



**AFGHANISTAN CRICKET BOARD**

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# ANNUAL REPORT 2020





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## CHAIRMAN'S MESSAGE

# FARHAN YUSEFZAI

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*It has always been my aim to standardize the organization's affairs and make sure that we have a system in-place both at technical and administrative levels.*

2020 was a year of adversities as the COVID-19 Pandemic struck havoc across the globe bringing normal

life to a standstill. All activities that required community interaction were either cancelled or had to be

postponed indefinitely until circumstances were in favor again. Sports universe was not an exception as all major competitions across the sporting scene were affected resulting in huge financial losses for the relevant organizations.

Being the second most-popular sport in the world, Cricket, naturally, had to bear the impact as well. Two of the major International events scheduled for 2020 - ACC Asia Cup & ICC T20 World Cup - had to be cancelled to avoid community transmission of COVID-19 disease. As the events unfolded across the cricketing world, the flow of circumstances had its shadow cast on Afghan cricket as well since many scheduled International and domestic matches had to be called off to protect the health and safety of players and avoid the further spread of COVID-19.

However, it was not all doom and gloom for Afghan cricket as we managed to not only run the organization's affairs successfully during the pandemic, but also continue with technical and administrative reforms for the greater good of our cricketing structure. As the chairman of Afghanistan Cricket Board, it has

always been my aim to standardize the organization's affairs and make sure that we have a system in-place both at technical and administrative levels.

As COVID-19 posed a threat of an uncertain future, it was vital to keep our national and domestic players in shape both physically and mentally. Therefore, all technical staff including coaches and trainers were put in picture to ensure that players sustain a good level of fitness and stay safe during the pandemic.

To standardize the technical aspect, it was indispensable that we have a strong infrastructural base in place. This objective was given a great boost when H.E Mohammad Ashraf Ghani, The President of the Islamic Republic of Afghanistan and ACB's Patron in-chief, accepted my request and granted the approval for the allocation of 100 jereeb land for construction of a state-of-the-art stadium in Kabul's Alokhill district. The ground will be of international standard accommodating all world-class facilities in its jurisdiction.

Furthermore, in our bid to bring constructive reforms, I instructed the IT department to get its efforts underway for development of an efficient Athlete Management System (AMS) which will be integral to a transparent and accountable selection process once it is completed.

One of the highlights of our achievements in 2020 was the series of steps taken to form a National Women's team. Women Cricket had always been neglected previously and, therefore, I believe it was the need of the hour to start the formation process that is also required by the ICC from its full member nations. For the first time in our history, 25 female players were awarded central contracts. The players are currently in development stage and will shortly be sent abroad for training and matches representing Afghanistan's National Women's Team.

In parallel to our technical development, I felt the administrative structure in ACB also required some effective reforms to continue with our systemization process. Therefore, the administrative policies across different departments of the organizations were revised and/or changes were brought accordingly.

One of the key achievements based on those reforms was the creation of a complaints department to promote a transparent organizational culture. The department is now integrated with the ACB Discipline committee to ensure that ACB affairs are run as per the rules, regulations and relevant policies.

The successful organization of the seventh edition of Shpageeza Cricket League was another laurel

for ACB during the turbulent times of COVID-19 pandemic. The tournament was inaugurated by H.E President Mohammad Ashraf Ghani accompanied by first V.P Mr. Amrullah Saleh and other high level dignitaries from the government. Shpageeza was the first event in the cricketing world that allowed partial participation of crowd in-stadia as we were allowed by Afghanistan's relevant health authorities to host 30% spectators at Kabul Cricket Stadium.

The broadcasting rights of the league were awarded to Afghanistan's National Radio Television (RTA). Meanwhile, we also signed a 10-year strategic commercial partnership agreement with RTA to ensure maximum exposure for our events including Shpageeza Cricket League and Afghanistan Premier League T20. Our efforts are already underway to hold the second edition of APL T20 in 2021 in UAE.

In a nutshell, although 2020 was a year of uncertain hurdles and challenges, our National heroes and our dedicated ACB family was successful in its course to ensure that cricket and our cricketing structure continues to develop and step ahead on course to a more bright future for this beloved sport in Afghanistan.



## CEO'S MESSAGE

# RAHMATULLAH QURAISHI

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*The AMS will ensure transparency and merit based team selection, which will help youth to grow and expose their cricket skills.*

Afghanistan Cricket Board is very lucky of having the pride of wonderful board members who are giving

their time and energy for the benefits of Afghanistan Cricket Board and our cricket nation. The season 2020

was disparagingly down due to the COVID-19 pandemic that has extremely affected not only the Afghanistan but had left its worse effects on all sectors of the sports including cricket. We had a longer period of challenges and sustaining cricket with greater expectation of the Afghan nation was not possible without the support of ACB team members.

Despite all those challenges, Afghanistan Cricket Board had achievements during 2020, which was considered a tense period. However, ACB raised its profile outstandingly by accomplishing several aspects of its planned interventions and strengthening its systems administratively and technically in the field of cricket. This included but were not limited to the; a) development of domestic cricket & it's all formats including First-Class, grade III, II and grade I, People With Disabilities tournament. , b) SCL7 (Shpageeza cricket league-7th edition) was concluded with a high quality production and list-A tournament was conducted in Kandahar province (South West Region) for the first time, which shows ACB greater improvements and coverage

at the grassroots level.

On the other hand ACB, strived to include more events in its Future Tour Program (FTP) by communicating with different ICC full member countries, but due to COVID-19, it was not possible to add more international events in the calendar year. However, ACB was able to arrange one test match with Australia, which will be played in November 2021 In-Shah Allah. Similarly, ACB actively participated in different ICC and Asian Cricket Council meetings during the year through online tools and means. In addition, 10 years Strategic partnership contract was signed with RTA for APL and Shpageeza.

On management and administration front, ACB sustained stable financial position in comparison to 2019. At the same time, planning and streamlining process was initiated at every individual department level to ensure ACB has clear picture for 2021, considering its Future Tour Program (FTP) and operations ran smoothly and efficiently. In this connection, Annual Work Plan of 2021 for ACB at each department was developed and Cricket Operations Manual draft after thorough consultation. In order to evaluate departments performance, End year review of

2020 was conducted paved the way for 2021 detailed planning,

On infrastructure, H.E President of Afghanistan approved 100 jirib of Land in Kabul for the construction of an International Cricket Stadium. ACB closely followed up the process with AOP and soon the land will be officially handed over to ACB. Documentation and process for construction of Najib Taraki ground in Nangarhar completed and will start the boundary wall and cricket field work in Jan 2021. Construction of Kandahar cricket guest completed, while design for Khost cricket ground drafted.

Strong and comprehensive platform established to make teams and squad selection based on the computerized generated data and information. The system was developed to select team squad based on performance, fitness and discipline, which will be derived from a computerized databased called Athlet Management System (AMS). The AMS will ensure transparency and merit based team selection, which will help youth to grow and expose their cricket skills.

At the same time, we also noticed some challenges throughout 2020, which includes but not

limited to lack of main sponsor for supporting Afghanistan Cricket, limited academies to enlighten the way for new cricket players shortage of the cricket professional coaches and umpires not only for the national level matches but also for the international level. Since Afghanistan cannot host other nations inside the country, therefore, ACB has been hosting other teams either in UAE or India. During 2020, ACB faced serious challenges and bottlenecks in timely obtaining UAE visas for the national team, which affected somehow team performance.

The year 2020 ended with a great news as Rashid Khan was selected as T20 Player of the Decade. Rashid Khan together with other players continued to bring pride and happiness to people Afghanistan.

Learning from the past, we look forward to further enhance ACB that is more efficient and compatible to international standards, which can deliver high quality cricket to the nation and improve its performance. We plan to provide more opportunities to youngsters and make them part of the squad based on performance so that we have strong cricket team for the future matches, particularly, World Cups.



# Cricket Operations



Cricket Operations Department is responsible for organizing international matches for the national level teams including National Senior, National-A,

National Emerging and National U19 Teams. The department manages the national team's logistical, technical and administrative needs during its

overseas assignments including the Visa and other documentation affairs.

## International Cricket

The year 2020 was badly affected by the COVID-19 pandemic as almost all cricketing bodies across the globe took precautionary measures and had to stop their scheduled international assignments and/or re-schedule them at a later date. However, at the later part of the year, the cricketing world resumed activities albeit complying to strict measurements imposed by the relevant health authorities of their respective governments. The matches were played with empty stadiums as there were no spectators allowed in-stadia.

## National Senior Team

As mentioned above, the international cricketing calendar was badly affected by the COVID-19 Pandemic as many series and international tournaments had to be either called-off or postponed to

uncertain later dates. The pandemic not only affected Afghanistan's matches in the Future Tours Programme (FTP), but it also affected ACB's intended plans to organize bilateral series.

However, the cricket operations department still managed to conduct the following activities related to the National Team during the year 2020:



### **National Team Skills and Fitness Development Camp (ICC Cricket Academy Dubai January 2020)**

In order to keep the players engaged, Afghanistan Cricket Board organized a skills and fitness development camp at the ICC Cricket Academy Dubai

in January 2020.

The camp was led by Head Coach Lance Klusener who reported great improvement the players made. The camp had a

quite significant effect on skill and fitness development of all concerned players.



## AFG vs IRE Series and Preparation Camp Noida India

The ICC T20 World Cup was scheduled to be hosted by Australia in the month of October 2020. Therefore, in order to prepare well for the mega-event, ACB organized a preparation camp across three

phases, the first of which was organized in Greater Noida, India. The camp started on 20th February 2020, 15 days prior to the series against Ireland, the main focus of which was the skill and fitness development of

the team for Asia Cup and the ICC T20 World Cup.

The camp proved to be a great preparation platform as Afghanistan managed to win the series against Ireland beating them 2-1.





### Return to Training - National Team Camp 06 June - 06 Jul 2020

After completion of AFG vs IRE series at Greater Noida India, the national team could not play international cricket as the COVID-19 Pandemic had halted many activities scheduled in the year 2020. Furthermore, it was not possible for ACB to conduct training and preparation camps in Kabul or other provinces in the country as they recorded positive cases of Covid-19

which resulted in the government announcing country-wide lockdown starting from 25th March 2020. Since the duration of lockdown was uncertain, the sporting activities were not allowed to take place in groups thus compelling many players to resort to home exercises to maintain their fitness. As there were two mega-events planned during the year 2020

for the national team, it was required that the players be engaged in training and cricketing activities and start our preparation for the upcoming events. Therefore ACB after getting the permission from Government organized a month-long training camp with required preventive and precautionary measures observed by players during the camp.





