



**SOUTH ASIAN  
FOOTBALL FEDERATION**

# **ANNUAL ACTIVITY REPORT**



**Dear Friends,**

It is my pleasure to endorse the Activity Report of the SAFF, which details the progress we have achieved in this period May 2024 to April 2025.

My sincere thanks to all the SAFF Member Associations who were very supportive to SAFF in this period and I expect the same in the upcoming period which I anticipate as one of the busiest periods in the history of SAFF.

This Activity Report reveals that a lot has been done in this period but as a leader of the organisation, I am fully aware that there is a space to grow and to address this, a restructuring of the SAFF administration had happened starting from April 2025.

Lot of competitions including some new competitions are in the pipelines.

Likewise, seminars and workshops on the innovative and useful modern concept and technologies will also be included in the upcoming days and I am sure the SAFF Member Associations would benefit from these.

We have entered into a new partnership deal by which I envisage a better financial situation of SAFF in the coming days. It is very important for the SAFF to be financially strong so that we can invest back those funds to our Member Associations for their growth.

I would like to thank the host Member Associations who have supported SAFF's cause by kindly receiving us and helping us for our various activities as our strength comes from our Member Associations. Those competitions and seminars and workshops will definitely help us grow together and build a better future.

**Kazi Md. Salahuddin**  
**President**

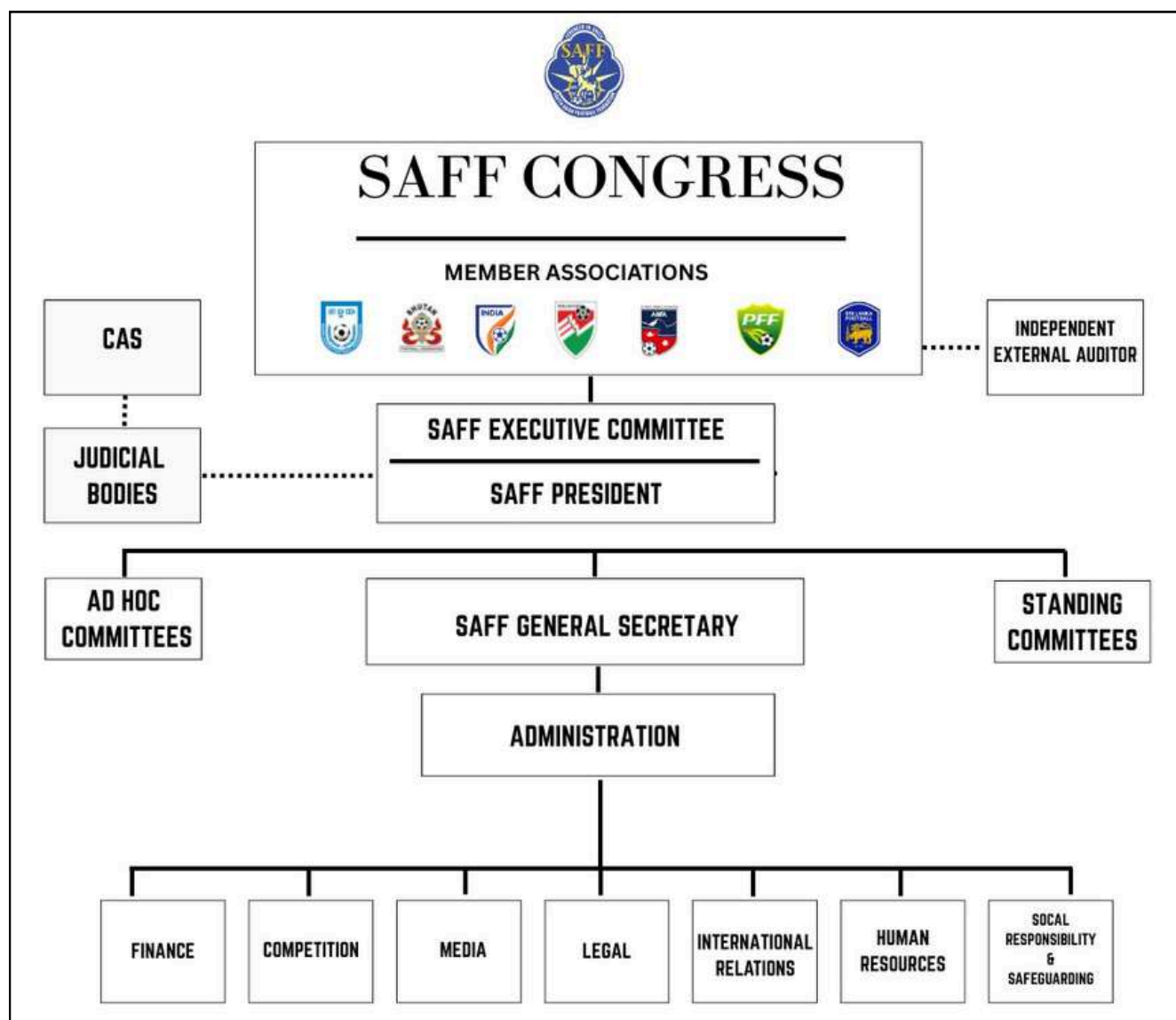
# GENERAL SECRETARY'S REPORT



The main objective of SAFF is to enhance the capacity of the region. Be it on the field or off the field, the SAFF always seeks capacity building of our Member Associations so that the Member Associations of the region are on par with the other Member Associations across Asia.

While competitions, which we organise under FIFA Forward or on our own, ensures capacity building of our players, referees and coaches giving them a platform to play and work at the international levels, various courses and seminars always help building the capacity of the officials of our Member Associations.

