

The background of the cover is a photograph of a person running on a paved path. The person is wearing black leggings and colorful running shoes. The image is slightly blurred, suggesting motion. A dark blue rectangular overlay is positioned on the left side of the image, containing the title text.

SPORTS DEVELOPMENT AND YOUTH ENGAGEMENT

FICCI - IISM KNOWLEDGE REPORT

Foreword



The potential for Sports to expand in terms of development as well as popularity in the existing Indian market is nothing short of tremendous.

It would not be inaccurate to say that we are currently witnessing a revolution of sports, as far as the packaging and marketing of multiple sports is concerned. Cricket apart, sporting events and properties like the Pro Kabaddi League and the Indian Super League, to name just two, have found enthusiastic support, not only from sports-lovers, but also international and local sponsors.

The evolution of the economy has ensured a rise in the disposable income of households and consequently, an increase in spending on activities that were perceived as 'unconventional' not very long ago. Sports constitute one such activity. The passion of the Indian sports-lover for multiple sports is being reflected in the television ratings, which are looking more and more impressive with every passing day, match and tournament.

FICCI believes that the 'sporting revolution' can be accelerated even further. There are numerous investment and growth opportunities in the sports sector, some of which are being utilised. However, there are many more that can be identified and tapped. FICCI has been organizing the "TURF" Global Sports Summit every year since 2009, to facilitate precisely this objective.

"TURF" is our annual flagship event and India's largest International Convention on the Business of Sports. It is a strategic dialogue platform to bring together senior decision makers and the who's who of Indian and International Sports industry to deliberate on sports as a career and a business and wellness opportunity. The ultimate aim is to take India closer to becoming a 'sporting' nation, with the youth at the forefront, both on and off the playing arenas.

Mr. Dilip Chenoy

Secretary General
FICCI



Message from IISM Director

The sports industry is witnessing an upward surge. The advent of multiple sporting leagues & increased fan participation has made the sports sector a powerhouse of unexplored avenues & innumerable opportunities. The involvement of youth right from the grassroots level will ensure that the Sports Industry continues to grow.

International Institute of Sports Management (IISM), which pioneered sports management education in India, IISM presently offers Bachelors and Masters programmes in association with Mumbai University as well as an autonomous Post Graduate Program in Sports and Wellness Management. IISM equips students with the professional skills and proficiency necessary to have meaningful careers within the sports industry & be a driving force behind its success.

We may focus on engaging youth in different capacities. However, the questions remain the same - *“Is the youth industry ready? Do they have the required skills? How are they being helped to acquire those skills?”*

We believe in constantly adapting to the industry's needs.

The environment at IISM instils the spirit of initiative, ingenuity and courage in each student along with imparting classroom education and field experience side by side. Our culture facilitates not just learning from academicians and eminent industry captains but peer learning as well. Aided by the latest technology, a continually evolving curriculum, and constant corporate interaction, we wish to transform the youth from being first class management students into astute thought leaders who are ready to take on the challenges of the sports corporate world, both in India and abroad.

Our endeavour is to become a 'movement' that creates professionals who have the ability and agility to create landmarks and set benchmarks in the sports sector and the business that surrounds it. Our endeavour to empower young professionals to pursue their dream careers amplifies & encourages us to keep moving upward & onward.

Mr. Nilesh Kulkarni

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Executive Summary



Executive Summary

Till very recently, India was known as a one-sport nation. Cricket and cricketers reigned supreme. However, things are changing. While cricket remains popular, other sports are also making an impression. A nation that did not produce a single individual medalist at the Olympics from 1956 to 1992 has made its presence felt on podiums of global sporting events in the recent past. From being cynical about the prospects of our athletes, we as a nation have started expecting them to perform and excel. This is a monumental change.

More youngsters are playing and following multiple sports. The number of professionals in the sector, all of whom are essaying critical roles on and off the arenas, continues to grow. These are individuals who live and breathe sport, and will do anything they can to take India to unprecedented heights in the field of sport, provided they get the right kind of support at the right time.

However, there is still a long way to go. Youth engagement and grassroots development remain challenges.

This knowledge report will act as an invaluable resource to those seeking employment as well as to those who wish to start their business in sports.



Career In Sports

Sports as Business

Health and
wellness in sports

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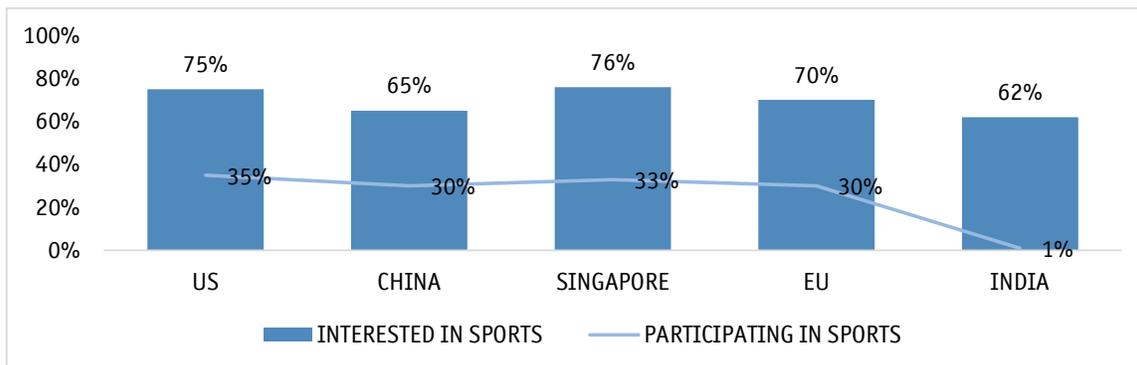
Sports as Career

Sports as a Career – A Monumental Irony



India is a sports-mad country where many prominent sportspersons are hugely popular and even worshipped, but despite that, youngsters seem to prefer 'watching' to 'playing.' While at least 50% of sports-crazy individuals actively participate in sports or choose sports as career in other parts of the world, only 1 % out of 62 % youngsters 'interested in sports' end up choosing sports as a career-option