## National Team Training Camp (Test Squad) 15 Jun to 11 Jul 2020

The national team was scheduled to play a one-off Test Match against Australia in Australia, therefore, it was required that the potential Test

squad be kept engaged with some cricketing activities to stay in shape and prepared for the mentioned Test. A training camp was held from 15th June

to 11th July 2020, and. followed by three fifty-over practice matches on 23rd, 25th and 27th July 2020.

## National Team Training Camp 03 Nov to 02 Dec 2020

The COVID-19 Pandemic in 2020 meant the national players were away from cricketing activities for a long period of time. Therefore, to keep the players busy and well prepared for the upcoming matches in the year 2021, a month-long

training and development camp was planned for 45 players (including net bowlers) at Kabul Cricket Stadium from 3rd November to 2nd December 2020. As the weather got colder, the number of players was limited to 20 and the training was con-

ducted in indoor academy. The camp went quite well and managed to get the players back on track for upcoming conditioning camp planned to be held in UAE.



## National Junior Level Teams

As with other levels of the National set-up, the cricketing activities of the junior teams including the National U19, National-A and National Emerging teams were also disrupted and had to be either called-off or postponed due to the COVID-19 Pandemic.

## U-19 Camp and ICC U-19 Cricket World Cup 2020

The U19 Cricket World Cup 2020 was held in South Africa during the months of January and February 2020. Considering the vitality of the mega- event, ACB started team Afghanistan's preparation by organizing a preparation camp for the team in Kabul from 18th to 28th December 2019. Afterwards, ACB organized a ten-day preparation and conditioning camp for the team in Potchefstroom, South Africa, as well from 1st to 9th January 2020.

The camps had an important role in development and fitness of the players for the World Cup. The overall performance of the team in the event could be summed up as satisfactory as they managed to attain 7th position.





## Emerging Selection Camp and U-19 Skills Development Camp

A selection camp was organized for 50 emerging and 22 U19 players from 20th November to 10th December 2020 in Jalalabad, Nangarhar. The camp was designed to have practice sessions as well as scenario/practice matches between the Emerging and U19 Players.

After the conclusion of six intra-squad matches between 3 selected teams of 42 emerging players and 5 matches of the emerging team against

the National U19 team, a final squad of 20 players were selected for National Emerging Team.

During the course of the camp, a simultaneous development camp was also organized for the U19 team along with the emerging team.

The initial days of the camp were allotted for training and fitness development followed by the five matches against the emerging team as mentioned above.



## Events Cancelled due to COVID-19 Pandemic

The COVID-19 pandemic took a heavy toll on cricketing activities across the globe, and Afghanistan was no exception as many events, both at National senior-level as well as junior-level, were either called-off or had to be postponed indefinitely.

The following were the major series and training camps that were affected during the pandemic:

- National team preparation camp in Kabul 1st - 22nd April
- Phase two of the World Cup Preparation Camp in

Potchefstroom South Africa from 5th-20th June

- Afghanistan-A Team's tour of Sri Lanka in May
- Afghanistan vs Zimbabwe Series and Preparation Camp in Harare, Zimbabwe scheduled to be held in June



# Domestic Cricket

Domes

In general, the 2020 was a challenging year for cricket due to the effects of the COVID-19 pandemic which resulted in suspension of many events. Therefore, it was no exception that domestic tournaments in Afghanistan, which were

scheduled in the earlier part of the year, also had to be either suspended or postponed during the pandemic. Despite numerous challenges caused by the pandemic, which included travel restrictions, social distancing and loss of human lives, the

department for Domestic Cricket was able to conduct some events at the second half of the year after being granted approval by the relevant health authorities in the country.

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Domestic Cricket Department plays an integral role in achieving the following: To maintain a competitive environment for Cricket by organizing quality competitions and keeping the standard high for players' development.

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To facilitate and arrange games for different age groups at regional and provincial levels in order to develop players' skills, with technical support from coaches, scorers and umpires.

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To use resource in the most efficient manner in order to achieve optimal results both in players' development and competitions management.

# Domestic Cricket



Although there were many activities planned in the domestic cricket scheduled for 2020, several of them could not be implemented due to the restrictions imposed in the wake of the COVID-19 pandemic. Nevertheless, the department managed to conduct some activities after health authorities eased restrictions and allowed sports activities to be resumed.

# Dome

## Provincial Challenge Cup Tournaments

### Provincial Challenge Cup First Round (Grade-Three) Tournament

The tournament was played between 20 provincial grade-three teams from 1st -13th of February 2020. This Tournament was played across

three venues (Ghazi Aman Ullah Khan, Khost and Kandahar Cricket Stadiums). A total of 20 provincial teams took part in the tournament which

were divided into five groups and the top two teams from each group qualified to the provincial grade II Tournament.



### Provincial Challenge Cup Grade II Tournament

The tournament was played between 16 Provincial Teams which were divided into four groups. It was held across two venues (Khost and Nangarhar

cricket Stadiums.) Six teams in the tournament were included from the previous year Grade II tournament and ten teams qualified from provin-

cial Grade III tournament. The top team from each group qualified to the elite Cup (Grade I) Tournament.



# estic Cricket

# Provincial Challenge Cup Tournaments

## Provincial Challenge Cup Grade I Tournament

The Provincial Challenge Cup Grade I or Elite Cup was scheduled to start in the first week of March but was postponed to August due to the pandemic. In order to carry out the event without any positive cases of COVID-19, the Domestic Department

arranged a special team to implement health guidelines provided by the Ministry of Public Health.

The tournament was played between 8 teams across two venues in Khost Province. The teams were divided into two

groups from which top two teams qualified to the semi-finals. The semifinalist teams will also participate in the next edition of Grade I while the other four teams will play in Grade II next year.



## U16 Camp and Trial Matches

A domestic camp for best U-16 players was conducted from 16th to 28th July 2020. The camp was designed to select the best 20 players for the upcoming U17 camp in Nangarhar.

The 36 players who participated in the camp were selected from previous year's Provincial U16 tournament.



## Domestic Best U17 Players Camp and Matches

A training camp for best Domestic U17 players was held from 17th to 31st August 2020 in Nangarhar Province. The main objective behind conducting the camp was to find best backup player for the national U19 team. The camp included 34 players out of which 20 were selected from the U16 camp while the other sixteen were selected from the previous year's U17 camp.



# ricket

# Ghazi Amanullah Khan Regional List-A Tournament 2020

The 2020 edition of Ghazi Amanullah Khan Regional List-A Cup- Afghanistan's premier 50-over tournament- was held between five regions from 10th to 22nd October, 2020. The tournament is vital for ACB to find talented players for National-A, National Emerging (U23) and National U-19 teams.

For the first time, the tournament was played at the Kandahar Cricket Stadium where every regional team was also given a 6-day preparation camp ahead of the main event.



# Dome

## Leading Run-scorers

Ghazi Amanullah Khan Regional List A Tournament 2020

Player	Mat	Inns	NO	Runs	HS	Ave	SR	100	50
Rahmat Shah (MEA)	6	6	1	257	78	51.40	73.21	0	2
Darwish Rasooli (BEA)	5	5	1	243	106*	60.75	76.89	1	2
Javed Ahmadi (Amo)	5	5	1	235	125*	58.75	95.91	1	1
Rahmanullah Gurbaz (MEA)	6	6	0	226	128	37.66	100.44	1	1
Abdul Malik (Amo)	5	5	3	159	107	79.50	72.93	1	0

## Leading Wicket takers

Ghazi Amanullah Khan Regional List A Tournament 2020

Player	Mat	Inns	Mdns	Runs	Wkts	BBI	Ave	Econ	SR	5w
Zahir Khan (MEA)	6	6	6	246	13	3/27	18.92	4.47	25.3	0
Sharafuddin Ashraf (Amo)	5	5	4	196	11	5/29	17.81	4.00	26.7	1
Amir Hamza (BEA)	5	5	15	115	10	3/10	11.50	2.34	29.4	0
Zia-ur-Rehman (MEA)	4	4	5	112	10	5/26	12.20	3.58	20.4	1
Haseebullah (MEA)	5	5	0	227	10	5/39	22.70	6.24	21.8	1

estic Cricket



**GHAZI AMANULLAH KHAN**  
REGIONAL ONE DAY TOURNAMENT

**CHAMPIONS**



## Mis-e Ainak Region

Mis-e Ainak region were the Champions of the 2020 edition as they triumphed over Amo Region by 7 wickets in the final of the tournament at Kandahar Cricket Stadium.



# Domestic Cricket

## Regional PwDs Tournament

This tournament was played between five regional teams at Kabul Cricket Stadium from 6th - 13th October 2020. Each team consisted of four players from the National PwDs team. Speenghar beat Bost regional team by 6 wickets in the Final of the tournament and emerged as the Champion of the 2020 edition of the tournament.



## Inter-Regional Club Championship Tournament

This tournament was held between five regional club tournament winners at Nangarhar Cricket Stadium from 20th- 31st Dec 2020.



# Domestic Cricket



# Shpageeza

## Cricket League



Shpageeza Cricket League is the most popular T20 tournament in Afghanistan's domestic cricket. The tournament has been held annually since 2013 and enjoys considerable audience and fan base across Afghanistan.

Since its inception, SCL has proven to be a great success for empowerment of Cricket in Afghanistan. Although Cricket was enjoying rising popularity in Afghanistan but the competitiveness among teams, great performance by Afghan national stars and the rise of young talents have made SCL a tournament popular with cricket's passionate followers in Afghanistan. Furthermore, the tournament has produced some world-class players who have gone on to represent Afghanistan National team and who are equally successful in other commercial leagues across the globe.