Therefore, this GS Activity report targets what have achieved in terms of achieving those goals during this period. Since this is first time under the new administration the GS's Activity Report is presented, we begin with explaining the Organisation Structure of SAFF. As per the SAFF Organisation Structure projected below, apart from other Statutory requirements, the General Secretary has following units to lead and administer.



- 1.FINANCE
- 2.COMPETITION
- 3.MEDIA
- 4.LEGAL
- 5.INTERNATIONAL RELATIONS
- 6.HUMAN RESOURCES
- 7.SAFEGUARDING & SOCIAL RESPONSIBILITY



The Finance unit in SAFF is headed by the Head of Finance who is also a Chief Financial Officer of SAFF and looks after the overall financial affairs.

SAFF Finance Head is also the AFC Enhance Programme Manager and the organisation received a clean financial report in the Central Audit and Statutory Audit carried out by the AFC and the Independent Auditor in 2023.

The 2024 Statutory Audit of SAFF has just been completed and the report is a clean financial report again. Moreover, the 2024 Central Audit of the AFC Enhance Programme is about to begin and the initial impression is that the report would be a clean financial report as well.

The head of Finance is also responsible for the financial matters of SAFF competitions under FIFA Forward Programme and so far the records are perfect with no major issues faced in terms of reimbursement from FIFA via the AFC.

To ensure smooth financial documentations and transactions amongst SAFF and the Member Associations specially for the competition reimbursement, SAFF also organised a SAFF Financial and Regulatory Compliance Seminar in Kathmandu on 21-22 November 2024.



SAFF Financial and Regulatory Compliance Seminar held in Kathmandu on 21-22 November 2024.

# COMPETITION



The SAFF Competition is headed by the Head of Competition and supported by a manager. During the period from last SAFF Congress to this Congress a total of three competitions were organised. Those competitions were:

S.NO	NAME OF THE COMPETITION	HOST & DATE	PARTICIPATING MAS	CHAMPION
1	SAFF U-20 CHAMPIONSHIP 2024	NEPAL 18-28 AUG	BANGALDESH, BHUTAN, INDIA, MALDIVES, NEPAL, SRI LANKA	BANGALDESH
2	SAFF U-17 CHAMPIONSHIP 2024	BHUTAN 20-28 SEPT	BANGLADESH, BHUTAN, INDIA, MALDIVES, NEPAL, PAKISTAN, SRI LANKA	INDIA
3	SAFF Women's Championship 2024	Nepal 17-30 OCT	Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan & Sri Lanka	BANGLADESH

In addition to organising competitions, the South Asian Football Federation (SAFF) conducted key seminars and workshops aimed at enhancing the operational capacity of its Member Associations.