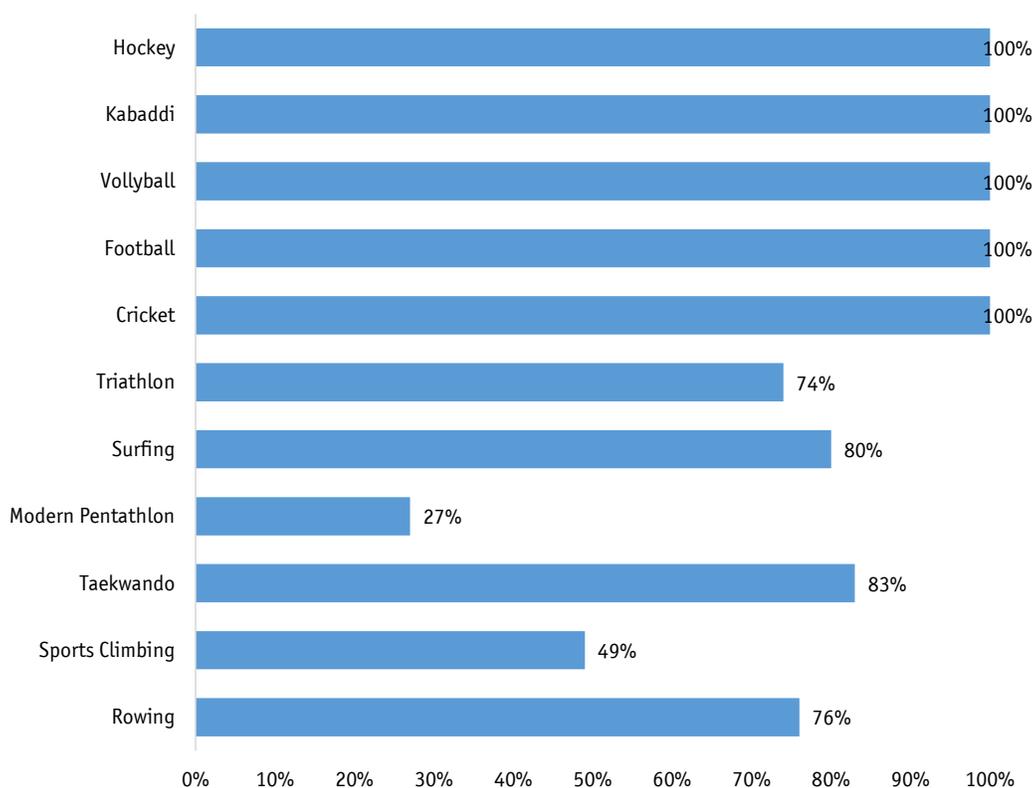
62% Youth are interested in Sports in India – but only 1% take active participation

Lesser participation leads towards less medals in Competitions

In India people are largely aware of games like Cricket, Football, Kabaddi, Hockey and Volleyball. More than 70% of 'sports-crazy' youngsters are not aware of a sporting discipline like Modern Pentathlon.



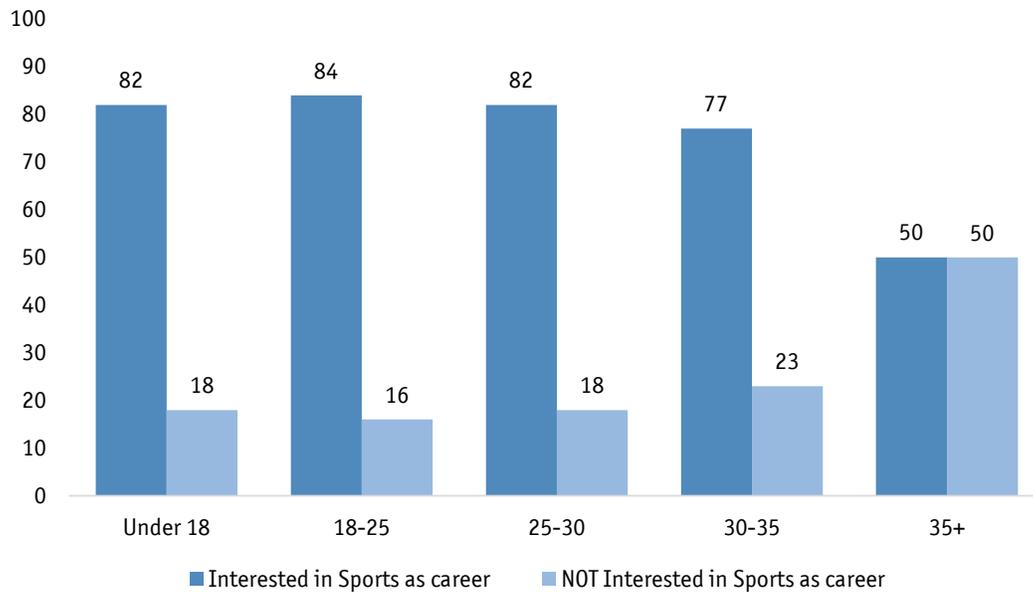
Awareness



Career options in Sports: Facts and Figures

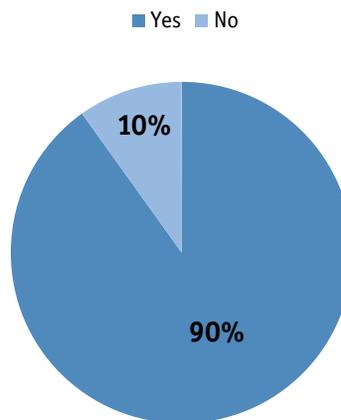
People are interested in pursuing sports as career, across age-groups. **More than 80% of the youth population has this inclination.**

Interest in Sports



A whopping 90% of youth population think of Sports as a reliable career-option. It's an encouraging number that the Government and Private sector should take note of.

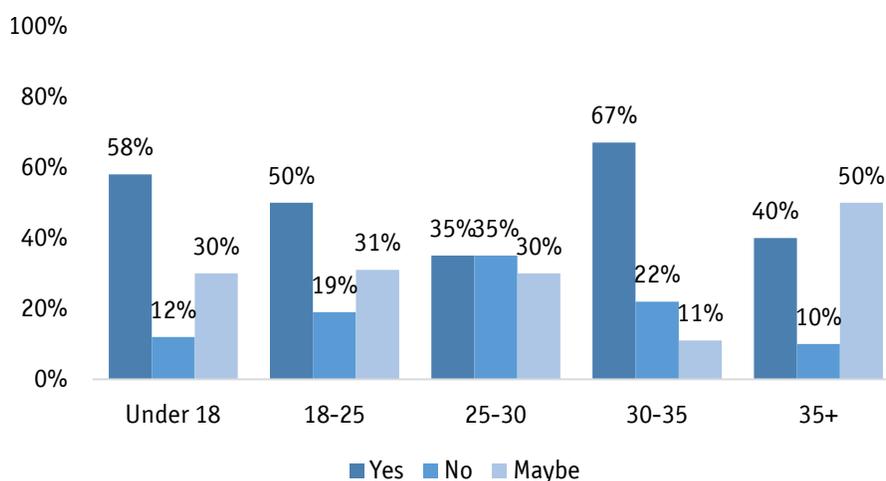
Sports as Reliable Career



90% youth feel that Sports is a reliable career-option.