Afghanistan Cricket Board has always placed special emphasis on maintaining the quality and standard of Shpageeza Cricket League high and therefore, has spared no efforts to achieve the league's goals and objectives as well as keep the cricket culture in the country alive and booming. The vitality of Shpageeza Cricket League has resulted in advanced technical capability for Afghanistan Cricket Board's technical and coaching staff as well as umpires and ground staff who have gained valuable experience over the years and continue to improve with passing years. Shpageeza Cricket League is a franchise-based tournament which is played between six franchises representing various regions in the country as well as the Capital city of Kabul. The teams that participate in SCL annually are as follows:



Amo Sharks



Band-e Amir Dragons



Bost Defenders



Mis-e Ainak Knights



Kabul Eagles



Bost Defenders

The seventh edition of Shpageeza Cricket League was held from 6th to 16th September 2020 at Kabul Cricket Stadium. The tournament was the first sporting event in the cricketing world during the COVID-19 pandemic which was conducted with the participation of in-stadia crowd albeit partially. Even though the action plan for the seventh edition was designed in March 2020, the rapid spread of COVID-19 prompted all sporting events to be halted in the country with immediate effect. On its resumption in August, the tournament preparations started and within a very short period of time, ACB still managed to conduct a hugely successful SCL achieving all its goals despite challenges arisen to conduct the event during the COVID-19 pandemic that affected all sporting activities across the globe.

A special approval was granted to Afghanistan Cricket Board by the Ministry of Public Health and other relevant health authorities including the Government's special emergency committee for the prevention of COVID-19, to allow 30% capacity of audience to the stadium. The partial attendance of the crowd was granted subject to compliance to all the health guidelines which were successfully implemented by Afghanistan Cricket Board and fortunately, no cases of the novel Corona virus were added across the teams during the period of the tournament.

A special technical committee was tasked by the ACB chairman to conduct the seventh edition of SCL and deliver results on time as the fans were waiting for cricketing action for too long due to restrictions imposed by the lockdowns to curb the spread of the novel Corona Virus.



As mentioned earlier, Shpageeza Cricket League is a franchise-based tournament and therefore, the franchise ownership rights of all the six franchises are up for grabs by business entities in the country. For the seventh edition, five out of six teams were sold while the other one – Bost Defenders remained unsold and was managed by ACB itself.



**The Companies/business entities that secured franchise ownership rights for the rest of the teams were as follows:**

**Daily Fresh International**  
(Band-e-Amir Dragons)

**Hazrat Co.Ltd.**  
(Mis-e Ainak Knights)

**Naveed Ahmad Exchange**  
(Amo Sharks)

**Afghanistan Coal Traders Union a.ka ACTU**  
(Speenghar Tigers)

**Ayobi Sports Complex**  
(Kabul Eagles)

**Afghanistan Cricket Board**  
(Bost Defenders)





به خصوص مردم بومی

# CHAMPION



Ayobi Kabul Eagles, Led by Young captain **Rahmanullah Gurbaz**, eventually emerged as the Champions of the seventh edition beating defending Champions Mis-e Ainak Knights in the Final on 16th September.

The production quality and number of cameras were increased for the 2020 edition while a new graphic template was developed for the event which was highly appreciated by the viewers.

One of the highlights from the 2020 edition of Shpageeza Cricket League was its high-profile opening ceremony held on 5th September. The grand celebration event was attended by H.E Mohammad Ashraf Ghani, The President of the Islamic Republic of Afghanistan who was accompanied by other high-ranked government officials including First Vice-President Amrullah Saleh and Head of Afghanistan's Senate who were cordially welcomed by ACB Chairman, Mr. Farhan Yusefzai. The President of Afghanistan, who also serves as the Patron in-chief of ACB, delivered a speech during which he pledged to task relevant authorities for approval of land to build a state of the art stadium in Kabul.

#### **SCL Players' Draft**

On 20 August 2020, a players' draft took place at ACB Head office ahead of the tournament. The total number of eligible players who had registered in various categories for the draft were 153 out of which 132 players eventually participated in the tournament while 60+ players were registered in the emerging players' category. The registered players were divided into five pools namely; Icon, Diamond, Platinum, Gold, and Silver. Each team could select only one icon player while they had the option each to retain one player from the previous edition as well.





### Television Broadcasting, Streaming Rights and Digital Media Reach

The video production was the best ever with 12 standard sports and 2 run out cameras installed for capturing and broadcasting the event. The production company was approached in August to be ready for the event, their logistics were done as per time and they got visas on time to be ready to produce the event.

It is worth mentioning that two Afghan English commentators joined the International commentator in the commentary panel in addition to the Pashto and Dari commentators as the event was directed at a broader audience this time.

The National Radio Television of Afghanistan (RTA), who had secured the broadcasting rights for the previous edition of the event, were signed for the seventh edition also as ACB's official broadcasting partner for the event in Afghanistan. RTA was successful in its efforts to reach maximum audience in Afghanistan. They dedicated their presenters (both male and female) for all post and pre match shows. As per the records by RTA, approximately 12,000,000 viewers watched the matches live on RTA TV in Afghanistan and all over the world.

In a joint-effort to deliver SCL Matches to cricketing fans across the globe, RTA and ACB both decided to stream the seventh edition matches live on their Facebook and Youtube Channels.

The event's reach was further boosted as ACB granted the streaming rights in the Indian subcontinent to OTT platform 'Fancode' that boasts of over 90 million subscribers while the streaming rights in England and Europe were awarded to HSL.

## Sponsorship

Even though almost all major business entities in the country were affected due to the economic impact of COVID-19 lockdowns, many companies still showed considerable interest in sponsorship opportunities derived through Shpageeza Cricket League.

Etisalat Afghanistan was signed as the Title Sponsor for the event as they made

a comeback to the cricketing scene after 2014. ACB spared no efforts to provide full exposure and advocacy to Etisalat and other sponsors during the course of the event. As the Title sponsor of the event, the naming rights were awarded to Etisalat as the event was officially called “Etisalat 4G Shpageeza Crickety League” across all platforms. Furthermore, the logo of Etisalat

Afghanistan was merged in the composite event logo while 30% of the ground branding slots were dedicated to them as well.

The jersey sponsorship rights for each team were given to their respective franchise owners. Furthermore, each franchisee was provided with 10% ground branding space as per contract.

## Other Sponsors & Partners:

**Diva Group ( Main Jersey Sponsors for Bost Defenders)**

**RTA Sports (Umpires Jersey Sponsors)**

**Blossom Health Care ( Medical Partner)**

**Habib Gulzar Limited ( Beverage Partner)**

**Madava Hosptial**

**Tayyab Yasir Limited**

**Refai Shaheen Construction Company**

**Diva Group ( Main Jersey Sponsors for Bost Defenders)**

## Revenue and Financial Gains

Although the seventh edition was mainly held to provide the fans with much needed entertainment during the tumultuous times of COVID-19 lockdowns, the financial aspect of

the event was also very encouraging as the revenue generated exceeded expectations and surpassed the previous edition. Afghanistan Cricket Board as the owner of the league

spent around \$369,000 for the implementation of the event. The amount includes the live telecast and production costs of the event.

**Following is a brief round-up of the financial gains during the SCL 2020:**

- Around \$65,500 revenue was generated through jersey and ground branding.
- A total of around \$29,000 was generated through ticketing even though the occupancy was only 30% due to COVID restrictions imposed by health authorities.
- As per contract RTA paid the half amount of the production cost which totaled around \$92,000.
- Each franchise was compelled to spend \$55,000 to \$80,000 for managing their respective team expenses.

In conclusion, Etisalat 4G- Shpageeza Cricket League proved to be a successful and essential event for Afghanistan Cricket Board as the audience were eagerly waiting to watch Cricket and their stars in action on their home ground. Technically it was a great success as well with the production quality being at its best, operations were done on time, and team requirements have been procured while the income was a lot bigger than previous edition.



# Women Cricket



2020 was a historic year for women cricket under the umbrella of Afghanistan Cricket Board. For the first time ever, 25 female players were awarded central contracts for the formation of a national women's team while ACB has also strengthened its efforts

to provide further development to the women's team by planning overseas trips and training camps for the squad in recent future.

As a full member of the International Cricket Council, Afghanistan Cricket Board is required to have a national

women's team of its own. Steps have now been taken in that direction by the current administration which has put the matter in its priority for the year to come and plans are already underway to achieve the objectives in near future.

The following were the important activities conducted for Women Cricket in the year 2020:

## Skills Development Camp Stage I - July to October 2020

A 48-day skill-development camp was organized by the ACB Women department from 1st July to 15th October 2020 across various venues in Kabul and Herat provinces. The main purpose of the camp was to find and train talented players who will go on to form the national team in future. The Kabul leg of the camp

was held in Victory Cricket Academy, Mehrabudin High School and later at the National Cricket Academy of Afghanistan Cricket Board as well as at the Kabul Cricket Stadium.

The Herat camp was conducted in Sulha Cricket academy and Shaidayee Cricket Ground.

A total of 60 girls who were

selected for the camp from a pool of 100 players who were picked earlier from school teams in Kabul and Herat. The school cricket selection program consisted of more than 1000 girls in both provinces through various tournaments from 2014 to 2019.

## Skills Development Camp Stage I - July to October 2020

Following up on the 48-day camp earlier, the second stage of the women squad's camp was conducted for a

duration of 20 days from 17th October to 5th November 2020 for 40 girls, out of which 11 were from

Herat Province. The camp was conducted in the National Cricket Academy of Afghanistan Cricket Board.



## Skills Development Camp Stage II - October to November 2020

Following up on the 48-day camp earlier, the second stage of the women squad's camp was conducted for a

duration of 20 days from 17th October to 5th November 2020 for 40 girls, out of which 11 were from

Herat Province. The camp was conducted in the National Cricket Academy of Afghanistan Cricket Board.





## Awarding of First-Ever Central Contracts for formation of National Team

As the skills Development camp concluded in November 2020, the women department with inputs from the assigned

coaches, selected 25 players at the conclusion of the camp. The selected players created history as they became the first-ev-

er batch of female cricketers who were awarded central contracts by Afghanistan Cricket Board.

## Way forward for Women Cricket

There is a significant need for women cricket in Afghanistan to continue its development and ascend further in ranks with respect to all National and traditional values. In order to do so, Afghanistan Cricket Board strives to provide or arrange funding and physical infrastructure for the cricketers to

practice and play competitive matches enabling them to be ready for the international stage.

Expanding women's Cricket structure across all provinces in the country is another step which will help in the mass participation of the girls and help in generation of quality

talent to the national team.

Furthermore, workshops raising awareness about Women Cricket and delivering cricket knowledge in different provinces of the country will help the sustainability of the women cricket stream in the country for a longer period.



# Game Development & National Cricket Academy



The Game Development & NCA Department of Afghanistan Cricket Board is a vital part of its technical structure. The department is responsible for grassroots development of cricket and nurturing talents across the country enabling

them to participate in competitive cricket thereby securing a bright future for the sport in Afghanistan.

