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# SAFF STRATEGIC PLAN 2023 – 2026





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# President's Message

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**At SAFF we work every day to ensure the development of football throughout the region and to ensure the welfare of everyone involved in football. Our strategic plan through to 2026 aims to take South Asian Football forward with bold leadership and ambitious targets to build on the progress.**

**We cannot do it alone. Our vision remains to organize safe, competitive, and quality competitions with modern technology, facilitating member associations to participate at the top levels of Asian football, and forging football as the number one sport throughout the region.**

**We at SAFF are also relentlessly working to develop football for our youth by securing and engaging in various projects. As the fans are the people who truly complement the sport through their continued passionate support of their favorite teams across the South Asian region.**

**Looking towards 2026, our strategic plan builds on those strong foundations, we have set out our five goals and five objectives, which will demonstrate our determination to substantially change the fabric of the game and address key societal issues.**

**In delivering this strategy, we'll seize on the remarkable togetherness.**



# Organizational Structure



Kazi Md Sallahuddin  
(President)



Anwarul Huq  
(General Secretary)



Rubaiyat Ahsan  
(Head of Finance)



Syed Asif Hussain  
(Manager-Competitions)



Ayush Khadka  
(Head of Media and Communication)



Subha Rahman  
Assistant Manager- HR  
and Planning



Md. Muraduzzaman  
(Administrative Officer)



Md. Monir  
(Support Staff)



Jigme Gyeltshen  
(Manager-International Relations)



Tanjim Ahmed Khan  
(Legal Executive)

Md. Shakil Sarkar  
(Support Staff)



Fatimatuz Jahara Esha  
(Safeguarding officer)

# Vision, Mission & Core Purposes

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## Our Vision

To be a leading regional football association organizing safe, competitive, and quality competitions with modern technology, facilitating member associations to participate at the top levels of Asian football, and forging football as the number one sport throughout the region.

## Our Mission

Bringing together players, coaches, officials, clubs and national teams of our Member Associations for the development, promotion and organization of football.

## Core Purposes

Develop and promote football in the region through increased participation and activities



# Our Values

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## UNITY

United we achieve common purpose and goals

## INTEGRITY

Embracing fair, honest, respectful and strong moral principles

## TRANSPARENCY

Acting in an accountable, clear and truthful manner

## INCLUSIVE

Ensure equitable allocation of resources and access to opportunities

## PROTECT

Make a safe space in football



# Our Goals



1. To increase revenue/fund from sponsorship, broadcasting and external stakeholders to \$ 100,000 P/A



2. To increase participation by 20% through introducing new competitions and improving quality of competitions



4. To introduce 2 development programme for MAs



5. To set up procedures to monitor and ensure safety and wellbeing in 7 MAs



# Objective G1 & G2

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**GOAL 1.- To increase revenue/fund from sponsorship, broadcasting and external stakeholders to \$ 100,000 P/A**

- To establish a marketing and communication committee.
- To appoint a dedicated marketing person.
- To redesign organizations brand and image.
- To deliver sponsorship proposal.
- To fill up the sponsorship brackets.

**GOAL 2.- To increase participation by 20% through introducing new competitions and improving quality of competitions**

- To establish competition committee.
- To design, draft and deliver a competition proposal and structure proposal to MAs
- To draft the new competition regulations and related materials
- Introduce of new competitions



# Objective G3 & G4

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## GOAL 4- To introduce two development programmes for MAs

- To appoint a development team.
- To establish a development committee.
- To recommend a development programme structure.
- To establish partnership.
- To design the programme structure with the partner.
- Deliver the programme.

## GOAL 5-To set up procedures to monitor and ensure safety and wellbeing in seven MAs

- To develop and implement safeguarding framework for all MAs.
- To establish a regional case management system.
- To create awareness and advocacy through educational and training programs



# Thank You

[saffederation.org](http://saffederation.org)