We have seen that a significant percentage of Indian youth is interested in Sports. They even consider it a reliable career-option. However, the active participation of this 'interested' pool is negligible. Parental support is one of the most crucial factors determining careers of the youth in India. By and large, parents are not all that inclined to look at careers in sports in favorable terms.

Parents Support in Sports

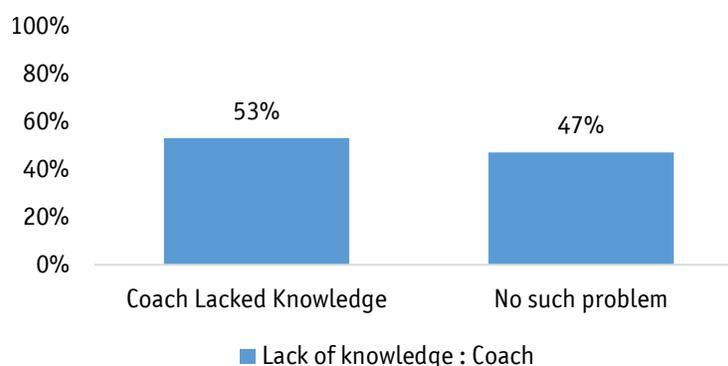


Parents are not great supportive when it comes to choose Sports as Career

The lack of knowledge of the so-called 'coaches' is alarming, to say the least. Youngsters have not got proper support and training. There has been a gaping hole on that front.

The lack of knowledge is directly related to health and wellness. Proper nutrition is not administered and practiced, which in turns increases the possibility of obesity coming into the picture.

Lack of knowledge : Coach

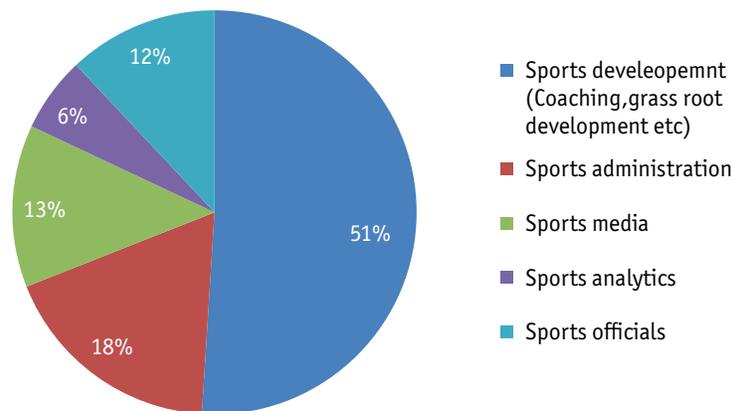


More than 50% felt that their coach lacked knowledge of coach, especially in situations when it mattered the most

Broad categories

Playing apart, there are five broad categories of work in the sports sector where youth are largely interested. Youngsters appear not to be enthused with other options like Organizing Sports Events, Agent Operations, Marketing, Operations, Infrastructure, Branding Public Relations, Fan Engagement, Sports Psychology, Sports Tourism, and Sports Technology. Hardly anybody even considers becoming a sports academician.

Career Options in Sports

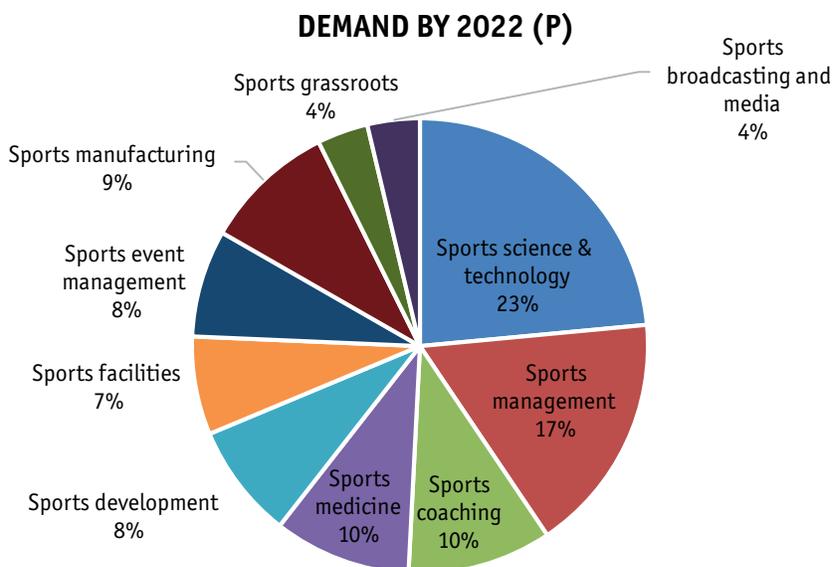


Forecast of Sports Jobs in India by 2022

The current growth rate and report by the Sector Skill Council of FICCI suggest that there will be a humongous number of job opportunities available in the sports sector by 2022.

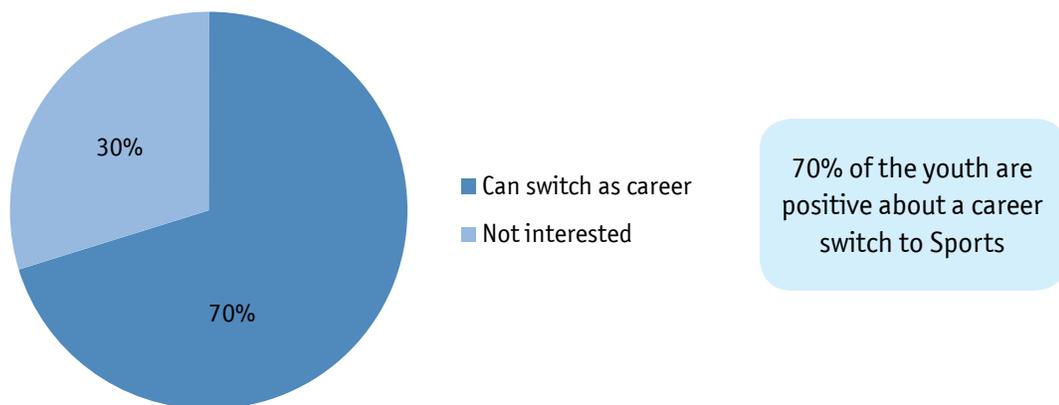
SR NO.	CATEGORY	DEMAND BY 2022 (P)	% OF TOTAL
1		10,27,681	26%
2	Sports management	7,45,984	19%
3	Sports coaching	4,47,396	11%
4	Sports medicine	425839	11%
5	Sports development	356769	9%
6	Sports facilities	304841	8%
7	Sports event management	332667	8%
8	Sports manufacturing	410040	9%
9	Sports grassroots	157880	4%
10	Sports broadcasting and media	162578	4%
11	Total	4371675	100%

Source: 2014: Sector Skill Council Vision Document FICCI



In terms of youth engagement and career choice, more than 70% of the youth are positive about a career switch to Sports. A properly thought-through process and timely decisions by the Government and Private sector can give the confidence to those interested to join and enrich the Sports Industry.