The Game Development and NCA Department performs various functions which mostly deal with the technical

development of the players at all levels. The department takes the lead for talent hunts, player development, training and development of technical staff and turf management.



## National Cricket Academy

The Game Development & NCA Department had planned plenty of activities with regards to talent hunts, player develop-

ment, capacity building of technical staff and turf management in 2020. However, most of these activities planned were

not carried out due to restrictions imposed in the wake of the COVID-19 Pandemic.



### National Cricket Academy Private Registration



## Private Academies Registration

The Department had planned to register all private academies in the country to ensure proper cooperation and coordination between Afghanistan Cricket Board and academies owned by the private sector. The plan was initially implemented in Kabul where 10 acad-

emies were registered with and licensed by ACB. The registration process will continue in the year 2021 as well as there are around 30 academies in the country that shall be registered and granted license by ACB.

# U16 Inter-Academy Tournament

The department launched an U16 Inter-academy tournament among the licensed private academies at Kabul International Cricket Stadium. The tourna-

ment was fruitful as ACB found some junior young talents who are currently under training and development and can be a part of the upcoming U16 and U17 national

cricket teams. Therefore, this pilot project was successful encouraging ACB to launch U16 Inter-academy tournaments in all provinces and regions in 2021.





## Inter-Club Competition 2020

ACB Inter-club 2020 was one of the most important projects which was eventually implemented effectively. There were 400 clubs registered with

ACB that played across three rounds namely district, provincial and regional levels. More than 8,000 professional players took part in the competitions and

the elite players were selected based on their skills and performance and were introduced to Grade III domestic competitions.

# Technical Capacity Building

The department managed to conduct some of the planned technical training and development courses. 40 elementary level coaches were trained and developed in a 5-day level 1 coaching

course. The coaches are currently busy in training and development of junior cricket players in their relevant provinces. 25 elementary-level umpires were trained and developed in a 5-day

umpiring course and can now officiate the district and provincial level ACB events in their related provinces.

## Turf Management

As for the turf management, a detailed survey was conducted from all ACB academies, grounds and stadiums. The survey was effective and gave a precise idea of the

pitches should be developed to be fully prepared for practice and official matches. As per the course of action, all ACB academies and grounds will be leveled, grassed

and the turf wickets will be prepared with renewed pitch soil and they will be equipped with all necessary machineries and maintenance tools.



# Administr

ACB administration department is responsible for overseeing the day to day administrative operations in the organization. The department works closely with the afghan government and other entities to ensure that ACB's essentials needs are met on time, and that it can provide logistical support to players and ACB officials.

The administration department plays a supportive role in the organization. The key function of the department can broadly be described into different areas such as:

- General administration services
- Communications with external stakeholders
- Inventory Management
- Logistical service management
- Maintenance services



# ation

## **Acquiring Government Approval to re-commence Domestic Cricket Events including Shpageeza Cricket League 2020 in the country during COVID-19**

Admin department serves as the focal point between ACB and the Government. The COVID-19 Pandemic had a drastic impact on the cricketing schedule in the country and therefore, major sporting events were halted in the wake of the disease. However, in mid-2020, as per the direc-

tions issued by ACB top management, the Admin department served as communication point and followed-up with relevant health authorities. The efforts paid-off as the government's special emergency committee for the prevention of COVID-19, headed by 2nd Vice President, Mr. Sar-

war Danish, granted approval for domestic Cricket to be resumed in the country.

Following the approval, ACB conducted the seventh edition of Shpageeza Cricket League in the month of September.



# Administr

## **Implementing health guidelines in the work environment to avoid the spread of COVID-19 among employees**

The Admin department took all necessary precautions recommended by health authorities for the prevention of COVID-19 in

the workplace. These included educating all employees about the SOPs as well as providing them with masks, hand sanitizers

and having the office equipment regularly sanitized.

## **Visa and Travel services for the Team players and officials**

Admin department provides assistance to procurement and cricket operations departments in getting required Visas as well

as other travel facilitations for players and officials in different events.

## **Custom clearances of SCL broadcasting and production items**

Admin department, as the focal point of communication with the government, is also responsible to assist in custom clearances

for the production and broadcasting equipment that arrives from India during the events such as Shpageeza Cricket League.



# ation

## **Transport facilities for staff and team players**

The department is also responsible to facilitate staff transportation as well as transportation facilities for national players during events.

## **Organized AGM/Board Members meetings**

Admin Department is also responsible to organize and manage the affairs of ACB's Annual General Meeting (AGM) as well as monthly Board Meetings. During the year 2020, most of the meetings were conducted

online due to the COVID-19 Pandemic and Admin department, in coordination with IT Department, ensured that the meetings were conducted smoothly and without any hindrances.

## **Accommodations facilities for the team players and officials during domestic events**

Admin department, in coordination with domestic department, oversees the accommodation facilities for players and

officials during major domestic events such as Ghazi Amanullah Khan List-A Tournament, Ahmad Shah Abdali First-Class

Tournament, Shpageeza Cricket League, etc.



# Media

Afghanistan Cricket Board's Media department is the organization's focal point in its communication with national and international media outlets. Therefore, it constitutes an indispensable part of the structure that is responsible for portraying and maintaining Afghan cricket's image in Afghanistan and across the globe.

The ACB Media department is responsible primarily to provide ample coverage to all cricketing events of Af-

ghanistan, whether domestic or international, directly via ACB's official social media handles, website, and monthly magazine while indirectly through local & international TV Channels by providing them relevant information. The department is responsible to provide access to information to news agencies, journalists and other relevant stakeholders who require the information or who have the resources to provide it with further exposure. The tools

that are used for sharing such information include press releases, media statements, press conferences, advisories to external media sources as well as sharing it across the official social media handles of Afghanistan Cricket Board.

## Media Department in 2020

The year 2020 was a relatively quieter one in terms of cricketing activities and events due to the unfortunate circumstances in the wake of the global COVID-19 Pandemic that also had a detrimental impact on the cricketing calendar globally including Afghanistan's. Therefore, the media department

was mostly confined to routine activities as well as the coverage of important domestic tournaments, including Shpageeza Cricket League which was the highlight of the year in terms of high-level cricket. The other major domestic tournaments included Ghazi Amanullah Khan List-A

Cup and the Grade-One tournament.

The seventh season of Shpageeza Cricket League was covered in great detail across ACB's official social media platforms and was streamed live to the audience as well, the first time in league's history.

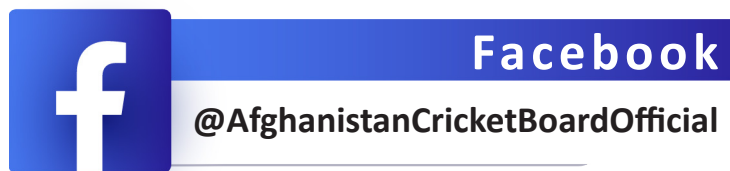
## ACB Official Social Media Handle Metrics

ACB's official social media handles consist of a verified FB page, a page for domestic cricket and game development

affairs, an official verified twitter handle, an official verified Instagram account and a YouTube Channel. These social

media accounts act as primary tools for conveying required information to all the fans and other stakeholders.

# Media



**3.5 M**  
Followers

The media department of Afghanistan Cricket Board operates two platforms on Facebook representing the organization. The first one is the official FB page of ACB that is liked/followed by almost 2.5 million users making it the

most popular source of information about Afghan Cricket. In 2018, ACB Media Department established the ACB Domestic Cricket Development page on Facebook that is primarily set to convey information about domestic

cricket and game development activities. The information on ACB's main FB page are shared in three languages (Pashto, Dari and English) to cater to all the relevant audience and stakeholders.

- Official releases/News from Afghanistan Cricket Board
- Player related content (birthdays, records & stats, achievements, news, etc)
- Posts about infrastructural development activities
- Organic videos on different cricket related content
- Match-day updates ( Pictures and videos on Toss, batting & bowling milestones, Innings update, Final Report, Closing ceremony)





3.5 M  
Followers

The official twitter account of Afghanistan Cricket Board is another vital source of crick-

shared in English language on the popular news-sharing & micro-blogging platform. Currently the ACB twitter handle

has around 429,000 followers that include fans and popular figures from around the crick-

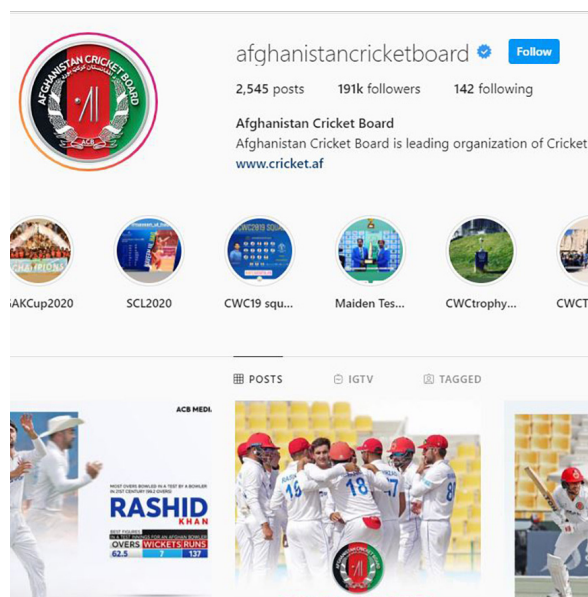


3.5 M  
Followers

ACB Instagram is used primarily as a photo-sharing platform in tandem with other platforms. The official Instagram account of ACB

has over 177,000 followers currently and grows rapidly due to the regular content updates. The platform's IGTV feature is used to upload rel-

atively longer videos as well contributing to the diversity of content.



# Media



## Youtube Channel

AfghanistanCricketBoardOfficial

# 3.5 M

Followers

Afghanistan Cricket Board's official Youtube Channel is currently in growing stage and has grown substantially since its launch despite many limitations to its content

reach. The ACB media department has shot and shared player videos, documentaries, interviews and other diverse content on the platform. The unavailability of digital

footage from Afghanistan's matches remains a core factor for the future growth and possible monetization of the Channel.



