

**Good business plan and policy framework needed  
to enhance prospects of football in India**  
*Two-day international football convention 'GOAL 2014' gets under way*

**NEW DELHI, February 13, 2014.** In order to promote the game of football in a professional manner there is an imperative need for a good business plan and an enabling policy framework, **Mr. Shaji Prabhakaran, Regional Development Officer, FIFA**, said here today.

While addressing the 2<sup>nd</sup> edition of the international convention on the business of football '**GOAL 2014**' organized by **FICCI** in association with the **All India Football Federation (AIFF)**, Mr. Prabhakaran assured All India Football Federation (AIFF) of FIFA's commitment towards assisting the Indian body in taking this game forward.

The convention was organized to capture the real essence of sporting excellence which lies in developing an ecosystem for sports development by bringing together all the stakeholders including grassroots specialists, business leaders making strategies, to NGOs using sports for development, to entrepreneurs and foreign entities wanting to invest in game.

Mr. Prabhakaran underlined the need for strengthening the management of the game which required investing of considerable amount of time and resources. He added that India has great potential in football and can regain its lost glory within a span of a decade, provided we work towards development of the game with commitment.

**Mr. Robert Bann, Technical Director, AIFF**, said that the master plan designed for U-17 World Cup will enormously boost the spirit of players and will encourage them to take up the sport. This World Cup marks the beginning of putting AIFF on the football map. It is the first step for India to be recognized as a football playing nation.

He informed that four academies have come up where 120 selected players from all over India are being trained under professional guidance and are gearing for selection in the Football National Team. Specific training programmes for goal keepers and children between the ages of 6-12 years have been designed. New training processes and curricula have been formulated for coaching of the players.

**Mr. Wim Koevermans, Coach, India Football National Team**, said that U-17 World Cup is a blessing for India. This World Cup will leave a big legacy for Indian football. He added that it is the duty and responsibility of the Indian sports body to give an opportunity to boys, girls and disabled youngsters to play football.

He added that earlier there was no guidance but in the last 20-30 years individual initiatives by corporates and the government has helped the young players at the grass root level to come out and play.

**Mr. Sanjiv Paul, Chairman, FICCI Sports Committee and MD, TATA Metaliks**, said that India's football story is being scripted well with the participation of industry, advent of global best practices and professionalization of sport in the country. "We are hopeful that hosting of U-17 FIFA World Cup will catalyze the development of game in the country in terms of its business potential, youth development, talent identification and improvement of football infrastructure at least in the host cities," he added.

Mr. Paul stated that the corporate sector has shown a lot of confidence by investing incrementally year on year. The efforts are visible at the state and district level that has helped increase the number of participants and supporters of the sport within regions. FICCI believes in the future potential of the game and aims to take this conference to SAFF member countries and then to the level of Asian Football Confederation.

**Dr. A Didar Singh, Secretary General, FICCI**, said that FICCI conducted a study on 'Best Startups in Sports In India' last year and one of the highlights of the report was that maximum new ventures in sports were

related to football. U-17 World Cup is a golden opportunity to catalyze the culture of developing football in the country and can positively impact the economy, sport infrastructure and foreign investment climate.

**Dr. Manju Kalra Prakash, Assistant Secretary General, FICCI**, reiterated that FICCI is committed to work with AIFF and the Ministry of Youth Affairs and Sports to promote development of sports in the country. She added it is important that the government and industry work together to support football training academies to make India the number one commercial and football watching nation.

On this occasion, a FICCI-Libero Sports India Knowledge Paper, **'An introduction to FIFA U-17 World Cup, 2017 - Hosted by India'** was released.

At the event, top Indian sportspersons were recognized for their contribution to various sports.

The list of awardees is appended below.

## **INDIA SPORTS AWARDS ( Presented by FICCI)**

FICCI's vision is to facilitate and encourage development of sport in India. There are genuine efforts from Government machineries and industry for long term and sustainable development of sports.

FICCI understands the relevance of sport in our society and aims to create a platform that will create role models for young Indians.

Amongst our various initiatives to encourage sports in India, one of the most important initiatives is India Sports Awards which we have been organizing for 5 years.

As many individuals and organizations have set examples and truly deserve recognition for their excellent work in sports promotion. India Sports Awards are an attempt by FICCI to acknowledge the contribution of sports in India and to felicitate the sports achievers, and organizations that support sports. Role models, who truly deserve recognition and teach us how to push our own limits and indulge in fairplay.

**Knowledge partner for INDIA SPORTS AWARDS are Winning Matters Sports Consulting PVT. LTD.**

### **JURY MEMBERS**

Jury Chair -Justice Mukul Mudgal (Retd.), Hon'ble Chief Justice, Punjab and Haryana High Court and head of Supreme Court Probe Panel on IPL Match Fixing Scandal.

Dr. Jiji Thomson, Director General, Sports Authority of India.

Prof. Rajesh Tripathi, Chairperson, All India Council of Physical Education and Principal VNS College of Physical Education and Management Studies.

Mr. Nitin Kukreja, President – Sports, Star India.

Ms. Karnam Malleswari, Former Olympic Medalist, Weight-Lifting.

Ms. Indu Puri, Former National Champion, Table Tennis.

Mr. Abhijeet Sarkar, Head Corporate Communication, Sahara India Pariwar.

| Individual Categories                   |                             |
|---|-----------------------------|
| Breakthrough Sportsperson of the Year   | P V Sindhu                  |
| Sportsperson of the Year                | Deepika Kumari              |
| Comeback of the Year                    | Rani Rampal                 |
| Coach or Support staff of the year      | Baldev Singh                |
| Team of the year                        | Indian Archery Team (Women) |
| Life Time Achievement Award             | Rahul Dravid                |
| Para-Sportsperson of the Year           | Devender Jhajharia          |
| Most Inspiring Sportsperson of the Year | Yuvraj Singh                |

| Business Categories                                |                                 |
|--|---------------------------------|
| Best Company Promoting Sports (Govt. Organization) | Services Sports Control Board   |
| Best Company Promoting Sports (CSR)                | Oil and Natural Gas Corporation |
| Best Company Promoting Sports (Pvt. Organization)  | Sportz Craft Inc                |
| Best NGO Promoting Sports                          | GoSports Foundation             |
| Best Event Management Company                      | Sporty Solutionz                |
| Best National Sports Federation                    | All India Football Federation   |
| Best State   | Manipur                         |
| Best Startup in Sports                             | EduSports                       |

| INDIA FOOTBALL AWARDS ( PRESENTED BY FICCI & AIFF)   |                       |
|--|-----------------------|
| <p>All India Football Federation, the Governing Body for Football in India organized the 'Indian Football Awards' night in collaboration with FICCI. Seven Awards will be presented, of which five are being instituted for the first time, and another, being reinstated. It is the first time an Awards Night is being organised to honour all the Champions of Indian Football, which includes the administrators, the supervisors and the players.</p> |                       |
| Player of the Year   | Sunil Chhetri         |
| Woman Footballer of the Year   | Oinam Bembem Devi     |
| Emerging Player of the Year  | Jeje Lalpekhlua       |
| Best Grassroots Development Programme  | Mizoram FA            |
| For Continuous Contribution to Indian Football   | Tata Football Academy |
| Best Assistant Referee   | <b>Biplab Podder</b>  |
| Best Referee   | Pratap Singh          |