Career Switch in Sports



The Sports job market and career opportunities can be broadly divided into two categories.

Relatively untapped Career Options

- Commentators & Sports Experts
- Sports Technology Expert
- Sports Media (Journalism, Writers, etc.)
- Sports Nutritionist
- Sports Lawyer.

Relatively common Career Options

- Coaching
- Referring/Umpiring
- Scoring
- Data Analytics
- MBA in Operations (Sports)

Concerns directly affecting the youth engagement in choosing Sports as a Career:



The situation calls for immediate attention of the Government, Federations and Private players.
This will boost engagement in the Sports industry rapidly

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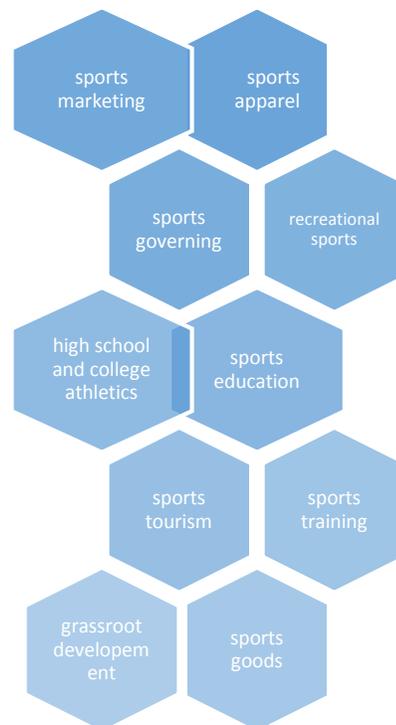
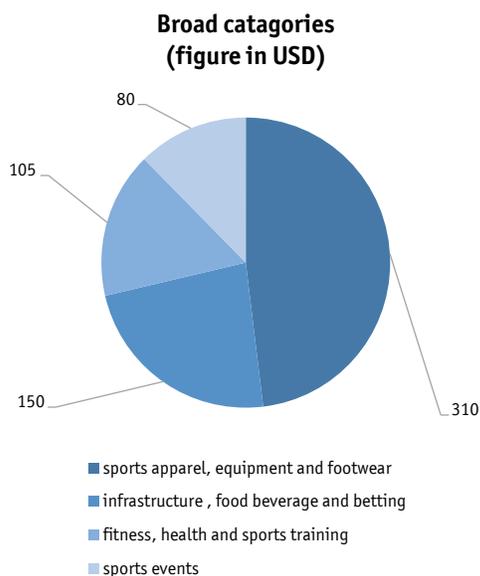
BUSINESS IN SPORTS

BUSINESS IN SPORTS



Indian sports are undergoing a facelift. India has been identified as one of the biggest markets for sports. The country recently hosted the FIFA Under-17 World Cup and will be hosting the next edition of the Hockey World Cup. There are multiple options, from the sporting leagues to Government-backed events like 'Khelo India.'

The market is spread across four major categories.



Different Business Options

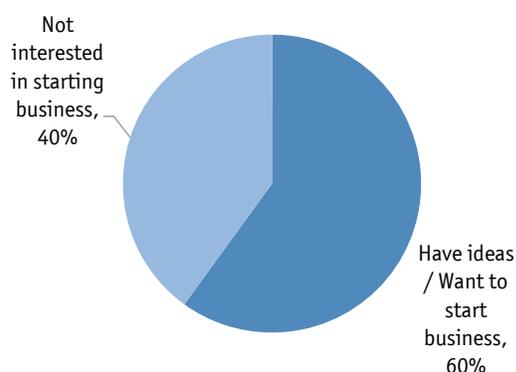
The sporting industry has a huge impact on the global economy due to its close association with other sectors. Not only does the industry boost other sectors such as tourism, manufacturing and education, but it also contributes towards the well-being of a country.

Sports Entrepreneurship

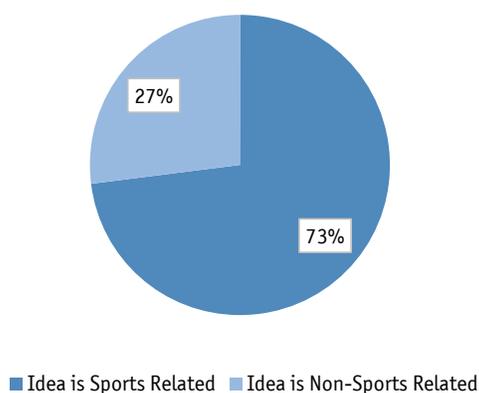
India has never been found wanting in the area of entrepreneurship. There is a significant number of people who are interested in starting businesses (60%) and many of them (73% out of this 60%) are keen on looking at opportunities in the field of sports. However, they are not exploring options because they are unaware of the processes to be followed. Their knowledge of different sports is also not very impressive.