## Official Website

Cricket.af

# 3.5 M


Followers

The official website of Afghanistan Cricket Board was re-engineered in 2019 giving it a new look and a relatively simple interface. The re-engineering process continued in 2020 as well as the website was modified and some new features were added. The ACB media department


and IT department jointly manage the content dynamics on the website with the Media department responsible for the data entry as well as uploading news and media to the website while the IT department is responsible for its web development. The data on ACB website is

shared in three languages (Pashto, Dari and English) to reach as broad an audience as possible. The website also has a live-score section where the ongoing domestic as well as international matches are live-scored for the audience.



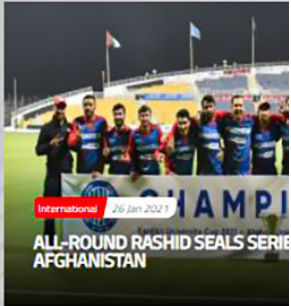
**AFGHANISTAN  
CRICKET  
BOARD**

HOMEABOUT ACBDEVELOPMENTMEDIAATCH CENTERTEAMSOPTUNITIES




International 14 Mar 2021

# RASHID, ASGHAR & PROLIFIC SHAHIDI LEVEL THE SERIES FOR AFGHANISTAN



International 14 Mar 2021

## ALL-ROUND RASHID SEALS SERIES AFGHANISTAN



International 14 Mar 2021

## ACB CHAIRMAN HOLDS VIRTUAL TEAM

### Recent Videos



# Media

**Overall, the important events covered by the Media department for ACB's official handles included the following:**

The 2020 edition of the ICC U19 World Cup was held in South Africa from 17th January to 9th February 2020. A representative from Media department was sent with the national team to provide relevant data, pictures and

videos as well as coordinate the coverage for the event. The tournament was provided full coverage by the media department with match updates, behind the scene clips, match reports and all other needed content. Afghanistan

## ICC U19 Cricket World Cup

U19 reached the quarter-final of the mentioned tournament finishing off at 7th place having won 4 matches and lost two matches while one match was called-off without a ball being bowled.

Afghanistan and Ireland faced-off in a three-match T20I series in March 2020 at the Greater Noida Ground in India. The series, which was

eventually won by Afghanistan 2-1, was sponsored by The Islamic Bank of Afghanistan. The media department of Afghanistan provided full

## Afghanistan vs Ireland T20I Series

coverage to the series with all relevant content shared across social media platforms.

After initially being delayed due to the COVID-19 pandemic, ACB was granted permission to conduct the

Grade-one tournament in August. The tournament was organized from August 12 to 22 in Khost Province where

## Provincial Grade-one Tournament

the hosts beat Nangarhar in the Final and triumphed.



The highlight of the year was the seventh edition of Shpageeza Cricket League which was organized from 6th to 16th September at Kabul Cricket Stadium amid the declining COVID-19 cases. The tournament was allowed by the relevant government authorities to have spectators

watch the matches live albeit at a reduced capacity of 30% and complying with all the relevant health guidelines. The media department provided exceptional coverage to the tournament for the seventh edition. The matches were streamed live on ACB's official FB page, while

pictures and videos relevant to the event were widely shared across social media with match reports and all required updates. The Media department also arranged for Afghan English and Pashto commentators to cover the event and cater to the needs of a broader audience.

## Shpageeza Cricket League 2020

The 2020 edition of the Ghazi Amanullah Khan List-A Cup was held from October 10th to 22nd in Kandahar Province. The tournament is one of the

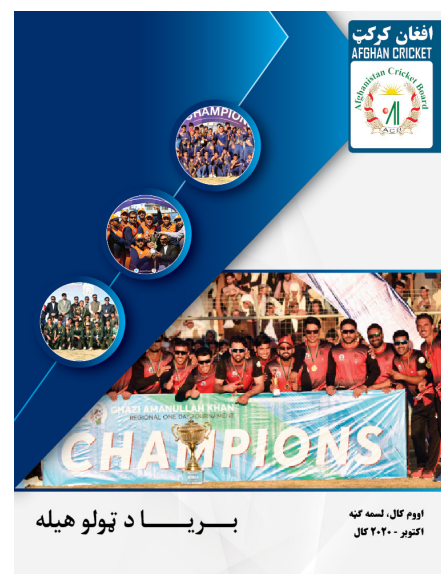
most important tournaments in the Afghanistan domestic cricket in which both national and domestic players participate, therefore, the media

department representatives were sent to Kandahar to provide in depth coverage to the event. The tournament

## Ghazi Amanullah Khan Regional List-A Tournament

The "Afghan Cricket" magazine is the official monthly magazine of Afghanistan Cricket Board. The magazine is a comprehensive compilation of cricketing articles, features and news collected, designed and shared by the Media department of Afghanistan Cricket Board.

## Afghan Cricket Magazine



# Media

## Cordial communication with Popular Cricket Media outlets

One of the highlights during the year 2020 was the increased and cordial communication between the ACB Media department and some popular cricketing outlets such as the International Cricket Council (ICC), ESPNcricinfo, Crictracker, Cricbuzz, etc.

The communication was a fruitful initiative which resulted in greater exposure

and coverage for the Afghan Cricket. Some instances are described as follows:

- The International Cricket Council publishing the congratulatory video of Rahmanullah Gurbaz in Pashto as he thanks the fans for their support during the 7th edition of Shpageeza Cricket League
- Photos of Street Cricket, captured by photogra-

phers from Afghanistan Cricket Board, shared on the official social media handles of ICC and ESPNcricinfo as well as national media outlets such as VOA Pashto.

- Photos of young Afghan Girls shared by ICC on the International Girls day by ICC

## Media interaction workshop for National Players

Realizing the need for a coherent, precise and transparent communication between national players and the various media outlets that they engage with, the media department of Afghanistan

Cricket Board conducted a Media interaction workshop for them in July 2020. The two-day workshop focused on how the players can convey their messages to their fans in a non-controversial and un-

derstandable manner across their social media platforms as well as in their interviews or interaction with TV Channels, Websites, Newspapers and other media outlets in Afghanistan or abroad.

## Training to Sports Journalists during the annual Afghanistan Sports Journalists Congress

The 2020 Annual Sports Journalists Congress was held in November in Kabul and was sponsored by Afghanistan Cricket Board. During the congress, where many sports journalists from the country took part, the representa-

tives from the ACB media department provided a short training on the coverage of cricketing events and activities by the media. The media department also provided an in-depth analysis of how the coverage of cricket can have

a significant impact on its development and emphasized on continuing the cooperation between ACB and sports journalists from various media outlets to convey information to the fans and other stakeholders.



# Engineering and Development

Due to the lockdown restrictions imposed in the wake of the COVID-19 Pandemic across the country, Infrastructure develop-

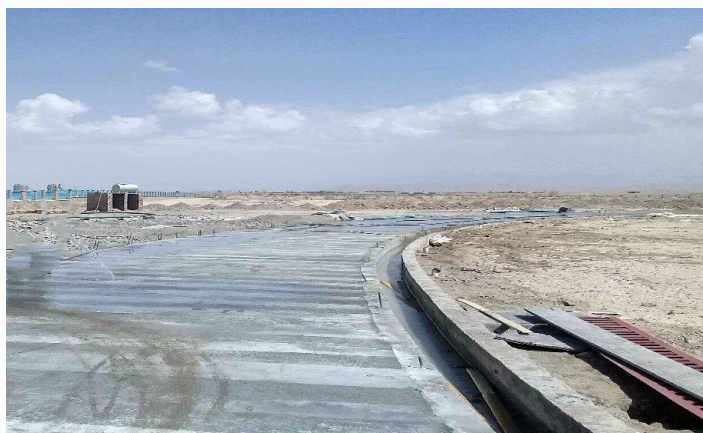
ment was a challenge for ACB in 2020. However, the overall development was satisfactory as many projects such as different

grounds, academies, guest houses, etc. got on track and some of them were completed during the course of the year.

**The following were the major Projects conducted during the year 2020:**

## **Paktika Cricket Ground**

During the initial months of the year 2020, the construction of pitch, green area, cage and academy nets were included as part of the Paktika Cricket Ground.. The handover of the ground was completed from contractor in September of the same year while in October a site visit was conducted for re-tensioning of the Ground. ACB engineers travelled there to conduct the monitoring closely. The project is 100% completed.



## **Khost Cricket Ground**

In February 2020, the design of Khost Cricket Ground boundary wall was completed and the Ground was handed over in June.



# Infrastructure

## Paktia Cricket Academy

The design of Paktia Cricket Academy was completed in February 2020. In April, the department started the construction of pitch, green area, cage and academy nets for the mentioned academy.



## Kandahar Guest House

In March 2020, the ACB engineers conducted a site visit for the construction of G+1 story of a VIP Guest House at the vicinity of Kandahar Cricket Ground. The Guest House includes 20 rooms with all the required facilities for the guests. This project was completed 90% at the time. Due to COVID-19 lockdowns across the country, the construction activities were halted which were later resumed. In November 2020, Engineers conducted another site visit to the guest house as the inspection of materials and guest house accessories were conducted.



# Engineering and Development

## Helmand Cricket Ground

In January 2020, the construction of a Pavilion, Water Supply System, Grassing, Fence, Sidewalks, Side Ditch, stands, and Outdoor Academy were conducted. This project is 99% completed. However, the hand-over process is still remaining. The project's Design and monitoring was done by ACB Infrastructure Department.

It shall be noted that despite security issues in the region, ACB engineers were able to go to Helmand province and did active monitoring of the site.



## Kunar Cricket Academy

The design for Kunar Cricket Academy was started in February 2020. However, due to COVID-19 pandemic, the construction could not be started immediately and was started later in July. The construction was completed in August of the same year as all procedures were conducted successfully.



## Pul-e Alam Cricket Ground Logar

The Pul-e Alam Cricket Ground Project is 100% completed. In April 2020, ACB's engineering department conducted the cutting, filling and leveling in the ground.

In June, work was also started on another ground in Logar's Mohammad Agha district as well.



# Infrastructure

## Shaheed Najib Tarakai Cricket Ground (Behsood Cricket Ground)

The first phase of the Behsod Cricket Ground was started in June 2020. The ground was later renamed in honor of national player, Najibullah Tarakai, who lost his life in a tragic car accident later in the year. The first phase of the construction was completed in September 2020.



## Balkh Cricket Ground

The construction activities of Balkh Cricket Ground started in July 2020 after the completion of the initial paperwork in May. The Construction a pavilion, water supply system, grassing, fence, foot-paths, side ditch, outdoor academy, stands and VIP rooms for players and the surrounding wall of the ground was done at the time. The project, which will have a seating capacity for 3000 spectators, is currently in progress and is 15% completed. In October, ACB's engineering department conducted a site visit of the ground for quality control of materials and monitoring of site.