One such initiative was the Local General Coordinator (LGC) Seminar, held from 6th–7th March 2024 in Kathmandu, Nepal. This seminar brought together seven participants—one from each SAFF Member Association — providing a vital platform to exchange best practices and strengthen regional coordination.

Facilitated by industry expert from the Asian Football Confederation (AFC), the seminar focused on improving the planning and execution of football competitions.

Furthering this effort, SAFF also organized the Aspiring Match Commissioners Seminar from 28th–29th July 2024 in Colombo, Sri Lanka. The seminar brought together aspiring match commissioners from all SAFF Member Associations for two days of intensive training and interactive sessions.

Led by AFC Instructor, the programme covered key topics including match management, regulatory compliance, conflict resolution, and football governance. Emphasis was placed on ethical conduct and the role of match commissioners in safeguarding the integrity of the game. The seminar not only strengthened technical know-how but also fostered regional collaboration and unity among participants.





Bangladesh team celebrate their triumph at the SAFF Women's Championship 2024 held in Nepal from 17-30 October.



A participant from Nepal at the MC Seminar held in Sri Lanka from 28-29 July



SAFF U-17 Championship 2024 held in Thimpu from 20-28 September.

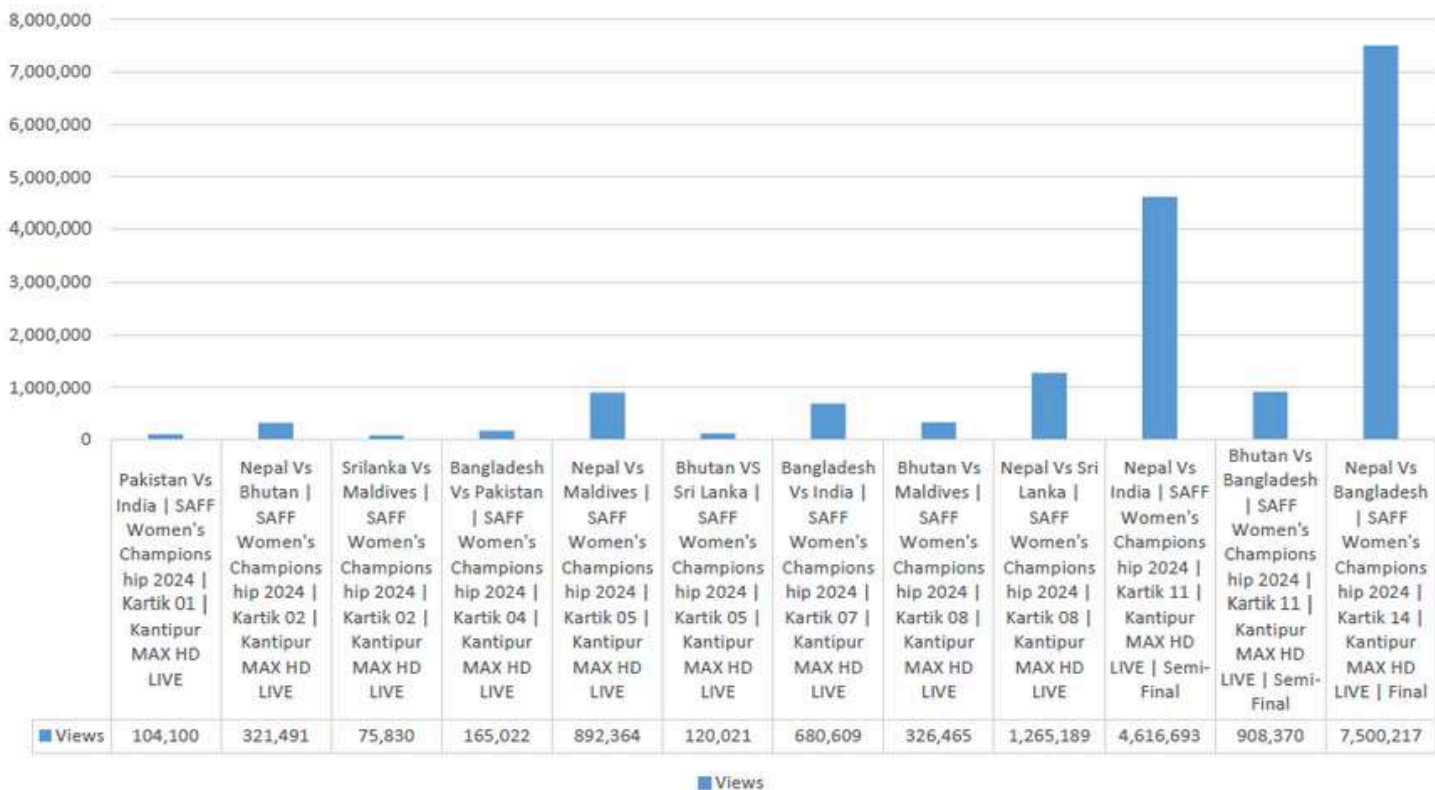




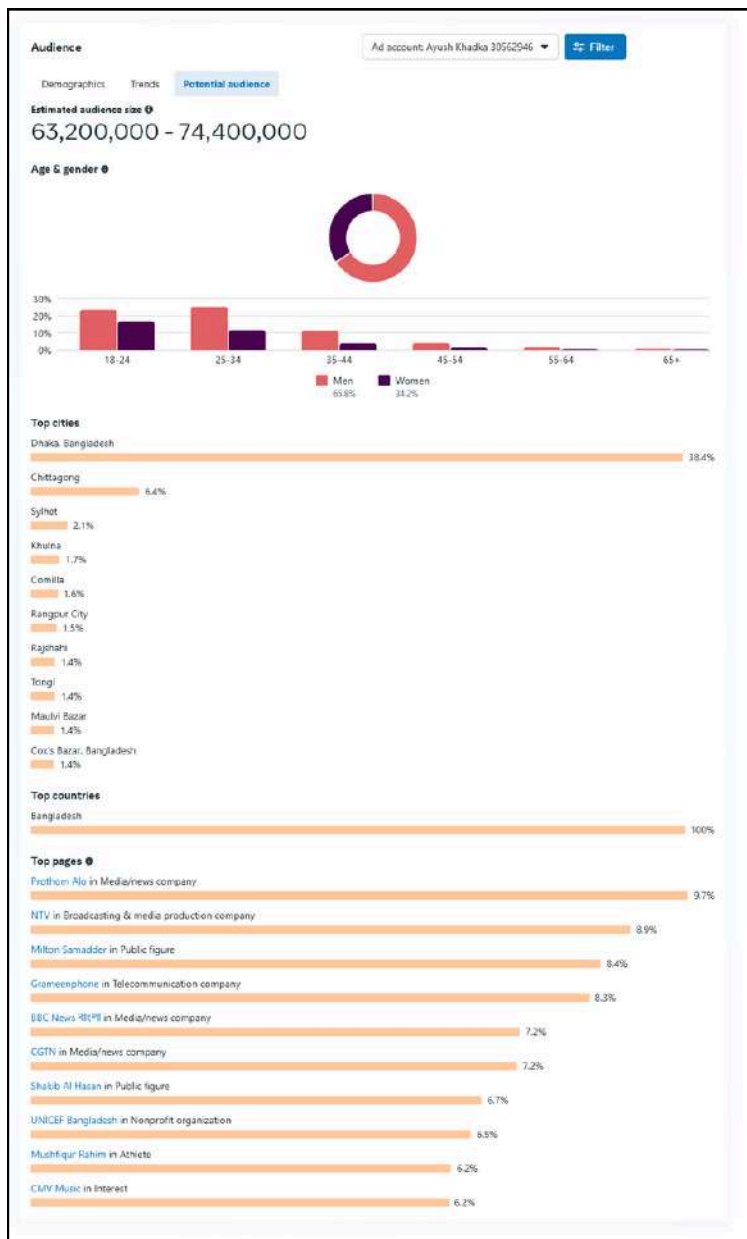
Participants of the SAFF LMO and Digital Media Seminar 2025 held in Sri Lanka from April 22-23. A total of 14 participants from all seven member associations of SAFF had attended the seminar.