73% out of 60% youth want to start business related to Sports

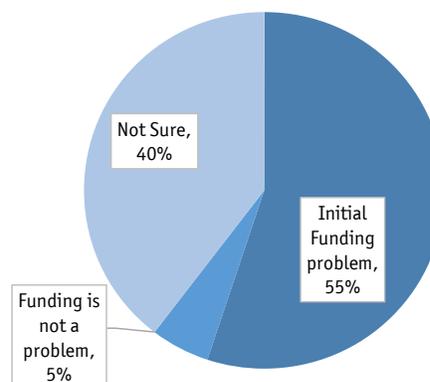
Sports Entrepreneurship Interest



Business Ideas: Sports vs Non-Sports

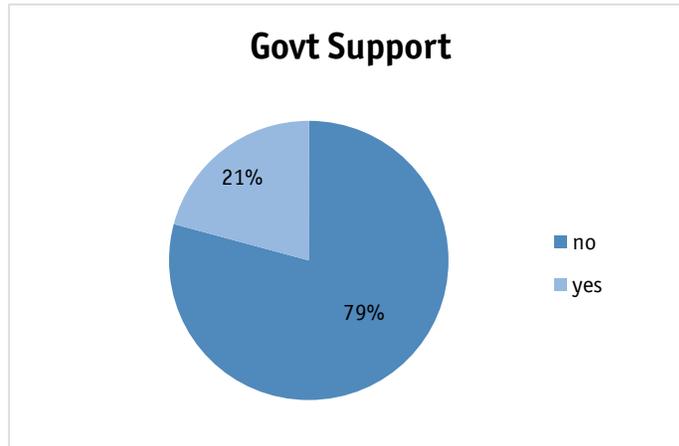


Funding



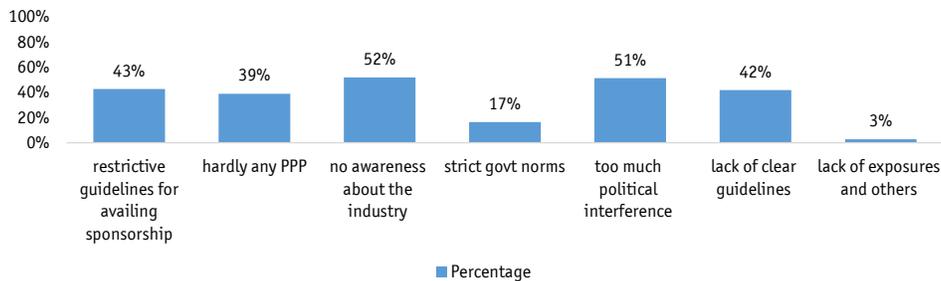
Challenges in the Business of Sports

There is interest in sports, but we are still losing out!!!

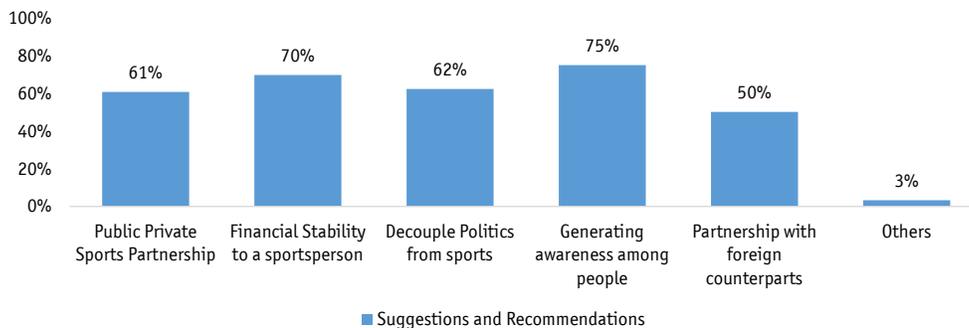


Almost 80% of the youth believe that there is no or proper and structured support when it comes to pursuing sports as a business

Challenges in Sports Business



Suggestions and Recommendations



75% believe that it is important to generate awareness

74% think that it is important to have Infrastructural growth and proper guidelines that can be used to boost youth engagement

Key challenges in sports infrastructure development-

Several challenges in the sports infrastructure segment are listed below along with recommendations, where possible.

<p>Restrictive guidelines for availing a sports infrastructure:</p>	<ul style="list-style-type: none"> • The guidelines mandate construction of a sports infrastructure project by only CPWD (Central Public Work Department), state PWD (Public Work Department), central/state PSU (Public Sector Undertaking). • To boot the infrastructure ecosystem, the government may, on the other hand, ensure that the suitable entities availing the funding, follow a competitive bidding process, inviting participation from the private sector/niche sports construction companies.
<p>Lack of clear guidelines on asset utilization:</p>	<ul style="list-style-type: none"> • India lacks in asset arrangement and monetization of built assets, disincentivizing structure creation. • The center may develop clear guidelines for maintaining sports asset utilization rates (for instance 75 per cent utilization throughout the year) to all states, in order to benefit center grants for further sports facility creation. • This is likely to impose due to meticulousness in identifying the sites and sustainable asset planning for sports infrastructure formation.
<p>Limited PPP in sports infrastructure creation:</p>	<ul style="list-style-type: none"> • Successful - Public-Private Partnerships (PPP) in sports infrastructure growth is required. • The contribution of the private sector in sports infrastructure development in India is mainly in the form of PPPs. Steps need to be taken to boost the use of PPPs for sports development. The center may release standard minimum rules for the role of PPPs in sports infrastructure construction for states to adopt and make available case studies of successful PPP implementation in states. • The center may also design the standards for allotment of national games based on the extent of the incorporation of PPPs in the state sports policy.
<p>Solutions and recommendations:</p>	<ul style="list-style-type: none"> • India has a long way to go before it arises as a serious player in the world of sports. • The country is facing a moment of truth, which requires to initiate a strong foundation for the development of sports in India, the country needs to focus on three major aspects – governance and infrastructure, culture and focused approach to winning medals.

Improving governance and infrastructure

The government has taken some major initiatives in this aspect, such as the ‘Khelo India’ Scheme, which focusses on developing sports infrastructure in rural as well as urban areas, encouraging a sporting culture through competitions, and identifying and nurturing young talent. There are also other initiatives that could help the country achieve sporting expertise.

Involvement of the private sector and non-profit organizations	<ul style="list-style-type: none"> The government can seek the support of the private sector and non-profit organizations for sports expansion — by providing monetary and/or tax benefits for beginning sports training facilities, talent scouting and organization of leagues and tournaments.
Provide financial security to sportspersons	<ul style="list-style-type: none"> Currently, sports are a high-risk proposition for the Indian youth though they are interested and trust the sector. The government can meaningfully improve financial aid provided to sportspersons and make it a rewarding career option to increase participation.
Decouple politics from sports	<ul style="list-style-type: none"> To have former sportspersons of proven aptitude leading sports bodies, can help achieve better visibility for each sport along with a decrease in inefficiencies.
Increase the use of PPP for infrastructure advancement	<ul style="list-style-type: none"> The government can apply the PPP model to improve and speed-up infrastructure development in rural as well as urban areas. Easing the policies regarding credit facilitation, taxation, control, ownership and management of infrastructure can benefit companies in this space.
Acceptance of leading practices	<ul style="list-style-type: none"> There are various models of sports governance and development, which are efficient and clear, and have shown to be successful for different countries. For example, China and the U.S. have different but successful sports models.

The background of the page is a photograph of a person running on a paved path. The image is split into two vertical panels. The left panel is a dark blue overlay with the text "HEALTH AND WELLNESS" in white. The right panel shows a close-up of a runner's legs and feet, wearing black leggings and white sneakers with red soles, captured in mid-stride. The background is a bright, slightly blurred outdoor setting.