## Maidan Wardak Cricket Ground

The construction of Maidan Wardak Cricket ground was commenced in August 2020. This project is ongoing with 8 % completion during 2020. Site inspection and monitoring was done by infrastructure department.





# Marketing

The Marketing department of the Afghanistan Cricket Board (ACB) oversees its marketing, promotion, sales, revenue, digital branding and sponsorship management. The year 2020 was a challenging year as the COVID-19 Pandemic affected businesses all over the globe, including Afghanistan, India and

UAE – the markets where the Afghan cricket has its major potential commercial interests. The restrictions in the wake of COVID-19 Pandemic resulted in cancellation and/or postponement of many events. However, after the permission granted by the Government for conducting domestic events, albeit in

compliance with all health guidelines, the Marketing Unit put extra efforts resulting in a successful seventh edition of Shpageeza Cricket League.

**In general, the major events that resulted in revenue generation from sponsorship during the year 2020 were the following:**

The three-match T20I series between Afghanistan and Ireland was played in Greater Noida, India. Afghanistan Emerged Triumphant in the series beating the visitors 2-1 as the third match of the series ended in a super-over win for Ireland. The matches were played on 6th, 8th and 10th March respectively.

Continuing the solid relationship between ACB and sponsors from the previous years, Islamic Bank of

#### **Afghanistan vs Ireland T20I Series – Greater Noida, India**

Afghanistan managed to secure the Title Sponsorship rights for the series while Kardan University secured the Main Jersey Sponsorship rights. Both entities had previously engaged with us as well through sponsorship of various events. Similarly, Kam Air was signed as the Travel Partner for the national team and officials from Kabul to New Delhi.



# Marketing

## Shpageeza Cricket League 2019

The seventh edition of Shpageeza Cricket League was held from 6th to 16th September at Kabul Cricket Stadium. The tournament is Afghanistan's most popular domestic T20 Tournament which has also contributed to the development of commercial cricket in the country. Five out of six franchises were sold to different companies while the other- Bost Defenders -remained under ACB's ownership for the seventh edition.

Resuming its marketing relationship with ACB, Etisalat Afghanistan was signed as the Title Sponsor for the tournament which was held in compliance with all the relevant health guidelines to prevent the further spread of COVID-19 disease. The tournament was hence titled, " Etisalat 4G Shpageeza Cricket League 2020".



**The sponsors and Partners for the seventh edition of Shpageeza Cricket League included the following in general:**

- Etisalat Afghanistan (Title Sponsors)
- National Radio Television of Afghanistan (Official Host Broadcaster)
- Daily Fresh International (Owner of Team Band-e-Amir Dragons)
- Hazrat Co. Ltd. (Owner Team Mis-e-Ainak Knights)
- Naveed Ahmad Exchange (Owner Team Amo Sharks)
- Afghanistan Coal Traders Union (Owner Team Speenghar Tigers)
- Ayoubi Sports Complex (Owner Team Kabul Eagles)
- Diva Group ( Main Jersey Sponsors Team Bost Defenders)
- RTA Sports (Umpire Jersey Sponsors)
- Fancode (Official OTT partner in Indian Subcontinent)
- HSL (Official Live Stream partner in Europe)
- Madava Hosptial
- Habib Gulzar Limited
- Tayyab Yasir Limited
- Refai Shaheen Construction Company

## **Way Forward**

The year 2021 is a busy year ahead for the Afghan National team as well as for domestic cricket in the country. The marketing division will aim to capitalize on its strong relationship with ACB's partners and spon-

sors to bring more revenues for the organization.

The next stage for ACB and its marketing division is to attract a Main and or Team Sponsor along with a Co-sponsor for the next cycle of events leading up

to the 2023 World Cup. The planning process is already underway and will be applied over the course of the year 2021.




# Information Management Info

The information Technology and Management Information System (IT& MIS) department at Afghanistan Cricket Board manages all the tech needs at the organization. The department has a certain scope which includes activities such as Applications Development, Networking and Telecommunications Development, Server Room, Information Security System & Network Administration, System Security, etc.

## ACB Official Website Re-Engineering & Reverse-Engineering

The world of technology is moving fast and growing day by day. Everyone needs to keep up including businesses and sports. Organizations need to give priority to the friendliness of their websites, the applications and platforms they provide should be user-friendly, and that is why ACB needed the re-engineering process in its system. Lately, the concept of SPAs is introduced in terms of Web Application development. This concept has some important ben-

efits over the traditional MPAs. The SPAs or Single-Page Application is an app that works inside a browser and does not require page reloading during use. The examples include: Gmail, Google Maps, Facebook or GitHub. SPAs are all about serving an outstanding UX by trying to imitate a “natural” environment in the browser — no page reloads, no extra wait time. It is just one web page that you visit which then loads all other content using JavaScript — which they



# Technology Information System

heavily depend on.

SPA requests the markup and data independently and renders pages straight in the browser. We can do this thanks to the advanced JavaScript frameworks like VueJS, AngularJS, Ember.js, Meteor.js, and Knockout.js.

Single-page sites help keep the user in one, comfortable web space where content is presented to the user in a simple, easy and workable fashion.

## **Following are some of the benefits of the SPAs that we have incorporated in to our new ACB website:**

- SPA is fast, as most resources (HTML+CSS+Scripts) are only loaded once throughout the lifespan of application. Only data is transmitted back and forth.
- The development is simplified and streamlined. There is no need to write code to render pages on the server. It is much easier to get started because you can usually kick off development from a file://URI, without using any server at all.
- SPAs are easy to debug with Chrome, as you can monitor network operations, investigate page elements and data associated with it.
- It's easier to make a mobile application because the developer can reuse the same backend code for web application and native mobile application.
- SPA can cache any local storage effectively. An application sends only one request, store all data, then it can use this data and works even offline.



# Information Management Info

By migrating ACB's website from MPAs to SPAs, we have faced with the challenge of SEO. In-order to solve this issue, we used and integrated Nuxt.js..

Finally, as the website is the main intermediate between ACB and the public or the fan followers of Afghan Cricket, we need to be more focused and do to the best of our ability for keeping the website up to date and make the site more interactive, appealing and user-friendly by updating all the used technologies and improving the overall functionalities and performance.

## **The website Re-Engineering & Reverse-Engineering process included the following major activities and features:**

- Migrating Website from Traditional MPAs to SPAs
- Working on Website SEO
- Bringing Some Major Changes for Making the Website more Appealing
- Improved Security
- Integrating Videos Portion in the Landing Page
- Less Loading Time & Increased Speed
- Picture of the Day Section
- Players Profile
- Match Summary
- History & Background
- Teams
- Opportunities & Tenders
- Fixture or Up-Coming Matches
- Development & Infrastructure
- Live score & Social Media Pages Integration

# Technology Information System

## Task MIS

A Task management system can help by automating and streamlining tasks for more productivity in the organization.

It includes task assigning, start date, end date, comments, approval and progress. A manager without calling and emailing can report directly to His/her Line manager through task manage-

ment system either the work is in progress, pending or completed.

The system is designed, developed, tested and implemented. The user accounts have been created, and all ACB head of departments are trained to use the system accordingly.

The system Includes the following main features:

- Project Opening
- Milestones Identifications
- Task Lists Creation
- Task Creation, Assigning and Tracking
- Task Prioritization
- Notifications System
- Dashboards

## Procurement MIS Phase One

The first phase of the ACB procurement system was created to facilitate the documentation and other processes in the procurement department. It includes the following main features:

- Purchase Request Raising

Process

- Purchase Request Verification by Head of Department & Passing for Further Process
- PR Tracking Process
- PR Approval or Rejection by

CEO

- PR Process by Procurement Department
- PR Process by Finance Department

# Information Management Info

## Players Draft Management System for SCL2020

The system was designed to put all the players with their statistics, categorize them by five categories, have all the franchises

and manage the picking process of the players. The system gives a strong message and shows that the ACB is eager and able

to go for professionalism, digitalization and adopting advanced system and technologies over traditional systems.

## Players Draft Management System for SCL 2020

**The Players' draft system for the SCL Draft Included following main features:**

- Draft Players' List
- Draft Players' T20 Career
- Draft Players' Categories
- Franchises & Teams Sections
- Draft Turns Chart
- Players Picking Process
- Team Squads
- Rounds Summary
- Turns Summary

## SCL2020 Accreditation MIS


The Accreditation system for the seventh edition of Shpageeza Cricket League was developed and integrated with the ACB website, the system was used broadly by media journalists, team owners, franchises, officials, ACB staff, VIP guests and other relevant stakeholders.

Following were the main features of the accreditation MIS:

- Media Journalists Registration Process,
- Team Officials & Owners Registration Process,
- Match Official Registration

Process,

- ACB Staff Registration Process,
  - VIP Guests Registration Process,
  - Ball Pickers & Ground Staff Registration Process,
  - Media Production and Technical Staff Registration Process,
  - Eligibility Criteria Verification,
  - Accredited Areas Specification,
- Implementing the system successfully helped improve the security and accreditation cards distribution process.



# Technology Information System

## Email Server Maintenance and Monitoring

Email is an important method of business communication that is fast, cheap, accessible and easily replicated. Using email can greatly benefit businesses as it provides efficient and effective ways to transmit all kinds of electronic data.

To keep in mind all the importance and benefits of email communication. IT department decided to transfer and migrate the data from third and low

quality company's MS exchange to Google hosting (Gmail) for smooth, quick and secure servers to receive the services 24/7/365. Because the Local company could not provide such services, security and comfortable support.

The IT and MIS department is certain that these developments will help all ACB staff members to be more efficient in their daily activities. People who

want to get information about Afghanistan Cricket through ACB's website will find ACB's website interactive, appealing and user-friendly. The department will continue to introduce technological upgrade to ACB's system and make sure that ACB's staff, clients and audience benefit from technological advancements in matters related to Afghanistan Cricket.