Views of Live Matches



Graphical representation of the youtube viewership of the SAFF Women's Championship 2024.



The Media and Communication is handled by the Head of Media who has to take care both the media operation and website.

The numbers in the SAFF Digital platforms shows a significant increase on the views and visits of football fans across South Asia but the target is yet to achieve.

One of the upcoming initiatives would be the redesign of the SAFF website which will be more visible and interactive in the coming days.

A seminar for the Local Media Official on Digital Media Platform was organised in Colombo in April 2025. The feedback from the participants were encouraging as this was the first time digital media was included in the topic.

← The estimated audience size of SAFF's facebook page.

## SPORTZWORKZ

EVENTS	VENUE	YEAR	VIEWERSHIP
Under 17 SAFF Cup Bhutan	Bhutan	2024	2.809 M
Under 20 Mens SAFF Cup Nepal	Nepal	2024	4.291 M
Under 16 Womens SAFF Cup March	Nepal	2024	2.001 M
Under 19 Womens SAFF Cup March Bangladesh	Bangladesh	2024	2.654 M
Under 19 Mens SAFF Cup March Nepal Championship	Nepal	2023	4.76 M
Under 16 Womens SAFF Cup March Bhutan Championship	Bhutan	2024	3.758 M
Under 19 Womens SAFF Championship	Nepal	2023	4.86 M
Under 16 Womens SAFF Championship Bhutan	Bhutan	2023	2.04 M
Under 17 Women SAFF Championship	Bangladesh	2023	2.39 M
Under 20 Women SAFF Championship	Bangladesh	2023	2.37 M

Total number of viewership for SAFF's youth tournaments held in 2023 and 2024. Numbers are presented competition wise.



The Head of Legal looks after the legal matters of the SAFF to ensure SAFF's compliance on its statutory and regulatory provisions and requirements.

The main task of the Head of Legal is to deal with the matters related with the SAFF Ordinary Congress, Executive Committee meetings and other standing and independent committee meetings. In addition to working on the regulations and policies, ensuring that the policies are followed and reviewing SAFF's contracts and Memorandum of Understanding (MoU) with other partners are also the tasks of the Head of Legal.

The SAFF organised an Executive Committee meeting followed by the Ordinary Congress in June 2024 and another Extraordinary Congress was organised in Colombo, Sri Lanka in April 2025 followed by an Executive Committee meeting.

The SAFF also organised its Executive Committee meeting in January 2025 and March 2025 where SAFF entered into the commercial agreement with SportFive.

<b>SAFF Executive Committee Meeting</b>	8 June 2024	<ul style="list-style-type: none"> <li>· Approval of the General Secretary's activity report</li> <li>· Approval of the Statement of Accounts and the Auditor's Reports of 2023</li> <li>· Approval of the budget for 2024</li> </ul>
<b>SAFF Ordinary Congress</b>	8 June 2024	<ul style="list-style-type: none"> <li>• · Approval of the General Secretary's activity report</li> <li>• · Approval of the Statement of Accounts and the Auditor's Reports of 2023</li> <li>• · Approval of the budget for 2024</li> <li>• · Approval of the appointment of independent auditor for 2024</li> </ul>
<b>SAFF Executive Committee Meeting</b>	8 January 2025	<ul style="list-style-type: none"> <li>• Confirmation of the tentative SAFF Competition Calendar for 2025</li> <li>• Approval of the date and venue of the SAFF Ordinary Congress 2025</li> <li>Approval to sign the new agreement with SportFive</li> </ul>

<b>SAFF Executive Committee Meeting</b>	11 March 2025	<ul style="list-style-type: none"> <li>• Approval of the date and venue of the SAFF Extraordinary Congress 2025</li> <li>• Approval of the amendment to the SAFF Statutes to put to Congress</li> <li>• Approval of the SAFF Championship 2025 format</li> <li>Approval of the appointment of new General Secretary</li> </ul>
<b>SAFF Extraordinary Congress</b>	4 APRIL 2025	Approval of amendment of the SAFF Statutes
<b>SAFF Executive Committee Meeting</b>	4 April 2025	<ul style="list-style-type: none"> <li>• Approval of the amendment to the SAFF Statutes to put to Congress</li> <li>Approval of the resignation of an Executive Committee Member</li> </ul>



Participants at the SAFF Financial and Regulatory Compliance Seminar in Kathmandu on 21-22 November 2024.