HEALTH AND WELLNESS

HEALTH AND WELLNESS



Health & Wellness in Sports

When it comes to Sports and specially youth engagement in Sports, health and wellness have a major role to play. Sportspersons run the risk of sustaining injuries – minor as well as major. Being merely physically fit does not help if one does not know how to encounter challenges and fight back.

Broad categories

Mental Health

- Person's condition with regard to their psychological and emotional well-being. The better their mental health, the better will be their performance.

Social Health

- The ability to bond with individuals & the environment

Emotional Health

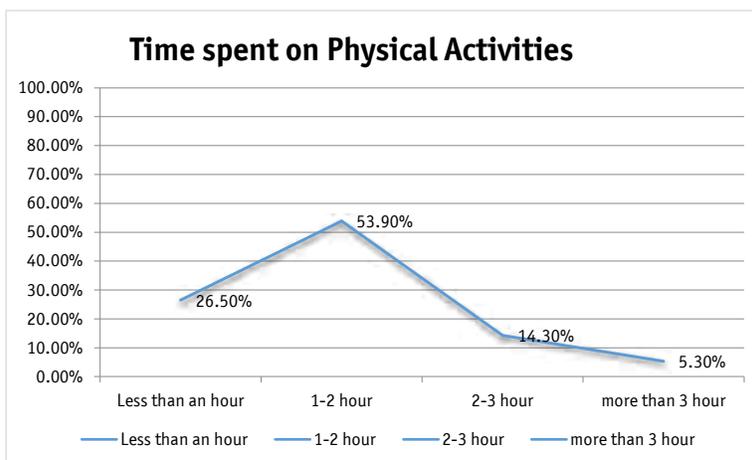
- Expressing one's emotions appropriately.

Spiritual Health

- It is a belief in a unifying force. This varies from person to person & has the concept of faith at its core.

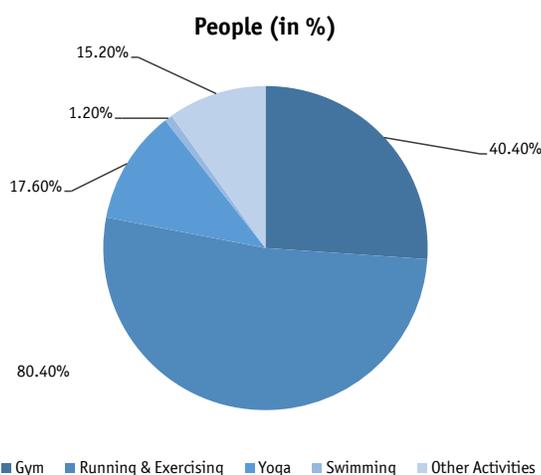
Activities and Current state: Some facts and Figures

The majority of the youth spend at least 1-2 hours daily doing physical activity, while 27 % spend less than an hour. The rest spend more than 2 hours on an average.



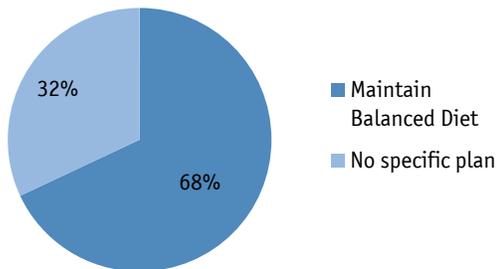
Type of Activities	People (in %)
Gym	40.4%
Running & Exercising	80.4%
Yoga	17.6%
Swimming	1.2%
Other Activities	15.2%

Youth are somewhat health conscious and engaged to some or the other activities to keep themselves fit.

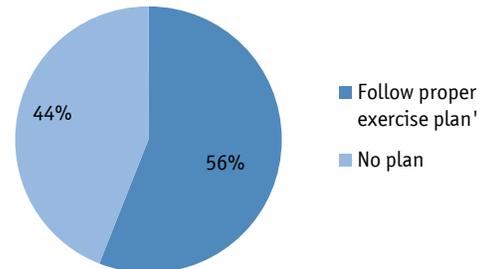


But only physical exercise without a proper plan is not much effective. Data is alarming

Balanced Diet



Proper Plan



The youth fail to realise that a balanced diet is essential as it gives our body the nutrients needed to function optimally. It also helps in maintaining and improving health. A proper diet is the key to having a long and fulfilling career in sports.

Sports and general well-being efforts

In 2002, the World Health Organization made 'Physical Activity' the theme for World Health Day. Since then, April sixth is celebrated as the World Day for Physical Activity. The concept caught on worldwide.

India took a step further in this regard. The UN was convinced to observe 21 June as Yoga Day. This initiative showcases our heritage and it also takes its practitioners closer to a healthier lifestyle. The popularity of Yoga is growing, not only in India, but also across the world.

Physical Health

Physical health is critical for sportspersons. Health, as they say, is wealth.



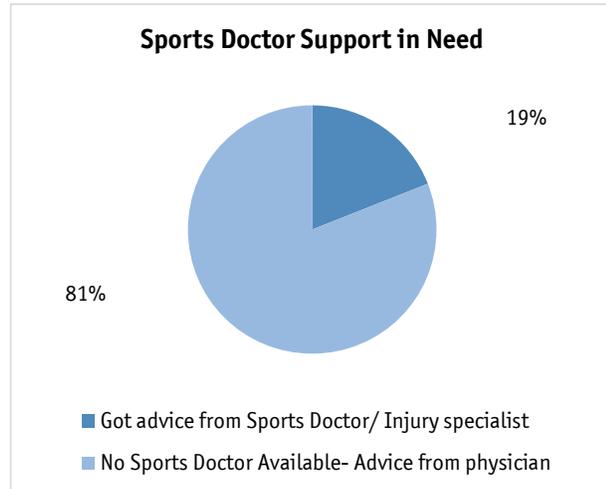
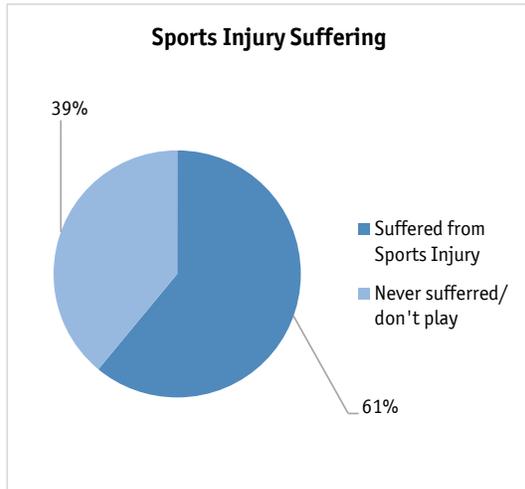
Mental Health

Mental health is another key aspect. A sports person goes through several phases. He / she has to deal with praise, criticism and injuries. Many an outstanding talent has fallen by the wayside, simply because the individual could not handle the pressures that are an occupational hazard in sports. It is important that the sportspersons are helped to be as mentally robust as they are physically fit.

