

Sector Profile

Sports Sector in India

Sports have been full time profession for many Indians over the ages. Society, kings and kingdoms patronized sports professionals, coaches and administrators, with public appreciation, sporting resources and personal gains. As we proceeded in modern era sports took a backseat. High growth economy, rise of middle class with disposable income and leisure time has shown revival of sports in India. Parents today support their children's' aspirations to pursue career in sports. Sports like Boxing, Formula 1, Hockey, Golf, Kabaddi, Shooting, Soccer, and Tennis, are enjoying record levels of success in India.

Sports is multibillion dollar industry across the globe and nevertheless a highly respected career option. Sports sector is developing in India and presents exciting career opportunity for youngsters aspiring to excel in sports, and individuals associated with sports and allied services. Sports sector is increasingly becoming strategic business units for many corporate houses in India.

The Formula One racing championship saw an inflow of US\$ 100 mn into the Indian economy through the travel and hospitality industries. The Indian Premier League, directly and indirectly generated employment for more than 15000 people. The winners of the Indian Football League won INR 5 million in the 2010-11 season. In the World Kabaddi Championship held in Punjab, India, the prize money was INR 2 crore. The champion team of the inaugural World Series Hockey will get INR four crore as prize money while the runners-up will be richer by two crore.

Government and Sports Federations in Sports

Department of Sports, Government of India schemes is geared towards creating the infrastructure and promotes capacity building for broad-basing sports. It is with the objective of achieving excellence in various competitive events at the national and international levels. Sports promotion is primarily the responsibility of the various National Sports Federations which are autonomous and receive funding from government.

FICCI in Sports

The FICCI was the first national chamber of commerce to establish a dedicated sports division under the aegis of sports committee. It was instrumental in bringing the focus of India Inc. to the erstwhile unexplored territory of sports.

FICCI believes that sports development can take an accelerated growth path with more stakes of India Inc in the sector. However, it is important to have an industry friendly policy for the sports sector and develop sports infrastructure in the country to enable India to compete internationally and achieve greater success and performance in sports.

Opportunities for Business Community in the Indian Sports sector

India Inc has been supporting sports events and sportspersons through sponsorships and scholarships respectively. FICCI envisages bigger role for India Inc in Sports as business

community has played a very important role in growth of education, telecom, health, transportation, and postal services as independent entities and in Public Private Partnership. It has been a win-win situation for the country and economy. Following are few of the opportunities in sports sector in India:

- Developing an ecosystem for the growth of sports.
- Research and knowledge development & dissemination.
- State - Industry engagements.
- Quality Sports education, developing center of excellence and promoting sports as a full time career.
- Efficient Sports event organization, marketing and management.
- Strengthening and professionalizing the Sports Federation.
- Talent scouting and management at the grassroots level.
- World class sports infrastructure development.

Highlights of FICCI's activities in Sports

- A national sports committee for consensus building and improving the dialogue between the government and industry. The Committee members comprise stakeholders from India Inc, national sports federations, reputed sportspersons including Olympians and international record holders, media persons, academicians and so on.
- Networking events were held for stakeholders from the sports fraternity which includes sports administrators from the states, sports business professionals, athletes and international experts.
- FICCI has from time to time invited renowned Indian and international thought leaders to share their views and concerns on the development of sports in India.
- FICCI has been instrumental in initiating policy advocacy for creating an industry friendly environment.
- It has taken steps to bring about need based knowledge development and dissemination with inputs from experienced stakeholders.

FICCI Sports offers

- A platform and advisory services if you are an international or national organization interested in launching business and services in India, in the sports sector.
- Networking with the right stakeholders including the government, federations and sports administrators, to promote sports business development in the country.
- Hand holding, if you are a startup sports management consultancy or company setting up your sports venture in the country.
- Liaisoning with states for state-industry engagements in sports.
- Conferences, seminars and exhibitions, to share your products, services and ideas for developing sports in India and of course for networking with the 'who's who' of the sports sector.
- Conducting surveys, research and developing knowledge, reports on contemporary issues in the sports sector.

- Facilitating international collaborations with India and delegations to marquee events.

FICCI would be glad to connect with stakeholders who have similar vision and are passionate about the development of sports sector in India. Together we can create the right space for Indian sports. There is no doubt, about the latent demand and enormous economic potential in the sports sector.

Let us together reconstruct boundaries, focus on the big picture, think beyond the existing and delve in to the ocean of Sports in India.