEKISTAN

In 2024, the Uzbekistan Football Association (UFA) made great strides in developing youth and grassroots football across the country. The UFA's Department for Youth and Grassroots Football organised 10 festivals in different regions, featuring roundtable discussions and masterclasses with famous football players. Over 15,000 boys and girls took part in these events.

Another highlight was the Central Asian Football Association (CAFA) festival for Navruz and the AFC Grassroots Football Day on May 15. Held in Karakalpakstan, Tashkent and other regions, the festival saw 5600 children (2800 boys and 2800 girls) aged 10 to 12 participate, helping spread football's reach even further.



Football at School: A New Era for Football Education

In partnership with FIFA, the Ministry of Preschool and School Education and the UFA, the "Football at School" project has grown rapidly. This initiative aims to improve football education in schools, increase student competitions and expand participation. By the end of 2024, the project reached 1830 schools, up from 512 in 2023. Nearly 10,000 footballs and pieces of equipment were distributed and the programme is set to expand to 6000 schools by 2030, reaching 1 million students.

Key Competitions for Young Players

- 2024 also saw several major youth football competitions, including:
- Sports Schools Futsal and Football League: A tournament for various age groups.
 - Uzbekistan Regional Teams Championship: Featuring regional teams from across the country.
 - Football Schools Uzbekistan Championship: A competition for the nation's top football schools.
 - UFA Youth Championship: With 58 teams from top academies, competing in four age categories.

These events were attended by national team coaches, analysts and scouts. The UFA provided full support for the finals, covering accommodation, meals and prizes. All matches were also streamed live on YouTube, increasing visibility for young players.

Growing Youth Football Participation

In 2024, 710 youth football competitions took place, with 900,000 young players involved—up from 700 tournaments and 850,000 players in 2023. These



events led to the selection of 200 players for the national youth teams, showing that the investment in youth football is paying off.

With ongoing efforts to develop football at all levels, Uzbekistan is on track to continue producing the next generation of football players.

1 MESSAGE FROM THE AFC PRESIDENT	2 KEY NOTES BY AFC TECHNICAL DIRECTOR	3 BIG INTERVIEW WITH GRASS-ROOTS EXPERT	4 AFC GRASSROOTS CHARTER	5 AFC GRASSROOTS FOOTBALL DAY 2024	6 AFC GRASSROOTS AWARDS 2024	7 GRASSROOTS ACTIVITIES BY THE MAs IN 2024
---	--	--	---------------------------------	---	-------------------------------------	---



VIETNAM

The Vietnam Football Federation (VFF) continued to lead the charge in developing football at the grassroots level across the country in 2024. By focusing on youth engagement and collaboration with key partners, the VFF aims to inspire the next generation of football stars and strengthen the sport's foundation in Vietnam.

Expanding Community Football Partnerships

- In partnership with community organizations such as the Football for All Vietnam and the Norwegian Football Federation, the VFF is enhancing the reach of its community football model. By expanding activities to new provinces and cities, the VFF ensured that football opportunities are accessible to children and youth nationwide.

Supporting Grassroots Tournaments

- The VFF remains committed to supporting grassroots tournaments across the nation. These competitions, targeted at children and students, are designed to create a competitive yet nurturing environment for the next generation of footballers.

Hosting Annual Age-Group Tournaments

- The VFF continued to organise annual tournaments within Vietnam's National Competition System, focusing on the key age groups of U9, U11, U13 and U15. These events provided essential competitive platforms that allowed young players to showcase their skills and develop their game.

Celebrating AFC Grassroots Football Day

- To commemorate the AFC Grassroots Football Day on May 15, the VFF hosted a range of activities celebrating youth football. These initiatives aimed to highlight the importance of grassroots development while engaging children and communities in the joy of the game.



Providing Official Coaching Materials for Children

- Building on its commitment to education, the VFF implemented its official coaching materials for children aged 6 to 12. Community football coaches were trained using these resources in various training courses throughout the year, ensuring consistent and high-quality football development for young players.

FIFA Football for Schools Programme

- The VFF also focused on bringing football to schools across Vietnam through the FIFA Football For Schools programme.

By creating football clubs in primary, secondary and high schools, this initiative promoted the sport in educational settings, helping to grow the grassroots game at the heart of local communities.

Weekly Football Training at SOS Children's Village

- As part of its commitment to social responsibility, the VFF appointed coaches to run weekly football training sessions for children aged 12 to 15 at the SOS Children's Village in Hanoi. These sessions provided valuable opportunities for young people in need, fostering teamwork, discipline and a love for the beautiful game.



“Football for fun, for sport, for education”

ວັນກິລາບານເຕະ ສຕລ 2023
LFF FOOTBALL DAY
7 ຕຸລາ 2023, ແຂວງ ຫຼວງພະບາງ

Andy Roxburgh, AFC Technical Director

ACKNOWLEDGEMENTS

The AFC would also like to acknowledge the contribution of the photographs of grassroots to the following Member Associations:

Football Australia, Bahrain Football Association, Bangladesh Football Federation, Bhutan Football Federation, Football Association of Brunei Darussalam, Football Federation of Cambodia, Chinese Football Association, Chinese Taipei Football Association, Guam Football Association, The Football Association of Hong Kong, China Limited, All India Football Federation, Football Federation Islamic Republic of Iran, Iraqi Football Association, Japan Football Association, Jordan Football Association, Korea Football Association, Kuwait Football Association, The Kyrgyz Football Union, Lao Football Federation, Lebanese Football Association, Macau Football Association, Football Association of Malaysia, Football Association of Maldives, Mongolian Football Federation, Myanmar Football Federation, All Nepal Football Association, Northern Mariana Islands Football Association, Oman Football Association, Pakistan Football Federation, Palestine Football Association, Philippine Football Federation, Qatar Football Association, Saudi Arabian Football Federation, Football Association of Singapore, Football Federation of Sri Lanka, Syrian Football Association, Tajikistan Football Federation, The Football Association of Thailand, Timor-Leste Football Federation, Football Federation of Turkmenistan, United Arab Emirates Football Association, Uzbekistan Football Association and Vietnam Football Federation.



EDITORIAL GROUP

Andy Roxburgh
Takeshi Ono
Masahiro Sugiyama
Muhammad Nor Shafiq Abdullah

PRODUCTION TEAM

Esther Grace Low
Raja Amy
Isaac Christian
Proma Sanyal
Teng Kiat Teo

PICTURES

Member Associations,
unless otherwise stated



AFC House, Jalan 1/155B,
Bukit Jalil, 57000 Kuala Lumpur, Malaysia
T: +603 8994 3388

the - AFC.com