Sporting Injury

This is one of the key area

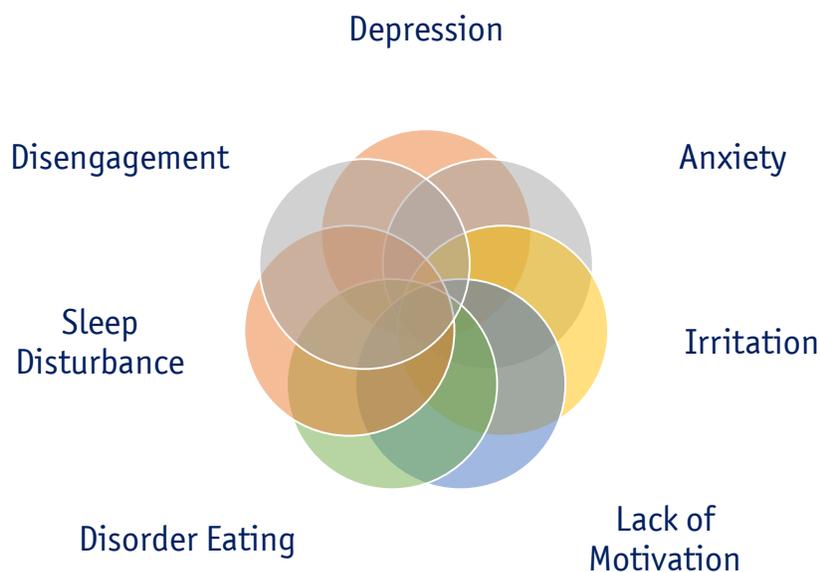
1) Over-training	Lack of adequate recovery time coupled with the high intensity of training is the most obvious reason for over-training.
2) Overuse	Redundant strain wounds are caused by repeated activities which apply weight to a specific gathering of muscles, joint or area of delicate tissue. As a rule, they decline after some time and incorporate wounds, for example, tennis elbow, golfer's knee, hurler's shoulder and jumper's knee.
3) Improper Warm-up	Inability to play out a legitimate warm-up can put you in danger for damage as the muscles and joints are not set up for exercise. A warm-up is important to build body temperature and course of blood to the muscles. A 15-20-minute warm-up ought to incorporate a mix of extending and cardiovascular activities to set up the body for exercise, expands execution levels and avoids wounds.
4) Poor technique	Any activity or sports which is performed boringly with inappropriate technique is a formula for damage. After some time, the side effects of wounds being caused by the inappropriate system will be aggravated and can either prompt a more genuine condition or result in more intense wounds. The most ideal approach to keep away from over and again playing out an activity/sports with the mistaken procedure is to ensure youth to utilize an expert mentor or coach to demonstrate the right method to get things done from the earliest starting point and to guarantee they wear suitable dress, shoes and utilize the correct gear.
5) Workload	Number of playing days have been tremendously increased as compared to the past few years across games. This is because of the number of leagues being introduced where the players play for a long duration of time and with less amount of rest is provided to them. Also, the hectic schedule of matches is another reason for the work overload. These days many players tend to suffer injuries due to workload.

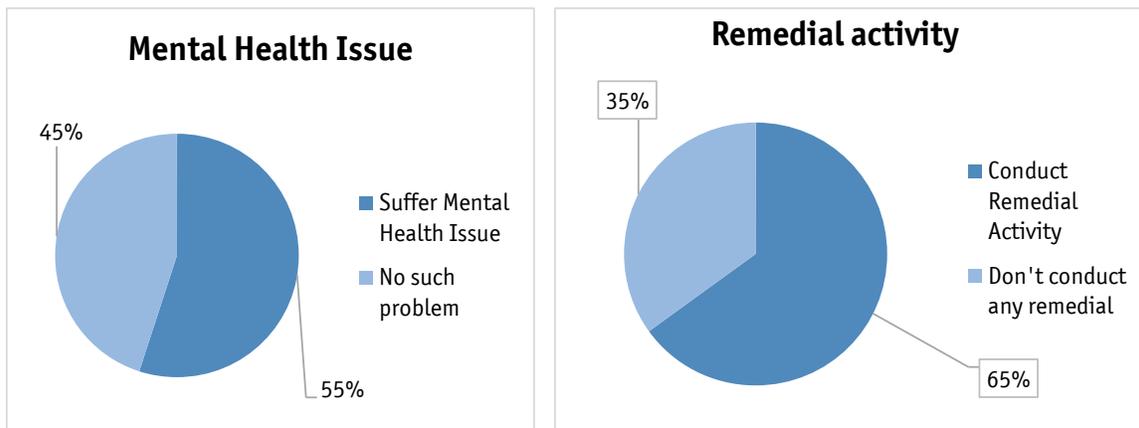


61% of youth suffer from sports injuries

81% of youth who suffer from sports injuries do not get the right advice from Sports Doctor / physician, in need – this eventually leads to their disengagement from sports.

There are times when physical injuries affect the sportsperson mentally. While some injuries can be managed easily with minimal disruption in sports participation, others are harder to overcome. A sportsperson’s mental health can come under strain if he / she is forced to take a hiatus from the game because of injury. The psychological response to injuries can trigger serious mental health issues.





55% of youth have suffered from mental health issues apart from the physical issues

45%+ don't follow any activity which can help them in stressful times.

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**CONCLUSION:
THE WAY
FORWARD**



CONCLUSION: THE WAY FORWARD

Building a culture of sports: Key in Youth Development

Mindsets need to be changed. Parents need to be encouraged to support sports-oriented children. This will be the first step towards the evolution of a sporting culture in a country like India, where the family is the premier institution.

Key initiatives the government can take

Introduce sports in school/university curricula:

Currently, most of the schools, colleges and universities focus only on the academic development of children.

The government can mandate these academic institutions to introduce physical education and participation in sports as a part of the curricula to provide every student with an exposure to sports. Sports could be treated on par with academics by introducing it as a subject with equal weightage in examinations.

Initiatives have already been taken with bodies like Central Board of Secondary Education (CBSE), Council for the Indian School Certificate Examinations (CISCE), state boards and All India Council for Technical Education (AICTE). Government needs to ensure effective implementation of the framework and policy.

