

May to June 2011

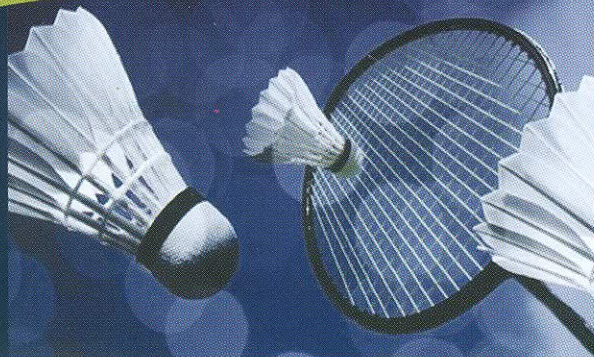


Volume 01 | Issue 01

# The Shuttle Express



Subrata Gupta

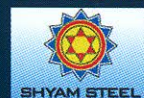


Saina Nehwal

(Born March 17, 1990) is an Rajeev Khel Ratna winning Badminton player currently ranked number 4 in the world by Badminton World Federation.

Saina is the first Indian woman to reach the singles quarterfinals at the Olympics and the first Indian to win the World Junior Badminton Championships. Saina Nehwal made history on June 21, 2009, becoming the first Indian to win a Super Series tournament, by clinching the Indonesia Open with a stunning victory over higher-ranked Chinese Wang Lin in Jakarta. (The Super Series tournament is roughly equivalent to a Grand Slam in tennis). Saina won her second career Super Series title by winning the Singapore Open title on June 20, 2010. She completed a hat-trick in the same year by winning the Indonesian Open on June 27, 2010. This win resulted in her rise to 3rd ranking and subsequently to No. 2. Later in the same year she also won Hong Kong Super Series on December 12, 2010. Top seed Saina, won the gold medal in the Women's Singles Badminton event in the 2010 Commonwealth Games held in New Delhi. Recently she won the Swiss Open Grand Prix Gold Badminton title on 20 March 2011.

Saina currently practices under Dronacharya Pullela Gopichand, Chief National Coach at Gopichand Academy, Hyderabad.



Dear Friends,

We seek your good wishes and support in our endeavour to popularize and develop the game of Badminton in West Bengal & Shuttle Express is one such endeavour – a platform for all Badminton lovers. In this inaugural issue we have highlighted some of the recent developments in Indian Badminton and efforts being made in our small way to encourage sports lovers to take interest in this game.

India has had its share of glory in international competitions with outstanding feats of Prakash Padukone, Pullela Gopichand and many others attracting young talents to this game. Private institutions and governments have invested in development of infrastructure in many states. Still the game is largely confined to the cities and the elite and has not spread to all sections of the society largely due to lack of facilities.

In West Bengal, although the game is popular we have not been able to build up adequate infrastructure to support the game. It is in this void that Bengal Badminton Academy (BBA) was set up in 2008 to create infrastructure and to provide scientific training of Badminton to upcoming players. BBA is resolute to provide players with the best possible training facilities to enable them to realize their potential. The academy has already started the Gopichand East Zone Badminton School where players are trained by reputed coaches with absolute dedication. The Academy spread its activities through out the state in an attempt to identify talent from every corner of the state and prepare them for ranking tournaments and state level championships. Another recent initiative which has received wide acclaim is the sponsorship of top shuttlers of West Bengal in association with Yonex. In a game with limited financial support, budding players have welcomed this initiative wholeheartedly. We in BBA believe that we would be able to achieve our goals through the support of our readers and sponsors. We would like to wish all players success in the upcoming tournaments and all our sponsors the very best. Finally we invite players and readers to contribute articles, thoughts, views to us & your contributions would enrich Shuttle Express.

**14 OUT OF 16 WINNERS & RUNNER-UPS**  
OF THE YONEX-SUNRISE INDIA OPEN SUPER SERIES 2011 & YONEX-SUNRISE MALAYSIA OPEN GRAND PRIX GOLD 2011 ARE YONEX PLAYERS!

**LEE CHONG WEI** (IND) - India Open Super Series 2011, Malaysia Open GP Gold 2011, World Doubles Champion

**SAINA NEHWAL** (IND) - Malaysia Open GP Gold 2011, World Doubles Champion

**LILIYANA NATSIR** (INA) - India Open Super Series 2011, World Doubles Champion

**TAN BOON HEONG** (MAS) - Malaysia Open GP Gold 2011, World Doubles Champion

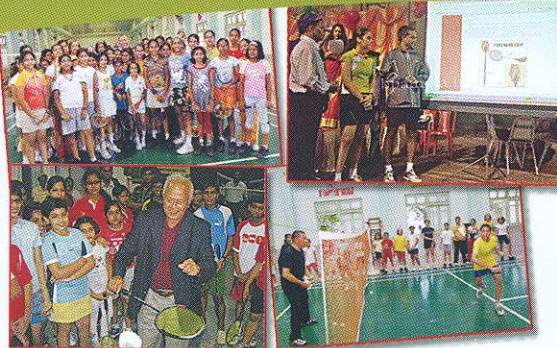
**TANTOWI AHMAD** (INA) - India Open Super Series 2011, Malaysia Open GP Gold 2011, World Doubles Champion