# Finance Dep

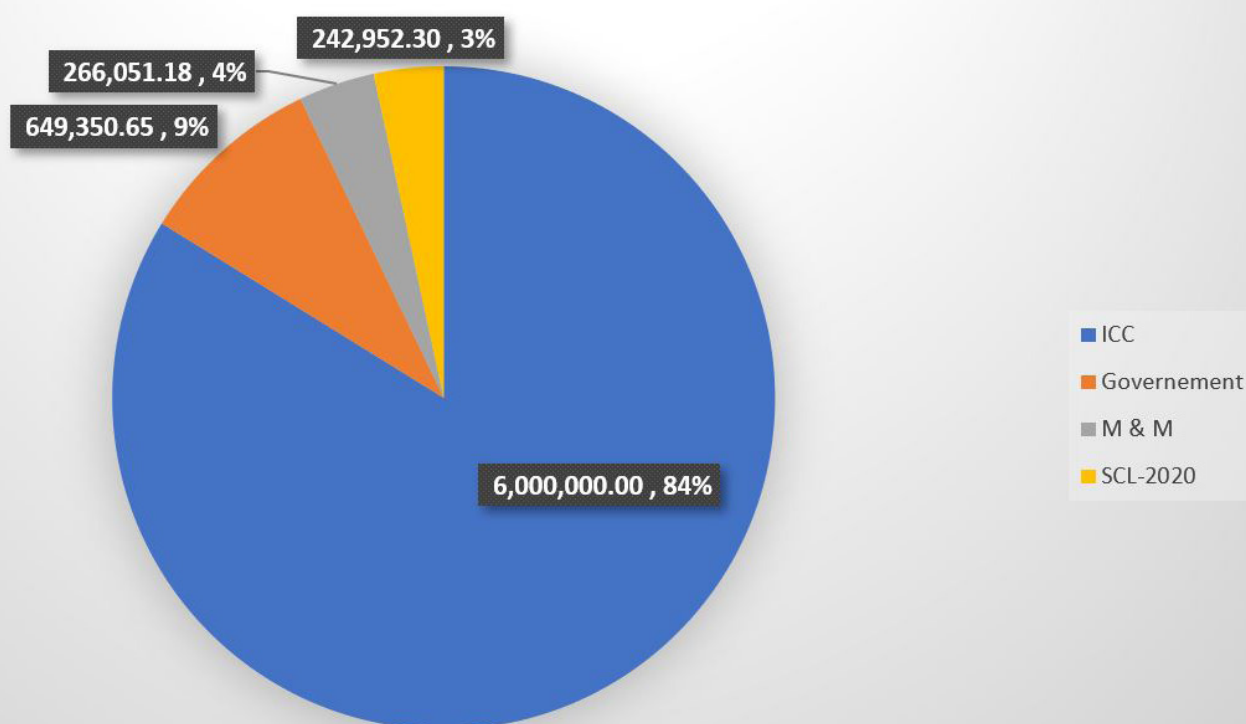
## 2020 @ a Glance

Looking back to the year 2020, total revenue for the year ended were USD 7.15m, while 84% of this amount was from ICC distribution, 9% Government, 4% Marketing and 3% from Shpageeza however SL has its own expenses which were not covered fully but despite SL was one of the best one which covered more portion of its expenses.

Comparing overall revenue for the year, there was 44% decline comparing to last year and the main reason is believed to be COVID-19 beside ICC distribution & events, Government grant and other reasons.

# artment

REVENUE-2020



# Finance Dep

## Expenses

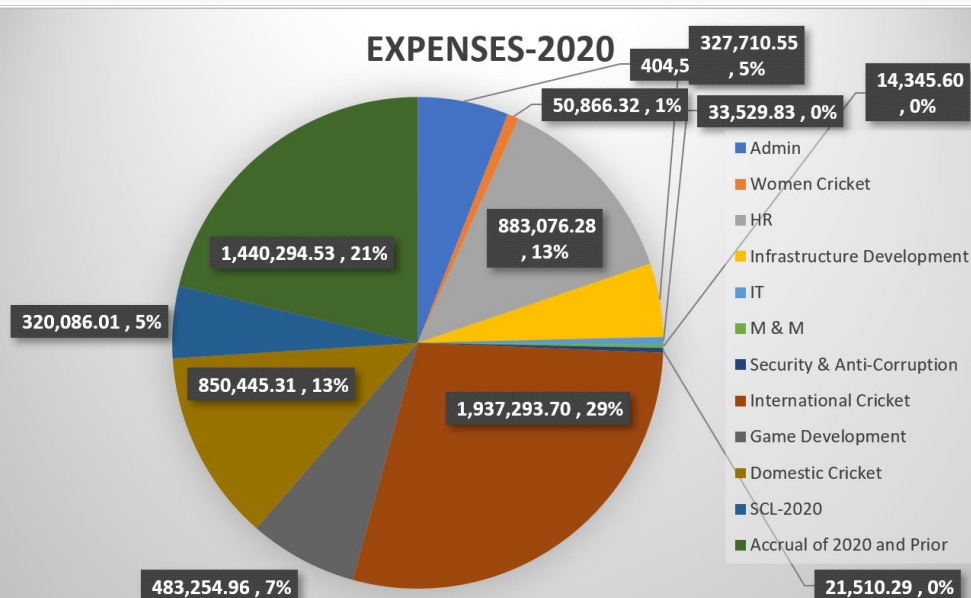
Expenses for the year were totaled to 6.76M. The higher portion spent on International Cricket which remains always priority. There were expenses on domestic cricket, Game Development & Infrastructure, Anti-Corruption & Security, HR, Women Cricket, Media & Marketing and System Development. Looking into the figures expenses for the year were

less than previous year by 45% where major areas are most likely the same and are rational. International Cricket Always burn up main part of the annual revenue. Domestic Cricket Spend more on school cricket, two-day, three-day, four day while Game Development spend on Infrastructure, coaching and skill development activities. Media is trying to showcase key activi-

ties to attract viewership and promote marketing.

Women Cricket Started to spend on awareness, coaching, tournaments and at the first time they will be having HR cost for the central contracted women players.

IT is working on system development while others supporting the Board general activities.



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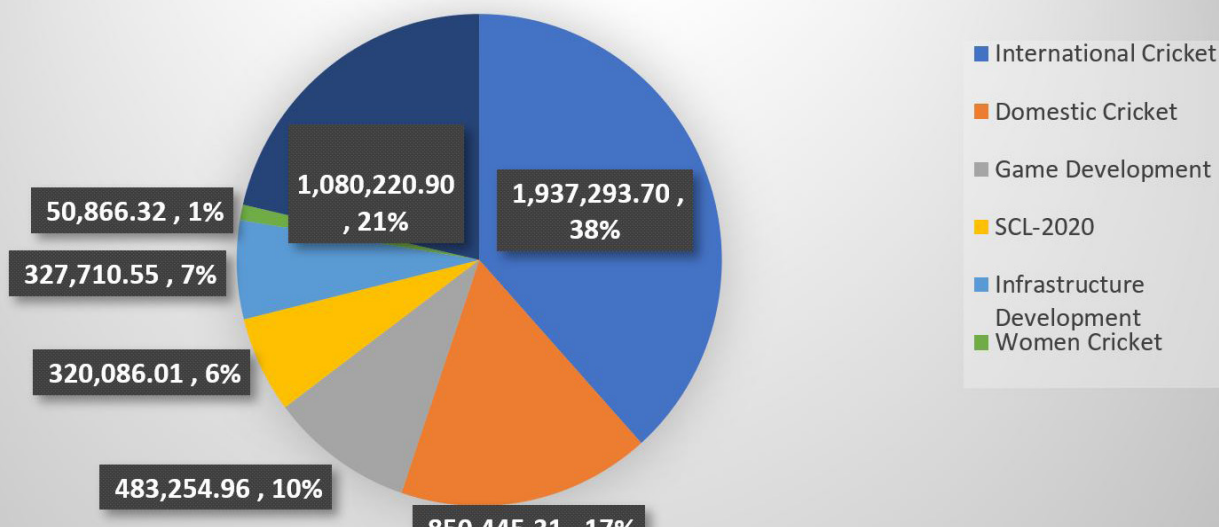
## Technical Vs Administrative Cost Analysis

Cost incurred on technical staff, skill development, material and equipment, camps, events, tournaments, production, hosting and Cricket

Activities are treated technical cost and luckily, they are 75% of the total expenses. Let's take a look on cost breakdown for more details. All indirect &

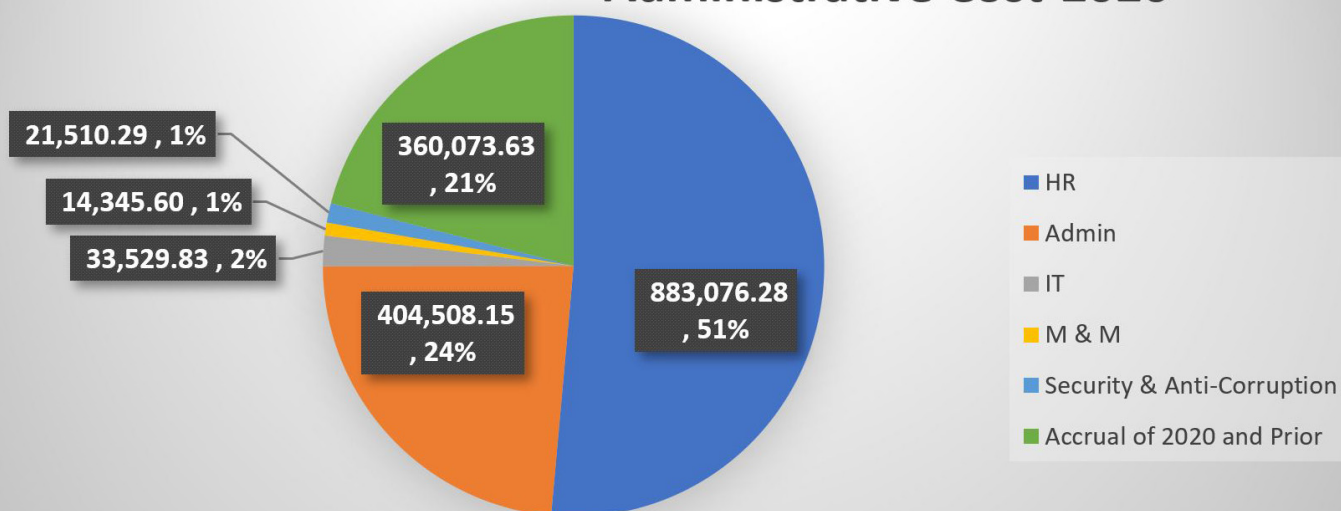
support cost are treated to be administrative cost and looks pretty rational.

