



# 100 Years of Indian Hockey

National Celebration Toolkit

7 November 2025

**"One Nation. One Celebration. 100 Years of Hockey"**

**#100YearsOfIndianHockey**



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HOCKEY INDIA

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# Campaign Introduction

- I. Celebrating 100 Years of Indian Hockey
- II. 7 November 2025: once-in-a-century milestone
- III. 1,000 matches across 500+ districts
- IV. 36,000 players (18,000 men + 18,000 women)
- V. Guinness World Record attempt
- VI. Tribute to Major Dhyan Chand & legends

 The Big Idea: 'One Nation. One Celebration. 100 Years of Hockey.'





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## Strategy & Timeline

- I. 22 Sept 2025: Toolkit shared with all Member Units
- II. 07 Oct 2025: Google Form launch + Online meeting with HI President & Secretary General
- III. 18 Oct 2025: Final coordination with State/District units
- IV. 23 Oct 2025: Submission to Guinness World Records
- V. 31 Oct 2025: Final submissions (photos, lists, officials)
- VI. 07 Nov 2025: 1,000 matches simultaneously 8:00 AM – 12:00 PM

Team Sheet				
Player Number	Player Name	Gender	Age	Position
				Goalkeep
1	Aman Singh	Male	18	er
2	Ravi Kumar	Male	20	Defender
3	Suresh Yadav	Male	19	Defender
				Midfielde
4	Vikram Chauhan	Male	21	r
				Midfielde
5	Pankaj Sharma	Male	22	r
6	Rajeev Verma	Male	23	Forward
7	Sunil Thakur	Male	20	Forward
8	Deepak Mehta	Male	19	Forward
9	Karan Joshi	Male	21	Defender
				Midfielde
10	Mohit Rathi	Male	22	r
11	Ajay Malik	Male	18	Forward
				Goalkeep
12	Bhupi	Male	18	er
13	Kuldeep	Male	20	Defender
14	Varun	Male	19	Defender
				Midfielde
15	Bn Bhushan	Male	21	r
				Midfielde
16	Ahad	Male	22	r
17	RK Srivastava	Male	23	Forward
18	Ankit	Male	20	Forward

Starting XI

Subs


Please enter a list of players for your district's team.

Name of Players



# Campaign Elements & Activations

 Event Structure: Central Event in Delhi, district matches, legends invited

 Media Activation: Live updates, photo/video submissions, press release

Guinness Record: Verification of 36,000+ participants



## Dummy Press Release Copy (District)

### [For Immediate Release]

□ [ District Name], [State]

□ 7 November 2025

### [District Hockey Association] joins the nation in celebrating 100 Years of Indian Hockey

As part of the nationwide centenary celebrations, the [District Name] Hockey Association proudly announces the organization of **two simultaneous hockey matches — one Men's and one Women's — on 7 November 2025.**

These matches will bring together **local schools, colleges, academies, and hockey enthusiasts of all ages**, making this a true community event. With support from Hockey India, every registered district unit will receive **₹5,000 for event execution.**

The celebration will showcase the **heritage and future of Indian Hockey**, in alignment with Hockey India's Guinness World Record attempt of **1,000 matches across 500+ districts.**

□ Local Olympians, former players, and community leaders will be invited to inspire participants.

□ All photos and videos will be shared nationwide with hashtags:

**#100YearsOfIndianHockey | #भारतीयहॉकीके100साल**

# #100YearsOfIndianHockey



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## Dummy Press Release Copy (State)

[For Immediate Release]

- [State Capital], [State]
- 7 November 2025

[State Hockey Association] leads state-wide celebration of 100 Years of Indian Hockey

The [State Hockey Association] is proud to announce that every district in the state will organize two hockey matches (one Men's and one Women's) on 7 November 2025, as part of Hockey India's nationwide centenary celebrations.

This initiative will engage thousands of players across schools, academies, SAI Centres, and communities, contributing to the Guinness World Record attempt of 1,000 matches with 36,000 players across India.

The central state event will feature the presence of Olympians, former international players, MPs, MLAs, and dignitaries, highlighting the state's proud contribution to Indian Hockey.

- Each district has been mobilized with resources and guidelines to ensure smooth execution, safety, and vibrant participation.
- State-wide coverage will be promoted across digital platforms using official hashtags:

#100YearsOfIndianHockey | #भारतीयहॉकीके100साल

# #100YearsOfIndianHockey



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## ? Campaign Tools

? Toolkit: Logos, posters, banners, templates ([Click here](#))

Google Form: Centralized registration

Guidelines: FIH guidelines can be found [here](#)

? Support: ₹5,000 per District Unit

Documentation: Photo/video, social media templates, press release draft can be found [here](#)

# ❓ Messaging & Copy Guidelines

- ❓ Taglines: English - '100 Years of Hockey in India'  
Hindi - 'भारतीय हॉकी के सुनहरे 100 साल – एक सदी, एक खेल'
- Hashtags: #100YearsOfIndianHockey #भारतीयहॉकीके100साल
- ❓ T one of Voice: Prideful, Inclusive, Historic, Inspiring

Celebrate the past, unite in the present, inspire the future.



#100YearsOfIndianHockey



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## 7-Day Countdown Plan

Day -7:  Hockey Rally / March

Day -6:  Cycling for Hockey

Day -5:  Hockey Quiz

Day -4: Skills Challenge

Day -3:  Film Screening

Day -2: Awareness campaign like pass the ball

Day -1: Matchday

## **[?] How to Activate**

- [?] For Member Units: Organize 2 matches, invite schools & clubs, share media**
- [?] For States: Compile & submit district plans, ensure dignitaries, coordinate media**
- [?] For Media/Public: Engage with hashtags, share branding, amplify pride globally**
- [?] Outcome: Unified celebration, Guinness record, global visibility, legacy-building**