**YONEX PLAYERS CONQUERED THE COURTS**



# The Shuttle Express

Volume 01 | Issue 01



## Bengal Badminton Academy

Bengal Badminton Academy was formed by the eminent Badminton players of the State along with the Badminton lovers and enthusiasts of Badminton game. BBA includes and encourages both professional and amateur players with the sole purpose of reviving and promoting the Badminton as a sport for all in the State.

Bengal Badminton Academy is a registered trust under rule 21 of West Bengal Registration Rules, 1933 amended in 1984. The trust was formed collectively by past and present players and professionals of repute, with the aim of promoting Badminton in a sustainable way. The trust as a governing body generates fund and provides infrastructural as well as coaching facilities to Gopichand East Zone Badminton School. The Trust aims to create a permanent training facility with international standards. The initial work for the proposed Stadium Complex has already begun. The Indoor Stadium Complex would provide state of the art facilities and amenities which includes 6 Badminton Courts, Multi Gym, 500 seating gallery, locker rooms etc.

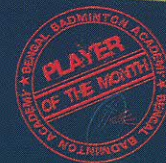
In short span of time BBA is supposed to host a number of Badminton Ranking Tournaments and BBA Open Badminton Championships. BBA has also been actively involved in conducting Coaching Camps and clinics for aspiring players over the past few years.



## Gopichand East Zone Badminton School

Gopichand East Zone Badminton School was formed by Bengal Badminton Academy Trust and enthusiasts of the game both professional and amateurs with the sole intent of promoting the sport in the State and unearth and train future national and international players. The Gopichand East Zone Badminton School offers a full suite of Badminton programs including: group/team training, private/semi-private lessons, camps, clinics, school support programs, club play, tournaments, leadership development and much more. Our customized badminton training programs support athletes of all ages, from the grass roots beginner to top level competitive play. For those just learning the game, for those wanting to refine their existing skills, or for those competitive athletes looking to gain the edge, we have programs for all. The School is headed by top Players and Certified Coaches. A range of training programs are delivered at various locations in West Bengal. Pulela Gopichand one of the finest Badminton players ever produced by India is the Chief Mentor of the school. Winner of All England Open Badminton Championship in 2001 and Rajiv Gandhi Khel Ratna Award for the year 2000-2001, he is a true champion and he guides us with his vision and passion for the sport.

Gopichand East Zone Badminton School presently has eight coaching and training centers, which includes: **Kolkata** : Anushilan Samity, Garfa Sabuj Sangha, Sri sri academy, new alipur and jointly with south eastern railway womens welfare organisations, Bnr, Garden reach, **Jalpaiguri** : Mini Indoor Stadium, **Hastings** : Ordnance Club, **Sodepur** : North 24 PGS Dist.Sports Association.



## Shouvik Ghosh Achievements in 2010

- Lake Club, Kolkata under 16 boy's single event & secured champion.
- SGD, Haridwar under 16 boys' single event & reach Quarter final.
- KVS, Bangalore under 17 boy's single event Region & secured third position.
- Durgabari, Kolkata junior single event & secured champion.
- Durgabari, Kolkata junior doubles event & secured runner-up.
- Bengal Rowing Club, Kolkata under 16 boy's single event & secured champion.
- Nabagram, Konnagar under 16 boy's single event & secured champion.

## Current India ranking 6 under 16 boy's singles



# The Shuttle Express

Volume 01 | Issue 01



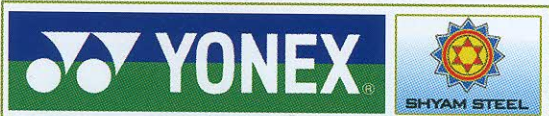
## India Open Series

- ☆ Porntip Wins Women's Singles Title
- ☆ Lee Chong Wei Wins Men's Singles Title
- ☆ Miyuki Maeda & Satoko Suetsuna Wins Women's Doubles Title
- ☆ Tantowi Ahmad & Liliyana Natsir Wins Mixed Doubles Title



## BBA to sponsor top Shuttlers of West Bengal

Eminent film actor Sri Soumitra Chatterjee handing over the YONEX Kitting to the deserving players in presence of their mentor



## MEDIA CLIPPINGS

**Sponsorship for shuttlers**  
Kolkata: Bengal Badminton Academy on Thursday sponsored five shuttlers at Calcutta Sports Journalist Club. Veteran actor Soumitra Chatterjee was present at the occasion. The shuttlers Shouvik Ghosh, Arintap Dasgupta, Anurita Das and Mayukh Ghosh were given kits by the academy.