## Technical Cost -2020

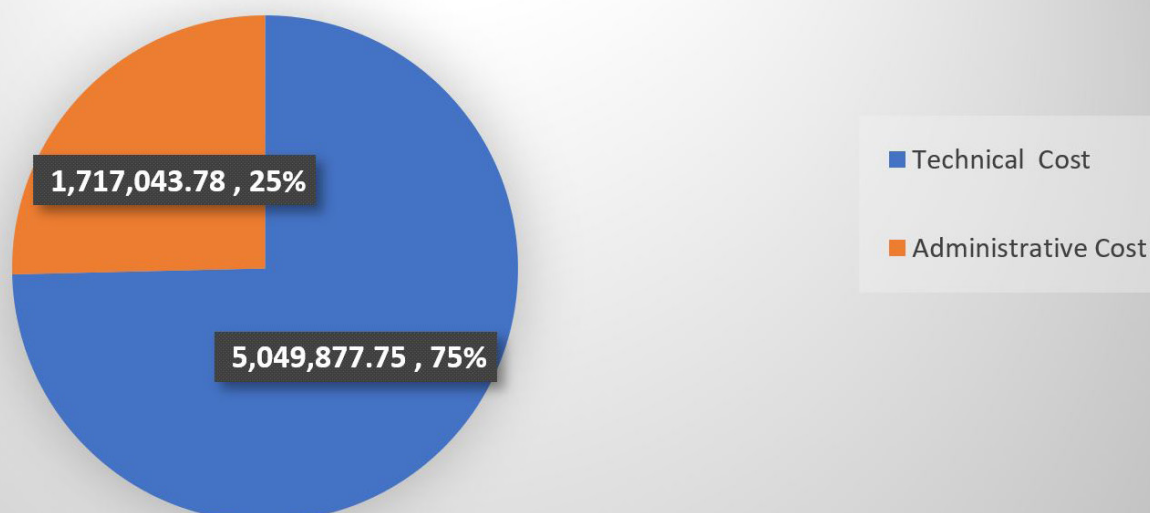


# Finance Dep

Administrative Cost-2020



Technical Cost Vs Administrative Cost Analysis



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In addition, ACB never experienced liquidity issues. ACB working on system development where major task have been moved to ACB online portal. ACB exercise monthly financial report submitted to top management tracking on Cash count, Bank / Cash reconciliation, Balance Sheet & PL, Tracking on Advances, A/P, A/R and Fund Accountability Statement generated from Accounting System. ACB exercise internal control where each transaction is checked to be properly authorized, approved and supported as per necessary guidelines. All transactions are submitted to internal Audit for any possible risk, violations, irregularities or Fraud indications. External Audit is hired to carry out independent audit and report any issue. ACB shares quarterly reports and Annual Audited Financial Report with ICC and all relevant stakeholders.



# CHALLENGES

The year 2020 presented unprecedented hurdles to the world as it suffered through a Pandemic that affected all walks of life. It was a tough year for cricket and Afghan cricket was no exception. The pandemic affected not only the playing calendar, but also the logistic, financial, marketing and operational routines of the cricketing bodies across the world. Hence, ACB also encountered such difficulties some of which are described below:

#### COVID-19 Restrictions


As discussed above, the COVID-19 Pandemic which started in early March 2020, was an unprecedented challenge to Afghanistan Cricket

Board as it drew an uncertain future ahead of the players and ACB in general.

In order to curb the spread of the virus, the relevant authorities in the country imposed widespread restrictions which effectively halted all sporting activities as well. Moreover, COVID-19 also impacted the financial situation of the country and many businesses were affected which meant the private sector bit the dust impacting the sponsorship opportunities for ACB.

#### Lack of Main Sponsor

The deteriorating market conditions in Afghanistan meant ACB's strive for



finding a main sponsor was unfruitful in the year 2020 as well. To make the matters worse, the COVID-19 pandemic affected the businesses in a bad way as the country further plunged into financial crisis.

However, ACB Leadership and board are in constant discussions and negotiations with the potential entities who can avail the main sponsorship for an extended period of time.

Logistic management for Home series

During the year 2020, Afghanistan's scheduled home series were either cancelled or postponed to later dates causing a challenge for ACB

Operations to reschedule and manage the logistics of these series in presence of all restrictions imposed by relevant governments with regard to COVID-19 control. In some cases, there were visa issues that slowed down the logistical process for a home series and/or other tournaments.

Weak Planning Mechanism Efforts were put underway in 2020 to start the strengthening of the Planning mechanism in ACB as the organization has struggled due to weak planning previously. The Policies of the various departments were up for revision and the relevant challenges are being tackled.

Selection Process Reforms Selection of National level teams has always presented a unique challenge for ACB. Fortunately, in most cases these challenges are due to an extensive bench strength that makes it harder and more complex process to go ahead with selection. Therefore, to ensure transparency and accountability in the selection process, the work Athlete Management System (AMS) was initiated which will provide a complete data-backed mechanism for the selection of deserving players in the future.

# WAY FOR

Although presented with unforeseen circumstances during the year 2020, there is a busy year ahead for the Afghanistan Cricket Board as the national team has a packed international calendar while domestic cricket calendar also includes various competitions to continue the process of talent generation and nurturing it

ahead.

As the businesses recover from the crisis created by the COVID-19 Pandemic, it will create a ripple effect creating more sponsorship opportunities for ACB to partner in cricket-filled year ahead.

The year 2020 also presented unique logistical challenges which paved way for

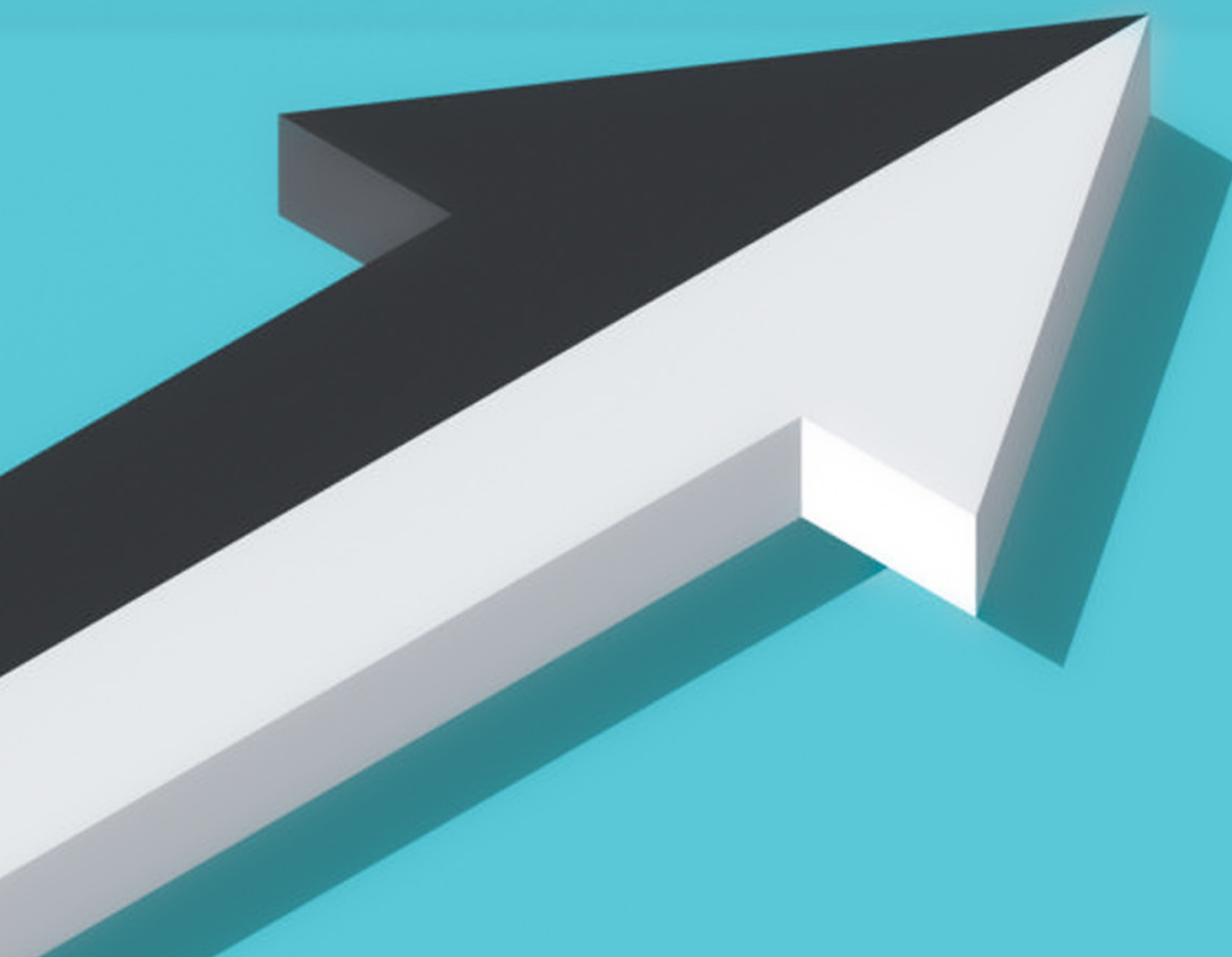
ACB to look for new venues to host its international home series. The venues in countries such as Oman in addition to UAE and India will provide an extended option line to choose from. In order to ensure that player selection is free from any controversies and is done based on merit, accountability and transparency,

# WARD

we will initiate the Athlete Management System (AMS) soon. The system will be a base for deserving players whose performance, discipline and fitness will be considered while the final selection call is made. It will provide the initial selection data and therefore, ensure that the channels of talent integration across national

levels is smooth. One of the major factors that will determine our success in near future will be the qualification for the ICC Cricket World Cup 2023. Our campaign for the ICC World Cup ODI Super league is set to commence soon and ACB will ensure that the players are given proper preparation as the cricketing world

is acquainting itself with the new playing norms under the bio-secure environment consisting of bio-bubbles. In a nutshell, the adversity of 2020 has passed and ACB remains optimistic as ever to ensure that Afghan Cricket is headed in the right direction.





## **Afghanistan Cricket Board**

Kabul International Cricket Stadium  
Near Chaman-e-Huzoori, Khan Abdul Ghani Khan  
Road, Kabul Afghanistan