Partner with foreign counterparts:

The Indian government can partner with foreign governments to enable transfer of knowledge, which is mutually helpful. Special programs can be arranged to introduce Indian sportspersons to world-class training in sports in which we have the potential to excel but are lacking in terms of exposure. For example, India is referred to as the 'sleeping giant' of football; the country's budding footballers could gain a lot from an inclusive long-term development program.

Key initiatives which the private for-profit and non-profit entities can undertake

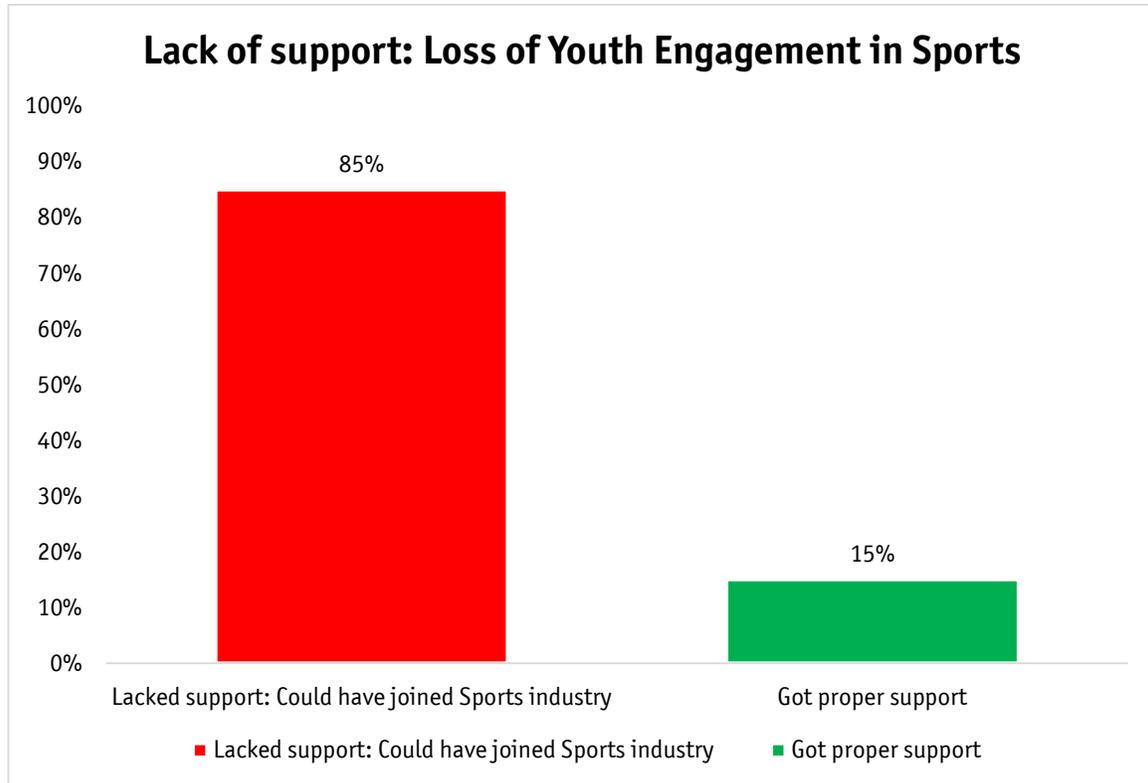
Setting up leagues: The IPL has had a cascading effect. In the past two to three years, India has observed a surge in the number of leagues in different sports, including football, kabaddi, wrestling, badminton, table tennis and hockey. More league-based tournaments for other sports in which we have the talent to do well (for example, archery, boxing and shooting) will only encourage more people to look at sports as a viable career option.

Organize more inter-school tournaments to identify talent: Several corporates, non-profit organizations and professional leagues in the country are involved in tapping young sporting talent through small-scale tournaments and training programmes. However, these programmes are not accessible to the majority, at the moment. More tournaments need to be organized in the interiors and rural areas as well, where a lot of talent is waiting to be identified.

Provide 'soft infrastructure': In accumulation to the physical infrastructure, sportspersons also need 'soft infrastructure' for their growth; non-profit organizations can go a long way in mentoring talented sportspersons through mentorship programs. They can also help in terms of training the coaches.



For India to shine on the international sporting map, there is no other better option than focusing on youth engagement. The right support at the right time is the need of the hour.



The Sports industry in India is losing almost 85% youth from the interested and talented pool (out of the interested 62%)

More opportunities, professional and scientific training and coaching techniques and a sound support structure are needed. It is time to revamp policies and strategies – the Government has to join forces with the private sector. This will take India closer to becoming a sporting superpower.



ANNEXURE

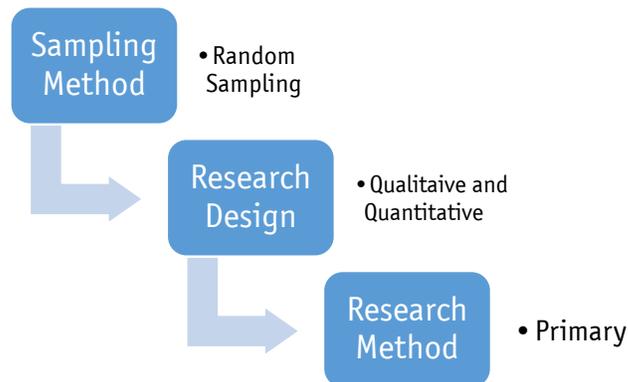
ANNEXURE

Methodology

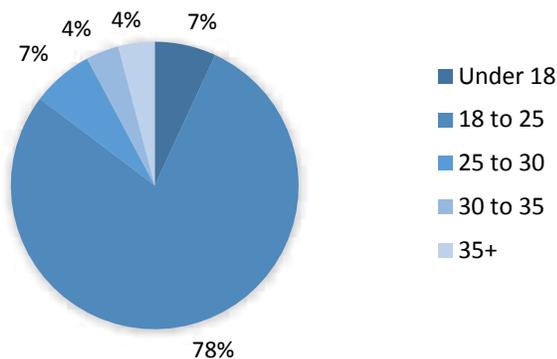
Considering the psychology while opting answers in primary research, we have taken 95% confidence level with 2% margin of error against India's population. The sample comes 2,401 which covers three primary areas:

1. Careers in Sports
2. Business in Sports
3. Health and wellness in sports

The primary survey has covered different ages and data analysis has been done keeping age in the central point. It has opened scope of getting data points critical to the youth engagement.



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