**Sponsorship for shuttlers**  
Kolkata: Bengal Badminton Academy on Thursday sponsored five shuttlers at Calcutta Sports Journalist Club. Veteran actor Soumitra Chatterjee was present at the occasion. The shuttlers Shouvik Ghosh, Arintap Dasgupta, Anurita Das and Mayukh Ghosh were given kits by the academy.

**Actor Soumitra Chatterjee felicitates budding badminton players at the CSJC on Thursday.**  
Bharati Kirangan.

**Scheme to sponsor junior shuttlers initiated**  
The Bengal Badminton Academy on Thursday launched a scheme to sponsor top junior shuttlers in the state. Total 10...

**Chetan should be among top five in the...**  
Kolkata: Bengal Badminton Academy on Thursday...

**কিটস পেন পাঁচ ব্যাডমিন্টন খেলোয়াড়**  
কলকাতা: বেঙ্গল বেডমিন্টন একাডেমি (বীবিএ)...

**যুবা বেডমিন্টন খিলাড়িয়ারা কা প্রায়োজক বনা বীবিএ**  
কলকাতা: বেঙ্গল বেডমিন্টন একাডেমি (বীবিএ)...

**কলকাতায় আকাডেমি গোপীচাঁদের**  
কলকাতা: বেঙ্গল বেডমিন্টন একাডেমি (বীবিএ)...

**ব্যাডমিন্টনে স্পনসর**  
কলকাতা: বেঙ্গল বেডমিন্টন একাডেমি (বীবিএ)...

**ব্যাডমিন্টনের প্রতিভাবানদের ভাতা**  
কলকাতা: বেঙ্গল বেডমিন্টন একাডেমি (বীবিএ)...

**কলকাতায় আকাডেমি গোপীচাঁদের**  
কলকাতা: বেঙ্গল বেডমিন্টন একাডেমি (বীবিএ)...

**ব্যাডমিন্টনের প্রতিভাবানদের ভাতা**  
কলকাতা: বেঙ্গল বেডমিন্টন একাডেমি (বীবিএ)...

# The Shuttle Express

Volume 01 | Issue 01



*Badminton for better life*



Badminton since its inception is one of the preferred games in the world of sports neither because it is easy to learn and play nor because it can be played by a couple of people, but Badminton provides a crucial role in keeping the fitness and health of an individual for their welfare.

If an individual devotes only half an hour sincerely for this game, then it lessens the chance of heart attacks or strokes to an almost negligible margin. Moreover heart muscles are also strengthened through the work-out offered by this game thus producing a normal and regular heart rate.

According to researchers a person who allocates certain time for Badminton, has a greater life span than that of a normal person as all the body muscles and systems are fortified by playing this game.

Show the Newsletter  
& Get 40% off on all  
Yonex products

**40% OFF**

**10% BONUS**

Get Additional  
10% bonus on  
the total value  
of procurement

**BE A MEMBER OF SHUTTLE EXPRESS AND  
ENJOY 50% OFF ON ALL YONEX PRODUCTS**

Send Mail to : [bengalbadmintonacademy@gmail.com](mailto:bengalbadmintonacademy@gmail.com)

With your name, address, D.O.B. & email id to become a Member. bring the shuttle express to get the discount. Terms and Conditions applied.

For details call: 9230570227



## *Future programs of BBA and its plan to promote Badminton*

The state of West Bengal has always been in a constant endeavour to propagate the game of Badminton. Today, unfortunately we do not have a single representation from the state at the international level. The major reason behind this is the lack of proper infrastructure, training facilities and lack of dedication among players. In perspective of these pertaining problems the first and foremost objective of BBA in the forthcoming years is to enlarge the image of game and promote it as one of the key sports in West Bengal. To accomplish this objective the academy is creating training facilities at the International standard. It is popularizing Badminton as a game for all by conducting School, College, University Level, District and State Level Championships in eastern India. It attempts to bring out talent from the budding players and nurture them to grow as National and International level Players.

## *Badminton Tips*

After serving it is important to move to the center of the court as this helps the player to prepare himself or herself for the return hit from the opponent. Some players find that swaying from side to side while waiting for the return helps prepare the body for a sudden move to either side, should it be necessary. A player should consider this stance every time waiting for a return hit.

## **FEEDBACK**

### **Bengal Badminton Academy**

Mansarowar, 3B, Camac Street, Kolkata : 700 016, West Bengal, India.

Phone : +91 33 22172007 / 2600, Fax : +91 33 22496231, Mob. : 9830273334

Email : [bengalbadmintonacademy@gmail.com](mailto:bengalbadmintonacademy@gmail.com), Web : [www.bpaindia.in](http://www.bpaindia.in)

conceptualised and designed by [www.sagittariusinc.net](http://www.sagittariusinc.net)

We request all Badminton players & enthusiasts to write us the first 3 letters that would be printed in our next issue & get gift coupon from Yonex.