# INTERNATIONAL RELATIONS



The Head of International Relations ensures smooth communication with the SAFF stakeholders including but not limited to FIFA, AFC, Regional Associations and the Member Associations.

Ensuring SAFF's presence in the international events and assisting other units on communication whenever is needed are some of the tasks of International Relations Head.

In July 2024, a meeting/gathering was organised amongst the SAFF Member Associations Presidents and General Secretaries in Kathmandu.



**PRESIDENTS AND GENERAL SECRETARIES OF SAFF MEMBER ASSOCIATIONS AT THE GATHERING ORGANISED BY SAFF IN KATHMANDU.**



# HUMAN RESOURCES



Aligned with the standards of leading international organisations, the SAFF Human Resources Department plays a vital role in cultivating a professional, inclusive, and supportive workplace culture.

It has established a comprehensive framework of policies focused on employee welfare, benefits, and organisational integrity. As part of this initiative, the department has introduced an “Employee Handbook” for all staffs, serving as a key resource for upholding professionalism, encouraging best practices, and ensuring consistent discipline throughout the SAFF Headquarter.

The Head of Human Resources ensures the organisation operates at its highest potential by managing employee-related matters with professionalism and care. SAFF is firmly committed to providing equal opportunities to all individuals across the region—regardless of gender, ethnic or social origin, race, religion, or sexual orientation.

Reflecting its broader vision, the efforts of the SAFF Human Resources Department are also aimed at offering international-level exposure and opportunities to all staff members, fostering both personal and professional growth.

## SAFEGUARDING & SOCIAL RESPONSIBILITY



**SAFF SAFEGUARDING SEMINAR HELD IN SRI LANKA IN NOVEMBER 2024**



Like many other international organisation, SAFF is aware of its responsibility to the society and always yearns for an ideal and safe playing environment to our players and officials.

With FIFA and AFC being a strong advocate of Child Safeguarding, the SAFF also follows the same principles of those governing bodies and has already put a protocol and a policy in place for child safeguarding.

The policy reflects SAFF's unwavering commitment to preventing harm, promoting positive experiences and ensuring that football in South Asia remains a safe space for all participants.

SAFF Competition Safeguarding Protocol, first piloted in 2022, was fully implemented during every SAFF youth competition involving underage players throughout 2024–2025. This includes pre-tournament risk assessments, designated safeguarding officers, code of conduct briefings for all stakeholders, and anonymous reporting channels at venues.

To help our Member Associations understand and implement safeguarding practices a seminar was organised in November 2024 in the Sri Lankan capital Colombo. Seven Child Safeguarding officers and a total of 14 participants attended the seminar with FIFA Safeguarding as the facilitator.

With the limited resources, SAFF has also given importance to Social Responsibility activities.

In February 2024, SAFF donated 50 footballs to Educo Bangladesh, an NGO working for the welfare of marginalised community. Likewise, SAFF also donated 40 footballs to Sahara Club in Nepal in March 2024.

In December 2024, SAFF, with Dream Asia Foundation, launched its first 2D animation project titled "Kick Off", a 5-episode educational series designed to engage young players aged 11–17 on key safeguarding issues such as physical safety on and off the pitch, mental well-being, abuse prevention, online safety, and inclusivity.

Produced in English and dubbed into local languages, the series is being distributed across football academies, national team camps, online platforms, and SAFF youth tournaments, using relatable storytelling to make safeguarding principles clear, accessible, and impactful for young audiences.

Notably, this year SAFF received positive feedback from FIFA's safeguarding team for the quality and practical design of its safeguarding protocol. Collaboration opportunities with Coaches Across Continents (CAC) have also emerged, opening doors to embedding safeguarding education in grassroots and coaching pathways across the region.

## **CONCLUSION**

The SAFF would continue to increase number of activities that would directly help our Member Associations to grow in the coming days.