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Mumbai: Football fever has hit the country like never before and cashing in on the excitement is a management company from Kolkata who will work alongside Premiership club Arsenal FC to give a select group of kids from the country to train 'The Arsenal Way'.

The Arsenal Soccer Stars football tournament is an inter-school tourney for under 15-year-olds and will include more than 50 schools from Mumbai, who will vie for a spot in the national finals. It

will have a mix of league and knockout matches during a two-day tourney to be held on April 19 and 20. The two Mumbai finalists will compete at the national final to be held in Kolkata on May 17.

The tournament will double-up as a scouting programme where 30 kids will be chosen by former Iran international and Mohammedan Sporting player Jamshid Nassiri to be coached by Arsenal coaches for a two-week period.

Of this, half the lot will be sent to Arsenal to participate in the Arsenal International Soccer Festival to

be held in July.

Nassiri who has lived and coached in India for over 28 years says there is plenty of talent at the u-15 level that is waiting to be tapped. "They need to be groomed well. India coach Bob Houghton says India doesn't have enough tall players, but I have coached 10-year-olds who are tall, well-built and very intellegent."

He also criticised Indian football saying, "The game is poorly marketed. Also it's time I-League clubs stop wasting money on sub-standard foreign players and in turn spend it on grass-roots work."